

MASS-OBSERVATION ARCHIVE

Guide to the File Reports 1937 - 1972

UNIVERSITY OF SUSSEX

1981

MASS-OBSERVATION FILE REPORTS 1937-1972

An annotated chronological list with
subject index

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1981

FILE REPORT LIST

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PUBLISHER'S NOTE

Not all the File Reports have been reproduced. This is due to a number of reasons:

1. Material marked by an asterisk in the listing was not originally produced by Mass-Observation and is therefore omitted.
2. Some of the File Reports have already been published or are being reserved by Mass-Observation for possible publication:
 - a) Mass-Observation publications: 37, 1191-2, 1298, 1344, 1494-5, 1998, 2093, 2245, 2473, 3009, 3056, 3063, 3142, 3151.
 - b) Mass-Observation reports published by the Advertising Service Guild: 830, 870, 889, 910, 1456, 1550, 1550A, 1651, 1999, 2182.
 - c) Mass-Observation Reports kept back for possible future publication: 290, 470, 952, 955, 1332, 1496, 1497, 1498, 1843, 2018, 2176, 2499A, 2545, 3029.
3. The following File Reports are missing and no original has been found: 164, 376, 1353, 1572.

INTRODUCTION TO THE FILE REPORTS

Between 1938 and 1950, Mass-Observation produced approximately 3,000 reports summarising their activities. These reports, which were usually typewritten, vary considerably in length and in the treatment of the topic. They provide a useful "first level" introduction to the holdings of the Mass-Observation Archive. A subject index to the File Reports is available.

The original chronological order of the File Reports has been retained, along with the original numbers. The gaps in the number sequence seem to have been left deliberately and do not represent missing files unless stated in the list.

File Reports

1. Reports on M-O investigations: description of method, questions asked, results and conclusions.
2. Letters and Directives (monthly questionnaires) sent to members of the volunteer Panel of observers and diarists.
3. Bulletins (usually duplicated) for internal circulation and to provide the Panel with information about M-O's activities.
4. Analysis of Directive replies received from Panel.
5. Edited extracts from M-O diaries.
6. Scripts for radio broadcasts.
7. Draft copies and printed versions of articles submitted by M-O to newspapers or journals.
8. Draft manuscripts of books published by M-O.
9. Reports prepared for outside bodies (eg for the Ministry of Information on civilian morale). Many of these form part of a series. Details of the File Reports series are to be found in the appendix at the end of the list.
10. Articles not produced by M-O but incorporated into their files for reference (eg the Wartime Social Surveys). These are marked with an asterisk.

Identification of full-time investigators who wrote the Reports (where initials have been given)

MA Mary ADAMS (not a member of M-O's personnel but contact at MoI)
BA Brian ALLWOOD
JA Jack ATKINS
BB Brian BAREFOOT
KB Kathleen BOX
DBL Diana BRINTON-LEE
LE Len ENGLAND
PF Priscilla FEARE (later, Novy)
JGF John FERRABY
RF Richard FITTER
CF Celia FREMLIN
TH Tom HARRISSON
AH Alec HUGHES

GH George HUTCHINSON
YL Yutte LANE
CM Charles MADGE
NM Nina MASEL
BN Bill NAUGHTON
HN Henry NOVY
PN Priscilla NOVY (nee Feare)
HP Humphrey PEASE
RP R PRAWER
KR Kathleen RAINE
MT Mollie TARRANT
PV Pamela VINCE
BW Bob WILLCOCK
HDW Bob WILLCOCK

MASS-OBSERVATION FILE REPORTS

1933

Oct A1 *FIRST APPROACH TO PERSIL MARKET INVESTIGATION: Advertising Service Lintas Ltd.

1937

Aug A2 SMOKING HABITS: missing

Oct A3 MOSLEY'S BERMONDSEY MARCH: personal observation by Herbert Howarth.

Jan-Dec A4 DIRECTIVES: set of questions sent to volunteer panel of observers.

1935-39 A5 *EXPENDITURE OF 1,380 MIDDLE CLASS HOUSEHOLDS: by Philip Massey Journal of Society, Vol. CV, part III, 1942.

1938

Feb A6 LIGHT AND DARK SPECIAL TOM HARRISSON NUMBER: Oxford and Cambridge Magazine, No 3 with articles on M-O and a poem by Nevill Coghill.

March A7 WEST FULHAM BY-ELECTION.

Jan-Dec A8 DIRECTIVES: set of questions sent to volunteer panel of observers.

Dec A9 SOCIAL ATTITUDES TO MARGARINE: based on Panel replies.

Dec A10 REACTIONS TO ADVERTISING.

Dec A11 NEWSPAPER READING NOTIVES AND METHODS.

Dec A12 ANTI-SEMITISM SURVEY: based on a survey carried out in the London East End.

1939

Feb A13 THE NON-VOTER: missing

March A14 AIR RAID SHELTERS: by Celia Fremlin.

March A15 *TRADE SURVEY OF THE U.S. DIAMOND MARKET: N.W. Ayer & Son, Inc.

April A16 HOME OR FOREIGN?: discussion of Foreign Affairs versus Home Affairs by politicians.

April A17 CLOTHES: based on Panel replies and Worktown studies (CM).

June A18 CLOTHES WASHING - MOTIVES AND METHODS.

June A19 DIRECTIVE: to panel

July A20 BAD DREAMS AND NIGHTMATES: panel study.

July A21 PERSONAL APPEARANCE HANDS, FACE AND HAIR: panel study.

Aug A22 EMERGENCY PROBLEMS AND MASS-OBSERVATION: M-O plans for wartime work.

Aug A23 INVESTIGATION OF SQUARE DEAL FOR THE RAILWAYS.

Sept A24 A.R.P: Fulham April-July.

Sept A25 WARTIME DIRECTIVE No. 1: to panel.

June A26 THEY SPEAK FOR THEMSELVES: BBC programme on M-O.

OCTOBER 1939

- 1 CHANNELS OF PUBLICITY: press, radio, pamphlets, leaflets, posters, films.
- 2 GOVERNMENT POSTERS IN WARTIME: effectiveness of posters.
- 3 PUBLIC INFORMATION LEAFLETS: reactions in Fulham and Bolton
- 4 A.R.P. INSTRUCTIONS.
- 4A PROPAGANDA AND A.R.P. RECRUITING.
- 5 SIX RAILWAY POSTERS: preferences in design.
- 6 SPORT IN WARTIME.
- 6A WARTIME DIRECTIVE No. 2: sent to panel.

NOVEMBER 1939

- 7 CHRISTMAS SHOPPING IN WARTIME 19.11.39: (copy held at Imperial War Museum)
- 8 CHRISTMAS SHOPPING IN WARTIME 20.11.39: (copy held at Imperial War Museum)
- 9 SIX RAILWAY POSTERS, SERIES II: (TH)
- 10 CO-ORDINATION OF SOCIAL RESEARCH: recommendations for social research organisations during the war. (TH)
- 11 EVACUATION REPORT.
- 11A JAZZ AND DANCING.
- 11B *PORTABLE ELECTRIC COOKING APPLIANCES: Woman's Home Companion Reader - Editor Report 27 (Research Department, The Cromwell Collier Publishing Company).
- 11C WARTIME DIRECTIVE No. 3: sent to panel.

DECEMBER 1939

- 12 CHRISTMAS SHOPPING IN WARTIME: (copy held at Imperial War Museum)
- 13 SPORT IN WARTIME: (HN)
- 14 CHRISTMAS SHOPPING IN WARTIME.
- 15 "THE LION HAS WINGS": reactions of audience to film. (copy held at Imperial War Museum)
- 15A WARTIME DIRECTIVE No. 4: sent to panel.
- 15B WORKING WOMEN IN THIS WAR: reprinted from Industrial Welfare and Personnel Management Dec 1939, Vol. XXI No.253. (TH)

JANUARY 1940

- 16 THE FAKING OF NEWSREELS: (copy held at Imperial War Museum)
- 17 TOYS - CHRISTMAS 1939: (copy held at Imperial War Museum)
- 18 WARTIME SPORT: (HN)
- 19 THE CONTROLLERS: government control and distribution of raw materials through Ministry of Supply, Food, Petroleum Board etc.
- 20 RECORDING THE WAR: talk by TH to WEA about M-O.
- 21 SHOP NOTICES: observations of adverts in shop windows (Fulham). (copy held at Imperial War Museum)
- 22 NEWSREEL REPORT: (copy held at Imperial War Museum)
- 23 CHURCH - RELIGION IN WARTIME: how different religious groups react to war. (copy held at Imperial War Museum)
- 24 THE CINEMA IN THE FIRST THREE MONTHS OF WAR: (copy held at Imperial War Museum)
- 24A MASS-OBSERVATION'S BIRTHDAY CARD TO PANEL: includes 'Feelings about 1940'.

FEBRUARY 1940

- 25 US 1: M-O's weekly news sheet: Hore Belisha resigns; food in wartime.
- 26 WOMEN'S ORGANISATIONS IN WARTIME: (copy held at Imperial War Museum)
- 27 US 2: morale and the future; workers' wartime spending.
- 28 PRELIMINARY REPORT ON FASHION: (copy held at Imperial War Museum)
- 29 WORKTOWN WINTER SALES.
- 30 SHOPS NOTICES: advertising material.
- 31 US 3: the workers' week; what painters are painting and selling; repercussions of conscription.
- 32 SHOPPING CATALOGUES AND LEAFLETS: price comparisons in winter sales. (copy held at Imperial War Museum)
- 33 MUSIC HALLS: (copy held at Imperial War Museum)
- 34 US 4: advertising the war; Southwark Party truce.
- 35 ENGINEERING: preparations for war in industry. (copy held at Imperial War Museum)
- 36 SAVING AND SPENDING IN WORKTOWN.
- 37 PERSUASION AND EFFICIENCY - THE PROPAGANDA OF SCIENCE: chapter by TH in Science in War (Anon), Penguin Special, 1940.
- 38 SHOP LEAFLETS: advertising.
- 38A NEWSPAPER READING HABITS.
- 39 SILVERTOWN BY-ELECTION: (copy held at Imperial War Museum)
- 40 OPINION FORMATION IN WORKTOWN: visual and aural propaganda.
- 41 MORAN MENTALITY: Silvertown by-election candidate.
- 41A A METHOD OF ESTABLISHING SOCIO-ECONOMIC GROUPING: (JGF)

MARCH 1940

- 42 US 5: Conscientious Objectors; winter sales in Worktown.
- 43 PRESENT CONDITION OF POETRY: (BA)
- 44 ASTROLOGY: (BA) (copy held at Imperial War Museum)
- 45 PANTOMIME: (LE)
- 46 BOOK READING IN WARTIME: report on material from publishers, book clubs, libraries and booksellers.
- 47 WARTIME READING: Fulham Study. (KB)
- 48 SELECTION AND TASTE IN BOOK READING: Fulham Study. (KB)
- 49 GRAMOPHONE RECORDS: (JC)
- 51 WORKS MAGAZINES: analysis of publications by firms. (copy held at Imperial War Museum)
- 52 US 6: reactions to news; social occasions; newsreel reactions.
- 53 FINNISH-RUSSIAN PEACE: (TH) (copy held at Imperial War Museum)
- 54 SUMMARY OF OPINION ON FINNISH-RUSSIAN PEACE.
- 55 BUILDING: survey of difficulties confronting the industry, especially architectural profession; employment.
- 56 US 7: news behind the news; paying for the war; fashion note.
- 57 FILM REPORT: preferences for themes in films.
- 58 COMPARATIVE NOTE ON PANTOMIME AND MUSIC HALL REPORTS: (LE) (copy held at Imperial War Museum)

MARCH 1940 (cont)

- 59 N.E. LEEDS BY-ELECTION: (TH to MA)
- 60 US 8: war holidays; National Savings.
- 61 ANTI-SEMITISM: Extracted from the Leeds by-election report.
- 62 LITERARY QUESTIONNAIRE: by H.P. Elderton and G.L. Wallace: 50 replies from 17 year old schoolboys on reading habits.
- 63 PEACE - SYLT: reactions to news of peace terms and Sylt air raid by RAF.
- 64 US 9: public and private opinion on Lord Haw Haw; sex in wartime; "You're telling us" (opinions of US).
- 65 PUBLIC AND PRIVATE OPINION ON HAW HAW.
- 65A NEWSLETTERS: distribution of news in forms other than national press, ie newsletters. (BW)

APRIL 1940

- 66 FILM RESPONSE: themes - spies, armed services, Germany.
- 67 US 10: war of nerves - "New Phase": Are you lucky: "You're telling us".
- 68 NOTES ON SCHOOLS QUESTIONNAIRE: effects of war on pupils in 15 schools.
- 69 THEATRE: runs of plays in London.
- 70 GERT AND DAISY: reactions in Bolton to BBC programme on food. (TH)
- 71 THE LIGHTSHIP LEAFLET: reaction to leaflet.
- 72 GERT AND DAISY IN CHADWELL HEATH.
- 73 NORWAY CRISIS: reaction to the invasion of Norway.
- 74 GRAB GRAB GRAB POSTER: reactions to poster. (copy held at Imperial War Museum) (poster enclosed)
- 75 US 11: meat rationing; belief in a future life: we're telling you: You're telling us.
- 76 A FURTHER NOTE ON THE GRAB GRAB GRAB POSTER REACTION.
- 77 GERT AND DAISY'S BBC TALKS: (TH)
- 78 ANTI-SEMITISM IN LIMEHOUSE: main report missing. (TH)
- 79 PUBLIC FEELING ABOUT ALIENS: (TH)
- 80 US 12: the world tomorrow; the pub in wartime; facts about leaders; "You're telling us" (opinion of US).
- 81 NORTH BATTERSEA BY-ELECTION: (TH)
- 82 US 13: first quarter (of issues of US); Metrop Libraries; paying for the war; facts about leaders; "You're telling us".
- 83 CONVERSATION: commonest topics overheard: money and prices, cookery and food, household budgets and problems. (copy held at Imperial War Museum)
- 84 FIFTH COLUMN - PILOT TEST: responses to qq; attitude to aliens. (TH)
- 85 BUDGET REACTIONS: (TH)
- 86 THE EFFECT OF THE FIRST SIX MONTHS OF WAR ON LEARNED SOCIETIES.
- 87 WHAT CHILDREN THINK OF THE WAR.
- 88 THE ARGYLL BY-ELECTION.
- 89 MORALE NOW (30/4/40): general survey - personal approach and suggestions for improving morale.
- 90 MORALE: channels of publicity: press, radio, pamphlets and leaflets, posters and films.

MAY 1940

- 91 INSTITUTE OF PUBLIC OPINION: suggestion of fake research.
- 92 POLLOCK BY-ELECTION.
- 93 US 14: sport in wartime; the housewife's war; wartime reading.
- 94 SUPPLEMENTARY REPORT ON THE LIGHTSHIP LEAFLET: effectiveness of leaflet on morale.
- 95 NORWAY CRISIS: distrust of press.
- 96 CHILDREN'S READING AT FULHAM LIBRARY: (SH)
- 97 TEN QUESTIONS UPPERMOST IN PUBLIC MIND.
- 98 US 15: morale in April.
- 99 POLITICAL CRISIS REPORT: public bewilderment over political events.
- 101 FIRST DAY OF HOLLAND-BELGIUM CRISIS (1): public reaction to invasion of Holland.
- 103 HOLLAND-BELGIUM REACTIONS (2).
- 104 DAY TO DAY REACTIONS AND RELATION TO NEWS: Holland-Belgium Crisis.
- 105 BELGIUM-HOLLAND REACTIONS ON MAY 14, TUESDAY: increase of public anxiety and disquiet.
- 106 FURTHER MEMO ON PARACHUTE FEAR: possibility of parachutists landing.
- 107 FEELING ABOUT ALIENS: attitude to internment of refugees. (copy held at Imperial War Museum)
- 108 OPINION FORMING AND THE CREATIVE ARTIST: fashion changes. (PF)
- 109 HOLLAND-BELGIUM CRISIS (3)
- 111 EAST RENFREW BY-ELECTION: (copy held at Imperial War Museum)
- 112 REACTIONS TO EDEN'S SPEECH.
- 113 SPACE DISTRIBUTION IN THE PRESS 1937, 1939, 1940: Daily Mirror and Daily Express. (HN)
- 114 HOLLAND-BELGIUM REACTIONS: public morale.
- 115 NATIONAL UNION OF STUDENTS CONGRESS: opinion in Universities. (copy held at Imperial War Museum)
- 116 US 16-17: Digging for Victory: war and the Churches; health and the war.
- 117 BROADCAST EXPLANATION OF NEWS: views on presentation of news. (copy held at Imperial War Museum)
- 118 INTERNMENT.
- 119 WARD'S BROADCAST: description of bombing.
- 120 MINISTRY OF FOOD - PUBLICITY CAMPAIGN QUESTIONNAIRE: advertisements about nutrition and cookery.
- 121 ONLOOKER'S TALK: BBC programme by military observer.
- 122-3 DUFF COOPER'S BROADCAST.
- 124 MORALE TODAY 18/5/40: Series A (see appendix).
- 125 MORALE: summary of M-O reports submitted to Home Intelligence (Feb-May 1940) and M-O morale reports dating back to Munich crisis.
- 126 REPORT ON THE PRESS: contents of newspapers; control of press; reading public; belief in news; opinion formation.
- 127 MORALE TODAY 20/5/40: Series A (see appendix).
- 128 MORALE TODAY 21/5/40: Series A (see appendix).

MAY 1940 (cont)

- 129 SUMMARY OF NEWS BELIEF AND DISBELIEF.
- 130 THE KITCHEN FRONT EXHIBITION: investigation into the public's knowledge of energy, body-building and protective foods.
- 131 MORALE TODAY 22/5/40: Series A (see appendix).
- 132-3 MORALE TODAY 23/5/40: Series A (see appendix).
- 134 MORALE TODAY 24/5/40: Series A (see appendix).
- 135 REACTIONS TO INTERNMENT OF MOSLEY.
- 136 STREET LITERATURE: three main kinds: street newspapers, poems of different sorts and novelties. (SH) (copy held at Imperial War Museum)
- 137 NEW GAS-MASK FILTER.
- 138 MORALE TODAY 25/5/40: Series A (see appendix)
- 139 CLASS AND SEX DIFFERENCES IN MORALE.
- 140 WORKING WOMEN'S ATTITUDE TO EVACUATION.
- 141 NEWSREELS (2): coverage of sport, home affairs and dominion troops, emphasis on forces especially navy.
- 142 MORALE: SUNDAY AND MONDAY 26th 27th May 1940: Series A (see appendix)
- 143 NORTH LONDON REFUGEES: public's reaction to the billeting of refugees. (HN)
- 144 THE PUBLICATION OF GERMAN COMMUNIQUES: treatment of communiques.
- 145 MORALE TODAY 28/5/40: Series A (see appendix)
- 146 GAS-MASK CARRYING.
- 147 GERT AND DAISY'S MAILBAG: analysis replies to Gert and Daisy broadcast.
- 148 FUN FAIRS.
- 149 RADIO PROGRAMMES: seriousness of programmes. (JA)
- 150 AIR RAID FEAR: interviews in Fulham.
- 151 EVACUATION: FELIXTOWE, SOUTHEND:
- 152 THE WAR-WORK DONE BY LOCAL GOVERNMENT: extra work incurred by local authorities: evacuation, A.R.P., health, agriculture. (copy held at Imperial War Museum).
- 153 REPORT OF THE DISCONTINUANCE OF EVENING PAPER PLACARDS.
- 154 THE MIDDLETON AND PRESTWICK BY-ELECTION: (copy held at Imperial War Museum)
- 155 MORALE TODAY 29/5/40: Series A (see appendix)
- 156 HOW TO MAKE A BETTER BRITAIN: recommendations for propaganda policy.
- 157 NORTH RIDING AIR RAID.
- 158 MORALE TODAY 30/5/40.
- 158A *COOKING ELECTRICALLY: Woman's Home Companion Reader - Editor Report 33 (Research Department, The Cromwell Collier Publishing Company).

JUNE 1940

- 159 MORALE TODAY 1/6/40: Series A (see appendix).
- 161 WARTIME CATALOGUES OF MEN'S CLOTHES.
- 162 "PASTOR HALL": film shown at MoI for opinion of effectiveness. (LE)
- 163 "FOR FREEDOM": advertising for film. (LE)
- 164 MORALE: recommendations to MoI. (TH)
- 165 NOTES ON PRESENT MORALE SITUATION AND MORALE TODAY 3/6/40: Series A (see appendix).
- 166 HOW LEOPOLD NEWS WAS HEARD: Belgian surrender.

JUNE 1940 (cont)

- 167 ATMOSPHERE IN DOVER 3.6.40: German air raid.
- 169 MORALE TODAY 4/6/40: Series A (see appendix).
- 170 SUFFOLK VILLAGE REPORT: morale of village. (SH)
- 171 MORALE TODAY 5/6/40: Series A (see appendix).
- 172 PILOT SURVEY ON A.R.P. PREPAREDNESS: London areas.
- 173 MORALE TODAY 6/6/40: Series A (see appendix) including reactions to radio broadcasts by J.B. Priestley and Sir Hugh Elles. (copy held at Imperial War Museum)
- 174 REFUGEES: Cricklewood - change in attitude. (copy held at Imperial War Museum)
- 175 SCIENCE, MORALE AND PROPAGANDA: see File Report 37.
- 176 "LA MARSEILLAISE": film about French Revolution.
- 177 WAR JOKES IN MUSIC HALLS: war references in jokes. (copy held at Imperial War Museum)
- 178 FOOD AND WINE CATALOGUES AND LEAFLETS.
- 179 MORALE TODAY 8/6/40: Series A (See appendix).
- 181 CAPITULATION TALK IN WORKTOWN: reactions to capitulation of France.
- 182 DOVER: return of B.E.F. from Dunkirk.
- 183 MORALE TODAY 10/6/40: Series A (see appendix).
- 184 ANTI-ITALIAN RIOTS IN SOHO.
- 185 ASPRO ADVERTISEMENT: Aspro claims credit for Dunkirk. (HN)
- 186 MORALE TODAY 11/6/40: Series A (see appendix)
- 187 GERMAN BOMBER DOWN AT EYKE: reaction of village (Suffolk).
- 188 MORALE TODAY 12/6/80: Series A (see appendix).
- 189 GENERAL TRENDS IN MORALE: recriminations.
- 191 AN A.R.P. EFFORT IN ROMFORD, ESSEX: demonstration of use of stirrup pump.
- 192 SHOPPING HABITS IN BOLTON.
- 193 A NEW ATTITUDE TO THE PROBLEMS OF CIVILIAN MORALE: the Home Front: function of propaganda recommendations.
- 194 ATTITUDES TO ITALY.
- 195 NEWCASTLE BY-ELECTION.
- 196 MORALE TODAY 13/6/40: Series A (see appendix)
- 197 PROPAGANDA IDEAS: memo to Chief Public Relations Officer, Ministry of Supply. (TH)
- 198 FILM JOKE COMPETITION EFFORT: run by Sunday Dispatch for funniest film incidents or wise cracks - analysis of contributions. (LE)
- 199 MORALE TODAY 14/6/40: Series A (see appendix).
- 201 FRENCH SURRENDER.
- 202 MORALE TODAY 17/6/40: Series A (see appendix).
- 203 MORALE TODAY 18/6/40: Series A (see appendix).
- 204 THE A.R.P. CARD AND ITS EFFECTS: information on A.R.P. for households. (card enclosed)
- 205 THE BOW AND BROMLEY BY-ELECTION.
- 206 KITCHEN FRONT EXHIBITION: attendance and reactions.
- 207 MORALE TODAY 19/6/40: Series A (see appendix).

JUNE 1940 (cont)

- 208 NORTH CROYDON BY-ELECTION.
- 209 AN OBSERVER'S EXPERIENCE TRYING TO HELP HER COUNTRY: Worcester W.V.S.
- 210 ARREST OF AN OBSERVER.
- 211 PRESS POSTER INCIDENT: removal of placard by police. (OP)
- 212 EAST ANGLIA AIR RAIDS.
- 213 MORALE TODAY 20/6/40: Series A (see appendix).
- 214 NORWAY: REACTIONS TO NEWS 8-14th APRIL 1940: postmortem analysis. (JF)
- 215 NEWSREELS IN EARLY JUNE.
- 216 INVASION LEAFLET: MoI instructions in the event of German invasion (leaflet enclosed).
- 217 AIR RAIDS: regional reports - Doncaster, London, Essex and Cambridge. (copy held at Imperial War Museum).
- 218 MORALE TODAY 21/6/40: Series A (see appendix).
- 219 MoI SPEAKER IN HYDE PARK.
- 221 MORALE TODAY 22/6/40: Series A (see appendix).
- 222 GENERAL POINTS IN MORALE.
- 223 RUMOURS: collected between June 5th and June 18th. (BW)
- 224 MORALE TODAY AND YESTERDAY 23-4/6/40: Series A (see appendix).
- 225 IMMEDIATE INTERNATIONAL USES OF MASS-OBSERVATION: M-O information from abroad.
- 226 REACTIONS TO FRENCH ARMISTICE: (copy held at Imperial War Museum)
- 227 MORALE TODAY 25/6/40: Series A (see appendix).
- 228 MORALE TODAY AND YESTERDAY 26-7/6/40: Series A (see appendix).
- 229 JOKE REPORT: interviews with comedians, writers, cartoonists; analysis of magazines and music hall jokes; film competition jokes.
- 231 MoI LECTURE IN WORCESTER: "German spies - How they work".
- 232 MORALE TODAY 28/6/40: Series A (see appendix).
- 233 GENERAL MORALE SINCE JUNE 6th.
- 234 ROYAL FAMILY: missing
- 235 MINISTRY OF FOOD COOKERY DEMONSTRATION IN WORCESTER.
- 236 MEMO FROM TH ON A TYPICAL PRESS STORY: contradicting rumours.
- 237 MORALE TODAY 29/6/40: Series A (see appendix).
- 238 REFUGEES: questioning refugees about their reasons for leaving their country.
- 239 MoI SPEAKER IN HYDE PARK: supplementary report to File Report 219.
- 241 THE DISCONTINUANCE OF EVENING PAPER PLACARDS.

