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Domestic Food Consumption and Expenditure: 1959

Annual Report of the
National Food Survey Committee

LONDON
HER MAJESTY'S STATIONERY OFFICE

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Preface

THE Report of the National Food Survey Committee for 1959 is the tenth of an annual series begun in 1950 to provide information on trends in the food consumption, expenditure and nutrition of private households in Great Britain. Two earlier reports of the Committee dealt with the years 1940-49.

The twenty years for which a continuous record of domestic food consumption is available have seen many changes. Food imports were severely restricted from 1940 onwards, and the period up to 1947, taken as a whole, saw an extension of controls. But in that period measures were introduced to maintain or improve nutritional standards, and these were particularly beneficial to groups of the population who had special needs or whose diets had been inadequate before the war. Many of these measures are still operative. Because of continuing food shortages, most controls had to be retained until late in 1952, but they were progressively removed in the next two years as the supplies of basic foodstuffs increased. As de-control proceeded, and for some time after, the increased outlay on food, in so far as it was not absorbed by rising prices, was concentrated on foods formerly rationed, but by 1955 demand for these had largely been satisfied. Consumers had begun to spend more on improving the palatability of their diets, and they went on to devote an increasing proportion of their food expenditure to the so-called "convenience foods"—spending more in effect on the ancillary services of processing and packing.

The present Report follows the same general lines as its predecessors, though with changes in emphasis necessitated by the greater importance of consumers' behaviour under free market conditions. Mr. A. H. J. Baines and Mr. S. Clayton were responsible for the sections on food supplies, expenditure, consumption and prices, and Miss D. F. Hollingsworth for those dealing with the energy value and nutrient composition of the household diet. The Committee wish to renew their thanks to the Ministry's Scientific Adviser (Food), the Chief Statistician and the officers of Food Science and Statistics Divisions who were concerned in the preparation of this Report, to the staffs of the Social Survey Division of the Central Office of Information and the Combined Tabulating Installation of H.M. Stationery Office, and to the housewives who provided the records on which the Report is based.

J. H. KIRK

Chairman, National Food Survey Committee

February, 1961

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I

Introduction

1. The present Annual Report of the National Food Survey Committee broadly follows the arrangement adopted in 1957 and 1958, except for some curtailment of the tables of expenditure, and of the comments on seasonal movements. It is proposed to adhere to the same general plan in future, while directing attention from time to time to certain special aspects. Thus the present Report includes a special study of the factors influencing the household consumption of fish, including proximity to ports and markets. Other sections deal with the effect of the housewife's age on the household diet, and with the diets of households mainly dependent on old age pensions. A number of price elasticities given in Chapter IV of the Annual Report for 1958 are recomputed for the period 1955-59 in Appendix F.
2. There is inevitably some delay before the Annual Report for any year can be published, owing to the time required for the extensive tabulations involved and for printing. More recent (though less detailed) estimates of expenditure and consumption for the main food groups are published regularly in the *Monthly Digest of Statistics* for all households, income groups and selected types of family.
3. Although the basic tabulations of Survey data are not all published, they are preserved for reference; they contain detailed estimates of household food expenditure, consumption and prices and of the energy value and nutrient content of the diet for each income group, type of household, region and type of area for some 120 different foods. The series of national averages for this full classification are continued in Appendix B (which gives purchases as well as total quantities obtained for consumption) and that for geographical areas in Appendix D, but in the body of the Report a simplified list of 41 food groups has been used. Unpublished data can be supplied on payment varying according to the amount and nature of the information required. Application should be made to the Secretaries of the National Food Survey Committee.
4. In some of the tables, figures have been rounded to the nearest digit shown, and this may cause an apparent slight discrepancy between the total shown and the sum of the component items. The following symbols have been used throughout:

- = nil
- ... = less than half the final digit shown
- n.a. = not available, or not applicable.

II

Food Supplies moving into Consumption, 1959

5. As a background to the National Food Survey estimates for 1959, it is useful to consider the general economic conditions prevailing in that year. In *Economic Survey 1960*⁽¹⁾ it is stated that:

"In the main 1959 was a good year for the United Kingdom economy. The

⁽¹⁾*Economic Survey 1960* (Cmd. 976), paragraph 1. H.M.S.O., 1960.

expansion which began in the last quarter of 1958 gradually gathered momentum and spread to most – though not all – sections of industry and trade. By the last quarter of 1959, industrial production alone was nearly 10 per cent higher than a year earlier and there had also been substantial increases in other forms of production.”

In view of these favourable conditions, it is significant that the rise in the real value of food supplies per head (estimated by revaluing at 1954 prices the quantities purchased) was limited to 1½ per cent. Total personal expenditure per head on food increased in 1959 by 2 per cent, whereas for all goods and services, the corresponding increase between 1958 and 1959 was 3½ per cent at current prices and nearly 3½ per cent at 1954 prices; of these increases, food accounted for about a fifth at current prices but only a tenth at constant prices.

6. Table 1 summarizes changes in the estimated supplies of the main foods moving into consumption in each of the years 1956 to 1959 with comparative figures for the pre-war period (1934-38). These estimates include certain items excluded from the National Food Survey, namely, food consumed in institutions, soft drinks, sweets, and any meals, snacks and ice-cream obtained outside the home.

7. Most of the changes compared with 1958 were relatively small, but several trends already noticed were confirmed. Beef supplies continued to fall, but supplies of mutton and pork were well maintained. Total supplies of carcase meat were only 2 per cent more than before the war. Supplies of poultry increased by over one-fifth to more than double the pre-war figure; this change is partly concealed in the group entry for poultry, game and rabbits in the table because supplies of rabbits were much smaller than before the war. Supplies of shell eggs continued to increase. Butter supplies, which had steadily increased since decontrol, showed a sharp reduction compared with 1958. The shortage was felt in several European countries, with a consequent reduction in supplies available for export to the United Kingdom; home production was also reduced, owing to lower supplies (and higher consumption) of milk in the very dry summer of 1959. Nevertheless, total supplies of visible fats, in terms of fat content, rose to a new high level of 49 lb. per head because of increased supplies of margarine and smaller increases for cooking and other edible oils and fats. Fruit supplies, in terms of fresh equivalent, attained a new high level, partly because of an increase of 15 per cent in the consumption of fresh citrus fruit, although this was still well below the pre-war level. Consumption of cereal products again fell, owing to a further decline in the use of flour. Supplies of coffee continued to increase steadily.

8. The estimates of the energy value and nutrient content of food supplies given in the final section of Table 1 are based on total supplies moving into consumption, and are not directly comparable with those derived from National Food Survey data, which relate only to food obtained for consumption within the home. The average energy value of food supplies was almost the same as in 1958 and appears to be finding a level about 5 per cent above the pre-war average. This may mean that changes in consumption of the main foods will be compensating, and that unless wastage increases, further changes are likely to take place only within this total. The nutrient content of food supplies was clearly superior to that before the war, but showed no appreciable change compared with 1958; the increase in consumers' purchases of food per head, valued at constant prices, represents expenditure on quality, processing methods or service, rather than any change in nutritional value.

TABLE I
Changes in National Supplies of Principal Foods Moving
into Consumption in the United Kingdom (a)
Pre-war, 1956, 1957, 1958 and 1959

	Pre-war	1956	1957	1958	1959	1959	
						Percentage change on 1958	Percentage change on 1934-38
<i>(lb. per head per annum)</i>							
Dairy products (b), excluding butter (as milk solids)	38.4	53.5	52.9	53.7	54.0	+ 1	+41
Cheese (included also in dairy products)	8.8	9.3	10.0	9.9	9.3	- 6	+ 6
Meat (edible weight)	110.0	113.6	116.2	115.5	112.6	- 3	+ 2
Fish, including canned fish (edible weight)	26.2	22.4	21.8	22.7	22.4	- 1	-15
Poultry, game and rabbits (edible weight)	6.5	5.4	6.1	7.1	8.5	+20	+31
Eggs and egg products (total shell egg equivalent) (c)	28.3	29.2	30.6	31.9	33.3	+ 4	+18
Oils and fats:							
Butter	24.7	15.4	17.3	20.0	18.5	- 8	-25
Margarine	8.7	16.9	15.1	13.4	14.5	+ 8	+67
Lard and compound cooking fats	9.3	10.7	10.4	10.8	11.3	+ 5	+22
Other edible oils and fats	10.0	10.4	11.2	9.8	10.1	+ 3	+ 1
Total (fat content)	47.1	48.2	48.6	48.5	49.0	+ 1	+ 4
Sugar and syrups (d)	104.6	112.1	114.5	120.6	119.8	- 1	+15
Potatoes	181.9	209.2	212.6	212.1	199.4	- 6	+10
Pulses, nuts, etc.	9.5	13.1	12.3	11.1	11.7	+ 5	+23
Fruit, including tomatoes (fresh equivalent) (e)	137.4	135.8	142.4	140.4	148.9	+ 6	+ 8
Vegetables, other than potatoes	107.0	104.6	105.5	109.8	104.3	- 5	- 3
Cereal products	210.1	193.2	187.4	187.0	184.7	- 1	-12
Tea	9.3	10.1	9.8	9.9	9.6	- 3	+ 3
Coffee	0.7	1.5	1.6	1.7	1.8	+ 6	+157
Chocolate confectionery (f)	10.3	12.9	12.8	12.9	12.0	- 7	+17
Sugar confectionery (f)	12.4	15.4	14.6	14.4	13.7	- 5	+10
<i>(per head per day)</i>							
Total calories	3,000	3,130	3,140	3,170	3,150	- 1	+ 5
Protein: Animal (g.)	43.5	49.0	49.4	50.2	50.0	- 0	+15
Vegetable (g.)	36.6	34.9	34.3	34.2	33.9	- 1	- 7
Fat (g.)	130.0	138.2	139.7	140.4	140.0	- 0	+ 8
Carbohydrate (g.)	377.3	387.5	386.8	392.0	388.5	- 1	+ 3
Calcium (mg.)	689	1,121	1,120	1,139	1,136	- 0	+65
Iron (mg.)	13.1	14.7	15.7	15.6	15.4	- 1	+18
Vitamin A (i.u.)	3,698	4,491	4,463	4,580	4,622	+ 1	+25
Thiamine (mg.)	1.3	1.6	1.7	1.8	1.7	- 6	+31
Riboflavin (mg.)	1.6	1.8	1.8	1.8	1.8	- 0	+13
Nicotinic acid (mg.)	13.1	15.3	16.2	16.4	16.2	- 1	+24
Vitamin C (mg.)	93	92	94	95	93	- 2	+ 0

(a) More detailed estimates will be found in the *Board of Trade Journal*, Vol. 179, No. 3307, 5th August, 1960.

(b) One pint of milk taken as equal to 1.3lb. approximately.

(c) One egg taken as 2 oz. approximately.

(d) Includes sugar in manufactured foods (which is not included elsewhere in the table, except for confectionery) but excludes sugar used in brewing and distilling.

(e) Tomatoes and tomato products have been included in fruit (in terms of fresh equivalent) to conform with National Food Survey practice.

(f) Ingredients of chocolate and sugar confectionery are also included elsewhere.

9. In reviewing the general economic background of the diet, it remains convenient to take 1954 as the base period to facilitate comparison with other statistical series. Table 2 summarizes changes in earnings, prices and consumer expenditure since that year. The Index of Retail Prices (all items) was steady during 1959 and showed an average rise of only $\frac{1}{2}$ per cent over the previous year, much the smallest annual increase since 1947. Thus, although the relative increase in average weekly earnings in 1959 was somewhat lower than in previous years, purchasing power rose sharply; but the increase was largely devoted to consumer durables, including motor vehicles, and the proportion of expenditure devoted to food continued to fall. Before the war, purchases of food accounted for about 29 per cent of all personal expenditure. It has been pointed out⁽¹⁾ that if the pattern of the diet had been the same in 1959 as in 1934-38, with quantities per head increased by 5 per cent to allow for the additional calories available in the later period, the proportion would probably have been about 28 per cent. In fact, it was nearly 31 per cent, or one-tenth more than this. The difference arises from the transference of demand from cheaper to more expensive sources of energy, especially from staple cereals to animal protein foods and to processed foods, for most of which the price per calorie is relatively high.

10. In 1959, both total and household food expenditure per head outpaced the rise in food prices: this did not represent any nutritional change, but reflected the continued shift of demand from such staple foods as cereals and potatoes to more expensive commodities including poultry, fresh citrus fruit and especially the various processed products which are associated with a rising standard of living.

TABLE 2
Changes in Earnings, Prices and Consumers' Expenditure, 1954-59
(1954 = 100)

	1954	1955	1956	1957	1958	1959
Index of average weekly earnings (a)	100	109	118	123	128	133
Index of Retail Prices (all items)	100	105	110	114	117	118
Retail food prices:						
National Food Survey Index	100	106	111	114	115	117
London and Cambridge Index (b)	100	108	112	115	118	119
Domestic food expenditure per head (National Food Survey)	100	109	116	119	120	124
Total food expenditure per head (c)						
at current prices	100	108	114	118	121	124
at 1954 prices	100	102	104	105	107	108
Total consumers' expenditure per head (c)						
at current prices	100	107	112	117	122	126
at 1954 prices	100	103	104	105	107	111
Total food expenditure as percentage of total expenditure on consumers' goods and services (c)						
at current prices	31.4	32.0	32.2	31.8	31.2	30.8
at 1954 prices	31.4	31.2	31.6	31.5	31.2	30.7

(a) *Ministry of Labour Gazette*, Vol. 68, No. 2, February 1960.

(b) *Bulletin of the London and Cambridge Economic Service*, in *The Times Review of Industry*, March, 1960. The food component of the Index of Retail Prices, on which this index is based, has a discontinuity at the beginning of 1956.

(c) *Monthly Digest of Statistics*.

⁽¹⁾A. J. Carrington, *Engineering*, 26th August, 1960, p. 272.

The Survey index of average food prices, or strictly, average values, covers virtually all domestic food purchases, and takes into account changes in their pattern since the base period; it may therefore diverge from the London and Cambridge index, which has a slightly different coverage and uses fixed weights corresponding to the official price indicators, except for a break in January, 1956.

11. Quarterly variations in domestic food expenditure, wage rates and retail prices are shown in Table 3. Food prices reached a peak in the first quarter of 1959 owing to increases in the prices of meat, butter, cheese and potatoes. During the summer and autumn, seasonal falls in fruit and vegetable prices reduced the official Index but the usual seasonal increases in the prices of milk, eggs and vegetables brought the level in the fourth quarter back to that in the corresponding months of 1958. Household food expenditure reflected, but also outpaced, these price movements.

TABLE 3
Domestic Food Expenditure, Wage Rates and Prices 1958-59
(January-March 1958 = 100)

	1958				1959			
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Weekly wage rates (a)	100	100	101	103	104	104	104	104
Index of Retail Prices (a):								
All items	100	102	100	102	102	101	101	102
Food	100	104	101	103	104	103	102	103
Domestic food expenditure per head (National Food Survey)	100	105	102	104	105	107	105	107

(a) Based on the Ministry of Labour's official series.

III

The Household Diet in 1959

Food Expenditure and Prices

12. Estimates of the average expenditure on food for consumption in the home by private households in Great Britain for each quarter of 1958 and 1959 are given in Table 4. The estimates for 1958 have been adjusted to correct for some slight over-representation of wholly rural areas⁽¹⁾ in the sample for that year, but no corresponding adjustments were necessary in 1959. Variations in expenditure from quarter to quarter in 1959 were less pronounced than in 1958 because of greater stability in the general level of food prices. Average expenditure rose sharply from 28s. 1d. per head per week in January to 29s. 8d. in March, largely because of increases for fruit, vegetables, cakes and biscuits; it was fairly steady around 29s. 6d. in the second quarter of the year, but the seasonal drop in the third quarter to 29s. 1d. was rather less than usual because of increased expenditure on butter as

⁽¹⁾Rural districts with population density not greater than one person per four acres, which are not contiguous to urban areas with a population of 25,000 or more.

the average price advanced rapidly. Field-work was suspended from 17th September to 11th October because of the General Election campaign, and the quarterly and annual averages given in Table 4 and elsewhere in the Report have been adjusted⁽¹⁾ to minimise the loss of information during this period. No adjustments have been made on account of the shorter break in field-work of a week at Christmas; the average of 29s. 7d. for the fourth quarter may, therefore, be somewhat understated because of the omission of the last two shopping days before the holiday.

TABLE 4
Domestic Food Expenditure, Value of Free Food, and Value of Food
obtained for Domestic Consumption, 1958 and 1959
(per head per week)

	Expenditure on food			Value of free food		Value of consumption		
	1958	1959	Per-centage change	1958	1959	1958	1959	Per-centage change
	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	
1st Quarter . . .	27 8	28 11	+4.6	8	8	28 4	29 8	+4.6
2nd Quarter . . .	29 0	29 6	+1.8	9	10	29 9	30 5	+2.1
3rd Quarter . . .	28 3	29 1	+3.0	1 5	1 6	29 8	30 7	+3.0
4th Quarter . . .	28 8	29 7	+3.3	11	11	29 6	30 6	+3.2
Yearly average . . .	28 5	29 3	+3.2	11	1 0	29 4	30 3	+3.2

13. "Free food" is food which enters the household during the survey week without payment, and includes supplies obtained from a garden, allotment or farm, or from an employer, but not gifts of food from one household in Great Britain to another if such food has been bought by the donating household; it also includes certain home-produced foods such as potatoes, beans, bottled fruit, preserves, apples, pears and eggs, which are withdrawn from store and used during the survey week. Free supplies were valued for each group of households by applying the average prices currently paid by that group for corresponding purchases, and the value of free food was added to the household food expenditure to obtain an estimate of the total value of food obtained for domestic consumption (abbreviated as "value of consumption"). This appears to be the only practicable method of valuing free supplies, though if the households concerned had not had access to such supplies, they would probably not have replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk were not valued, and cheap welfare milk was entered at its actual retail price. Cod liver oil and vitamin A and D tablets have been excluded from the analysis because of their erratic effect on some of the nutritional estimates. Purchases were recorded when they were brought into the household, not at the time of actual consumption, but any consequential slight distortion of seasonal differences should be evened out over the full year.

14. The average value of free supplies at current retail prices, calculated as in paragraph 13, was 11½d. per head per week, 4 per cent more than in the preceding

⁽¹⁾See Appendix A, paragraph 7.

year; this small rise is mainly attributable to greater yields of fruit and tomatoes from gardens in the exceptionally fine summer of 1959.

15. Estimates of household expenditure on the main foods during each quarter of the year are given in Table 12, which also shows percentage changes compared with the previous year. As these estimates are affected variously by price changes they should not be considered in isolation from the corresponding changes in consumption discussed in paragraphs 22-34. Total household food expenditure rose by 10½d. per head per week (3·2 per cent) between 1958 and 1959. Butter accounted for 3½d. of the increase, cheese for 2d. and meat for 2d., in each case because of higher prices. Canned fish contributed a further 1½d. and fruit 1½d. because of increased purchases.

16. Table 11 shows for each quarter of the year, and for each of the main food groups, the percentage change in the average price paid and the average quantity purchased, compared with the corresponding quarters of 1958. This form of comparison removes seasonal variations as far as possible and so indicates the underlying trends. The quantity, or rather "quantum" of purchases is measured by an index obtained by deflating the index of expenditure by a price index of the "Fisher Ideal" type, the geometric mean of indices with weights appropriate to the earlier and later periods respectively. It has been shown⁽¹⁾ that because the Survey classification of foods cannot be indefinitely detailed, the price index as calculated is strictly an index of average values, and thus the purchase of a dearer instead of a cheaper variety of a particular food is represented as an increase in average price. Subject to this qualification, it may be concluded that of the rise of 3·2 per cent in average household food expenditure in 1959, 1·7 per cent was attributable to higher prices and 1·4 per cent to an advance in the amount and standard of purchases.

17. Table 11 subdivides the price and quantity indices into components relating to seasonal and non-seasonal foods; the former group includes those main foods, listed at the foot of the table, which regularly exhibit a marked quarterly variation in price or in quantity. By this means, the increase of 1·7 per cent in the price index for all foods in 1959 is resolved into a rise of 3·7 per cent in the component of the index relating to non-seasonal foods, and a partly offsetting decrease of 2·7 per cent in the component for seasonal foods. The principal contributions to the increase were from butter and natural cheese which, throughout 1959, were considerably dearer than a year before; smaller contributions came from meat, sugar and bread.

18. The rate of increase in the quantity index for all foods was about 2 per cent per annum between 1953 and 1956, but slowed down to about ½ per cent in 1957 and was halted in 1958. The rise of 1·4 per cent in the index in 1959 is not necessarily indicative of a return to the pre-1957 position; this rise was almost entirely attributable to an increase of 4·2 per cent in the component for seasonal foods, which was to some extent fortuitous, being largely due to better supplies of fresh green vegetables than in the previous year and to exceptionally good supplies of fresh fruit.

19. Table 5 shows, for each of the main foods or groups of foods, quantity indices which illustrate changes in purchases per head between 1955 and 1959; within

⁽¹⁾ *Domestic Food Consumption and Expenditure: 1958*, paragraph 20. H.M.S.O., 1960.

each broad group of foods, those indices which were lower in 1959 than in 1955 are contrasted with those which were higher. Although some of the changes shown by the indices (such as the interchange between butter and margarine and that between the various kinds of carcass meat) are more associated with changes in supply than in demand, most of the indices reflect shifts in demand from such staple foods as bread, flour, potatoes, fresh fish and preserves to fresh fruit, fresh green vegetables and a wide variety of processed foods in which the manufacturer has relieved the housewife of much of the labour of preparation for the table. These changes in demand are not unexpected in a period of rising real incomes when, the basic need for food having been fully met, additional purchasing power can be allocated to more expensive foods and to the various forms of service attached to food.

TABLE 5
Indices of Quantities of Principal Food Groups Purchased in 1955-59
(1955 = 100)

Quantity decreases					Quantity increases				
	1956	1957	1958	1959		1956	1957	1958	1959
Liquid milk	101	100	97	98	Other milk and cream	106	105	122	123
					Cheese	101	102	105	103
Beef and veal	107	113	103	92	Mutton and lamb	109	96	92	106
Pork	82	86	92	87	Other meat	104	108	114	117
Bacon	95	95	97	96	Eggs	108	107	107	112
Fresh fish	98	93	86	89	Processed and prepared fish	115	113	120	134
Margarine	96	86	74	80	Butter	105	120	136	128
Cooking and other fats	98	93	98	93					
Preserves	92	90	88	83	Sugar	102	100	105	105
Potatoes	97	96	93	94	Fresh green vegetables	98	109	107	119
					Other vegetables	109	105	112	108
					Fresh fruit	100	104	94	109
					Other fruit	102	107	107	111
Bread	93	89	92	91	Cakes and biscuits	104	107	108	109
Flour	92	91	91	79	Other cereals	106	109	111	113
					Tea	103	101	102	100
					Other beverages	105	109	108	103
					Miscellaneous foods	107	113	118	126

20. The modern tendency for many housewives to take up paid employment has not been without influence in this respect; not only is the income of the family thereby augmented, but the time which can be devoted to the preparation of meals is often restricted, so that the demand for what may be termed "convenience foods" is enhanced. These foods may be defined, albeit somewhat arbitrarily, as those products of the food industries in which the degree of culinary preparation has been carried to an advanced stage and which are purchased by housewives as labour-saving versions of less highly-processed products. Although the Survey classification of foods does not itemize all of these, it distinguishes most of them,

viz. cooked and canned meats, other meat products, cooked and canned fish, quick-frozen legumes, canned vegetables, canned fruit, cakes, pastries, biscuits, puddings, breakfast cereals, cereal products, and canned and dehydrated soups. Expenditure on these foods represented nearly one-fifth of total household food expenditure, and rose from 4s. 3d. per head per week in 1955 (16·5 per cent of the total) to 5s. 5d. in 1959 (18·5 per cent) even though the price index for these foods rose by only 6 per cent, compared with increases of 11 per cent for other foods and 10 per cent for all foods. Table 6 shows that between 1955 and 1959, the quantity index for all foods increased by 4 per cent, and almost the whole of this increase came from a rise of 21 per cent in the component for convenience foods. Among the factors which were operating during this quinquennium were the introduction of new branded products; some economies resulting from increased production of processed and prepared foods; the less strict observance of retail price maintenance associated with increased competition among retailers, and the liberalisation of imports, particularly of canned foods.

TABLE 6
*Indices of Prices and Quantities of Food Purchased for Household
Consumption, 1955-59*
(1955 = 100)

	<i>Price indices</i>				<i>Quantity indices</i>			
	1956	1957	1958	1959	1956	1957	1958	1959
Convenience foods (a)	103	104	105	106	108	111	117	121
Other foods . . .	105	107	109	111	101	101	99	100
All foods	104	107	108	110	102	102	102	104

(a) As defined in paragraph 20.

Consumption

21. Tables 12 and 13 summarize domestic expenditure on and consumption of the main foods during each quarter of the year, together with annual averages for 1958 and 1959. Tables showing expenditure and consumption in more detail, with average prices paid by housewives and the proportion of households purchasing each type of food during the survey week, are given for all foods in Appendix B. The percentage changes shown in the last column of Table 13 may differ from the corresponding changes in the quantity index in Table 11, partly because the latter takes no account of changes in the volume of free supplies, and partly because the quantity index is affected by any change in the proportions of different foods within each group.

MILK, CHEESE, MEAT, FISH AND EGGS

22. Total domestic consumption of liquid and processed milk has not varied appreciably for eight years, and the slight fall from 5·10 pints per person per week in 1958 to 5·07 pints in 1959 (because of reduced consumption of liquid milk) is not significant. Consumption of cream continued to increase, averaging 0·38 oz. per person per week compared with 0·32 oz. in the previous year and 0·23 oz. in 1955. A further slight increase in purchases of evaporated milk was offset by a decline in consumption of dried milk.

23. Supplies of natural cheese were reduced in 1959, partly because of the fall in milk yields during the dry summer. Prices over the year averaged 3s. 6d. per lb. compared with 2s. 6d. in 1958, but household consumption fell by only 3 per cent, to 2.52 oz. per head per week. Purchases of processed cheeses increased slightly to 0.40 oz.; demand, as usual, was greatest in the third quarter of the year.

24. Total consumption of carcase meat declined further, averaging 17.5 oz. per head per week over the year, compared with 17.7 oz. in 1958, 18.8 oz. in 1957 and 19.1 oz. in 1956. Largely because of changes in supplies, consumption of beef fell from 9.6 oz. in 1958 to 8.6 oz. in 1959, and that of pork from 2.1 oz. to 2.0 oz., while purchases of mutton and lamb increased from 6.0 oz. to 7.0 oz. per head per week. Beef prices continued to increase in 1959, averaging 4s. 1d. per lb. over the year compared with 3s. 10d. per lb. in 1958; pork, at 4s. 0d. per lb., was about 3d. per lb. dearer than in the previous year, but the average price of mutton and lamb fell by nearly 2d. per lb. to 3s. 3d. per lb.

25. Despite the slight fall in consumption of carcase meat, total consumption of meat and meat products was maintained at 35.2 oz. per head per week, the deficiency being made good by a further increase in purchases of poultry. Table 7 shows estimates of consumption, purchases and average prices paid by housewives for poultry in 1954-59. These estimates do not fully reflect the important Christmas trade because of the suspension of the Survey field-work a few days before the holiday each year, nor do they include poultry which is purchased ready-cooked; nevertheless, they reflect the rapid growth of the broiler industry in recent years. During 1954-56, consumption averaged little more than half an ounce per head per week, and average prices rose from 3s. 11d. per lb. to 5s. 0d. per lb. As broiler production expanded, consumption rose to 0.80 oz. per head per week in 1957, 0.97 oz. in 1958 and 1.35 oz. in 1959; the average price fell fairly steadily throughout this period and by the end of 1959 was approximately the same as in 1954.

TABLE 7
Domestic Consumption of Poultry and Average Prices Paid

	Consumption	Purchases	Average price (pence per lb.)
	(oz. per head per week)		
1954	0.52	0.41	46.6
1955	0.48	0.35	55.0
1956	0.59	0.50	60.3
1957	0.80	0.64	56.5
1958:			
January-March	0.78	0.61	55.4
April-June	0.90	0.78	56.2
July-September	1.07	0.96	53.4
October-December (a)	1.12	0.93	53.7
Yearly average	0.97	0.82	54.6
1959:			
January-March	1.26	1.07	54.0
April-June	1.14	1.01	48.4
July-September	1.54	1.41	47.6
October-December (a)	1.46	1.27	47.2
Yearly average	1.35	1.19	49.2

(a) Average quantities in the fourth quarter are likely to be underestimated because of the suspension of the Survey during the Christmas holiday.

26. The results of a detailed analysis of the distribution of household purchases of poultry according to size of purchase during April–September, 1959, are summarized in Table 8. More than a quarter of the purchases did not exceed 2 lb. and two-thirds did not exceed 3 lb. each; 39 per cent of the total quantity of poultry purchased was in the 2–3 lb. range, which would include most uncooked broiler chickens except those which were sold in portions. The average price paid by the housewife for poultry over this period was 4s. 0d. per lb., varying with size of purchase from 2s. 11d. per lb. for the larger birds of over 5 lb. in weight to 5s. 8d. per lb. for portions of up to 1 lb.

TABLE 8
Distribution of Household Purchases of Uncooked Poultry according to Size of Purchase, April–September, 1959

<i>Size of purchase</i>	<i>Proportion of total number of purchases (per cent)</i>	<i>Proportion of total quantity purchased (per cent)</i>	<i>Average price paid per lb.</i>
Up to 1lb.	7	2	5s. 8d.
Over 1lb. but not exceeding 2lb. .	19	12	4s. 10d.
Over 2lb. but not exceeding 3lb. .	41	39	4s. 3d.
Over 3lb. but not exceeding 5lb. .	28	38	3s. 8d.
Over 5lb.	4	9	2s. 11d.

27. Total consumption of fish increased slightly to 5.9 oz. per head per week. Changes during 1954–59 in consumption and average prices of the different types of fish are discussed in Appendix E.

28. Eggs were more plentiful than in the previous year and consumption rose by 4 per cent to 4.54 eggs per person per week, although free supplies fell off a little. Prices were more uniform throughout the year and averaged 3s. 10½d. a dozen compared with 4s. 2½d. in 1958.

FATS, SUGAR AND PRESERVES

29. During the first five months of 1959 the average price of butter was steady at about 3s. 3d. per lb., but as supplies became scarcer it rose rapidly to reach 4s. 8d. per lb. in November; over the year the average was 3s. 8½d. compared with 2s. 8½d. in 1958 and 3s. 2d. in 1957. As was expected from previous experience, there was a time-lag of about three to four months before demand noticeably reacted to the upturn in prices. Nevertheless, it appears that the displacement of margarine by butter in 1958, when butter prices fell, was not fully reversed in 1959 when they rose again; average consumption of butter in the latter year was 5.74 oz. per head per week compared with 5.37 oz. in 1957, while that of margarine was 3.74 oz. compared with 4.02 oz.

30. Purchases of sugar were virtually unchanged at 18.5 oz. per head per week and the average price was steady throughout the year at 8½d. per lb. The long-term downward trend in consumption of preserves continued.

VEGETABLES AND FRUIT

31. Consumption of potatoes was almost the same as in 1958 at 55.0 oz. per head per week. Prices paid for the old crop in the first quarter of the year were about

½d. per lb. higher than a year before, but the new season's crop was earlier and yields greater, so that towards the end of the year average prices were 1d. per lb. lower than in the corresponding months of 1958. Consumption of fresh green vegetables increased slightly to 15·2 oz. per head per week, but purchases of carrots and other root vegetables declined. The demand for quick-frozen peas and beans continued to increase, purchases averaging 0·47 oz. per head per week in 1959 compared with 0·34 oz. in 1958 and 0·22 oz. in 1957.

32. Supplies of all varieties of fresh fruit were greater than in the previous year and consumption rose by 20 per cent to 23·3 oz. per head per week, the highest annual average yet recorded by the Survey; free supplies increased by 50 per cent to 2·7 oz. per head per week. Apples and pears were cheaper and much more plentiful in the first half of the year than in the corresponding period of 1958, but the new season's crops were smaller than the old and towards the end of 1959 average prices were higher than a year before. Supplies of soft fruit, stone fruit and tomatoes were exceptionally good during the summer months. Consumption of citrus fruit and bananas recovered from the comparatively low levels of 1958 and that of other fresh fruit was maintained. Purchases of canned fruit and fruit juices increased, but consumption of canned tomatoes and dried fruit declined.

CEREALS, BEVERAGES AND MISCELLANEOUS FOODS

33. Bread consumption was virtually unchanged in 1959 at 47·3 oz. per head per week, but the long-term downward trend would have persisted had it not been for a slight increase in purchases during the exceptionally fine summer. There was some further transfer of demand from large unwrapped white loaves to rolls and speciality breads. Purchases of flour fell off more sharply than in the past few years, averaging 6·7 oz. per head per week compared with 7·8 oz. in 1958 and 8·8 oz. in 1954. Consumption of cakes, biscuits and puddings increased slightly but that of all other cereals declined.

34. The demand for tea and all other beverages except bean and ground coffee was less than in the previous year; consumption of cocoa fell by 19 per cent to 0·16 oz. per person per week. Purchases of both canned and dehydrated soups again increased.

FREE SUPPLIES

TABLE 9
Value of Free Supplies of Vegetables, Fruit, Eggs and Other Foods as a Percentage of the Respective Total Values of these Foods obtained for Consumption in Different Types of Areas, 1959
(per cent)

	London conurbation	Provincial conurbations	Other large urban areas(a)	Other urban areas	Semi-rural areas	Rural areas	All areas
Potatoes	1·1	1·9	4·7	10·5	23·0	51·8	10·4
All other vegetables	4·7	4·1	7·4	17·8	30·4	43·5	14·1
Fruit	4·8	3·5	4·9	10·3	14·6	18·8	8·2
Eggs	0·4	2·6	2·1	6·2	17·8	44·1	8·3
All other foods	0·2	0·5	0·3	0·6	2·5	6·8	1·1
All foods	1·0	1·1	1·4	3·2	6·6	13·4	3·2

(a) Boroughs and urban districts with a population of 100,000 or more, urban areas adjoining such boroughs and urban districts, and contiguous urban areas with an aggregate population of 100,000 or more.

35. Table 9 shows the contribution of free supplies to the total value of food obtained for consumption in urban, rural and all areas in 1959. The proportionate contributions were inversely related to degree of urbanisation, but the gradation was less pronounced for fruit than for eggs, potatoes and other vegetables.

36. An analysis of the value of free supplies according to origin is shown in Table 10. The average value of all such supplies was 11½d. per person per week in 1959, of which two-thirds of a penny was in respect of food donated by employers, a little over 3d. was attributable to food which households participating in the Survey obtained from their own businesses, and 8d. was accounted for by supplies from gardens, allotments and all other sources.

TABLE 10
Value of Free Supplies(a) from Different Sources: All Households, 1959
(pence per person per week)

	Free supplies from employers	Food from farms, market gardens or shops of members of the households surveyed (b)	Garden and allotment produce and all other free supplies (c)	Total
Milk and cream	0·36	1·29	0·12	1·77
Eggs	0·02	0·61	0·83	1·46
Potatoes	0·03	0·28	1·31	1·62
All other vegetables	0·03	0·16	2·82	3·01
Fruit	0·04	0·12	2·38	2·54
All other foods	0·18	0·67	0·49	1·34
All foods	0·66	3·13	7·95	11·74

(a) Valued at retail prices as explained in paragraph 13.

(b) Food taken from such businesses without payment by the housewife.

(c) Excluding welfare and school milk, but including gifts of food from one household to another except food purchased by the donating household.

Energy Value and Nutrient Content

37. The energy value and nutrient content of the household diet was calculated by the usual method, which was described in *The Urban Working Class Household Diet, 1940 to 1949*⁽¹⁾. The only major change in procedure was that since 1954 the nutritive value of bread and flour has been estimated from analyses of flour made by the Government Chemist. The estimates in Table 14 represent the nutrient content of the edible portion of food purchased or otherwise obtained for consumption in the home, or in packed meals taken from home; other food eaten outside the household, sweets, soft and alcoholic drinks, fish liver oil and vitamin supplements are excluded. No allowance has been made for wastage of edible food in the calculation of the nutrient composition of the diet (although such allowance is made in estimating the adequacy of the diet - see paragraph 39), but the estimates for thiamine and vitamin C have been adjusted to allow for cooking losses in accordance with the recommendations of the Medical Research Council⁽²⁾.

⁽¹⁾First report of the National Food Survey Committee, paragraph 117. H.M.S.O., 1951.

⁽²⁾Nutritive Values of Wartime Foods, Medical Research Council War Memorandum No. 14. H.M.S.O., 1945.

38. Table 14 shows the nutrient content of the average diet for the period 1955-59. There were no important changes in the nutrient levels, other than those for vitamins C and D, between the years 1958 and 1959; the levels in 1959 for all nutrients were very similar to those for 1957. In 1959 the vitamin C intake regained the level of 1957 because of increased supplies of fresh fruit. The vitamin D level of the diet, which can be expected to vary more widely because it is concentrated in only a few foods, was higher in 1959 than in 1958 as a result of a small increase in the consumption of canned fish (a rich source) and the partial replacement of butter by margarine, which is fortified with vitamin D to more than five times the level in butter. Thus changes in consumption of foods during the three years 1957-59 have had no marked effect on the nutritive value of the diet.

39. Table 14 also shows the relative adequacy of the household diet for the same period, in comparison with scales of allowances based on those recommended by the Committee on Nutrition of the British Medical Association⁽¹⁾. In applying these allowances to National Food Survey data, adjustments were made for meals taken outside the home and an arbitrary allowance of 10 per cent was made to cover wastage, in all forms, of edible food. These adjustments have only been made in tables relating to the adequacy of the diet. The limitations inherent in the use of scales of nutritional allowances and of arbitrary wastage factors have been discussed in earlier Reports⁽²⁾.

40. The average household diet in 1959 was nutritionally adequate. The estimates for all nutrients were very similar to those for 1957, and, except for vitamin C, to those for 1958; but there were significant changes in these estimates during the five years 1955-59. The level of total protein fell largely because the decreased intake of protein of vegetable origin, mainly from bread, was not made good by increased intake from animal foods. The increased intakes for iron, thiamine and nicotinic acid in the years 1957-59 resulted from the higher contents of these nutrients in flour after the introduction of the Flour Regulations in 1956⁽³⁾. Variations in the intake of vitamin C were caused by changes in supplies of fresh fruit and vegetables.

41. Table 14 also shows the proportion of the energy value of the diet derived from protein, fat and carbohydrate during 1955-59. The similarity of these estimates between 1957 and 1959 emphasizes the stability of the diet reported in paragraph 38. The contribution made by fat to the diet, which increased markedly between 1952 and mid-1957, appears to have reached a plateau. There was, however, a small increase in the proportion of protein obtained from animal sources, for which estimates are also included in Table 14. This was caused by a slight increase in the consumption of animal foods together with a small decrease in purchases of flour.

42. Table 15 shows indices for the prices of energy and of other nutrients which have been obtained by dividing the money value of foods obtained for consumption by their energy value and nutrient content. The prices of energy and nutrients for all foods were taken as 100. A small index number can arise either because the food

⁽¹⁾ British Medical Association: *Report of Committee on Nutrition, 1950.*

⁽²⁾ e.g., *Domestic Food Consumption and Expenditure: 1957*, paragraphs 40 and 42. H.M.S.O., 1959.

⁽³⁾ The Flour (Composition) Regulations, 1956. Statutory Instrument 1956, No. 1183. H.M.S.O.

or food group was relatively cheap (e.g., cereals) or because it was a rich source of a nutrient (e.g., milk as a source of calcium). Indices have been calculated only for food groups which contribute more than 2 per cent, and for individual foods, more than 0.5 per cent, to the total intake of the nutrient concerned. However, indices have been calculated for energy value for all foods except beverages. The first section of the table includes indices for the usual food groups: these show that sugar and preserves, fats and cereals were the cheapest sources of energy, and that the unit costs of protein and calcium were lowest from dairy produce and from cereals (for calcium, because of the fortification of flour, and hence its products, with *creta praeparata*). The prices of iron, thiamine and nicotinic acid were also lowest for cereals and, largely because of the contribution made by potatoes, for vegetables. Milk, cream and cheese and eggs were the cheapest sources of riboflavin, and, obviously, fruit and vegetables of vitamin C. The unit costs of vitamins A and D were lowest for fats; fish was a cheap source of vitamin D, and vegetables and eggs of vitamin A.

43. The second section of Table 15 shows similar indices for selected individual foods. Bread, flour and potatoes were cheap sources of most nutrients; liquid milk and cheese were economical sources of protein, calcium and riboflavin. The costs of vitamins A and D from butter and margarine were low because of the high content of vitamin A in butter and the fortification of margarine with these vitamins. Bacon and ham were relatively expensive sources of all nutrients except thiamine, and carcase meat, sausages and poultry expensive except for nicotinic acid. Because of the high nutrient content of liver, offals were a cheap source of most nutrients. Vitamin D was most cheaply obtained from fresh and processed fat fish, and vitamin A from carrots, which have a very high content of the vitamin A precursor, carotene. The price of vitamin C from green vegetables, tomatoes and citrus and soft fruit was low, but apples, pears and bananas made a relatively expensive contribution to the diet. The indices for most nutrients from cakes and pastries were fairly low, but like those for other "convenience" foods, were higher than for their simpler counterparts. Tea was a cheap source of riboflavin.

44. The third section of Table 15 shows similar indices for the convenience foods defined in paragraph 20 above, and for all other foods. Convenience foods were considerably more expensive sources than other foods of all nutrients except iron and vitamin D. Cakes and pastries, biscuits, breakfast cereals and canned and cooked meats were largely responsible for the lower index for iron, and canned fish for that for vitamin D.

45. These indices clearly show that, when the palatability of the diet is improved by increased expenditure on the more desired foods such as meat, bacon, fruit, green vegetables and convenience foods, and this is accompanied by decreased expenditure on the cheaper sources of nutrients, such as bread, flour and potatoes, the intakes of many nutrients, especially of protein, calcium and riboflavin, will not necessarily be improved. A situation of this kind arose, for instance, in 1959 in the diet of families with four or more children (paragraphs 81-82). Further, the indices emphasize the nutritional importance of liquid milk and cheese as very reasonable sources of the three nutrients, protein, calcium and riboflavin, which are marginal in the diets of the larger families.

