

# Spring 2014 Directive

## Part 1: Politics and Politicians

*This time next year, the General Election will be upon us politicians who are already on the campaign trail, we are it! However, rather than announcing a new policy or are issuing a Directive about politics and politicians.*

*This Directive is intended for everyone, regardless of or how politically active you are. Mass Observation has views about politics since it began in 1937 and replies to this, rather than opinion polls, can help to capture a fuller picture of what people really think about politics.*

Please start each part of your Directive reply on a new sheet of paper with your MO number, sex, age, marital status, the town or village where you live and your occupation or former occupation.

Remember *not to identify yourself* or other people inadvertently within your reply. It is best to use initials instead of real names.

*and like the gearing up for manifesto, we*

*political views been collecting Directives like*

**Firstly...**start your Directive response by stating your current or past occupation. Do you have/or have you had any association with politicians? Maybe you are an MP, local councillor, or have campaigned for a local candidate? Please let us know without disclosing anything that may identify you or others.

**Moving on...** we are interested in the following groups of people:

- Politicians
- Doctors
- Lawyers
- Scientists

What sort of people have these jobs? If you were talking to someone and these occupations came up in conversation what would your attitude be?

### You and the current Government

The Coalition Government has been in Parliament since 2010. How have the last four years been for you?

Have you been affected by any changes in policy? Has your local area changed?

Please share any thoughts you may have about the current Government's policies.

How do you feel about:

- David Cameron
- Ed Miliband
- Nick Clegg
- William Hague
- George Osborne

Please feel free to share any other comments about any other politicians

### **The main political parties**

How do you feel about:

- The Conservative Party
- The Labour Party
- The Liberal Democrats
- The Scottish National Party
- The UK Independence Party

We are interested in your immediate reaction to these political parties, but would also like to know more about how your attitude towards them has developed over the years.

### **Voting**

Turnout at the most recent General Election in 2010 was 65.1%. This is an increase on the previous Election, but still the third lowest since 1945. Is it important to vote? Could anything be done to increase the number of people voting?

### **Local Elections**

How much interest do you and other people you know take in local elections? How important do you think that they are? Did you vote in your last local election? Do you consider your local council to be a good or bad one? Why?

### **Looking ahead**

Imagine that Labour win the General Election in 2015. How might life change for you personally? How would life be different for the whole country?

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Please post your response to: **Freepost: RTGU-AYJE-YSSC, The Mass Observation Archive, The Keep, Woollards Way, Brighton, BN1 9BP** Or by email to: [moa@sussex.ac.uk](mailto:moa@sussex.ac.uk)  
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