JULY 1940

- 242 MORALE TODAY 1-2/7/40: Series A (see appendix).
- 243 CIVICORPS IN DONCASTER.
- 244 MORALE TODAY 3/7/40: Series A (see appendix).
- 245 REFUGEES: questions about leaving own country.
- 246 MORALE TODAY 4/7/40: Series A (see appendix)
- 247 THE ROYAL FAMILY: public opinion.
- 248: BROADCASTS BY ELLEN WILKINSON AND R.H.S. CROSSMAN: public response.
- 249 COMMUNIST PARTY LEAFLET: "THE PEOPLE MUST ACT": public response (leaflet enclosed?).

JULY 1940 (cont)

- 250 YARDSTICK MEMO: recommendations for propaganda policy. (TH)
- 251 PUBLIC OPINION ABOUT MR. CHAMBERLAIN: reactions to Government.
- 252 MORALE TODAY 5/7/40: Series A (see appendix).
- 253 AIR RAIDS: reaction to air raid alarms (London): taking shelter (June 24th and 25th); feelings during raids; reports from Bolton, Romford and a London A.R.P. post.
- 254 MORALE TODAY 6/7/40: Series A (see appendix).
- 255 MORALE TODAY 8/7/40: Series A (see appendix).
- 256 BBC: reaction to talks after 9 o'clock bulletin.
- 257 SHOULD LEADERS LEAD?: critique of broadcast by Professor Gilbert Murray who accuses the public of ignorance and apathy.
- 258 TEST ON NUR RESOLUTION AS PUBLISHED IN DAILY MIRROR: NUR condemnation of "Men of Munich".
- 259 MORALE TODAY 19/7/40: Series A (See appendix).
- 261 AIR PROPAGANDA: comparison of German and British treatment of propaganda.
- 262 REFUGEES: main report.
- 263 MORALE TODAY 11/7/40: Series A (see appendix).
- 264 MORALE TODAY 12/7/40: Series A (see appendix).
- 265 NEED FOR MORALE POLICY: contradictory press advice on voluntary evacuation from defence areas.
- 266 AIR RAID CASUALTY NEWS.
- 267 ECONOMIC EFFECTS OF THE WAR: Islington and Coventry. (CM)
- 268 PANS TO PLANES: publicity campaign to collect aluminium for aircraft production.
- 269 PRESS STORIES TEST: public response to newspaper articles about government inefficiency.
- 271 NOTES ON AIR RAIDS IN PORTSMOUTH.
- 272 PRESS AND RADIO NOTES: criticisms of press and radio items on evacuation of the children from wealthy families; government inefficiency; British women married to aliens.
- 273 MEMO FROM TH ON PROPAGANDA: morale policy and criticism of press.
- 274 RELATIONS OF CIVILIANS AND MILITARY: public reactions to soldiers including reactions to foreign troops (Australians, New Zealanders, Czechs) and officer-private relations.
- 275 PUBLIC OPINION ABOUT MR CHAMBERLAIN.
- 276 PUBLIC OPINION ABOUT ALIENS: public feeling and press comment.
- 277 CHURCHILL'S SPEECH: (HP and JF)
- 278 WAR TILL 1942: (HP)
- 279 CHARLES GARDENER BROADCAST: war commentary.
- 281 TWO BITS OF PROPAGANDA: cigarette advertising (leaflet enclosed); radio:navy dealing with magnetic mine.
- 282 GENERAL MORALE REPORT.
- 283 PRESS PRESTIGE: distrust of press.
- 284 SURVEY OF PUBLIC OPINION: P.E. Vernon - QQ: What is likely to have happened to Britain by the end of this year? asked in Glasgow and Aberdeen.
- 285 BROADCAST TO EMPIRE: air raids in Britain. (TH)

JULY 1940 (cont)

- 286 PREDICTION, RESTRICTION AND JURISDICTION: enemy propaganda, control of rumour, restriction of civilian activity and reaction of public to new military-civil courts.
- 287 W. NUNN, MP: Imperial Policy Group candidate in West Newcastle.
- 288 ANGLO-FRENCH LECTURE BY PROFESSOR SAURAT: "CIVILIANS IN WARTIME": audience reaction to talk delivered at the Queens Hall (French Institute).
- 289 GENERAL MORALE TRENDS: dissatisfaction with Burma Road closure.
- 290 WOMEN IN WARTIME: I conditions of living; the war home; home broken up; the need for women to work;
II external influences on women; propaganda and the press;
III wartime leisure. (PF)
- 291 BRICK SHELTERS: (CF)
- 292 HAMPSTEAD HOUSEWIVES SERVICE.
- 293 FIRE DEMONSTRATION IN WORCESTERSHIRE.
- 294 BROADCAST ON RADIO NEWSREEL: reaction of public to budget. (TH)
- 295 ON JAZZ (BOLTON): (AH)
- 296 FIREFIGHTING DEMONSTRATION.
- 297 SCIENCE, MORALE AND PROPAGANDA: see File Report 37. (TH)
- 298 ROUT THE RUMOUR RALLY: crowd behaviour at propagandist event in Hendon Park. (CF)
- 299 CHILDREN AND THE WAR: (AH)
- 301A FIRST WEEKLY MORALE REPORT: Series C (see appendix).
- 301B LOCAL MORALE REPORT: Series B (see appendix)
- 304 PEOPLE'S ATTITUDE TO BLACKOUT.
- 305 UNINTELLIGIBLE WORDS: words and phrases used by press and radio which are not understood by the public.
- 306 TESTING THE SLOGAN "GO TO IT!": propaganda to assist war production.
- 308 LOCAL MORALE REPORTS: Series B (see appendix).
- 311 DOES PUBLIC OPINION COUNT?: written for Picture Post. (TH)
- 312 CONSCIENTIOUS OBJECTORS: pacifist theory, who are C.O.s, pacifist activities, social pressure on C.O.s.

AUGUST 1940

- 313 CIVILIANS IN AIR RAIDS: written for Picture Post. (TH)
- 314 NEWSREELS: public reaction.
- 315A SECOND WEEKLY MORALE REPORT: Series C (see appendix).
- 315B LOCAL MORALE REPORT: Series B (see appendix).
- 318 LOCAL MORALE REPORT: Series B (see appendix).
- 322 GENERAL: List of reports submitted to the MoI during July.
- 323 WAAF EXHIBITION: (CF)
- 324 ATTITUDE TO ALIENS: feelings about internment.
- 325 COOPER'S SNOOPERS: press campaign against MoI and Duff Cooper.
- 326 CLOTHES: (NM)
- 327 MINISTRY OF INFORMATION NOTICE BOARDS.
- 328 MINISTRY OF INFORMATION SHOP WINDOW DISPLAY.
- 329 HORE-BELISHA: popularity trends.

AUGUST 1940 (cont)

- 331 A MISUNDERSTANDING: press campaign against MoI.
- 332 PUBLIC OPINION AND THE REFUGEE: article for World Review. (TH)
- 333 PRESS CAMPAIGN AGAINST DUFF COOPER.
- 334 MORALE AND THE MINISTRY: (FRF)
- 335 WARTIME SAVING AND SPENDING.
- 336 COOPER'S SNOOPERS: (RF)
- 337 LEISURE: apathy; Blackpool holiday; war effects; soldiers; children. (LE)
- 338 THIRD WEEKLY MORALE REPORT: Series C (see appendix).
- 339-41 LOCAL MORALE REPORTS: Series B (see appendix).
- 343 WHAT PEOPLE THINK ABOUT THE PRESS.
- 344 SPECIAL NOTES THIS WEEK: activities of Oxford Group; British Israelites; German leaflet raids; MoI speaker at Hyde Park.
- 345 WOODFORD RALLY: procession of local A.R.P. and L.D.V. personnel; speech by Duff Cooper. (CF)
- 346 BRITISH ISRAELITE FEDERATION: propaganda in support of British Empire.
- 347 MOI SPEAKERS IN HYDE PARK: (LE)
- 348 GRAMAPHONE AND WIRELESS IN WORKSHOPS: music in factories.
- 349 "STAY WHERE YOU ARE" LEAFLET.
- 351 GASMASKS: the wearing of gasmasks as an indication of attitude to war.
- 352 ROW IN ROMFORD ABOUT CONSCRIPTION OF WEALTH: suggestion from left wing Vigilance Committee.
- 353 GRACIE FIELDS: press campaign about GF and her Italian husband taking money out of Britain.
- 354 ATTITUDES TO BLOCKADE OF EUROPE.
- 355 POLICY ABOUT CIVILIAN SHELTERING.
- 356 FOURTH WEEKLY MORALE REPORT: Series C (see appendix).
- 358 LOCAL MORALE REPORTS: Series B (see appendix).
- 360 US 18: M-O; newspapers; morale; Silent Column campaign; social research. DIRECTIVE FOR AUGUST: sent to panel.
- 361 WHAT IS PUBLIC OPINION?: (TH)
- 362 SPIRITUAL REPORT: church services; British Israelites; Westminster Abbey; psychometry; prediction, luck etc.
- 363 REPORT ON THE WORD "CRUSADE": proposal to use word in MoI campaign.
- 364 METROPOLITAN AIR RAIDS.
- 365 FIFTH WEEKLY MORALE REPORT: Series C (see appendix).
- 366 LOCAL MORALE REPORTS: Series B (see appendix).
- 367 LEISURE: (LE)
- 370 MORALE AND AIR RAIDS: reaction to intensification of raids. (LE)
- 371 CARS AND SIRENS: confusion between cars changing gears and air raid warnings.
- 372 MORALE IN COASTAL SUFFOLK.
- 373 MR DUFF COOPER'S LETTERS: letters received by Duff Cooper from public about MoI's Social Surveys.
- 374 AIR RAID NEWS: Churchill present at air battle.

AUGUST 1940 (cont)

- 375 THE POPULAR PRESS?: for Horizon. (TH)
376 THE POPULAR PRESS?: for Horizon (original of 375). (TH)
377-8 LOCAL MORALE REPORTS: Series B (see appendix).
379 SPECIAL NOTES: press and radio presentation of news.

SEPTEMBER 1940

- 381 SIXTH WEEKLY MORALE REPORT: Series C (see appendix).
382 AIR RAIDS: (CF)
383 PROPAGANDA FOR SCIENCE: meeting between J. Crowther and TH.
384 INTERNEES LEAFLET: public reaction to leaflet: reproduction of article by Michael Foot "Why not lock up General De Gaulle?"; cartoon by Low and quotation from J.B. Priestley's Radio Talk.
386 LOCAL MORALE REPORTS: Series B (see appendix).
391 SEVENTH WEEKLY MORALE REPORT: Series C see appendix).
392 EVACUATION AND OTHER EAST END PROBLEMS: aftermath of bombing in the East End.
393 'FADE OUT' (FILM): competition for best "fade out" in films organised by Sunday Dispatch. (LE)
394 MASS-OBSERVATION FILM WORK: summary of M-O work on audience response to films and newsreels.
395 DAILY MORALE REPORT 12/9/40: Series BB (see appendix).
396 LOCAL MORALE REPORTS: Series B (see appendix).
397 PRESS STORIES AND AIR RAIDS:
398 REPETITION IN GOVERNMENT PROPAGANDA.
401 LOCAL MORALE REPORTS: Series B (see appendix).
403 THE EFFECT OF AIR RAIDS: THE ISLE OF DOGS: (LE)
404 ATTITUDES TO WAR: selection of diary material by voluntary observers.
405 CONSCIENTIOUS OBJECTORS (2).
406 AIR RAIDS AND INVASION.
407 A SHELTER IN MIDDLESBOROUGH: observation during air raid.
408 HUMAN ADJUSTMENTS IN AIR RAIDS.
409 DAILY MORALE REPORT 18/9/40: Series BB (see appendix).
411 *PARLIAMENT CHRISTIAN: a printed document called Parliament Christian not produced by M-O is enclosed with report of P.C. meeting.
412 EVACUEES AT OXFORD: (LE)
413 HUMAN ADJUSTMENTS IN AIR RAIDS: see 408.
414 EVACUEES AT OXFORD: see 412.
415 NOTES ON MORALE: reaction to air raid damage.
416 LOCAL MORALE REPORTS: Series B (see appendix).
418 DAILY MORALE REPORT 25/9/40: Series BB (see appendix).
421 DAILY MORALE REPORT 27/9/40: Series BB (see appendix).
422 NEWS REACTIONS.
423 PRESS GUIDANCE: memo to Sir Walter Moncton on morale policy. (TH)

SEPTEMBER 1940 (cont)

- 424 OPINION TRENDS: QQ on press; Chamberlain; war grumbles; peace terms; enemy aliens.
- 425 YOUNG MEN IN TUBES: behaviour in the underground.
- 428 PRESS ADVERTISEMENTS AND AIR RAIDS: use made by commercial advertisers of the effects of war on health and nerves, food and sleep, smoking, safety in raids, hygiene and goodwill. (SW)
- 429 LOCALE MORALE REPORTS: Series B (see appendix).
- 431 SURVEY OF VOLUNTARY AND OFFICIAL BODIES DURING BOMBING OF THE EAST END: (RF and)
- 432 TREATMENT OF SCIENCE: survey of magazines, papers and books. (TH)
- 433 THE HUMAN FACTOR IN EMPLOYMENT EXCHANGES: observations and interviews at Exchanges.
- 434 LETTERS AND DIRECTIVES: sent to panel.
- 434A *DESIGN FOR HOME: Woman's Home Companion Reader - Editor Report 37 (Research Department, The Cromwell Collier Publishing Company).
- 435 "LET GEORGE DO IT": humorous film with George Formby and Phyllis Calvert about supposed Secret Service agent. (LE)

OCTOBER 1940

- 436 SHELTER IN LONDON: consideration of types and availability of shelters; how people behave in shelters; the psychology of shelters.
- 437 A TEST FOR DEMOCRATIC INSTITUTIONS: the effect of air raids on public administration article for Economist (see 431).
- 438 WORLD REVIEW: article for World Review. (TH)
- 439 FIRST WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
- 441 LOCAL MORALE REPORTS: Series B (see appendix).
- 442 SLOGAN: "BE LIKE DAD, KEEP MUM": reactions.
- 443 ATTITUDES AND ACCESS TO NEWS AMONGST SERVICE MEN.
- 444 NEWSREELS: treatment of war news, personalities. (LE)
- 445 FILM QUESTIONNAIRE: cinema seat prices; attitudes to war films. (LE)
- 446 SOCIAL RESEARCH AND THE FILM: MoI films.
- 447 A.R.P. IN KILBURN: observation at a warden's post. (CF)
- 448 PERSONIFICATION PROCESSES-YOU: impact of government commercial and political propaganda on public behaviour.
- 449 SECOND WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
- 451 RECEPTION AREAS: refugees from blitzed areas.
- 452 LOCAL MORALE REPORTS: Series B (see appendix).
- 454 PHOTOGRAPH OF WOMAN AND CHILD: propaganda picture.
- 455 MEMO TO MARY ADAMS ON REPORT FROM SOCIAL SURVEY: comparison of M-O study on sleep with Wartime Social Survey study.
- 456 COMPARISON: M-O WORK WITH WARTIME SOCIAL SURVEY.
- 458 MoI SHORTS: study of MoI and GPO films.
- 459 THIRD WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
- 461 REFUGEES IN WORCESTER.
- 462 LOCAL MORALE REPORTS: Series B (see appendix).
- 463 "LET GEORGE DO IT": film analysis (see 435).
- 464 EAR PLUGS: prepared for Dr S. Zuckerman.
- 465 HOW THE PRESS TREATED THE BLITZ.

OCTOBER 1940 (cont)

- 466 FOURTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
- 467 THE OFFICIAL SIDE OF EVACUATION: Ministry of Health's evacuation policy. (RF)
- 468 THE PROSPECT OF WINTER: how people are coping.
- 469 PUBS IN FULHAM: pubgoing and drinking habits. (copy held at Imperial War Museum)
- 470 THE SOCIAL FUNCTION OF THE PRESS: (RF)
- 471 LOCAL MORALE REPORTS: Series B (see appendix).
- 472 IMPRESSIONS OF NAZI GERMANY ON FILM: (LE)
- 473 WHAT PEOPLE ARE TALKING ABOUT TODAY: how the press and radio present people's preoccupations inaccurately. (TH)
- 473A EXPERIMENT IN GAUGING ANY DAILY MORALE FLUCTUATIONS: request for people to record changes in their feelings. (TH)
- 474 MIDDLESBOROUGH: general study of town. (NH and AH)
- 475 WORCESTER: general study of town. (JA and DA)
- 476 LETTERS AND DIRECTIVES: sent to panel.

NOVEMBER 1940

- 477 FIFTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
- 478 LOCAL MORALE REPORTS: Series B (see appendix).
- 479 BOMBING OF A MESSERSCHMIDT IN STREATHAM: the bombing of a German plane used for display by Streatham Spitfire Fund. (LE)
- 481 LOCAL MORALE REPORTS: Series B (see appendix).
- 482 THE THIRD EVACUATION (1): the evacuation of Londoners to the provinces. (TH)
- 483 THE THIRD EVACUATION (2): see 482
- 484 NOVEMBER OPINION TRENDS: length of the war; feelings about post war treatment of Germany; purchase tax; enemy aliens; democracy in wartime; Parliament.
- 485 VICTORIANISM IN FILMS AND MUSIC HALLS: note on popularity of Victorian period in entertainment. (LE)
- 486 SIXTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
- 487 LOCAL MORALE REPORTS: Series B (see appendix).
- 488 "INVASION FROM MARS": review; the power of radio as illustrated by Professor Hadley Cantril who studied the reaction to "War of the Worlds" broadcast in America (Oct 1938). (TH)
- 489 NON-PHYSICAL EAR PLUG PROBLEMS: article for Lancet. (TH)
- 491 "BATTLE FOR BRITAIN": criticisms of film. (LE)
- 492 DIRECTIVE RESULTS: AIR RAIDS: analysis of September directive replies to questions on the way in which air raids have changed the observers' lives.
- 493 SEVENTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
- 494 LOCAL MORALE REPORTS: Series B (see appendix).
- 495 COVENTRY: the effects of bombing.
- 496 POPULAR ATTITUDES TO WARTIME POLITICS: includes discussion of political personalities (Churchill, Margesson and Cunningham Reid), the parties, Parliament, the press, democracy and dictatorship.
- 497 COVENTRY: anonymous broadcast by TH on BBC European News.
- 498 PRESENT POSITION OF ECONOMIC AND SOCIAL RESEARCH: (RF)
- 499 THE HOPE OF YOUTH: article for World Review. (TH)
- 501 EIGHTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).

NOVEMBER 1940 (cont)

- 502 LOCAL MORALE REPORTS: Series B (see appendix).
503 AIR RAID ON LEICESTER: (LE).
504 "THE WAR AND OURSELVES": broadcast by TH on political system & civilian life.
505 CUNNINGHAM REID AFFAIR: survey of opinions on MP for Marylebone and the Conservative Party conducted in Marylebone.
506 BEATING THE NIGHT BOMBER: press coverage of night raids. (RF)
507 PROVISIONAL PRINCIPLES FOR HOME PLANNING: recommendation for morale policy to MoI.
508 NINTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
509 CIRCULAR AND DECEMBER DIRECTIVE: sent to panel.

DECEMBER 1940

- 510 THE WAR IN M-O DIARIES: selections on general morale and reactions to news (Greece, Chamberlain's death), belief in the future, leisure and rumour.
511 POLITICAL AWARENESS IN WARTIME.
512 LOCAL MORALE REPORTS: Series B (see appendix).
514 COLONIES QUESTIONNAIRE: investigation into people's understanding of the terms: dominion, colony, federal union, Statute of Westminster. (JGF)
515 ATTITUDE SCALES: reaction to news during one week, and fluctuations in cheerfulness and depression.
516 SOUTHAMPTON: effects of recent raids.
517 SOUTHAMPTON: further report on raids. (LE)
518 EMPIRE ADVERTISING: publicity campaign to promote Empire. (JGF)
519 ATTITUDES TO SPAIN, INDIA AND RUSSIA: (JGF)
520 WOMEN AND MORALE: (PF)
521 TENTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
522 NORTHAMPTON BY-ELECTION.
523A WAR IN M-O DIARIES: survey of morale, reactions to news etc. from Nov 14-21 1940. (BW)
523B ATTITUDES TO OTHER NATIONALITIES: replies from the volunteer panel of observers.
524 NEWSREELS: review of newsreels 23/1-/40 - 7/12/40. (LE)
525 QUESTIONNAIRE ON THE TERM 'FEDERAL UNION' AND ON ATTITUDES TO LOOTERS.
526 CONFERENCE ON FEDERAL UNION, OXFORD: memo for conference on post war hopes and peace terms, revenge and reprisals, racial matters (eg aliens), the Empire, democracy and Federal Union. (TH)
527 ELEVENTH WEEKLY REPORT FOR HOME INTELLIGENCE: Series D (see appendix).
528 EMPIRE CRUSADE CAMPAIGN: publicity.
529 THE AFTERMATH OF TOWN BLITZES: summary of research in Bristol, Southampton and Cheltenham.
530 WOMEN AND THE WAR EFFORT.
531 EXHIBITION AT CHARING CROSS UNDERGROUND STATION: no further information.
532 RESULT OF DECEMBER DIRECTIVE: CHEERFULNESS - DEPRESSION: analysis of panel response.
533 WOMEN AND THE WAR EFFORT: article for Time and Tide. (RSF)
534 REVIEW: "LUNDY ISLE OF PUFFINS" BY R. PERRY: ornithology. (TH)
535 TEST QUESTIONS FOR MR McNULTY: investigation into public's general knowledge on current issues.
535A *USE OF GAS IN HOMES: Women's Home Companion Reader - Editor Report 40 (Research Department, The Crowell Collier Publishing Company).

JANUARY 1941

- 535B *THE MARKET SITUATION IN OXFORD: Wartime Social Survey, Editorial Report No. 50 undertaken for Board of Trade.
- 536 FIRE SPOTTERS AND COMPULSORY A.R.P.:
- 537 CHRISTMAS 1940.
- 538 LIVERPOOL AND MANCHESTER: effects of the blitz.
- 539 NOTE ON RUMOUR.
- 540 WINTER SALES IN HIGH STREET KENSINGTON: (VW)
- 541 FEELING ABOUT VARIOUS RACIAL GROUPS: analysis of replies from panel of observers.
- 542 PUBLIC KNOWLEDGE ABOUT BARDIA.
- 543 THE PEOPLE'S CONVENTION: preliminary report based on observations at the event at the Royal Hotel Hall and the Holborn Hall. Includes lists of supporting organisations.
- 544 ATTITUDES TO INVASION.
- 545 WARTIME INCONVENIENCES: analysis of replies from panel. (BW)
- 547 AIR RAID IN YORK: account from an observer.
- 550 SOCIOLOGY IN GREAT BRITAIN: (JF)
- 551 REACTIONS TO BOOTHBY.
- 552 THE BANNING OF THE "DAILY WORKER".
- 553 YOUNG PEOPLE.
- 554 WHAT THE PEOPLE THINK: article for News Chronicle. (TH)
- 556 1940-1 WAR OF NERVES: BUT WHOSE?: article for World Review. (TH)
- 559 PORTSMOUTH AND PLYMOUTH: effects of blitz.
- 563 DERBY: effects of a raid.
- 564 JEHOVA'S WITNESSES: visit to their HQ.
- 565 BULLETIN AND DIRECTIVE FOR JANUARY 1941: sent to panel.
- 565A *EVACUATION PROBLEMS AND THEIR EFFECT ON LOCAL TRADE: Wartime Social Survey for local authorities in Windsor.

FEBRUARY 1941

- 566 PUBLIC OPINION ABOUT THE FRENCH: opinion trends 1939-41.
- 567 CARROT REPORT: interviews with greengrocers in London on price of carrots.
- 568 MORALE IN 1941: report submitted to MA at Home Intelligence, MoI.
- 569 AIRMEN: MORALS AND ATTITUDES: (G.H. Douglas)
- 571 REVIEWS: PUBLICITY AND DIPLOMACY BY O.J. HALE: see also 635.
POLITICAL PROPAGANDA BY PROF. F.C. BARTLETT
- 572 MEMO RE BOARD OF TRADE RESEARCH: recommendations for collaboration between M-0 and Wartime Social Survey to MA.
- 573 REPORT FROM WESTERN UNIT (M-0): morale report: invasion rumours and attitudes to war.
- 574 WAR IN DECEMBER DIARIES: diarists' reactions to news, the homefront and future prospects. (YL)
- 575 HENDON BOMB: study of a blast without a prior air raid warning.
- 576 INVASION FEELINGS: how people expect other people to behave.
- 577 EVACUATION: observations in reception areas.