TABLE II

*Changes in Indices of Average Prices and Quantities Purchased –
Quarters of 1959 compared with corresponding Quarters of 1958
(percentage change)*

	Price					Quantity purchased				
	Quarter				1959 on 1958	Quarter				1959 on 1958
	1	2	3	4		1	2	3	4	
MILK, CREAM AND CHEESE:										
Liquid milk . . .	- 0	+ 1	- 0	+ 1	+ 0	+ 2	- 1	- 1	+ 2	+ 1
Natural cheese . . .	+46	+46	+43	+28	+40	+ 1	- 5	- 6	- 4	- 3
Other . . .	+ 4	- 1	+ 0	+ 2	+ 1	+ 5	+ 8	+ 5	+ 3	+ 5
All . . .	+ 5	+ 6	+ 5	+ 4	+ 5	+ 2	- 0	- 1	+ 2	+ 1
MEAT:										
Carcase. . .	+ 7	+ 3	+ 1	- 2	+ 2	- 7	- 3	- 3	+ 6	- 2
Bacon . . .	+11	- 2	+ 0	+ 3	+ 3	- 4	- 2	+ 3	- 2	- 1
Other . . .	+ 4	+ 1	+ 2	+ 2	+ 3	+ 2	+ 5	+ 3	+ 0	+ 3
All . . .	+ 7	+ 2	+ 2	+ 0	+ 3	- 4	- 0	- 0	+ 3	- 0
FISH . . .	+ 3	+ 1	+ 3	+ 1	+ 2	+11	+ 3	+11	+ 0	+ 9
EGGS . . .	- 2	- 9	-12	- 9	- 8	+ 5	+ 3	+ 7	+ 2	+ 4
FATS:										
Butter . . .	+15	+35	+52	+52	+37	+ 8	- 7	- 8	-15	- 6
Margarine . . .	- 3	+ 1	+ 2	+ 6	+ 1	- 9	+ 8	+19	+18	+ 7
Other . . .	+ 0	- 4	- 4	- 4	- 3	- 2	- 7	+ 2	- 3	- 3
All . . .	+ 8	+19	+31	+32	+21	+ 2	- 4	- 2	- 7	- 2
SUGAR . . .	+11	+ 1	- 1	+ 2	+ 3	+ 3	+ 1	- 2	- 3	- 0
PRESERVES . . .	- 0	- 4	- 4	- 1	- 2	- 4	- 4	-14	- 3	- 6
VEGETABLES:										
Potatoes . . .	+20	-14	+10	-23	- 4	- 5	+ 2	- 1	+ 5	- 0
Fresh green . . .	+ 3	- 8	+15	+12	+ 4	+13	+18	+ 0	+12	+11
Other . . .	- 1	- 1	- 2	+ 6	+ 0	- 0	- 5	+ 1	- 5	- 3
All . . .	+ 9	- 9	+ 7	- 6	- 1	+ 0	+ 3	- 0	+ 3	+ 1
FRUIT:										
Fresh . . .	-16	-16	-10	+10	- 8	+21	+33	+ 9	+ 4	+17
Other . . .	+ 1	- 2	- 3	- 4	- 2	+ 1	- 1	+ 4	+ 9	+ 3
All . . .	-11	-12	- 8	+ 4	- 6	+13	+22	+ 7	+ 6	+12
CERIALS:										
Bread . . .	- 1	+ 1	+ 1	+ 1	+ 1	+ 2	+ 2	+ 1	- 1	+ 1
Flour . . .	+ 0	+ 1	- 0	+ 2	+ 1	-10	-12	-18	-13	-13
Cakes and biscuits . . .	- 0	- 0	- 0	- 1	- 0	+ 5	- 1	+ 1	+ 2	+ 2
Other . . .	- 0	+ 0	- 1	+ 1	+ 0	+ 4	+ 1	+ 2	- 1	+ 1
All . . .	- 1	+ 0	+ 0	+ 0	+ 0	+ 2	- 0	+ 0	- 1	+ 1

TABLE II—continued
(percentage change)

	Price					Quantity purchased				
	Quarter				1959 on 1958	Quarter				1959 on 1958
	1	2	3	4		1	2	3	4	
BEVERAGES :										
Tea . . .	- 1	- 2	- 1	- 1	- 1	- 2	- 1	+ 1	- 3	- 2
Other . . .	+ 2	+ 6	+ 7	+10	+ 6	+ 0	- 9	-16	+ 1	- 5
All . . .	- 0	- 0	+ 1	+ 2	+ 0	- 2	- 3	- 3	- 2	- 2
Miscellaneous (a)	+ 3	- 3	- 3	+ 1	- 0	+ 3	+ 4	+ 6	+16	+ 7
Seasonal foods(b)	+0.4	-7.4	-2.0	-1.5	-2.7	+4.7	+7.9	+1.7	+2.4	+4.2
All other foods(a)	+4.5	+3.0	+3.8	+3.4	+3.7	-0.1	-0.2	+0.6	+0.9	+0.3
All foods (a)	+3.3	-0.4	+2.1	+2.0	+1.7	+1.3	+2.3	+0.9	+1.3	+1.4

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

(b) Liquid milk (full price), cream, eggs, fish (other than canned or bottled fish and fish products), fresh green vegetables, potatoes (excluding crisps), root and miscellaneous fresh vegetables and fresh fruit.

TABLE 12
Domestic Food Expenditure by All Households, 1959
(pence per head per week)

	1958	1959				Yearly average	Percentage change 1959 on 1958
	Yearly average	Quarter					
		1	2	3	4		
MILK AND CREAM:							
Liquid - full price	29.54	30.57	29.22	28.67	31.25	29.93	+ 1
Liquid - welfare	2.74	2.78	2.72	2.49	2.86	2.71	- 1
<i>Total Liquid Milk</i>	<i>32.28</i>	<i>33.35</i>	<i>31.94</i>	<i>31.16</i>	<i>34.11</i>	<i>32.64</i>	<i>+ 1</i>
Condensed	1.42	1.48	1.58	1.67	1.42	1.53	+ 8
Dried and other milk	0.80	0.66	0.72	0.71	0.81	0.73	- 9
Cream	1.09	1.01	1.42	1.19	1.07	1.17	+ 7
<i>Total Milk and Cream</i>	<i>35.59</i>	<i>36.50</i>	<i>35.66</i>	<i>34.73</i>	<i>37.41</i>	<i>36.07</i>	<i>+ 1</i>
CHEESE:							
Natural	4.90	6.72	6.68	6.43	6.71	6.64	+36
Processed	1.25	1.28	1.38	1.69	1.35	1.42	+14
<i>Total Cheese</i>	<i>6.15</i>	<i>8.00</i>	<i>8.06</i>	<i>8.12</i>	<i>8.06</i>	<i>8.06</i>	<i>+31</i>
MEAT:							
Beef and veal	27.36	27.83	24.92	23.61	27.40	25.94	- 5
Mutton and lamb	15.31	14.70	17.05	18.67	16.99	16.85	+10
Pork	5.98	7.37	5.60	4.62	6.14	5.93	- 1
<i>Total Carcase Meat</i>	<i>48.65</i>	<i>49.90</i>	<i>47.57</i>	<i>46.90</i>	<i>50.53</i>	<i>48.72</i>	<i>+ 0</i>
Bacon and ham, uncooked	15.13	15.21	14.96	15.77	15.69	15.41	+ 2
Other meat (a)	31.19	31.52	32.03	34.56	33.14	32.81	+ 5
<i>Total Meat</i>	<i>94.97</i>	<i>96.63</i>	<i>94.56</i>	<i>97.23</i>	<i>99.36</i>	<i>96.94</i>	<i>+ 2</i>
FISH:							
Fresh	6.01	6.79	6.34	6.40	6.82	6.58	+ 9
Processed and shell (b)	1.85	1.92	1.79	1.72	2.26	1.93	+ 4
Prepared (c)	6.18	6.77	7.97	7.76	5.75	7.05	+14
<i>Total Fish</i>	<i>14.04</i>	<i>15.48</i>	<i>16.10</i>	<i>15.88</i>	<i>14.83</i>	<i>15.56</i>	<i>+11</i>
EGGS	16.91	16.20	14.80	16.14	17.68	16.20	- 4
FATS:							
Butter	12.29	14.45	14.05	17.52	17.67	15.92	+30
Margarine	4.72	4.78	4.95	5.10	5.81	5.16	+ 9
Lard and compound cooking fat	2.74	2.74	2.33	2.41	2.62	2.52	- 8
Other fats	0.68	0.82	0.60	0.66	0.74	0.71	+ 4
<i>Total Fats</i>	<i>20.43</i>	<i>22.79</i>	<i>21.93</i>	<i>25.69</i>	<i>26.84</i>	<i>24.31</i>	<i>+19</i>
SUGAR AND PRESERVES:							
Sugar	9.26	9.74	9.36	9.66	9.33	9.52	+ 3
Honey, preserves, syrup and treacle	4.02	3.97	3.91	3.19	3.71	3.70	- 8
<i>Total Sugar and Preserves</i>	<i>13.28</i>	<i>13.71</i>	<i>13.27</i>	<i>12.85</i>	<i>13.04</i>	<i>13.22</i>	<i>- 0</i>

TABLE 12—continued
(pence per head per week)

	1958	1959				Yearly average	Per-centage change 1959 on 1958
	Yearly average	Quarter					
		1	2	3	4		
VEGETABLES:							
Potatoes, including chips and crisps . . .	14.59	16.02	17.14	11.64	11.31	14.03	- 4
Fresh green	6.60	6.80	8.74	7.91	7.04	7.63	+16
Other vegetables (d) . . .	10.84	10.82	11.70	9.18	10.76	10.61	- 2
<i>Total Vegetables</i>	<i>32.03</i>	<i>33.64</i>	<i>37.58</i>	<i>28.73</i>	<i>29.11</i>	<i>32.27</i>	<i>+ 1</i>
FRUIT:							
Fresh	18.12	15.09	23.72	21.80	16.16	19.19	+ 6
Other (e)	9.20	8.46	8.84	8.78	11.19	9.32	+ 1
<i>Total Fruit (f)</i>	<i>27.32</i>	<i>23.55</i>	<i>32.56</i>	<i>30.58</i>	<i>27.35</i>	<i>28.51</i>	<i>+ 4</i>
CEREALS:							
Brown bread	0.86	0.81	0.78	0.83	0.75	0.79	- 8
White bread	16.05	15.85	16.10	16.83	15.25	16.01	- 0
Wholewheat and wholemeal bread . . .	0.88	0.82	0.96	0.99	0.86	0.91	+ 3
Other bread (g)	3.93	4.19	4.56	4.29	4.34	4.35	+11
<i>Total Bread</i>	<i>21.72</i>	<i>21.67</i>	<i>22.40</i>	<i>22.94</i>	<i>21.20</i>	<i>22.06</i>	<i>+ 2</i>
Flour	3.52	3.51	3.08	2.71	3.03	3.08	-12
Cakes (h)	10.78	11.04	10.56	11.15	11.11	10.97	+ 2
Biscuits	9.72	9.46	9.83	9.83	10.12	9.81	+ 1
Oatmeal and oat products	1.04	1.29	0.78	0.52	1.27	0.96	- 8
Breakfast cereals	3.00	2.56	2.95	3.35	2.73	2.90	- 3
Other cereals	3.96	3.93	4.51	4.47	4.13	4.26	+ 8
<i>Total Cereals</i>	<i>53.74</i>	<i>53.46</i>	<i>54.11</i>	<i>54.97</i>	<i>53.59</i>	<i>54.04</i>	<i>+ 1</i>
BEVERAGES:							
Tea	13.92	13.73	13.51	13.43	13.48	13.54	- 3
Coffee	2.92	3.24	2.88	2.78	3.34	3.06	+ 5
Cocoa	0.60	0.59	0.47	0.35	0.58	0.50	-17
Branded food drinks . . .	0.85	1.00	0.77	0.52	1.01	0.82	- 4
<i>Total Beverages</i>	<i>18.29</i>	<i>18.56</i>	<i>17.63</i>	<i>17.08</i>	<i>18.41</i>	<i>17.92</i>	<i>- 2</i>
MISCELLANEOUS (i)							
	7.92	8.73	7.98	7.31	9.48	8.37	+ 6
TOTAL ALL FOODS	<i>340.72</i> (28s. 5d.)	<i>347.25</i> (28s. 11d.)	<i>354.24</i> (29s. 6d.)	<i>349.33</i> (29s. 1d.)	<i>355.13</i> (29s. 7d.)	<i>351.49</i> (29s. 3d.)	<i>+ 3</i>

- (a) Includes cooked and canned meats, and meat products.
- (b) Includes smoked, dried and salted fish, and canned or bottled shellfish.
- (c) Includes cooked fish, canned or bottled fish (excluding shellfish), and fish products.
- (d) Includes dried and canned vegetables, and vegetable products.
- (e) Includes dried, canned and bottled fruit.
- (f) Includes tomatoes.
- (g) Includes rolls, fruit bread, sandwiches and milk bread.
- (h) Includes buns, scones, teacakes, muffins and crumpets.
- (i) Invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts and items on which expenditure only was recorded.

TABLE 13
Domestic Food Consumption by All Households, 1959
(oz. per head per week except where otherwise stated)

	1958	1959				Yearly average	Per- centage change 1959 on 1958
	Yearly average	Quarter					
		1	2	3	4		
MILK AND CREAM:							
Liquid—full price (pt.)	3.94	3.93	3.93	3.89	3.93	3.92	— 0
Liquid—welfare and school (pt.) . . .	0.86	0.86	0.88	0.72	0.92	0.84	— 1
<i>Total Liquid Milk (pt.)</i>	<i>4.80</i>	<i>4.79</i>	<i>4.81</i>	<i>4.61</i>	<i>4.84</i>	<i>4.76</i>	<i>— 1</i>
Condensed (eq. pt.) . .	0.16	0.16	0.18	0.19	0.16	0.18	+ 11
Dried and other milk (pt. or eq. pt.) . . .	0.13	0.10	0.12	0.11	0.12	0.11	— 13
Cream (pt.)	0.02	0.02	0.02	0.02	0.02	0.02	+ 19
<i>Total Milk and Cream (pt. or eq. pt.) . . .</i>	<i>5.10</i>	<i>5.07</i>	<i>5.13</i>	<i>4.93</i>	<i>5.14</i>	<i>5.07</i>	<i>— 1</i>
CHEESE:							
Natural	2.60	2.61	2.58	2.44	2.43	2.52	— 3
Processed	0.38	0.36	0.40	0.48	0.37	0.40	+ 7
<i>Total Cheese</i>	<i>2.98</i>	<i>2.97</i>	<i>2.98</i>	<i>2.92</i>	<i>2.80</i>	<i>2.92</i>	<i>— 2</i>
MEAT:							
Beef and veal	9.57	9.42	8.26	7.59	8.92	8.55	— 11
Mutton and lamb . . .	6.04	5.95	6.87	7.61	7.45	6.97	+ 15
Pork	2.13	2.46	1.96	1.56	2.05	2.01	— 6
<i>Total Carcase Meat . .</i>	<i>17.74</i>	<i>17.83</i>	<i>17.09</i>	<i>16.76</i>	<i>18.42</i>	<i>17.53</i>	<i>— 1</i>
Bacon and ham, uncooked	5.16	4.99	5.27	5.28	5.00	5.14	— 0
Other meat (a)	12.27	12.46	12.11	12.61	12.78	12.51	+ 2
<i>Total Meat</i>	<i>35.17</i>	<i>35.28</i>	<i>34.47</i>	<i>34.65</i>	<i>36.20</i>	<i>35.18</i>	<i>+ 0</i>
FISH:							
Fresh	3.06	3.30	3.02	3.07	3.18	3.14	+ 3
Processed and shell (b)	0.84	0.92	0.80	0.73	1.07	0.87	+ 4
Prepared (c)	1.80	1.81	2.15	2.05	1.65	1.92	+ 7
<i>Total Fish</i>	<i>5.70</i>	<i>6.03</i>	<i>5.97</i>	<i>5.85</i>	<i>5.90</i>	<i>5.93</i>	<i>+ 4</i>
EGGS (No.)	4.42	4.57	4.65	4.53	4.43	4.54	+ 3
Eggs purchased (No.) .	4.00	4.16	4.22	4.14	4.15	4.17	+ 4
FATS:							
Butter	6.10	5.92	5.82	5.96	5.27	5.74	— 6
Margarine	3.46	3.52	3.60	3.68	4.14	3.74	+ 8
Lard and compound cooking fat	2.15	2.16	1.88	1.97	2.18	2.04	— 5
Other fats	0.53	0.61	0.43	0.46	0.55	0.51	— 4
<i>Total Fats</i>	<i>12.24</i>	<i>12.21</i>	<i>11.73</i>	<i>12.07</i>	<i>12.14</i>	<i>12.03</i>	<i>— 2</i>

TABLE 13—continued
(oz. per head per week except where otherwise stated)

	1958	1959				Yearly average	Per-centage change 1959 on 1958
	Yearly average	Quarter					
		1	2	3	4		
SUGAR AND PRESERVES:							
Sugar	18.55	18.84	18.18	18.90	18.10	18.50	- 0
Honey, preserves, syrup and treacle	3.49	3.46	3.51	2.89	3.33	3.30	- 5
<i>Total Sugar and Preserves</i>	22.04	22.30	21.69	21.79	21.43	21.80	- 1
VEGETABLES:							
Potatoes, including chips and crisps	55.39	56.61	49.84	53.07	60.65	55.05	- 1
Fresh green	14.73	12.11	15.71	19.71	13.17	15.17	+ 3
Other vegetables (d)	16.97	17.79	14.28	14.91	18.42	16.36	- 4
<i>Total Vegetables</i>	87.09	86.51	79.83	87.69	92.24	86.58	- 1
FRUIT:							
Fresh	19.42	18.72	24.27	29.42	20.72	23.29	+20
Other (e)	6.66	6.17	6.63	6.58	8.08	6.86	+ 3
<i>Total Fruit (f)</i>	26.08	24.89	30.90	36.00	28.80	30.15	+16
CEREALS:							
Brown bread	1.89	1.73	1.69	1.81	1.66	1.72	- 9
White bread	38.43	37.81	38.32	39.93	36.09	38.04	- 1
Wholewheat and wholemeal bread	1.54	1.40	1.65	1.71	1.49	1.56	+ 1
Other bread (g)	5.35	5.87	6.21	5.63	6.16	5.97	+12
<i>Total Bread</i>	47.21	46.81	47.87	49.08	45.40	47.29	+ 0
Flour	7.75	7.70	6.73	5.91	6.63	6.74	-13
Cakes (h)	5.82	6.11	5.70	5.99	6.14	5.99	+ 3
Biscuits	5.58	5.45	5.73	5.67	5.56	5.60	+ 0
Oatmeal & oat products	1.15	1.45	0.82	0.48	1.33	1.02	-11
Breakfast cereals	1.80	1.58	1.78	1.99	1.63	1.74	- 3
Other cereals	3.19	3.25	3.44	3.54	3.40	3.40	+ 7
<i>Total Cereals</i>	72.50	72.35	72.07	72.66	70.09	71.78	- 1
BEVERAGES:							
Tea	2.84	2.83	2.80	2.76	2.79	2.80	- 1
Coffee	0.40	0.44	0.37	0.34	0.42	0.39	- 1
Cocoa	0.20	0.19	0.16	0.11	0.19	0.16	-19
Branded food drinks	0.20	0.23	0.18	0.12	0.24	0.19	- 4
<i>Total Beverages</i>	3.64	3.69	3.51	3.33	3.64	3.54	- 3

- (a) Includes cooked and canned meats, and meat products.
- (b) Includes smoked, dried and salted fish, and canned or bottled shellfish.
- (c) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish) and fish products.
- (d) Includes dried and canned vegetables, and vegetable products.
- (e) Includes dried, canned or bottled fruit.
- (f) Includes tomatoes.
- (g) Includes rolls, fruit bread, sandwiches and milk bread.
- (h) Includes buns, scones, teacakes, muffins and crumpets.

TABLE 14
 Energy Value and Nutrient Content of Domestic Food Consumption
 All Households 1955-59

	1955	1956	1957	1958	1959
INTAKE PER PERSON PER DAY:					
Energy value (Cal.)	2,641	2,624	2,587	2,595	2,578
Total protein (g.)	77	76	75	75	74
Animal protein (g.)	42	43	43	43	43
Fat (g.)	107	108	110	111	110
Carbohydrate (g.)	342	337	325	325	324
Calcium (mg.)	1,044	1,029	1,028	1,036	1,030
Iron (mg.)	13·5	13·3	14·1	14·2	13·9
Vitamin A (i.u.)	4,199	4,310	4,289	4,349	4,282
Thiamine (mg.)	1·24	1·21	1·29	1·25	1·27
Riboflavin (mg.)	1·65	1·65	1·66	1·64	1·65
Nicotinic acid (mg.)	13·1	13·0	13·8	13·6	13·8
Vitamin C (mg.)	51	50	52	49	52
Vitamin D (i.u.)	144	150	145	133	145
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (a):					
Energy value	105	105	103	104	103
Total protein	103	102	100	100	99
Calcium	108	107	106	107	106
Iron	109	108	113	115	113
Vitamin A	176	182	180	184	181
Thiamine	124	122	129	126	128
Riboflavin	108	109	109	108	109
Nicotinic acid	131	132	138	137	139
Vitamin C (a)	231	226	234	222	235
PERCENTAGE OF ENERGY VALUE DERIVED FROM:					
Protein	11·6	11·5	11·6	11·5	11·5
Fat	36·6	37·1	38·1	38·3	38·3
Carbohydrate	51·7	51·4	50·3	50·2	50·3
Animal protein as percentage of total protein	54·5	56·3	57·6	58·1	58·8

(a) Use of the Vitamin C allowances recommended by the National Research Council of the U.S.A., which are over three times those of the British Medical Association, would give much lower figures here and in Tables 21, 30, 38, 43 and 46.

TABLE 15
Indices of Price of Energy and of Nutrients
(All foods = 100)

	Energy value	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Nicotinic acid	Vitamin C	Vitamin D
I. Food groups										
Milk, cream and cheese	104	56	22	345	86	102	31	348	150	170
Fats	46	a	a	a	25	a	a	a	a	16
Sugar and preserves	30	a	a	a	a	a	a	a	a	a
Meat	184	108	a	101	126	122	143	74	a	a
Fish	(427)	100	a	194	a	a	222	121	a	16
Eggs	246	89	250	71	64	147	56	a	a	36
Vegetables	146	115	177	59	54	48	90	57	20	a
Fruit	416	a	a	213	137	236	392	287	24	a
Cereals	46	48	53	42	a	42	178	46	a	a
Beverages	a	a	a	a	a	a	73	a	a	a
II. Individual foods										
Liquid milk, full price	111	60	24	356	104	90	30	352	134	376
Cheese	117	55	24	442	62	b	63	b	b	180
Butter	65	b	b	b	27	b	b	b	b	46
Margarine	32	b	b	b	13	b	b	b	b	4
Carcass meat	194	99	b	100	b	172	164	67	b	b
Bacon and ham	150	158	b	279	b	64	330	126	b	b
Offals (including liver)	(356)	84	b	25	5	78	16	23	91	148
Sausages	119	112	b	143	b	88	247	96	b	b
Poultry	(643)	121	b	114	b	b	b	51	b	b
Fat fish, fresh, and processed	(214)	62	b	b	163	b	55	52	b	3
Green vegetables	(590)	180	100	72	55	94	127	182	15	b
Potatoes	79	92	277	47	b	30	57	31	13	b
Carrots	(382)	b	b	b	2	b	b	b	35	b
Citrus fruit	(614)	b	b	b	b	77	b	b	7	b
Apples and pears	(358)	b	b	201	b	253	b	219	71	b
Soft fruit	(822)	b	b	b	b	b	b	b	9	b
Bananas	(370)	b	b	b	b	b	b	b	57	b
Tomatoes	(1660)	b	b	348	39	222	b	343	19	b
Flour	23	24	22	23	b	18	155	22	b	b
White bread	29	27	29	26	b	21	169	26	b	b
Other bread	47	41	50	32	b	32	145	29	b	b
Cakes and pastries	90	152	198	125	244	177	180	344	b	142
Tea	b	b	b	b	b	b	59	b	b	b
III. Convenience foods										
All other foods	139	132	235	98	227	191	258	155	287	70
	94	95	89	100	89	91	88	93	88	111

(a) Indicates that the food group contributed less than 2 per cent of the total intake of the nutrient concerned. For energy value, such indices have been given in parenthesis, except for beverages.

(b) Indicates that the food contributed less than 0.5 per cent of the total intake of the nutrient concerned. For energy value, such indices have been given in parenthesis, except for tea. For most of these items, it was not possible to calculate a satisfactory index number since they contained only a trace or none of the nutrient concerned.

IV

Household Diets of Social Classes

Classification

46. The definition of social class used in the National Food Survey is based on the gross weekly income of the head of the household, as stated by the housewife, or, if necessary, imputed from occupation or other information. There are four broad income groups, the lowest of which (Class D) is divided into three sub-groups, viz. households solely or mainly dependent on old age pensions⁽¹⁾ (abbreviated as O.A.P.), those containing one or more earners (Class D1), and those containing no earner (Class D2). Where the gross weekly income of the head of the household falls within the income limit for Class D and the household contains one or more earners, social class has, since 1956, been determined by the income of the principal earner, although that person is not necessarily the head of the household.

47. An annual adjustment of the income limits was found necessary for each year from 1955-58 as a result of the general rise in money incomes. In 1958, the proportions aimed at were Class A1 2½ per cent, Class A2 7½ per cent, Classes B and C 35 per cent each, and Class D 20 per cent. The increase in earnings during that year was less than had been anticipated, however, and the sample proportions of households in Classes A2 and B proved to be slightly below the target percentages⁽²⁾. Accordingly, no adjustment was made in 1959 of the income limits for the head of the household or, in Class D, the principal earner. These continued as for 1958, namely, Class A1 £32 or more; Class A2 £19 and under £32; Class B £11 10s. and under £19; Class C £7 10s. and under £11 10s.; and Class D under £7 10s. The rise in earnings continued during 1959, with the following result:

	<i>Class</i>					
	A1	A2	B	C	D	All
	<i>Percentage of households</i>					
1958	2·5	6·6	34·3	38·2	18·4	100·0
1959	3·2	8·4	34·9	35·5	18·0	100·0

48. Table 16, and Table 4 of Appendix A, give details of the class composition of the sample. Classes A1, A2, B and C contained almost the same number of adults per household (2·14 to 2·18). Adolescents were most numerous in Class A1 (0·34 per household) and children under 15 in Class B (1·10). The small sample representing Class D2 happened to contain an unusually high proportion of children—0·42 per household, compared with 0·27 in 1958. Class D1 contained rather more adolescents and children than in previous years. The average number of adults in pensioner households remained at 1·45. The proportion of adult males of working age (21-65) who were classified as sedentary ranged from 75 per cent in Class A1 to 25 per cent in Class C; in 1958 the corresponding range was from 84 to 26 per cent. The proportion of men of working age in Class A1 engaged in active or very

⁽¹⁾Including non-contributory and contributory retirement pensions, and pensions of widows over 60 years of age.

⁽²⁾*Domestic Food Consumption and Expenditure: 1958*, paragraph 88. H.M.S.O., 1960.

active occupations rose from 9 per cent in 1957 to 12 per cent in 1958, and to 17 per cent in 1959. Class C continued, as in 1958, to contain the greatest proportion of non-sedentary men; of the male adults of working age in this group, about a half were classified as moderately active and a quarter as active or very active.

Expenditure and Consumption

49. Table 16 also gives the average domestic food expenditure per person and per household for each class and the percentage changes in food expenditure per person compared with the previous year and with 1956, the first year for which the present basis of classification is available. All classes spent more on food in 1959 than in the preceding year, Class D1 again spending least at 26s. 5d. per person per week and Class A1 most at 37s. 8d. The average rise in food expenditure compared with 1958 was 3.2 per cent, but larger increases were recorded by the pensioner households (+6.2 per cent) and Class A1 (+4.8 per cent). The smallest increases (about 1 per cent) were for Classes A2 and D2. Since 1956 average food expenditure has risen by 7 per cent and the rise in expenditure in the five earning classes over this period is of the same order (6 to 11 per cent). The food expenditure of old age pensioner households, however, has risen by nearly 14 per cent. In 1956 food expenditure by this group averaged 24s. 9d. per person per week, 2s. 6d. below the national average. In 1959, their food expenditure averaged 28s. 2d. per person per week, the same as for Class C, and only 1s. 1d. below the national average. The increase followed the rise in the basic pension rate in January, 1958 of 10s. for a single person and 15s. for a married couple, though there was a delay of some months before pensioners adjusted their buying behaviour to their increased real incomes.

50. Food expenditure in Class D2, at 27s. 1d. per person per week, was less than 1 per cent higher than in 1958, and lower than in 1956. Since decontrol, food expenditure in this group has fallen well below the national average. Class D2 households contain a high proportion of retired persons living on fixed incomes, whose relative position must necessarily worsen in a period of rising costs and earnings. The group also includes some unemployed families with children.

51. Since decontrol, the proportion of income spent on food has tended to decline, as the following table illustrates:

Percentage of declared net family income spent on food for consumption at home

	Class							All households
	A1	A2	B	C	D1	D2	O.A.P.	
1956	20	26	34	36	47	50	57	34
1959	18	24	32	36	48	47	51	32

The decrease, which was to be expected in a period of rising real incomes, did not extend to Classes C and D1 and was greatest in old age pensioner households, following the 1958 increase in pension rates.

52. Table 18 shows the expenditure, value of free food and total value of food obtained for household consumption by each class. The value of free food rose from 2s. 3d. to 3s. 1d. per person per week in Class A1 households, this average being affected by the proportion of households in the farming community. For

TABLE 16
Domestic Food Expenditure and Social Class Distribution of Households, 1959

	Class										All house- holds
	A			C	D			O.A.P.	All house- holds		
	A ₁	A ₂	All		Excluding O.A.P.		O.A.P.				
					with earners (D ₁)	without earners (D ₂)					
No. of households	297	780	1,077	3,310	600	248	831	9,326			
No. of persons	985	2,712	3,697	11,089	1,611	495	1,218	29,585			
Average size of household	3.32	3.48	3.43	3.35	2.68	2.00	1.47	3.17			
Average no. of:											
adults	2.14	2.17	2.16	2.18	1.79	1.53	1.45	2.07			
adolescents	0.34	0.29	0.31	0.27	0.28	0.04	...	0.24			
children under 15	0.83	1.02	0.97	0.89	0.62	0.42	0.01	0.87			
Percentage of adult males under 65 classified as:											
sedentary	75	66	68	25	81	100	100	40			
moderately active	8	19	16	51	7	—	—	41			
active or very active	17	15	16	24	11	—	—	19			
Food expenditure per week:											
per person	s. d. 37 8	s. d. 31 8	s. d. 33 3	s. d. 28 2	s. d. 26 5	s. d. 27 1	s. d. 28 2	s. d. 29 3			
per household	125 0	110 1	114 1	94 5	70 11	54 2	41 5	92 10			
Percentage change in food expendi- ture per person compared with:											
1958	+ 4.8	+ 1.0	+ 2.3	+ 2.3	+ 3.5	+ 0.9	+ 6.2	+ 3.2			
1956	+ 10.9	+ 7.1	+ 8.8	+ 6.6	+ 6.0	- 2.7	+ 13.6	+ 7.3			

Class A2, free supplies were valued at 1s. 5d., less than half the A1 level. In other groups, the value of free supplies was between 8d. and 1s. 0d., much the same as in 1958; the lowest average occurred in Class D1.

53. A food price index has been calculated for each class by costing the national average purchases per head of food at the prices paid by that class and expressing the resulting total as a percentage of the average domestic food expenditure per head for the whole sample. The index therefore takes no account of the actual pattern of purchases in particular classes, but only of differences in prices paid for the same commodities, presumably because of differences in quality, packaging or service. The greatest price ranges were those for beverages other than tea, fresh fish, carcase meat, cheese, cakes and biscuits, vegetables other than potatoes and fresh greens; in each case the highest prices were paid by Class A1 and the lowest either by old age pensioner households or Class D2. For bread, flour, potatoes and margarine class differences were very small. Taking all foods together, Class A1 paid nearly 7 per cent more than the average for all households, and the three sections of Class D a little more than 2 per cent less. Old age pensioner households bought the cheaper varieties of meat, fish and fresh fruit and paid less for some cereal foods and beverages, but otherwise paid prices near to the national average, even for tea, in spite of their relatively high consumption.

54. The "price of energy" index, obtained by dividing the money value of the food obtained for consumption by its energy value, ranged from 25 per cent above the national average in Class A1 to 8 per cent below in Class D1; in 1958 the corresponding range was from +27 to -6 per cent.

55. Details of class differences in expenditure and consumption for the main foods are given in Tables 19 and 20, which may be compared with Tables 21 and 22 in the Annual Report for 1958. For most foods, both expenditure and consumption were greatest in Class A1 and least in one of the sub-groups of Class D, most frequently D1. The latter group recorded the greatest average consumption of bread, potatoes and margarine, which are relatively cheap sources of energy. The diets of Class D2 (without earners) and of old age pensioner households showed an increasing mutual resemblance. These two non-earning groups recorded the smallest domestic consumption of potatoes and of breakfast cereals, but had the greatest average consumption of tea and oat products. The pensioner households had a strong preference for mutton and lamb and for butter, and bought more flour than any other class. In the earning classes, the average consumption of most main foods fell with decreasing income, fresh and other fruit showing the most marked gradation. For certain foods, notably potatoes, white bread, oatmeal, canned and cooked fish and margarine, consumption increased in the lower income groups. Some foods exhibited either a maximum or a minimum at an intermediate income grade; in such cases the income elasticity may not be uniform, even in sign, over the range of income considered. *Ceteris paribus*, the more desirable food-stuffs will usually show a positive income-elasticity of demand, indicating that consumption increases with rising income, but for the less attractive foods, demand falls with rising income, making the commodity an "inferior good", and the income-elasticity negative.

56. Compared with 1958, the most important changes were increases of 13 to 33 per cent in the consumption of fresh fruit by all classes, and a general recovery in margarine consumption after butter supplies diminished. Exceptionally, pensioner

households maintained their butter consumption in face of the rise in price. Most classes increased their purchases of bread and reduced those of flour. Milk consumption declined slightly except in Class D. Increases in welfare and school milk maintained the total liquid milk consumption of Classes D1 and D2. Pensioner households increased their consumption of most foods, including butter and cheese (in contrast to other classes), mutton and lamb, eggs, fresh green vegetables, fresh fruit, margarine and bacon. Class D2 households fared less well than in 1958, considerably reducing their consumption of flour, fish, bacon, cheese, fresh green vegetables, butter and cooking fats.

57. Since 1955, the consumption of poultry has risen rapidly in all classes, except pensioner households. In Classes C, D1 and D2 the rise was from 0.4 oz. to about 1 oz. per person per week, in Class B from 1.1 oz. to 1.3 oz., in Class A2 from 1.0 oz. to nearly 1.7 oz. and in Class A1 from 1.6 oz. to as much as 4.7 oz. Poultry was still clearly a luxury in the sense that its income-elasticity of demand remained above unity. Consumption by pensioner households was relatively high in 1955 at 0.8 oz. per person per week; in 1959 the level was the same in absolute terms, but other groups had moved ahead.

58. Pensioner households increased their average consumption of most other foods between 1955 and 1959. It should be mentioned, however, that nearly half the Survey's pensioner households consist of one woman living alone. There is evidence that when participating in a budgetary survey such women may modify their food purchasing habits by somewhat increasing their larder stocks of a number of storable foods (see paragraphs 62-3). To the extent that this tendency was operative, consumption by the group in question would be over-estimated, though the effect on the whole O.A.P. group would be much less. Comparison of Survey results before and after June, 1951, when the recording of larder stock changes was discontinued, reveals no evidence that this source of bias extends to other groups (see Table 17). The national averages are consistent with estimates of supplies of food moving into consumption and the results obtained from the Survey have in general been improved by the change in technique. The former technique, which involved the weighing and recording of larder stocks both at the beginning and at the end of the Survey week caused some distortion of the normal pattern of consumption

TABLE 17
*Energy Value of the Diets of Households of Different Social Class:
Comparison of estimates obtained prior to June, 1951, when the recording of
changes in larder stocks was discontinued, with those obtained in 1953
(Calories per head per day)*

	1951 January/February and April/May	1953 January-June
Class A	2,500	2,340
Class B	2,510	2,440
Class C	2,500	2,520
Class D (excluding O.A.P. households) .	2,370	2,480
O.A.P. households	2,190	2,480
Single female O.A.P. households . . .	2,140	2,640
<i>All households</i>	2,470	2,480

(but not its total volume) and an under-estimation of normal food expenditure. In drawing the housewife's attention to stocks which she had forgotten, it provided an inducement for her to consume some of those stocks instead of food which she would otherwise have purchased during the week, especially as the weighing and recording of the stocks took up time which might have been spent in shopping; moreover, there may have been a tendency to postpone shopping until after the final weighing in order to save trouble. These effects were most pronounced in the highest social classes. A differential class effect was also observed in the response rate; the weighing of larger stocks made housewives more reluctant to co-operate in the Survey, and this reluctance was greatest in the higher income groups.

Energy Value and Nutrient Content

59. Table 2I shows the energy value and nutrient content of household diets according to class. For most nutrients other than carbohydrate, there were downward gradients from Classes A1 to D1 which were most marked for animal protein, vitamins A and C, and riboflavin; these gradients did not extend to the two non-earning groups consisting mainly of elderly adults – Class D2 and the pensioner households. Nevertheless, the nutrient contents of the diets of all groups other than Class A1 were generally similar. For all nutrients, the averages for Classes B and C were within 5 per cent, and those for Class A2 within 10 per cent of the national level. The only departures exceeding 10 per cent were for vitamins A and C in sub-groups of Class D, and for all nutrients (except carbohydrate and vitamin D) in Class A1 households, which recorded greater consumption of most main foods other than bread and potatoes. The variations between classes in the intake of nutrients were much narrower than differences in the consumption of most foods, a greater consumption of some foods compensating for a smaller consumption of others.

60. Table 2I also shows the adequacy of the diets, assessed by reference to the allowances recommended by the British Medical Association. By this criterion, the diets of all groups were found to be satisfactory. There were, however, downward gradients from Classes A1 to D1 in the percentages, parallel to those in intake. In comparison with 1958, all groups shared in the higher intakes of vitamins C and D as a result of increased consumption of fresh fruit, canned fish and margarine. Other changes in the estimates for intake and adequacy were small.

61. Table 2I also shows the contributions to the energy value of the diet of protein, fat and carbohydrate, and the proportion of protein obtained from animal sources. Compared with 1958, there were no important changes in these estimates, but Classes B and C and the pensioner households showed further small increases in the proportion of protein obtained from animal sources.

62. In the Annual Report for 1958⁽¹⁾ it was pointed out that there was some indication that elderly women living alone recorded abnormally high purchases of certain foods. This question has been considered under the aegis of the Committee on Medical and Nutritional Aspects of Food Policy, of which the chairman is the Chief Medical Officer of the Ministry of Health⁽²⁾, since the quantities of foods obtained by this group of households appeared to be greatly in excess of their

⁽¹⁾See *Domestic Food Consumption and Expenditure: 1958*, paragraph 99. H.M.S.O., 1960.

⁽²⁾*Annual Report of Chief Medical Officer of Health, 1959*. Ministry of Health. H.M.S.O., 1960.

physiological needs⁽¹⁾. In 1957, for instance, the energy value of the foods obtained for consumption was 2,658 Cal.⁽¹⁾ and calorie levels of this order have been shown in other analyses of Survey data for this particular group, both before⁽²⁾ and since.

63. Studies have been carried out on some small groups of elderly women living alone to measure energy expenditure and individual dietary intake. The average energy expenditure of a group of 17 women in Paisley was about 1,900 Cal. per head per day⁽³⁾ and the energy value of their dietary intake, measured over seven consecutive days, was in accord with this finding. In the assessment of the adequacy of diets in the National Food Survey, an energy requirement of 2,000 Cal. has been used for women over 60 years of age⁽⁴⁾. A second study was carried out by the Social Survey of the Central Office of Information⁽⁵⁾ on 23 elderly women living alone. This included a special examination of the purchases and consumption of certain storable foods – eggs, sugar, butter, margarine, other fats, potatoes and flour. The results indicated that the women purchased more than they consumed of all these foods except eggs, the excess being greatest for flour; thus an abnormal increase in larder stocks occurred during the week of survey. Since details of larder stock changes are not recorded by the current Survey technique, the logical outcome would be some over-estimation of the consumption of this sub-group, especially for the storable foods mentioned above. Most of these are comparatively cheap sources of energy, however, so that the recorded food expenditure would not be correspondingly exaggerated.

64. The apparent over-consumption by this sub-group of the population, which comprises only about 1 per cent of the total persons in the sample, could not affect the averages for the whole sample in any important way.

65. Table 22 shows indices for the price of energy and of nutrients for households of different social class. These indices have been obtained by dividing the total money value of the foods obtained for consumption by their total energy and nutrient content and expressing the results as percentages of the corresponding values for all households. The table shows that in the groups containing earners (Classes A1 to D1) there were downward gradients with income in the unit costs of all nutrients except vitamin C. These general trends resembled those for the price indices for all foods which are given in Table 18. The unit costs of vitamin C were higher in Classes C and D2 and the pensioner households than in Classes A and B, because the former groups consumed less of the cheapest sources of vitamin C, citrus and soft fruit (Table 15) and obtained a greater proportion from potatoes, which are a cheap filler food but a less economical source of vitamin C.

66. The indices of the prices of animal protein, riboflavin and vitamins A and C in Classes A1 to D1 encompass a comparatively narrow range, because intakes of these nutrients diminish with income at nearly the same rate as total food expenditure. The main sources of these nutrients – milk, eggs, meat, fruit and green vegetables – have significant positive income-elasticities of demand. The indices of the prices of total protein, carbohydrate, iron, thiamine, nicotinic acid and vitamin D show a much wider range, since intakes of these nutrients do not fall as sharply

⁽¹⁾*Domestic Food Consumption and Expenditure: 1957*, Table 22. H.M.S.O., 1959.

