

### General Details

We shall be sending out what we call DIRECTIVES every three months. These will comprise topics both particular and general on which we would like you to report on the basis of your own experience of what you observe and what you hear. Nothing is too trivial and you will be surprised, I think, how quickly your eyes and ears become attuned. Let me give you an example. Last week two men ahead of me in the Post Office collected their pensions and I saw them again in the Green grocer's discussing the price of cabbage. One said, "Still, you can't do without it, it makes a meal. And it's cheaper than a joint, eh?" The other replied "Meat? I scarcely ever eat meat nowadays". This goes into a note book together with any details, in this case that the shop is a bit 'pricey' but near the Post Office, these two men come in once a week from out of town by car, one driving. You will find useful instructions for noting information on the enclosed blue sheet.

### Self Portrait

Before I come to what we can call the Summer Directives it would be very useful indeed if you could let us have a potted 'self portrait', a general account of yourself past and present. Just a couple of pages will be enough to enable us to know who you are and whom we are writing to. Naturally, and this goes for everything, your identity is confidential to us.

### Postage costs

Please keep a note of your postage expenses. We plan to settle up with you twice a year but if you prefer we can do so when we hear from you.

MASS-OBSERVATION: INFLATION STUDY 1981

SUMMER DIRECTIVES

PARTICULAR

- (a) The Royal Mint tells us that the Chancellor of the Exchequer is expected to make a statement about the design etc of the £1 and the 20p coins in July. If he does, look out for reactions - designs, utility and effects of the new coins. (Interestingly the Italian government has been advised that larger paper currency would combat inflation because people would think twice before spending something they had to unfold!)
- (b) The Royal Wedding - reactions of all sorts leading up to the day, the event itself if you're watching it on television, reactions afterwards. Any special events locally? Any comparisons with the Jubilee?
- (c) In the last twelve months (approximately) how many business premises have closed in your shopping area? What were they? How many are still unoccupied? If they have opened up again what do they deal in now?
- (d) Please describe the typical meals (time and food) on weekday, and one typical main Sunday meal.

GENERAL

- (a) Unemployment - personal experience, observations and conversations overheard.
- (b) Holidays - ditto.
- (c) The price of vegetables - ditto. This is obviously connected 14 with the weather we've had this year.

The next DIRECTIVE will be aimed at the pre-Christmas period. Please keep your eyes open for the first commercial sign of the 'festive season' - advertising, Christmas cards on sale, decorations in shops.

PLEASE DO NOT FEEL THAT YOU HAVE TO DO EVERYTHING, OR THAT YOU HAVE GOT TO SEND IN EVERYTHING AT ONCE. GOOD LUCK!