FEBRUARY 1941 (cont)

- 578 HOME PROTECTION LEAFLET: impact on Londoners (leaflet enclosed).
- 579 NOTE ON PRIESTLEY BROADCAST: public response.
- 581 FOOD RETAILERS: reactions to rationing.
- 582 MoI FILMS: article for Documentary News Letter on the Films Division of MoI. (TH)
- 583 LONDON BRIDGE BOMB: missing
- 584 WEARING-WHITE-IN-BLACKOUT COUNT.
- 585 RUMOUR IN CAMBRIDGE: report from voluntary observer.
- 586 INVASION FEELINGS.
- 587 ANOTHER HENDON BOMB.
- 588 THE LARGE HENDON BOMB.
- 589 PRIESTLEY'S TALK.
590 Report on first reactions to the Sylt Raid.
591 SWANSEA: impact of raids.
- 592 COMMUNITY EFFORT AND INITIATIVE: coping with the new conditions: evacuation, leisure activities, shelter, shelter amusements, local entertainment.
- 593 DUNBARTONSHIRE BY-ELECTION.
- 594 BULLETIN AND DIRECTIVE: sent to panel.
- 594A *THE INVASION LEAFLET: Wartime Social Survey public response.
- 594B *COMMUNITY FEEDING IN HARROW: Wartime Social Survey for Ministry of Food. A survey of consumer habits and opinions relevant to the planning of Community Feeding Centres.

MARCH 1941

- 595 SWANSEA: air raids and morale.
- 596 PRIESTLEY'S BROADCAST: note on public response.
- 597 FIRE FIGHTING ADVERT: comment on leaflet (leaflet enclosed).
- 598 WAR DIARIES: patterns observed during February. (YL)
- 599 EXPECTATIONS OF SOCIAL CHANGE BROUGHT ABOUT BY WAR: based on directive replies from volunteer panel. (BW and YL)
- 600 MORALE IN GLASGOW: survey of morale in Clydeside and the Mull of Kintyre: industrial area compared to fishing area.
- 601 BRISTOL: raids and morale.
- 602 CARDIFF: raids and morale.
- 603 SOUTHAMPTON: raids and morale.
- 604 THE SCOTTISH SHIPBUILDING AND ENGINEERING APPRENTICES' STRIKE.
- 605 GENERAL MORALE SITUATION IN LONDON.
- 606 PORTSMOUTH: reaction to blitz.
- 607 CLYDEBANK BOMBING.
- 608 PUBLIC FEELING ABOUT THE CZECHS.
- 609 MANCHESTER AIR RAID: sent in by a voluntary observer in Manchester (BN?).
- 610 THE PUBLIC: lists of parameters; information on the climate; Conscientious Objectors: numbers and distribution; population trends.

MARCH 1941 (cont)

- 611 THE NEW LABOUR PLANS: reaction to Ernest Bevin's announcement on the mobilisation of labour.
- 612 INVASION INSTRUCTIONS: public response.
- 613 WEEK'S MORALE.
- 614 MINISTRY OF HEALTH ADVERTISEMENTS: reactions to suggestions for improving people's health.
- 615 WHY APPEAL TO WOMEN?: criticism of Bevin's appeal to women to contribute to the war effort.
- 616 THE MULL OF KINTYRE: morale in fishing community.
- 617 RECENT MORALE.
- 618 WHITE IN BLACKOUT: assessment of campaign to encourage people to wear white in the blackout.
- 619 DIARY EXTRACTS ON THE END OF THE WAR: selected between March 1940 and March 1941. (YL)
- 620 MANCHESTER AIR RAIDS: (BN)
- 621 DRAFTS FOR PROPOSED BOOK ON WAR DIARIES: (YL)
- 622 RAF TRENDS: survey in RAF on end of war, job satisfaction, religion and invasion. (BW)
- 623 ATTITUDE TO GAS: reaction to Morrison's appeal for people to carry gasmasks.
- 624 DIRECTIVE AND BULLETIN: sent to panel.

APRIL 1941

- 625 WOMAN POWER: note on women's contribution to the war effort.
- 626 PLYMOUTH: reaction to raids.
- 627 NEWS QUOTA: breakdown of sample used for depression-cheerfulness index.
- 628 BRISTOL: reaction to raids.
- 629 *PRESENT DEFICIENCIES IN AMERICAN MORALE: copy of document produced by Committee for National Morale, US.
- 631 GLASGOW: summary of main report.
- 632 FOOD TENSIONS IN LATE FEBRUARY: availability of various foodstuffs.
- 633 THE NEED FOR AN OFFENSIVE MORALE: see 666 (TH)
- 634 BROADCAST FOR NORTH AMERICA SERVICE: "Today we present Mass-Observation and the war" (script); correspondence with BBC; suggestions for programme. (TH)
- 635 REVIEWS: "PUBLICITY AND DIPLOMACY" BY O.J. HALE: see also 571 (TH)
"POLITICAL PROPAGANDA" BY PROF F.C. BARTLETT.
- 636 REVIEWS: "HELL CAME TO LONDON" BY BASIL WOON: (TH)
"LESSON OF LONDON" BY RITCHIE CALDER.
- 637 APRIL FOOLS DAY 1941.
- 639 "YOU'RE TELLING ME": MoI film: audience response.
- 640 HULL: effects of air raids.
- 641 THE HOUSE OF COMMON SENSE: draft (see 647) the role of the MP. (TH)
- 642 J.B. PRIESTLEY: note on his impact.
- 643 NOTE ON WEEK'S MORALE.
- 644 BUDGET REACTIONS: investigator's impressions.

APRIL 1941 (cont)

- 645 GAS TESTS AT EAST MOLESEY AND ESHER.
- 646 QUESTIONS ON SALONIKA: public knowledge.
- 647 THE HOUSE OF COMMON SENSE: article for New Statesman. (TH)
- 648 NATIONAL UNION OF STUDENTS CONFERENCE, 1941.
- 649 A.P. HERBERT'S POSTSCRIPT: comparison of public reactions to A.P.H. and Priestley's broadcasts.
- 651 QUESTIONS UPPERMOST IN THE PUBLIC MIND: items ranked according to public interest: Balkan news, cost of living, calling up of women, rationing etc etc.
- 652 BUDGET: APRIL 1941: public reactions.
- 653 USES OF LEISURE IN THE RAF.
- 654 CHURCHILL: public opinion.
- 655 NOTE ON MORALE.
- 656 THE POPE'S BROADCAST.
- 657 A.P. HERBERT'S POSTSCRIPT.
- 658 EASTER SUNDAY: church count.
- 659 SLEEP: sleep during raids.
- 661 THE SMALL SHOP KEEPER.
- 662 FEELINGS ABOUT POISON GAS.
- 663 REGISTRATION OF WOMEN: women of 21 register for warwork: observations at Labour Exchanges. CP leaflet on demanding the best treatment.
- 664-6 AN OFFENSIVE MORALE: article for the Evening Standard (see also 633). (TH)
- 667 NOTE ON MORALE.
- 668 A PUBLIC DEMAND FOR REPRISALS?: draft (see also 671). (TH)
- 669 PLAN FOR BRITAIN: analysis of letters written to Picture Post on the "Plan for Britain" feature.
- 671 A PUBLIC DEMAND FOR REPRISALS: article in Cambridge Review (see 668). (TH)
- 672 A.P. HERBERT'S POSTSCRIPT: public reaction to programme.
- 673 SATURATION OF INSTRUCTIONS: efficacy of government propaganda.
- 674 EDUCATION IN THE ARMED FORCES: (see also 686).
- 675 THE MORALE SITUATION: note for Clement Davies.
- 676 NOTE ON CHURCHILL'S SPEECH.
- 677 NOTE ON MORALE.
- 678 BULLETIN AND DIRECTIVE: sent to panel.

MAY 1941

- 679 TWO GENERAL TRENDS IN MORALE.
- 681 GAS MASK LEAFLET: reactions to leaflet issued by Ministry of Home Security. (leaflet enclosed)
- 682 NEWSPAPER READING: questions on preferred section of daily paper.
- 683 PLYMOUTH: raid reactions.
- 684 CABINET CHANGES: public reactions.
- 685 HOLIDAYS.
- 686 EDUCATION IN THE ARMED SERVICES: based on reports from observers in Army and RAF.
- 687 THE PUBLIC ACADEMY: observations by TH for article in New Statesman.

MAY 1941 (cont)

- 688 THE END OF THE WAR: people's hopes and fears for the future.
- 689 DIARY COMPARISONS: MAY 1940 WITH MAY 1941: leisure activities in wartime.
- 690 BULLETIN AND DIRECTIVE: sent to panel.
- 691 BROADCAST FOR NORTH AMERICAN SERVICE: how people spend their leisure time. (TH)
- 692 KINGS NORTON BY-ELECTION.
- 693 PADDINGTON CHURCH COUNT: blitz on Paddington church: effects on church attendance.
- 694 A PUBLIC DEMAND FOR REPRISALS?: article for Cambridge Review (see also 678, 671)
- 695 REACTIONS TO HESS: news of Hess's arrival in Scotland.
- 696 OBITUARY OF SIR JAMES FRAZER: broadcast by TH on BBC.
- 697 FEELINGS ABOUT FOREIGNERS: comparison of panel data, 1940 and 1941. (BW)
- 698 SPORTS QUESTIONNAIRE: survey of sporting habits.
- 699 PLAN FOR BRITAIN: analysis of letters sent to Picture Post in response to article. (see 669)
- 701 GASMASK CARRYING.
- 702 ARMY EXPENSES: report sent in by private in RAOC on the way he spends his money.
- 703 EAST SUFFOLK VILLAGE: effects of war on village life. (RWP)
- 704 FOOD AND RATIONING: an observer's report from Shotley Bridge Newcastle district - wife of soldier.
- 705 GASMASK CARRYING.
- 706 LIVERPOOL: effects of raids.
- 707 HESS: public opinion. (JSF)
- 708 BROADCAST FOR NORTH AMERICAN SERVICE: Hess; war weapons week; raids. (TH)
- 709 REVIEW: "I WENT TO TRISTAN" BY ALAN B. CRAWFORD: (TH)
- 711 THE LIVERPOOL WATERFRONT: position of merchant seamen.
- 712 GASMASK CARRYING AT STRATFORD-ON-AVON.
- 713 FEELINGS ABOUT VICHY.
- 714 WAR WEAPONS WEEK: review of propaganda.
- 715 HOLIDAYS: (BW)
- 716 MORALE PRIORITIES: memo for Home Policy Committee of the Cabinet.
- 717 REACTIONS TO MILITARY ITEM IN THE EVENING STANDARD: news item on appalling conditions in Crete for British army.
- 718 LONDON OPINION ON RATS.

JUNE 1941

- 721 BULLETIN AND DIRECTIVE: sent to panel.
- 722 SOCIAL WELFARE AND THE BLITZED TOWNS.
- 723 CIVILIAN AND SERVICE MORALE: (TH)
- 724 BROADCAST FOR NORTH AMERICAN SERVICE: clothes rationing, food queues, holidays, sport, news. (TH)
- 725 HORNSEY BY-ELECTION.
- 726 BROADCAST FOR NORTH AMERICAN SERVICE: see 724 (TH)
- 727 LIVERPOOL SEAMEN.
- 728 CHANGES IN CLOTHING HABITS: reports from women. (BW)

JUNE 1941 (cont)

- 729 FIRST WEEKLY REPORT: Series E (see appendix).
- 731 SOME ARMY QUESTIONS: civilian attitudes to the army.
- 732 REVIEW: "REPORT ON ENGLAND" BY RALF INGERSOLL: American book about British morale. (TH)
- 733 MORALE AND GASMASK CARRYING.
- 734 MORALE IN THE RANKS OF RAF: report from airman (trained psychologist).
- 735 GASMASK CARRYING AND NEWSPAPER READING: interviews on reading and gasmasks.
- 736 SERVICEMEN ON RAILWAY STATIONS: observations on appearance and behaviour of soldiers in Paddington, Liverpool Street, Waterloo, St Pancras, Victoria, Euston and Kings Cross. (GD)
- 737 CHANGES IN CLOTHING HABITS: reports from male observers. (BW)
- 738 SECOND WEEKLY REPORT: Series E (see appendix).
- 739 QUESTIONNAIRE ON PSYCHOLOGICAL WARWORK AND ON AIR RAIDS: conducted by Dr P.E. Vernon.
- 741 CLOTHES CUPBOARDS: reports from women. (BW)
- 742 BROADCAST FOR NORTH AMERICAN SERVICE: climate; smoking; Syria. (TH)
- 743 THE PUBLIC AND THE PRESS.
- 744 CHURCHILL v HORE-BELISHA: public opinion.
- 745 THIRD INVASION LEAFLET: reactions to MoI leaflet. (leaflet enclosed)
- 746 "BANDS OF THE BRAVE": forces programme: regimental brass band music - reactions.
- 747 CIVILIAN ENQUIRIES ABOUT ARMY LIFE AND ORGANISATION: what people would like to know.
- 748 SOME ARMY QUESTIONS (OXFORD): supplementary report to File Report 747.
- 749 HORE-BELISHA AND CHURCHILL: public opinion: further notes.
- 751 CLOTHES: further notes. (BW)
- 752 CLOTHES: ATTITUDES IN BOLTON.
- 753 THIRD WEEKLY REPORT: Series E (see appendix).
- 754 SHOE RETAILER DISPLAY: study of shop window displays and shoe advertising.
- 755 FAITH IN PARLIAMENT: ATTITUDE TO THE REJECTION OF THE OPENING OF SUNDAY THEATRES BY PARLIAMENT.
- 756 FIRST REACTIONS TO CLOTHES RATIONING IN M-O DIARIES: (YL)
- 757 GENERAL PICTURE OF WAAF LIFE: why women join the WAAF and how they find WAAF life.
- 758 REVIEW: "CARRY ON LONDON" BY RITCHIE CALDER: (TH)
- 759 REPORT ON USA: public opinion on Americans.
- 761 OXFORD CLUBS AND EVACUEE PARTICIPATION.
- 762 BROADCAST FOR INDIA SERVICE: British life - air raids and the war effort. (TH)
- 763 REVIEW: "TOWARDS THE MORNING" BY J.L. HODSON: war autobiography. (TH)
- 764 "THE GREAT DICTATOR": film with Charlie Chaplin; review, analysis of advert campaign.
- 765 FOURTH WEEKLY REPORT: Series E (see appendix).

JULY 1941

- 766 BULLETIN AND DIRECTIVE: sent to panel.
- 768 DEMOLITION IN LONDON: survey of demolition work, labourers, working conditions, pay, morale.
- 769 MASS ASTROLOGY: public beliefs in the supernatural.
- 771 THE NEWSPAPERS AND THE INVASION OF RUSSIA: analysis of press coverage.

JULY 1941 (cont)

- 772 "ANSWERING YOU" I: broadcast to America answering questions about British civilian life in wartime. (TH)
- 773 COMPARATIVE REPORT ON WAR DIARIES: analysis of diarists' concerns in May 1940 and May 1941. (YL)
- 774 CLOTHES RATIONING: based on diaries. (YL)
- 775 FIFTH WEEKLY REPORT: Series E (see appendix).
- 776 SMOKING TRENDS: survey of male smoking habits.
- 777 SURVEY OF OXFORD UNIVERSITY: investigation by Oxford graduate.
- 778 GREENOCK BY-ELECTION.
- 779 SHOE REPAIRERS' OPINIONS: a survey of 45 shoe repairing firms in London.
- 781 THE SOUTH WALES WATERFRONT: a study of propaganda in ship yards.
- 782 SEX DIFFERENCES IN OVERHEARD REMARKS: analysis of remarks gathered in London between 19th February and 8th July 1941.
- 783 SIXTH WEEKLY REPORT: Series E (see appendix).
- 784 SMOKING HABITS: supplementary report.
- 785-6 BLITZ INFORMATION - THE LIFE OF CIVIL DEFENSE: article by TH in Local Government Service 14.7.41 (illustrated).
- 787 "LIVING WITH CANNIBALS" I: script for BBC broadcast based on experience in Malekula.
- 788 TIGER BAY: report on Cardiff dockland.
- 789 JUNE 23rd: Horizon (missing).
- 790 COVENTRY'S PREPARATION FOR NEXT WINTER'S BLITZ.
- 791 CLOTHES RATIONING: based on war diaries (YL).
- 792 "ANSWERING YOU" II: broadcast to America on communal feeding and morale (TH).
- 793 SEAMEN'S WELFARE ON MERSEYSIDE: provisions to help dockers after the blitz.
- 794 SEVENTH WEEKLY REPORT: Series E (see appendix).
- 795 SONGWRITERS: Sales of sheet music and radio broadcasts.
- 796 SECOND BROADCAST FOR INDIA: women in wartime Britain (TH).
- 797 "ANSWERING YOU" III: overseas broadcast on fishing, effects of rationing on small businessmen, peace party.
- 798 SOLDIERS' FEELINGS ABOUT WHAT WILL HAPPEN TO THEM AFTER THE WAR: (BW).
- 799 MINISTRY OF INFORMATION FILMS: report based on Panel response.
- 800 GAS MASK POSTERS: public reaction (posters included).
- 801 CLOTHES COUPON CARRY OVER: study of how well people understand rationing system.
- 802 EIGHTH WEEKLY REPORT: Series E (see appendix).
- 803 "LIVING WITH CANNIBALS" II broadcast (TH).
- 804 DOGS IN LONDON: problems encountered by dog-owners during wartime.
- 805 "ANSWERING YOU" IV: broadcast to America on conscription of wealth, refugees and shelters (TH).
- 806 PSYCHOLOGICAL PROBLEMS OF AIR RAID SHELTERS AND EVACUATION: report of meeting of British Psychological Society, Tavistock House, London, 26.7.41 (CF).
- 807 THE POSTWAR PROSPECT AND DEMOBILISATION.
- 808 HABIT CHANGES IN WARTIME: analysis of replies from panel on how war affects daily activities (BW).

AUGUST 1941

- 809 BULLETIN & DIRECTIVE to panel.
- 810 DRAFT MEMORANDUM FOR RESEARCH STUDY ON COMPLACENCY by F.Goldman.
- 811 NINTH WEEKLY REPORT: Series E (See appendix).
- 812 MASS ASTROLOGY: see FR 769 (TH).
- 813 MASS ASTROLOGY: amended draft of FR 312 (TH).
- 814 GAS MASK POSTERS: supplementary report on effectiveness of posters.
- 815 THE BUILDERS CAMPAIGN: public reaction to Government advertising aimed at builders (including poster).
- 816 "ANSWERING YOU" VI: broadcast to America on Russia and peace terms (TH).
- 817 CHESTER QUESTIONNAIRE: replies from 34 women on food situation in Chester.
- 818 SMOKING TRENDS: pilot study on male smoking trends.
- 819 FOREIGN SEAMEN'S ORGANISATIONS IN LIVERPOOL.
- 820 LULL: article for the Observer, Open Forum.
- 821 FIRST TWO MONTHS IN THE NAVY: report from former full-time Observer now in the Navy (GH).
- 822 THE TENTH WEEKLY REPORT: series E (see appendix) includes special material on the conscription of women.
- 823 "LIVING WITH CANNIBALS" III: Radio programme on TH's experiences in Malekula.
- 824 BUILDERS CAMPAIGN: supplementary report.
- 825-6 REVIEW: "THE SCIENTIFIC ATTITUDE" BY C.H.WADDINGTON (TH).
- 827 SERVICE AND CIVILIAN PAY: Public Opinion Survey.
- 828 "ANSWERING YOU" VII broadcast to America on food, American aid, (TH).
- 829 "FORTY YEARS OF PROGRESS": article for News Chronicle, review of Seebohm Rowntree's Wverty and Progress (TH).
- 830 HOW CLOTHES RATIONING IS WORKING AND IS GOING TO WORK: THE CONSUMER AND SHOPKEEPER ATTITUDE AND BEHAVIOUR.
- 831 "FORTY YEARS OF PROGRESS": See FR 829.
- 832 ELEVENTH WEEKLY REPORT: Series E (see appendix).
- 833 "LIVING WITH CANNIBALS" IV: broadcast on life in Malekula (TH).
- 834-5 SOCIAL CHANGE: see FR 829.
- 836 AN ARMY DEPOT IN 1941: report from an observer in Leeds RAMC (HN).
- 838 PROVINCIAL DOGS: effects of war on dogs and dog-owners.
- 839 MANCHESTER INDUSTRIAL ATMOSPHERE: report from a lorry driver (BN).
- 840 BIDDLE SURVEY (USA): Questions about the overall civilian situation in Britain from the USA welfare organisations collected by Eric Biddle and answered by Mass-Observation.
- 842 "ANSWERING YOU" VIII: broadcast to America on US aid, Vichy Government, aluminium salvage appeals, British attitude to the Finns and security and invasion (TH).
- 843 OPINION ABOUT INDUSTRIAL OUTPUT.
- 844 HULL: effects of war on industries, evacuation, blitz and food situation.
- 845 SOME CRITICISMS AND SUGGESTIONS ON SALVAGE COLLECTIONS.
- 846 TWELFTH WEEKLY REPORT: Series E (see appendix).
- 847 WAR IN MASS-OBSERVATION DIARIES: missing.
- 848-9 PUBLIC OPINION ABOUT RUSSIA: article for Political Quarterly (TH).

AUGUST 1941 (cont)

- 850 PORTSMOUTH 1941: survey on effects of blitz.
851 NEWS OF RUSSO-GERMAN WAR: as presented to British newspaper-reading public.
852 INFLUENCES ON OPINIONS: replies from panel on how they form their opinions.
(BW)
853 THE TECHNIQUE OF GALLUP POLLS: (RF)
853A MASS-OBSERVATION IN WARTIME: article by James Stephens in Seven - a magazine
of people's writings (quarterly) vol. 2 No. 2.

SEPTEMBER 1941

- 854 BULLETIN AND DIRECTIVE: sent to panel.
855 THIRTEENTH WEEKLY REPORT: Series E (see appendix).
856 BOLTON'S INDUSTRIES: report on engineering, mining and cotton industries.
857 POSTWAR JOBS: hopes and expectations of men and women, including those in
Forces.
858-9 REVIEW: "POVERTY AND PROGRESS": article for World Review. (TH)
861 HOUSING AND RECONSTRUCTION: attitudes collected in 1939 and 1941 in London.
862 FOURTEENTH WEEKLY REPORT: Series E (see appendix).
863 VICTORY V. CAMPAIGN: report on widespread use of symbol in press.
864 CHILDREN'S IDEAS ABOUT THE WAR: (BW)
865-6 BATH RECONSTRUCTION CONFERENCE: (JA)
867 WHY NOT WAR WRITERS?
868 INDEX OF DIARISTS MENTIONING CERTAIN SUBJECTS: content analysis of M-0
war diaries (37 topics). (YL)
869 SALVAGING HISTORY: article for Manuscript - the value of recording the war
for posterity. (BW)
870 HOME PROPAGANDA: publication see bookshelves.
871 GOVERNMENT EXHIBITIONS: methods of presentation and effectiveness of various
public information campaigns (salvage, food, gas masks, munitions, recruiting).
872 FIFTEENTH WEEKLY REPORT: Series E (see appendix).
873-4 HUMAN PLANNING: understanding human behaviour in the context of policy
decisions. (TH)
875 "ANSWERING YOU" IX: broadcast to America on food situation in Britain. (TH)
876 PORTSMOUTH SHOPS AND SHOPPING.
877 CHATHAM, SEPTEMBER 1941: general survey of town.
878 WHAT DOES BRITAIN MEAN TO YOU?: article for World Review based on panel
replies. (BW)
879 SUGGESTIONS FOR IMPROVING RAF MORALE:
881 SIXTEENTH WEEKLY REPORT: Series E (see appendix)
882 COMPOSITION OF NATIONAL PANEL.
883 VISIT TO DOVER: atmosphere in Dover: civilian and Forces' morale.
884 IPSWICH MORALE: general survey of Ipswich. (BB)
885 SEVENTEENTH WEEKLY REPORT: Series E (see appendix).
886-7 CIVILIAN ATTITUDES TO THE NAVY COMPARED WITH THE RAF AND ARMY.
888 HOP PICKING IN KENT: effects of war on countryside. MR)

OCTOBER 1941

- 889 HOME PROPAGANDA: M-0 publication.
891 DIRECTIVE AND BULLETIN PROGRESS: sent to panel - definitions of 'progress'
given by panel of voluntary observers in reply to September 1941 directive.
892 PROGRESS

OCTOBER 1941 (cont)

- 893 SCIENCE AND WORLD ORDER: report on British Association Conference (Division for Social and International Relations) held at the Royal Institute September 1941. (LE)
- 894 WHY NOT WAR WRITERS?: (TH)
- 895 PUBLIC ATTITUDE TO RAF NEWS: responses to question "How do you feel about the news we get about RAF achievements?" in sample surveys on five London boroughs.
- 896 "POVERTY AND PROGRESS": talk for BBC German Service on Seebohm Rowntree's new book. (TH)
- 897 FASCIST DISBURBANCES IN THE ISLE OF MAN: attitudes to fascist internees.
- 898 EMPIRE AIR TRAINING SCHEME: observations made within the RAF and the Royal Canadian Air Force and other Empire Air Forces (RAAF, RNZAF); comparisons of training techniques. (CP)
- 899 FIRST WEEKLY DIGEST: Series G (see appendix).
- 902 SCARBOROUGH AND WHITBY BY-ELECTION.
- 903 PLYMOUTH: report on exercises carried out by official and voluntary organisation to cope with blitz.
- 904 WHAT BRITAIN MEANS TO ME: article in World Review. (TH)
- 905 WREKIN BY-ELECTION.
- 906 A NOTE ON SCARBOROUGH AND WREKIN BY-ELECTION.
- 908 THE EXCHANGE OF PRISONERS: public reactions to the exchange of POWs with Germany.
- 909 SECOND WEEKLY DIGEST: Series G (see appendix).
- 910 HOME PROPAGANDA: publication - see bookshelves.
- 911 RAZOR BLADE SCHEME: public and retailers' reactions to a scheme for re-sharpening razor blades through a central factory.
- 913 RECONSTRUCTION PROBLEMS: consideration of government reconstruction plans, Roosevelt's Four Freedoms, political problems and economic difficulties (unemployment, demobilisation and nationalisation of the mines).
- 914 TRANSPORT: suggestions for improving the railways and buses and coaches.
- 916 EVACUATION: critique of the official policy on evacuation. (RF)
- 917 RUMOURS 20.10.41: air raid and military stories.
- 918 CO-OPERATION WITH AMERICA AFTER THE WAR.
- 919 FEMALE ATTITUDE TO COMPULSION: attitudes towards methods of involving people in the war effort, with special emphasis on women.
- 922 RUMOURS
- 924 SUMMARY OF RUSSO-GERMAN WAR: as presented to the British newspaper-reading public.
- 925 SOME COMMENTS ON THE FAIRFIELD ABSENTEEISM REPORT: critique of non-M-O report on absenteeism from industrial work. (TH)
- 926 SUMMARY OF TALK TO THE BRITISH PSYCHOLOGICAL SOCIETY: civilian reactions to air raids.
- 927 THIRD WEEKLY DIGEST: Series G (see appendix)
- 928 RUMOURS 17.10.41: home front; war abroad.
- 931 FOURTH WEEKLY DIGEST: Series G (see appendix).
- 932 THE CLYDE SITUATION: report on situation in Clyde shipyards - work load, strikes, absenteeism, unions, propaganda, youth etc.
- 933 STREET LITERATURE: M-O special bulletin on humorous and pornographic broadsheets sold on street corners.
- 934 THE EFFECTS OF WAR ON HAPPINESS: including an appendix on changes in temperament and outlook as shown in external behaviour; panel replies. (BW)

OCTOBER 1941 (cont)

- 936 SUMMARY INTERIM REPORT ON ATS: women's attitudes to conscription, propaganda, war work, women's services.
- 937 MEMO FROM AN ARMY OFFICER: promotion and responsibility in the Army.