⁽²⁾A. H. J. Baines and Dorothy F. Hollingsworth (1955) *Proc. Nutr. Soc.* **14**, 77.

⁽³⁾J. V. G. A. Durnin, Elaine C. Blake, J. M. Brockway, Elizabeth Anne Drury; *Brit. J. Nutrit.* (in the press).

⁽⁴⁾*Domestic Food Consumption and Expenditure: 1957*, Appendix B. H.M.S.O., 1959.

⁽⁵⁾P. G. Gray and Elizabeth Parr. *Food Consumption of Elderly Women Living Alone*, Central Office of Information (*unpublished*).

from Class A1 to Class D1 as total food expenditure. These nutrients are derived in large amounts from the cheap filler foods, bread and potatoes, and also from sugar, preserves and margarine, all of which have low or negative income-elasticities. The indices of the price of calcium and of fat extend over an intermediate range, because they are subject to two conflicting influences. Calcium is derived from two main dietary sources: from milk and cheese, which have a fairly high income-elasticity of demand, and from flour, bread, cakes and biscuits (all of which are fortified with *creta praeparata*) with low or negative elasticities. Dietary fat is obtained from visible fats which, as a group, have a low income-elasticity, and from the invisible fats in dairy produce, eggs and meat, for which the values are higher.

TABLE 18
Total Domestic Food Expenditure, Value of Consumption and Price Indices
by Social Class, 1959

	Class									All house- holds
	A			B	C	D			O.A.P.	
	A1	A2	All			Excluding O.A.P.				
				with earners (D1)	without earners (D2)					
Expenditure	s. d. 37 8	s. d. 31 8	s. d. 33 3	s. d. 29 8	s. d. 28 2	s. d. 26 5	s. d. 27 1	s. d. 28 2	s. d. 29 3	
Value of free food	3 1	1 5	1 10	10	1 0	8	11	10	1 0	
Value of consumption	40 8	33 1	35 1	30 6	29 2	27 1	28 0	28 11	30 3	
	PRICE INDICES									
MILK, CREAM AND CHEESE:										
Liquid milk	104	102	102	100	99	100	99	100	100	
Natural cheese	112	103	105	100	98	99	98	97	100	
Other	107	102	104	100	98	98	94	100	100	
MEAT:										
Carcass	111	104	106	101	99	94	92	93	100	
Bacon	105	99	101	101	100	99	97	94	100	
Other	108	103	104	101	99	98	98	96	100	
FISH:										
Fresh	118	104	109	101	98	97	97	97	100	
Other	106	106	106	102	98	99	90	96	100	
EGGS	103	99	100	100	100	101	99	103	100	
FATS:										
Butter	106	101	103	99	99	100	103	102	100	
Margarine	102	101	101	101	99	97	101	101	100	
Other	108	103	104	100	99	96	103	102	100	
SUGAR	109	101	104	99	100	99	101	100	100	
PRESERVES.	109	104	105	102	97	99	98	100	100	

TABLE 18—continued

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
VEGETABLES:									
Potatoes	98	103	102	102	99	95	98	98	100
Fresh green	107	104	105	100	99	98	98	97	100
Other	112	105	107	102	97	96	96	97	100
FRUIT:									
Fresh	104	103	104	100	99	99	94	94	100
Other	101	101	101	100	100	101	98	102	100
CEREALS:									
Bread	101	99	99	100	100	100	102	100	100
Flour	99	101	101	100	100	100	102	102	100
Cakes and biscuits	111	104	105	100	99	99	99	97	100
Other	106	102	103	101	100	94	101	93	100
BEVERAGES:									
Tea	108	104	105	101	98	95	99	100	100
Other	128	113	117	102	92	94	95	88	100
MISCELLANEOUS (a) .	109	103	105	99	99	95	101	101	100
ALL FOODS (a) .									
1958	107.6	103.9	105.0	100.5	99.0	94.9	97.3	97.3	100.0
1959	106.9	102.6	103.9	100.4	98.9	97.7	97.7	97.4	100.0
PRICE OF ENERGY INDEX									
1958	127.3	113.1	116.9	101.0	96.0	94.0	96.9	95.6	100.0
1959	125.3	108.9	113.4	101.2	95.7	91.8	96.4	95.2	100.0

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

TABLE 19
Domestic Food Expenditure by Social Class, 1959
(pence per head per week)

	Class								All house- holds
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
MILK AND CREAM:									
Liquid - full price	36.48	33.72	34.53	29.65	27.69	28.96	34.90	38.08	29.93
Liquid - welfare	1.77	2.97	2.65	3.23	2.70	1.75	1.12	—	2.71
<i>All Liquid Milk</i>	<i>38.25</i>	<i>36.69</i>	<i>37.18</i>	<i>32.88</i>	<i>30.39</i>	<i>30.71</i>	<i>36.02</i>	<i>38.08</i>	<i>32.64</i>
Condensed	1.13	1.61	1.46	1.59	1.54	1.46	0.93	1.74	1.53
Dried and other	0.40	0.82	0.72	0.66	0.91	0.53	0.77	0.02	0.73
Cream	4.55	1.93	2.62	1.19	0.84	0.69	0.87	0.33	1.17
<i>Total Milk and Cream</i>	<i>44.33</i>	<i>41.05</i>	<i>41.98</i>	<i>36.32</i>	<i>33.68</i>	<i>33.39</i>	<i>38.59</i>	<i>40.17</i>	<i>36.07</i>
CHEESE:									
Natural	8.56	7.56	7.82	6.55	6.35	5.94	5.58	7.65	6.64
Processed	1.49	1.44	1.46	1.46	1.43	1.08	1.53	1.39	1.42
<i>Total Cheese</i>	<i>10.05</i>	<i>9.00</i>	<i>9.28</i>	<i>8.01</i>	<i>7.78</i>	<i>7.02</i>	<i>7.11</i>	<i>9.04</i>	<i>8.06</i>
MEAT:									
Beef and veal	39.55	28.02	31.05	25.66	25.41	23.37	21.81	22.93	25.94
Mutton and lamb	24.30	18.18	19.75	16.80	15.80	14.07	16.87	21.87	16.85
Pork	8.73	7.23	7.75	6.41	5.47	2.83	4.33	4.74	5.93
<i>All Carcase Meat</i>	<i>72.58</i>	<i>53.43</i>	<i>58.55</i>	<i>48.87</i>	<i>46.68</i>	<i>40.27</i>	<i>43.01</i>	<i>49.54</i>	<i>48.72</i>
Bacon and ham, uncooked	20.96	17.81	18.68	15.16	14.84	14.12	12.74	15.48	15.41
Other meat (a)	45.15	33.00	36.33	33.56	32.52	29.14	27.58	24.73	32.81
<i>Total Meat</i>	<i>138.69</i>	<i>104.24</i>	<i>113.56</i>	<i>97.59</i>	<i>94.04</i>	<i>83.53</i>	<i>83.33</i>	<i>89.75</i>	<i>96.94</i>
FISH:									
Fresh	10.97	7.43	8.39	6.55	5.80	6.08	7.16	8.81	6.58
Processed and shell (b)	3.15	2.52	2.66	1.88	1.72	1.90	1.57	1.88	1.93
Prepared (c)	5.23	6.11	5.88	7.56	7.18	7.50	4.61	5.24	7.05
<i>Total Fish</i>	<i>19.35</i>	<i>16.06</i>	<i>16.93</i>	<i>15.99</i>	<i>14.70</i>	<i>15.48</i>	<i>13.34</i>	<i>15.93</i>	<i>15.56</i>
EGGS	19.00	16.80	17.42	16.51	15.78	14.64	15.53	15.46	16.20
FATS:									
Butter	20.60	18.38	19.00	15.96	14.78	13.76	16.34	18.76	15.92
Margarine	4.58	4.39	4.42	4.93	5.65	5.68	5.08	4.73	5.16
Lard and compound cooking fat	2.51	2.55	2.53	2.65	2.50	1.96	2.03	2.38	2.52
Other fats	2.08	0.89	1.18	0.65	0.69	0.59	0.43	0.58	0.71
<i>Total Fats</i>	<i>29.77</i>	<i>26.21</i>	<i>27.13</i>	<i>24.19</i>	<i>23.62</i>	<i>21.99</i>	<i>23.88</i>	<i>26.45</i>	<i>24.31</i>

TABLE 19—continued
(pence per head per week)

	Class								All house- holds
	A			B	C	D			
	A ₁	A ₂	All			Excluding O.A.P.	O.A.P.		
							with earners (D ₁)	without earners (D ₂)	
SUGAR AND PRESERVES:									
Sugar	11.55	9.41	9.98	9.21	9.56	10.04	8.98	10.33	9.52
Honey, preserves, syrup and treacle	4.46	3.86	4.02	3.69	3.46	3.45	4.73	4.80	3.70
Total Sugar and Preserves	16.01	13.27	14.00	12.90	13.02	13.49	13.71	15.13	13.22
VEGETABLES:									
Potatoes (including chips and crisps)	9.89	12.37	11.78	14.70	14.27	15.48	11.47	10.97	14.03
Fresh green	12.96	9.74	10.59	8.32	6.36	5.84	6.87	6.40	7.63
Other (d)	12.31	10.97	11.33	11.09	10.39	9.39	8.67	8.10	10.61
Total Vegetables	35.16	33.08	33.70	34.11	31.02	30.71	27.01	25.47	32.27
FRUIT:									
Fresh	35.33	25.39	28.00	20.08	16.55	15.17	16.93	14.49	19.19
Other (e)	14.79	12.22	12.95	9.92	8.45	6.13	6.31	5.65	9.32
Total Fruit (f)	50.12	37.61	40.95	30.00	25.00	21.30	23.24	20.14	28.51
CEREALS:									
Brown bread	1.18	1.16	1.15	0.69	0.72	0.80	1.06	1.22	0.79
White bread	11.27	12.57	12.22	15.55	17.50	18.65	15.99	15.22	16.01
Wholewheat and wholemeal bread	1.61	1.12	1.27	0.86	0.74	0.92	1.31	1.47	0.91
Other bread (g)	4.92	4.36	4.50	4.25	4.34	4.48	4.54	4.56	4.35
Total Bread	18.98	19.21	19.14	21.35	23.30	24.85	22.90	22.47	22.06
Flour	2.71	3.08	2.99	3.01	3.15	2.49	3.02	4.26	3.08
Cakes (h)	9.90	10.60	10.37	11.16	11.30	9.87	9.84	9.55	10.97
Biscuits	11.14	10.98	11.05	10.24	9.23	8.33	10.11	8.78	9.81
Oatmeal and oat products	1.12	0.86	0.92	0.93	0.92	1.13	1.53	1.27	0.96
Breakfast cereals	3.53	3.77	3.72	3.16	2.65	2.17	1.91	1.48	2.90
Other cereals	5.89	5.33	5.48	4.51	3.83	3.45	3.93	3.10	4.26
Total Cereals	53.27	53.83	53.67	54.36	54.38	52.29	53.24	50.91	54.04
BEVERAGES:									
Tea	14.63	12.38	12.98	13.08	13.67	13.84	14.76	17.73	13.54
Coffee	8.49	4.65	5.70	2.99	2.42	1.98	2.71	2.73	3.06
Cocoa	0.74	0.63	0.66	0.52	0.42	0.58	0.36	0.40	0.50
Branded food drinks	0.59	0.58	0.58	0.88	0.76	0.74	1.46	1.29	0.82
Total Beverages	24.45	18.24	19.92	17.47	17.27	17.14	19.29	22.15	17.92
MISCELLANEOUS	11.60	10.14	10.50	8.59	7.87	6.48	6.54	7.18	8.37
Total Expenditure	451.80 (378.8d.)	379.60 (318.8d.)	399.02 (338.3d.)	356.07 (298.8d.)	338.17 (288.2d.)	317.44 (268.5d.)	324.82 (278.1d.)	337.79 (288.2d.)	351.49 (298.3d.)

(a) Includes cooked and canned meats, and meat products. (b) Includes smoked, dried and salted fish, and canned or bottled shellfish. (c) Includes cooked fish, canned and bottled fish, (excluding canned or bottled shellfish) and fish products. (d) Includes dried and canned vegetables and vegetable products. (e) Includes dried, canned and bottled fruit. (f) Includes tomatoes. (g) Includes rolls, fruit bread, sandwiches and milk bread. (h) Includes buns.

TABLE 20
Domestic Food Consumption by Social Class, 1959
(oz. per head per week except where otherwise stated)

	Class								All house- holds
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.	O.A.P.		
				with earners (D1)	without earners (D2)				
MILK AND CREAM:									
Liquid - full price (pt.)	5·31	4·58	4·77	3·82	3·66	3·70	4·37	4·80	3·92
Liquid - welfare and school (pt.)	0·63	0·90	0·82	0·98	0·83	0·66	0·60	0·01	0·84
<i>All Liquid Milk (pt.)</i>	<i>5·94</i>	<i>5·47</i>	<i>5·59</i>	<i>4·80</i>	<i>4·48</i>	<i>4·36</i>	<i>4·96</i>	<i>4·81</i>	<i>4·76</i>
Condensed (eq. pt.)	0·13	0·18	0·17	0·18	0·18	0·17	0·10	0·20	0·18
Dried and other (pt. or eq. pt.)	0·03	0·10	0·08	0·10	0·15	0·09	0·13	...	0·11
Cream (pt.)	0·06	0·03	0·04	0·02	0·01	0·01	0·02	0·01	0·02
<i>Total Milk and Cream (pt. or eq. pt.)</i>	<i>6·16</i>	<i>5·78</i>	<i>5·87</i>	<i>5·10</i>	<i>4·83</i>	<i>4·63</i>	<i>5·21</i>	<i>5·01</i>	<i>5·07</i>
CHEESE:									
Natural	2·98	2·79	2·84	2·48	2·44	2·27	2·17	3·00	2·52
Processed	0·43	0·40	0·40	0·41	0·41	0·31	0·45	0·38	0·40
<i>Total Cheese</i>	<i>3·41</i>	<i>3·19</i>	<i>3·24</i>	<i>2·89</i>	<i>2·85</i>	<i>2·58</i>	<i>2·62</i>	<i>3·38</i>	<i>2·92</i>
MEAT:									
Beef and veal	11·67	8·86	9·60	8·41	8·48	8·07	7·70	8·13	8·55
Mutton and lamb	8·82	7·08	7·53	6·88	6·66	6·28	7·54	9·66	6·97
Pork	2·82	2·40	2·55	2·15	1·86	1·05	1·53	1·74	2·01
<i>All Carcase Meat</i>	<i>23·31</i>	<i>18·34</i>	<i>19·68</i>	<i>17·44</i>	<i>17·00</i>	<i>15·40</i>	<i>16·77</i>	<i>19·53</i>	<i>17·53</i>
Bacon and ham, uncooked	6·75	6·01	6·20	5·02	4·94	4·79	4·38	5·48	5·14
Other meat (a)	15·87	12·15	13·13	12·52	12·66	11·88	11·01	9·91	12·51
<i>Total Meat</i>	<i>45·93</i>	<i>36·50</i>	<i>39·01</i>	<i>34·98</i>	<i>34·60</i>	<i>32·07</i>	<i>32·16</i>	<i>34·92</i>	<i>35·18</i>
FISH:									
Fresh	4·43	3·43	3·70	3·09	2·85	3·14	3·47	4·46	3·14
Processed and shell (b)	1·15	1·05	1·07	0·81	0·87	0·95	0·81	1·06	0·87
Prepared (c)	1·27	1·50	1·44	2·02	2·00	2·13	1·40	1·51	1·92
<i>Total Fish</i>	<i>6·85</i>	<i>5·98</i>	<i>6·21</i>	<i>5·92</i>	<i>5·72</i>	<i>6·22</i>	<i>5·68</i>	<i>7·03</i>	<i>5·93</i>
EGGS (No.)	6·06	4·92	5·22	4·52	4·48	4·02	4·31	4·04	4·54
Eggs purchased (No.)	4·82	4·38	4·50	4·25	4·07	3·73	4·05	3·86	4·17
FATS:									
Butter	7·28	6·70	6·86	5·80	5·33	4·93	5·76	6·62	5·74
Margarine	3·26	3·15	3·17	3·53	4·14	4·22	3·66	3·37	3·74
Lard and compound cooking fat	1·84	1·99	1·94	2·13	2·06	1·64	1·60	1·99	2·04
Other fats	0·80	0·48	0·56	0·50	0·53	0·49	0·29	0·42	0·51
<i>Total Fats</i>	<i>13·18</i>	<i>12·32</i>	<i>12·53</i>	<i>11·96</i>	<i>12·06</i>	<i>11·28</i>	<i>11·31</i>	<i>12·40</i>	<i>12·03</i>

TABLE 20—continued
(oz. per head per week except where otherwise stated)

	Class								All households
	A			B	C	D			
	A ₁	A ₂	All			Excluding O.A.P.	O.A.P.		
								with earners (D ₁)	
SUGAR AND PRESERVES:									
Sugar	20.68	18.04	18.73	18.02	18.66	19.75	17.35	20.09	18.50
Honey, preserves, syrup and treacle	3.81	3.44	3.52	3.23	3.18	3.08	4.56	4.38	3.30
Total Sugar and Preserves	24.49	21.48	22.25	21.25	21.84	22.83	21.91	24.47	21.80
VEGETABLES:									
Potatoes (including chips and crisps)	46.31	47.16	47.11	55.39	57.73	61.33	45.58	45.28	55.05
Fresh green	21.46	15.78	17.32	15.71	14.28	12.12	15.14	17.44	15.17
Other (d)	16.85	16.00	16.28	16.48	16.67	15.07	14.50	15.19	16.36
Total Vegetables	84.62	78.94	80.71	87.58	88.68	88.52	75.22	77.91	86.58
FRUIT:									
Fresh	44.63	30.57	34.28	23.78	20.19	18.30	24.27	19.24	23.29
Other (e)	10.23	8.57	9.02	7.32	6.39	4.55	5.21	4.16	6.86
Total Fruit (f)	54.86	39.14	43.30	31.10	26.58	22.85	29.48	23.40	30.15
CEREALS:									
Brown bread	2.66	2.61	2.60	1.48	1.58	1.74	2.19	2.65	1.72
White bread	26.88	30.16	29.27	37.03	41.58	43.92	37.68	35.11	38.04
Wholewheat and wholemeal bread	2.76	1.96	2.20	1.48	1.27	1.58	2.30	2.54	1.56
Other bread (g)	6.69	6.20	6.31	5.89	5.88	6.12	5.76	6.29	5.97
Total Bread	38.99	40.93	40.38	45.88	50.31	53.36	47.93	46.59	47.29
Flour	6.04	6.68	6.51	6.61	6.91	5.41	6.43	9.12	6.74
Cakes (h)	4.77	5.62	5.37	6.05	6.26	5.51	5.51	5.69	5.99
Biscuits	5.82	5.93	5.90	5.80	5.37	4.91	6.17	5.61	5.60
Oatmeal and oat products	1.24	0.91	0.99	0.93	1.01	1.25	1.72	1.44	1.02
Breakfast cereals	2.10	2.26	2.23	1.90	1.60	1.33	1.12	0.92	1.74
Other cereals	4.20	4.08	4.13	3.53	3.17	3.07	3.08	2.85	3.40
Total Cereals	63.16	66.41	65.51	70.70	74.63	74.84	71.96	72.22	71.78
BEVERAGES:									
Tea	2.80	2.45	2.54	2.67	2.88	3.02	3.09	3.66	2.80
Coffee	1.10	0.54	0.69	0.37	0.32	0.27	0.35	0.43	0.39
Cocoa	0.25	0.20	0.22	0.17	0.14	0.18	0.11	0.12	0.16
Branded food drinks	0.15	0.14	0.14	0.21	0.18	0.17	0.36	0.29	0.19
Total Beverages	4.30	3.33	3.59	3.42	3.52	3.64	3.91	4.50	3.54

(a) Includes cooked and canned meats, and meat products.

(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.

(c) Includes cooked fish, canned and bottled fish, (excluding canned or bottled shellfish) and fish products.

(d) Includes dried and canned vegetables, and vegetable products.

(e) Includes dried, canned and bottled fruit.

(f) Includes tomatoes.

(g) Includes rolls, fruit bread, sandwiches and milk bread.

(h) Includes buns, scones, teacakes, muffins and crumpets.

TABLE 21
Energy Value and Nutrient Content of Diets of Households
of Different Social Class, 1959

	Class								All house- holds	
	A			B	C	D				
	A1	A2	All			Excluding O.A.P.		O.A.P.		
				with earners (D1)	without earners (D2)					
INTAKE PER PERSON PER DAY:										
Energy value (Cal.)	2,768	2,586	2,636	2,564	2,592	2,514	2,476	2,590	2,578	
Total protein (g.)	82	75	77	74	74	71	71	73	74	
Animal protein (g.)	54	47	49	44	42	40	41	43	43	
Fat (g.)	128	115	119	110	108	101	104	110	110	
Carbohydrate (g.)	322	312	315	320	331	331	315	326	324	
Calcium (mg.)	1,149	1,089	1,104	1,029	1,016	976	1,024	1,042	1,030	
Iron (mg.)	15.5	13.9	14.3	13.9	14.0	13.4	13.1	13.2	13.9	
Vitamin A (i.u.)	5,292	4,616	4,798	4,328	4,187	3,776	3,818	4,163	4,282	
Thiamine (mg.)	1.40	1.28	1.31	1.27	1.27	1.23	1.21	1.25	1.27	
Riboflavin (mg.)	1.97	1.75	1.80	1.65	1.61	1.53	1.59	1.62	1.65	
Nicotinic acid (mg.)	16.0	13.8	14.4	13.7	13.7	13.3	12.7	13.5	13.8	
Vitamin C (mg.)	73	57	61	53	49	47	46	46	52	
Vitamin D (i.u.)	156	141	145	142	150	148	135	131	145	
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:										
Energy value	112	107	108	103	101	101	107	112	103	
Total protein	110	103	105	99	96	96	105	114	99	
Calcium	118	113	114	106	104	100	108	117	106	
Iron	123	114	117	115	113	106	103	100	113	
Vitamin A	222	200	206	187	176	156	150	151	181	
Thiamine	143	133	136	129	124	125	132	135	128	
Riboflavin	130	118	122	110	103	102	112	115	109	
Nicotinic acid	163	144	149	139	134	134	139	146	139	
Vitamin C	325	263	280	243	221	207	206	206	235	
PERCENTAGE OF ENERGY VALUE DERIVED FROM:										
Protein	1955	12.2	11.7	11.8	11.7	11.5	11.7	11.6	11.5	11.6
	1958	12.2	11.8	11.9	11.5	11.4	11.5	11.5	11.3	11.5
	1959	11.9	11.6	11.7	11.5	11.4	11.3	11.5	11.3	11.5
Fat	1955	40.8	38.0	38.7	36.9	36.0	36.1	36.9	36.0	36.6
	1958	42.4	40.5	41.0	38.5	37.7	37.1	38.1	38.0	38.3
	1959	41.6	40.2	40.5	38.5	37.5	36.1	37.6	38.4	38.3
Carbohydrate	1955	47.0	50.3	49.5	51.5	52.4	52.1	51.5	52.5	51.7
	1958	45.4	47.7	47.2	50.1	50.9	51.4	50.4	50.6	50.2
	1959	46.6	48.2	47.8	50.0	51.1	52.6	50.9	50.3	50.3
ANIMAL PROTEIN AS A PERCENTAGE OF TOTAL PROTEIN:										
1955	62.5	57.5	58.8	54.9	52.8	53.4	56.6	54.8	54.5	
1958	66.1	62.8	63.7	58.4	56.7	56.2	58.9	58.6	58.1	
1959	65.8	62.3	63.2	59.1	57.4	55.9	58.1	59.3	58.8	

TABLE 22
 Indices of Price of Energy and of Nutrients by Social Class, 1959
 (All households = 100)

	Class							
	A			B	C	D		O.A.P.
	A1	A2	All			Excluding with earners (D1)	O.A.P. without earners (D2)	
Energy value	125	109	113	101	96	92	96	95
Total protein	121	108	111	101	96	93	96	97
Animal protein	108	102	104	101	99	98	97	96
Fat	115	104	107	101	98	97	98	95
Carbohydrate	135	113	119	102	94	88	95	95
Calcium	121	103	108	101	98	95	93	94
Iron	121	110	113	101	96	93	98	101
Vitamin A	109	101	104	100	98	102	104	98
Thiamine	122	109	112	101	96	93	97	97
Riboflavin	113	103	106	100	99	96	96	97
Nicotinic acid	115	109	111	101	97	93	100	98
Vitamin C	96	99	98	98	102	99	105	108
Vitamin D	125	113	116	103	93	88	100	106

V

Household Diets and Family Composition

Classification

67. Households participating in the National Food Survey have, since 1954, been divided into eleven different types, differing in size and composition. In eight of these the adult element consisted of one man and one woman (a "couple", usually husband and wife). Such households, which have been described as "classified", amounted in 1959 to 65 per cent of the households surveyed and included 68 per cent of all persons in the sample, 65 per cent of the adolescents (aged 15-20 inclusive) and 80 per cent of the children under 15. Couples without children were subdivided into "younger" (both adults under 55) and "older" (one or both 55 or over). The younger couples are broadly comparable in age and family income with family households (those of one man and one woman with children or adolescents), few of which contain an adult over 55.

68. Table 23 gives for each of the years 1954 to 1959 the average number of earners in classified households with different numbers of children and the average declared net family income per week expressed as a percentage of that for all households in the sample. Family net income was as usual greatest for younger childless couples, since three-fifths of childless wives under 55 were in gainful employment in 1959, compared with one in four of the mothers of one child, about one in five where there were two children, one in six of those with three children and one in eight

TABLE 23
Average Number of Earners and Indices of Declared Net Average Weekly Household Income in Households of One Man and One Woman with and without Children

	No. of earners						Indices of declared net average weekly income per household (all households = 100)					
	1954	1955	1956	1957	1958	1959	1954	1955	1956	1957	1958	1959
Households of one man and one woman (a) and:												
No other (both under 55)	1.46	1.51	1.58	1.55	1.56	1.60	102	104	105	107	106	107
No other (one or both 55 or over)	0.73	0.80	0.81	0.81	0.84	0.83	68	68	69	71	72	74
1 child	1.21	1.24	1.26	1.24	1.26	1.25	92	95	93	96	94	95
2 children	1.18	1.19	1.19	1.19	1.20	1.19	99	101	98	101	97	100
3 children	1.14	1.16	1.16	1.16	1.14	1.16	101	105	100	105	102	100
4 or more children	1.09	1.09	1.09	1.12	1.16	1.13	102	105	100	101	101	101

(a) The terms man and woman refer here and elsewhere in this Report to persons of 21 years of age and over.

of those with four or more children. Nevertheless, average net family income was appreciably higher in families with several children than in those with only one, many of which were incomplete families of younger parents with lower earnings, and of course with lower tax reliefs and no family allowances. The rise in net family incomes between 1954 and 1959 was greatest for childless couples, especially older couples (probably because of the increase in retirement pensions), and somewhat greater in small than in large families.

Expenditure and Consumption

69. Table 24 gives indices of domestic food expenditure per head and quantities purchased by older and younger couples and families with different numbers of children, with 1954 as the base year. The quantity index was calculated by dividing the expenditure index by a price index of the "Fisher Ideal" type, constructed for each group separately. The quantity index is thus confined to food purchases and takes no account of changes in free supplies. Compared with 1958, the expenditure index for 1959 showed increases of 4 to 6 per cent for couples without children and those with one child, and much smaller changes for couples with several children. The quantity index, which has risen only slowly since 1956, was almost unchanged in 1959 for couples with two or more children, but rose by 3 per cent in the older two-adult households and by 1-2 per cent for younger childless couples and couples with one child.

TABLE 24
Indices of Domestic Food Expenditure per Head and
Quantities Purchased, 1954-59
(1954 = 100)

	1954	1955	1956	1957	1958	1959
EXPENDITURE INDEX:						
All households	100	109	116	119	120	124
Older couples (one or both 55 or over)	100	107	115	118	119	126
Younger couples (both under 55)	100	111	117	118	120	124
One man and one woman with:						
1 child	100	109	116	118	120	124
2 children	100	107	114	118	120	122
3 children	100	106	116	117	124	124
4 or more children	100	108	110	120	119	121
QUANTITY INDEX:						
All households	100	102	104	105	105	106
Older couples (one or both 55 or over)	100	101	104	104	104	107
Younger couples (both under 55)	100	104	104	105	105	106
One man and one woman with:						
1 child	100	103	105	104	104	106
2 children	100	101	104	104	104	104
3 children	100	100	106	103	106	106
4 or more children	100	102	103	104	104	104

70. Table 27 gives the total domestic food expenditure and value of consumption per person per week in 1959 in households of different composition. Percentage standard errors of these estimates are given in Table 10 of Appendix A. All types of household spent more than in the previous year except families with three children, whose expenditure had risen sharply in 1958. The increases ranged from 2s. 7d. per person per week in the residual group of households with adolescents

but no children and 1s. 8d. in older two-adult households to 4d. in the families with two and with four or more children. The value of free food was greatest (1s. 2d. to 1s. 4d. per person per week) in the five types of household containing no children, and varied between 9d. and 11d. in households with children, except in the largest families for which the average was only 5d., as in 1958. In families with three children, the slight fall in expenditure was made good by an increase in the value of free food. The value of consumption per person per week in 1959 ranged from 41s. 7d. for younger childless couples to 19s. 5d. in families with four or more children; in 1958 the range was from 40s. 3d. to 19s. 1d.

71. Table 27 includes an index comparing the "price of energy" for the various types of household with that for all households in the sample. As in 1958, younger couples paid some 12½ per cent more per calorie than the national average, and families with four or more children 19 per cent less. The only substantial change was in families with three children, for whom the index declined from 91 to 88. Table 27 also shows the corresponding values of an index which compares the prices paid by different types of household for the commodities constituting the average household diet in 1959. For all foods the range was from 3·6 per cent above the national average in younger two-adult households to 4·8 per cent below in families with four or more children, compared with +3·6 to -5·4 per cent in 1958 and +2·8 to -2·6 per cent in 1957. As with the price of energy index, the only noteworthy change was for households with three children, in which the index fell by 1·8 to 97·5 per cent of the average for all households in the sample. The price ranges for milk, cheese, sugar, bread and flour were very narrow. For most other foods younger childless couples paid the highest average prices and large families the lowest, the price gradients being steepest for carcase meat (+7 to -7 per cent), "other" fish (+8 to -11), "other" vegetables (+9 to -9) and beverages other than tea (+12 to -16).

72. Details of expenditure and consumption per head are given in Tables 28 and 29. Most groups obtained slightly less liquid milk than in 1958, the greatest decrease (from 5·24 to 5·08 pints per head per week) occurring in younger two-adult households. Table 25 summarizes the changes in consumption of liquid milk (including welfare and school milk) between 1954 and 1959 by this group and by classified

TABLE 25
*Consumption of Liquid Milk (including Welfare and School Milk) in
Households of Different Composition, 1954-59
(pints per head per week)*

	<i>Households with one man and one woman and</i>						
	<i>no other (both adults under 55)</i>	<i>children only</i>				<i>adolescents only</i>	<i>adolescents and children</i>
		<i>1</i>	<i>2</i>	<i>3</i>	<i>4 or more</i>		
1954	5·45	5·12	5·01	4·69	4·31	4·58	4·24
1955	5·36	5·19	5·05	4·73	4·17	4·71	4·17
1956	5·33	5·14	5·07	4·79	4·23	4·68	4·37
1957	5·28	5·13	5·04	4·80	4·42	4·87	4·40
1958	5·24	5·16	5·05	4·64	4·10	4·63	4·35
1959	5·08	5·04	4·98	4·69	4·08	4·67	4·33

households containing children or adolescents. Consumption by younger childless couples declined throughout this period, but that of the smaller families was maintained except for the slight fall in 1959. In the largest families, particularly those containing four or more children, there was a tendency for consumption to increase between 1955 and 1957, and thereafter to decline. Graduated scales of family allowances⁽¹⁾ were introduced in October 1956, and the welfare milk subsidy was reduced in April 1957. Despite appreciably higher average prices for natural cheese in 1959 than in the previous year, consumption fell only slightly in most groups; the decrease was greatest (from 3.68 oz. to 3.20 oz. per head per week) for younger childless couples, who transferred much of their demand to cheaper varieties.

73. All groups, except families containing three or more children, increased their expenditure on meat, but total consumption was much the same as in 1958, although there was some replacement of beef (which continued to be in short supply) by mutton and lamb. All groups spent more on fish, and most increased their consumption, particularly of canned fish. Eggs were cheaper than in the previous year and consumption increased in nearly all groups despite fewer free supplies.

74. All types of household substituted margarine for butter in 1959 because of higher butter prices, but all except the largest families continued to buy more butter than margarine. Total consumption of butter and margarine declined only in households containing children. The displacement of margarine by butter in 1958, when butter was exceptionally cheap, appears to have had some lasting effect; the average price of butter in 1959 was higher than in 1957, yet butter purchases in 1959, although smaller than in 1958, were greater than in 1957 except in families with four or more children or with adolescents but no children.

75. The smaller families and the residual groups of households containing children reduced their consumption of sugar and of preserves, but in all other types of household a decline in purchases of the one was accompanied by an increase in consumption of the other.

76. Most groups spent slightly less on potatoes than in the previous year, but consumption was maintained except in families with more than one child and in the unclassified households with children or adolescents. All groups except families with four or more children or with adolescents but no children consumed more fresh green vegetables, especially in the first half of the year, although most reduced their consumption of other vegetables. Purchases of quick-frozen peas and beans generally increased, but extremely wide group differences persisted, the averages ranging from 0.1 oz. per head per week in families with four or more children to 0.9 oz. per head in younger two-adult households; average consumption by older couples and other wholly-adult households was 0.5 oz. per head per week. The two latter groups consumed much smaller quantities per head of canned vegetables and canned and bottled tomatoes than any other group, and much smaller quantities of canned and bottled fruit than younger childless couples; in households containing children, consumption of canned fruit fell off sharply with increasing family size,

⁽¹⁾The first child of a family does not qualify for family allowance. On 2nd October, 1956, the rates of family allowances were increased to 10s. per head per week for the second and subsequent qualifying children, the rate for the first qualifying child remaining at 8s.

but there was no regular gradation in purchases of canned vegetables and canned tomatoes. All types of household benefited from the improved supplies and lower prices of fresh fruit compared with 1958, but the increase in consumption was least in families containing children.

77. Total bread consumption was virtually unchanged, although most types of household bought less white bread and more rolls and speciality breads than in 1958. Most groups increased their purchases of puddings, cakes and biscuits, but obtained less flour.

78. Regression estimates of the expenditure on different commodities attributable to the adult couple and each additional child in a selected group of households consisting of childless couples (both under 55) and couples with different numbers of children were given for 1952-56 in Table 39 of the Annual Report for 1956. The younger childless couples are broadly comparable in age and family income with the family households, so that differences in food expenditure may be associated with the presence of children. The analysis has been repeated for 1957, 1958 and 1959, but the results will not be given *in extenso*. Household food expenditure in 1959 averaged 80s. 9d. for younger couples and 92s. 10d., 102s. 0d., 111s. 9d., and 126s. 3d. for two-adult households containing respectively one, two, three and four or more (average 4.64) children under 15. From a straight regression line fitted to these averages, the basic element in household food expenditure associated with the adult couple is estimated at 81s. 11d. and the average increment for each additional child as 9s. 11d. Table 26 gives similar regression estimates for previous years. The effects of price rises are roughly eliminated by expressing the average expenditure associated with a child as a percentage of that associated with an adult couple. The relative expenditure per child declined from 1952 to 1956, but rose in 1957 when the subsidy on welfare and national dried milk was reduced; since 1957 it has again declined. Most of the average expenditure associated with a child was on cereal foods, potatoes and milk; for fresh green vegetables, fruit, cheese, fish and carcase meat, the incremental expenditure was slight.

TABLE 26
Regression Estimates of Domestic Food Expenditure associated with an Adult Couple and with each Additional Child for the Years 1952-59

	<i>Expenditure associated with</i>		<i>Expenditure associated with a child (a) as percentage of that associated with an adult couple</i>
	<i>Adult couple</i>	<i>Each additional child (a)</i>	
1952	57s. 3d.	8s. 6d.	14.9
1953	62s. 9d.	8s. 5d.	13.4
1954	66s. 1d.	8s. 5d.	12.7
1955	72s. 9d.	8s. 8d.	11.9
1956	77s. 2d.	8s. 10d.	11.4
1957	77s. 10d.	10s. 2d.	13.1
1958	79s. 4d.	10s. 4d.	13.0
1959	81s. 11d.	9s. 11d.	12.1

(a) Under 14 in 1952 and 1953; under 15 in 1954-59.

Energy Value and Nutrient Content

79. Table 30 shows the energy value and nutrient content of the diets of households of different composition. The averages showed little change compared with those for the previous year, except for generally increased intakes of vitamins C and D. Since physiological requirements vary widely with age, sex and level of activity, comparisons between families of different composition are only apposite when considered in relation to needs.

80. Estimates of the adequacy of the diets, assessed by comparison with allowances based on the recommendations of the British Medical Association, are also shown in Table 30. In comparison with the previous year, changes were small except for higher estimates for vitamin C. In families with four or more children the levels of adequacy for all nutrients other than vitamin C decreased slightly. For this fairly small group, comparisons between different years cannot be made so precisely as in groups with a defined number of children. In 1959 the households in this group contained slightly more children (average 4.64) than in the previous year (average 4.53). Their total food expenditure increased less than that in other groups, and they purchased more of certain foods such as fish, poultry, eggs, canned vegetables, fresh fruit, chocolate biscuits and breakfast cereals which, in general, are more expensive sources of nutrients than those foods of which they purchased less, namely dried milk, potatoes, carcass meat, sugar, bread, flour and oatmeal and oat products.

81. In all these estimates of adequacy, the conventional allowance of 10 per cent has been made for wastage of edible food. The limitations of the use of arbitrary wastage factors, regardless of family size or circumstances, were pointed out, and the effect of the use of graduated wastage factors examined in the Annual Report for 1956⁽¹⁾. As in previous years, the percentages in Table 30 for all nutrients decreased with increasing family size. The lowest estimates were for protein and calcium in families with four or more children (82 and 81 per cent respectively). During the ten years from 1950 to 1959 there were downward trends in the percentages for protein and calcium for all types of family and for all households, the steepest (from 94 to 82 per cent for protein and, from 92 to 81 per cent for calcium) occurring for the families with four or more children; another considerable fall was from 91 to 83 per cent for protein in families with adolescents and children.

82. The present evidence is inadequate to assess the nutritional significance of the downward trends. The Committee on Nutrition of the British Medical Association believed that the allowances they recommended were "sufficient to establish and maintain a good nutritional state in representative individuals of the groups concerned". In the light of later evidence it is commonly felt that the Committee's allowances included considerable margins of safety for specified nutrients, but not for calories. In the last analysis, recourse has to be made to the nutritional condition of the individual. Provided that data on health and growth are available for comparison with the records of food consumption, the results of the National Food Survey are a means of studying the validity of standards of requirements, and a start has been made in such a study; the percentages quoted in the previous paragraph are to be viewed in this light.

⁽¹⁾*Domestic Food Consumption and Expenditure: 1956*, paragraphs 141 and 142. H.M.S.O., 1958.

83. In order to obtain information on heights and weights in families of varying sizes to compare with analyses such as those shown in Table 30, the London County Council arranged to collect some suitable data in their study, made in 1959, on the heights, weights and other physical measurements of school pupils in the County of London. Children over seven years of age were asked the number of brothers and sisters they had at school and of pre-school age. The results have now been published⁽¹⁾. They show that children in smaller families were, on average, taller and heavier than those of corresponding age in larger families, part of the differences being accounted for by the later age of puberty of children in larger families. As family size increased there were fewer heavy-weight children. Such differences in the size of children belonging to families of different size are not new. Analyses of height and weight according to family size have shown such gradients in, for example, 1955⁽²⁾, 1951⁽²⁾, for Scotland in 1947⁽³⁾, and for England even before this⁽⁴⁾. There are no earlier London County Council records from which to derive trends over time for families of different size, but for children belonging to families of all sizes such comparisons can be made for 1949, 1954 and 1959. Between 1949 and 1959 their rates of growth increased, though these gains were less marked in the second half of the decade, particularly for the younger children. For the country as a whole, the Chief Medical Officer has recorded⁽⁵⁾ that in 1958 and 1959 children were on average taller and heavier than their predecessors. As a further part of the investigation which is being made into requirements for protein and calcium, other local authorities have agreed to collect records of heights and weights of children and to have them analysed separately for those in small and large families.

84. Table 31 shows the proportion of the energy value of the diet supplied by protein, fat and carbohydrate in 1955, 1958 and 1959 in households of different composition. In each year, the contribution made by carbohydrate rose with increasing size of family but that from fat fell. Most groups showed only small changes between 1958 and 1959 in the sources of energy in their diets; in families with four or more children, however, the contribution from fat increased while that from carbohydrate declined. Table 31 also shows the proportion of total protein obtained from animal sources. This ratio, which has been used to indicate the palatability of the diet, decreased with increasing family size. The proportion of protein supplied by animal foods increased between 1958 and 1959 in all types of household except those containing older couples and the families with adolescents but no children.

85. Table 32 shows indices for the price of energy and other nutrients for households of different composition; these indices have been obtained by dividing the money value of foods obtained for consumption by their total energy and nutrient content and expressing the results as percentages of the corresponding values for

⁽¹⁾J. A. Scott. *Report on the Heights and Weights (and other measurements) of School Pupils in the County of London in 1959*. L.C.C., 1961.

⁽²⁾*Report of the Ministry of Health for 1955*, p. 163. H.M.S.O., 1956.

⁽³⁾*Social Implications of the 1947 Scottish Mental Health Survey*. University of London Press, 1953.

⁽⁴⁾Bransby, E. R., Burn, J. L., Magee, H. E., and Mackecknie, D. M. *Brit. Med. J.* (1946) ii, 767.

⁽⁵⁾*Health of the School Child 1958 and 1959*. H.M.S.O., 1960.

all households. If the intake of a given nutrient varied in proportion to the total value of consumption, indices of 100 would be found for that nutrient in all household groups. If expenditure per head fell with family size more steeply than the intake of a given nutrient, i.e., if expenditure were diverted to cheaper sources of that nutrient, small values of the index would occur for the larger families. Such a diversion may, but does not necessarily, arise from the lower incomes per head in such families. The table shows that with increasing family size, all nutrients were obtained more cheaply.