NOVEMBER 1941

- 938-9 BULLETIN AND DIRECTIVE: sent to panel.
- 941-2 PERMUTATIONS OF EVACUATION: article for The Tribune. (TH)
- 943 WAR JOKES: comparisons between 1940 and 1941. (LE)
- 944 REVIEW: "THE WOUNDED DON'T CRY" BY QUENTIN REYNOLDS: books about the blitz written by Americans. (TH)
" I SAW ENGLAND" BY BEN ROBERTSON"
- 945 RUMOURS 3.11.41: home front stories.
- 947 FIFTH WEEKLY DIGEST: Series G (see appendix).
- 948 A.B.C.A.: army education - attitudes and experiences of lectures and soldiers.
- 949 THE LIBERAL PARTY'S NATIONAL ENQUIRY INTO THE POSITION AND DIFFICULTIES OF THE INDEPENDENT TRADER.
- 951 EVERYDAY FEELINGS ABOUT SCIENCE: report on panel replies.
- 952 ATS CAMPAIGN: women's attitude to work and to war work: preferences for A.R.P., nursing, munitions work, Land Army, Services.
- 953 TWO BLITZ OCCASIONS: (TH)
- 954 RUMOURS: missing.
- 955 ATS: attitudes towards women in the ATS (page 1 missing).
- 957 SIXTH WEEKLY DIGEST: Series G (see appendix).
- 958 MORALE IN OCTOBER: Series F (see appendix).
- 959 FOOD: missing.
- 961 BEAVERBROOK WASTE PAPER APPEAL.
- 963 A.B.C.A. SCHEME: report from an observer in Army. (HN)
- 964 RUMOUR: missing.
- 965 SEVENTH WEEKLY DIGEST: Series G (see appendix).
- 967 "SHIPS WITH WINGS": film about the Navy: immediate reaction of audience at the Gaumont cinema, Haymarket plus analysis of press criticism.
- 968 WAR BOOKS: article for Horizon on books about the war. (TH)
- 969 MASS-OBSERVATION: article for Women's Employment.
- 971 MONTHLY DIGEST OF M-O MATERIAL: lists of M-O studies for October 1941.
- 974 EIGHTH WEEKLY DIGEST: Series G (see appendix).
- 975 SUPERSTITION analysis of panel replies according to beliefs and observances on specific topics. (BW)
- 976 ATS ADVERTISING: missing, but see 952 and 955.
- 977 SHORT DIAGRAMMATIC FILM: "A few ounces a day" MoI short cartoon by Paul Rotha Unit; audience response.
- 979 SMOKING: comparisons between 1937 and 1941 in smoking habits.
- 980 ARMISTICE DAY 1941: observations at various London cenotaphs.
- 981 WAR BOOKS: see 968.

DECEMBER 1941

- 982 NINTH WEEKLY DIGEST: Series G (see appendix).
- 983 HOUSES OR FLATS?: article in Town and Country Planning about preferences for houses or flats.
- 985 RUMOURS: stories about military aspects of war including the RAF.

DECEMBER 1941 (cont)

- 987 LIVING AMONG CANNIBALS: manuscript of all broadcasts (see 503, 787, 823, 833, 987, 1276). (TH)
- 988 THE NATIONAL SAVINGS COMMITTEE: second interim report on savings in Coventry.
- 989 RUMOURS 8.12.41: British troops stories.
- 990 PUBLIC FEELING ABOUT WARTIME REFORMS: effects of the evacuation on attitudes to town/country, on education; war changes in shopping and economies - food and clothing. (TH)
- 992 TENTH WEEKLY DIGEST: Series G (see appendix).
- 993 SAVING SURVEY.
- 995 EFFECTS OF RUSSIAN CAMPAIGN ON FEELINGS ABOUT INDUSTRIAL OUTPUT.
- 997 RUMOURS 15.12.41: stories of sinking battleships and of massacres.
- 998 ELEVENTH WEEKLY DIGEST: Series G (see appendix)
- 999 AMERICAN TINNED FOOD: popular opinion ten days after the introduction of the Points Rationing Scheme.
- 1001 NOVEMBER MORALE: Series F (see appendix).
- 1003 DIRECTIVE AND BULLETIN: sent to panel.
- 1004 OPINION DURING THE FIRST WEEK OF THE WAR BETWEEN AMERICA AND JAPAN: (BW)
- 1005 RUMOURS: missing.
- 1006 FILM TREATMENT: MONEY: (TH)
- 1007 RUSSIAN FLAG DAY: summary of counts and informal conversation observed in London on Aid to Russia Flag Day.
- 1009 MAN-POWER AND CONSCRIPTION: reactions to government's new manpower policy.
- 1012 RUMOURS 29.12.41: stories of overseas events - Churchill's visit to Washington; events in Germany.
- 1013 WAR BOOKS: see 968.
- 1014 HARROW BY-ELECTION.
- 1015 EDINBURGH BY-ELECTION.
- 1016 TWELTH WEEKLY DIGEST: Series G (see appendix).
- 1017 HAMPSTEAD BY-ELECTION.
- 1018 THIRTEENTH WEEKLY DIGEST: Series G (see appendix).
- 1019 WHAT PEOPLE WANT: article for Strand - hopes for postwar Britain. (BW).

JANUARY 1942

- 1020 *REVIEWS OF HOME PROPAGANDA BY MASS-OBSERVATION: from Art and Industry Vol. 32 January 1942.
- 1022 HOW BRITAIN EATS: broadcast for Germany. (TH)
- 1024 OPINION ABOUT LIBERALISM: attitudes towards socialism, communism, liberalism. (BW)
- 1025 MASS-OBSERVATION AND HOW IT WORKS: broadcast for Far East No. 1. (TH)
- 1026 "ANSWERING YOU": script for whole programme - questions about British civilian life.
- 1028 RUMOURS 5.1.42: general subjects including Forces air raid stories and home front news.
- 1029 WAAF OBSERVER: "THE GREAT MAN CHASE": article for Modern Reading introduced by TH and written by NM: the social life in the WAAF.
- 1030 CHRISTMAS AND NEW YEARS EVE 1941: major report on people's celebrations.
- 1031 "THE GREAT MAN CHASE": second draft of 1029.

JANUARY 1942 (cont)

- 1032-3 WHAT THE PEOPLE WANT FROM WAR: (TH)
- 1034 OPINION ON THE EASTERN WAR: broadcast to the Far East No. 2. (TH)
- 1035 "I'M GETTING FED UP WITH SPIES": article in Lilliput Vol. 10, No. 3. (TH)
- 1036 BLANKETS FOR RUSSIA: report on investigation to assess the potential impact of an appeal for blankets.
- 1039 SPEECH TO PUBLICITY CLUB: pencil notes by TH in store.
- 1041 SPEECH TO HOUSING CENTRE: "PROPAGANDA AND PLANNING": see 1162; pencil notes by TH in store.
- 1043 THE END OF THE WAR: broadcast for Far East No. 3.
- 1044 FOURTEENTH WEEKLY DIGEST: Series G (see appendix).
- 1045 FIFTEENTH WEEKLY DIGEST: Series G (see appendix).
- 1046 RUMOURS: missing.
- 1048 MORALE IN DECEMBER 1941: Series F (see appendix).
- 1049 BIRCH BUSES (HUMAN FACTORS): observations made on buses from London to Hertfordshire and Bedfordshire.
- 1050 ATTITUDES TO SOCIALISM AND COMMUNISM.
- 1052 THE FAR EAST AND THE FUTURE: broadcast for Far East No. 4. (TH)
- 1053 A SAVINGS SURVEY (WORKING CLASS):
- 1054 TALK TO HAMPSTEAD ETHICAL SOCIETY: pencil notes in store. (TH)
- 1055 NOTE ON PUBLIC ATTITUDE TO PRESS ADVERTISING: people's feelings about whether newspaper space should be used for advertisements.
- 1057 BROADCAST TO SWEDEN: the state of public morale in Britain. (TH)
- 1058 "WAR IN THE EAST": MoI short film - people's reactions.
- 1059 "SHIPS WITH WINGS": film reactions.
- 1061 SIXTEENTH WEEKLY DIGEST: Series G (see appendix).
- 1062 NOTE ON "WAR IN FAR EAST": reactions to maps being shown in films.
- 1064 THE BIG DEBATE: broadcast to the Far East No. 5; general state of morale in Britain since Churchill's visit to America. (TH)
- 1065 CORNISH TIN MINING: survey of tin mining; locality state of mining industry; trade unions, future of tin mining, interview with miner's wife etc.
- 1066 TALK TO ST CHRISTOPHER'S SCHOOL: pencil notes in store. (TH)
- 1067 DIRECTIVE AND BULLETIN: sent to panel; bulletin topics: feelings about the new year, babies in wartime.

FEBRUARY 1942

- 1072 MENUS: comparisons of eating habits by income group; discussion of diet and mealtimes taken from panel replies. (BW)
- 1073 BUDGETS: incidence of luxury expenditure taken from panel replies. (BW)
- 1074 HEALTH: effects of war on health from panel replies. (BW)
- 1076 SAVERS AND NON-SAVERS: draft of article for Spectator.
- 1077 EXCESS PROFITS TAX: description and discussion of workings of new tax; reaction of businesses, evasions, attack by socialists, effects on farmers. (JA)
- 1078 WAR PRODUCTION: broadcast to the Far East No. 6. (TH)

FEBRUARY 1942 (cont)

- 1079 BROADCAST TO SWEDEN NO. 2: the end of the war. (TH)
- 1080 ADOLESCENTS IN WARTIME: report from panel observer, D.B. Kittermaster, a teacher in a Northern Ireland boys' school.
- 1081 ARRIVAL OF A NEW EMPLOYEE: M-O investigator begins work at a war factory. (CF)
- 1083 ATS CAMPAIGN: attitudes and behaviour of women towards work conscription, the services and the ATS.
- 1084 FROM THE MINISTRY OF SUPPLY TO THE MINISTRY OF PRODUCTION: the history and development of wartime supply and production.
- 1085 DISLIKE OF MINISTERS: replies to questions about members of government.
- 1086 THE EFFECT OF WAR ON HEALTH AND HAPPINESS: broadcast to the Far East No. 7. (TH)
- 1087 "ANSWERING YOU": broadcast to America: war songs, income tax, cosmetics and clothes. (TH)
- 1088 EXPECTATION OF 1942: interviews with 218 people in London and questions put to the panel.
- 1090 THE CAMPAIGN IN THE FAR EAST: political and press commentary on Japan's military position.
- 1091 WAAF MORALE: investigator's report from Digby, Lincs. (NM)
- 1092 MINISTRY OF PRODUCTION: press comment, February 11th, on establishment of new ministry.
- 1094 FEELINGS ABOUT THE AUSTRALIAN PEOPLE: panel replies. (BW)
- 1095 OPINION ON AMERICA: views of the British citizen gathered in an intensive investigation in London in January and February including back-up material since outbreak of war.
- 1096 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: health and happiness.
- 1098 DIARY OF A COTTON WORKER: extracts from the diary of Fred Brown, a panel member in Huddersfield.
- 1101 WAR IN FAR EAST: broadcast to the Far East No. 8. (TH)
- 1102 SPIES: see 1035.
- 1103 WARTIME INCONVENIENCES: panel replies comparing 1939, 1940 and 1941. (BW)
- 1104 OPINION ABOUT THE GERMAN PEOPLE: based on panel replies.
- 1105 MORALE IN DONNINGTON: a private's point of view at the RAOC Depot in Donnington.
- 1107 WAR IN FAR EAST: duplicate of 1101.
- 1108 SEVENTEENTH WEEKLY DIGEST: Series G (see appendix).
- 1109 EIGHTEENTH WEEKLY DIGEST: Series G (see appendix).
- 1110 NINETEENTH WEEKLY DIGEST: Series G (see appendix).
- 1111 OPINION ON CABINET CHANGES: confidence in the government; attitudes towards Churchill, Beaverbrook, Cripps.
- 1112 THE CLOSING OF SMALL SHOPS.
- 1114 TWENTIETH WEEKLY DIGEST: Series G (see appendix)
- 1117 CABINET CHANGES: broadcast to Far East. (TH)
- 1118 TRUSTING THE BRAINS: article for New Statesman and Nation on views of Stafford Cripps. (TH)
- 1119 "SEAMAN FRANK": MoI film - interviews with cinema audiences in London.
- 1120 GERMAN BATTLE CRUISERS AT BREST: presentation of news on RAF attacks on the Scharnhorst and Gneisenau at Brest.

FEBRUARY 1942 (cont)

- 1121 "NEWSPAPER TRAIN": MoI film - interviews with cinema audiences in London; the distribution of newspapers during air raids.
- 1122 MORALE IN JANUARY 1942: Series F (see appendix).
- 1123 TWENTIETH WEEKLY DIGEST

MARCH 1942

- 1126 DIRECTIVE AND BULLETIN: sent to panel.
- 1128 THE BRITISH PUBLIC'S FEELING ABOUT LIBERALISM: result of an investigation in Luton, Chester and London, supplemented by other material; attitudes to political parties.
- 1129 "SEAMAN FRANK": MoI film, see 1119.
- 1131 "WAR IN THE EAST": MoI film - audience reaction; see 1058.
- 1132 "RUSH HOUR": MoI film - audience reaction to portrayal of shopping.
- 1133-4 BRACKER'S TRACKERS: article for the Tribuna - the validity of government social research. (TH)
- 1135 WAR INCONVENIENCES: broadcast to the Far East. (TH)
- 1136 JAPANESE ATROCITIES: reactions to news in Far East and index of press commentary. (DB)
- 1137 JAPAN AND RUSSIA: index of press commentary. (PN)
- 1138 MUSIC: effect of war on the musical tastes of panel. (BW)
- 1139 TWENTY-FIRST WEEKLY DIGEST: Series G (see appendix).
- 1143 UTILITY CLOTHING SCHEME: interviews with people in clothing business, fashion trade, retailers and general public on utility clothes. (PN)
- 1144 BROADCAST TO GERMANY: the need for social research into the effect of war on civilian life.
- 1145 TWENTY-SECOND WEEKLY DIGEST: Series G (see appendix).
- 1146 NEWSPAPER STRIPS: interest in strip cartoons shown by Londoners.
- 1147-8 PUBLIC OPINION: article for National News Letter - presentation and selection of news.
- 1149 SOME THOUGHTS ON GREYHOUNDS AND NATIONAL UNITY: criticism of the selection of news and the focussing of too much attention on the 'minorities' (eg Cripps' mention of greyhound racing). (TH)
- 1151 THE DEMAND FOR DAY NURSERIES: provisions for care of children while mothers are at work.
- 1152 "NEWSPAPER TRAIN": MoI film; see 1121.
- 1153 REACTIONS TO NEWS: broadcast to the Far East.
- 1155 FOOD TENSIONS: comparison of situation in spring 1942 with spring 1941.
- 1156-7 WHAT WORKERS REALLY EARN: article for the Spectator - study of munition workers' incomes. (TH)
- 1158 THE BRITISH EMPIRE: panel replies. (BW)
- 1160 ADVERTISING: note for Mary Adams on advertisements in press.
- 1162 PROPAGANDA FOR TOWN PLANNING: talk given at Housing Centre. (TH)
- 1163 WOMEN IN INDUSTRY: broadcast to Far East.
- 1165 MORALE IN FEBRUARY 1942: Series F (see appendix).
- 1166 SIR STAFFORD CRIPPS: popularity and public image. (TH)
- 1167 MORALE NOW AND AHEAD: general consideration of morale situation with suggestions.
- 1169 CLASS AND CLASS CONSCIOUSNESS: see 1683.
- 1171-2 PAPER SALVAGE CAMPAIGN: investigation into effects of the Salvage of Waste Materials (No. 2) Order 1942.

MARCH 1942 (cont)

- 1173 WARNING THE DAILY MIRROR: reactions to Herbert Morrison's warning to the Daily Mirror.
- 1174 MoI PROVINCIAL FILM QUESTIONNAIRE: analysis of audience reaction to "Seaman Frank", "War in the East", "Newspaper Train" and "Rush Hour", (MoI shorts) conducted in a variety of towns.
- 1175 FOOD SUGGESTIONS: panel ideas on what they would do if they were Minister of Food. (BW)
- 1176 SALVAGE PAPER DAILY MIRROR: broadcast to the Far East on current news items. (TH)
- 1177-8 THE IMPLICATIONS OF GRANTHAM: defeat of 'official candidate' in Grantham by-election. (TH)
- 1179 NOTES FROM AN AIRCRAFT CARRIER: report from Naval Officer, formerly a full-time M-O investigator.
- 1182 IF I WERE MINISTER OF INFORMATION: report from panel replies. (LE)
- 1183 *BEDTIME STORY: REPORT ON SLEEPING EQUIPMENT: Women's Home Companion (Research Department, The Crowell-Collier Publishing Company).
- 1184 *SANITARY TOWELS: a study of housewives' habits for the Board of Trade Wartime Social Survey, New Series II.

APRIL 1942

- 1190 PUB BOOK: PREFACE: introduction to M-O's work in Bolton.
- 1191-2 BRITISH WAR PRODUCTION: proofs of book - see M-O publication People in Production.
- 1193 MINISTRY OF INFORMATION SHORTS: major consideration of propaganda and information films.
- 1194 BULLETIN AND DIRECTIVE: sent to panel; bulletin topic: ringing the changes - opinions of government ministers.
- 1196 BLAINA INVESTIGATION: repeat study of a Welsh mining village. (TH)
- 1197 FURTHER REPORT ON DAILY MIRROR: reactions to Home Secretary's disapproval of a cartoon in the Daily Mirror (see 1173).
- 1198 "WE WANT MORE SHIPS": MoI film - audience reaction in Bristol.
- 1199 WORK AND HOLIDAYS: broadcast to the Far East on working hours and the reduction of leisure time.
- 1200 RELIGION: effects of war on religious feeling and practice experienced by panel observers.
- 1201 PUBLIC OPINION: broadcast to the Far East. (TH)
- 1204 "SHIPS WITH WINGS": audience response to film.
- 1205 MORALE IN MARCH: Series F (see appendix).
- 1206 ON PRODUCTION: speech to Advertising Service Guild notes on card: in store. (TH)
- 1207 PRESTIGE OF GOVERNMENT LEADERS: attitudes to Churchill, Cripps, Bevin and Morrison.
- 1209 IGNORANCE: public awareness of national events and level of knowledge about ministers.
- 1210 THE OPPOSITE SEX AND WARTIME DIFFICULTIES: panel replies. (BW)
- 1211 THE PORT OF HULL: security in the docks.
- 1212 QUANTITATIVE AND QUALITATIVE METHOD IN SOCIOLOGICAL RESEARCH: report of meeting of the British Psychological Society in which TH participated in discussions on social research, Nature, Vol. 149, p. 516.
- 1213 PORT OF HULL: see 1211.

APRIL 1942 (cont)

- 1214 REPORT FOR NATURE: draft of 1212. (TH)
- 1216 THE TIME FACTOR IN WAR PRODUCTION: article for New Statesman. (TH)
- 1218-9 SHIPS WITH WINGS: THE ILLUSTRATED BOOK OF THE GREAT FILM, ADAPTED BY GUY RAMSAY.
- 1221 FORCES PUBLIC OPINION SURVEY: questions of social reform in postwar Britain.
- 1222 BOOK READING SURVEY: interim report on bookshops, libraries and reading trends.
- 1224 HOUSEWIVES' FEELINGS ABOUT FOOD: the quality of people's diet in wartime and availability of food. (TH)
- 1225 NOTES ON RUBBER SALVAGE CAMPAIGN: reactions to propaganda.
- 1226 UNCOMMON SENSE: PRODUCTION AND MANPOWER PROBLEMS: article for New Statesman on efficient mobilisation of industrial labour.
- 1227 CARDIFF BY-ELECTION.
- 1229 ATTITUDES TO THE CONTINUANCE OF ORGANISED SPORT IN WARTIME: (BW)
- 1231 DAILY MIRROR WARNING AND NEWS BELIEF: effect of Daily Mirror on belief in the news.
- 1233 PANEL NEWS QUOTA: a report for members of M-O's national panel on the value of the interviews they send in.

MAY 1942

- 1237 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: "People in Production".
- 1238 APPEALS TO WOMEN: the role of women in the war effort; consideration of press treatment. (TH)
- 1240 PUE BOOK: INTRODUCTION: further draft; see 1190. (TH)
- 1241-2 FUEL RATIONING QUESTIONNAIRE: reactions of public to government measures to ration fuel: statistics.
- 1243 FUEL RATIONING: general study of effects of fuel rationing.
- 1244 MINISTER OF DEFENCE: public's attitude to whether there should be a Minister of Defence separate from the role of Prime Minister.
- 1245 MERSEYSIDE SHIPPING SITUATION: secret report on security and morale at Liverpool and Birkenhead docks.
- 1247 NEWS DISINTEREST: attitude to news.
- 1249 RADIO: use of music in factories and the BBC's "Music while you work".
- 1253-4 AIR SUPERIORITY: books about the RAF written by RAF personnel.
- 1255 APPEALS TO WOMEN: article for Political Quarterly: women in the war effort. (TH)
- 1256 FEELINGS OF THE WEEK: reports of brief interviews by investigators on current events between November 1941 and February 1942.
1257 CHANGES IN CLOTHING HABITS IN APRIL 1941 AND 1942.
1258 MORALE
- 1262 SUPPLEMENTARY REPORT ON RAOC DONNINGTON: personal report from voluntary observer about relaxation of rules on the camp.
- 1263 BELIEF IN THE SUPERNATURAL: panel replies to directive. (BW)
- 1264 THE PROVINCIAL NEWS QUOTA: reports on Sir Stafford Cripps and utility clothes.
- 1266 NOTE ON CLOGS: practability of clog-wearing at work: discussions with footwear manufacturers and retailers.
- 1267 POLITICAL TRUCE: panel opinion on the political truce between parties. (BW)
- 1268 THE TRADITIONAL ENGLISH SUNDAY: panel replies. (BW)
- 1269 POST WAR EDUCATION: panel replies. (BW)

MAY 1942 (cont)

- 1273 FORCES FAMILY ALLOWANCES: pilot study on public attitudes to service men's allowances prepared at short notice for Odhams. (DB)
- 1274 FUEL RATIONING: panel replies. (BW)
- 1275 *A STUDY OF WAR ATTITUDES: P.E. Vernon, reprinted from The British Journal of Medical Psychology, Vol. XIX, part 2, 1942.
- 1276 CANNIBAL ISLAND: broadcast for schools. (TH)
- 1277-9 CLASS CONSCIOUSNESS: see 1282.
- 1282 CLASS CONSCIOUSNESS AND CLASS UNCONSCIOUSNESS: social stratification: the problems for social theory and research. (TH)
- 1283 FAMILY ALLOWANCES AT THE LABOUR PARTY CONFERENCE: brief report on discussion. (DB)
- 1284 SUMMARY OF RAW MATERIAL USED IN MORALE REPORT: collections of comments and feelings of people during May; reactions to current events.
- 1285 TWO BAEDEKER RAIDS: effects of German raids on places of historical value. (BW)
- 1286 RADIO: the role of the BBC. (TH)

JUNE 1942

- 1290 MORALE IN MAY 1942: Series F (see appendix).
- 1291 RADIO COLUMN FOR OBSERVER: review of BBC programme. (TH)
- 1292 ARMY IN EAST: report from Senior Camouflage Officer just returned from Cairo, Western Desert, Syria and Palestine.
- 1294-5 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: the unknown.
- 1297 SECOND FRONT FEELINGS: public opinion on an aggressive war policy; the Second Front campaign. (DB)
- 1298 PEOPLE IN PRODUCTION: preface to Penguin version of M-0 publication.
- 1299 METHODS IN SOCIAL RESEARCH: see 1212.
- 1301 HEATED PEOPLE: FUEL RATIONING: article for New Statesman. (TH)
- 1302 REVIEW OF RAF BOOKS: for Observer. (TH)
- 1304 REVIEW OF ARMY BOOK: for Observer. (TH)
- 1305 MALEKULA BROADCAST: for schools. (TH)
- 1306 AMERICANS IN IRELAND: secret report carried out in Northern Ireland on the relationships between the Irish and American service men.
- 1309 ULSTER SHIPPING SITUATION: security and morale in Belfast and Londonderry.
- 1311 MORALE ON COURVETTE: missing.
- 1312-3 THE JOURNALISTS' WAR: article for Tribune: how writers cope with wartime.
- 1314 MARGINAL CREATIVE PERSONNEL: suggestions about using certain intellectual people for propaganda and morale purposes; memo for Fabian Society. (TH)
- 1315 DEATH AND THE SUPERNATURAL: panel replies. (BW)
- 1316-7 WOMAN'S WAR: article for Daily Express. (TH)
- 1318 *LIVING IN CITIES EXHIBITION: programme, Wartime Bulletin of Information, Vol. 3, Bulletin No. 63 (Liverpool Council of Social Service).
- 1319 RADIO: review of BBC's handling of Tobruk for Observer.
- 1319A TALK FOR NEW ZEALAND: broadcast about M-0. (TH)
- 1321 ABSENTEEISM FROM FIREWATCHING AND WARDEN'S SERVICES, NORWICH: report from panel observer.
- 1322-3 MASS-OBSERVATION AND MORALE: article for New World (Canada). (TH)
- 1324 THE PRESS AND THE SIXTH LIBYAN CAMPAIGN: press treatment of military news.
- 1325 WOMEN'S WAR: see 1317.

JUNE 1942 (cont)

- 1326 PUBLIC OPINION DURING THE PAST YEAR: for "Answering You" programme. (TH)
1330 QUARTERLY SURVEY OF GASMASK WEARING: (DB)
1330A DAILY EXPRESS: readership of Daily Express - regulars and others.

JULY 1942

- 1331 MORALE IN JULY 1942: Series F (see appendix).
1332 BOOKS AND THE PUBLIC: a study of buying, borrowing, keeping, selecting, remembering, giving and reading books.
1333 PUBLIC SATISFACTION WITH THE PRIME MINISTER.
1334 RADIO COLUMN: for Observer on BBC listener research. (TH)
1335 "ANSWERING YOU": broadcast on the Second Front and on Russian Communism. (TH)
1337-8 THE SALVAGE OF HOUSEHOLD BONES: survey of housewives with suggestions for improvement.
1339 DAILY EXPRESS READERSHIP.
1341 SOCIAL CLIMBING: discussion of British social stratification.
1342 "NEXT OF KIN" FILM: reaction of cinema audiences to a film about careless talk.
1344 PEOPLE IN PRODUCTION: M-O publication: see bookshelves.
1345 BOOK READING: see 1332.
1346 BOB MARTIN'S TABLETS: attitude to medicines for dogs.
1349 MORALE AND AGE 1942: correlations between age and susceptibility to news.
1351 RADIO COLUMN: for Observer on the BBC Forces programme.
1352A WHAT BRITAIN THINKS ABOUT THE POSTWAR WORLD: "London calling Europe" broadcast. (TH)
1352B AMERICA AND THE POSTWAR WORLD: "London calling Europe" broadcast. (TH)
1352C RECORDING THE HOME FRONT WAR IN BRITAIN: "London calling Europe" broadcast. (TH)
1353 THE SERVICE OF YOUTH: a survey of the Board of Education Youth Welfare Scheme as it operates in Northern town.
1356 BULLETIN AND DIRECTIVE: sent to panel; bulletin topic: cost of living.
1359 SUGGESTED SERVICE OF INFORMATION FROM MASS-OBSERVATION: paper suggesting the value of M-O in monitoring Stafford Cripps' popularity.
1361-2 REPORT ON WHO LIKES AND DISLIKES SIR STAFFORD CRIPPS.
1363 CRIPPS' BROADCAST TO AMERICA: opinions and knowledge of broadcast.
1364 RECONSTRUCTION: people's moods: hopes and expectations.
1364A THE FUTURE: duplicate of 1364.
1366 POSTWAR QUESTIONNAIRE: Fabian Society Public Opinion Survey: political parties, housing, jobs.
1369 MISCELLANEOUS MATERIAL USED IN THE MORALE REPORT FOR JULY: feelings of the week summarised.

AUGUST 1942

- 1375 SECOND REPORT ON SIR STAFFORD CRIPPS: FIRST HOPES AND FIRST SUSPICIONS: second report.
1378-9 WAR PHOTOGRAPHS EXHIBITION: observations of public at Dorland Hall, London. (CG)
1380 BULLETIN AND DIRECTIVE: sent to panel; bulletin topic: war themes in entertainment.

AUGUST 1942 (cont)

- 1381 CRIPPS: second draft of 1375.
- 1383 EDWARD CURRAN & CO LTD CARDIFF: a framework for studying the Curran Combine - history, welfare, security and publicity.
- 1384-5 RELATIVE POPULARITY OF CERTAIN WAR CHARITIES: a study of 14 war charities.
- 1389 RECONSTRUCTION: JOBS, MONEY AND SECURITY.
- 1390 TUBE INVESTMENTS LTD: participant observation amongst women factory workers: morale, health, fatigue, shopping facilities, problems of married women. See also 1393.
- 1392 DEATH OF THE DUKE OF KENT: public reaction to the aircraft accident. (JF)
- 1393 TUBE INVESTMENTS LTD: second draft of 1390.
- 1394 SIR STAFFORD CRIPPS: THE GROWTH OF DISAPPOINTMENT: third report.
- 1397 POSTWAR QUESTIONNAIRE: changes expected or hoped for by people after the war; money and job situation in London.
- 1400 JOKES: analysis of jokes sent in by panel. (LE)

SEPTEMBER 1942

- 1401 MORALE IN AUGUST 1942: Series F (see appendix).
- 1402 BULLETIN AND DIRECTIVE: sent to panel; bulletin topic: civilian warwork.
- 1410 THE LIMITATIONS OF STATISTICS IN THE FIELD OF PUBLIC OPINION RESEARCH: for Manchester Statistical Society. (JF)
- 1411 SIR STAFFORD CRIPPS: WHAT PEOPLE LIKE AND DISLIKE ABOUT CRIPPS: fourth report.
- 1412 NOTE OS SPEECH GIVEN BY SIR STAFFORD CRIPPS AT THE NOTTINGHAM YOUTH RALLY, 31st AUGUST 1942.
- 1413 SIR STAFFORD CRIPPS: KNOWLEDGE OF HIS POLITICAL, RELIGIOUS, AND CAREER AFFILIATIONS: fifth report.
- 1414 RECONSTRUCTION: hopes, fears and expectations for the postwar world.
- 1415 MASS-OBSERVATION: draft for American Journal of Sociology.
- 1416 FEELINGS AT THE SUGGESTION OF A BAN ON THE GIVING OF BONES TO DOGS: (DB)
- 1418 SERVICE PAY: attitudes to the level of servicemen's pay compared to civilian pay, and to foreign servicemen.
- 1419 PROPOSED RADIO INVESTIGATION: proposals to investigate the role of the radio set by M-O. (TH)
- 1420 REPORT ON THE DAILY HERALD READERSHIP.
- 1421 THE SALVATION ARMY: public opinion survey.
- 1422 THE SERVICE OF YOUTH: see 1353.
- 1423 NIGHT BOMBING AND THE PEOPLE: problems of sleeping and sheltering during the blitz. (EL)
- 1428 QUARTERLY SUMMARY OF GASMASK CARRYING.

OCTOBER 1942

- 1431 MORALE IN SEPTEMBER 1942: Series F (see appendix).
- 1442 SIR STAFFORD CRIPPS: AS LEADER DURING AND AFTER WAR: sixth report.
- 1443 SIR STAFFORD CRIPPS: POLITICAL TRENDS IN POSTWAR GOVERNMENT: seventh report.
- 1444 NOTES ON CLASS CONSCIOUSNESS: missing but see 1169.
- 1445 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: opinion forming.
- 1446 SUGGESTED SERVICE BY MASS-OBSERVATION FOR THE MINISTRY OF FUEL: ideas for consumer research.

OCTOBER 1942 (cont)

- 1447 REPORT ON THE FUEL ECONOMY I: effects of fuel rationing.
- 1448 REPORT ON THE FUEL ECONOMY II.
- 1449 REPORT ON THE FUEL ECONOMY III.
- 1450 MEMORANDUM ON MASS-OBSERVATION: report for government on M-O's wartime research in support of exempting M-O personnel from being called up.
- 1451-2 RECONSTRUCTION.
- 1453 WOMEN'S OPINIONS: investigating how women feel and think. (BW)
- 1454 STATISTICAL METHODS AS APPLIED TO M-O: missing.
- 1455 *CANADIAN PUBLIC OPINION SURVEY: letter to TH and CM from Philip Spencer, The Canadian Forum, with printed article "We went to the people".
- 1456 PEOPLES HOMES: draft manuscript of M-O publication in store; see bookshelves.
- 1457 PILOT QUESTIONNAIRE ON EDUCATION: survey of people's hopes and expectations of change in the educational system after the war, including attitudes to class and the Conservative Party's attitude to youth.

NOVEMBER 1942

- 1481 MORALE IN OCTOBER 1942: Series F (see appendix).
- 1482 SOCIAL SCIENCE AND THE SCIENCES: (DB)
- 1483 SIR STAFFORD CRIPPS AND THE FUTURE: LEADERSHIP: eighth report.
- 1484 SIR STAFFORD CRIPPS AND THE FUTURE: OPINION ABOUT CRIPPS NOVEMBER 1942:
- 1485 RECONSTRUCTION IV: BASIS OF POLITICAL TRENDS IN THE ARMY: study of army life and morale.
- 1486 FUEL ECONOMY IV: appeals for economy and rationing.
- 1487 FUEL ECONOMY V: feelings about economy appeals, fuel rationing, hospitality, advertisements, etc.
- 1488 FUEL ECONOMY VI: social implications; observations at exhibitions.
- 1489-90 FUEL ECONOMY VII: response to Fuel Communique No. 13; assessment of publicity.
- 1491 THE USE OF TOWELS FOR DRYING AND POLISHING GLASSES IN PUBLIC HOUSES.
- 1492 CURRENT FEELINGS ABOUT RUSSIA: (JH)
- 1493 WOMEN'S OPINIONS: duplicate of 1453. (BW)
- 1494-5 WAR FACTORY: draft manuscript in store; see bookshelves.
- 1496 TUBE INVESTMENTS LTD INVESTIGATION: summary of work carried out by M-O investigator at Tubes Ltd, Aston, Birmingham: study of canteens, welfare, works and offices, morale, holidays, call-up etc.
- 1497 TUBE INVESTMENTS LTD: further drafts.
- 1498 BLAINA: STUDY OF A COAL MINING TOWN, WITH A BRIEF INTRODUCTION BY LEONARD WOOLF: overall study, including history and development of the town, the working and living conditions of the miners and munition workers with section on women at work, their home life and domestic work, their leisure time; appendix on youth.
- 1499 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: postwar.
- 1501 WHAT THE BRITISH THINK OF THE AMERICANS.

DECEMBER 1942

- 1522 MORALE IN NOVEMBER 1942: Series F (see appendix).
- 1524 SIR STAFFORD CRIPPS: CRIPPS LEAVES THE WAR CABINET: tenth report.

DECEMBER 1942 (cont)

- 1525 RECONSTRUCTION V: RELIGION AND THE FUTURE.
- 1526 FUEL ECONOMY VIII: further commentary on public reception of fuel publicity.
- 1527 FUEL ECONOMY IX.
- 1528 IMPRESSIONS OF EXHIBITION ON FUEL ECONOMY: observations at the exhibition.
- 1529 VIEWS ABOUT NEWS: M-O's assessment of news reception.
- 1531-4 SHOPPING HABITS: comparison of people's feelings about multiple shops and independent shops.
- 1536 HAVE YOU A MIND OF YOUR OWN: article by Kathleen Raine in Modern Woman about the influence of propaganda.
- 1537 BACKGROUND TO NOVEMBER 1942: current events. (DB)
- 1538 FIRST REACTIONS TO THE BEVERIDGE REPORT.
- 1539 POSTWAR SECURITIES: BEVERIDGE REPORT: draft for M-O bulletin.
- 1541 CHRISTMAS ECONOMIES 1942: economies in presents, cards, outings, food, etc. (BW)
- 1542 GENERAL ATTITUDES TO VENEREAL DISEASE: panel replies - traditional attitudes, remedies and controls, ignorance and repercussions. (BW)
- 1543 GERMANY AFTER THE WAR: people's feelings on how Germany should be treated. (KR)
- 1545 FORTNIGHTLY BULLETIN - DECEMBER: first issue of fuller M-O bulletin for limited circulation which summarises work in progress: feelings about Christmas; reactions to war news; North Africa, Russia, Far East, Italy; opinions about Churchill; equal compensation for war injuries.
- 1546 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: postwar securities.
- 1548 QUARTERLY SUMMARY OF GASMASK CARRYING.
- 1549 FEELINGS OF THE WEEK: general morale and reactions to news of current events. (JF)
- 1550 PEOPLE'S HOMES: manuscript of M-O publication in store.
- 1550A INTRODUCTION TO PEOPLE'S HOMES.

JANUARY 1943

- 1561 MORALE IN DECEMBER 1942: Series F (see appendix).
- 1562 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: wartime grumbles.
FORTNIGHTLY BULLETIN (2): Part 1 The News: Russia, Tunisia, Libya, the air raids;
Part 2 Topics of the day: the Beveridge Report, campaign against VD, Darlan.
- 1565 PUBLIC REACTIONS TO THE BEVERIDGE REPORT: (LE)
- 1566 RELIGION AND THE PEOPLE: the place of religion in the lives of ordinary people; material gathered from a variety of investigations. (BW)
- 1567 GIRLS BETWEEN SCHOOL LEAVING AGE AND REGISTRATION AGE.
- 1568 PUBLIC REACTION TO THE BEVERIDGE REPORT.
- 1569 FEELINGS ABOUT AMERICA AND THE AMERICANS.
- 1571 STREET COUNTS: normal sex, class and age proportions in civilian street samples compared to normal M-O sample.
- 1572 RELIGION AND THE PEOPLE: role of the Church and religious alignment.
- 1573 PUBLIC ATTITUDES TO VD: survey in London on opinions about VD publicity and on methods of prevention.
- 1574 MASS-OBSERVATION: H.D. Willcock in the American Journal of Sociology, Vol. XLVIII, No. 4, January.

JANUARY 1943 (cont)

- 1578 INTRODUCTION TO HOUSING BOOK: draft
- 1579 MORALE 1943: miscellaneous material, January 1943 with summaries of feelings of the week, grumbles and rumours; gasmask counts. Series FF (see appendix).
- 1580A *FOOD PART 1: food schemes (Wartime Social Survey publication).
- 1580B *FOOD PART 2: publicity (Wartime Social Survey publication).

FEBRUARY 1943

- 1591 MORALE IN JANUARY 1943: Series F (see appendix).
- 1592 WOMEN'S OPINIONS: article for Home and County.
- 1593 THE SORT OF HOME THE ENGLISHMAN WANTS: description (promotion?) of M-O's publication on housing.
- 1594 FOOD INDIRECTS: reports on conversations about the food situation. (JF)
- 1595 READERSHIP OF THE TRIBUNE: investigation into who reads The Tribune and why.
- 1596 THE PUBLIC AND VD: second draft (see 1573).
- 1597 MASS-OBSERVATION METHODS: (JF).
- 1598 MARTINS CIGARETTES: comparison of brands, smoking habits etc (DB).
- 1599 THE PUBLIC AND VD: second draft of 1596.
- 1601-2 RECORDING THE HOME FRONT WAR: article for Britain Today. (BW)
- 1603 INDUSTRIAL WELFARE: broadcast for BBC Chinese service on the importance of welfare work, welfare methods and problems.
- 1604 KUOYU POSTSCRIPT ON INDUSTRIAL WELFARE: supplement for 1603.
- 1605 ADVERTISEMENTS FOR CLARK'S SHOES - DRAWINGS AND PHOTOGRAPHS: comparison of photographs and drawings as advertising media.
- 1606 WHAT ARE PEOPLE IN BRITAIN THINKING AND TALKING ABOUT?: article in New York New Leader. (TH)
- 1607 FORTNIGHTLY BULLETIN (3): Part 1 The News: Churchill's tour, Hitler, Russia, Tunisia; Part 2 Topics: housing, French administration in North Africa, Sunday opening of theatres, religion and the future.
- 1609 MORALE FEBRUARY 1943: Series FF (see appendix).
- 1610 THE WATFORD BY-ELECTION.
- 1611 WOMEN IN PUBS: social changes effected by war.
- 1612 FAITH AND FEAR IN POSTWAR BRITAIN.

MARCH 1943

- 1614 EXTRACTS FROM NEWS QUOTA QUESTIONNAIRES: results of M-O opinion polls on items of current interest: food, Churchill's visit to Turkey, Eden's speech, Goering, the war effort, air raid on Berlin, German use of gas, capture of German Generals at Stalingrad, opinions about Turkey.
- 1615 MORALE IN FEBRUARY 1943: Series F (see appendix).
- 1616 SOME PSYCHOLOGICAL FACTORS IN HOME BUILDING: analysis of panel replies to the question: "What does HOME mean to you?". (EL)
- 1617 OPINION TRENDS AMONG THE FORCES: level of morale, attitudes to demobilisation and Beveridge Report. (BW)
- 1618 RADIO SHOPS: a study of the trade standstill in sales of new and second hand radios.
- 1619 READERSHIP OF ILLUSTRATED: analysis of why people read Illustrated and which aspects of it are preferred.
- 1620 AFTER THE WAR -FEELINGS IN THE WAAF: comparisons between civilian and WAAF attitudes to post war Britain - personal plans and expectations of national situation. (NM)
- 1621 THE LIMITATIONS OF STATISTICS IN THE FIELD OF PUBLIC OPINION: (JGF)

MARCH 1943 (cont)

- 1622 SOME PSYCHOLOGICAL FACTORS IN HOME BUILDING: article for Town and Country Planning.
- 1623 FEELINGS ABOUT RUSSIA: current opinion about the Russian war, appreciation of Russian sacrifices and attitudes to communism in Russia and Great Britain.
- 1624 PRIVATE OPINION ABOUT THE GERMAN PEOPLE: analysis of panel replies. (BW)
- 1625 DRINK: war against alcoholism and the restrictions on drinking facilities. (TH)
- 1626-7 METHODS OF MASS-OBSERVATION WITH PARTICULAR REFERENCE TO HOUSING: discussion of value of M-O techniques. (BW)
- 1628 EXTRACTS FROM NEWS QUOTA QUESTIONNAIRES: M-O opinion polls on clothes rationing, VD, advertisements, Churchill, Gandhi, the Commonwealth, Federal Union, the Beveridge Report and the internment of aliens.
- 1629 HEALTH: effects of war, sleeping habits, food difficulties, medicines and exercise.
- 1630 VARIOUS INDIRECTS COLLECTED DURING THE WEEK OF 15th MARCH 1943: reports of informal conversations on Russia, General Giraud and General De Gaulle, and careless talk in hairdressers' shops.
- 1631 ABSENTEEISM AND INDUSTRIAL MORALE: article for World Review.
- 1632 SOME NOTES ON THE USE OF LEISURE: the effects of war on personal life.
- 1633 VD PUBLICITY AND THE PRESS: reactions to VD advertisements in the newspapers.
- 1634 FORTNIGHTLY BULLETIN (4): Gandhi, the Beveridge Debate, Russia and morale (rumours and grumbles).
- 1635 WOMEN IN PUBLIC HOUSES: wartime changes in pub clientele.
- 1636 NEWS QUOTA: missing.
- 1637 RADIO: propaganda and entertainment in BBC programmes, particularly overseas broadcasts. (TH)
- 1638 BULLETIN: sent to panel; bulletin topic: jokes.
- 1647 WHAT PEOPLE IN BRITAIN ARE THINKING AND TALKING ABOUT: article in New York, New Leader. (PN)
- 1648 RECENT TRENDS IN ANTI-SEMITISM: confidential report including press comments and letters to the press.
- 1649 BRISTOL BY-ELECTION.
- 1650 MORALE IN MARCH 1943: Series FF (see appendix).

APRIL 1943

- 1651 PEOPLE'S HOMES: M-O publication; see bookshelves.
- 1652-3 THE TUBE DWELLERS: tube shelters as homes.
- 1654 PEOPLE'S HOMES: BULLETIN: sent to panel.
- 1655 BRITISH NEWSLETTER: reactions to the news.
- 1656-7 MUTUAL ANGLO-AMERICAN FEELINGS: article for Philip Gibb's proposed book. (DB)
- 1658 MORALE IN MARCH 1943: Series F (see appendix).
- 1659 FEELINGS ABOUT THE OBSOLETE REGISTER AT EDDISBURY: public reaction in Eddisbury to the fact that the voting register was not up-to-date before the by-election.
- 1660 FORTNIGHTLY BULLETIN (5): Tunisia, Churchill on reconstruction, Hitler, health in wartime, anti-semitism.
- 1661 FEELINGS ABOUT CZECHS: first draft. (EL)
- 1662-3 WHAT YOUR CHILD THINKS OF THE WAR.
- 1664 FEELINGS ABOUT CZECHS: second draft.

APRIL 1943 (cont)

- 1665 FEELINGS ABOUT HOSPITALS: opinions on how hospitals should be run, who should pay for treatment and satisfaction with treatment received.
- 1666 THE LIMITATIONS OF STATISTICS IN THE FIELD OF PUBLIC OPINION: J.G. Ferraby: a paper presented to the Manchester Statistical Society, 14 April 1943.
- 1667 NEWS QUOTA QUESTIONNAIRES: opinion poll on increase in milk ration, clothes coupons, entertainment, Roman Catholics, Spain, Czechoslovakia and Czechs in Britain, French politics and news, cheerfulness and depression.
- 1668 FORTNIGHTLY BULLETIN (6): budget, war aims, attitudes to foreigners 1941-3, the Eddisbury by-election. (Limited circulation of 12)
- 1669C NEWS QUOTA: opinion poll: war effort, Churchill, House of Commons, money, invasion of the continent, General de Gaulle, end of the war.
- 1669K THE BUDGET: references and informal comments on the April budget. (JF)
- 1669L PUBLIC OPINION ON THE MEANS OF OVERCOMING ANTI-SEMITISM.
- 1669M DAVENTRY BY-ELECTION.
- 1669N EDDISBURY BY-ELECTION.
- 1669O POSTWAR CIVIL AVIATION: response to pilot questionnaire.
- 1669P MASS - OBSERVATION - FACT HUNTERS - A NEW METHOD OF TESTING PUBLIC OPINION: article about M-0 in Polish publication: Nowa Polska, April 1943 (in Polish)
- 1669Q ATTITUDES TO FOREIGNERS: analysis of panel replies with comparisons to questions asked previously.
- 1669R CLOTHING TRENDS: analysis of panel replies on effects of war on clothing habits.
- 1670 *CAMPAIGN AGAINST VD: an enquiry made by the Wartime Social Survey for the Campaigns Division of the Ministry of Information.
- 1670A DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: people's homes.
- 1670B MORALE: APRIL 1943: Series FF (see appendix).

MAY 1943

- 1671 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: end of the war.
- 1672 MORALE IN APRIL: Series F (see appendix).
- 1673 SOCIAL SECURITY AND PARLIAMENT: first draft of article about Beveridge Report see 1782.
- 1674 BRITISH NEWSLETTER: for New Leader (New York); final draft: reactions to war news. (TH)
- 1675 PUBLIC TASTE AND PUBLIC DESIGN: talk for Design in Industry Association meeting. (TH/DB)
- 1676 FORTNIGHTLY BULLETIN (7): feelings about politics; after the war - hopes; the obsolete parliamentary electoral register; Russia and Poland.
- 1677 PUBLIC TASTE AND PUBLIC DESIGN: final version of 1675.
- 1678 NEWS QUOTAS: opinion polls on: compensation for war injuries, industry, nationalisation, civil aviation, air raids on London, utility furniture and crockery, international cooperation.
- 1679 INDUSTRIAL QUESTIONNAIRE: importance of job, efficiency of industry, attitudes to wages and profits and number of hours worked.
- 1683 CLASS CONSCIOUSNESS AND CLASS UNCONSCIOUSNESS: in The Sociological Review, Vol. XXXIV, Nos 3-4, July-October 1942.
- 1780 YOUTH QUESTIONNAIRE: interviews with young people about their enjoyment of work, their leisure activities, spending habits and pub visiting.
- 1781 THE BLACK MARKET: popular feeling expressed as a 'war grumble'.

MAY 1943 (cont)

- 1782-3 SOCIAL SECURITY AND PARLIAMENT: second and final drafts of 1673.
- 1784-5 TINNED AND DRIED PEAS: results of 1000 interviews carried out in London and Bolton with women factory workers.
- 1786 FORTNIGHTLY BULLETIN (8): women in public houses; postwar expectations; Second Front feelings; wartime eating habits.
- 1787-8 PUBLIC TASTE AND PUBLIC DESIGN: see 1677.
- 1789 DEMOBILISATION.
- 1791 BROWNING OFF: first draft of article about army life (see also 1795).
- 1792 GOING TO THE DENTIST: investigation in London into people's attitudes to the dentist.
- 1793 TAKING MEDICINES IN WARTIME: analysis of replies from panel.
- 1794 GETTING NEW RATION BOOKS: public knowledge about where to go and observations of queues for new books.
- 1795 BROWNING OFF: second draft of 1791.
- 1796 MORALE IN MAY 1943: Series FF (see appendix).
- 1797 SOCIAL SECURITY AND PARLIAMENT: printed proofs of article for the Political Quarterly.