86. In order to eliminate the effect of differences in prices paid for foods by the different household groups, indices were also calculated on the hypothesis that the prices paid for all foods by each household group were the same as those paid by all households. Since, for each group, the proportional effects of this adjustment on the indices were the same for energy and for all nutrients, only the adjusted indices for energy are shown in the last line of Table 32. For younger childless couples the unadjusted index for energy value was 12 per cent above that for the average diet; about one-third of this difference (4 per cent) was attributable to the higher prices paid for all foods by this group, and about two-thirds (8 per cent) to expenditure on more expensive sources of nutrients. In families with four or more children, the unadjusted index for energy value was 19 per cent below that for the average diet; of this difference, about one-quarter was due to lower prices paid for foods and about three-quarters to expenditure on cheaper sources of nutrients. In all groups the costs of nutrients were less affected by price differences than by diversion of expenditure to more, or less, expensive sources of nutrients.

87. The consumption of fresh fruit and vegetables (other than potatoes), and of meat, fish and cheese, is almost proportional to the value of consumption and both decrease steeply with increasing family size⁽¹⁾. These foods comprise important sources of animal protein and vitamins A and C. Thus the range in the indices for these nutrients in families with varying numbers of children was relatively narrow.

88. The dietary levels for energy value and other nutrients are strongly influenced by the consumption of milk, bread, other cereal foods, potatoes, sugar, preserves and fats, which does not fall with family size as steeply as does food expenditure per head. Thus there were relatively wide variations between families of different size in the indices for energy value, total protein, fat, calcium, iron, the B vitamins and vitamin D.

⁽¹⁾ See *Domestic Food Consumption and Expenditure: 1957*, Table 31. H.M.S.O., 1959.

TABLE 27
Total Domestic Food Expenditure, Value of Consumption and Price Indices by Household Composition, 1959

	Households with one man and one woman and						Other households with				
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
Expenditure per head per week	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Value of free food	35 5	40 5	30 11	25 6	22 4	19 0	34 0	26 4	32 6	26 0	26 0
Value of consumption	1 4	1 2	9	10	10	5	1 3	11	1 4	11	11
Value of Consumption	36 9	41 7	31 9	26 4	23 2	19 5	35 2	27 2	34 7	33 8	27 0
PERCENTAGE CHANGE IN 1959 OVER 1958											
Expenditure	+5.1	+3.4	+3.0	+1.2	-0.2	+1.7	+5.0	+3.3	+3.3	+8.7	+2.9
Value of consumption	+4.8	+3.2	+2.2	+1.2	+0.5	+1.6	+5.2	+3.4	+3.8	+7.9	+2.5
EXPENDITURE PER HOUSEHOLD	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
	70 11	80 9	92 10	102 0	111 9	126 3	111 6	131 8	66 9	115 8	119 11
PRICE INDICES (all households = 100)											
MILK, CREAM AND CHEESE:											
Liquid milk	101	101	101	100	99	98	100	99	100	100	100
Natural Cheese	99	101	101	99	98	98	104	100	99	101	100
Other	98	104	98	100	99	99	98	100	115	99	100
MEAT:											
Carcasse	101	107	100	98	95	93	103	99	101	103	98
Bacon	100	104	104	98	98	92	99	99	100	101	99
Other	101	104	100	100	98	93	102	97	101	101	99
FISH:											
Fresh	100	105	102	99	95	94	103	98	103	98	100
Other	105	108	100	97	91	89	106	97	103	101	98
EGGS	103	103	101	98	96	96	101	97	102	102	98
FATS:											
Butter	101	103	99	98	96	98	101	98	102	99	101
Margarine	103	103	102	100	97	95	101	98	102	101	99
Other	104	104	103	101	96	98	99	99	102	98	99

Domestic Food Consumption and Expenditure, 1959

TABLE 27—continued

	Households with one man and one woman and						Other households with					
	no other		children only				adults only	adults and children	adults only	adults and children	adults only	adults and children
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more						
SUGAR	100	100	100	100	99	99	100	100	101	100	101	100
PRESERVES	102	108	101	100	94	96	100	97	100	104	101	98
VEGETABLES:												
Potatoes	99	105	102	100	99	93	100	98	100	103	102	99
Fresh green	102	104	101	100	96	95	100	97	102	100	98	99
Other	105	109	103	100	100	91	100	99	101	101	98	96
FRUIT:												
Fresh	99	105	101	100	100	97	100	98	102	101	99	98
Other	100	101	102	102	97	99	102	96	99	99	98	99
CEREALS:												
Bread	99	100	100	100	99	102	100	100	101	100	100	101
Flour	101	100	101	100	98	99	100	99	99	101	99	99
Cakes and biscuits	100	103	102	100	98	95	100	97	99	102	98	100
Other	97	101	103	104	100	95	100	97	99	100	96	101
BEVERAGES:												
Tea	102	104	100	99	98	94	100	97	102	101	100	98
Other	97	112	103	100	92	84	100	99	107	99	99	96
MISCELLANEOUS (a)	103	100	102	103	100	96	100	97	103	100	99	98
ALL FOODS (a)	100.2	103.6	101.0	99.6	99.3	94.6	100.5	97.9	101.3	101.2	100.3	99.3
1958	100.7	103.6	100.9	99.6	97.5	93.2	101.3	98.2	101.1	101.1	100.2	99.1
1959	104.6	112.7	102.5	96.5	91.4	79.8	104.3	92.6	107.1	107.1	100.4	95.9
"PRICE OF ENERGY" INDEX	103.7	112.5	101.9	96.7	88.0	81.1	104.2	93.3	106.3	106.3	102.0	96.7

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

TABLE 28
Domestic Food Expenditure by Household Composition, 1959
(pence per head per week)

	Households with one man and one woman and										Other households with									
	no other		children only				adolescents only				adolescents and children		adults only		adolescents plus no children		one or more children with or without adolescents			
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents plus no children	one or more children with or without adolescents									
MILK AND CREAM:																				
Liquid milk—full price	40.65	38.30	29.95	24.54	20.84	15.59	34.77	27.14	37.55	33.24	26.40									
Liquid milk—welfare	0.04	0.70	4.38	6.01	6.38	6.35	0.02	1.40	0.11	0.19	3.08									
All Liquid Milk	40.69	39.00	34.33	30.55	27.22	21.94	34.79	28.54	37.66	33.43	29.48									
Condensed milk	1.88	2.06	1.64	1.22	1.14	0.98	1.87	1.41	1.74	1.67	1.45									
Dried and other milk	0.07	0.12	1.48	1.25	1.69	1.03	0.03	0.52	0.05	0.04	1.02									
Cream	1.56	2.26	1.18	0.86	0.52	0.32	1.26	0.92	1.67	1.53	0.99									
Total Milk and Cream	44.20	43.44	38.63	33.88	30.57	24.27	37.95	31.39	41.12	36.67	32.94									
CHEESE:																				
Natural	9.42	8.54	6.40	5.11	4.88	4.18	8.30	5.94	8.11	7.85	5.66									
Processed	1.42	2.10	1.66	1.43	0.86	0.82	1.34	1.37	1.62	1.84	1.21									
Total Cheese	10.84	10.64	8.06	6.54	5.74	5.00	9.64	7.31	9.73	9.69	6.87									
MEAT:																				
Beef and veal	33.40	37.60	26.37	21.61	17.54	12.41	31.87	22.68	31.26	32.34	22.56									
Mutton and lamb	27.02	24.01	16.56	12.50	10.02	8.29	19.71	13.48	21.96	19.22	13.48									
Pork	7.92	10.22	5.88	4.11	3.05	1.54	8.70	4.57	7.57	7.76	5.48									
All Carcass Meat	69.24	71.83	48.81	38.22	30.61	22.24	60.28	40.73	60.79	59.32	41.52									
Bacon and ham, uncooked	20.48	22.65	15.72	12.01	10.28	8.56	19.02	13.38	18.97	17.38	13.38									
Other meat (a)	35.39	49.94	35.40	27.54	23.33	20.55	41.41	29.72	36.99	37.85	30.09									
Total Meat	125.11	144.42	99.93	77.77	63.22	51.35	120.71	83.83	116.75	114.55	84.99									

(a) Includes cooked and canned meat, and meat products.

Domestic Food Consumption and Expenditure, 1959

TABLE 28—continued
(pence per head per week)

	Households with one man and one woman and											Other households with			
	no other				children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents		
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more									
FISH:															
Fresh	10.79	8.20	6.54	5.16	3.79	3.12	7.09	5.34	9.19	6.92	5.37				
Processed and shell (b)	2.99	3.09	2.06	1.29	0.82	0.89	2.89	1.42	2.31	2.44	1.64				
Prepared (c)	8.00	10.96	8.10	5.37	5.15	3.97	9.43	6.60	7.71	8.38	6.20				
Total Fish	21.78	22.25	16.70	11.82	9.76	7.98	19.41	13.36	19.21	17.74	13.21				
EGGS															
	18.50	22.14	17.67	15.26	12.31	11.94	17.32	14.70	17.32	17.19	14.61				
FATS:															
Butter	21.42	23.70	16.44	13.84	10.89	8.40	18.60	12.47	19.98	17.80	13.22				
Margarine	4.98	5.07	5.00	4.53	5.31	5.74	6.00	6.30	4.69	5.90	4.80				
Lard and compound cooking fat	2.92	3.59	2.84	2.32	2.14	1.92	2.90	2.13	2.54	2.91	2.22				
Other fats	0.82	0.95	0.82	0.61	0.64	0.59	0.58	0.88	0.69	0.80	0.63				
Total Fat	30.14	33.31	25.10	21.30	18.98	16.65	28.08	21.78	27.90	27.41	20.87				
SUGAR AND PRESERVES:															
Sugar	11.27	11.58	9.46	8.59	8.60	7.24	10.37	9.36	10.44	10.18	8.63				
Honey, preserves, syrup and treacle	5.05	4.47	3.50	3.15	3.10	3.37	3.57	3.51	4.31	3.76	3.26				
Total Sugar and Preserves	16.32	16.05	12.96	11.74	11.70	10.61	13.94	12.87	14.75	13.94	11.89				
VEGETABLES:															
Potatoes (including chips and crisps)	12.85	15.47	15.29	13.45	13.60	13.22	15.69	14.98	12.28	15.56	13.92				
Fresh green	10.40	12.75	8.00	5.98	4.81	3.64	9.63	6.03	9.33	8.13	6.42				
Other (d)	10.11	15.15	11.82	10.01	8.93	9.07	12.18	10.05	10.35	12.46	9.55				
Total Vegetables	33.36	43.37	35.11	29.44	27.34	25.93	37.50	31.06	31.96	36.15	29.89				

(b) Includes smoked, dried and salted fish.

(c) Includes cooked, canned and bottled fish, (excluding canned and bottled shellfish), and fish products.

(d) Includes dried and canned vegetables, and vegetable products.

Household Diets and Family Composition

(pence per week per week)

	Households with one man and one woman and										Other households with		
	no other			children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
	one or both adults aged 35 or over	both adults under 35	1	2	3	4 or more							
FRUIT:													
Fresh	23.20	29.80	20.09	16.45	13.43	10.17	23.02	17.16	22.65	20.44	16.50		
Other (e)	10.42	14.35	11.50	8.84	6.93	4.84	10.48	8.17	9.69	10.62	8.03		
Total Fruit (f)	33.62	44.15	31.59	25.29	20.36	15.01	33.50	25.33	32.34	31.06	24.53		
CEREALS:													
Brown bread	1.44	1.02	0.62	0.50	0.48	0.58	1.09	0.60	1.22	0.71	0.57		
White bread	15.10	16.23	15.91	13.99	14.91	17.05	17.81	17.99	15.63	18.13	16.11		
Wholewheat and wholemeal bread	1.56	1.55	0.76	0.67	0.54	0.22	1.07	0.59	1.64	0.67	0.56		
Other bread (g)	5.68	6.71	4.47	3.67	2.75	1.87	5.43	3.86	5.24	4.89	3.67		
Total Bread	23.78	25.51	21.76	18.83	18.68	19.72	25.40	23.04	23.73	24.40	20.91		
Flour	4.62	3.96	2.90	2.34	2.64	1.83	3.54	2.61	3.64	3.47	2.63		
Cakes (h)	11.69	15.38	12.09	9.49	8.97	6.56	13.37	9.76	12.45	12.58	9.91		
Biscuits	10.82	13.51	11.47	9.87	9.15	7.14	10.40	8.18	9.85	9.56	8.88		
Oatmeal and oat products	1.13	1.00	0.82	0.92	1.06	1.13	0.63	0.94	0.99	1.06	0.98		
Breakfast cereals	1.94	2.64	2.85	3.47	3.97	3.73	2.61	3.24	2.12	2.41	2.98		
Other cereals	4.08	5.66	5.31	4.61	4.08	3.02	4.49	3.74	4.11	3.71	3.86		
Total Cereals	38.06	67.66	57.20	49.73	48.55	43.13	60.44	51.51	56.99	57.19	50.15		
BEVERAGES:													
Tea	18.62	18.75	13.80	10.86	9.70	8.18	15.34	11.75	17.16	14.15	11.60		
Coffee	4.10	4.78	2.93	2.57	1.88	1.48	3.82	2.26	4.09	3.74	2.42		
Cocoa	0.38	0.67	0.52	0.54	0.63	0.41	0.46	0.52	0.48	0.79	0.36		
Blanded food drinks	1.32	1.34	0.71	0.77	0.56	0.34	0.84	0.46	1.22	0.92	0.59		
Total Beverages	24.42	25.54	17.96	14.74	12.77	10.41	20.46	14.99	22.95	19.60	14.97		
MISCELLANEOUS (i)	9.04	11.63	10.31	8.39	6.65	6.00	8.61	7.50	8.30	8.69	7.42		
Total Expenditure	425.39 (35s. 5d.)	484.59 (40s. 5d.)	371.23 (30s. 11d.)	305.90 (25s. 6d.)	268.17 (22s. 4d.)	228.26 (19s. 0d.)	407.53 (34s. 0d.)	315.63 (26s. 4d.)	399.24 (33s. 3d.)	389.88 (32s. 6d.)	312.34 (26s. 0d.)		

(h) Includes buns, scones, tea cakes, muffins and crumpets.
 (i) Includes invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts and items on which expenditure only was recorded.

(e) Includes dried, canned and bottled fruit.
 (f) Includes toasts.
 (g) Includes rolls, fruit bread, sandwiches and milk bread.

TABLE 29
Domestic Food Consumption by Household Composition, 1959
(oz. per head per week except where otherwise stated)

	Households with one man and one woman and										Other households with									
	no other		children only				adolescents only				adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents			
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents									
MILK AND CREAM:																				
Liquid milk - full price (pt.)	5.15	4.91	3.86	3.25	2.77	1.99	4.60	3.64	4.92	4.40	4.40	3.53								
Liquid milk - welfare and school (pt.)	0.01	0.17	1.18	1.73	1.93	3.08	0.07	0.69	0.03	0.08	0.08	1.01								
All Liquid milk (pt.)	5.16	5.08	5.04	4.98	4.69	4.08	4.67	4.33	4.95	4.47	4.54	4.54								
Condensed milk (eq. pt.)	0.21	0.23	0.18	0.14	0.13	0.11	0.21	0.17	0.20	0.20	0.17	0.17								
Dried and other milk (pt. or eq. pt.)	0.01	0.23	0.20	0.26	0.18	...	0.07	0.16	0.16								
Cream (pt.)	0.02	0.03	0.02	0.01	0.01	...	0.02	0.02	0.03	0.02	0.02	0.02								
Total Milk and Cream (pt. or eq. pt.)	5.40	5.33	5.48	5.33	5.09	4.37	4.91	4.59	5.18	4.69	4.88	4.88								
CHEESE:																				
Natural	3.60	3.20	2.40	1.96	1.88	1.61	3.02	2.26	3.10	2.92	2.15	2.15								
Processed	0.99	0.60	0.47	0.40	0.25	0.23	0.39	0.39	0.46	0.54	0.34	0.34								
Total Cheese	3.99	3.80	2.87	2.36	2.13	1.84	3.41	2.65	3.56	3.46	2.49	2.49								
MEAT:																				
Beef and veal	10.99	11.45	8.68	7.34	6.02	4.31	10.16	7.53	10.24	10.34	7.48	7.48								
Mutton and lamb	11.36	9.38	7.00	5.28	4.32	3.94	7.73	5.66	8.89	7.73	5.80	5.80								
Pork	2.70	3.29	1.93	1.46	1.10	0.50	2.84	1.55	2.57	2.54	1.88	1.88								
All Carcase Meat	25.05	24.12	17.61	14.08	11.44	8.95	20.73	14.84	21.70	20.61	15.16	15.16								
Bacon and ham, uncooked	6.79	7.26	5.01	4.05	3.48	3.08	6.43	4.44	6.38	5.73	4.35	4.35								
Other meat (a)	12.85	17.03	13.96	10.96	9.36	9.99	14.93	11.92	13.46	14.05	11.88	11.88								
Total Meat	44.69	48.41	35.98	29.09	24.28	21.42	48.09	31.20	41.54	40.39	31.39	31.39								

(a) Includes cooked and canned meat, and meat products.

TABLE 29—continued
(*oz. per head per week except where otherwise stated*)

	Households with one man and one woman and					Other households with				
	no other		children only			adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3					
FISH:										
Fresh	5.29	3.77	3.03	2.43	1.89	1.61	2.63	4.29	3.46	2.59
Processed and shell (b)	1.49	1.21	0.92	0.57	0.41	0.45	0.74	1.13	1.03	0.75
Prepared (c)	1.94	2.63	2.24	1.52	1.64	1.29	1.86	1.96	2.22	1.76
Total Fish	8.72	7.61	6.19	4.52	3.94	3.35	5.23	7.38	6.71	5.10
EGGS (No.)	5.05	5.87	4.72	4.28	3.82	3.32	4.28	4.86	4.88	4.22
Eggs purchased (No.)	4.64	5.51	4.48	3.98	3.36	3.19	3.87	4.37	4.31	3.85
FATS:										
Butter	7.58	8.47	5.93	5.03	4.06	3.09	4.56	7.15	6.40	4.85
Margarine	3.50	3.55	3.55	3.27	3.97	4.36	4.66	3.33	4.24	3.52
Lard and compound cooking fat	2.39	2.81	2.29	1.84	1.77	1.56	1.73	2.09	2.37	1.82
Other fats	0.57	0.64	0.54	0.46	0.52	0.47	0.57	0.44	0.68	0.48
Total Fats	14.04	15.47	12.31	10.60	10.32	9.48	11.52	13.01	13.69	10.66
SUGAR AND PRESERVES:										
Sugar	21.79	23.41	18.49	16.74	16.83	14.26	18.25	20.20	19.63	16.74
Honey, preserves, syrup and treacle	4.66	3.79	3.04	2.77	2.82	2.99	3.19	3.78	3.38	2.96
Total Sugar and Preserves	26.45	26.20	21.53	19.51	19.65	17.25	21.44	23.98	23.01	19.70
VEGETABLES:										
Potatoes (including chips and crisps)	54.22	58.06	58.09	52.75	54.05	53.03	58.33	49.70	59.80	53.99
Fresh green	22.55	21.82	15.47	12.46	10.89	8.36	12.74	18.45	16.50	12.71
Other (d)	16.72	21.53	17.15	15.25	13.37	14.20	15.43	17.27	18.68	14.97
Total Vegetables	93.49	101.41	90.71	80.46	78.31	75.59	86.50	85.42	94.98	81.67

(b) Includes smoked, dried and salted fish.
 (c) Includes cooked, canned and bottled fish, (excluding canned and bottled shellfish), and fish products.
 (d) Includes dried and canned vegetables, and vegetable products.

Domestic Food Consumption and Expenditure, 1959

TABLE 29—continued
(oz. per head per week except where otherwise stated)

	Households with one man and one woman and											Other households with									
	no other		children only				adolescents and children					adults only	adolescents but no children	one or more children with or without adolescents							
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents								
FRUIT:																					
Fresh	29.84	34.09	23.11	20.02	16.48	12.68	27.95	21.01	27.51	25.14	30.25										
Other (e)	7.51	10.44	8.16	6.25	5.41	3.86	7.84	6.38	7.16	7.91	5.87										
Total Fruit (f)	37.35	44.53	31.27	26.27	21.89	16.54	35.79	27.39	34.67	33.05	26.12										
CEREALS:																					
Brown bread	3.14	2.26	1.37	1.08	1.05	1.36	2.33	1.35	2.60	1.60	1.20										
White bread	35.60	37.82	37.62	33.51	35.87	40.78	42.47	43.07	36.71	43.66	38.38										
Wheat and wholemeal bread	2.71	2.64	1.39	1.16	0.93	0.43	1.82	1.04	2.81	1.74	0.96										
Other bread (g)	7.98	9.24	6.22	4.99	3.93	2.31	7.31	5.40	7.33	6.64	4.84										
Total Bread	49.43	51.96	46.50	40.74	41.78	44.88	53.93	50.86	49.45	53.04	45.38										
Flour	9.98	8.66	6.28	5.57	5.87	4.02	7.85	5.76	7.90	7.68	5.79										
Cakes (h)	6.51	8.38	6.47	5.11	4.99	3.71	7.40	5.48	6.77	6.92	5.31										
Biscuits	6.50	7.16	6.26	5.50	5.32	4.33	5.90	4.77	5.71	5.59	5.15										
Oatmeal and oat products	1.30	1.08	0.80	0.93	1.08	1.27	0.65	1.02	1.05	1.19	1.02										
Breakfast cereals	1.21	1.62	1.55	2.02	2.41	2.32	1.65	1.99	1.26	1.52	1.77										
Other cereals	3.41	4.39	4.09	3.50	3.30	2.72	3.55	3.19	3.32	3.06	3.08										
Total Cereals	78.34	83.25	72.05	63.37	64.75	63.25	80.93	73.07	75.46	79.00	67.50										
BEVERAGES:																					
Tea	3.75	3.74	2.85	2.27	2.04	1.79	3.12	2.49	3.50	2.92	2.44										
Coffee	0.55	0.54	0.34	0.32	0.26	0.24	0.44	0.28	0.54	0.47	0.32										
Cocoa	0.12	0.22	0.18	0.18	0.21	0.13	0.15	0.18	0.16	0.26	0.12										
Branched food drinks	0.32	0.31	0.16	0.19	0.14	0.08	0.20	0.10	0.28	0.21	0.14										
Total Beverages	4.74	4.81	3.53	2.96	2.65	2.24	3.91	3.05	4.48	3.86	3.02										

(e) Includes dried, canned and bottled fruit.
(f) Includes tomatoes.
(g) Includes rolls, fruit bread, sandwiches and milk bread.
(h) Includes buns, scones, tea cakes, muffins and crumpets.

Energy Value and Nutrient Content of Domestic Food Consumption, 1959
by Household Composition Groups

	Households with one man and one woman and						Other households with			
	no other		children only				adults only	adolescents and children	adolescents but no children	one or more children with or without adolescents
	one or both 55 or over	both under 55	1	2	3	4 or more				
INTAKE PER PERSON PER DAY:										
Energy value (Cal.)	2,962	3,147	2,650	2,322	2,241	2,042	2,878	2,482	2,814	2,374
Protein (g.)	85	90	76	67	63	57	82	70	80	68
Animal protein (g.)	52	55	46	39	35	30	48	39	47	40
Fat (g.)	130	141	114	97	90	80	125	101	122	99
Carbohydrate (g.)	362	379	330	295	294	274	357	324	349	302
Calcium (mg.)	1,161	1,188	1,079	984	950	846	1,096	969	1,063	965
Iron (mg.)	15.9	17.4	14.4	12.5	11.7	10.9	15.8	13.5	15.6	12.9
Vitamin A (i.u.)	4,868	5,711	4,617	3,920	3,562	3,141	4,705	3,949	4,777	3,852
Thiamine (mg.)	1.47	1.57	1.30	1.13	1.08	1.00	1.44	1.22	1.39	1.18
Riboflavin (mg.)	1.89	1.99	1.74	1.55	1.44	1.26	1.76	1.52	1.72	1.53
Nicotinic acid (mg.)	16.3	17.3	14.0	11.9	11.2	10.3	15.8	13.2	15.3	12.6
Vitamin C (mg.)	59	69	56	48	43	38	58	49	54	47
Vitamin D (i.u.)	162	177	153	128	125	119	163	148	163	134
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:										
Energy value	114	117	109	102	101	94	101	94	99	96
Total protein	119	120	106	96	90	82	94	83	94	91
Calcium	129	139	113	100	94	81	108	91	107	96
Iron	118	139	121	111	108	101	114	104	112	105
Vitamin A	174	219	200	184	177	164	184	180	183	170
Thiamine	142	146	135	126	123	116	127	115	136	121
Riboflavin	119	122	118	112	107	95	102	95	100	102
Nicotinic acid	158	161	145	133	128	119	139	124	135	129
Vitamin C	263	323	264	235	214	185	229	201	219	211

TABLE 31
 Percentage of Energy Value derived from Protein, Fat and Carbohydrate
 1955, 1958 and 1959

		Households with one man and one woman and							adolescents only	adolescents and children
		no other		children only						
		one or both 55 or over	both under 55	1	2	3	4 or more			
Protein	1955	11.7	11.7	11.6	11.6	11.5	11.3	11.7	11.3	
	1958	11.6	11.6	11.5	11.4	11.3	11.1	11.6	11.3	
	1959	11.5	11.4	11.5	11.5	11.2	11.2	11.4	11.3	
Fat	1955	37.9	38.5	37.4	36.5	35.0	33.4	37.3	34.6	
	1958	39.4	40.7	38.7	37.8	36.9	34.4	39.1	36.9	
	1959	39.6	40.4	38.6	37.8	36.3	35.1	38.9	36.6	
Carbohydrate	1955	50.4	49.8	51.0	51.9	53.5	55.3	51.0	54.1	
	1958	49.0	47.7	49.8	50.8	51.8	54.5	49.4	51.8	
	1959	48.8	48.2	49.8	50.7	52.5	53.7	49.6	52.1	
<i>Percentage of Protein derived from Animal Sources</i>										
Animal protein as percentage of total protein										
	1955	57.0	56.2	55.9	55.0	53.4	49.8	54.5	49.7	
	1958	60.6	61.0	59.2	58.2	56.4	51.7	58.5	54.8	
	1959	61.2	60.7	59.5	59.2	56.4	52.7	58.4	55.8	

TABLE 32
 Indices of Price of Energy and of Nutrients by Household Composition, 1959
 (all households = 100)

	Households with one man and one woman and						Other households with			
	No other		children only				adolescents and children	adolescents but no children	adults only	one or more children with or without adolescents
	one or both 55 or over	both under 55	1	2	3	4 or more				
Energy value	106	112	102	97	88	81	104	93	106	97
Total protein	105	113	101	97	90	83	104	95	105	96
Animal protein	101	109	100	96	94	93	105	100	102	97
Fat	102	107	101	98	93	88	102	98	103	99
Carbohydrate	109	117	103	96	84	76	106	90	109	95
Calcium	108	119	100	91	83	78	109	95	108	95
Iron	107	110	101	97	91	82	103	92	107	97
Vitamin A	107	103	97	95	92	87	106	97	107	99
Thiamine	105	112	102	98	91	82	103	94	105	96
Riboflavin	106	114	99	93	87	84	109	97	107	96
Nicotinic acid	102	109	103	101	94	86	101	94	104	97
Vitamin C	106	103	97	94	92	88	105	95	108	99
Vitamin D	109	112	100	98	89	78	104	88	112	96
Energy value (a)	105	108	101	97	90	85	103	95	105	98

(a) Indices adjusted to a constant level of food prices in all types of household.

VI

Family Composition: Special Studies

A. FAMILY COMPOSITION AND SOCIAL CLASS

Classification

89. Since 1955 National Food Survey data have been analysed by family composition within each broad social class, in order to assess the relative influences of the composition of the household and the income of its head upon domestic food expenditure and consumption and the nutritive value of the diet. Households in Class D2 and those of old age pensioners have been omitted since they contain few children. The numbers of households with children in Classes A1 and D1 in the sample are also too small for separate analysis and, as in previous years, sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is thus limited to three broad income groups, A, B, and C & D1, and to seven classified types of household, namely, younger couples with no children and couples with one or more children, adolescents or both. These groups contained 80 per cent of the children in the sample and 66 per cent of the adolescents, compared with 79 and 64 per cent in 1958. Each of the 21 sub-samples contained more than 100 households, except that in Class A there were only 43 couples with three children, 15 with four or more, and 88 with adolescents only. Details of the composition of the National Food Survey sample in 1959 by social class and household composition are given in Table 3 of Appendix A.

Expenditure and Consumption

90. Table 35 gives the average weekly food expenditure per person and per household for each sub-group. The disparity in average food expenditure *per head* between the extreme sub-groups was greater in 1959 than in 1958, the average for younger childless couples in Class A rising by 2s. 1d. to 45s. 4d. per week, while that for families with four or more children in Classes C & D1 fell by 5d. to 17s. 1d. per week. In 1955 these two extreme sub-groups spent 43s. 0d. and 15s. 3d. per head per week respectively. As in earlier years, food expenditure *per household* was highest in Class A families with four or more children or with both children and adolescents, averaging 164s. 6d. and 151s. 4d. respectively, compared with 132s. 3d. and 135s. 0d. in 1958 and 128s. 7d. and 126s. 1d. in 1955. Household food expenditure was again lowest for younger childless couples in Classes C & D1, who spent 76s. 11d. per week in 1959 compared with 74s. 2d. in 1958 and 68s. 9d. in 1955.

91. The first child in all three classes again occasioned a greater addition to household food expenditure than did the second child. The additional food expenditure associated with the third child was about the same as that for the second in Classes C & D1, but greater in Class B, and much greater in Class A; the average increment for the fourth and subsequent children exhibited a similar pattern, so that class differences were more pronounced in larger than in smaller families.

92. Details of average consumption per head of the main foods for each of the 21 sub-groups are given in Table 36. Consumption per head of most main foods fell with smaller income and increasing family size. The gradation was particularly pronounced for fruit, average consumption of which ranged, in Class A, from 64·4 oz. per head for younger couples to 26·9 oz. for families with four or more

children; the latter, nevertheless, consumed twice as much as corresponding families in Classes C & D1 (13·6 oz.). For carcase meat and bacon, the effect of income was much less pronounced than that of family size; consumption of other meat also decreased as the size of family increased, but the gradient was not so steep as for carcase meat and bacon, especially in the lower income groups. Large families bought very little pork.

93. For the cheaper filler foods and conventional necessities, the pattern of consumption was often disturbed or even reversed. Thus, consumption per head of bread and of margarine increased with a reduction in income; in each class, it fell at first with the addition of children to the family, because of their smaller energy needs, but rose again in the larger families because of their greater dependence on the cheaper commodities. Consumption per head of "other" vegetables was least in families with three children, although potatoes showed a minimum at the third child only in Class A; in families with more than one child, consumption of both potatoes and "other" vegetables increased with declining income. Average purchases of tea declined with increasing family size, but increased as income fell. The consumption of cakes exhibited a similar pattern except that in the largest families it decreased with income. The average consumption of oatmeal and other breakfast cereals tended to increase with income and family size.

94. Consumption of liquid milk decreased with a falling income and with increasing family size. Within each class, consumption fell most sharply as the number of children in the family increased from three to four or more; the fall in consumption with lower incomes was most pronounced in the largest families. Table 33 shows the trend in consumption since 1955 in the larger families in Classes C & D1. In families containing three children, consumption has been maintained, but in families with four or more children or with children and adolescents, consumption has declined by about a quarter of a pint per head per week since 1957, when the subsidy on welfare milk was reduced.

Energy Value and Nutrient Content

95. Table 37 shows the energy value and nutrient content of the diets of these groups. Since there are wide variations in the nutrient requirements of families of different composition, comparisons between the groups are best considered in relation to their needs.

TABLE 33
Consumption of Liquid Milk in Large Families in Classes C & D1, 1955-59
(pints per head per week)

	Households with one man and one woman and								
	3 children			4 or more children			children and adolescents		
	Full price milk	Welfare and school milk	Total liquid milk	Full price milk	Welfare and school milk	Total liquid milk	Full price milk	Welfare and school milk	Total liquid milk
1955	2·50	1·73	4·23	2·05	1·94	3·99	3·07	0·80	3·87
1956	2·59	1·84	4·43	1·76	2·13	3·89	3·18	0·69	3·87
1957	2·47	1·83	4·30	2·13	1·87	4·00	3·41	0·72	4·13
1958	2·69	1·72	4·41	1·72	2·19	3·91	3·28	0·71	3·98
1959	2·29	2·07	4·36	1·68	2·04	3·72	3·20	0·69	3·89

96. Table 38 shows the adequacy of the diets of the groups, assessed by allowances based on the recommendations of the British Medical Association. In all groups, the conventional deduction of 10 per cent has been made from the nutritive value of the food obtained for consumption, to allow for wastage and other losses of edible food. The background against which the estimates in Table 38 should be considered is discussed in paragraphs 82 and 83.

97. For energy and all nutrients there were fairly regular downward gradients in each class with increasing family size. However, for some nutrients, in families of like composition, the values were also influenced by income. In the smaller families, including those with adolescents but no children, there were downward gradients for all nutrients from Class A to Classes C & D₁, but in the larger families, marked trends were found only for total protein, calcium, vitamins A and C and riboflavin. The differences were narrower for energy value and those nutrients (iron, thiamine and nicotinic acid) which are provided by cheaper foods.

98. Between 1955 and 1959 there were downward trends in the percentages for both protein and calcium in the families in all social classes with four or more children. There were less marked downward trends for protein in diets of families in all social classes with adolescents and children, and no clear trends for the families with three children. The estimates for the larger families in Classes C & D₁ are given in Table 34. The lower intakes in the families with four or more children and with both children and adolescents were caused mainly by reduced consumption of milk and bread. The arrangements made for the further study of these estimates are described in paragraphs 82 and 83.

99. Table 39 shows the sources of protein and calcium in the diets of these families. The most striking point about the percentages is their general similarity to those for all households (see Appendix C, Table 1). A noticeable feature of Table 39 is that liquid milk is somewhat less important as a source of protein and calcium in the families with children and adolescents than in other types of large family, and cereals rather more so.

TABLE 34
Protein and Calcium Intake in Large Families in Classes C & D₁, 1955-59

	<i>Households with one man and one woman and</i>					
	<i>3 children</i>		<i>4 or more children</i>		<i>children and adolescents</i>	
	<i>Protein</i>	<i>Calcium</i>	<i>Protein</i>	<i>Calcium</i>	<i>Protein</i>	<i>Calcium</i>
<i>Intake per person per day:</i>	<i>g.</i>	<i>mg.</i>	<i>g.</i>	<i>mg.</i>	<i>g.</i>	<i>mg.</i>
1955	64	899	59	852	70	943
1956	61	886	59	854	70	917
1957	61	887	57	836	68	924
1958	63	908	57	839	69	956
1959	61	932	55	802	68	930
<i>As a percentage of recommended allowances:</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>
1955	90	88	85	83	83	87
1956	87	87	85	82	81	85
1957	87	88	80	79	79	85
1958	89	90	83	81	81	88
1959	90	93	78	77	79	86

TABLE 35
Food Expenditure by Certain Household Composition Groups and Social Class, 1959
 (per week)

	Class															
	A				B				C & D1				All households			
	Per head		Per household		Per head		Per household		Per head		Per household		Per head		Per household	
s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	
Households of one man and one woman and:																
No other (both under 55)	45	4	90	8	41	0	82	0	38	6	76	11	40	5	80	9
1 child	34	6	103	6	31	5	94	3	29	3	87	10	30	10	92	7
2 children	27	5	109	10	26	2	104	9	23	9	95	2	25	6	102	0
3 children	25	4	126	6	23	4	116	7	20	6	102	6	22	5	111	11
4 or more children	(23)	3)	(164)	6)	20	2	132	10	17	1	113	2	19	0	126	3
Adolescents only	36	6	121	10	34	11	113	3	32	2	106	3	33	11	111	3
Adolescents and children	31	0	151	4	27	2	131	2	23	10	124	7	26	4	131	10
<i>Average all households</i>	33	3	114	1	29	8	104	5	28	0	90	11	29	3	92	10

Figures in parenthesis are averages based on a sample of only 15 households.

Domestic Food Consumption and Expenditure, 1959

TABLE 36
Types of Food obtained for Consumption by Household Composition Groups and Social Class, I
(oz. per person per week except where otherwise stated)

	Class A						
	Households with one man and one woman and						
	no other (both under 55)	1 child	2 children	3 children	4 or more children	adoles- cents only	adoles- and children
CONDENSED MILK:							
1/2 milk—full price (pt.)	5.85	4.80	3.83	3.45	3.08	5.41	4.54
1/2 milk—welfare and school (pt.)	0.13	0.96	1.68	1.98	1.86	0.10	0.72
STERILIZED MILK:							
quid Milk (pt.)	5.98	5.76	5.51	5.43	4.95	5.51	5.26
condensed milk (eq. pt.)	0.12	0.18	0.13	0.08	0.17	0.21	0.11
and other milk (pt. or eq. pt.)	0.03	0.14	0.06	0.37	0.40	—	0.07
1 (pt.)	0.05	0.03	0.02	0.02	0.03	0.04	0.04
MILK AND CREAM (pt. or eq. pt.)	6.19	6.11	5.71	5.89	5.55	5.76	5.44
EGGS:							
all	4.04	2.56	2.30	1.53	1.65	3.45	2.56
used	0.54	0.48	0.34	0.20	0.34	0.43	0.50
MEAT:	4.58	3.04	2.64	1.73	1.99	3.88	3.06
BEANS AND VEAL:							
and veal	12.68	9.00	7.33	5.72	4.24	11.29	8.52
and lamb	12.43	8.11	6.07	6.71	4.55	8.03	6.79
	4.35	3.06	1.86	0.83	0.33	3.00	1.74
POULTRY:							
chicken	29.46	20.17	15.26	13.26	9.12	22.32	17.15
and ham, uncooked	8.35	6.08	4.92	3.69	5.41	6.83	6.22
meat (a)	15.80	13.11	10.89	9.70	7.57	16.28	12.80
FISH:	53.61	39.36	31.07	26.65	22.10	45.43	36.17
EGGS:							
fish	4.79	2.95	2.82	1.97	2.53	4.30	3.08
used and shell fish (b)	1.45	0.97	0.63	0.58	0.68	1.00	1.28
red fish (c)	1.79	1.48	1.07	1.28	1.28	2.08	1.72
EGGS:	8.03	5.40	4.52	3.83	4.49	7.38	6.08
EGGS:							
boiled	6.04	4.78	4.88	4.03	4.38	5.54	4.92
purchased (No.)	5.72	4.56	4.50	3.18	4.08	4.41	4.21
EGGS:							
oil	8.70	6.78	5.87	5.19	5.06	8.34	6.02
and compound cooking fat	2.64	3.56	2.57	2.57	2.42	4.52	3.85
fats	2.60	2.18	1.76	1.45	1.88	2.26	2.01
	0.74	0.79	0.27	0.17	0.61	0.44	0.93
EGGS:	14.68	13.31	10.47	9.38	9.97	15.56	12.87
CONDENSED MILK AND PRESERVES:							
condensed milk, preserves, syrup and treacle	21.90	18.38	14.15	16.37	10.87	19.02	18.74
	4.39	3.38	3.10	2.41	3.89	3.54	3.60
CONDENSED MILK AND PRESERVES:	26.29	21.76	17.25	18.78	14.76	22.56	22.34
VEGETABLES:							
chips (including chips and crisps)	64.00	61.43	36.40	35.50	35.81	51.75	50.28
green vegetables	27.14	16.62	12.69	11.17	10.87	17.91	16.54
vegetables (d)	22.19	15.84	15.40	12.39	12.60	18.00	15.86
VEGETABLES:	113.33	93.89	64.49	59.06	59.28	87.66	82.68
EGGS:							
oil	49.47	26.93	27.76	24.53	21.88	38.88	30.69
and fat	14.95	11.09	6.79	7.54	4.99	8.74	8.66
EGGS:	64.42	38.02	34.55	32.07	26.87	47.62	39.35
EGGS:							
bread	3.06	2.40	2.06	1.37	1.45	4.19	1.46
wholemeal bread	23.00	28.18	25.41	23.19	32.62	36.85	31.71
and wholemeal bread	4.03	1.63	2.20	1.47	0.40	2.95	1.84
bread (g)	8.43	7.95	4.93	6.96	2.13	7.37	5.51
EGGS:	38.52	40.16	34.60	32.99	36.60	51.36	40.92
oat products	8.54	6.27	4.53	5.66	4.38	8.98	6.22
(h)	6.24	4.53	4.84	5.56	3.18	5.54	5.88
fast cereals	7.79	6.28	5.76	6.34	5.26	6.17	4.86
and oat products	1.45	0.89	0.78	0.39	1.85	0.46	0.95
fast cereals	2.10	1.98	2.39	2.50	1.85	1.98	2.45
cereals	5.06	4.95	4.16	4.50	2.48	3.54	4.02
EGGS:	69.70	65.06	57.06	57.94	57.33	78.03	65.30
EGGS:							
soft drinks	3.46	2.60	1.97	1.62	1.62	2.88	2.40
	1.10	0.64	0.60	0.45	0.34	0.72	0.40
and food drinks	0.16	0.33	0.31	0.22	—	0.30	0.25
	0.54	0.04	0.15	0.02	0.11	0.12	0.09
EGGS:	5.26	3.61	3.03	2.31	2.07	4.02	3.27
EGGS:							
total	455.4d.	345.6d.	275.5d.	255.4d.	235.3d.	361.6d.	311.2d.

(c) Includes cooked fish, canned or bottled fish (excluding dried and canned products).
 (d) Includes dried and canned products.