JUNE 1943

- 1829 MORALE IN MAY 1943: Series F (see appendix).
- 1830 PUBLIC DESIGN AND PUBLIC TASTE: see also 1677.
- 1831 GERMANY AFTER THE WAR: public opinion on how Germany should be treated.
- 1832 PATENT MEDICINES: analysis of panel replies on personal preferences.
- 1833 MEDICINES IN WARTIME: draft for Bulletin.
- 1833A BULLETIN: MEDICINES: sent to panel.
- 1834 EXPLANATORY NOTE ON STATEMENT BY TH ABOUT CLASS DIFFERENCES IN ATTITUDES TO NATIONALISATION AND OTHER MAJOR CHANGES: note prepared by BW for Richard Acland.
- 1835 BEHAVIOUR OF WOMEN IN PUBLIC HOUSES: study in London.
- 1836 BEHAVIOUR OF WOMEN IN PUBLIC HOUSES: study in Liverpool.
- 1837-7A JUVENILE DRINKING: major report on history of young people drinking, special occasions, regional variations, pubs and off-licences, educational and adult opinion.
- 1839 BROADCAST TO CHINA: description of observer's role in M-O and its early history. (JA)
- 1840 MORALE IN JUNE 1943: Series FF (see appendix).
- 1841 FORTNIGHTLY BULLETIN (9): patent medicines; going to the dentist; getting new ration books.
- 1842 FORTNIGHTLY BULLETIN (10): recent by-elections; Tunisian victory and after; equal compensation for war injuries; youth 1940-43.
- 1843 TUBE INVESTMENTS LTD: final report on the industry.
- 1844 BY-ELECTIONS FEBRUARY - JUNE 1943: summary of 12 by-elections, with case histories of the Commonwealth Party.
- 1845 NEWARK BY-ELECTION: major report with comment on Commonwealth Party.
- 1846 PUBLIC FEELING ABOUT THE DUTCH: attitudes to Holland, Dutch people in England and to the Dutch Royal Family.

JUNE 1943 (cont)

- 1847 *NEWSPAPERS AND THE PUBLIC: an enquiry into newspaper reading amongst the civilian population by Louis Moss and Kathleen Box (Wartime Social Survey).

JULY 1943

- 1862 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: "government leaders".
- 1863 SOCIAL SURVEY: introduction to War Factory. (TH)
- 1864 PLASTICS: public knowledge about use of plastics.
- 1865 MORALE MATERIAL - JULY 1943: Series FF (see appendix).
- 1866 FORTNIGHTLY BULLETIN (11): feelings about industry; hospitals; rationing and changing clothing habits (women).
- 1867 FORTNIGHTLY BULLETIN (12): drinking by young people; rationing and changing clothing habits (men); the invasion of Sicily.
- 1868 MORALE IN JUNE 1943: Series F (see appendix).
- 1869 PRIVATE MOTORING: survey with London drivers.
- 1870 HAPPINESS IN WARTIME: discussion of the measurement of 'happiness'.
- 1870A THE CHAPLAIN TO THE FORCES: the role of chaplain.
- 1871 *THE CINEMA AUDIENCE: an enquiry made by the Wartime Social Survey for the Ministry of Information by Louis Moss and Kathleen Box.
- 1872 *MINISTRY OF INFORMATION PUBLICATIONS: a study of public attitudes towards six Ministry of Information books by Louis Moss and Kathleen Box; carried out by the Wartime Social Survey for the Publications Divisions of the MoI.

AUGUST 1943

- 1882 FORTNIGHTLY BULLETIN (13): juvenile drinking: 14-18; welfare and first aid in a munitions factory; Italy.
- 1883 MORALE IN JULY 1943: Series F (see appendix).
- 1884 PETERBOROUGH SURVEY: short report on political state of town.
- 1885 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: "attitudes to coloured races"; includes a list of recently published articles by M-O, 1940-43.
- 1886 REPRESENTATIVE SAMPLING AND THE QUALITATIVE APPROACH TO PUBLIC OPINION RESEARCH: discussion of methods. (JGF)
- 1887 PEOPLE'S ATTITUDE WITH REGARD TO FIGHTING THE JAPANESE WHEN THE EUROPEAN WAR IS OVER.
- 1888 MORALE MATERIAL - AUGUST 1943: Series FF (see appendix).
- 1889 WHAT THE CONSUMER THINKS OF SELF-MEDICATION: article by M-O in Manufacturing Chemist and Manufacturing Perfumer, August 1943, XIV, 8; middle class reactions to the 'Patent Medicine' trade.
- 1890 FORTNIGHTLY BULLETIN (14): call up of older women; Bank Holiday, August 1943; M-O's methods; Churchill opinions.
- 1891 JUVENILE DRINKING IN CHICHESTER: short report based on observation.
- 1892 CHIPPENHAM BY-ELECTION.
- 1893 *WARTIME PATTEEN OF SAVING AND SPENDING: by Charles Madge; Occasional Paper IV for National Institute of Economic and Social Research.

SEPTEMBER 1943

- 1910 WHAT CHILDREN THINK OF THE WAR: article in The Nursery World.
- 1910A WHAT CHILDREN THINK OF THE WAR: draft article of 1910.
- 1911 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: "juvenile drinking".

SEPTEMBER 1943 (cont)

- 1912 FEELINGS ABOUT A STATE MEDICAL SERVICE: interim report based on 2000 interviews.
- 1913 FORTNIGHTLY BEULLETTIN (15): pacifists in wartime; Chippenham by-election; opinion on present conditions inside Germany.
- 1914 FORTNIGHTLY BULLETIN (16): what people think of the news service; postwar holidays; capitulation of Italy.
- 1915 MORALE IN AUGUST 1943: Series F (see appendix).
- 1916 PUBLIC TASTE AND PUBLIC DESIGN: article in Art and Industry, Vol. 35.

OCTOBER 1943

- 1921 PUBLIC ATTITUDES TO STATE MEDICINE: lengthy report on national health insurance, comparisons between private and panel doctors, the popularity of Health Centres, choosing a GP etc.
- 1921A NATIONAL HEALTH SERVICE: additional material to 1921.
- 1922 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: postwar hopes.
- 1923 PUBLIC OPINION AND THE AMERICANS: article based on M-O material by Cecily Mackworth in The Outpost, published by Americans in Britain (letter no. 42).
- 1924 STRIKES IN WARTIME: people's attitudes to various wartime strikes. (GM)
- 1925 *FOOD DURING THE WAR: by Gertrude Wagner - a summary of studies on the subject of food made by the Wartime Social Survey between February 1942 and October 1943.
- 1944 FORTNIGHTLY BULLETIN (17): the colour bar; strikes in wartime; Hess; reactions to the news.
- 1945 EFFECTS OF THE EXHIBITION: REPORT OF INVESTIGATION AT THE OSRAM-GEC LAMP WORKS, HAMMERSMITH: factory workers reaction to propaganda.
- 1946 MORALE IN OCTOBER 1943: Series F (see appendix).
- 1947 HAPPINESS IN WARTIME: article in The Fortnightly.
- 1948 THE TUBE DWELLERS: article in the Saturday Book, ed by Leonard Russell, 1943 - people who still shelter in the underground railway stations.
- 1949 MORALE IN SEPTEMBER 1943: Series F (see appendix).
- 1950 *GETTING TO WORK: a study of the methods of transport used by workers and their travelling difficulties and expenses made by Kathleen Box (Wartime Social Survey) for Ministry of Transport.
- 1951 *RECRUITMENT TO NURSING: an enquiry into the attitudes of student nurses to their profession with special reference to the present recruiting campaign by Kathleen Box and Enid Croft White (Wartime Social Survey).

NOVEMBER 1943

- 1952 RADIO: review of BBC programmes including ITMA and women's programmes.
- 1960 DAILY EXPRESS: HOUSING QUESTIONNAIRE: results of questionnaire.
- 1961 MORALE IN NOVEMBER 1943: Series F (see appendix).
- 1962 FEELINGS ABOUT POLITICAL TRUCE: analysis of panel replies.
- 1963 WHAT MAKES A MARRIAGE SUCCESSFUL?: analysis of panel replies.
- 1964 WHAT DO YOU THINK OF INTER-ALLIED COOPERATION?: analysis of panel replies.
- 1965 A NEW SOCIAL SCIENCE: JGF in Discovery.
- 1966 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: marriage.
- 1967 THE FOUNDATIONS OF A SUCCESSFUL MARRIAGE: further material from panel replies.
- 1968 WHO'LL WIN?: article for Political Quarterly includes letters from Leonard Woolf and Kingsley Martin to TH. (TH)
- 1969 WHAT MAKES A MARRIAGE SUCCESSFUL?: article based on 1967.

DECEMBER 1943

- 1970 WOMEN IN PUBS: consideration of pressure to return women to home life.
1971 CHRISTMAS QUESTIONNAIRE: expectations of Christmas celebrations. (JF)
1983 ACTON BY-ELECTION.
1989 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: political truce.

JANUARY 1944

- 1990 MOSLEY AND AFTER: discussion of censorship (including the banning of the Daily Worker) and security in wartime (including the internment and release of Mosley) (see also 2011).
1991 A NATIONAL HEALTH SERVICE: draft for panel bulletin article on results of panel opinion.
1992 RESISTANCE TO ADVERTISING: panel views on the impact of press advertising (see also 2010C).
1993 POST-MOSLEY QUESTIONNAIRE: public opinion on security, on Morrison as Minister for Security, on groups which should be curbed and on Mosley's release.
1994 RELIGIOUS INSTRUCTION IN SCHOOLS: interim report on attitude changes in wartime towards the role of religion.
1995 SURVEY OF THE VILLAGES OF LUCCOMBE, WEST LUCCOMBE AND LEA: the impact of modern development and wartime problems on three Exmoor villages.
1996 STATISTICAL SIGNIFICANCE OF PUBLIC OPINION SURVEYS: (JGF)
1997 MORALE IN DECEMBER 1944: Series F (see appendix).
1998 BROWNS OF CHESTER: manuscript of M-O publication in store.
1999 JOURNEY HOME: manuscript of M-O publication in store.
2000 VENGEANCE: public opinion about reprisal air raids on Germany.
2001 *THE CAMPAIGN AGAINST VENEREAL DISEASE: an enquiry into the reception campaign carried out by P.J. Wilson and Virginia Barker (Wartime Social Survey) for the Ministry of Information and the Ministry of Health.
2002 PLANNING MASS-OBSERVATION INVESTIGATION: techniques used by M-O with reference to recent studies.
2010 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: press advertising.
2010B MORALE IN JANUARY 1944
2010C RESISTANCE TO ADVERTISING: see 1992.

FEBRUARY 1944

- 2011 MOSLEY AND AFTER: see 1990.
2012 PRELIMINARY FIGURES FOR OPINIONS OF TEACHERS ON RELIGIOUS EDUCATION: results of questionnaires sent to 1900 teachers in State-aided schools.
2013 LETTER TO PANEL OBSERVERS: publicity for M-O publication: Journey Home.
2014 TEACHERS' OPINIONS ON RELIGIOUS EDUCATION IN SCHOOLS II: further report (see also 2012).
2015 WHY PEOPLE MARRY: suggestions for M-O investigation.
2016 OPINIONS OF TEACHERS ON RELIGIOUS EDUCATION IN SCHOOLS III: see also 2012 and 2014.
2017 RELIGIOUS EDUCATION IN SCHOOLS: main report.
2018 BOOKS AND THE PUBLIC: major report on reading habits for the National Book Council.
2019 PUBLIC ATTITUDE TO ADVERTISEMENTS: replies from small street sample.
2020 BRIGHTON AND HOVE BY-ELECTION.
2021 MASS-OBSERVATION 1943: summary of M-O's work in previous year.

FEBRUARY 1944 (cont)

- 2022 NOTES ON PUBLIC OPINION IN 1943: trends in morale and attitudes to war events.
- 20232 FEELINGS ABOUT THE FRENCH: (GM)
- 2024 CHURCHILL: replies to question about whether Churchill should continue to be Prime Minister after the war.
- 2035 BURY ST. EDMUNDS BY-ELECTION.
- 2036 WEST DERBY BY-ELECTION.

MARCH 1944

- 2040 THE PROBLEM OF PROPAGANDA: discussion of the success of propaganda techniques. (JGF)
- 2041 MORALE IN FEBRUARY 1944: Series F (see appendix).
- 2042 TEACHERS AND RELIGIOUS EDUCATION: proof copy of article for Times Education Supplement.
- 2043 TEACHERS AND RELIGIOUS EDUCATION: draft article.
- 2044 MASS-OBSERVATION AND PUBLIC OPINION POLLS: missing.
- 2045 WOMEN'S CLOTHES IN CHESTER: investigation of the way women with around £5 per week income budgeted for clothes.
- 2046 WOMEN'S CLOTHES IN CHESTER: wardrobe stocks and postwar buying (see also 2091).
- 2047 EDUCATION: major investigation based on London on pre-war education, the school leaving age, post-school education, the Butler Bill and effect of new Education Bill.
- 2048 THE INVASION OF EUROPE AND MASS-OBSERVATION - NEWSLETTER TO OBSERVERS WITH DIRECTIVE AND BULLETIN: special leaflet for M-O panel to encourage contributions and support; bulletin topic: 1944.
- 2059 DO THE FACTORY GIRLS WANT TO STAY PUT OR GO HOME?: demobilisation of women. (DBL)
- 2060 MEANING AND LIMITATION OF NEWS QUOTA STATISTICS: critique of M-O's sampling of public opinion about current news items.

APRIL 1944

- 2065 MORALE IN MARCH 1944: Series F (see appendix).
- 2066 POSTWAR BUYING: results of question to panel about what they wanted to buy after the war.
- 2067 THE MOOD OF BRITAIN 1938 and 1944: feelings about security. (TH)
- 2068 WARTIME INCONVENIENCES 1939-44: draft for bulletin.
- 2085 BULLETIN: sent to panel; bulletin topic: wartime inconveniences.

MAY 1944

- 2086 CHILDHOOD READING: memories of access to books and reading habits from the panel.
- 2087 MORALE IN APRIL 1944: Series F (see appendix).
- 2088 "US AND THE USER" EXHIBITION: reactions from the workers at Muirheads Factory to an exhibition about their work.
- 2089 HIRE PURCHASE: attitudes to the system.
- 2090 FURNISHINGS: investigation into furniture prices and people's furniture buying patterns.
- 2091 WOMEN'S CLOTHES IN CHESTER: subsidiary report (see also 2046).
- 2092 HOME FRONT HISTORY - DIRECTIVE AND BULLETIN: letter of appeal to M-O supporters; sent to panel; bulletin topic: postwar buying.

MAY 1944 (cont)

- 2093 REPORT ON SOMERSET VILLAGE: M-O publication in store.
- 2099 COUNTING HEADS: article in Discovery; ecology and the quantitative approach to animal and human research. (TH)
- 2100 *THE WARTIME SOCIAL SURVEY: reprint of paper by Kathleen Box and Geoffrey Thomas read before the Royal Statistical Society.
- 2101 ULSTER OUTLOOKS: the political and religious conflicts in Northern Ireland. (TH)
- 2102 MEMO ON CHANGE V: DEMOBILISATION: internal memo from TH to HDW, DBL, EJ, JRMB and AA to warn M-O personnel of possible trouble arising from the publication of Journey Home from MI5.

JUNE 1944

- 2110 MORALE IN MAY 1944: Series F (see appendix).
- 2111 POPULATION PROBLEMS: report based on 100 letters sent to the Radio Doctor in January 1944 and 100+ letters sent to Radio Doctor in March 1943 about people's reasons for having or not having children. (EL)
- 2112 SUPERSTITION: current beliefs, practices and symbols.
- 2113-4 REVIEW: GAUGING PUBLIC OPINION: review by JGF of paper by Hadley Cantril and Research Associates in the office of Public Opinion Research, Princetown University (1944).
- 2115 WE'RE MOVING: article for Horizon on D-Day. (BW)
- 2116 NEWSLETTER TO OBSERVERS DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: M-O and home front history.
- 2117 *WOMEN AT WORK: the attitudes of working women towards postwar employment and some related problems. All enquiry made by Geoffrey Thomas (Wartime Social Survey) for the Ministry of Reconstruction.
- 2120 THE FILM AND FAMILY LIFE: themes of 'family life' in film. (LE)
- 2121 A SURVEY ON THE PILOTLESS PLANES: reactions of Londoners gathered between June 16 and July 3 1944.
- 2122 *THE LETTERS OF MR X: confidential reports from Colliers (National Weekly, New York, USA) - corresponding editors, men "trained to reflect mass thinking" in Chicago, Houston, Washington DC, Western Canada, Detroit, Brazil, Atlanta, Kansas, Mississippi, Pacific NW, Minneapolis, Moines.

JULY 1944

- 2130 MORALE IN JUNE 1944: Series F (see appendix).
- 2131 THE INVASION OF FRANCE: people's reaction to D-Day.
- 2132 GAUGING PUBLIC OPINION: duplicate of 2114 submitted to Political Quarterly.
- 2133 TRAINING FOR THE MINES: volunteers and conscripted mining trainees.
- 2134 STATE MANAGED PUBS IN CARLISLE: discussion of a government scheme to cut down drunkenness and prevent its interference with the war effort.
- 2135-6 THE FORCES VOTE: electoral registration in the Forces (see also 2148).
- 2137 POLITICS IN EASTBOURNE: level of political knowledge among the inhabitants of Eastbourne.

AUGUST 1944

- 2143 MORALE IN JULY 1944: Series F (see appendix).
- 2144 VALIDITY OF PUBLIC OPINION SURVEY RESULTS: (JGF)
- 2145 BULLETIN FOR JULY - AUGUST 1944: sent to panel; bulletin topic: Blitz; retrospective summary of diarists' reports Autumn 1940.
- 2146 RECORDING AND CLASSIFYING VERBATIM INFORMATION: (JGF)

AUGUST 1944 (cont)

- 2147 BANK HOLIDAY QUESTIONNAIRE: survey of holiday plans.
- 2148 DO THE FORCES WANT THE RIGHT TO VOTE?: article in Picture Post, 19.8.44 see also 2135).
- 2149 CHANGES OF OUTLOOK DURING THE WAR: panel feelings about how the war has affected them.
- 2150 THE PROBLEM OF PROPAGANDA: article for Agenda. (JGF)
- 2151 MONMOUTH EVACUATION SURVEY: comparisons with evacuation in 1940; report of billets. (GST)
- 2152 *TOMORROW'S CUSTOMERS FOR AVIATION: a Crowell-Collier Research Report (New York).

SEPTEMBER 1944

- 2156 WHAT IS A PIN-UP GIRL?: article in Picture Post, 23.9.44; forces response to 12 pictures of women.
- 2157 DIRECTIVE FOR SEPTEMBER 1944 AND BULLETIN: sent to panel; bulletin topic: "how much longer?" - people's feelings about when the war will end (sample of Londoners).
- 2158 WORTH FIGHTING FOR: original draft of 2156.
- 2159 BLACK-OUT TO DIM-OUT: panel response to relaxation of the black-out.

OCTOBER 1944

- 2165 GERMAN PRISONERS: reaction to the arrival of a group of German prisoners in a certain town - on the spot observations. (LE)
- 2166 PEACE DAY: the intentions of key workers (eg in transport) on the day victory is announced. (JF)

NOVEMBER 1944

- 2176 A CIRCUS: a confidential report on a circus including historical background, early circuses, circus families, circus personalities, children, animals, the wagons, organisation, performances (including publicity, transport, accidents).
- 2177 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: war memorials.
- 2178 HARWICH CONSTITUENCY: predictions of voting patterns.
- 2179 WOMEN AND THE VOTE: sex differences in voting patterns.
- 2180 INDIRECT QUESTIONNAIRE ON EDUCATION: what people found useful at school and views on adult education. (LE)
- 2181 THE CRISIS: WAR IN DIARIES: draft manuscript for possible book about the whole war based on M-O diary material. (CF)
- 2182 THE RELUCTANT STORK/EMPTY QUIVERS: drafts for Britain and her birthrate by M-O in store.

DECEMBER 1944

- 2188 INDIRECTS ON ROYALTY: missing - see 2190D.
- 2189 FLYING BOMB EVACUATION: comparisons with 1940. (DBL)
- 2190 GREECE: public reaction to fighting in Greece. (GST)
- 2190D INDIRECTS: KING'S SPEECH; ROYALTY; DISBANDING OF HOME GUARD: 24 answers to questions about the King's Speech on the Home Guard.
- 2190E SPIRITUAL TREND IN FILMS: trend towards supernatural in films. (LE)
- 2190F LETTER OF THANKS FROM M-O TO PANEL.
- 2192 A DIRECTIVE

JANUARY 1945

- 2196 PLANNING AN M-O INVESTIGATION: see 2266.
- 2197 THE BRITISH SOLDIER: CHANGING ATTITUDES: article in British Journal of Psychology, Vol. XXXV, Part 2, January 1945.
- 2198 HOLLOWAY PRISON: by a prison officer (female, temporary); on the spot observations on prison life.
- 2199 THE FLYING BOMB EVACUATION: see also 2089.
- 2200 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: the flying bomb evacuation.
- 2201 *WARTIME SHORTAGES OF CONSUMER GOODS: report by Kathleen Box of Wartime Social Survey for the Board of Trade, April 1943 - January 1945.

FEBRUARY 1945

- 2205-6 SEX, MORALITY AND THE BIRTHRATE: first and second drafts: changing standard of sexual morality and the use of birth control; report based on M-O panel replies.
- 2207 V2 BOMBS - REPORT ON S.E. LONDON: how people cope with absence of warning before V2s drop.
- 2213 LETTER AND DIRECTIVE AND BULLETIN: reactions of panel to Royal Commission (1944) and what they would like to say if they were asked to give evidence on equal pay for women; bulletin topic: equal pay for equal work.

MARCH 1945

- 2218 COAL SHORTAGE: interviews in Chelsea. (GST)
- 2219 OPINION RESEARCH: SOME SNAGS: consideration of research techniques.
- 2220 BRITISH LEGION COMPETITION ESSAYS: analysis of essays: "my ideas and hopes for postwar conditions; and how the British Legion can help me to realise them". (DBL)
- 2221 DUKE OF WINDSOR: public reaction to his resignation as Governor of the Bahamas.
- 2222 THE AMERICANS: analysis of panel opinions about the Americans they meet. (IL)

APRIL 1945

- 2227 POST-EASTER PEACE QUESTIONNAIRE: how people spent their Easter holiday, including attendance at Church and attitudes to the end of the war. (NA)
- 2228 SPECIAL PRE-PEACE NEWS QUESTIONNAIRE: general morale, reactions to the news, war aims, treatment of Germany, plans for VE day, atrocity stories and attitudes towards German concentration camps.
- 2229 DEATH OF ROOSEVELT: reaction to news.
- 2230 RAF EXHIBITION AT DORLAND HALL: "To victory with the RAF"; layout of exhibition, composition of audience, opinions of audience (see also 2251).
- 2231 DO PEOPLE TELL THE TRUTH?: consideration of the "prestige" answer to a question.
- 2232 EASTER OPINIONS: people's feelings about the end of the war.
- 2233 TEACHING DOMESTIC SCIENCE IN SCHOOLS: people's opinions about teaching girls domestic duties in preparation for being housewives.
- 2234 DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: good and bad omen for the postwar world.
- 2235 DIGEST OF INVESTIGATIONS: summaries of results; religious beliefs in a London borough; winning the peace.
- 2236 OBSERVATIONS ON THE RELUCTANT STORK: article in Public Opinion Quarterly; why women don't have children.

MAY 1945

- 2240 BISCUITS: interim report on public knowledge of biscuit brand names in Cricklewood, Cardiff and Sheffield.
- 2241 HITLER'S DEATH: missing.
- 2243 HIMMLER'S DEATH: results of 29 informal interviews gathered when the news of Himmler's death was announced. (JF)
- 2244 HOUSEWIVES' VIEWS ABOUT DOMESTIC SCIENCE TEACHING IN SCHOOLS: prepared by M-O for The Council of Seven Beliefs (for the Guardianship of Family Life).
- 2244A *A BRIEF STUDY OF RE-EDUCATIONAL FACTORS IN A PROGRESSIVE BOARDING SCHOOL FOR DELINQUENT CHILDREN AND ADOLESCENTS: by Otto L. Shaw (pamphlet).
- 2245 PUZZLED PEOPLE: see M-O publications.
- 2246 DIRECTIVE
- 2247 *HOLIDAY MAKING AND HOLIDAY TRADES: pamphlet by Elizabeth Brunner, Nuffield College, O.U.P. (1945).
- 2248 GERMAN ATROCITIES: reaction of Londoners to German atrocities in concentration camps from material collected in direct and indirect interviews.
- 2249 POST-VE DAY QUESTIONNAIRE: reactions to news, attitude to Germany, Goering, Doenitz, Tito, Russia, San Francisco Conference, Churchill's speeches.
- 2250 OPINION-FORMING: where people collected their views and information. (JF)
- 2251 RAF EXHIBITION AT DORLAND HALL: supplementary report (see also 2230).
- 2253 ELECTION QUESTIONNAIRE: public interest in general election; speeches by Churchill, Atlee, Samuel, Anderson; feelings about peace; VE day activities.

JUNE 1945

- 2255 ELECTION QUESTIONNAIRE: first draft missing but see 2253.
- 2256 DOGS AND DOG HEALTH IN WARTIME.
- 2257 YOUTH AND THE ELECTION: voting intentions: general election.
- 2258 25 YEAR CYCLE: public opinion - the fear of another war in 25 years.
- 2259 ATTITUDES TO THE LIBERAL PARTY: analysis of panel replies.
- 2260 POLITICIANS' PRESTIGE: public views of public men.
- 2261 THE NEW VOTERS AND THE OLD: propaganda preparations for the general elections.
- 2262 POLITICIANS' PRESTIGE: duplicate of 2260.
- 2263 VICTORY IN EUROPE: an investigation into people's behaviour and attitudes during the weeks immediately preceding and following the final announcement of Peace in Europe.