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TABLE 36—continued
(oz. per person per week except where otherwise stated)

Class B							Class C & D						
Households with one man and one woman and													
	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
	3.81 1.24	3.27 1.74	3.05 1.77	2.11 2.16	4.72 0.08	3.78 0.68	4.66 0.17	3.62 1.23	2.99 1.76	2.29 2.07	1.68 2.04	4.21 0.04	3.20 0.69
	5.04 0.20 0.17 0.02	5.01 0.15 0.17 0.01	4.82 0.15 0.11 0.01	4.27 0.08 0.15 ...	4.80 0.14 0.01 0.02	4.46 0.20 0.04 0.02	4.82 0.21 ... 0.03	4.85 0.17 0.30 0.02	4.75 0.12 0.28 0.01	4.36 0.13 0.44 ...	3.72 0.14 0.28 ...	4.25 0.28 ... 0.02	3.89 0.15 0.09 0.01
	5.44	5.34	5.09	4.51	4.97	4.73	5.06	5.33	5.16	4.93	4.04	4.55	4.14
	2.44 0.47	2.11 0.43	1.92 0.27	1.58 0.25	3.13 0.31	2.23 0.38	3.01 0.57	2.34 0.44	1.67 0.36	1.89 0.26	1.52 0.20	2.77 0.43	2.18 0.36
	2.91	2.54	2.19	1.83	3.44	2.61	3.58	2.78	2.03	2.15	1.72	3.20	2.54
	8.80 7.09 1.96	7.40 5.74 1.66	6.36 4.60 1.76	4.43 4.87 0.44	10.41 6.92 3.49	7.54 6.01 1.53	11.24 8.80 2.44	8.75 6.26 2.49	7.28 4.25 3.03	5.99 3.33 2.66	4.62 2.82 1.80	9.71 8.13 1.58	7.25 4.92 2.33
	17.85 5.07 13.32	14.70 4.09 10.48	12.35 3.70 8.78	10.07 3.02 9.85	20.65 6.32 15.36	15.35 4.19 11.88	22.88 7.17 17.06	16.75 4.58 13.31	12.83 3.62 11.60	10.12 3.22 9.84	7.72 2.84 9.22	20.35 6.17 14.15	13.48 4.05 11.64
	36.24	29.27	24.83	22.94	42.33	31.42	47.11	34.64	28.05	23.18	19.78	40.67	29.11
	3.10 0.74 2.29	2.54 0.54 1.71	2.08 0.45 1.77	1.46 0.58 1.32	3.59 1.38 2.52	2.81 0.57 1.99	3.68 1.14 2.75	3.04 1.11 2.36	2.06 0.63 1.48	1.61 0.43 1.46	1.69 0.27 1.31	2.74 0.83 2.53	2.30 0.70 1.82
	6.13	4.79	4.30	3.32	7.49	5.37	7.57	6.51	4.17	3.50	3.27	6.10	4.82
	4.61 4.38	4.33 4.06	3.86 3.52	3.25 3.19	4.87 4.60	4.31 4.08	5.87 5.39	4.80 4.55	4.04 3.69	3.77 3.27	3.29 3.07	4.59 4.25	4.04 3.55
	6.27 3.28 2.29 0.51	5.19 3.21 1.90 0.48	4.42 3.77 1.89 0.48	3.29 3.93 1.63 0.52	6.53 3.32 2.59 0.49	4.87 4.31 1.75 0.53	8.30 3.96 2.72 0.56	5.24 3.83 2.28 0.53	4.51 3.66 1.79 0.53	3.38 4.34 1.73 0.60	2.60 4.94 1.37 0.41	6.08 4.94 2.29 0.42	3.76 5.27 1.60 0.49
	12.35	10.78	10.56	9.37	12.93	11.46	15.54	11.88	10.49	10.25	9.32	13.73	11.12
	18.16 2.94	16.74 2.95	17.32 3.11	14.12 3.32	18.96 2.72	17.92 3.27	22.84 3.43	18.79 3.06	17.83 2.52	16.01 2.66	14.82 2.42	21.07 3.61	18.37 3.02
	21.10	19.69	20.43	17.44	21.68	21.19	26.27	21.85	20.35	18.67	17.24	24.68	21.39
	55.06 16.17 17.17	55.42 13.51 15.40	52.63 12.01 13.39	51.57 9.17 13.58	65.41 17.91 20.00	58.97 13.62 16.37	57.33 19.85 21.60	60.54 13.37 17.74	55.71 10.36 14.74	59.99 8.92 13.84	56.58 7.19 14.71	60.97 15.36 18.17	59.94 10.77 14.30
	88.40	84.33	78.03	74.32	103.32	88.96	98.78	91.65	80.81	82.75	78.48	94.50	85.01
	23.99 8.28	20.94 6.65	17.74 5.59	13.57 4.34	28.00 8.46	22.35 6.75	29.27 9.65	19.32 6.88	14.74 5.34	12.39 4.57	10.43 3.16	22.18 6.97	16.55 5.24
	32.27	27.59	23.33	17.91	36.46	29.10	38.92	26.20	20.08	16.96	13.59	29.15	21.79
	1.17 36.71 1.19 6.21	1.13 33.18 1.11 4.67	1.20 36.15 1.11 3.89	0.70 41.11 0.74 2.65	2.07 39.25 1.83 8.05	1.60 41.84 0.97 5.28	2.78 43.33 1.82 8.97	1.29 40.92 1.21 5.85	0.64 37.70 0.75 5.54	0.68 38.05 0.65 3.29	1.75 41.77 0.14 2.11	1.88 46.75 1.28 6.80	1.08 48.43 0.81 5.32
	45.28 5.86 6.80 6.43 0.80 1.62 4.00	40.09 5.80 5.19 5.63 1.00 2.10 3.49	42.35 6.01 5.04 5.20 1.21 2.62 3.32	45.20 4.45 4.00 4.93 1.03 2.59 2.71	51.20 7.31 7.47 6.49 0.81 1.60 3.79	49.69 5.68 5.95 5.09 0.87 2.13 3.43	56.90 9.16 9.29 6.67 0.95 1.46 4.10	49.27 7.02 6.66 5.95 0.90 1.58 3.85	44.63 5.91 5.11 5.16 0.97 1.73 3.18	42.67 5.89 4.43 5.16 1.18 2.11 2.95	45.77 3.35 3.37 3.47 1.42 1.81 2.66	56.71 7.87 8.11 5.41 0.64 1.57 3.38	55.64 5.73 4.90 4.46 1.19 1.73 2.68
	70.79	63.30	65.75	64.91	78.67	72.84	88.53	75.23	66.69	64.39	61.85	83.69	76.33
	2.76 0.38 0.17 0.18	2.25 0.30 0.17 0.20	2.04 0.27 0.21 0.19	1.78 0.25 0.15 0.11	3.14 0.43 0.13 0.23	2.53 0.29 0.17 0.14	3.97 0.43 0.17 0.26	2.95 0.30 0.15 0.19	2.44 0.25 0.13 0.20	2.09 0.20 0.21 0.07	1.84 0.19 0.12 0.05	3.19 0.36 0.10 0.18	2.49 0.22 0.15 0.07
	3.49	2.92	2.71	2.29	3.93	3.13	4.83	3.59	3.02	2.57	2.20	3.83	2.93

od. 31s. 5d. 26s. 2d. 23s. 4d. 20s. 2d. 34s. 11d. 27s. 2d. 38s. 6d. 29s. 3d. 23s. 9d. 20s. 6d. 17s. 1d. 32s. 2d. 23s. 10d.
 (a) Includes dried, canned and bottled fruit.
 (b) Includes tomatoes.
 (c) Includes rolls, fruit bread, sandwiches and milk bread.
 (d) Includes buns, scones, tea cakes, muffins and crumpets.

TABLE 37
Households of Different Composition within Social Classes, 1959:
Energy Value and Nutrient Content of the Diet

	Class	Units of intake per person per day	Households with one man and one woman and						
			no other (both under 55)	children only				adolescents only	adolescents and children
				1	2	3	4 or more		
Energy value	A	Cal.	3,159	2,702	2,231	2,158	(2,054)	2,971	2,590
	B		3,122	2,634	2,352	2,279	2,081	2,833	2,493
	C & DI		3,154	2,641	2,324	2,201	1,976	2,869	2,432
Total protein	A	g.	93	78	66	61	(60)	87	74
	B		89	76	68	64	59	83	71
	C & DI		90	77	66	61	55	80	68
Animal protein	A	g.	60	49	42	38	(35)	53	46
	B		55	46	40	36	31	49	40
	C & DI		53	45	38	34	28	46	36
Fat	A	g.	148	123	102	92	(89)	136	115
	B		141	115	99	92	82	123	102
	C & DI		139	110	94	88	75	122	95
Carbohydrate	A	g.	365	321	263	272	(252)	350	313
	B		374	325	297	298	278	350	324
	C & DI		386	337	304	291	270	363	326
Calcium	A	mg.	1,265	1,119	1,001	984	(957)	1,184	1,059
	B		1,179	1,070	994	960	866	1,095	985
	C & DI		1,170	1,077	971	932	802	1,056	930
Iron	A	mg.	17.7	14.6	12.1	10.9	(10.8)	16.2	14.2
	B		17.4	14.3	12.7	12.0	11.2	15.9	13.6
	C & DI		17.3	14.4	12.3	11.5	10.6	15.4	13.2
Vitamin A	A	i.u.	5,998	5,015	4,254	3,703	(3,224)	4,939	4,660
	B		5,685	4,634	4,038	3,649	3,190	4,744	4,005
	C & DI		5,627	4,426	3,632	3,408	3,055	4,566	3,641
Thiamine	A	mg.	1.64	1.36	1.09	1.01	(1.01)	1.48	1.27
	B		1.55	1.28	1.15	1.10	1.02	1.46	1.23
	C & DI		1.56	1.29	1.12	1.06	0.97	1.41	1.20
Riboflavin	A	mg.	2.18	1.88	1.60	1.49	(1.41)	1.89	1.74
	B		1.99	1.72	1.58	1.47	1.30	1.80	1.56
	C & DI		1.95	1.72	1.49	1.40	1.21	1.69	1.42
Nicotinic acid	A	mg.	18.2	15.0	11.7	10.4	(10.2)	16.8	14.3
	B		17.1	13.8	12.2	11.5	10.6	16.0	13.3
	C & DI		17.1	13.9	11.7	10.9	10.0	15.2	12.6
Vitamin C	A	mg.	86	61	50	42	(45)	63	59
	B		69	56	50	46	39	57	50
	C & DI		63	50	42	40	35	51	44
Vitamin D	A	i.u.	153	148	122	114	(112)	166	165
	B		173	149	128	121	115	156	144
	C & DI		187	155	132	132	125	166	145

Figures in parenthesis are based on a sample of only 15 households.

TABLE 38
Households of Different Composition within Social Classes, 1959:
Comparison of Energy Value and Nutrient Content of the Diet with Allowances
based on the British Medical Association's Recommendations
(per cent)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value .	A	127	115	102	103	(94)	108	102
	B	117	109	103	102	96	100	94
	C & D I	113	106	101	100	91	99	91
Total protein .	A	133	112	98	93	(85)	102	92
	B	120	106	91	91	84	96	84
	C & D I	116	104	93	90	78	90	79
Calcium . .	A	151	120	104	100	(92)	117	101
	B	139	112	101	95	84	109	93
	C & D I	136	111	98	93	77	103	86
Iron . . .	A	143	125	110	103	(98)	118	111
	B	140	121	113	109	104	117	105
	C & D I	136	120	110	107	98	110	101
Vitamin A .	A	234	221	203	186	(170)	196	215
	B	220	201	189	182	166	189	182
	C & D I	214	190	169	168	159	175	166
Thiamine .	A	167	147	126	122	(117)	135	126
	B	146	135	129	124	119	129	116
	C & D I	141	131	123	122	113	121	112
Riboflavin .	A	144	131	119	116	(106)	113	113
	B	123	118	114	107	98	106	97
	C & D I	117	114	106	104	91	96	87
Nicotinic acid .	A	185	161	135	126	(118)	153	141
	B	162	145	136	130	124	141	125
	C & D I	155	141	129	126	116	131	118
Vitamin C .	A	413	294	250	215	(215)	253	248
	B	324	266	246	222	191	233	207
	C & D I	291	233	208	201	173	200	179

Figures in parenthesis are based on a sample of only 15 households.

TABLE 39
Sources of Protein and Calcium in the Diets of Large Families in Classes C & D1, 1959
(per head per day)

	Households with one man and one woman and											
	3 children				4 or more children				children and adolescents			
	Protein		Calcium		Protein		Calcium		Protein		Calcium	
	g.	per cent	mg.	per cent	g.	per cent	mg.	per cent	g.	per cent	mg.	per cent
Liquid milk	11.8	19.3	423	45.4	10.1	18.4	361	45.0	10.6	15.6	378	40.6
All other milk and cream	1.7	2.8	57	6.1	0.9	1.7	32	4.0	0.7	1.1	25	2.7
Cheese	2.2	3.6	71	7.6	1.7	3.2	57	7.1	2.6	3.8	84	9.0
Meat	12.1	19.7	14	1.5	10.2	18.5	13	1.6	15.2	22.4	18	1.9
Fish	1.9	3.2	11	1.2	1.8	3.3	10	1.2	2.6	3.9	14	1.5
Eggs	3.3	5.4	16	1.7	2.9	5.3	14	1.7	3.6	5.3	17	1.8
Fruit and vegetables	6.7	10.9	66	7.1	6.6	12.1	57	7.1	7.4	10.9	69	7.4
Cereals	20.7	33.7	263	28.2	19.8	36.0	247	30.8	24.4	36.0	312	33.5
All other foods	0.9	1.5	11	1.2	0.9	1.6	11	1.4	0.8	1.2	13	1.4
Total.	61	100	932	100	55	100	802	100	68	100	930	100

B. EFFECT OF THE HOUSEWIFE'S AGE ON THE HOUSEHOLD DIET

100. A study of the effect of the housewife's age on the household diet was undertaken based on the 2,165 childless two-adult households surveyed in 1959 and the 1,008 couples with two children. Each group was subdivided into households with no earner, with one earner and with two earners, and the six groups thus produced were further subdivided according to the age of the housewife (Table 40). Of 42 possible combinations, 29 actually occurred, but four of these sub-samples contained only 1 or 2 households each, and were entirely excluded from the analysis; a further four sub-samples each contained between 5 and 24 households and estimates for these are not shown in Tables 41-43.

101. Among childless couples, it is not unusual for both members to be employed when the housewife is young. When she is aged between 45 and 65, however, the household is likely to contain only one earner. Most families with two children have only one earner, but there is a tendency for the proportion with two earners to increase as the children, and the housewife, grow older. As might be expected, the difference between the declared net family income of two-earner and one-earner households was greater for childless couples than for families with children. The family income of a given type of household appeared to be greatest when the housewife was about 40 years old.

102. Table 40 indicates that household food expenditure rose fairly sharply as the age of the housewife increased from 20 to 40, but then reached a plateau, subsequently falling with increasing age from the fifties onwards. Where there are children, the rise may be related to the increase in income shown by the samples and also to the needs of growing children, but where there are no children the connection with income appears to be slight. The decline in food expenditure after the housewife passed middle age was most pronounced in the non-earning households, though the proportion of their declared net income spent on food rose from about one-third to a half.

CHILDLESS COUPLES WITH NO EARNER

103. Table 41 shows that among childless households of two adults neither of whom was earning, expenditure per head fell with increasing age of the housewife (beyond 40 years) for all main foods except sugar and preserves; when the housewife was over eighty, however, expenditure on milk, cereals, fruit and beverages appeared to increase. The estimates of consumption generally reflect the expenditure pattern. Expenditure on milk by each age-group was close to that of corresponding couples with earned incomes, but expenditure on cream fell off much more sharply as the housewife aged than that of earning couples.

104. Total expenditure on cereal foods by non-earning couples was appreciably smaller than in corresponding households with earners, except for flour and oatmeal. The up-turn in expenditure when the housewife was over eighty years of age was mainly in respect of biscuits, ready-made puddings, oatmeal and oat

products. Expenditure on fresh and other fruit fell steadily with increasing age until the housewife was eighty, the only exception being dried vine fruit. The most elderly housewives purchased much less cheese and meat than other age groups, but much larger amounts of such miscellaneous items as invalid foods, branded food drinks and meat and vegetable extracts.

CHILDLESS COUPLES WITH ONE OR TWO EARNERS

105. Food expenditure by childless couples with one earner was greatest when the housewife was in her thirties, and subsequently fell, at first gradually, then more rapidly. Where both members of the household were earning, food expenditure was less than for the corresponding one-earner households for ages up to 40 (despite the former's higher income), then rose to a peak around 50. The relationship between the two series is, however, altered if adjustments are made for differences in eating-out habits, since more meals are eaten outside the home by younger adults and by couples who are both earning. Adjustment of the expenditure estimates to a constant incidence of meals eaten outside the home reduces the initial rise in expenditure as the housewife ages, and gives consistently higher estimates for households with two earners than for those with a single earner (reflecting the former's higher income). Where there was only one earner, the variation of expenditure with the housewife's age was not very different for different food groups, though expenditure on fruit, vegetables, sugar and preserves (especially jam) tended to fall off more rapidly with age than that on other foods. With advancing age, apples and bananas accounted for an increasing share of the total expenditure on fruit. The fall in expenditure on cereal foods was relatively small, expenditure on bread tending to increase slightly with age.

106. For the two-earner couples the main departures from the general pattern of food expenditure were in the vegetable, fruit and cereal groups. Total expenditure on fruit showed little variation with age, though the younger working housewives bought more canned fruit. Expenditure on bread and flour increased a little with advancing years, but that on other cereal foods generally declined. The youngest housewives purchased most canned vegetables and least fresh green vegetables.

107. In households with one earner, total expenditure on carcase meat, and on all meats, was highest in the 30-50 age groups, whereas in households with two earners the highest expenditure was incurred by housewives aged about 50 and above. In the former group, expenditure on carcase meat exceeded that on all other meat and meat products in all age-groups, the relative importance of carcase meat increasing somewhat with the age of the housewife, but in those households with two earners the younger housewives spent rather less on carcase meat than on other meat, the change in emphasis occurring towards the age of 50. The use of prepared and canned meats showed no marked variation with age in the one-earner budgets, but in the two-earner households, purchases of these foods decreased with age.

FAMILIES WITH TWO CHILDREN

108. Average declared net income and total food expenditure in families with two children increased with the housewife's age from 20 to 50, although for two-earner families the increase in income was very small and average food expenditure was approximately the same in the 30 and 40 age-groups.

109. For families with one earner, expenditure on most foods increased with age, the main exceptions being vegetables, on which expenditure declined, and cereals,

which showed little variation. Families of two earners with two children are comparatively few in number, but despite the small samples, the estimates of expenditure on many food groups showed interesting divergences from the general pattern of increasing expenditure with age; in particular, expenditure on pork, eggs, whole-meal bread, flour, breakfast cereals, cereal products, coffee and branded food drinks declined as the age of the housewife increased. Expenditure on milk increased with age in both types of family, but consumption in the single-earner families increased less rapidly than expenditure, and in the two-earner families even showed a decline. These effects are partly attributable to the reduced entitlement to welfare and school milk in the older age-groups, and possibly also to some differences of social class between the one- and two-earner households. When the housewife was over 30 years of age, families with two earners made more use of prepared and canned meats than those dependent on one earner.

CONVENIENCE FOODS⁽¹⁾

110. The last line of Table 41 shows the proportion of total food expenditure allocated to convenience foods⁽¹⁾ by each type of family. The general tendency is for the relative importance of these foods to fall with increasing age, the youngest housewives spending as much as 19-24 per cent on them. Single-earner families with two children devoted a higher proportion of their food budget to these convenience foods than corresponding childless households, though their absolute expenditure per head was of course lower. At all ages up to 60, childless households with two earners made relatively more use of these labour-saving foods than childless households with only one earner; for families with children the corresponding differences were irregular.

Energy Value and Nutrient Content

111. Tables 42 and 43 give estimates of the energy value and nutrient content of the diets of these groups and compare them with allowances based on the recommendations of the British Medical Association. For childless two-adult households with one earner or none, the levels for energy and all nutrients generally fell as the housewife became older, except that the levels for all nutrients in the group with housewives aged 20-29 years were lower than those for the next two decades. The decline in nutrient intake with age was caused mainly by decreased consumption of cheese, meat, eggs, fresh green vegetables and "other" fruit. Differences in the estimates of adequacy resembled those for intake. There was no regular relationship with age of housewife in the estimates of intake or adequacy for the childless couples with two earners.

112. In families with two children, the intakes of most nutrients increased with the housewife's age, but because the average age of the children varied with that of the mother, the nutritional needs of groups containing younger women were less than those of corresponding groups containing older women, and in relation to nutritional allowances there was a general downward tendency as age increased. The only exceptions were the levels of vitamin A in the groups containing one or two earners and of calcium in the diet of families with one earner. This reversed trend for calcium was caused by the higher consumption of milk and cheese in the groups with older women.

⁽¹⁾As defined in paragraph 20.

113. As is well known, the energy requirements of adults decrease with age. The Committee on Caloric Requirements of the Food and Agriculture Organization of the United Nations⁽¹⁾ and the Food and Nutrition Board of the National Research Council of the United States⁽²⁾ have recently recommended specific decrements with age for energy requirements of adults. The allowances used in the evaluation of National Food Survey data are based on recommendations made in 1950 by the British Medical Association. For adults these vary with activity (and for women with physiological status), but not with age. However, for the National Food Survey, all women over 60 and men over 65 years of age are treated as being slightly less active than younger sedentary adults⁽³⁾. The decrement in energy requirements with age helps to explain the trends in the nutrient intake of childless couples since, without a major change in the pattern of food consumption, a decrease in the energy value of the diet is unlikely to take place without decreased intake of other nutrients.

TABLE 40
Total Domestic Food Expenditure of Childless Couples and Couples with Two Children, classified according to the Housewife's Age and the Number of Earners in the Household

Age of housewife	Childless couples			Couples with two children	
	no earner	1 earner	2 earners	1 earner	2 earners
	<i>Number of households in sample</i>				
20 - 29 . . .	—	68	190	291	45
30 - 39 . . .	—	80	123	424	110
40 - 49 . . .	11	143	162	91	36
50 - 59 . . .	44	356	194	5	2
60 - 69 . . .	218	257	49	2	—
70 - 79 . . .	169	57	5	—	—
80 and over . . .	25	14	—	—	—
	<i>Food expenditure per head per week</i>				
	<i>s.</i> <i>d.</i>	<i>s.</i> <i>d.</i>	<i>s.</i> <i>d.</i>	<i>s.</i> <i>d.</i>	<i>s.</i> <i>d.</i>
20 - 29 . . .	n.a.	37 10	36 7	23 6	25 2
30 - 39 . . .	n.a.	42 3	40 6	25 10	27 5
40 - 49 . . .	(38 3)	41 1	42 4	27 5	27 6
50 - 59 . . .	33 7	39 7	42 5	(28 2)	n.a.
60 - 69 . . .	30 2	37 6	41 4	n.a.	n.a.
70 - 79 . . .	27 4	32 3	(30 6)	n.a.	n.a.
80 and over . . .	26 0	(32 4)	n.a.	n.a.	n.a.
	<i>Declared net income per head per week</i>				
	£	£	£	£	£
20 - 29 . . .	n.a.	6·55	8·74	3·09	3·99
30 - 39 . . .	n.a.	6·31	8·89	3·58	4·09
40 - 49 . . .	(5·64)	7·42	7·85	4·06	4·16
50 - 59 . . .	4·74	6·00	7·00	(3·41)	n.a.
60 - 69 . . .	3·49	5·93	7·72	n.a.	n.a.
70 - 79 . . .	2·96	5·23	(6·36)	n.a.	n.a.
80 and over . . .	2·56	(5·86)	n.a.	n.a.	n.a.

Figures in parenthesis are averages based on samples of less than 25 households.

⁽¹⁾ *Calorie Requirements*. Report of Second Committee on Calorie Requirements. F.A.O., Rome, 1957.

⁽²⁾ *Recommended Dietary Allowances, 1958*. Food and Nutrition Board. National Research Council: Publication 589. Washington, D.C., 1958.

⁽³⁾ *Domestic Food Consumption and Expenditure: 1957*, Appendix E. H.M.S.O., 1959.

114. Since the incidence of meals taken outside the home varies with the number of earners, comparisons made within an age-group are more apposite when considered in relation to needs. In the groups with housewives over 50 years of age there was a tendency for the levels for energy and all nutrients other than vitamin C to increase with the number of earners. In the groups containing younger women with or without children, however, the levels for energy and for all nutrients except calcium, iron and vitamin C were slightly higher in households containing one earner than in those containing two. These results are similar to those found for the corresponding groups in the analysis included in the Annual Report for 1958⁽¹⁾ of the diets of households containing one or two earners.

⁽¹⁾*Domestic Food Consumption and Expenditure: 1958*, paragraphs 142, 143 and Table 42. H.M.S.O., 1960.

TABLE 41
 Domestic Food Expenditure of Childless Couples and Couples with Two Children, classified according to the
 Housewife's Age and the Number of Earners in the Household, 1959
 (pence per head per week)

	Childless couples																									
	1 earner						2 earners						Couples with two children													
	Age of housewife						Age of housewife						Age of housewife													
	1 earner		2 earners		Couples with two children		1 earner		2 earners		1 earner		2 earners		1 earner		2 earners									
	60-69	70-79	80 or over	20-29	30-39	40-49	50-59	60-69	70-79	80 or over	20-29	30-39	40-49	50-59	60-69	70-79	80 or over	20-29	30-39	40-49	50-59	60-69	70-79	80 or over		
MILK AND CREAM:																										
Liquid milk—full price	42.29	39.75	38.05	31.28	43.43	40.30	40.55	43.20	40.31	31.92	38.72	44.08	40.08	36.37	15.19	27.06	33.96	21.74	29.00	32.72						
Liquid milk—welfare	—	—	—	3.74	0.57	0.27	0.13	—	—	1.06	0.37	0.06	—	—	10.62	5.39	1.76	7.04	1.36	1.12						
Total Liquid Milk	42.29	39.75	38.05	35.02	44.00	40.57	40.68	43.20	40.31	32.98	39.09	44.14	40.08	36.37	25.81	32.45	35.72	28.78	30.36	33.84						
Condensed milk	1.46	1.37	1.51	2.13	1.96	2.20	1.91	1.85	2.36	2.69	1.75	2.49	1.72	3.19	1.01	1.46	1.13	0.68	1.29	1.17						
Dried and other milk	—	—	—	0.29	0.06	0.08	0.14	0.02	—	0.14	0.19	0.20	0.17	—	2.54	1.07	—	0.50	0.23	—						
Cream	3.01	1.07	0.54	2.17	1.69	2.45	2.16	1.29	0.54	2.71	1.66	2.75	2.07	2.14	0.74	0.95	0.87	0.84	0.63	0.70						
Total Milk and Cream	46.76	42.19	40.12	39.61	47.71	45.30	44.89	45.36	43.21	38.52	42.69	49.58	44.04	41.70	30.10	35.93	37.72	30.80	32.51	35.71						
CHEESE:																										
Natural	9.15	8.93	7.30	8.26	11.06	9.84	10.27	9.13	7.46	5.76	9.30	9.30	11.54	9.53	4.26	5.43	7.49	4.30	4.91	5.40						
Processed	1.82	0.95	1.31	2.17	1.80	1.92	1.04	1.45	2.75	3.27	1.83	1.35	1.22	2.17	1.38	1.32	1.37	1.59	1.47	1.98						
Total Cheese	10.97	9.88	8.61	10.43	12.86	11.76	11.91	10.58	10.21	9.03	11.13	10.65	12.76	11.70	5.64	6.75	8.86	5.89	6.38	7.38						
MEAT:																										
Beef and veal	37.74	26.00	28.23	36.89	43.90	43.31	39.92	34.39	38.62	28.10	33.84	36.37	37.81	35.09	18.52	22.60	20.89	16.27	26.40	25.68						
Mutton and lamb	25.23	27.07	22.70	21.90	25.03	23.49	27.43	32.05	20.84	18.62	20.42	29.23	32.52	37.40	9.46	12.62	16.05	12.40	15.90	14.48						
Pork	6.06	5.16	4.91	8.03	11.23	11.77	8.37	7.03	6.30	10.85	9.68	10.51	11.76	21.24	4.68	3.57	5.14	5.68	4.52	2.83						
Total Carcase Meat	69.03	58.23	55.84	66.82	80.16	78.57	75.72	73.47	65.76	57.57	63.94	76.11	82.09	93.73	32.66	38.79	42.08	34.35	46.82	42.99						
Bacon and ham, uncooked	22.14	16.95	14.60	19.74	23.93	25.43	22.11	21.97	18.40	18.96	23.31	24.29	25.92	24.44	9.76	12.53	14.37	11.17	13.34	13.84						
Other meat (a)	25.71	29.58	23.52	39.04	50.02	46.83	41.80	37.11	31.60	46.49	53.61	55.53	48.87	48.37	27.51	26.63	28.86	24.21	29.33	31.66						
Total Meat	116.88	104.76	98.96	125.60	154.11	150.83	139.62	132.55	115.76	123.02	129.86	155.93	166.54	166.54	69.93	77.95	85.31	69.73	89.49	88.49						

(a) Includes cooked and canned meats, and meat products.

TABLE 41—continued
(pence per head per week)

	Childless couples																Couples with two children										
	no earner				1 earner				2 earners				1 earner				2 earners										
	Age of housewife																										
	50-59	60-69	70-79	80 or over	30-39	40-49	50-59	60-69	70-79	80-89	90-99	40-49	50-59	60-69	70-79	80-89	90-99	30-39	40-49	50-59	60-69	70-79	80-89	90-99	40-49		
FISH:	8.14	10.47	8.66	6.70	8.76	10.38	11.39	12.46	10.04	6.18	7.31	7.99	11.20	10.63	3.84	5.98	7.02	3.45	4.75	4.97	3.84	5.98	7.02	3.45	4.75	4.97	
Fresh	4.55	3.06	1.86	0.96	1.75	3.28	3.95	3.02	1.69	2.82	2.48	4.77	4.00	2.91	0.87	1.41	1.54	1.01	1.55	2.20	0.87	1.41	1.54	1.01	1.55	2.20	
Processed and shell (b)	7.50	4.69	2.99	5.32	7.91	11.63	10.16	8.50	5.17	12.07	10.58	12.02	13.58	12.53	5.51	5.09	3.97	5.44	6.84	6.96	5.51	5.09	3.97	5.44	6.84	6.96	
Prepared (c)	20.19	18.22	13.31	12.98	20.32	18.42	23.49	23.98	16.90	21.07	20.27	24.78	26.78	26.07	10.22	12.48	12.53	9.90	13.14	14.13	10.22	12.48	12.53	9.90	13.14	14.13	
Total Fish	19.68	16.10	15.18	13.34	20.75	23.31	21.25	18.79	15.78	19.55	22.00	22.62	21.93	15.62	14.24	15.21	15.81	17.69	16.04	14.85	14.24	15.21	15.81	17.69	16.04	14.85	
EGGS	23.13	18.50	17.50	18.68	22.75	23.98	26.59	22.54	22.50	21.07	19.83	25.38	22.26	26.28	11.14	14.65	16.26	12.13	14.84	13.98	11.14	14.65	16.26	12.13	14.84	13.98	
FATS:	4.19	4.90	4.56	3.70	4.83	6.15	6.13	5.27	3.65	3.73	4.63	5.21	4.28	4.72	4.35	4.44	4.77	4.46	4.80	4.84	4.35	4.44	4.77	4.46	4.80	4.84	
Butter	3.11	2.48	2.46	1.68	3.60	4.10	4.02	3.27	3.19	2.97	3.24	3.43	3.11	3.49	3.42	2.35	2.21	2.21	2.48	1.51	3.42	2.35	2.21	2.21	2.48	1.51	
Margarine	0.09	0.78	0.76	0.41	2.18	0.47	0.59	1.27	0.93	0.66	0.65	0.31	0.82	0.91	1.16	0.67	0.62	0.64	0.73	0.61	0.67	0.58	0.62	0.64	0.73	0.61	
Lard and compound cooking fat	30.52	26.66	35.28	24.47	34.45	33.38	37.35	31.21	31.89	28.35	27.45	33.75	31.40	35.58	18.54	22.02	23.86	19.44	22.85	20.94	18.54	22.02	23.86	19.44	22.85	20.94	
Other fats																											
Total Fats																											
SUGAR AND PRESERVES:																											
Sugar	10.72	9.74	10.12	10.66	10.17	13.07	13.95	13.24	11.00	9.18	9.14	10.82	11.44	12.52	11.75	8.25	8.67	8.93	7.97	8.48	9.85	8.25	8.67	8.93	7.97	8.48	9.85
Honey, preserves, syrup and treacle	3.71	4.89	4.64	4.87	6.85	4.57	5.66	6.11	4.38	3.72	2.75	3.68	4.37	5.05	5.40	2.50	3.14	4.99	3.71	2.93	5.20	2.50	3.14	4.99	3.71	2.93	5.20
Total Sugar and Preserves	14.43	14.63	14.76	15.53	17.02	17.64	19.61	19.35	15.38	12.90	11.89	14.50	15.81	17.57	17.15	10.75	11.81	13.92	11.68	11.41	15.05	10.75	11.81	13.92	11.68	11.41	15.05
VEGETABLES:																											
Peas, including chips and crisps	8.77	11.51	10.30	9.24	16.59	18.18	12.90	13.36	15.76	11.44	16.44	16.25	15.43	15.17	13.62	15.29	12.43	12.90	14.44	16.52	12.99	15.29	12.43	12.90	14.44	16.52	12.99
Fresh green	8.30	8.15	6.16	5.00	10.44	14.20	12.43	12.21	10.88	9.64	9.73	14.11	15.26	14.45	13.13	5.48	6.22	5.00	7.76	6.31	7.14	5.48	6.22	5.00	7.76	6.31	7.14
Other vegetables (d)	9.60	8.76	6.68	7.06	14.96	17.98	12.46	11.74	11.09	10.29	17.21	14.92	14.69	12.44	11.14	10.32	9.85	9.01	10.10	11.10	10.10	10.32	9.85	9.01	10.10	11.10	10.10
Total Vegetables	26.67	28.42	23.34	21.30	41.99	50.36	37.79	37.31	37.73	31.37	43.38	45.28	45.38	42.06	37.89	31.09	28.50	26.91	32.30	33.99	30.23	31.09	28.50	26.91	32.30	33.99	30.23

(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.

(c) Includes cooked fish, canned or bottled fish (excluding shellfish) and fish products.

(d) Includes dried and canned vegetables and vegetable products.

Domestic Food Consumption and Expenditure, 1959

TABLE 41—continued (pence per head per week)

	Childless couples													Couples with two children											
	no earner			1 earner			2 earners			1 earner			2 earners												
	Age of household												40-49	20-29	30-39	40-49	20-29	30-39	40-49						
	50-59	60-69	70-79	80 or over	20-29	30-39	40-49	50-59	60-69	70-79	80-89	90-99	100	60-69	70-79	80-89	90-99	100	40-49	50-59	60-69	70-79	80-89	90-99	100
FRUIT:																									
Fresh	18.13	17.40	11.77	17.64	27.79	29.41	30.06	28.82	25.76	16.24	28.24	32.91	33.30	30.07	31.85	13.09	17.25	19.20	19.06	19.06	16.32	16.32	20.36	20.36	20.36
Other (c)	10.67	6.64	6.89	5.54	16.81	15.81	13.13	12.37	11.53	9.16	15.66	15.09	12.08	14.45	13.56	8.55	8.97	10.15	6.72	6.72	7.99	7.99	9.19	9.19	9.19
Total Fruit (f)	28.80	24.04	18.66	23.18	44.60	45.22	43.19	41.09	37.28	25.40	43.90	48.00	45.38	44.52	45.41	21.64	26.22	29.35	25.78	25.78	24.31	24.31	29.55	29.55	29.55
CEREALS:																									
Brown bread	2.67	1.32	1.64	2.15	0.60	1.40	1.27	1.73	1.46	0.74	0.36	0.97	0.65	1.69	0.15	0.31	0.56	0.92	0.22	0.22	0.32	0.32	0.96	0.96	0.96
White bread	13.83	13.17	14.35	15.94	15.23	15.81	16.34	15.53	15.56	15.16	17.03	17.07	15.23	15.45	18.83	14.75	13.55	13.05	13.72	13.72	14.45	14.45	14.41	14.41	14.41
Wholewheat and wholemeal bread	2.41	1.38	0.91	0.94	1.11	1.24	2.28	1.75	1.37	2.89	0.88	1.12	2.59	1.66	1.45	0.30	0.80	1.01	1.09	1.09	0.72	0.72	0.50	0.50	0.50
Other bread (g)	3.84	4.96	4.13	1.70	7.76	6.09	5.58	6.36	5.97	7.38	6.28	5.96	7.81	7.50	7.42	3.06	3.63	3.46	3.78	3.78	5.59	5.59	4.63	4.63	4.63
Total Bread	22.75	20.83	21.03	20.73	24.70	24.54	25.47	25.37	24.36	26.17	24.55	25.12	26.28	26.30	27.85	18.42	18.54	18.44	18.81	18.81	21.08	21.08	20.50	20.50	20.50
Flour	3.98	4.81	4.11	4.44	3.21	6.05	4.77	5.34	5.12	3.93	2.87	2.47	3.94	4.20	4.04	2.21	2.89	2.88	2.79	2.79	2.26	2.26	1.68	1.68	1.68
Cakes (h)	13.00	9.00	8.15	5.97	13.54	13.58	10.64	14.03	13.67	11.36	15.32	17.09	17.21	14.74	10.66	9.35	9.18	8.79	11.30	11.30	10.79	10.79	11.99	11.99	11.99
Biscuits	10.05	8.76	7.87	11.54	15.65	11.81	12.03	13.44	11.69	8.76	14.70	14.22	10.82	12.38	12.64	9.22	10.12	9.82	10.38	10.38	10.46	10.46	9.84	9.84	9.84
Oatmeal and oat products	1.49	1.43	1.29	2.47	0.78	1.58	1.06	1.12	0.94	0.78	0.63	0.95	0.88	1.09	0.86	0.99	0.85	1.33	0.74	0.74	1.03	1.03	0.67	0.67	0.67
Breakfast cereals	1.31	1.49	1.77	1.58	3.03	2.79	2.67	2.12	2.33	1.45	2.77	3.14	2.00	2.48	1.03	2.82	3.78	3.53	4.18	4.18	3.40	3.40	3.85	3.85	3.85
Other cereals	4.37	3.07	3.41	5.12	6.61	7.49	4.77	4.56	4.23	4.12	6.13	4.62	5.01	4.57	4.00	4.05	4.92	5.19	5.47	5.47	4.36	4.36	3.70	3.70	3.70
Total Cereals	56.95	49.39	47.63	51.85	66.52	67.84	61.40	66.58	62.34	56.57	66.97	67.61	66.14	65.76	60.48	47.06	50.28	49.98	53.67	53.67	53.38	53.38	51.23	51.23	51.23
BEVERAGES:																									
Tea	17.43	16.75	15.55	14.22	14.71	19.25	20.08	19.90	19.67	18.59	14.34	19.13	20.95	22.19	20.13	10.27	10.45	12.05	11.68	11.68	12.27	12.27	11.91	11.91	11.91
Coffee	3.30	3.00	3.48	5.03	3.91	6.42	5.13	4.22	4.25	2.43	4.28	5.30	5.71	4.68	5.79	2.37	2.44	2.91	3.47	3.47	3.30	3.30	1.46	1.46	1.46
Cocoa	0.26	0.26	0.32	—	1.00	0.57	0.35	0.45	0.51	0.43	0.85	0.46	0.52	0.66	—	0.35	0.64	0.89	0.57	0.57	0.42	0.42	0.56	0.56	0.56
Branded food drinks	1.64	1.06	1.44	2.56	0.17	0.77	1.91	0.94	1.31	1.63	1.51	1.53	1.90	1.36	2.17	0.99	0.82	0.59	0.76	0.76	0.55	0.55	0.35	0.35	0.35
Total Beverages	22.63	21.07	20.79	21.81	19.79	27.01	27.47	25.51	25.74	23.08	20.98	26.42	29.08	28.79	28.09	13.98	14.35	16.44	16.48	16.48	16.54	16.54	14.18	14.18	14.18
MISCELLANEOUS (i)	8.93	6.85	7.09	15.19	9.54	11.97	10.99	9.65	8.28	7.20	13.34	14.29	10.94	11.80	10.05	8.79	8.26	8.76	8.35	8.35	8.72	8.72	7.94	7.94	7.94
TOTAL ALL FOODS	403.38	363.19	327.92	311.51	453.89	507.17	493.49	474.90	449.92	386.73	439.09	485.80	507.70	509.24	496.31	328.00	309.78	329.44	301.66	328.72	329.65	329.65	329.65	329.65	329.65
Expenditure on convenience foods (j) as a percentage of total food expenditure	14	13	12	15	19	17	15	17	16	16	16	24	21	18	16	22	19	17	20	20	10	10	10	10	10

(b) Includes beer, rum, scotch, tea cakes, muffins and crumpets.
 (i) Includes tobacco, wine, liqueurs and distilled liquors.
 (j) Includes hot and cold drinks, sandwiches, pies, puddings, pastries, biscuits, cakes, sweets and confectionery.