JULY 1945

- 2265 GENERAL ELECTION: voting patterns.
- 2266 PLANNING A MASS-OBSERVATION INVESTIGATION: article in The American Journal of Sociology, Vol. LI, No. 1. (JGF)
- 2267 ELECTION OBSERVATIONS: investigation in East Fulham: reports of 6 meetings of political parties, three reports of Churchill's visit to Fulham and impressions gathered by investigators during survey.
- 2268 GENERAL ELECTION: in store (see also 2270A).
- 2269 RETAILERS AND BOB MARTINS CONDITION MEDICINES: interviews with shopkeepers about customers' preferences for different brands of medicine for their dogs.
- 2270A THE GENERAL ELECTION 1945: major report with detailed observations of East Fulham.
- 2270B THE POSTWAR HOMES EXHIBITION: observations and interviews carried out at the Daily Herald Postwar Home Exhibition at Dorland Hall.
- 2270C NEWSPAPER READING AND VOTING IN THE GENERAL ELECTION: replies to questionnaires by 400 East Fulham constituents.

AUGUST 1945

- 2271 RUSSIA DECLARES WAR ON JAPAN: reactions to news.
- 2272 PUBLIC REACTION TO THE ATOM BOMB: reactions to news of Hiroshima bombing on the day after.
- 2273 PROGRESS?: article for New Statesman: is mankind progressing, with reference to the atom bomb.
- 2274 RELIGIOUS ATTITUDES IN A LONDON BOROUGH: article for Church Times.
- 2275 CHARACTER IN WAR AND PEACE: recording wartime life and the way war affects personality.
- 2276 BULLETIN: GAPS IN KNOWLEDGE: panel answers to a question asking them if there were any gaps in their knowledge which they regretted.
- 2277 THE ATOM BOMB: analysis of panel replies.
- 2278A LETTER AND FORM FOR PANEL MEMBERS.
DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: moods: summary of panel feelings and mood fluctuations for a month.
- 2278B FEELINGS ABOUT THE PEACE: panel replies.
- 2279 *POPULATION AND HOUSING IN ENGLAND AND WALES, MID 1945: inquiry by Geoffrey Thomas for the Social Survey carried out in May, June 1945.

SEPTEMBER 1945

- 2281 THE COMING WINTER.
MAIN GRUMBLE.
ENDING OF LEASE-LEND: opinion survey.
LABOUR GOVERNMENT'S ACHIEVEMENTS TO DATE.
THE ATOM BOMB.
- 2282 POST-MORTEM ON VOTING AT THE ELECTION: proof article for Quarterly Review.
- 2283 FORCES VIEWS ON DEMOBILISATION: summary of reports sent in by panel members in the Forces.
- 2284 HALF WAY THINKING: people's beliefs: religious and moral.
- 2285 WOMEN'S REASONS FOR HAVING SMALL FAMILIES: survey based on 1000 women of child bearing age, reports from panel members and letters written to the Radio Doctor.
- 2286 PRISONER OF WAR QUESTIONNAIRE: 1358 P.O.W.s interviewed by fellow prisoners in a German camp, Stalag IVB, Munlberg on Elbe: questions on Germany, Russia, Italy, the League of Nations, nationalisation of industry, India, emigration.

OCTOBER 1945

- 2290 DUKE OF WINDSOR: collected informal comments.
POTSDAM CONFERENCE.
THANKSGIVING SAVINGS WEEK.
ENGLAND TEN YEARS HENCE.
- 2291 DOCK STRIKE: investigation into first of small outcrop of strikes after the war: background and sequence of events, opinions of dockers and their wives, opinions of other people in dockland area; opinion formation and the press.
- 2293-5 *A SOCIAL SURVEY OF MIDDLESBOROUGH: an enquiry by Dennis Chapman into some of the factors relevant to the planning of urban communities for the Ministry of Town and Country Planning: Part I: Introduction and social data
II: Attitudes to Middlesborough
III: Public opinion in relation to planning and housing in Middlesborough
IV: Social relations
V: Social activities and leisure
VI: Convenience
VII: Shopping
VIII: Miscellany (Social Survey, C.O.I.)
- 2296 *DIPHTHERIA IMMUNISATION: an enquiry by Kathleen Box (The Social Survey) for the Ministry of Health. (New Series No. 69)

NOVEMBER 1945

- 2300 SOUTH KENSINGTON BY-ELECTION.
- 2301 ATTITUDES TO RUSSIA: attitudes to present system, the desirability of friendly relations etc. (66 direct interviews). (JF)

NOVEMBER 1945 (cont)

- 2302 TRENDS IN SOUTH KENSINGTON BY-ELECTION.
- 2303 LETTER ABOUT ROLE OF M-O PANEL; DIRECTIVE AND BULLETIN: sent to panel; bulletin topic: atom bomb.

DECEMBER 1945

- 2315 *LAUNDRY USAGE: housewives and their use of laundry facilities: domestic facilities, magazine reading; prepared by Research Department, London Press Exchange Ltd. for the Institute of British Laundries.

JANUARY 1946

- 2330 DIRECTIVE: DECEMBER 1945 - JANUARY 1946 AND BULLETIN: sent to panel; bulletin topic: wartime moods.
- 2331 NEWSPAPER READING AND VOTING IN THE GENERAL ELECTION: interviews with 400 Fulham constituents during General Election Campaign.
- 2332 WAR MORALE CHART: graph of civilian morale in relation to military events abroad.
- 2345 M-O NATIONAL PANEL. *World Organisation and the Future.*

MARCH 1946

- 2360 MODERN HOMES EXHIBITION: an advance note on relative popularity of exhibits, general criticisms and public reactions to the Lighting Exhibit and Quiz Kitchen.
- 2361 MODERN HOMES EXHIBITION: Part I: factual information and general lines of opinion.
- 2362 MODERN HOMES EXHIBITION: Part II: through the exhibition - kitchens, lighting, utility designs, furniture, flats.
- 2363 MODERN HOMES EXHIBITION: sample counts of visitors to exhibition.
- 2364 JOHN BULL IN COLOUR: Part I: the first day of publication of John Bull in a new format. Readers' reactions.
- 2365 JOHN BULL IN COLOUR: Part II: the regular reader - reading habits in general and reactions to new John Bull.
- 2366 JOHN BULL IN COLOUR: Part III: the regular reader (further details).
- 2367 JOHN BULL COMPETITION: regular readers and entering for competitions, doing crosswords etc.
- 2368 POSTERS ON LPTB BUSES: the effects of poster advertising of John Bull.
- 2370 WORLD ORGANISATION AND THE FUTURE: people's hopes and expectations for the future of the world as they were during the UNO sessions at Westminster.

APRIL 1946

- 2375 STEVENAGE: description of community life, its future and residents' opinions. (GH)
- 2376 BULLETIN: NEW SERIES - No. 1 FUTURE OUTLOOKS: summary of some war-to-peace trends in public attitudes to domestic, political and international problems.
- 2378 VICTORY CELEBRATIONS: attitudes to Government plans for celebration of anniversary of VE Day.
- 2380 PRE-BUDGET OPINION: anticipation of the contents of the 1946 Budget.

MAY 1946

- 2385 MOTOR FUEL SURVEY: a discussion of problems encountered when interviewing motorists about fuel.
- 2386 M-O NEWS AND DIRECTIVE: information for the panel on broadcasts and publications associated with M-O; news of Tom Harrisson.
- 2387 SALVATION ARMY: public attitudes and knowledge of the Salvation Army.
- 2388 DRINKING HABITS: analysis of panel replies about their drinking of tea, coffee, and alcoholic drinks; times of day; sex differences etc.

JUNE 1946

- 2392 ATTITUDE TO NAMES AND ANCESTRY: the origin of names, nick-names and adopted names, stereotypes, surname, effect of names on character, ancestors.
- 2393 BOARDING HOUSE OR BUTLINS?: missing.
- 2394 BLACK WIDOW POSTERS: observations of defacement and graffiti of poster about road safety.
- 2395 HOLIDAY WEATHER: how people remember the weather.
- 2397 WORLD ORGANISATION AND THE FUTURE: the prevention of future wars, the atom bomb, UNO and the League of Nations.
- 2399 DIRECTIVE AND BULLETIN: NEW SERIES No. 2: see 2392.

JULY 1946

- 2405 PEOPLE FEEL . . . 1939-45: a selection from bulletins, broadcasts, and articles produced by M-0 during the war.
- 2410 BATTERSEA BY-ELECTION.
- 2411 ANTI-SEMITISM AND FREE SPEECH: attitudes to minorities and to the principle of free speech with reference to anti-semitism, fascism, atheism, communism, the censorship of films and books, patriotism and religion.
- 2412 DIRECTIVE AND BULLETIN: NEW SERIES No. 3 TEA DRINKING AND BREAD RATIONING.

AUGUST 1946

- 2415 "IT ISN'T THERE": AN INTERPRETATION OF POLITICAL TRENDS BASED ON MASS-OBSERVATION MATERIAL: why Labour won the election - a discussion based on M-0 surveys of East Fulham.
- 2418 *SURVEY OF SICKNESS, OCTOBER 1943 - DECEMBER 1945: a report by Patrick Slater on a series of surveys on the state of health of the civilian population between these dates, made for the Ministry of Health (Social Survey).

SEPTEMBER 1946

- 2423 HEATH: public attitudes to the sanity of convicted murderers; Heath and opinions on how he should be punished.
- 2423A DIRECTIVE FOR SEPTEMBER 1946: sent to panel.
- 2424 TRADE UNIONS AND CLOSED SHOP: people's views on belonging to trade unions. (PV)
- 2424A NOTE ON NUREMBURG: revival of interest with the ending of the Nuremburg trials. (LE)
- 2424B SPIRITUALISM AND THE SUPERNATURAL: panel attitudes to spiritualism, astrology, telepathy, prediction and fortune telling, intuition, second sight and ghosts.

OCTOBER 1946

- 2425 PARATROOPS MUTINY (MALAYA): rebellion of 240 men of a battalion of airborne infantry regiment (mid 1946) against camp conditions; Londoners' views on the court martial and ensuring scandal.
- 2426 IMPLICATIONS OF PECKHAM: the significance of the experimental Health Centre set up in Queens Road, Peckham, the first systematic attempt to study the health of ordinary "healthy" people. (BW)
- 2427 FAMOUS PEOPLE: a study of how well-known certain personalities are:- Sherlock Holmes, Bernard Shaw, Cecil B. de Mille, John Gielgud, Beethoven, Jane.
- 2428 *REACTIONS TO THE DEATH OF PRESIDENT ROOSEVELT: by Harold Orlansky in Journal of Social Psychology, (1947).
- 2429 *CINEMA AND THE PUBLIC: by Kathleen Box, an enquiry into cinema going habits and expenditure made in 1946 (Social Survey).
- 2429A LETTER TO PANEL FROM TOM HARRISSON: England after 2 years in Borneo; plans for M-0.

NOVEMBER 1946

- 2430 THE HOTEL STRIKE: catering workers in major hotels (Savoy, Dorchester, Claridges, Berkeley etc) strike in support of National Union of General and Municipal Workers who were claiming recognition of their Union. The official story, observations, rally at Hyde Park and the public attitude.
- 2431 THE SQUATTERS: the taking over of deserted army camps by homeless people and subsequent government reactions; observations and interviews at the camps.
- 2432 POPULAR ATTITUDES TO PALESTINE AND ARAB COUNTRIES: investigation into what people think of the Jews and the Arabs.
- 2433 DIRECTIVE FOR NOVEMBER: sent to panel.

DECEMBER 1946

- 2441 "BRITAIN CAN MAKE IT" EXHIBITION: Section A: the exhibition's audience - background, who attends, and why, general reactions.
Section B: effects of exhibition - taste, design and consumer habits.
Section C: specific preferences and selection problems.
- 2442 DIRECTIVE AND BULLETIN: NEW SERIES No. 4 MERRY AND BLACK: reactions to the 'Black Widow' poster on road safety.

JANUARY 1947

- 2450 COFFEE DRINKING: missing.
- 2451 BISCUITS: buying and eating habits; knowledge of brands; comparative costs; retailers' opinions.
- 2452 FIXED INCOMES: article for Leader on the cost of living. (BW)
- 2453 STRIKE SURVEY: investigations on the Transport Workers' unofficial strike (January 1947), the Railway Workers' unofficial "Go Slow" strike (October 1946) and the Catering Workers' unofficial strike (October 1946).
- 2454 ANTI-AMERICANISM: patterns of public opinion 1941-47.
- 2455 *EMPLOYMENT OF OLDER PERSONS: an enquiry by Geoffrey Thomas carried out in mid 1945 for the Industrial Health Board of the Medical Research Council (Social Survey).

FEBRUARY 1947

- 2459 PENGUIN BOOKS: interim report on the buying and reading of Penguin books, reading tastes generally and library use.
- 2460 PEOPLE AND THE CO-OP: Co-op users and Co-op employees.
- 2461 SOUTHERN RAILWAY CARRIAGES: people's preferences for travelling in two types of train coaches the "Sixer" and the new "Open" corridor carriage; 600 interviews with travellers.
- 2461A SUPERSTITION: article on the role of astrology and prediction during the 1939-45 war in Leader.
- 2461B WHO ARE THE FUEL WASTERS? article for Leader on the fuel crisis and attitude to the government measures to control fuel shortage.

MARCH 1947

- 2462 THE LANGUAGE OF LEADERSHIP: discussion on whether people understand government vocabulary: (a) can people understand CMD 7046?
(b) morons or patriots
(c) illogic and leadership.
- 2463 M-O PANEL ON THE JEWS: analysis of replies from panel. (BB)
- 2464 *THE BERNSTEIN FILM QUESTIONNAIRE: results of qq put by Sidney L. Bernstein to patrons of Granada group of theatres, December 1946 - favourite film stars, preferred type of film, lengths and times of programmes, BBC film reviews, British and American productions.

MARCH 1947 (cont)

2465 PEEUDO-PERSONALITY IN PROSTITUTION: article in Polemic - discussion of prostitution, cross-cultural comparisons. (TH)

APRIL 1947

2466 UNDERGRADUATE OPINION IN OXFORD: description of student population, state of social and political activity among students.

2467 SATURDAY NIGHT: how British people spend their time between 6 pm and midnight on a Saturday night: article by HDW in Contact Books, No. 6; draft article.

2468 FUEL CRISIS: GAINS AND LOSSES: how people survived the winter.

2469 GALLUPING CONSUMPTION: article in Fabian Quarterly on opinion polls. (TH)

2470 GROWTH OF A SHOP: introduction to Browns and Chester, the study by M-O of a drapery firm.

2471 BIRTH OF A SHOP: article for Store about M-O's study of Browns. (BW)

2472 THE FUTURE OF SOCIOLOGY: for Pilot Papers, Spring 1947. (TH)

2473 JUVENILE DELINQUENCY: M-O publication on shelves; manuscript in store.

2474 NOTE ON JUVENILE DELINQUENCY: for Conroy Books pamphlet describing the work carried out by Ivan Piercy of M-O. (TH)

2474A CONSCRIPTION AND CONSCIENTIOUS OBJECTORS: analysis of panel views.

2474B SCIENTISTS - MAGICIANS OR MONSTERS? article for World Review. (TH)

MAY 1947

2475 FAITH AND FEAR IN POSTWAR BRITAIN: M-O survey of religious belief and practice.

2476 TRENDS IN ATTITUDES TO GOVERNMENT LEADERS: panel views on Attlee, Churchill, Cripps, Bevin, Morrison: comparison of 1942 and 1947 material.

2477 USAGE AND ABUSAGE: NOTES FOR ERIC PARTRIDGE: comments on Partridge's book on language; fashions in the use and meaning of words.

2478 THE GOVERNMENT AND PUBLIC RELATIONS: draft of speech for Advertising Association Annual Conference. (TH)

2479 NEW STATESMAN PANEL COMPOSITION 1937-47: internal report on the M-O voluntary panel comparing the people who responded to the appeal for Observers in 1937 with those who responded in 1947.

2480 THE LEGEND OF LORNA: article for The Countryman: the attractions of folk myths, legends and tragedy and the popularity of Lorna Doone.

2481 EXPLORATIONS IN CENTRAL BORNEO: article for The Geographical Journal. (TH)

2483 FUEL CRISIS: description of the fuel crisis, its effects on sport, transport, newspapers, employment.

2485 ATOMIC WEATHER: people's views on whether the atom bomb is responsible for the poor weather.

2487 LUCCOMBE REACTIONS TO EXMOOR VILLAGE: how the residents reacted to their portrayal in an M-O publication.

2489 WHERE IS SCIENCE TAKING US? public view of science and the impact of the atom bomb.

2490 ASPECTS OF BRITAIN: article for Public Opinion Quarterly on Britain's role in world politics.

2491 DESERTERS: public opinion on how they should be treated.

2492 BOOK BUYING HABITS: hardbacks v paperbacks: people's preferences.

2493 OPINIONS ON RUSSIA: article for Public Opinion Quarterly. (TH)

JUNE 1947

- 2494 LANDLORDS' OPINIONS ON THE PROSPECT OF A PENNY ON THE PINT: interviews with 52 landlords in London.
- 2495 THE STATE OF MATRIMONY: consideration of the rising divorce rate. Interviews with 787 women on the unforeseen disadvantages of married life.
- 2496 *SHOPPING HOURS: by David Ginsberg - a survey for a Departmental Committee of the Home Office on Shop Closing Hours (Social Survey).
- 2497 *THE BRITISH HOUSEHOLD: by P.G. Gray: size and composition of household, type of ownership of dwelling and amenities (Social Survey).
- 2498 SUNDAY SCHOOL AND CHURCH ATTENDANCE: analysis of M-O panel replies on religious influences in childhood.
- 2499 *MUSIC AND THE BOROUGH COUNCILLOR: a report addressed to Borough Councillors in the Greater London Area from the Music Development Committee, Musicians' Union (London Branch) on municipal sponsored concerts and dances.
- 2499A PROPOSED BOOK ON MASS-OBSERVATION: on shelves. (BW)

JULY 1947

- 2500 CRISPREAD: patterns of buying and eating crispbread. (PV)
- 2501 GOING TO THE CINEMA ON SATURDAY MORNING: report on Wickham Common Junior School. (EG)
- 2502 CLOTHES BUYING AND WEARING: use of coupons and effects of rationing.

AUGUST 1947

- 2505 MUTUAL AID AND THE PUB: informal investigation in 3 pubs on the social role of the pub: community life and focus for local organisations.
- 2506 THE FRIENDLY SOCIETIES: attitudes of the general public and role and future of Friendly Societies: membership, organisation, benefits.
- 2507 VOLUNTARY SERVICES: consideration of general attitudes to Voluntary Social Services, a study of membership of organisations in relation to leisure activities, and future of voluntary social services.
- 2508 ASPECTS OF CHARITY: the meaning of "charity"; who gives and who receives.
- 2509 HOLIDAYS: views gathered in Exmoor, Tottenham, Bethnal Green, Aston, York and Bolton on holidays, holiday planning and spending.
- 2510 PEOPLE AND THE CO-OP: see 2460.
- 2513 *THE DEMAND FOR HOLIDAYS IN 1946, and 1947: by Patrick Slater for an inter-departmental committee under the Lord President of the Council and finally approved by the British Tourist and Holidays Board (Social Survey).

SEPTEMBER 1947

- 2515 ATTITUDES TO PALESTINE AND THE JEWS.
- 2516 "THE INDUSTRIAL CHARTER": reactions to pamphlet produced by Conservative Party.

OCTOBER 1947

- 2525 A NATIONAL WAGES POLICY: written by M-O from material prepared by the Birmingham Fabian Society in an attempt to improve communication between the Labour movement and government: wages policy, unions, inflation.

NOVEMBER 1947

- 2535 A REPORT ON POPULAR PHOTOGRAPHS: a study of which photographs were most popular - from a range of typical magazine subjects.
- 2536 CHARITY AND THE BLIND: survey on attitudes to blind people for the National Institute for the Blind.

NOVEMBER 1947 (cont)

- 2537 READING IN TOTTENHAM: reading habit survey for Tottenham Borough Council, including use of public library.
- 2538 GAMBLING: preliminary synopsis - history, attitudes, the gambling scene and types of gambling.

DECEMBER 1947

- 2545 PENGUIN WORLD: Section A: readership study - non-readers, reading and opinion formation, reasons for reading;
Section B: who reads Penguin books?
Section C: Penguin factory - production of books, conditions of work, amenities etc.
- 2546 THE APPLICATION OF FACE CREAM: results of small sample survey on women's attitude to cosmetics.
- 2547 BIRDS CUSTARD POWDER MEASURES: investigation into whether people found the measures provided by Birds with tins of custard powder useful, 300 interviews in Willesden, Hammersmith and Windsor.
- 2548 ATTITUDES TO AMERICANS AND RUSSIANS: patterns in popular views in relation to world events.
- 2549 ANATOMY OF THE 'DON'T KNOWS': poll - consciousness in Britain.
- 2550 THE AGRICULTURAL MACHINERY INDUSTRY: missing.
- 2551 SURVEY ON VOLUNTARY SOCIAL SERVICES: tables of breakdown of membership and other statistics of the Voluntary Social Services.
- 2552 SEX AND AGE: DISTRIBUTION OF THE CIVILIAN POPULATION: missing.
- 2553 *WILLESDEN AND THE NEWTOWNS: by Bertram Hutchinson (Social Survey).

JANUARY 1948

- 2555 NOTE ON THE GRAVESEND BY-ELECTION.
- 2556 WHY I DON'T GO TO CHURCH: analysis of 101 replies to an essay competition set by the vicar of Holy Trinity Church, North Kensington in his parish magazine.
- 2557 DAILY NEWSPAPERS: attitudes of the panel. (BB)
- 2558 *MANPOWER MOVEMENTS: article in Planning, a P.E.P. Broadsheet, Vol. XIV, No. 276.
- 2559 *LOCAL GOVERNMENT IN BIZONIA: article in Planning, a P.E.P. Broadsheet, Vol. XIV, No. 277 The Administration of Zones in Germany.
- 2560 MASS GAMBLING: major report on the British gambling scene commissioned by the National League for Education against Gambling.

FEBRUARY 1948

- 2565 ATTITUDES TO THE GERMAN PEOPLE: review of attitude changes among British public during the war.

MARCH 1948

- 2575 BRITONS AND THE MARSHALL PLAN: Anglo-American relations and British attitudes to American aid to European nations.
- 2576 EDAC CONCERT AT THE CENTRAL HALL, WESTMINSTER: sample survey of audience.
- 2577 FOOTBALL POOLS: missing.
- 2578 ATTITUDES TOWARDS AMERICA AND RUSSIA: article for Political Quarterly. (BW)
- 2579 *THE DEMAND FOR HOLIDAYS: report by British Tourist and Holidays Board.
- 2580 *WOMEN AND INDUSTRY: an inquiry into the problem of recruiting women to industry carried out by Geoffrey Thomas (Social Survey) for the Ministry of Labour and National Service.

APRIL 1948

- 2585 LONDON VIEWPOINT: article for Coal, April 1948 - attitudes to miners during fuel crisis.
- 2586 NOTE ON MARSHALL AID: see 2575 on American aid to European nations.

MAY 1948

- 2995 DOG FEVER: betting on dogs.
- 2996 CAPITAL PUNISHMENT: a survey specially conducted for The Daily Telegraph; interviews with over 6,000 people on attitudes to capital punishment.
- 2997 "THE MINER ON THE HEARTH": attitudes to mining and miners and effects of the fuel crisis.
- 2998 PRINCESS MARGARET ROSE: missing.
- 2999 TRADE UNIONS: discontent with unions inside and outside the ranks.
- 3000 THE DAYLIGHT CINEMA VAN CAMPAIGN, KINGSTON UPON HULL: report for the Conservative and Unionist Films Association: impact of propaganda films shown by mobile film unit in Hull.
- 3001 THREE SURVEYS ON CAPITAL PUNISHMENT: parliamentary and public debate; polls by Daily Express, BIPO, published in the News Chronicle and M-O, published in in Daily Telegraph; comparison of results.
- 3002 AWKWARD MOMENTS: causes of embarrassment reported by the panel.

JUNE 1948

- 3005 READING THE DAILY HERALD: composition of readership - the typical reader.
- 3006 HAT WEARING HABITS:
- 3007 ATTITUDES TO THE NATIONALISATION OF COAL: small scale survey for the National Coal Board: welfare, wages, job satisfaction, strikes, grumbles: 100 interviews with miners and miners' wives; observations made in Doncaster in social settings - pubs, canteens, clubs etc.
- 3008 WHO ARE THE ASTROLOGERS? results of interviews with 1,600 people about belief in astrology.
- 3009 THE PRESS AND ITS READERS: preliminary report. (PV)
- 3010 *PUBLIC OPINION ON COLONIAL AFFAIRS: by G.K. Evans for Colonial Office (Social Survey).
- 3011 *TWENTIETH ANNUAL REPORT OF THE TRAVEL ASSOCIATION: Tourist Division of the British Tourist and Holiday Board 31.3.48.
- 3012 *CHILDREN OUT OF SCHOOL: an enquiry into the leisure interests and activities of children out of school hours carried out by Joy C. Ward for the Central Advisory Council for Education November-December 1941 (Social Survey).

JULY 1948

- 3015 MIDDLE CLASS ATTITUDES TO RUSSIANS AND AMERICANS: panel response.
- 3016 DRINKING HABITS: results of a year's fieldwork in seven different parts of England and Wales interviewing over 9,000 people in pubs, clubs and other drinking places about their drinking habits, and the part Guinness played in their preferences.
- 3017 *EMPLOYMENT OF WOMEN: Planning, Vol.XV, No. 285 - women's attitudes to employment, part-time work, wages and conditions - need to bring women into labour market.
- 3018 OPINION FORMING: panel replies on how they form their opinions.. (PV)

AUGUST 1948

- 3025 PRESENT DAY EDUCATION: how people feel about present day education.
- 3026 THE BRITISH SENSE OF HUMOUR: panel reports on what makes them laugh, including references to ITMA and radio entertainment. (LE)
- 3027 CHURCHGOING: survey of 2055 people on their churchgoing habits for Daily Graphic.
- 3028 QUALITATIVE APPROACH TO MARKET RESEARCH: discussion of techniques of social research.
- 3029 A REPORT ON DRINKING HABITS: major M-0 report.
- 3030 MANTELPIECES: what panel observers keep on their mantelpieces.

SEPTEMBER 1948

- 3035 BOB MARTINS PREPARATIONS AND DISPLAYS: attitudes to proprietary dog medicine. (IW)
- 3036 QUEUEING: panel replies on feelings about queues.
- 3037 *THE PATTERN OF SMOKING HABITS: a study based on information collected during the course of the Hulton Readership Survey, 1948 (Hulton Research Studies of the British Social Pattern).
- 3038 *BRITISH STANDARDS OF LIVING: by Mark Abrams, in Current Affairs, No. 63 (The Bureau of Current Affairs).

OCTOBER 1948

- 3045 BRITISH SPORT: national survey of 2,078 people for Kemsley Newspapers on interest and participation in sport.
- 3046 BRITISH COMMONWEALTH AND EMPIRE: national survey for Kemsley Newspapers 2,078 people): contacts with people abroad and in Empire, visits and emigration.
- 3047 WINE COCKTAIL SURVEY: who buys cocktails and from where. (LE)
- 3048 *REVIEW OF A PROGRAMME: article in Planning, Vol.XV, No.289: P.E.P. post-war planning programme.
- 3049 *ARE THE CHURCHES DOING THEIR JOB? WHO GOES TO WORSHIP? HAS THE CHURCH OF ENGLAND HAD ITS DAY?: News Review, Oct 23, 1947, National Poll I; News Review, Oct 30, 1947, National Poll II; News Review, Nov 6, 1947, National Poll III.

NOVEMBER 1948

- 3055 SHOPPING: sex differences in attitude, queues, habits, Saturday closing and typical shopping routines.
- 3056 PRESS AND ITS READERS: M-0 publication on shelves.
- 3057 HAT WEARING: see 3006.
- 3058 GOOD MEN AND BAD MEN: panel choice of men doing greater good and greatest harm.
- 3059 ANALYSIS OF NEWS REVIEW: missing.
- 3060 NOTES ON M-0 TECHNIQUES AND SERVICES.
- 3061 *THE OPERA IN BRITAIN: public patronage of opera in Planning, Vol.XV, No. 290.
- 3062 *LOCAL ELECTIONS - HOW MANY VOTE? : Planning Vol.XV, No.291.
- 3063 NEWSPAPER READING 1947-48: readership preferences and habits. (PV)
- 3063A THE CHURCH AND YOU: Daily Graphic, 10 August 1948.
TWO IN THREE THINK THE CHURCH HAS FAILED: Daily Graphic, 11 August 1948.
MAKE SCHOOL LEAVING AGE HIGHER STILL: Daily Graphic, 14 September 1948.
BOARDING SCHOOL OR HOME LIFE?: Daily Graphic, 15 September 1948.
SPORT, HOW YOU PLAY AND WATCH: Daily Graphic, 19 October 1948.
THIS IS WHAT THE PEOPLE THINK: Daily Graphic, 20 October 1948.
HALF BRITAIN DOES NOT KNOW THE COMMONWEALTH: Daily Graphic, 2 November 1948.
BRITAIN CANNOT DO WITHOUT THE EMPIRE: Daily Graphic, 3 November 1948.

NOVEMBER 1948 (cont)

3064 *GOD AND THE AMERICAN PEOPLE: Federal Council of Churches in America.

DECEMBER 1948

- 3065 HOME DECORATING AND REPAIRING: panel information on their homes.
- 3066 PARTY GAMES: panel replies.
- 3067 WORK AND LEISURE: commissioned by Kemsley Newspapers.
- 3068 CONTEMPORARY CHURCH GOERS: (LE)
- 3069 MASS-OBSERVATION: article for Junior Miss: missing.
- 3070 BRANDED SKIRTS: survey on advertisements and skirt make preferences.
- 3071 NO BLOOD, NO TOIL: reaction to M-O publication on religious activities and beliefs Puzzled People in British Weekly, 10 February 1949.
- 3072 POSTAL QUESTIONNAIRES: consideration of effectiveness of postal qqs in Gambling study. (FL)
- 3073 MIDDLE CLASS - WHY?: what makes people ascribe themselves to a social class. (MT)

JANUARY 1949

- 3075 PRESENT-DAY COST OF LIVING: survey conducted for Kelmsley Newspapers Ltd. based on 2,040 interviews; topics include the average budget, housekeeping costs, clothes, personal expenditure (including entertainment, smoking, drinking and gambling), savings.
- 3076 ELECTRIC LAMPS: pilot study on purchase and use of types of electric lighting: 100 interviews with consumers and 25 interviews with shop keepers.
- 3077 THE COURAGE TRADE MARK: investigation into people's attitude towards a trade mark; indirect interviews with 100 Courage pub customers and staff, and 100 direct interviews (see 3087). (LE)
- 3078 *THE IMPORTANCE OF LEISURE: by Denys Thompson in Current Affairs, No. 72.

FEBRUARY 1949

- 3085 *THE I.S.D. OF HOME SEWING: from Advertising published by the National Trade Press Ltd.
- 3086 LOVE-MAKING IN PUBLIC: panel response to views of other people's love-making behaviour and their own. (AES)
- 3087 THE COURAGE TRADE MARK: final report (see 3077).
- 3088 KEEPING UP WITH THE JONES'S: home entertainment and the cost of living.
- 3089 NOTES ON THE COST OF LIVING AND ATTITUDES TOWARDS LOCAL NEWSPAPERS IN GLASGOW: survey carried out for the Daily Graphic in November 1948 in Glasgow.
- 3090 *HOW BRITAIN FEELS ON HOME AFFAIRS: Public Opinion Poll no. 3, Picture Post, February 26.
- 3091 CONTEMPORARY CHURCHGOING: reprint of articles published in British Weekly (Nos. 1-6 in M-O reprint series).

MARCH 1949

- 3095 THE NEW LOOK: current fashion in clothes: panel reactions. (MT)
- 3096 DREAMS: description of dreams reported by observers. (PV)
- 3097 BABY FOODS: study of the types of foods, particularly cereals, given to young children and the extent of influence of the Health Visitor and Infant Welfare Centres.
- 3098 A WASHING MACHINE: missing.
- 3099 RADIO LISTENING IN NOTTINGHAM: survey of 200 Nottingham households (see 3105). (MY)
- 3100 *LONDON TRAVEL SURVEY: London Transport: printed book in shelves.

APRIL 1949

- 3105 RADIO LISTENING AND ATTITUDES TOWARDS "REDIFFUSION" IN NOTTINGHAM AND PLYMOUTH: attitudes to radio listening and programme preferences.
- 3106 M-O PANEL ON TELEVISION: general attitudes to TV and the effects on other kinds of activities including radio listening.
- 3107 THE IDEAL FAMILY: panel views on family size. (PV)
- 3108 CHEMIST SHOPS: 454 interviews in different areas on use of chemist shops with special reference to Boots.
- 3109 SOME COMMENTS ON THE NATIONAL HEALTH SERVICE: survey of attitudes to NHS. (LE)
- 3110 GENERAL ATTITUDES TO SEX: results of 2,000 questionnaires distributed nationally and written responses from the panel.
- 3110A LITTLE KINSEY: published in Public Opinion Quarterly - M-O's sex survey.
- 3110B A BRITISH SEX SURVEY: organisation of the survey. (LE)
- 3111 THE ANNUAL HOLIDAY: panel holiday plans. (PV)
- 3112 QUALITATIVE ASPECTS OF THE DRINK SURVEY: article for Marketing Policy. (LE)
- 3113 *CHILDREN AND THE CINEMA: by J.C. Ward (Social Survey).
- 3114 *FORTUNE: CIRCULATION: readership of Fortune: international breakdown of circulation statistics.

MAY 1949

- 3120 "DUST ON THE HORSES' FEET": report of reactions at an exhibition of modern art at Burlington House.
- 3121 REPORT ON A MISSION: study of a mission held by Immanuel Church Streatham Common to attract new church attenders. (LE)
- 3122 BELIEF IN TELEPATHY: panel replies to questions about telepathy. (RP)
- 3123 *CO-OPERATIVE GRASS DRYING IN FARMING PRACTICE: prepared by the Milk Marketing Board.

JUNE 1949

- 3130 *INDUSTRIAL ASSURANCE AND THE PLAN FOR NATIONALISATION: Gallup Poll results issued to delegates to the Labour Party Conference and to be printed in the News Chronicle.
- 3131 PAINT, COLOUR AND THE HOUSEWIFE: study on consumer use of paint, housing, home decoration, domestic fittings etc.
- 3132 *A THREE YEAR STUDY OF CAR OWNERSHIP AND PURCHASE PREFERENCE AMONG HIGH INCOME FAMILIES: conducted by Fortune, June 1946, March 1948 and June 1949 in the USA.

JULY 1949

- 3140 THE NATIONAL HEALTH SERVICE: use of the NHS, opinions of its service, complaints, experiences, the patient-doctor relationship. (IEW)
- 3141 SPORT: panel sporting activities and attitudes. (IEW)
- 3142 MEET YOURSELF ON SUNDAYS: draft for M-O publication about how people spend Sundays. (PV)
- 3143 WASHING HABITS: personal hygiene practices from panel replies. (MT)
- 3144 *DOMESTIC UTILISATION OF HEATING APPLIANCES AND EXPENDITURES ON FUELS IN 1948/9: by Leslie T. Wilkins (Social Survey).

AUGUST 1949

- 3150 TEENAGE GIRLS: interviews with 200 teenage girls in London: work, play, family life, companions, boyfriends, marriage. (IEW)
- 3151 MEET YOURSELF AT THE DOCTOR: draft for M-O publication on patient-doctor relationship. (RP and MT)

AUGUST 1949 (cont)

- 3152 NON-MEDICAL ASPECTS OF THE NATIONAL HEALTH SERVICE: public reaction to non-medical personnel. (LE)
- 3153 POLLING AND THE PRESIDENTIAL ELECTIONS: article in the International Journal on voting in America. (BW)
- 3154 *AN ENQUIRY INTO COMMUNAL LAUNDRY FACILITIES: National Building Studies, Special Report No. 9 (HMSO).
- 3155 *CONSUMER EXPENDITURE SERIES: expenditure on laundries, dyeing and cleaning, mending and alterations and shoe repairing services; report by F.F. Kemsley and David Ginsberg (Social Survey).

SEPTEMBER 1949

- 3160 THE LONDON MIDDLE CLASS HOUSEWIFE AND HER FOOD PROBLEMS: (MT)
- 3161 THE LONDON MIDDLE CLASS HOUSEWIFE AND HER HOUSEKEEPING EXPENDITURE: (IEW)
- 3162 RADIO PERSONALITIES: panel favourites. (IEW)
- 3163 'THE POUND THING': effects of the devaluation of the pound.

OCTOBER 1949

- 3170 DEFECTS IN MODERN EDUCATION: panel criticisms of educational system. (MT)
- 3171 PROPOSED PRICE REDUCTIONS OF RADIO SETS: interviews with people about their radio sets.
- 3172 NOTES ON JUVENILE DRINKING: summaries of earlier reports. (MT)
- 3173 HOME WASHING: rituals and routines connected with home laundering, including use of branded soaps and detergents. (LE)
- 3174 COURAGE SHOWCARDS: reactions to showcards (sporting prints) issued to press by Courage and Co. Ltd.
- 3175 *BEER, WINE AND SPIRITS: Market Report (Hulton Research).
- 3176 *MARKETING POLICY - BUSINESS, ACTIVITY, CONSUMER DEMAND, IMPORTS, EXPORTS: missing.

NOVEMBER 1949

- 3180 THE MP AND HIS CONSTITUENCY: panel views on MPs. (PV)
- 3181 SOFT DRINKS: panel preferences. (LE)
- 3182 *GENERAL ELECTION 1950?: predicting voting patterns: reprints from the News Chronicle.
- 3183 NEW YEAR'S RESOLUTIONS: panel expectations. (LE)
- 3184 *EXPENDITURE ON HAIR-DRESSING, COSMETICS AND TOILET NECESSITIES: Consumer Expenditure Series (Social Survey).

DECEMBER 1949

- 3190 A REPORT ON WORMING MEDICINES: reaction of dog owners and retailers. (MT)
- 3191 *THE NATIONAL HEALTH SERVICE: "A foolishly written yet factually researched chronology of Oscar Ewing's one-week study of the NHS in Britain".
- 3192 MAN AND HIS CIGARETTE: smoking habits.
- 3193 *FOOD CONSUMPTION LEVELS IN THE UK: Ministry of Food (HMSO).
- 3194 *HOURS AWAY FROM WORK: BOYS IN MIXED CLUBS: A STUDY OF INTERESTS: published for the National Associations of Girls' Clubs and Mixed Clubs.
- 3195 SIR STAFFORD CRIPPS: public opinion.
- 3196 *MULTIPLE GIFT GIVING FORTUNE: missing.

1950

3197 MASS-OBSERVATION, A NATIONWIDE INTELLIGENCE SERVICE: printed pamphlet about M-0.

3198 YOUR STORE AND YOUR CUSTOMERS: printed pamphlet describing value of M-0 research.

Jan 3200 UPPER AND MIDDLE CLASS SOUP-EATING HABITS.

Feb 3210 TOILET PREPARATIONS FOR MEN.

Aug 3280 BRANDED MOTOR SPIRITS IN SOUTH EAST ENGLAND AND THE MIDLANDS.

Nov 3290 SUMMER HABITS AND TASTES IN MINERAL WATERS: Part I Text;
Part II Tabulations.

1951

Sept 3330 FRUIT SQUASH IN SUMMER.

1958

Jan 3763 ATTITUDES TOWARDS THE USE OF DETERGENTS: for Naspar Services Ltd.
M-0 Ltd.

1960

Sept 4050 HOME BAKING: AN INQUIRY IN DEPTH: M-0 Ltd.

1962

Jan/Mar 4067 LAGER DRINKING: M-0 Ltd.

Feb 4137 PROPOSALS FOR A SURVEY ON PIPE SMOKING: M-0 Ltd.

1969

Nov C.2210 SLIMBIRDGE WILDFOWL TRUST: M-0 (UK) Ltd.

1971

May C.2670 MOBILE CARAVANNING AND CAMPING SURVEY: M-0 (UK) Ltd.

Sept C.3083 USE OF LOW-PRICE ACCOMMODATION BY YOUNG VISITORS TO LONDON: M-0 (UK) Ltd.

1972

Jan C.3181 YHA NATIONAL MEMBERSHIP SURVEY: M-0 (UK)Ltd.

April C.3182 INDUSTRIAL CATERING: M-0 (UK) Ltd.

BULLETINS 1946-57 (New Series)

These pamphlets were produced by M-0 for circulation to the panel and elsewhere. Most of the material is based on directive replies from the panel.

1946

March/April	1	FUTURE OUTLOOKS 1946: summary of war-to-peace trends in public attitudes to domestic, political and international problems.
May/June	2	NAMES: preferences for and meanings of names; report based on panel replies.
July/August	3	BREAD RATIONING: panel reports on consumption of flour.
November/ December	4	MERRY AND BLACK: reactions to poster about road accidents.

1947

January	5	THE SUPERNATURAL: panel beliefs in telepathy, intuition, second sight, ghosts, spiritualism, fortune telling and astrology.
February/March	6	TEN YEARS OF LISTEN AND LOOK: history of Mass-Observation and its 10th anniversary.
April	7	PORTRAIT OF AN AMERICAN: panel views of typical American.
May	8	1. ATOMIC WEATHER: effect of atom bomb on climate. 2. WINSTON CHURCHILL: THEN AND NOW: popularity of Churchill.
June	9	ACCESSIBILITY AND TASTE IN BOOK-READING.
July/August	10	AS COLD AS CHARITY: investigation into forms of charity and panel opinions of charity.
September	11	BRING ME MY BOW ...?: extracts from M-0 diaries and reports on the contemporary mood.
October/November	12	SKIRT IN TRANSITION: fashion trends.
Christmas	13	MISC: 1%: public opinion measurement.

1948

January	14	FEAR: reports from the panel on fears of the dark, of animals, torture etc.
February	15	NEXT DOOR NEIGHBOURS.
March/April	16	ROUND PEGS, ROUND HOLES: job satisfaction: from panel reports.
May	17	"LITTLE MORE THAN LIVING": coping with the rise in the cost of living.
June	18	DOMESTIC MALE 1948: men helping with housework.
July/August	19	AUGUST BANK HOLIDAY: how panel members spent the day.
September	20	MIDDLE CLASS BELTS: expenditure patterns among middle classes.
October/November	21	OLD AGE: how to cope with the problem of the aged.
December	22	"NOT ANGELS BUT ANGLES": the typical English man and woman according to class.
Christmas	23	RECIPE FOR CHRISTMAS: the traditional ways of celebrating.

1949

January	24	OUR DAILY BREAD: menus sent in by panel.
February	25	PROGRESS OF A SLOGAN: "Ask your Dad": assertion that the Conservatives were to blame for the unemployment and want between the wars by Labour Party Secretary.

1949 (cont)

- March 26 ALMOST IDEAL HOMES: the use of paint; people's attitudes to repair and redecoration of their homes.
- April 27 HOME DRINKING: changes in attitude towards the frequenting of pubs and drinking alcohol at home.
- May/June 28 EATING OUT: the quality of food and service in restaurants.
- July 29 SEX EDUCATION: official opinion on the introduction of sex education into schools and public reaction to it.
- August 30 TELEVISION: who would like to own a TV and what people think of it.

1950

- January 31 A DIFFERENT ORDER OF THINGS: political situation prior to the general election.
- February 32 POOR YORICK: the death of Tommy Handley of ITMA.
- March/April 33/34 THE VOTERS' CHOICE: M-O report on the general election 1950.
- June 35 NO UTOPIA: exploring discontent, attitudes to shortages, money, job problems etc.
- July/August 36 WAS DAD WRONG?: disciplining children - corporal punishment.
- September 37 CUTTING THE COAT: cost of living.
- October/November 38 FRIENDS AND FAMILIES: discussion of friendships, social groups, exclusiveness, neighbours, local organisations and activities.
- December 39 EXHIBITIONS: I why people go to exhibitions, the 1951 exhibition, long term effects.
TOYS: toys; prices and availability.

1951

- January/February 40 DESIGN: design of furniture and household goods (illustrated).
- March/April 41 GARDENS: gardening practices and expenditure.
STANDARD OF LIVING: rise in cost of living.
- May/June 42 THE HOUSEWIFE'S DAY: the pattern of the week: shopping, laundering, ironing, children, personal care, meals, housework, knitting and mending, leisure and outside activities.

1952

- January/February 43 SHOPPING AT DEPARTMENT STORES: notes on customers' habits.
MOODS AND DAYS: people's preferences for certain days.
DOMESTIC DISLIKES: unpleasant household tasks.
- March/April 44 BABIES AND CHILDREN: bringing up a family: experts, books and advice; "mother love". Food, clothes and money: weaning babies, dressing them, educating children.
- May/June 45 HIRE PURCHASE: how HP is used; advantages and disadvantages.
Public knowledge of public figures: Roosevelt, Bevin, Cripps, Tommy Handley, Bernard Shaw, Ivor Novello, Montgomery, J.B. Priestley and Gordon Richards.
- July/August 46 BACK TO THE HOME: self-help at home or "do it yourself".
THE SIGHTS OF LONDON: tourist attractions in London.
THE ROYAL FESTIVAL HALL: attendance and popularity.
- September/November 47 "CHARLIE": popularity of Charlie Chaplin.
COOKING FOR THE FAMILY: how much time women spend cooking and what they cook.
POSTERS: reactions to the electric signs in Trafalgar Square.

1953

- December 1952/
February 48 NATIONAL HEALTH: how well it is working, including use of drugs, going to the doctor and dentist, home cures, the chemist, medicine chests and first aid.

1953 (cont)

March/June

- 49 FURNISHING: reactions to the "Register your Choice" exhibition held by Design and Industries Association. Preferences for furnished rooms. (illustrated)

1954

March

- 50 IN THE NEWS: impact of figures in the news: Kinsey, Gordon Perie, Edmund Hillary, Joseph McCarthy, John Reginald, Halliday Christie.
BUY FROZEN: the advent of frozen foods.

April/May

- 51 AMERICAN AND RUSSIAN: attitudes to both nations.
COMING OUT IN THE WASH: consumer research on washing machines and laundrettes.

1955

March

- 52 SMOKING: smoking patterns and preferences.
KNITTING: satisfaction from Hobby, choosing patterns and wool etc.

December

- 53 SHOCK POSTERS: reactions to road safety campaigns (illustrated).

1957

June

- 54 THE HOUSEWIFE'S DAY: comparisons with 1951: pattern of housework and childcare.

REPRINTS 1949-1951

Reprints of articles published in journals and newspapers.

1948

December PARTY GAMES OLD AND NEW: News Review: 23 Dec

1949

January/February 1-6 CONTEMPORARY CHURCHGOING: The British Weekly: Jan-Feb 1949.

January 7 THE MIDDLE CLASS SHOPPER'S PROBLEMS: News Review: 27 Jan 1949.
8-11 not issued.

June 12 DO YOU BELIEVE IN TELEPATHY?: News Review: 30 June 1949.

July 13 THE NATIONAL HEALTH SERVICE: News Review: 28 July 1949.

1950

March 14 THE DAILY ROUND: Good Housekeeping: Jan-Feb 1950.

April 15 CLEAN TEETH AND CLEAN HAIR: Retail Chemist: Nov 1949; April 1950.

May 16 WHERE DOES YOUR MONEY GO?: News Review: 11 May 1950.

August 17 FOUR YEARS OF SQUATTING: Public Opinion: 23 June 1950.

August 18 SO YOU LIKE THE OLD JOKES: Daily Herald: 4 July 1950.

November 19 WHY DO THEY GO TO THE PICTURES?: Daily Film Renter: 10 July 1950.

December 19 DO YOU CRY IN THE DARK?: Daily Herald: 18 Nov 1950.

1951

January 20 CLASS 2 RESERVE: Reynolds News: 7 Jan 1951 (compulsory call-up to Forces).

Ap 21 no reprint

April 22 CURRENT PROBLEMS: Good Housekeeping: Jan-Feb 1951; qq to housewives on the church, welfare state, sex instruction, conscription, football pools and divorce.

May 23 ANTI-SEMITISM: Reynolds News: 6 May 1951.

24 OUR HOLIDAY HABITS: Daily Herald: 3 April 1951.

June 25 BETTING HABITS: Daily Herald: 28 May 1951.

July 26 DO YOU PLAY THE GAME OR WATCH?: Daily Herald: 11 June 1951.

November 27 BUT HUSH, WE ARE MASS-OBSERVED: Punch: 3 Oct 1951 (1951 Exhibition).

APPENDIX

Many of the File Reports fall into series taking the same format and usually covering the same topics each time. Some of the main series are listed here:-

Series A 18 May 1940 - 12 July 1940

MORALE TODAY: 41 short reports summarising information sent in by investigators in London, Bolton, Worcester and Ipswich. These cover the level of optimism/pessimism about the progress of the war, fears of invasion and reaction to current news items.

Series B 27 July 1940 - 24 November 1940

LOCAL MORALE REPORTS: these are written by full-time or part-time observers residing in Worcester, Ipswich, Bolton or London and occasionally elsewhere. Also reactions to the news and general level of cheerfulness and depression.

Series BB 12 September 1940 - 27 September 1940

4 short morale reports.

Series C 27 July 1940 - 9 September 1940

WEEKLY REPORTS: 7 regular morale reports covering the same topics each time: - morale trends, propaganda, services, civil defence, aliens, leaders, legislation, supply, consumption, leisure and spiritual matters.

Series D 4 October 1940 - 14 December 1940

WEEKLY REPORTS FOR HOME INTELLIGENCE (Ministry of Information): 11 reports covering general morale, reported reaction to the news and war experiences, sleep, gas masks, press and radio, leisure, village reports, town reports, propaganda.

Series E 9 June 1941 - 29 September 1941

HOME INTELLIGENCE (NEW SERIES) WEEKLY REPORTS: 17 reports covering all aspects of Home Front morale.

Series F October 1941 - July 1944

Monthly morale reports covering reactions to the news on progress of war, gas mask carrying, rumours and so forth.

Series FF January 1943

Miscellaneous material gathered for monthly morale reports including: weekly summaries of 'feelings', war grumbles, rumours and gas mask counts.

Series G October 1941 - March 1942

Weekly Digests: guides to the topics studied by M-O during each week (22 reports).

SUBJECT INDEX TO THE MASS-OBSERVATION FILE REPORTS

This is a rudimentary subject index. For more details about the contents of the File Reports, readers should refer to the main chronological list. No distinction is made here between File Reports which cover the subject fully and those which only deal with the subject in the course of an investigation into another subject.

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