TABLE 42
 Energy Value and Nutrient Content of the Diets of Childless Couples and Couples with Two Children, classified according to the Housewife's Age and the Number of Earners in the Household (per person per day)

	Number of earners	Childless couples							Couples with two children				
		Age of housewife							Age of housewife				
		20-29	30-39	40-49	50-59	60-69	70-79	80 and over	20-29	30-39	40-49		
Energy value (Cal.)	0	n.a.	n.a.	n.a.	2844	2641	2532	2549	n.a.	n.a.	n.a.	n.a.	n.a.
	1	3072	3443	3309	3254	3117	2774	n.a.	n.a.	n.a.	2347	2469	2469
	2	2800	3037	3119	3252	3386	n.a.	n.a.	n.a.	n.a.	2411	2382	2382
Total protein (g.)	0	n.a.	n.a.	n.a.	82	77	72	68	n.a.	n.a.	n.a.	n.a.	n.a.
	1	86	99	94	92	90	82	n.a.	n.a.	n.a.	67	71	71
	2	81	86	93	94	100	n.a.	n.a.	n.a.	n.a.	69	68	68
Animal protein (g.)	0	n.a.	n.a.	n.a.	50	47	43	38	n.a.	n.a.	n.a.	n.a.	n.a.
	1	51	60	59	56	55	49	n.a.	n.a.	n.a.	40	43	43
	2	47	52	58	59	64	n.a.	n.a.	n.a.	n.a.	40	41	41
Fat (g.)	0	n.a.	n.a.	n.a.	128	117	108	98	n.a.	n.a.	n.a.	n.a.	n.a.
	1	141	152	151	142	138	120	n.a.	n.a.	n.a.	100	107	107
	2	122	138	140	148	157	n.a.	n.a.	n.a.	n.a.	102	97	97
Carbohydrate (g.)	0	n.a.	n.a.	n.a.	341	319	319	349	n.a.	n.a.	n.a.	n.a.	n.a.
	1	366	421	393	402	378	342	n.a.	n.a.	n.a.	296	306	306
	2	345	363	372	387	394	n.a.	n.a.	n.a.	n.a.	303	308	308
Calcium (mg.)	0	n.a.	n.a.	n.a.	1142	1064	1013	1052	n.a.	n.a.	n.a.	n.a.	n.a.
	1	1174	1317	1247	1235	1197	1130	n.a.	n.a.	n.a.	1006	1049	1049
	2	1048	1149	1228	1222	1309	n.a.	n.a.	n.a.	n.a.	957	962	962
Iron (mg.)	0	n.a.	n.a.	n.a.	15.4	13.9	13.2	12.3	n.a.	n.a.	n.a.	n.a.	n.a.
	1	16.9	19.3	17.8	17.3	16.8	14.9	n.a.	n.a.	n.a.	11.8	12.6	12.6
	2	15.6	16.7	17.7	17.6	18.0	n.a.	n.a.	n.a.	n.a.	12.2	13.2	13.2

TABLE 42—continued
(per person per day)

	Number of earners	Childless couples										Couples with two children			
		Age of housewife										Age of housewife			
		20-29	30-39	40-49	50-59	60-69	70-79	80 and over	20-29	30-39	40-49	50-59	60-69	70-79	80 and over
Vitamin A	0 1 2	n.a. 5781 4848	n.a. 6428 6035	n.a. 6069 5804	4992 5284 5524	4155 5009 5725	3664 4390	3467	n.a. 3154 3440	n.a. 4160 3795	n.a. 4345 3855				
Thiamine	0 1 2	n.a. 1.46 1.40	n.a. 1.76 1.51	n.a. 1.62 1.60	1.45 1.57 1.62	1.31 1.56 1.75	1.23 1.39 1.14	1.17	n.a. 1.08 1.10	n.a. 1.13 1.18	n.a. 1.22 1.14				
Riboflavin	0 1 2	n.a. 1.94 1.71	n.a. 2.28 1.95	n.a. 2.10 2.12	1.89 2.00 2.06	1.70 1.99 2.21	1.59 1.82 n.a.	1.56	n.a. 1.48 1.48	n.a. 1.58 1.54	n.a. 1.69 1.53				
Nicotinic acid	0 1 2	n.a. 15.8 15.1	n.a. 19.5 16.4	n.a. 18.2 18.1	15.8 17.4 18.2	14.6 17.3 20.0	13.6 15.4 n.a.	12.5	n.a. 11.1 11.6	n.a. 12.0 12.7	n.a. 13.0 12.8				
Vitamin C	0 1 2	n.a. 71 60	n.a. 75 69	n.a. 69 71	67 65 68	51 63 62	44 50 n.a.	39	n.a. 46 46	n.a. 48 46	n.a. 49 49				
Vitamin D	0 1 2	n.a. 176 157	n.a. 175 166	n.a. 203 182	162 181 185	145 174 194	121 133 n.a.	109	n.a. 128 113	n.a. 131 124	n.a. 132 119				

TABLE 43
Energy Value and Nutrient Content of the Diets of Childless Couples and Couples with Two Children, classified according to the Housewife's Age and the Number of Earners in the Household; Comparison with Allowances Based on the British Medical Association's Recommendations (per cent)

	Number of earners	Childless couples										Couples with two children			
		Age of housewife										Age of housewife			
		30-39	40-49	50-59	60-69	70-79	80 and over	30-39	40-49	50-59	60-69	70-79	80 and over		
Energy value	0 1 2	n.a. 114 111	n.a. 123 111	111 119 115	109 118 124	106 106 n.a.	106 n.a. n.a.	n.a. 105 103	n.a. 103 99	n.a. 101 93	n.a. 101 93	n.a. 101 93	n.a. 101 93		
Total protein	0 1 2	n.a. 111 115	n.a. 125 120	115 121 121	115 124 132	109 114 n.a.	103 n.a. n.a.	n.a. 100 98	n.a. 96 93	n.a. 94 87	n.a. 94 87	n.a. 94 87			
Calcium	0 1 2	n.a. 126 136	n.a. 140 144	123 137 141	117 131 140	112 123 n.a.	117 n.a. n.a.	n.a. 98 104	n.a. 101 101	n.a. 104 96	n.a. 104 96	n.a. 104 96			
Iron	0 1 2	n.a. 130 138	n.a. 135 139	111 129 137	103 124 130	98 109 n.a.	91 n.a. n.a.	n.a. 112 118	n.a. 111 115	n.a. 109 108	n.a. 109 108	n.a. 109 108			
Vitamin A	0 1 2	n.a. 215 216	n.a. 232 220	174 190 206	147 178 198	131 154 n.a.	124 n.a. n.a.	n.a. 164 167	n.a. 193 188	n.a. 204 185	n.a. 204 185	n.a. 204 185			
Thiamine	0 1 2	n.a. 138 140	n.a. 153 143	145 146 144	135 149 160	129 133 n.a.	123 n.a. n.a.	n.a. 132 127	n.a. 126 120	n.a. 126 111	n.a. 126 111	n.a. 126 111			
Riboflavin	0 1 2	n.a. 119 113	n.a. 128 135	119 120 121	115 125 134	109 115 n.a.	106 n.a. n.a.	n.a. 115 110	n.a. 113 104	n.a. 114 99	n.a. 114 99	n.a. 114 99			
Nicotinic acid	0 1 2	n.a. 149 150	n.a. 172 161	157 163 163	131 165 183	143 148 n.a.	131 n.a. n.a.	n.a. 136 133	n.a. 133 130	n.a. 135 125	n.a. 135 125	n.a. 135 125			
Vitamin C	0 1 2	n.a. 302 312	n.a. 312 336	290 288 317	223 277 265	196 218 n.a.	175 n.a. n.a.	n.a. 240 249	n.a. 234 219	n.a. 221 218	n.a. 221 218	n.a. 221 218			

C. DIETS OF SELECTED GROUPS OF OLD AGE PENSIONER HOUSEHOLDS, 1959

115. The diet of old age pensioners is of particular interest, since they comprise, *prima facie*, one of the "vulnerable" groups of the population. It must be emphasised at the outset that the Survey includes in this group only those households whose income is wholly or mainly derived from retirement pensions, non-contributory old age pensions, or, for widows over the age of 60, widows' pensions, in all cases with or without National Assistance supplementation. Thus the group as a whole is not intended to be representative of all pensioners, many of whom either have additional sources of income, such as occupational pensions, or live with relatives. The Survey sample has been selected on the same basis since 1950 in order to maintain a continuing check on the diet of this more "vulnerable" group.

116. Table 44 gives some details of the composition of the sample, income declared, and domestic food expenditure, distinguishing households whose declared income consisted solely of the basic pension from those with supplementary incomes. In a few cases the income declared was less than the standard weekly rates of retirement pensions in 1959 (50s. for a single person and 80s. for a married couple). Some pensioners may not have disclosed income received from National Assistance⁽¹⁾ or from casual earnings or other sources, since it is not a primary purpose of the Survey to conduct an investigation into incomes. Thus, the proportion of declared income which was spent on food might be somewhat reduced if full details of income were available. No attempt has been made to give the range of expenditure on food, since this would yield unrealistic extreme figures. For example, a pensioner might be unwell in the week he or she is visited, and would therefore be drawing on larder stocks and buying little food; if the same pensioner were visited a week or two later, when larder stocks were being replenished, expenditure would be high.

117. Of the pensioners living alone, the great majority were women. It has been noted in paragraphs 58 and 62-64 that the energy value of food purchases recorded by elderly women living alone was substantially in excess of their estimated needs. Thus there is some evidence that the average expenditure and consumption figures shown in Tables 44 and 45 for the two sub-samples of pensioners living alone may be somewhat inflated, but as a similar reservation applies to earlier years, it is still possible to draw some general conclusions about the trend. The rates of pension were increased in January 1958, by 10s. for a single person and 15s. for a married couple. It is therefore appropriate to compare domestic food expenditure in 1959 (the first full year at the higher pension rates) with that in 1957. Average expenditure by pensioner households rose from an estimated 25s. 7d. per head per week in 1957 to an estimated 28s. 2d. in 1959 - an increase of 2s. 7d., or about 10 per cent. Over the same period, the average expenditure by all households in the sample rose by about 4 per cent, from 28s. 1d. to 29s. 3d. per head per week, while food prices increased by only some 3 per cent.

⁽¹⁾At the end of December, 1959, 22 per cent of pensioners in Great Britain were receiving supplementary pensions from the National Assistance Board.

TABLE 44
Domestic Food Expenditure by Selected Groups of Old Age Pensioner
Households, 1959

	Type of household				All (a)
	One person living alone		One man and one woman		
	Declared weekly income £2 10s. or less	Declared weekly income over £2 10s.	Declared weekly income £4 or less	Declared weekly income over £4	
Number of households . . .	117	352	81	218	831
Percentage of total . . .	14·1	42·4	9·7	26·2	100
Declared weekly household income: per head . . .	49s. 5d.	69s. 0d.	39s. 6d.	53s. 8d.	55s. 0d.
per household . . .	49s. 5d.	69s. 0d.	78s. 11d.	107s. 4d.	80s. 0d.
Total domestic food expenditure (per head) . . .	30s. 1d.	30s. 5d.	26s. 0d.	27s. 5d.	28s. 2d.
Total domestic food expenditure as percentage of declared weekly income . . .	60·9	44·2	65·9	51·1	51·2

(a) Including 63 other households (151 persons) of varying composition.

118. Details of domestic food consumption by pensioner households in 1959 are given in Table 45. Noteworthy changes between 1957 and 1959 were increases for meat (+2·3 oz.), butter (+0·5 oz.), fruit (+2·6 oz.), canned vegetables (+1·6 oz.), cakes and biscuits (+1·3 oz.), sugar (+1·1 oz.) and eggs (+0·6 per head), with decreases for potatoes (−7·2 oz.), bread (−1·5 oz.) and flour (−0·4 oz.). Consumption of butter by pensioner households has been increasing steadily since 1954, when fats were decontrolled, and the rise continued in 1959, despite the sharp increase in the price of butter, which led all other classes to reduce their purchases. In fact, pensioner households bought more butter per head in 1959 than any other income group except Class A, and consumed almost twice as much butter as margarine. Pensioners' consumption of tea and sugar was, in 1959, again higher than that of other classes.

119. In general, the average diet of pensioner couples in 1959 bore a closer resemblance to that of all households than did that of pensioners living alone. There were some variations from this pattern, however; for example, in each of the sub-groups, the consumption of carcase meat was above the national average, and consumption by couples with a weekly income over £4 was greater than in any other income group except Class A1, mainly because of their higher purchases of mutton and lamb. Their meat consumption was, however, considerably lower than that of non-pensioner couples aged 55 and over.

120. Table 46 shows the energy value and nutrient content of the diets and the same estimates expressed as percentages of allowances based on the recommendations of the British Medical Association. The levels for all nutrients except vitamins A and C were very similar in both groups of single old age pensioners. Those single pensioners who declared no additional income reported higher purchases of butter, root vegetables and fresh fruit, which contributed to their higher levels for these

TABLE 45
Domestic Food Consumption by Selected Groups of Old Age Pensioner Households, 1959
(*os. per head per week unless otherwise stated*)

	Type of household				All*
	One person living alone		One man and one woman		
	Declared weekly income £2 10s. or less	Declared weekly income over £2 10s.	Declared weekly income £4 or less	Declared weekly income over £4	
MILK AND CREAM:					
Liquid - full price (pt.)	5.41	5.19	4.64	4.65	4.80
Liquid - welfare and school (pt.)	—	—	—	—	0.01
Total Liquid Milk (pt.)	5.41	5.19	4.64	4.65	4.81
Condensed (eq. pt.)	0.17	0.19	0.20	0.16	0.20
Dried and other (pt. or eq. pt.)	—	—	—	—	...
Cream (pt.)	0.01	0.01	0.01
Total Milk and Cream (pt. or eq. pt.)	5.59	5.39	4.84	4.81	5.02
CHEESE:					
Natural	2.65	2.98	2.98	3.19	3.00
Processed	0.68	0.63	0.17	0.22	0.38
Total Cheese	3.33	3.61	3.15	3.41	3.38
MEAT:					
Beef and veal	7.64	7.49	7.98	9.10	8.13
Mutton and lamb	8.94	9.01	9.54	10.71	9.66
Pork	1.42	1.69	1.40	2.04	1.74
Total Carcase Meat	18.00	18.19	18.92	21.85	19.53
Bacon and ham, uncooked	5.52	5.79	5.59	5.06	5.48
Other meat (a)	9.05	11.20	8.77	9.33	9.91
Total Meat	32.57	35.18	33.28	36.24	34.92
FISH:					
Fresh	4.32	4.66	4.76	4.64	4.46
Processed and shell (b)	1.02	1.07	1.03	1.18	1.06
Prepared (c)	1.99	2.33	0.85	1.09	1.51
Total Fish	7.33	8.06	6.64	6.91	7.03
EGGS (No.)	4.33	4.45	3.67	3.93	4.04
Eggs purchased (No.)	4.33	4.39	3.41	3.70	3.86
FATS:					
Butter	8.14	7.27	6.00	6.21	6.62
Margarine	3.18	3.45	3.56	3.17	3.37
Lard and compound cooking fat	2.31	1.90	1.68	2.17	1.99
Other fats	0.27	0.27	0.38	0.57	0.42
Total Fats	13.90	12.89	11.62	12.12	12.40

TABLE 45—continued
(oz. per head per week unless otherwise stated)

	Type of household				All*
	One person living alone		One man and one woman		
	Declared weekly income £2 10s. or less	Declared weekly income over £2 10s.	Declared weekly income £4 or less	Declared weekly income over £4	
SUGAR AND PRESERVES:					
Sugar	20·51	22·84	20·20	19·19	20·09
Honey, preserves, syrup and treacle	4·78	4·83	3·67	4·35	4·38
<i>Total Sugar and Preserves</i>	<i>25·29</i>	<i>27·67</i>	<i>23·87</i>	<i>23·54</i>	<i>24·47</i>
VEGETABLES:					
Potatoes, including chips and crisps	44·42	44·07	50·73	51·55	45·28
Fresh green	13·41	14·45	17·49	16·98	17·44
Other vegetables (d)	19·05	14·81	15·24	13·52	15·19
<i>Total Vegetables</i>	<i>76·88</i>	<i>73·33</i>	<i>83·46</i>	<i>82·05</i>	<i>77·91</i>
FRUIT:					
Fresh	22·04	19·93	19·17	17·55	19·24
Other (e)	4·11	3·46	4·54	4·43	4·16
<i>Total Fruit (f)</i>	<i>26·15</i>	<i>23·39</i>	<i>23·71</i>	<i>21·98</i>	<i>23·40</i>
CEREALS:					
Brown bread	1·92	1·75	2·08	3·12	2·65
White bread	34·83	37·11	32·51	37·27	35·11
Wholewheat and wholemeal bread	2·82	3·49	2·19	1·47	2·54
Other bread (g)	7·65	9·88	4·90	4·46	6·29
<i>Total Bread</i>	<i>47·22</i>	<i>52·23</i>	<i>41·68</i>	<i>46·32</i>	<i>46·59</i>
Flour	6·56	6·73	9·38	10·77	9·12
Cakes (h)	6·29	6·70	7·33	4·28	5·69
Biscuits	7·00	6·05	5·26	5·37	5·61
Oatmeal and oat products	0·55	1·12	1·80	1·94	1·44
Breakfast cereals	1·11	0·74	0·84	0·96	0·92
Other cereals	3·18	2·51	2·44	2·90	2·85
<i>Total Cereals</i>	<i>71·91</i>	<i>76·08</i>	<i>68·73</i>	<i>72·54</i>	<i>72·22</i>
BEVERAGES:					
Tea	4·00	4·53	2·99	3·46	3·66
Coffee	0·58	0·42	0·50	0·34	0·43
Cocoa	0·17	0·15	0·02	0·17	0·12
Branded food drinks	0·14	0·39	0·38	0·21	0·29
<i>Total Beverages</i>	<i>4·89</i>	<i>5·49</i>	<i>3·89</i>	<i>4·18</i>	<i>4·50</i>

(a) Includes cooked and canned meats, and meat products.

(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.

(c) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish), and fish products.

(d) Includes dried and canned vegetables, and vegetable products.

(e) Includes dried, canned and bottled fruit.

(f) Includes tomatoes.

(g) Includes rolls, fruit bread, sandwiches and milk bread.

(h) Includes buns, scones, teacakes, muffins and crumpets.

*Including 63 other households (151 persons) of varying composition.

vitamins. The levels of vitamins A and C in both groups of households containing one man and one woman were almost the same. For all other nutrients, however, because of slightly heavier consumption of most main foods, the group of households whose income was over £4 per week had higher levels than the group who declared no means other than the basic pension. It has already been suggested that the nutritional results for single pensioners should be treated with reserve; with this proviso, the adequacy of the diets of all groups appeared satisfactory. The only estimate below 100 per cent was that for iron in households containing one man and one woman with no declared source of income other than the basic pension. However, since no account has been taken of differences between younger and older adults in their requirements for iron, the scale of allowances used in the evaluation of the data may have somewhat over-estimated the needs of the elderly.

TABLE 46
Energy Value and Nutrient Content of the Diets of Selected Groups of
Old Age Pensioner Households, 1959

	Type of household				All*
	One person living alone		One man and one woman		
	Declared weekly income £2 10s. or less	Declared weekly income over £2 10s.	Declared weekly income £4 or less	Declared weekly income over £4	
INTAKE PER PERSON PER DAY:					
Energy value (Cal.)	2,663	2,720	2,497	2,584	2,590
Total protein (g.)	74	76	70	74	73
Animal protein (g.)	45	46	41	43	43
Fat (g.)	117	116	105	110	110
Carbohydrate (g.)	329	344	319	326	326
Calcium (mg.)	1,101	1,093	992	1,022	1,042
Iron (mg.)	13.3	13.4	12.6	13.4	13.2
Vitamin A (i.u.)	4,821	4,253	3,734	3,697	4,163
Thiamine (mg.)	1.24	1.28	1.23	1.27	1.25
Riboflavin (mg.)	1.74	1.71	1.58	1.60	1.62
Nicotinic acid (mg.)	13.3	13.6	13.0	13.9	13.5
Vitamin C (mg.)	47	44	44	44	46
Vitamin D (i.u.)	140	136	131	127	131
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:					
Energy value	126	127	107	111	112
Total protein	127	129	110	115	114
Calcium	131	130	114	117	117
Iron	106	106	96	102	100
Vitamin A	184	162	137	135	151
Thiamine	147	149	133	137	135
Riboflavin	136	133	109	112	115
Nicotinic acid	157	158	140	149	146
Vitamin C	224	211	202	202	206

*Including 63 other households (151 persons) of varying composition.

VII

Geographical Differences in the Household Diet

Classification

121. Since 1952, Survey results have been shown separately for urban and rural administrative areas. In 1954, households in the seven great conurbations⁽¹⁾ were distinguished from those in other urban areas, and in 1955 Greater London was treated separately from the others, also appearing as a standard region in the regional analysis introduced in that year. Some further subdivision of regions and types of area was introduced in 1956 and 1958. The regional analysis in the present report distinguishes Wales, Scotland and the standard regions of England, except that the Northern and East and West Ridings regions have been combined, and the London conurbation has been separated from the remainder of the London and South-Eastern region, which has itself been combined with the Southern region. The London conurbation also features in the analysis by type of area, which further distinguishes the provincial conurbations, larger towns (boroughs and urban districts with a population of 100,000 or more, urban areas adjoining such boroughs and urban districts, and contiguous urban areas with an aggregate population of 100,000 or more), smaller towns (all other urban areas), semi-rural areas (rural districts which are either contiguous to urban areas with a population of 25,000 or more, or which themselves have a population density exceeding one person per four acres) and rural areas (all other rural districts).

122. Although the general sample is representative of Great Britain as a whole, the localities sampled in any one region may not be fully representative of that region; but the complete change of areas at the beginning of each year makes it possible to ascertain whether observed differences between regions are peculiar to the areas surveyed or truly characteristic of the regions.

Expenditure and Free Supplies

123. Table 47 gives estimates of domestic food expenditure and of the value of food obtained for consumption by region and type of area in 1958 and 1959. In both years the value of consumption was greatest in London, Wales and the Midlands. Expenditure was, as expected, highest in London and lowest in the rural areas. Free supplies were greatest in Wales, in southern and eastern England and, of course, in rural districts. The value of free supplies at current retail prices ranged from 4s. 1d. per head per week in wholly rural areas to 4d. in the conurbations. A Laspeyres-type price index, in which the weights assigned to different foods are taken from the national sample, indicates that the level of food prices paid by housewives was highest in Scotland and Wales and lowest in the Home Counties. The cost per calorie, however, was highest in London, 9·4 per cent above the national average.

⁽¹⁾As defined by the Registrars-General. These are the largest areas of continuous urban development, centred on London, Birmingham, Manchester, Liverpool, Leeds, Newcastle-on-Tyne and Glasgow.

Consumption and Prices

124. In Table 48 the main food groups are classified in each region or type of area according to whether the average consumption per head was more than 5 per cent above or below the national average, and are also arranged in order of magnitude. Households in the smaller towns conformed most closely to the national average, no departure exceeding 9 per cent in either 1958 or 1959. Of the ten regions, the Eastern counties had averages closest to those for Great Britain, while Scotland and Wales departed from the general pattern most widely. Details of consumption are given in full in Appendix D. Corresponding estimates of expenditure, average prices and the quantity and value of food obtained free are preserved for reference.

MILK, CHEESE, MEAT, FISH AND EGGS

125. Regional differences in consumption of liquid milk were somewhat less pronounced than in previous years. London and the adjoining South-Eastern and Southern counties continued in the lead with 5·19 and 5·08 pints per head per week respectively, compared with 5·25 and 5·15 pt. in 1958, and the North-East was, as usual, lowest, but with 4·17 pt. compared with 3·86 pt. in the preceding year. The Welsh and Scottish averages declined, and consumption remained relatively low in the provincial conurbations and other large towns. Rural households obtained 35 per cent of their domestic supply, excluding welfare milk, without payment, compared with 42 per cent in 1958. Purchases of condensed milk were greatest in the rural areas and least in Scotland. By 1959 sales of National dried milk had been overtaken in almost all areas by those of the corresponding branded products, although these were in some cases twice as expensive.

126. Consumption of cheese in the South-West (3·67 oz.) was slightly higher than in the South-East and South (3·61 oz.) which had led in the two previous years. The North-East (2·11 oz.) and North-West (2·33 oz.) again had the lowest average consumption, with prices about 6 per cent above the national average. Purchases of processed cheese were smallest in rural areas and greatest in Scotland where prices were lowest.

127. The slight decrease in the consumption of carcass meat in 1959 was unevenly distributed; five of the ten regions actually increased their consumption, but a substantial decrease (nearly 19 per cent) occurred in the South-West of England. In London, consumption at 21·4 oz. per head per week was 22 per cent above the national average (17·5 oz.) compared with +16 per cent in 1958. Consumption was again least in Scotland at 14·2 oz. – 19 per cent below the average for Great Britain. In four of the eight English regions, purchases of mutton and lamb exceeded those of beef and veal; for the whole sample, consumption of the former increased by 15 per cent and of the latter declined by 11 per cent compared with 1958. The average price paid for beef ranged from 4s. 6d. per lb. in Scotland, where consumption, at 11·1 oz., was greatest, to 3s. 10d. per lb. in the Eastern region; that for mutton and lamb from 3s. 8d. per lb. in Scotland, where consumption was only 2·4 oz. per person per week, to 3s. 1d. in London, where it reached a new high level of 10·4 oz.; and that for pork from 4s. 4d. per lb. in the South-West to 3s. 9d. in East Anglia, though consumption was greatest in the Midlands, as was that of bacon, for the third successive year. As in previous years, Scottish households exhibited a lower preference for pig-meat in all its forms, the reverse being true in central England and in Wales. The average price paid for bacon in Scotland was 28 per cent above the general average, partly, no doubt, because of the different types sold.

128. Poultry consumption increased except in the North Midlands and the South-West, London taking the lead, followed by Wales, where consumption was trebled. Prices were falling everywhere except in the South-West, the largest decreases being in the Midlands (—18 per cent) and Wales (—15 per cent). There appears to be most scope for expansion in the middle-sized and smaller towns, where average consumption of poultry was less than half that in Greater London.

129. Regional differences in the consumption of sausages showed relatively little change. Scottish households bought 4·7 oz. per head, 85 per cent of the total being beef sausages, compared with 80 per cent in 1958, and East Anglian households 4·0 oz., 74 per cent being pork sausages (92 per cent in 1958); in the Midlands the percentage of pork sausages was maintained at 84 per cent.

130. Total consumption of all types of meat and meat products varied from 11 per cent above the average in London to 12 per cent below in Scotland; in 1958 the corresponding range was from +7 to —7 per cent.

131. The range in total consumption of fish narrowed slightly in 1959, with the North-East 21 per cent above the average for Great Britain and the South-West 15 per cent below. Rural areas continued to have the lowest average consumption — some 22 per cent below the national average, compared with 21 per cent in 1958 and 26 per cent in 1956 and 1957. Recorded purchases of quick-frozen fish were much higher than in 1958 except in Wales, which just retained its lead; but the increase is in part an artefact due to the inclusion of packeted quick-frozen fillets and fish fingers in this category. A persistent minor feature is the negligible consumption of shellfish in Scotland.

132. The consumption of eggs was greatest in the rural areas (45 per cent being “free”), in Scotland and in London, and least in the North Midlands. Prices, as in 1958, were lowest in London and highest in Wales, where purchases of eggs were smallest, though free supplies raised consumption above the average for Great Britain.

FATS, SUGAR AND PRESERVES

133. Butter prices were from 32 to 40 per cent higher than in the previous year, and consumption decreased except in rural areas, in the largely rural South-West and in Scotland. The range was from 8·9 oz. per head per week in Wales to 4·8 oz. in the North-East, where housewives purchased as much margarine as butter. Purchases of margarine increased everywhere except in Scotland and the rural areas, though in the south of England the increase was slight. Consumption of cooking fats ranged from 3·1 oz. in the North Midlands to 0·9 oz. in Scotland, which, however, continued to have the greatest consumption of suet and dripping (0·7 oz.), Wales having the least.

134. The consumption of sugar varied from 18 per cent above the national average in the Midlands to 9 per cent below in London, where prices were some 5 per cent less than elsewhere. Scotland had much the greatest consumption of all types of preserves other than marmalade, for which the Home Counties took the lead. Total consumption of preserves was lowest in the Midlands, where sugar consumption was highest; the relatively large purchases of soft and stone fruit by Midland housewives suggest that they continued to make their own jam.

VEGETABLES AND FRUIT

135. Variations in potato consumption depend on local conditions which change from year to year, but sometimes recur. In 1959 the range was from +18 per cent

in Scotland, where prices were lowest, to -13 per cent in the South and South-East, thus repeating the 1956 pattern. Old potatoes were most expensive in London, and new potatoes in Wales: in both cases the corresponding consumption was relatively low.

136. Consumption of fresh green vegetables followed its established pattern, increasing from north to south, the extreme values being 5.3 oz. in Scotland (mostly cabbage) and 21.5 oz. in the South-Western counties. The maximum for sprouts occurred in East Anglia, for cauliflower in Wales, for leafy salads in London, and for fresh peas and beans in the South-West, but these regional differences are far from stable. The demand for quick-frozen peas and beans continued to expand rapidly in most parts of England, but not in Scotland. The North-West again recorded the greatest consumption of carrots and onions, Wales of other root vegetables, the North-East of canned vegetables and Scotland of dried pulses; these regional preferences are now well established.

137. The range in consumption of fresh fruit was from +32 per cent in London to -31 per cent in Scotland, compared with +29 to -17 per cent in 1958. London recorded the highest averages for citrus fruit, apples, pears, stone fruit, bananas and fresh tomatoes. The market for canned and bottled tomatoes was strongly concentrated in the North Midlands, which recorded an average consumption (2.57 oz.) some 2½ times as great as anywhere else.

CEREALS, BEVERAGES AND MISCELLANEOUS FOODS

138. Total consumption of bread was greatest in Wales, Scotland and the rural districts generally, and smallest in London and the Home Counties. In Wales and the countryside most bread was sold unwrapped, and this practice was also observed, to a smaller extent and no doubt for different reasons, in the counties around London. Most small loaves were sold unwrapped, except in Scotland. As in previous years, consumption of brown bread was greatest in the North-East, and of "other" bread (largely rolls) in Scotland, with the usual effect of lifting Scottish expenditure on bread well above the general average.

139. North-Eastern and rural households recorded the greatest purchases of flour and the Scottish sample the least, as in previous years. The total consumption of cereal foods in Scotland was even greater than in Wales and the rural areas, because of their large purchases of buns, cakes, biscuits (especially chocolate biscuits) and oatmeal. Differences in consumption of cakes and pastries were reduced, the range being from +14 per cent in the North-West to -10 per cent in Wales and London; average prices were highest in the North Midlands and lowest in the South-West, as in 1958. Purchases of biscuits were relatively low in Wales, the two Midland regions and the rural areas.

140. Scotland recorded the smallest consumption of all the types of beverage distinguished; purchases of most beverages were also below the general average in Wales and the North-East and in rural districts. Coffee prices were highest in Scotland and lowest in the South-West. The average price paid for coffee extracts and essences in Scotland was about twice that in many parts of England, no doubt because of a preference for different types. Purchases of canned soups were more than twice as great per head in Scotland as in the Midlands, East and South-West. Wales again had the greatest consumption of pickles and sauces, the South-East and South of spreads and dressings, and East Anglia of invalid and baby foods.

TABLE 4/
Domestic Food Expenditure and Value of Consumption by Region and Type of Area
(per person per week)

	Region or Type of Area																
	All households	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural	
		s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	London	Provincial	Larger towns	Smaller towns	s. d.	s. d.
1958																	
Expenditure	28 5	28 3	27 5	28 6	28 10	28 1	27 7	29 7	26 1	27 6	29 11	29 2	28 8	28 0	27 2	24 7	
Value of free food	11	2 5	1 6	3	5	1 0	1 11	5	2 3	1 7	5	3	5	1 0	2 2	4 1	
Value of consumption	29 4	30 8	28 10	28 9	29 3	29 1	29 7	30 0	28 4	29 1	30 4	29 4	29 1	29 0	29 4	28 8	
1959																	
Expenditure	29 3	29 6	27 11	28 11	29 4	28 8	27 11	30 3	28 6	28 10	31 8	29 5	28 6	29 7	28 4	26 7	
Value of free food	1 0	2 6	6	8	6	1 0	1 5	1 4	1 10	1 8	4	4	5	1 0	2 0	4 1	
Value of consumption	30 3	32 0	28 5	29 7	29 9	29 9	29 4	31 7	30 3	30 7	32 0	29 10	28 11	30 6	30 4	30 9	
Expenditure as percentage of that in all households																	
1958	100.0	99.4	96.4	100.3	101.6	98.8	97.2	104.2	92.0	96.9	105.3	102.6	100.9	98.6	95.7	86.6	
1959	100.0	100.8	95.3	98.7	100.0	97.9	95.2	103.2	97.3	98.5	108.2	100.6	97.4	100.9	96.8	90.9	
Value of consumption as percentage of that in all households																	
1958	100.0	104.4	98.4	98.1	99.8	99.1	100.8	102.2	96.6	99.1	103.3	100.1	99.1	98.8	100.0	97.8	
1959	100.0	105.8	93.8	97.6	98.3	98.1	96.9	104.2	100.1	100.9	105.7	98.4	95.5	100.8	100.2	101.5	
Price index (all foods)																	
1958	100.0	104.6	104.5	99.8	103.0	100.6	99.6	101.3	98.8	97.0	98.6	101.0	99.9	100.7	100.3	100.0	
1959	100.0	103.6	104.2	100.2	102.1	100.7	98.6	100.5	99.4	98.7	99.0	100.2	99.4	100.4	102.0	99.9	
"Price of energy" index (all foods) (a)																	
1958	100.0	97.6	99.3	96.9	100.0	97.8	96.8	102.1	98.2	97.1	106.9	100.3	99.5	99.6	96.7	91.5	
1959	100.0	100.7	95.9	97.1	99.4	95.1	97.4	100.4	99.0	101.1	109.4	99.4	97.4	99.8	96.7	93.7	

(a) Value of consumption divided by the energy value of the diet, expressed as a percentage of the ratio found for all households.

TABLE 48
Household Food Consumption - Differences by Region and Type of Area
Expressed as Percentage Deviations from National Average, 1959

<i>More than 5 per cent above the national average</i>		<i>Between 95 and 105 per cent of the national average</i>	<i>More than 5 per cent below the national average</i>	
WALES				
Butter	+55	Eggs	Fish	-6
Flour	+28	Sugar	Liquid milk	-11
Cooking fat	+20	Carcase meat	Cheese	-11
Bacon and ham	+17	"Other" meat	Preserves	-13
Fresh green vegetables	+16	Potatoes	Cakes and biscuits	-13
Bread	+12	"Other" vegetables	"Other" cereals	-13
		Fruit	Margarine	-20
		Tea	Suet and dripping	-64
SCOTLAND				
Suet and dripping	+68	Margarine	Liquid milk	-6
Cakes and biscuits	+32	Sugar	Butter	-7
"Other" cereals	+20	"Other" vegetables	Tea	-13
Preserves	+18		Cheese	-14
Potatoes	+18		Fish	-14
Bread	+11		Carcase meat	-19
"Other" meat	+11		Fruit	-31
Eggs	+7		Bacon and ham	-41
			Flour	-48
			Cooking fat	-55
			Fresh green vegetables	-65
NORTHERN AND EAST AND WEST RIDINGS				
Flour	+52	Eggs	Sugar	-6
Suet and dripping	+36	"Other" meat	Fruit	-7
Margarine	+29	Potatoes	Carcase meat	-9
Fish	+21	"Other" vegetables	"Other" cereals	-9
Cooking fat	+18	Bread	Liquid milk	-12
Cakes and biscuits	+9	Tea	Butter	-16
Bacon and ham	+8		Fresh green vegetables	-22
Preserves	+8		Cheese	-28
NORTH WESTERN				
Margarine	+26	Liquid milk	Butter	-6
Cakes and biscuits	+8	Suet and dripping	Cooking fat	-6
Bacon and ham	+6	Sugar	Eggs	-7
Tea	+6	Preserves	Fruit	-11
		Carcase meat	"Other" cereals	-13
		"Other" meat	Flour	-16
		Fish	Cheese	-20
		Potatoes	Fresh green vegetables	-33
		"Other" vegetables		
		Bread		
NORTH MIDLAND				
Cooking fat	+51	Liquid milk	Fish	-8
Flour	+33	Cheese	Eggs	-8
Bacon and ham	+18	Sugar	"Other" cereals	-8
Margarine	+16	Preserves	Fruit	-10
Potatoes	+10	Fresh green vegetables	Butter	-11
Bread	+8	"Other" vegetables	Carcase meat	-11
		Tea	"Other" meat	-11
			Cakes and biscuits	-12
			Suet and dripping	-34

TABLE 48—continued

<i>More than 5 per cent above the national average</i>	<i>Between 95 and 105 per cent of the national average</i>	<i>More than 5 per cent below the national average</i>
EASTERN		
Fresh green vegetables +21	Liquid milk	Butter — 6
Flour +18	Suet and dripping	Margarine — 6
Cooking fat +16	Eggs	Potatoes — 8
Cheese + 6	Sugar	Cakes and biscuits —10
	Carcase meat	Bacon and ham —13
	"Other" meat	Preserves —15
	Fish	
	"Other" vegetables	
	Fruit	
	Bread	
	"Other" cereals	
	Tea	
MIDLAND		
Bacon and ham +29	Liquid milk	"Other" meat — 6
Cheese +21	Butter	"Other" vegetables — 6
Sugar +18	Eggs	"Other" cereals — 8
Fresh green vegetables +16	Fish	Margarine —10
Carcase meat +13	Potatoes	Cakes and biscuits —14
Cooking fat +12	Tea	Flour —16
Fruit +10		Preserves —21
Bread + 8		Suet and dripping —57
SOUTH WESTERN		
Fresh green vegetables +42	Liquid milk	Carcase meat — 6
Cheese +26	Eggs	Suet and dripping — 7
Butter +20	Sugar	"Other" cereals — 8
Cooking fat + 6	Bacon and ham	Flour —10
	"Other" meat	Preserves —12
	Potatoes	Fish —15
	"Other" vegetables	Margarine —21
	Fruit	
	Bread	
	Cakes and biscuits	
	Tea	
SOUTH EASTERN AND SOUTHERN		
Fresh green vegetables +30	Butter	Bacon and ham — 7
Cheese +24	Margarine	Fish — 8
Preserves +18	Suet and dripping	Bread — 8
Fruit +14	Eggs	Cooking fat —11
"Other" cereals + 8	Carcase meat	Cakes and biscuits —11
Flour + 7	"Other" meat	Potatoes —13
Liquid milk + 7	"Other" vegetables	
Sugar + 6	Tea	
LONDON CONURBATION		
Fresh green vegetables +31	Butter	Suet and dripping — 9
Fruit +27	Eggs	Sugar — 9
Carcase meat +22	Preserves	Cakes and biscuits —10
"Other" cereals +19	Bacon and ham	Cooking fat —14
Fish +13	"Other" meat	Bread —15
Liquid milk + 9	Potatoes	Flour —20
Cheese + 7	"Other" vegetables	Margarine —28
	Tea	

TABLE 48—continued

<i>More than 5 per cent above the national average</i>	<i>Between 95 and 105 per cent of the national average</i>	<i>More than 5 per cent below the national average</i>
PROVINCIAL CONURBATIONS		
Margarine + 12	Liquid milk	Fruit — 7
Fish + 8	Cooking fat	"Other" cereals — 8
	Suet and dripping	Flour — 9
	Eggs	Butter — 9
	Sugar	Cheese — 15
	Preserves	Fresh green vegetables — 20
	Carcase meat	
	Bacon and ham	
	"Other" meat	
	Potatoes	
	"Other" vegetables	
	Bread	
	Cakes and biscuits	
	Tea	
URBAN AREAS (LARGER TOWNS)		
Suet and dripping + 18	Liquid milk	Eggs — 6
Margarine + 11	Sugar	Bacon and ham — 7
Cooking fat + 7	Preserves	Carcase meat — 8
	"Other" meat	Fruit — 9
	Fish	Butter — 10
	Potatoes	Cheese — 12
	"Other" vegetables	Fresh green vegetables — 12
	Flour	
	Bread	
	Cakes and biscuits	
	"Other" cereals	
	Tea	
URBAN AREAS (SMALLER TOWNS)		
Butter + 9	Liquid milk	Carcase meat — 7
Cooking fat + 9	Margarine	
Cheese + 8	Suet and dripping	
Fresh green vegetables + 8	Eggs	
Flour + 7	Sugar	
	Preserves	
	Bacon and ham	
	"Other" meat	
	Fish	
	Potatoes	
	"Other" vegetables	
	Fruit	
	Bread	
	Cakes and biscuits	
	"Other" cereals	
	Tea	

TABLE 48—continued

<i>More than 5 per cent above the national average</i>		<i>Between 95 and 105 per cent of the national average</i>	<i>More than 5 per cent below the national average</i>	
SEMI-RURAL AREAS				
Suet and dripping	+23	Liquid milk	Carcase meat	— 6
Preserves	+18	Butter	Bacon and ham	— 7
Bread	+10	Margarine	Fruit	—12
Flour	+ 9	Cooking fat	Fish	—16
Sugar	+ 9	Eggs		
Cheese	+ 9	“Other” meat		
		Fresh green vegetables		
		Potatoes		
		“Other” vegetables		
		Cakes and biscuits		
		“Other” cereals		
		Tea		
RURAL AREAS				
Flour	+40	Liquid milk	“Other” vegetables	— 6
Bacon and ham	+26	Margarine	“Other” cereals	— 7
Cheese	+23	Cooking fat	“Other” meat	— 8
Butter	+20	Preserves	Tea	—10
Bread	+12	Potatoes	Cakes and biscuits	—18
Fresh green vegetables	+11	Fruit	Fish	—22
Eggs	+10		Suet and dripping	—34
Sugar	+ 9			
Carcase meat	+ 7			

APPENDIX A

Composition of the Sample

1. In order to obtain a representative sample of all households in Great Britain it is necessary to cover households of different family composition and social class, and to take into account their distribution by region and type of area. As in 1958, a three-stage sampling scheme was used for the 1959 sample, involving at the first stage the selection of 50 parliamentary constituencies. The second stage consisted of the selection of polling districts within these constituencies, and the third stage the selection of households within these polling districts.

2. It was decided to exclude the six constituencies in the crofting counties of Scotland because of the prohibitive cost of field-work. The remaining 612 constituencies were classified into regions which, with the modifications noted in paragraph 121, corresponded with the Registrars-General's standard regions. Within these regions the constituencies were divided into two categories:

- (i) wholly urban constituencies;
- (ii) partly urban and partly rural constituencies.

No constituency consisted entirely of rural areas⁽¹⁾.

3. Within the groups thus defined, the constituencies were classified as follows:—

Wholly Urban Constituencies in England and Wales

By the "juror index", i.e., the proportion of the electorate qualified for jury service; the constituencies with a high proportion of such persons being placed first.

Wholly Urban Constituencies in Scotland

Since no juror index was available, by the rateable value (other than industrial and freight transport) per head of population; the constituencies with a high rateable value per person being placed first.

Mixed Urban and Rural Constituencies

By the proportion of the population living in rural districts, those with a high proportion being placed first.

4. The list of 612 constituencies thus arranged in order was divided into 50 groups with approximately equal populations, most of them containing 12 or 13 constituencies. The required 50 constituencies were then selected, one from each of the groups, with probability of selection proportional to the size of its electorate. If the constituency selected had already been included in either of the two preceding years it was rejected and the process repeated. The constituencies surveyed during the year are shown in Table 1.

5. Interviews were made in half the constituencies alternately for periods of three weeks, during which two polling districts (second-stage sampling units) within each of these constituencies were sampled for ten days each. A polling district was worked for only one ten-day period at a time. The selected polling districts in a constituency were surveyed systematically so that the sample covered, even for as

⁽¹⁾Rural districts in England and Wales; landward areas of counties in Scotland.

short a period as a month, should approximate as closely as possible to a representative sample of the whole.

6. In each of the purely urban constituencies of England and Wales, the polling districts were stratified by the juror index and four per quarter were chosen, the probability of selecting a district being proportional to its electorate in order to equalize the chance of any given household appearing in the sample. In mixed constituencies, the "percentage rural" for the constituency determined how many of the four polling districts should be rural, as follows:—

<i>Percentage rural</i>	<i>Less than 12·5</i>	<i>12·5–37·5</i>	<i>37·5–62·5</i>	<i>62·5–87·5</i>	<i>Over 87·5</i>
Number of rural polling districts	0	1	2	3	4

The urban and rural districts of a constituency were then stratified separately by the juror index for selection of the correct number of each type with probability proportional to size of electorate. In Scotland, polling districts were selected at random, since the juror index was not available, and the alternative criterion, rateable value per head, could not readily be obtained for individual polling districts.

7. The third stage of sampling consisted of the selection with equal probability of approximately 16,000 addresses from the electoral registers of the selected polling districts. About 320 addresses were taken from each constituency on the basis of 85 for each of the first two quarters and 75 for the last two quarters, because of the suspension of field-work during the General Election campaign (17th September–11th October) and at Christmas. Of the 16,000 addresses chosen, 15,305 were actually visited and from this number 10,560 log books (69 per cent) were obtained. 1,831 log books were rejected at the editing stage, giving an effective sample of 8,729 and a net response rate of 57 per cent, compared with 60 per cent in 1958 and 54 per cent in 1957. In order to minimize the effect of the loss of information during the period of the General Election, the results for September and for the first ten-day cycle in October were given double weight when calculating the quarterly and annual averages.

8. The numbers of households and of persons surveyed in each quarter of 1959 are shown in Table 2. The sample averaged 2,322 households per quarter (mean size 3·17) compared with an average of 2,153 households per quarter (mean size 3·19) in 1958 and 2,233 per quarter (mean size 3·16) in 1957. The mean household size was greatest in semi-rural and rural households (3·37 and 3·29 respectively) and smallest in London (3·02). The proportion of persons in the sample living in rural and semi-rural areas was slightly higher at 20·8 per cent compared with 19·9 per cent in 1958.

9. Table 3 gives the distribution of the sample by household composition within each class. As in previous years, there were more older than younger childless couples in Classes A1, C and D. The one-child family was the most frequent single type of family household in all income groups except A2, in which the two-child families were more numerous. The average number of children (under 15) per household was, as usual, greatest (1·10) in Class B, and the number of adolescents per household was, as in 1956 and 1957, highest (0·34) in Class A1.

10. Table 4 shows the age and sex distribution of persons in each social class. The percentage of sedentary men was rather lower in Class A1, and rather higher

in Class D₁, than in 1958. The proportion of children of school age was a little higher in Class A₁, as were also the percentages of adolescents in that group and in Classes D₁ and D₂. There were corresponding slight reductions in the percentages of children in Classes A₂ and C. The proportion of women of all ages showed small decreases in Classes D₁ and D₂, but the total was still rather less than a half of all persons in the former class, and rather more than a half in the latter.

11. Table 5 shows the distribution of households and persons in the sample by region and type of area, and compares the latter with the Registrars-General's estimates for the total population. The over-representation of wholly rural areas was less marked than in 1957 and 1958, so that there was no need to re-weight the sample. The under-representation of Wales was also less pronounced. The South-West and the smaller towns were rather more than proportionally represented. The average household size was largest in Scotland (3·54) and smallest in London (3·02) and the North-West (3·04).

12. The age and sex distribution of persons by region and type of area is given in Table 6. As in previous years, London showed the highest proportion of men classified as sedentary and of women classified as non-sedentary; it also had the lowest proportion of active or very active men, while the rural districts and Wales had the highest. Wholly rural areas also had the highest proportion of elderly men, followed by the South-East and South, which also had the highest proportion of elderly women.

13. Table 7 shows the class distribution of the urban and rural samples. Rural areas showed, as usual, the highest proportion of Class C and the lowest of Class B households, but, exceptionally, had a higher than average proportion of households in Class A₁. The class distribution in semi-rural areas resembled that in smaller towns more closely than in 1958, while the pattern for the provincial conurbations continued to resemble the patterns found in other urban areas rather than that in the Greater London conurbation.

14. Table 8 shows the incidence in each social class of the Registrars-General's standard occupational groups, and Table 9 shows the average number of earners per household by class and family composition. Among households with any earners, the highest numbers (2½ to 2¾ per household) were found in households containing adolescents, mainly in Classes B and C, but also in A₂ and D₁.

SAMPLING VARIATIONS

15. Most of the figures given in this Report are averages per person per week and are subject to sampling fluctuations. Estimates of the coefficients of variation of total expenditure on food per person in 1959 for households of different composition are given in Table 10. Estimates of the percentage standard errors of the averages per person, obtained by dividing the coefficients of variation by the square root of the number of households from which the averages were derived, are also shown. The magnitude of these standard errors of total expenditure on food has barely changed since 1955. Estimates of the coefficients of variation of expenditure per person on most individual foods were given in the Annual Report for 1955⁽¹⁾.

⁽¹⁾*Domestic Food Consumption and Expenditure: 1955, Appendix B, Table 1B. H.M.S.O., 1957.*

TABLE I
Constituencies Surveyed in 1959

Region	Constituency*	Region	Constituency*
Northern and East and West Ridings	‡Berwick-upon-Tweed (Northumberland) †Dewsbury †Kingston-upon-Hull East ‡‡Normanton (Yorkshire, West Riding) †Pudsey Sheffield, Hillsborough †Tynemouth	Eastern	‡Harwich (Essex) ‡Mid-Bedfordshire (Bedfordshire) Thurrock (Essex)
North Western	Burnley (Lancashire) †Heywood and Royton †Liverpool, Walton †Manchester, Cheetham ‡‡Ormskirk (Lancashire) †Wallasey †Westhoughton (Lancashire)	South Eastern and Southern	‡Ashford (Kent) ‡Chertsey (Surrey) Eton and Slough ‡Lewes (East Sussex) Worthing
North Midland	‡Belper (Derbyshire) Chesterfield Nottingham Central ‡West Derbyshire (Derbyshire)	South Western	Bristol North West ‡Devizes (Wiltshire) Swindon ‡Wells (Somerset)
Midland	†Birmingham, Northfield ‡Hereford (Herefordshire) †Wolverhampton North East †Wolverhampton South West	Wales	‡Aberavon (Glamorganshire) ‡Pembroke (Pembrokeshire)
London (Conurbation)	†Acton †Bexley †Fulham †Merton and Morden †Poplar †Richmond †Shoreditch and Finsbury †Twickenham †Wembley North	Scotland	Aberdeen South ‡Central Ayrshire (Ayrshire and Bute) †Glasgow, Bridgeton ‡Kilmarnock (Ayrshire and Bute) ‡West Fife (Fife)

*County constituencies are followed by the name of the county in brackets; the rest are borough constituencies. All constituencies are as defined in the First Periodical Reports of the Boundary Commissions. Constituencies marked † are wholly or partly within conurbations (i.e. the largest areas of continuous urban development as defined by the Registrars-General). Those marked ‡ contain rural districts.

TABLE 2
Composition of the Sample, 1959

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year	
					1958	1959
HOUSEHOLDS IN CONURBATIONS						
<i>London</i>						
Households	389	408	332	385	1,436	1,514
Persons	1,199	1,208	986	1,173	4,482	4,566
Persons per household	3·08	2·96	2·97	3·05	3·12	3·02
<i>Provincial Conurbations</i>						
Households	585	588	460	432	1,989	2,065
Persons	1,859	1,826	1,490	1,388	6,386	6,563
Persons per household	3·18	3·11	3·24	3·21	3·21	3·18
OTHER URBAN HOUSEHOLDS						
Households	1,028	1,032	875	971	3,562	3,906
Persons	3,231	3,218	2,796	3,052	11,118	12,297
Persons per household	3·14	3·12	3·20	3·14	3·12	3·15
<i>Larger towns</i>						
Households	445	484	374	501	2,021	1,804
Persons	1,381	1,526	1,191	1,617	6,317	5,715
Persons per household	3·10	3·15	3·18	3·23	3·13	3·17
<i>Smaller towns</i>						
Households	583	548	501	470	1,541	2,102
Persons	1,850	1,692	1,605	1,435	4,801	6,582
Persons per household	3·17	3·09	3·20	3·05	3·12	3·13
SEMI-RURAL HOUSEHOLDS						
Households	287	336	275	337	970	1,235
Persons	961	1,168	930	1,105	3,243	4,164
Persons per household	3·35	3·48	3·38	3·28	3·34	3·37
RURAL HOUSEHOLDS						
Households	179	153	159	115	654	606
Persons	619	486	516	374	2,213	1,995
Persons per household	3·46	3·18	3·25	3·25	3·38	3·29
ALL HOUSEHOLDS						
Households	2,468	2,517	2,101	2,240	8,611	9,326
Persons	7,869	7,906	6,718	7,092	27,442	29,585
Persons per household	3·19	3·14	3·20	3·17	3·19	3·17

TABLE 5
 Composition of the Sample by Social Class and Household Composition, 1959
 (households)

	Class												All households			Average number of persons per household					
	A1		A2		B		C		D			O.A.P.		No.	per cent	All persons	Adults	Children	Adolescents		
	No.	per cent	No.	per cent	No.	per cent	No.	per cent	Excluding O.A.P. without earners (D2)		O.A.P.										
									No.	per cent	No.	per cent	No.	per cent							
Households containing one man and one woman and:																					
(i) Older couples (one or both 55 or over)	40	13.5	75	9.6	283	8.7	455	13.7	100	16.7	74	29.8	300	36.1	1,327	14.2	2.00	0	0	0	
(ii) Younger couples (both under 55)	34	11.4	78	10.0	349	10.7	364	11.0	26	4.3	3	1.2	—	—	854	9.2	2.00	0	0	0	
1 child (0-14)	32	10.8	98	12.6	513	15.7	395	11.9	41	6.8	4	1.6	3	0.4	1,086	11.6	3.00	1.00	0	0	
2 children (0-14)	29	9.8	123	15.6	492	15.1	341	10.3	27	4.5	—	—	—	—	1,011	10.8	4.00	2.00	0	0	
3 children (0-14)	8	2.7	35	4.5	187	5.7	145	4.4	10	1.7	1	0.4	—	—	386	4.1	5.00	3.00	0	0	
4 or more children (0-14)	3	1.0	12	1.5	113	3.5	89	2.7	14	2.3	2	0.8	—	—	233	2.5	6.64	4.64	0	0	
Adolescents only (15-20)	21	7.1	67	8.6	188	5.8	210	6.3	20	3.3	1	0.4	1	0.1	568	5.4	3.28	2.00	0	1.28	
Adolescents and children	34	11.4	70	9.0	278	8.5	239	7.2	32	5.3	—	—	—	—	653	7.0	5.01	1.77	0	1.23	
Total of above households	201	67.7	557	71.4	2,403	73.7	2,238	67.6	270	45.0	85	34.3	304	36.6	6,058	65.0	2.00	1.07	0	0.24	
Other households:																					
Adults only	46	15.5	107	13.7	401	12.3	584	17.6	209	34.8	125	50.4	521	62.7	1,993	21.4	2.01	0	0	0	
With adolescents (15-20) but no children	12	4.0	22	2.8	121	3.7	145	4.4	45	7.5	5	2.0	—	—	350	3.8	3.56	0	0	1.18	
With children (0-14)	38	12.8	94	12.1	335	10.3	343	10.4	76	12.7	33	13.3	6	0.7	925	9.9	4.61	1.71	0	0.38	
Total unclassified households	96	32.3	223	28.6	837	26.3	1,072	32.4	330	55.0	163	65.7	527	63.4	3,268	35.0	2.91	0.48	0	0.23	
Total all household types	297	100	780	100	3,260	100	3,310	100	600	100	248	100	831	100	9,326	100	3.17	0.87	0	0.24	
Average number of persons per household:																					
Adults	2.14		2.17		2.17		2.18		1.79		1.53		1.45		2.07		2.01		0		0
Adolescents (15-20)	0.34		0.29		0.25		0.27		0.28		0.04		0.01		0.24		3.56		0		1.18
Children (0-14)	0.83		1.02		1.10		0.89		0.62		0.42		0.01		0.87		4.61		1.71		0.38
Total	3.32		3.48		3.52		3.35		2.68		2.00		1.47		3.17		2.91		0.48		0.23

TABLE 4
Age and Sex Composition of Social Classes, 1959
(per cent)

	Class							All households
	A1	A2	B	C	D1 (with earners)	D2 (without earners)	O.A.P.	
Men, 21-64:								
Sedentary	19.7	18.7	11.6	7.2	15.5	8.1	1.1	10.6
Moderately active	2.1	5.3	12.7	14.5	1.4	—	—	11.0
Active or very active	4.6	4.4	4.5	7.0	2.2	—	—	5.0
Men, 65 and over	2.5	1.8	1.7	3.1	5.5	15.8	30.9	3.9
Women, 21-59:								
Sedentary	25.5	23.2	19.3	16.7	16.4	22.0	2.5	18.1
Moderately active	3.7	4.8	6.8	9.2	12.9	—	—	7.4
Active or pregnant	1.1	0.8	1.2	1.6	1.3	0.2	—	1.3
Women, 60 and over	5.4	3.5	3.6	5.9	11.4	30.5	64.5	7.9
Adolescents and children:								
15-20, male	4.7	3.8	3.4	3.6	5.3	1.4	—	3.5
15-20, female	5.7	4.6	3.6	4.6	5.1	0.8	0.1	4.0
5-14	18.8	18.9	20.4	17.0	15.7	14.9	0.9	17.8
1-4	5.4	8.4	9.1	7.4	6.0	5.3	—	7.7
Under 1	0.9	2.0	1.9	2.2	1.4	1.0	—	1.9
	100	100	100	100	100	100	100	100

TABLE 5
 Composition of the Sample by Region and Type of Area

	No. of households	No. of persons	No. of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (R.-G.'s mid-1959 estimates, including institutional population)
Wales	385	1,263	3.28	4.1	4.3	5.2
Scotland	917	3,244	3.54	9.8	11.0	10.3
Northern and East and West Ridings	1,292	4,039	3.13	13.9	13.7	14.6
North Western	1,259	3,833	3.04	13.5	13.0	12.9
North Midland	792	2,617	3.30	8.5	8.8	7.0
Eastern	549	1,777	3.24	5.9	6.0	7.1
Midland	790	2,509	3.18	8.5	8.5	9.2
South Western	832	2,691	3.23	8.9	9.1	6.6
South Eastern and Southern	996	3,046	3.06	10.7	10.3	11.0
London	1,514	4,566	3.02	16.2	15.4	16.2
<i>All households</i>	<i>9,326</i>	<i>29,585</i>	<i>3.17</i>	<i>100</i>	<i>100</i>	<i>100</i>
London conurbation	1,514	4,566	3.02	16.2	15.4	16.2
Provincial conurbations	2,065	6,563	3.18	22.1	22.2	20.6
Other urban areas: Larger towns	1,804	5,715	3.17	19.3	19.3	25.0
Smaller towns	2,102	6,582	3.13	22.5	22.2	17.8
Semi-rural areas	1,235	4,164	3.37	13.2	14.1	14.7
Rural areas	606	1,995	3.29	6.5	6.7	5.6
<i>All households</i>	<i>9,326</i>	<i>29,585</i>	<i>3.17</i>	<i>100</i>	<i>100</i>	<i>100</i>

TABLE 6
Age and Sex Distribution of Persons by Region and Type of Area, 1959
(per cent)

	Wales	Scotland	Northern and East and West Ridings	North		North Midland	Eastern	Midland	South Western	South Eastern and Southern	London	Provincial conurbations	Other urban areas		Semi-rural areas	Rural areas	All household	
				Western	Midland								Larger towns	Smaller towns				
Men, 21-64:																		
Sedentary	9.5	9.6	9.3	11.1	7.7	8.9	11.2	9.5	11.7	14.3	10.9	10.9	9.9	10.9	8.5	6.5	10.6	
Moderately active	10.1	9.6	10.6	11.5	10.6	10.0	11.6	12.5	10.6	11.6	11.6	12.1	12.2	11.5	8.2	6.1	11.0	
Active or very active	8.2	7.0	6.3	4.0	8.1	6.6	3.4	5.6	4.1	1.3	3.5	3.5	4.3	4.0	10.1	13.6	5.0	
Men, 65 and over	4.1	2.9	3.8	4.1	3.9	4.1	4.3	3.7	4.6	3.9	3.5	3.5	3.4	4.1	4.2	5.5	3.9	
Women, 21-59:																		
Sedentary	21.9	18.7	18.6	16.7	18.0	18.4	18.4	18.8	18.1	16.7	17.6	18.6	18.2	18.7	18.6	19.5	18.1	
Moderately active	3.2	5.5	7.2	9.8	5.7	6.0	6.5	6.8	6.8	10.6	8.2	8.2	7.3	6.8	5.1	3.7	7.4	
Active or pregnant	1.4	1.1	1.5	0.9	1.3	1.5	1.4	1.0	1.5	1.2	1.0	1.0	1.3	0.9	1.8	2.1	1.3	
Women, 60 and over	6.9	5.8	7.6	8.4	7.9	7.3	8.4	7.7	9.9	8.3	7.6	7.6	7.1	8.9	7.4	8.5	7.9	
Adolescents and children:																		
15-20 male	3.7	4.0	3.6	3.1	3.5	3.3	3.5	3.9	2.9	3.6	3.0	3.0	3.7	3.8	3.3	4.0	3.5	
15-20 female	3.9	4.6	4.0	4.3	3.6	3.4	4.2	4.0	3.8	3.8	4.2	4.2	4.1	3.9	4.3	3.2	4.0	
5-14	17.4	19.5	17.6	17.0	18.7	20.7	18.8	17.4	16.7	16.3	18.4	18.4	18.3	17.2	18.8	17.8	17.8	
1-4	7.4	8.7	8.2	7.4	8.9	7.9	6.8	7.0	7.5	6.9	8.0	8.0	8.1	7.4	7.9	7.4	7.7	
Under 1	2.4	2.7	1.6	1.6	2.3	2.0	1.6	2.0	1.7	1.5	1.9	1.9	1.9	1.9	1.9	2.2	1.9	

TABLE 7
Social Class Distribution of Urban and Rural Samples, 1959
 (per cent)

	Conurbations		Other urban areas		Semi-rural areas	Rural areas	All households
	London	Provincial	Larger towns	Smaller towns			
	<i>Proportion of households</i>						
A1	4.9	1.6	1.8	3.7	3.2	6.4	3.2
A2	12.7	6.0	7.8	8.2	8.3	8.4	8.4
B	41.1	38.0	34.0	33.3	33.0	21.6	35.0
C	27.8	34.6	37.1	37.1	37.7	42.9	35.5
D1 (with earners)	4.7	7.5	7.4	5.8	6.2	7.1	6.4
D2 (without earners)	1.8	2.6	2.7	3.2	2.9	2.3	2.7
O.A.P.	6.9	9.8	9.1	8.7	8.7	11.2	8.9
All	100	100	100	100	100	100	100
No. of households	1,514	2,065	1,804	2,102	1,235	606	9,326
	<i>Proportion of persons</i>						
A1	4.8	1.6	1.7	3.8	4.0	7.2	3.3
A2	13.9	6.7	8.6	9.3	8.8	8.6	9.2
B	45.6	43.1	37.1	37.6	35.5	24.8	38.8
C	28.1	36.3	40.3	38.7	39.9	45.8	37.5
D1 (with earners)	3.1	6.5	6.3	4.8	5.9	6.3	5.4
D2 (without earners)	1.1	1.7	1.9	1.8	2.1	1.3	1.7
O.A.P.	3.4	4.2	4.2	4.0	3.8	6.0	4.1
All	100	100	100	100	100	100	100
No. of persons	4,566	6,563	5,715	6,582	4,164	1,995	29,585

TABLE 8
 Distribution of Social Classes by Occupational Groups, 1959
 (per cent)

Occupational Groups (a)	CLASS										All households
	A1	A2	All A	B	C	D1	D2	OAP			
	Proportion of households										
I. Professional	36.4	14.5	20.5	2.3	0.5	—	—	—	—	—	3.3
II. Intermediate	47.1	46.5	46.7	17.9	6.7	3.7	—	—	—	—	14.3
III. Mining, manual	0.7	2.4	1.9	3.0	0.6	0.3	—	—	—	—	1.5
Other, manual	5.4	21.2	16.8	47.7	42.6	8.0	—	—	—	—	34.3
Non-manual	3.4	5.9	5.2	12.6	9.8	4.3	—	—	—	—	8.8
IV. Agricultural workers	—	0.4	0.3	0.6	4.4	2.7	—	—	—	—	2.0
Other, manual	0.7	3.8	3.0	8.3	12.2	5.7	—	—	—	—	7.9
Non-manual	—	—	—	0.3	1.7	4.5	—	—	—	—	1.0
Unskilled	—	1.4	1.0	4.5	14.7	13.3	—	—	—	—	7.8
Not gainfully occupied	6.4	3.8	4.5	2.9	6.7	57.5	100	100	100	100	19.2
All households	100	100	100	100	100	100	100	100	100	100	100
No. of households	297	780	1,077	3,260	3,310	600	248	831	9,326	831	9,326
	Proportion of persons										
I. Professional	38.2	13.3	19.9	2.2	0.5	—	—	—	—	—	3.5
II. Intermediate	46.2	47.0	46.8	16.7	6.2	2.9	—	—	—	—	14.8
III. Mining, manual	1.5	2.7	2.4	3.3	0.8	0.6	—	—	—	—	1.9
Other, manual	4.8	22.2	17.6	48.6	43.9	5.2	—	—	—	—	37.8
Non-manual	3.8	5.6	5.1	12.0	8.8	2.6	—	—	—	—	8.7
IV. Agricultural workers	—	0.4	0.3	0.6	4.7	3.0	—	—	—	—	2.2
Other, manual	1.2	4.9	3.9	9.1	12.6	4.7	—	—	—	—	9.0
Non-manual	—	—	—	0.3	1.6	3.5	—	—	—	—	0.9
Unskilled	—	1.6	1.2	4.9	16.0	10.1	—	—	—	—	8.6
Not gainfully occupied	4.4	2.4	2.9	2.1	5.0	67.4	100	100	100	100	12.5
All households	100	100	100	100	100	100	100	100	100	100	100
No. of persons	985	2,712	3,697	11,475	11,089	1,611	495	1,318	29,585	1,318	29,585

(a) Based on the Registrars-General's classification, according to the occupational status and skill of the head of the household or of the principal earner if the gross weekly income of the head was less than £7 10s.

TABLE 9
Average Number of Earners per Household by Social Class and Family Composition, 1959

	Class										All households	
	A			B	C	D			O.A.P.			
	A1	A2	All			excluding O.A.P.						
				with earners (D1)	without earners (D2)							
<i>Households of one man and one woman and:</i>												
no other (both under 55)	1.26	1.44	1.38	1.65	1.65	1.38	—	—	—	—	1.60	
1 child	1.12	1.20	1.18	1.24	1.30	1.27	—	—	—	—	1.25	
2 children	1.14	1.12	1.13	1.18	1.24	1.22	—	—	—	—	1.19	
3 children	1.12	1.09	1.09	1.19	1.15	1.00	—	—	—	—	1.16	
4 or more children	1.00	1.17	1.13	1.14	1.17	1.00	—	—	—	—	1.13	
Adolescents only	1.81	2.04	1.99	2.28	2.52	2.15	—	—	—	—	2.32	
Adolescents and children	1.74	1.69	1.70	2.20	2.56	2.41	—	—	—	—	2.26	
No other (one or both 55 or over)	0.92	0.91	0.91	1.16	1.18	1.21	—	—	—	0.03	0.83	
<i>Other households with:</i>												
Adults only	1.57	1.79	1.73	1.75	1.55	1.15	—	—	—	0.04	1.07	
Adolescents but no children	2.08	2.55	2.38	2.59	2.74	1.76	—	—	—	—	2.49	
Children	1.68	1.86	1.81	1.82	2.22	1.45	—	—	—	—	1.86	
<i>All households</i>	1.41	1.49	1.47	1.58	1.68	1.36	—	—	—	0.03	1.41	

TABLE 10
Coefficients of Variation and Percentage Standard Errors of Average
Expenditure on Food in Households of Different Composition, 1959

	Average expenditure on food (per person per week)		Number of households in sample	Coefficient of variation	Percentage standard error
Households with one man and one woman and:	s.	d.			
No other (one or both 55 or over)	35	5	1,327	34	0.92
No other (both under 55) .	40	5	854	27	0.94
1 child	30	11	1,086	25	0.75
2 children	25	6	1,011	24	0.76
3 children	22	4	386	24	1.21
4 or more children	19	0	233	27	1.78
Adolescents only	34	0	508	26	1.15
Adolescents and children .	26	4	653	30	1.17
Other households with:					
Adults only	33	3	1,993	35	0.79
Adolescents but no children	32	6	350	23	1.23
One or more children with or without adolescents .	26	0	925	31	1.03
<i>All households</i>	29	3	9,326	36	0.37

APPENDIX B

Tables of Consumption, Expenditure and Prices

TABLE I
Domestic Food Expenditure, 1959, All Households
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
MILK AND CREAM:						
Liquid milk						
Full price	30·57	29·22	28·67	31·25	29·93	95
Welfare	2·78	2·72	2·49	2·86	2·71	21
<i>Total Liquid Milk</i>	<i>33·35</i>	<i>31·94</i>	<i>31·16</i>	<i>34·11</i>	<i>32·64</i>	
Condensed milk						
Skimmed, sweetened	0·07	0·11	0·07	0·09	0·08	2
Whole, sweetened	0·17	0·14	0·10	0·12	0·13	2
Whole, unsweetened	1·24	1·33	1·50	1·21	1·32	26
Dried milk						
National	0·13	0·22	0·18	0·18	0·18	1
Branded	0·49	0·45	0·51	0·58	0·51	2
Other milk	0·04	0·05	0·02	0·05	0·04	1
Cream	1·01	1·42	1·19	1·07	1·17	17(a)
<i>Total Milk and Cream</i>	<i>36·50</i>	<i>35·66</i>	<i>34·73</i>	<i>37·41</i>	<i>36·07</i>	
CHEESE:						
Natural	6·72	6·68	6·43	6·71	6·64	67
Processed	1·28	1·38	1·69	1·35	1·42	24
<i>Total Cheese</i>	<i>8·00</i>	<i>8·06</i>	<i>8·12</i>	<i>8·06</i>	<i>8·06</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	27·83	24·92	23·61	27·40	25·94	n.a.
Mutton and lamb	14·70	17·05	18·67	16·99	16·85	61
Pork	7·37	5·60	4·62	6·14	5·93	26 (a)
<i>Total Carcase Meat</i>	<i>49·90</i>	<i>47·57</i>	<i>46·90</i>	<i>50·53</i>	<i>48·72</i>	
Other meat						
Corned meat	2·13	2·53	2·88	2·16	2·42	29
Bones	0·34	0·34	0·30	0·33	0·33	4
Bacon and ham, uncooked	15·21	14·96	15·77	15·69	15·41	84
Bacon and ham, cooked (including canned)	3·94	4·91	5·84	4·63	4·83	40 (a)
Other cooked meat (not canned)	1·82	2·40	2·47	2·22	2·23	21
Other canned meat	3·34	3·77	4·24	3·85	3·80	36
Liver	2·70	2·54	2·50	2·35	2·52	28
Offals (other than liver)	1·48	1·22	0·95	1·39	1·26	20
Poultry	3·63	3·06	4·20	3·74	3·66	8
Rabbit, game and other meat	0·39	0·16	0·08	0·36	0·25	1
Sausages, uncooked, pork	4·47	3·94	4·01	4·70	4·28	40 (a)
Sausages, uncooked, beef	2·91	2·76	2·68	2·71	2·76	28
Other meat products	4·37	4·40	4·41	4·70	4·47	46
<i>Total Other Meat</i>	<i>46·73</i>	<i>46·99</i>	<i>50·33</i>	<i>48·83</i>	<i>48·22</i>	

TABLE I—continued
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
FISH:						
White, quick-frozen	0.78	0.91	0.84	1.00	0.88	9
White, fresh (excluding quick-frozen)	5.59	5.03	5.15	5.29	5.26	43
Herrings, fresh	0.20	0.12	0.15	0.30	0.19	3 (a)
Fat, fresh, other	0.22	0.28	0.26	0.23	0.25	2
White, processed	0.91	0.82	0.58	0.95	0.82	9
Fat, processed	0.50	0.37	0.41	0.78	0.52	7 (a)
Shell	0.51	0.60	0.73	0.53	0.59	5
Cooked	1.90	2.23	2.03	1.70	1.96	20
Canned and bottled	4.18	5.11	5.12	3.48	4.47	34
Fish products	0.69	0.63	0.61	0.57	0.62	12
<i>Total Fish</i>	<i>15.48</i>	<i>16.10</i>	<i>15.88</i>	<i>14.83</i>	<i>15.56</i>	
BEGGS	16.20	14.80	16.14	17.68	16.20	87 (a)
FATS:						
Butter	14.45	14.05	17.52	17.67	15.92	86
Margarine	4.78	4.95	5.10	5.81	5.16	62
Lard and compound cooking fat	2.74	2.33	2.41	2.62	2.52	n.a.
Suet and dripping	0.69	0.41	0.40	0.61	0.53	14
Other fats, oils and creams	0.13	0.19	0.26	0.13	0.18	2
<i>Total Fats</i>	<i>22.79</i>	<i>21.93</i>	<i>25.69</i>	<i>26.84</i>	<i>24.31</i>	
SUGAR AND PRESERVES:						
Sugar	9.74	9.36	9.66	9.33	9.52	89
Jams, jellies and fruit curds	2.25	2.28	1.78	1.84	2.04	28
Marmalade	1.05	1.04	1.02	1.17	1.07	18
Syrup, treacle and honey	0.67	0.59	0.39	0.70	0.59	8
<i>Total Sugar and Preserves</i>	<i>13.71</i>	<i>13.27</i>	<i>12.85</i>	<i>13.04</i>	<i>13.22</i>	
VEGETABLES:						
Old potatoes	14.46	6.65	2.82	10.02	8.49	57 (a)
New potatoes	0.32	9.06	7.22	0.01	4.15	30 (a)
Chips	1.00	1.14	1.22	0.96	1.08	20
Crisps	0.24	0.29	0.38	0.32	0.31	6
<i>Total Potatoes</i>	<i>16.02</i>	<i>17.14</i>	<i>11.64</i>	<i>11.31</i>	<i>14.03</i>	
Cabbages	1.36	2.01	1.16	1.45	1.50	35 (a)
Brussels sprouts	1.91	0.08	0.20	1.74	0.98	18 (a)
Cauliflower	1.51	1.81	0.89	1.26	1.37	25 (a)
Leafy salads	0.98	2.43	1.69	0.64	1.44	33 (a)
Fresh legumes	0.97	3.14	0.25	1.09	13 (a)
Quick-frozen legumes	0.99	1.35	0.79	1.63	1.19	14 (a)
Other fresh green vegetables	0.05	0.09	0.04	0.07	0.06	1
<i>Total Fresh Green Vegetables</i>	<i>6.80</i>	<i>8.74</i>	<i>7.91</i>	<i>7.04</i>	<i>7.63</i>	

TABLE I—continued
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
Carrots	1.10	0.98	0.65	1.06	0.95	36 (a)
Other root vegetables	0.74	0.46	0.56	0.80	0.64	23 (a)
Onions, shallots, etc.	1.40	1.32	0.92	1.34	1.24	43 (a)
Miscellaneous fresh vegetables	0.93	2.41	1.96	1.33	1.66	28 (a)
Dried pulses	0.75	0.53	0.34	0.64	0.56	12 (a)
Canned peas	3.02	3.05	2.28	2.75	2.78	47 (a)
Canned beans	2.29	2.19	1.89	2.22	2.15	42 (a)
Other canned vegetables	0.45	0.66	0.50	0.49	0.52	9 (a)
Vegetable products	0.14	0.10	0.08	0.13	0.11	3
<i>Total Other Vegetables</i>	<i>10.82</i>	<i>11.70</i>	<i>9.18</i>	<i>10.76</i>	<i>10.61</i>	
<i>Total Vegetables</i>	<i>33.64</i>	<i>37.58</i>	<i>28.73</i>	<i>29.11</i>	<i>32.27</i>	
FRUIT :						
Fresh						
Oranges	3.07	2.84	1.67	1.71	2.32	33 (a)
Other citrus fruit	0.85	0.70	0.70	0.80	0.76	14 (a)
Apples	4.20	4.51	3.47	4.95	4.28	53 (a)
Pears	0.55	0.61	0.67	0.83	0.66	11 (a)
Stone fruit	0.06	0.30	2.30	0.03	0.67	8 (a)
Soft fruit (including quick-frozen)	0.34	2.11	1.35	0.66	1.12	11 (a)
Bananas	2.67	3.41	3.66	3.29	3.26	46
Other fresh fruit	0.28	0.28	0.25	0.13	0.24	4
Tomatoes	3.07	8.96	7.73	3.76	5.88	62 (a)
<i>Total Fresh Fruit</i>	<i>15.09</i>	<i>23.72</i>	<i>21.80</i>	<i>16.16</i>	<i>19.19</i>	
Other fruit						
Tomatoes, canned and bottled	0.80	0.75	0.50	0.64	0.67	13 (a)
Canned peaches, pears and pineapples	3.04	3.33	3.71	3.19	3.32	35
Other canned and bottled fruit	2.09	2.49	2.55	2.53	2.42	27
Dried vine fruit	0.85	0.83	0.89	1.54	1.03	15 (a)
Other dried fruit	0.32	0.27	0.12	0.46	0.29	5
Nuts and fruit and nut products	0.57	0.41	0.34	1.69	0.75	9 (a)
Fruit juices	0.72	0.70	0.61	1.08	0.78	7
Welfare orange juice	0.07	0.06	0.06	0.06	0.06	2
<i>Total Other Fruit and Fruit Products</i>	<i>8.46</i>	<i>8.84</i>	<i>8.78</i>	<i>11.19</i>	<i>9.32</i>	
<i>Total Fruit</i>	<i>23.55</i>	<i>32.56</i>	<i>30.58</i>	<i>27.35</i>	<i>28.51</i>	
CEREALS :						
Brown bread, unwrapped	0.51	0.49	0.49	0.46	0.49	10
Brown bread, wrapped	0.30	0.29	0.34	0.29	0.30	6
White bread, large loaves, unwrapped	4.81	4.69	4.38	3.92	4.45	34

TABLE I—continued
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during Survey week
White bread, large loaves, wrapped	9.26	9.62	10.64	9.40	9.73	54
White bread, small loaves, unwrapped	1.24	1.30	1.25	1.39	1.30	24
White bread, small loaves, wrapped	0.54	0.49	0.56	0.54	0.53	11
Wholewheat and wholemeal bread	0.82	0.96	0.99	0.86	0.91	19
Malt bread	0.18	0.18	0.22	0.18	0.19	5
Other bread	4.01	4.38	4.07	4.16	4.16	45
Total Bread	21.67	22.40	22.94	21.20	22.06	
Self-raising flour	2.64	2.34	2.17	2.34	2.37	40
Other flour	0.87	0.74	0.54	0.69	0.71	12
Buns, scones and teacakes	2.31	1.57	1.75	1.87	1.88	34
Cakes and pastries	8.73	8.99	9.40	9.24	9.09	65
Chocolate biscuits	2.23	2.17	1.90	2.42	2.18	25
Other biscuits	7.23	7.66	7.93	7.70	7.63	77
Puddings	1.46	2.14	2.29	1.72	1.90	27
Oatmeal and oat products	1.29	0.78	0.52	1.27	0.96	16 (a)
Breakfast cereals	2.56	2.95	3.35	2.73	2.90	35 (a)
Rice	0.59	0.48	0.46	0.57	0.52	13
Cereals, flour base	0.87	0.80	0.74	0.93	0.84	16
Other cereals	1.01	1.09	0.98	0.91	1.00	23
Total Cereals	53.46	54.11	54.97	53.59	54.04	
BEVERAGES:						
Tea	13.73	13.51	13.43	13.48	13.54	88
Coffee, bean and ground	0.52	0.60	0.39	0.86	0.59	4
Coffee, extracts and essences	2.72	2.28	2.39	2.48	2.47	24
Cocoa and drinking chocolate	0.59	0.47	0.35	0.58	0.50	7 (a)
Branded food drinks	1.00	0.77	0.52	1.01	0.82	7 (a)
Total Beverages	18.56	17.63	17.08	18.41	17.92	
MISCELLANEOUS:						
Invalid and baby foods	0.56	0.45	0.44	0.52	0.49	4
Spreads and dressings	0.21	0.77	0.69	0.27	0.48	8 (a)
Soups, canned	2.55	1.62	1.36	2.77	2.08	27 (a)
Soups, dehydrated and powdered	0.56	0.31	0.20	0.54	0.40	6 (a)
Meat and vegetable extracts	1.04	0.71	0.59	1.09	0.86	17 (a)
Pickles and sauces	1.85	1.83	1.71	2.12	1.88	26
Table jellies, squares and crystals	0.52	0.86	0.82	0.68	0.72	18 (a)
Salt	0.34	0.34	0.37	0.36	0.35	14
Miscellaneous (expenditure only)	1.10	1.09	1.13	1.13	1.11	27
Total Miscellaneous Foods	8.73	7.98	7.31	9.48	8.37	
Total Expenditure	347.25 (28s. 11d.)	354.24 (29s. 6d.)	349.33 (29s. 1d.)	355.13 (29s. 7d.)	351.49 (29s. 3d.)	

TABLE IA
 Percentage of All Households Purchasing Seasonal Types of
 Food During Survey Week, 1959

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
Cream	15	19	17	15	17
Carcase meat:					
Pork	30	26	21	26	26
Bacon and other meat:					
Bacon and ham, cooked (including canned)	35	42	46	37	40
Sausages, uncooked, pork	42	38	36	43	40
Fish:					
Herrings, fresh	3	2	2	5	3
Fat, processed	8	6	7	10	7
Eggs	87	86	85	88	87
Vegetables:					
Old potatoes	80	45	(a)	75	57
New potatoes	4	60	(b)	...	30
Cabbages	33	45	30	33	35
Brussels sprouts	35	1	4	33	18
Cauliflower	25	32	19	23	25
Leafy salads	20	57	38	17	33
Fresh legumes	13	38	3	13
Quick-frozen legumes	11	14	9	20	14
Carrots	46	29	25	43	36
Other root vegetables	28	17	20	28	23
Onions, shallots, etc.	49	44	34	42	43
Miscellaneous fresh vegetables	14	39	35	24	28
Dried pulses	15	11	8	14	12
Canned peas	51	50	40	48	47
Canned beans	45	43	37	44	42
Other canned vegetables	8	12	9	9	9
Fruit:					
Oranges	41	40	25	25	33
Other citrus fruit	17	13	12	14	14
Apples	55	54	46	56	53
Pears	10	10	12	13	11
Stone fruit	1	4	31	...	8
Soft fruit (including quick-frozen)	4	17	14	9	11
Tomatoes	41	77	80	49	62
Tomatoes, canned and bottled	16	15	10	13	13
Dried vine fruit	14	14	14	18	15
Nuts and fruit and nut products	9	6	5	17	9
Cereals:					
Oatmeal and oat products	21	13	9	20	16
Breakfast cereals	33	37	40	33	35
Beverages:					
Cocoa and drinking chocolate	9	7	5	8	7
Branded food drinks	8	6	4	8	7
Spreads and dressings	4	13	11	5	8
Soups, canned	34	21	18	35	27
Soups, dehydrated and powdered	8	5	3	8	6
Meat and vegetable extracts	20	14	12	20	17
Table jellies, squares and crystals	14	21	20	16	18

(a) 6 per cent in July-August (1958 crop), 72 per cent in September (1959 crop). From 1st September, potatoes of the 1959 crop were regarded as "old".

(b) 75 per cent in July-August (1959 crop).

TABLE 2
Domestic Food Consumption and Purchases, 1959, All Households
(oz. per head per week except where otherwise stated)

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	3.93	3.93	3.89	3.93	3.92	3.72
Welfare (pt.)	0.66	0.65	0.60	0.68	0.64	0.64
School (pt.)	0.20	0.23	0.13	0.24	0.20	—
Total Liquid Milk (pt.)	4.79	4.81	4.61	4.84	4.76	4.35
Condensed milk						
Skimmed, sweetened (eq. pt.)	0.01	0.02	0.01	0.02	0.01	0.01
Whole, sweetened (eq. pt.)	0.02	0.01	0.01	0.01	0.01	0.01
Whole, unsweetened (eq. pt.)	0.14	0.15	0.17	0.14	0.15	0.15
Dried milk						
National (eq. pt.)	0.03	0.06	0.04	0.04	0.04	0.04
Branded (eq. pt.)	0.06	0.06	0.06	0.07	0.06	0.06
Other milk (pt.)	0.01
Cream (pt.)	0.02	0.02	0.02	0.02	0.02	0.02
Total Milk and Cream (pt. or eq. pt.)	5.07	5.13	4.93	5.14	5.07	4.65
CHEESE:						
Natural	2.61	2.58	2.44	2.43	2.52	2.51
Processed	0.36	0.40	0.48	0.37	0.40	0.40
Total Cheese	2.97	2.98	2.92	2.80	2.92	2.91
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	9.42	8.26	7.59	8.92	8.55	8.51
Mutton and lamb	5.95	6.87	7.61	7.45	6.97	6.92
Pork	2.46	1.96	1.56	2.05	2.01	1.98
Total Carcase Meat	17.83	17.09	16.76	18.42	17.53	17.41
Other meat						
Corned meat	0.69	0.80	0.88	0.65	0.76	0.76
Bones	0.49	0.34	0.31	0.47	0.40	0.40
Bacon and ham, uncooked	4.99	5.27	5.28	5.00	5.14	5.10
Bacon and ham, cooked (including canned)	0.68	0.86	1.00	0.77	0.83	0.83
Other cooked meat (not canned)	0.38	0.47	0.46	0.43	0.44	0.44
Other canned meat	1.38	1.49	1.64	1.48	1.50	1.50
Liver	0.85	0.80	0.78	0.74	0.79	0.79
Offals (other than liver)	0.78	0.63	0.49	0.74	0.66	0.66
Poultry	1.26	1.14	1.54	1.46	1.35	1.19
Rabbit, game and other meat	0.18	0.10	0.06	0.21	0.14	0.11
Sausages, uncooked, pork	2.01	1.80	1.81	2.05	1.92	1.91
Sausages, uncooked, beef	1.67	1.61	1.54	1.57	1.60	1.60
Other meat products	2.09	2.07	2.10	2.21	2.12	2.11
Total Other Meat	17.45	17.38	17.89	17.78	17.65	17.40

TABLE 2—continued

(oz. per head per week except where otherwise stated)

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
FISH:						
White, quick-frozen	0.25	0.30	0.27	0.33	0.29	0.29
White, fresh (excluding quick-frozen)	2.71	2.48	2.56	2.43	2.54	2.52
Herrings, fresh	0.21	0.10	0.15	0.29	0.19	0.19
Fat, fresh, other	0.13	0.14	0.09	0.13	0.12	0.12
White, processed	0.45	0.41	0.30	0.46	0.40	0.40
Fat, processed	0.38	0.26	0.30	0.51	0.36	0.36
Shell	0.09	0.13	0.13	0.10	0.11	0.11
Cooked	0.72	0.84	0.78	0.68	0.76	0.75
Canned and bottled Fish products	0.87	1.10	1.07	0.77	0.95	0.95
	0.22	0.21	0.20	0.20	0.21	0.21
Total Fish	6.03	5.97	5.85	5.90	5.93	5.90
EGGS (No.)	4.57	4.65	4.53	4.43	4.54	4.17
FATS:						
Butter	5.92	5.82	5.96	5.27	5.74	5.71
Margarine	3.52	3.60	3.68	4.14	3.74	3.74
Lard and compound cooking fat	2.16	1.88	1.97	2.18	2.04	2.04
Suet and dripping	0.55	0.36	0.36	0.49	0.44	0.44
Other fats, oils and creams	0.06	0.07	0.10	0.06	0.07	0.07
Total Fats	12.21	11.73	12.07	12.14	12.03	12.00
SUGAR AND PRESERVES:						
Sugar	18.84	18.18	18.90	18.10	18.50	18.50
Jams, jellies and fruit curds	1.83	1.95	1.56	1.61	1.74	1.63
Marmalade	0.98	0.99	0.97	1.08	1.00	1.00
Syrup, treacle and honey	0.65	0.57	0.36	0.64	0.56	0.54
Total Sugar and Preserves	22.30	21.69	21.79	21.43	21.80	21.67
VEGETABLES:						
Old potatoes	55.07	25.74	16.52	59.60	39.23	35.04
New potatoes	0.62	23.00	35.36	0.04	14.76	12.49
Chips	0.85	1.03	1.09	0.93	0.98	0.97
Crisps	0.07	0.07	0.10	0.08	0.08	0.08
Total Potatoes	56.61	49.84	53.07	60.65	55.05	48.58
Cabbages	4.49	6.29	5.27	5.73	5.44	4.00
Brussels sprouts	4.39	0.05	0.25	3.35	2.01	1.60
Cauliflower	2.21	3.39	2.03	2.36	2.50	2.22
Leafy salads	0.41	2.36	2.23	0.46	1.36	1.10
Fresh legumes	0.06	2.59	9.41	0.47	3.13	1.81
Quick-frozen legumes	0.39	0.51	0.29	0.68	0.47	0.46
Other fresh green vegetables	0.16	0.52	0.23	0.12	0.26	0.09
Total Fresh Green Vegetables	12.11	15.71	19.71	13.17	15.17	11.28

TABLE 2—continued
(oz. per head per week except where otherwise stated)

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
Carrots	3·36	1·75	1·90	3·56	2·64	2·38
Other root vegetables	3·07	1·03	2·01	2·96	2·27	1·66
Onions, shallots, etc.	3·60	2·68	2·39	3·60	3·07	2·71
Miscellaneous fresh vegetables	0·43	1·63	2·89	1·35	1·58	1·29
Dried pulses	0·72	0·49	0·29	0·59	0·52	0·52
Canned peas	3·46	3·52	2·72	3·25	3·24	3·24
Canned beans	2·69	2·56	2·23	2·58	2·52	2·52
Other canned vegetables	0·37	0·56	0·42	0·45	0·45	0·45
Vegetable products	0·09	0·06	0·06	0·08	0·07	0·07
<i>Total Other Vegetables</i>	<i>17·79</i>	<i>14·28</i>	<i>14·91</i>	<i>18·42</i>	<i>16·36</i>	<i>14·84</i>
<i>Total Vegetables</i>	<i>86·51</i>	<i>79·83</i>	<i>87·69</i>	<i>92·24</i>	<i>86·58</i>	<i>74·70</i>
FRUIT:						
Fresh						
Oranges	4·20	4·09	2·27	2·23	3·20	3·19
Other citrus fruit	1·00	0·79	0·73	0·79	0·83	0·82
Apples	7·23	5·91	6·93	9·35	7·36	6·20
Pears	0·65	0·64	0·87	1·08	0·81	0·75
Stone fruit	0·04	0·24	3·44	0·03	0·94	0·83
Soft fruit (including quick-frozen)	0·18	2·06	2·21	0·47	1·23	0·74
Bananas	2·94	3·49	3·75	3·30	3·37	3·37
Other fresh fruit	0·35	2·01	0·68	0·18	0·80	0·33
Tomatoes	2·13	5·04	8·54	3·29	4·75	4·35
<i>Total Fresh Fruit</i>	<i>18·72</i>	<i>24·27</i>	<i>29·42</i>	<i>20·72</i>	<i>23·29</i>	<i>20·58</i>
Other fruit						
Tomatoes, canned and bottled	0·86	0·81	0·54	0·69	0·72	0·72
Canned peaches, pears and pineapples	2·32	2·65	2·99	2·65	2·65	2·64
Other canned and bottled fruit	1·51	1·79	1·75	2·00	1·76	1·64
Dried vine fruit	0·62	0·61	0·64	1·12	0·75	0·75
Other dried fruit	0·21	0·17	0·08	0·26	0·18	0·18
Nuts and fruit and nut products	0·31	0·20	0·16	0·79	0·36	0·36
Fruit juices	0·26	0·32	0·34	0·50	0·36	0·36
Welfare orange juice	0·08	0·08	0·08	0·07	0·08	0·08
<i>Total Other Fruit and Fruit Products</i>	<i>6·17</i>	<i>6·63</i>	<i>6·58</i>	<i>8·08</i>	<i>6·86</i>	<i>6·73</i>
<i>Total Fruit</i>	<i>24·89</i>	<i>30·90</i>	<i>36·00</i>	<i>28·80</i>	<i>30·15</i>	<i>27·31</i>

TABLE 2—continued
(oz. per head per week except where otherwise stated)

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
CERIALS:						
Brown bread, unwrapped	1·10	1·08	1·08	1·03	1·07	1·07
Brown bread, wrapped	0·63	0·61	0·73	0·63	0·65	0·65
White bread, large loaves, unwrapped	12·08	11·77	10·95	9·86	11·16	11·14
White bread, large loaves, wrapped	22·07	22·90	25·31	22·28	23·14	23·14
White bread, small loaves, unwrapped	2·61	2·72	2·61	2·92	2·72	2·71
White bread, small loaves, wrapped	1·05	0·93	1·06	1·03	1·02	1·02
Wholewheat and wholemeal bread	1·40	1·65	1·71	1·49	1·56	1·56
Malt bread	0·20	0·21	0·25	0·20	0·22	0·22
Other bread	5·67	6·00	5·38	5·96	5·75	5·75
<i>Total Bread</i>	<i>46·81</i>	<i>47·87</i>	<i>49·08</i>	<i>45·40</i>	<i>47·29</i>	<i>47·26</i>
Self-raising flour	5·78	5·10	4·71	5·14	5·18	5·18
Other flour	1·92	1·63	1·20	1·49	1·56	1·56
Buns, scones and teacakes	1·83	1·29	1·34	1·57	1·51	1·51
Cakes and pastries	4·28	4·41	4·65	4·57	4·48	4·48
Chocolate biscuits	0·89	0·88	0·74	0·94	0·86	0·86
Other biscuits	4·56	4·85	4·93	4·62	4·74	4·74
Puddings	1·10	1·57	1·79	1·29	1·44	1·44
Oatmeal and oat products	1·45	0·82	0·48	1·33	1·02	1·02
Breakfast cereals	1·58	1·78	1·99	1·63	1·74	1·74
Rice	0·71	0·57	0·55	0·70	0·63	0·63
Cereals, flour base	0·80	0·68	0·63	0·82	0·73	0·73
Other cereals	0·64	0·62	0·57	0·59	0·60	0·60
<i>Total Cereals</i>	<i>72·35</i>	<i>72·07</i>	<i>72·66</i>	<i>70·09</i>	<i>71·78</i>	<i>71·75</i>
BEVERAGES:						
Tea	2·83	2·80	2·76	2·79	2·80	2·80
Coffee, bean and ground	0·10	0·11	0·08	0·16	0·11	0·11
Coffee, extracts and essences	0·34	0·26	0·26	0·26	0·28	0·28
Cocoa and drinking chocolate	0·19	0·16	0·11	0·19	0·16	0·16
Branded food drinks	0·23	0·18	0·12	0·24	0·19	0·19
<i>Total Beverages</i>	<i>3·69</i>	<i>3·51</i>	<i>3·33</i>	<i>3·64</i>	<i>3·54</i>	<i>3·54</i>
MISCELLANEOUS:						
Invalid and baby foods	0·32	0·31	0·30	0·33	0·32	0·32
Spreads and dressings	0·09	0·30	0·27	0·11	0·19	0·19
Soups, canned	2·53	1·59	1·31	2·69	2·03	2·03
Soups, dehydrated and powdered	0·10	0·05	0·04	0·09	0·07	0·07
Meat and vegetable extracts	0·12	0·09	0·07	0·13	0·10	0·10
Pickles and sauces	0·99	1·02	0·90	1·15	1·02	1·01
Table jellies, squares and crystals (pt.)	0·06	0·11	0·10	0·08	0·09	0·09
Salt	0·95	0·95	1·03	0·99	0·98	0·98
<i>Total Miscellaneous Foods</i>	<i>5·16</i>	<i>4·42</i>	<i>4·02</i>	<i>5·57</i>	<i>4·80</i>	<i>4·79</i>

TABLE 3
Domestic Food Prices, 1959, All Households

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	8.2	7.9	7.8	8.3	8.1
Welfare	4.3	4.2	4.2	4.3	4.3
<i>Total Liquid Milk Purchased</i>	<i>7.6</i>	<i>7.4</i>	<i>7.3</i>	<i>7.7</i>	<i>7.5</i>
Condensed milk					
Skimmed, sweetened	6.2	6.7	6.3	6.4	6.4
Whole, sweetened	11.1	10.6	11.8	11.6	11.2
Whole, unsweetened	9.0	8.7	8.8	8.7	8.8
Dried milk					
National	4.0	3.9	4.1	4.6	4.1
Branded	8.1	7.8	8.0	8.4	8.1
Other milk	12.7	22.0	26.8	25.0	19.0
Cream	71.6	67.7	67.1	68.8	68.7
CHEESE:					
Natural	41.2	41.4	42.1	44.5	42.2
Processed	56.2	55.8	56.0	57.9	56.4
MEAT AND MEAT PRODUCTS:					
Carcase meat	45.1	44.9	45.1	44.0	44.8
Beef and veal	47.5	48.6	50.0	49.3	48.7
Mutton and lamb	39.8	40.0	39.7	36.6	39.0
Pork	48.7	46.5	47.7	48.2	47.8
Other meat					
Corned meat	49.4	50.9	52.3	53.2	51.4
Bones	11.2	15.7	15.2	11.1	12.9
Bacon and ham, uncooked	50.0	46.2	47.9	50.4	48.3
Bacon and ham, cooked (including canned)	92.7	91.3	93.8	96.8	93.5
Other cooked meat (not canned)	76.0	81.9	85.1	82.5	81.4
Other canned meat	38.7	40.5	41.7	41.5	40.6
Liver	50.9	50.9	51.4	51.0	51.0
Offals (other than liver)	30.3	31.1	30.9	30.2	30.6
Poultry	54.0	48.4	47.6	47.2	49.2
Rabbit, game and other meat	38.4	33.2	34.5	35.5	36.2
Sausages, uncooked, pork	35.9	35.4	35.5	36.7	35.9
Sausages, uncooked, beef	27.8	27.7	27.9	27.6	27.7
Other meat products	33.6	34.1	33.7	34.2	33.9
FISH:					
White, quick-frozen	49.4	48.9	49.5	49.2	49.2
White, fresh (excluding quick-frozen)	33.3	32.7	32.4	35.3	33.4
Herrings, fresh	15.5	18.7	16.4	16.6	16.5
Fat, fresh, other	27.7	33.4	43.1	28.7	32.4
White, processed	32.2	31.9	31.2	33.0	32.2
Fat, processed	21.3	22.6	21.6	24.5	22.7
Shell	92.8	75.2	108.4	84.6	88.9
Cooked	42.2	42.7	42.3	40.5	42.0
Canned and bottled	76.5	74.6	76.4	72.6	75.2
Fish products	50.8	47.6	49.6	46.6	48.7

TABLE 3—continued

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
EGGS	3·9	3·5	3·9	4·3	3·9
FATS:					
Butter	39·2	38·8	47·2	54·2	44·3
Margarine	21·7	22·0	22·2	22·4	22·1
Lard and compound cooking fat	20·3	19·8	19·6	19·3	19·8
Suet and dripping	20·1	18·2	17·7	20·0	19·2
Other fats, oils and creams	37·5	40·0	42·7	35·5	39·4
SUGAR AND PRESERVES:					
Sugar	8·3	8·2	8·2	8·2	8·2
Jams, jellies and fruit curds	20·8	19·5	19·8	19·9	20·0
Marmalade	17·1	16·9	16·8	17·3	17·0
Syrup, treacle and honey	16·7	17·0	17·7	17·9	17·3
VEGETABLES:					
Old potatoes	4·6	4·5	3·4	3·0	3·9
New potatoes	8·2	6·7	4·2	4·9	5·4
Chips	18·8	17·7	17·9	16·7	17·8
Crisps	56·1	62·5	62·4	62·6	61·0
Cabbages	6·2	6·3	5·2	6·0	6·0
Brussels sprouts	9·2	31·8	13·6	9·9	9·8
Cauliflower	11·3	9·5	8·5	9·9	9·9
Leafy salads	39·3	20·0	16·5	25·5	21·2
Fresh legumes	30·0	8·2	9·8	15·5	9·6
Quick-frozen legumes	41·2	43·4	43·2	38·4	41·1
Other fresh green vegetables	11·7	8·2	15·2	15·7	11·1
Carrots	5·4	9·4	6·9	5·5	6·4
Other root vegetables	5·0	7·8	8·3	5·7	6·7
Onions, shallots, etc.	6·7	8·5	7·6	7·0	7·3
Miscellaneous fresh vegetables	36·1	24·7	14·6	20·1	20·9
Dried pulses	16·8	17·4	18·6	17·2	17·3
Canned peas	14·0	13·9	13·4	13·5	13·7
Canned beans	13·6	13·7	13·6	13·8	13·7
Other canned vegetables	19·4	18·9	18·9	17·4	18·6
Vegetable products	25·0	25·5	21·1	25·3	24·4
FRUIT:					
Fresh					
Oranges	11·7	11·1	11·8	12·3	11·6
Other citrus fruit	13·5	14·1	15·6	16·0	14·7
Apples	10·3	12·6	11·1	10·5	11·1
Pears	13·6	15·1	13·9	13·9	14·1
Stone fruit	22·1	20·2	12·2	12·8	13·0
Soft fruit (including quick-frozen)	30·5	24·5	22·4	23·9	24·2
Bananas	14·5	15·6	15·7	15·9	15·4
Other fresh fruit	15·1	7·9	14·0	13·0	11·4
Tomatoes	23·2	28·6	16·7	21·0	22·0
Other fruit					
Tomatoes, canned and bottled	15·0	14·8	14·8	15·0	14·9
Canned peaches, pears and pineapples	21·0	20·2	19·9	19·4	20·1
Other canned and bottled fruit	24·3	23·7	23·8	22·6	23·6
Dried vine fruit	22·0	21·8	22·2	22·0	22·0
Other dried fruit	24·2	25·9	24·3	28·4	26·1
Nuts and fruit and nut products	29·5	33·2	34·4	34·0	32·9
Fruit juices	54·4	43·9	36·5	43·2	44·1
Welfare orange juice	16·7	16·8	16·7	16·7	16·7

TABLE 3—continued

	Average price paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
CEREALS:					
Brown bread, unwrapped	7·3	7·2	7·2	7·2	7·2
Brown bread, wrapped	7·6	7·5	7·4	7·5	7·5
White bread, large loaves, unwrapped	6·4	6·4	6·4	6·4	6·4
White bread, large loaves, wrapped	6·7	6·7	6·7	6·8	6·7
White bread, small loaves, unwrapped	7·6	7·6	7·6	7·7	7·6
White bread, small loaves, wrapped	8·3	8·4	8·4	8·4	8·4
Wholewheat and wholemeal bread	9·4	9·3	9·3	9·2	9·3
Malt bread	14·2	13·9	13·9	14·2	14·0
Other bread	11·3	11·7	12·1	11·2	11·6
Self-raising flour	7·3	7·3	7·4	7·3	7·3
Other flour	7·3	7·3	7·2	7·4	7·3
Buns, scones and teacakes	20·2	19·5	20·8	19·0	19·9
Cakes and pastries	32·7	32·6	32·3	32·3	32·5
Chocolate biscuits	40·1	39·5	40·8	41·1	40·3
Other biscuits	25·4	25·3	25·7	26·6	25·7
Puddings	21·2	21·8	20·4	21·2	21·2
Oatmeal and oat products	14·3	15·1	17·2	15·3	15·0
Breakfast cereals	25·9	26·4	26·9	26·8	26·5
Rice	13·4	13·6	13·5	13·2	13·4
Cereals, flour base	17·4	18·9	18·8	18·2	18·2
Other cereals	25·1	27·8	27·4	24·6	26·2
BEVERAGES:					
Tea	77·7	77·2	77·9	77·3	77·5
Coffee, bean and ground	85·6	84·3	82·8	85·4	84·8
Coffee, extracts and essences	129·3	142·7	147·4	153·3	141·8
Cocoa and drinking chocolate	49·0	48·3	50·7	49·1	49·1
Branded food drinks	68·9	67·9	68·7	68·2	68·4
MISCELLANEOUS:					
Invalid and baby foods	28·5	23·6	23·2	25·7	25·4
Spreads and dressings	38·0	40·5	40·6	40·7	40·2
Soups, canned	16·1	16·4	16·7	16·4	16·4
Soups, dehydrated and powdered	93·1	97·5	80·8	92·3	92·1
Meat and vegetable extracts	135·5	133·0	133·2	133·3	133·9
Pickles and sauces	30·1	28·8	30·2	29·8	29·7
Table jellies, squares and crystals	8·5	8·1	8·2	8·4	8·3
Salt	5·8	5·8	5·8	5·8	5·8

(a) Pence per pint of liquid and other milk and cream, pence per pint of fruit juice, pence per equivalent pint of condensed and dried milk, pence per pint of table jelly made up from squares and crystals, and pence per shell egg. Otherwise pence per lb.

APPENDIX C

TABLE I
 Energy Value and Nutrient Content of Domestic Food Consumption(a) - All Households, 1959
 (per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	245	9.5	12.9	17.5	13.6	12.4	463	45.0	0.4	3.0	432	10.1	0.15	11.7	0.58	35.0	0.4	3.1	4	7.9	4	2.8
Dried milk	6	0.2	0.3	0.5	0.3	0.3	11	1.1	...	0.1	13	0.3	...	0.2	0.01	0.8	...	0.1	4	3.0
Other milk and cream	13	0.5	0.5	0.7	0.8	0.7	18	1.7	...	0.1	31	0.7	...	0.2	0.02	1.5	...	0.1	1	0.4
Cheese	49	1.9	3.0	4.0	4.1	3.7	96	9.3	0.1	0.5	154	3.6	...	0.2	0.06	3.5	...	0.4	2	1.2
Total Milk, Cream and Cheese	313	12.2	16.8	22.7	18.8	17.1	588	57.1	0.5	3.7	630	14.7	0.16	12.3	0.67	40.8	0.5	3.6	4	8.4	11	7.4
Beef and veal	80	3.1	5.6	7.6	6.4	5.8	3	0.3	1.3	9.4	17	0.4	0.02	1.8	0.08	5.0	1.6	11.3
Mutton and lamb	72	2.8	3.6	4.9	6.4	5.8	3	0.3	0.5	3.6	12	0.3	0.03	2.7	0.04	2.5	1.0	7.3
Pork	27	1.0	0.9	1.2	2.6	2.3	1	0.1	0.1	0.6	0.04	3.4	0.01	0.7	0.2	1.7
Bacon	82	3.2	2.1	2.8	8.2	7.5	2	0.2	0.2	1.4	0.09	7.4	0.02	1.2	0.4	3.1
Liver	4	0.2	0.5	0.7	0.2	0.2	0.4	3.2	834	19.5	0.01	0.9	0.10	5.8	0.4	3.1	1	1.0	1	0.7
Poultry	5	0.2	0.7	0.9	0.3	0.2	0.1	1.0	0.4	...	0.2	0.3	2.3
Sausages	42	1.6	1.3	1.7	3.4	3.1	4	0.4	0.2	1.4	2	...	0.03	2.2	0.01	0.8	0.3	2.0
Other meat	66	2.6	3.7	5.0	5.1	4.6	6	0.6	0.9	6.2	51	1.2	0.04	3.5	0.04	2.6	0.8	5.5	2	1.7
Total Meat	378	14.7	18.4	24.9	32.4	29.6	19	1.8	3.7	26.8	916	21.4	0.28	22.2	0.31	18.9	5.0	36.3	1	1.1	4	2.4
Fat fish	4	0.2	0.3	0.4	0.2	0.2	1	0.1	...	0.3	7	0.2	...	0.1	0.01	0.5	0.1	0.5	13	9.0
Other fish	22	0.9	2.8	3.9	1.1	1.0	15	1.5	0.3	1.9	6	0.1	0.01	0.6	0.02	1.5	0.4	3.1	26	17.9
Total Fish	26	1.0	3.2	4.3	1.3	1.2	16	1.6	0.3	2.2	13	0.3	0.01	0.6	0.03	1.9	0.5	3.6	39	26.9
Eggs	51	2.0	4.0	5.5	3.7	3.4	20	1.9	1.0	6.9	335	7.6	0.04	3.3	0.14	8.7	...	0.2	20	13.4
Butter	174	6.7	0.1	0.1	19.2	17.5	3	0.3	...	0.1	698	16.3	14	9.6
Margarine	116	4.5	12.9	11.8	1	0.1	...	0.3	454	10.6	48	33.1
Other fats	90	3.5	0.1	0.1	10.0	9.2	0.1	7	0.2	0.1	0.1
Total Fats	360	14.7	0.2	0.2	42.2	38.5	4	0.4	0.1	0.5	1,159	27.1	0.1	62	42.9
Sugar and Preserves	319	12.4	...	0.1	3	0.3	0.1	0.9	1	0.1	...	1	1.5	...

Domestic Food Consumption and Expenditure, 1959

TABLE I—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Potatoes (c)	141	5.5	3.5	4.7	0.5	0.4	16	1.6	1.3	9.1	—	—	0.18	14.5	0.12	7.6	1.9	14.0	17	33.2	—	—
Cabbages, brussels sprouts and cauliflower	7	0.3	0.7	0.9	—	—	16	1.6	0.3	2.1	55	1.3	0.02	1.7	0.02	1.2	0.1	0.9	6	10.6	—	—
Leafy salads	0.1	0.1	—	—	2	0.2	...	0.4	62	1.4	...	0.2	...	0.2	...	0.1	1	1.7	—	—
Fresh legumes, including quick-frozen	3	0.1	0.4	0.5	—	—	1	0.1	0.1	0.8	35	0.4	0.02	1.7	0.01	0.5	...	0.4	...	0.9	—	—
Other fresh green vegetables	—	—	1	0.1	...	0.1	27	0.6	0.1	0.3	—	—
Carrots	2	0.1	0.1	0.1	—	—	4	0.4	0.1	0.4	547	12.8	...	0.4	...	0.2	0.1	0.4	...	0.8	—	—
Other root vegetables	2	0.1	0.1	0.1	—	—	3	0.3	...	0.2	1	0.2	...	0.2	0.1	0.4	1	1.3	—	—
Other vegetables	24	0.9	1.8	2.4	16	1.6	0.6	4.2	92	2.1	0.03	2.4	0.02	1.4	0.2	1.7	1	2.6	—	—
Total Vegetables	179	6.9	6.5	8.8	0.5	0.5	59	5.7	2.4	17.4	799	18.7	0.27	21.1	0.19	11.3	2.5	17.9	27	51.5	—	—
Oranges	3	0.1	0.1	0.1	—	—	4	0.4	...	0.2	10	0.2	0.01	0.5	...	0.2	...	0.3	5	10.2	—	—
Other citrus fruit	—	—	—	—	...	0.1	0.01	0.6	...	0.1	...	0.1	1	1.5	—	—
Apples and pears	11	0.4	0.1	0.1	—	—	1	0.1	0.1	0.8	3	0.1	0.01	0.6	0.01	0.4	0.1	0.7	1	2.2	—	—
Soft fruit.	2	0.1	...	0.1	—	—	2	0.2	...	0.1	1	0.1	...	0.1	3	5.3	—	—
Bananas	6	0.2	0.1	0.1	—	—	0.2	2	0.4	...	0.2	0.1	0.4	1	1.6	—	—
Fresh tomatoes	3	0.1	0.2	0.3	—	—	3	0.3	0.1	0.5	193	4.5	0.01	0.8	0.01	0.4	0.1	0.5	5	9.3	—	—
Other fresh fruit	1	0.1	—	—	2	0.2	...	0.1	5	0.1	...	0.1	...	0.1	...	0.2	...	0.8	—	—
Other fruit (d)	27	1.0	0.2	0.3	0.3	0.3	5	0.5	0.3	1.9	53	1.2	0.01	0.6	0.01	0.6	0.1	0.6	3	5.0	—	—
Total Fruit	53	2.1	0.8	1.2	0.3	0.3	17	1.7	0.6	4.0	267	6.2	0.05	3.6	0.04	2.2	0.4	3.0	19	36.0	—	—

TABLE 1—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamins (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
White bread . . .	387	15.0	12.0	16.2	1.1	1.0	157	15.2	2.3	16.7	—	—	0.26	20.6	0.04	2.6	2.3	16.9	—	—	—	—
Other bread . . .	92	3.6	3.0	4.0	0.4	0.4	34	3.3	0.7	5.2	—	0.07	5.3	0.03	1.2	0.8	5.8	—	—	—	—	
Flour . . .	96	3.7	2.6	3.5	0.3	0.3	39	3.8	0.5	3.7	—	0.06	4.6	0.01	0.5	0.5	3.8	—	—	—	—	
Cakes and pastries . . .	90	3.5	1.7	2.3	2.5	2.3	21	2.0	0.4	2.6	95	2.2	0.03	2.0	0.03	1.8	0.2	1.2	—	—	8	5.4
Biscuits . . .	103	4.0	2.0	2.7	4.3	3.9	29	2.8	0.4	2.9	—	0.01	1.1	0.01	0.7	0.2	1.4	—	—	—	—	—
Other cereals . . .	74	2.9	1.8	2.4	1.2	1.1	11	1.1	0.6	4.0	26	0.6	0.03	2.1	0.03	1.6	0.4	3.0	—	—	2	1.3
Total Cereals . . .	842	32.7	23.0	31.2	9.8	8.9	291	28.3	4.9	35.2	121	2.8	0.46	35.8	0.14	8.4	4.4	32.1	—	—	10	6.7
Tea . . .	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other beverages . . .	7	0.3	0.2	0.3	0.2	0.2	2	0.2	0.1	0.8	2	—	—	0.2	0.01	0.4	—	—	—	—	—	—
Total Beverages . . .	7	0.3	0.2	0.3	0.2	0.2	2	0.2	0.1	0.8	2	—	—	0.2	0.11	6.7	—	—	—	—	—	—
Other foods (c) . . .	26	1.0	0.7	1.0	0.3	0.3	7	0.7	0.2	1.6	46	1.1	0.01	0.6	0.01	0.8	0.4	2.6	1	1.4	—	0.3
TOTAL ALL FOODS . . .	2,578	100	73.9	100	109.6	100	1,030	100	13.9	100	4,282	100	1.27	100	1.65	100	13.8	100	52	100	145	100

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
 (b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B₁) and 75 and 50 per cent for the vitamin C contribution from fresh green vegetables and other vegetables respectively.
 (c) Including chips and crisps.
 (d) Including welfare orange juice.
 (e) Invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts, pickles and sauces, table jellies and salt.

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Domestic Food Consumption and Expenditure, 1959

TABLE I—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Potatoes (c)	141	5.5	3.5	4.7	0.5	0.4	16	1.6	1.3	9.1	—	—	0.18	14.5	0.12	7.6	1.9	14.0	17	33.2	—	—
Cabbages, brussels sprouts and cauliflower	7	0.3	0.7	0.9	—	—	16	1.6	0.3	2.1	1.3	0.02	1.7	0.02	0.02	1.2	0.1	0.9	6	10.6	—	—
Leafy salads	0.1	0.1	—	—	2	0.2	...	0.4	62	...	0.2	0.2	...	0.1	1	1.7	—	—
Fresh legumes, including quick-frozen	3	0.1	0.4	0.5	—	—	1	0.1	0.1	0.8	15	0.4	0.02	1.7	0.01	0.5	...	0.4	...	0.9	—	—
Other fresh green vegetables	—	—	1	0.1	...	0.1	27	0.6	0.1	0.3	—	—
Carrots	2	0.1	0.1	0.1	—	—	4	0.4	0.1	0.4	547	12.8	...	0.4	...	0.2	...	0.1	0.4	...	0.8	—
Other root vegetables	2	0.1	0.1	0.1	—	—	3	0.3	...	0.2	1	0.2	...	0.2	...	0.1	0.4	1	1.3	—
Other vegetables	24	0.9	1.8	2.4	16	1.6	0.6	4.2	92	2.1	0.03	2.4	0.02	1.4	0.2	1.7	1	2.6	—	—
Total Vegetables	179	6.9	6.5	8.8	0.5	0.5	59	5.7	2.4	17.4	18.7	0.27	21.1	0.19	11.3	2.5	17.9	27	51.5	—	—	
Oranges	3	0.1	0.1	0.1	—	—	4	0.4	...	0.2	10	0.2	0.01	0.5	...	0.2	...	0.3	5	10.2	—	—
Other citrus fruit	—	—	—	—	...	0.1	0.01	0.6	...	0.1	...	0.1	1	1.5	—	—
Apples and pears	11	0.4	0.1	0.1	—	—	1	0.1	0.1	0.8	3	0.1	0.01	0.6	0.01	0.4	0.1	0.7	1	2.2	—	—
Soft fruit	2	0.1	...	0.1	—	—	2	0.2	...	0.1	1	0.1	...	0.1	...	0.1	3	5.3	—	—
Bananas	6	0.2	0.1	0.1	—	—	0.3	2	0.4	...	0.2	...	0.1	0.4	1	1.6	—
Fresh tomatoes	3	0.1	0.2	0.3	—	—	3	0.3	0.1	0.5	193	4.5	0.01	0.8	0.01	0.4	0.1	0.5	5	9.3	—	—
Other fresh fruit	1	0.1	—	—	2	0.2	...	0.1	5	0.1	...	0.1	0.8	—
Other fruit (d)	27	1.0	0.2	0.3	0.3	0.3	5	0.5	0.3	1.9	53	1.2	0.01	0.6	0.01	0.6	0.1	0.6	3	5.0	—	—
Total Fruit	53	2.1	0.8	1.2	0.3	0.3	17	1.7	0.6	4.0	267	6.2	0.05	3.6	0.04	2.2	0.4	3.0	19	36.0	—	—

TABLE I—continued
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
White bread	387	15.0	12.0	16.2	1.1	1.0	15.2	15.2	2.3	16.7	—	—	0.26	20.6	0.04	2.6	3.3	16.9	—	—	—	—
Other bread	92	3.6	3.0	4.0	0.4	0.4	3.4	3.3	0.7	5.2	—	—	0.07	5.3	0.02	1.2	0.8	5.8	—	—	—	—
Flour	96	3.7	2.6	3.5	0.3	0.3	39	3.8	0.5	3.7	—	—	0.06	4.6	0.01	0.5	0.5	3.8	—	—	—	—
Cakes and pastries	90	3.5	1.7	2.3	2.5	2.3	21	2.0	0.4	3.6	95	2.2	0.03	2.0	0.03	1.8	0.2	1.2	—	—	8	5.4
Biscuits	103	4.0	2.0	2.7	4.3	3.9	29	2.8	0.4	2.9	—	—	0.01	1.1	0.01	0.7	0.2	1.4	—	—	2	1.3
Other cereals	74	2.9	1.8	2.4	1.2	1.1	11	1.1	0.6	4.0	26	0.6	0.03	2.1	0.03	1.6	0.4	3.0	—	—	—	—
Total Cereals	842	32.7	23.0	31.2	9.8	8.9	291	28.3	4.9	35.2	121	2.8	0.46	35.8	0.14	8.4	4.4	32.1	—	—	10	6.7
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0.10	6.3	—	—	—	—	—	—
Other beverages	7	0.3	0.2	0.3	0.2	0.2	2	0.2	0.1	0.8	2	—	—	0.2	0.01	0.4	—	—	—	—	—	—
Total Beverages	7	0.3	0.2	0.3	0.2	0.2	2	0.2	0.1	0.8	2	—	—	0.2	0.11	6.7	—	—	—	—	—	—
Other foods (c)	26	1.0	0.7	1.0	0.3	0.3	7	0.7	0.2	1.6	46	1.1	0.01	0.6	0.01	0.8	0.4	2.6	1	1.4	—	0.3
TOTAL ALL FOODS	2,578	100	73.9	100	109.6	100	1,030	100	13.9	100	4,282	100	1.27	100	1.65	100	13.8	100	52	100	145	100

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
 (b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B 1) and 75 and 50 per cent for the vitamin C contribution from fresh green vegetables and other vegetables respectively.
 (c) Including chips and crisps.
 (d) Including welfare orange juice.
 (e) Invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts, pickles and sauces, table jellies and salt.

APPENDIX D

TABLE I
 Domestic Food Consumption by Region and Type of Area, 1959
 (oz. per person per week except where otherwise stated)

	All Areas- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Comorbatus			Other urban areas		Semi- rural areas	Rural areas	
											London	Pro- vincial	Larger towns	Smaller towns				
MILK AND CREAM:																		
Liquid milk	3.92	3.90	3.90	3.29	3.87	3.79	4.03	4.24	4.16	4.27	4.43	3.74	3.60	3.86	3.99	4.33		
Full price (pt.)	0.84	0.76	1.06	0.88	0.80	0.94	0.88	0.74	0.81	0.81	0.78	0.88	0.91	0.85	0.86	0.68		
Welfare and school (pt.)																		
Total Liquid Milk (pt.)	4.76	4.66	4.99	4.17	4.68	4.73	4.90	4.98	4.97	5.08	5.19	4.62	4.51	4.71	4.85	5.00		
Condensed milk	0.01	0.01	0.01	0.01	0.02	0.01	0.02	0.01	0.01	0.02	0.02	0.01	0.02	0.01	0.02	0.01		
Skimmed, sweetened (eq.pt.)	0.01	0.03	0.01	0.03	0.01	0.01	0.01	0.03	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01		
Whole, sweetened (eq. pt.)	0.15	0.18	0.08	0.16	0.18	0.15	0.16	0.16	0.16	0.17	0.14	0.15	0.14	0.16	0.14	0.23		
Whole, unsweetened (eq.pt.)																		
Dried milk	0.04	0.06	0.06	0.03	0.04	0.05	0.05	0.05	0.04	0.02	0.04	0.06	0.05	0.03	0.04	0.06		
National (eq. pt.)	0.06	0.11	0.06	0.08	0.05	0.10	0.06	0.04	0.09	0.03	0.04	0.06	0.06	0.08	0.08	0.06		
Branded (eq. pt.)	0.02	...	0.01	0.01	...		
Other milk (pt.)	0.03	0.03	0.01	0.01	0.02	0.02	0.01	0.02	0.02	0.03	0.02	0.01	0.01	0.02	0.02	0.03		
Cream (pt.)																		
Total Milk and Cream (pt. or eq. pt.)	5.07	4.67	4.78	4.50	5.00	5.07	5.22	5.27	5.33	5.37	5.45	4.92	4.81	5.01	5.17	5.41		
CHEESE:																		
Natural	2.52	2.18	2.00	1.73	1.98	2.68	2.74	3.18	3.28	3.20	3.67	2.09	2.16	2.76	2.75	3.26		
Processed	0.40	0.43	0.52	0.38	0.35	0.40	0.36	0.34	0.39	0.41	0.45	0.38	0.40	0.40	0.43	0.34		
Total Cheese	2.92	2.60	2.52	2.11	2.33	3.08	3.10	3.52	3.67	3.61	4.12	2.47	2.56	3.16	3.17	3.60		
MEAT AND MEAT PRODUCTS:																		
Carcass meat																		
Beef and veal	8.55	8.26	11.11	9.07	7.85	8.53	8.14	8.23	7.36	7.76	8.48	8.23	7.90	8.35	9.40	10.38		
Mutton and lamb	6.97	7.45	3.44	5.14	8.11	5.02	6.92	8.43	6.81	8.08	10.40	7.36	6.44	5.85	5.36	6.37		
Pork	2.01	2.76	0.65	1.78	1.17	2.04	2.76	3.09	2.29	2.11	3.50	1.93	1.73	2.18	1.65	2.14		
Total Carcass Meat	17.53	18.47	14.20	15.99	17.13	15.59	17.82	19.74	16.46	17.95	21.38	17.50	16.07	16.38	16.41	18.79		

TABLE I—continued
(os. per person per week except where otherwise stated)

	All households	Wales	Scotland and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
										London	Provincial	Larger towns	Smaller towns		
Other meat	0.76	0.92	0.86	0.88	0.73	0.77	0.76	0.85	0.66	0.68	0.78	0.71	0.82	0.76	0.73
Corned meat	0.40	0.25	0.63	0.64	0.37	0.30	0.41	0.40	0.24	0.28	0.55	0.40	0.39	0.49	0.12
Bones and ham, uncooked	5.14	6.00	3.03	5.46	6.06	4.49	6.63	4.94	4.78	5.01	5.40	4.80	5.01	4.80	6.50
Bacon and ham, cooked	0.83	0.62	0.69	0.88	0.82	0.78	0.77	0.86	0.71	0.99	0.84	0.82	0.79	0.82	0.54
Other cooked meat (not canned)	0.44	0.34	0.58	0.56	0.58	0.26	0.36	0.32	0.26	0.32	0.51	0.56	0.42	0.42	0.19
Other canned meat	1.50	1.88	1.54	1.59	1.61	1.33	1.14	1.61	1.35	1.24	1.52	1.79	1.47	1.44	1.43
Liver	0.79	0.70	0.61	0.66	0.70	0.88	0.79	0.92	0.99	0.95	0.72	0.84	0.79	0.70	0.74
Offals (other than liver)	0.66	0.43	0.38	0.80	0.55	0.57	0.80	0.88	0.58	0.69	0.72	0.83	0.55	0.48	0.68
Poultry	1.35	1.78	0.69	1.75	0.74	1.23	1.08	0.91	1.03	2.13	1.41	1.00	1.05	1.32	1.43
Rabbit, game and other meat	0.14	0.13	0.03	0.08	0.16	0.05	0.24	0.08	0.14	0.14	0.16	0.17	0.10	0.08	0.22
Sausages, uncooked, pork	1.92	2.19	0.69	1.16	2.48	2.97	2.62	1.46	2.51	2.54	1.58	1.54	2.06	1.96	2.17
Sausages, uncooked, beef	1.00	1.78	4.03	1.36	0.47	1.06	0.48	1.80	1.42	1.16	1.63	1.69	1.63	1.87	1.57
Other meat products	2.12	1.71	3.15	2.75	2.03	1.66	1.74	1.92	1.47	1.52	2.42	2.32	2.06	2.34	1.64
Total Other Meat	17.65	18.73	16.91	18.35	17.20	16.35	18.42	16.95	16.74	17.65	18.24	17.47	17.14	17.48	17.96
Total Meat	35.18	37.20	31.11	35.48	32.79	34.17	38.16	33.41	34.69	39.03	35.74	33.54	33.52	33.89	36.75
FISH:															
White, quick-frozen	0.29	0.42	0.07	0.26	0.31	0.22	0.40	0.34	0.41	0.40	0.25	0.23	0.29	0.25	0.38
White, fresh (excluding quick-frozen)	2.54	2.67	2.71	2.90	2.35	1.97	2.65	2.02	2.20	2.55	2.98	2.50	2.47	2.28	1.93
Herrings, fresh	0.19	0.23	0.26	0.09	0.13	0.21	0.18	0.22	0.30	0.21	0.10	0.13	0.25	0.20	0.30
Fat, fresh, other	0.12	0.06	0.01	0.12	0.12	0.22	0.17	0.12	0.17	0.21	0.10	0.14	0.11	0.10	0.07
White, processed	0.40	0.26	0.78	0.29	0.15	0.40	0.14	0.36	0.43	0.74	0.24	0.46	0.32	0.39	0.29
Fat, processed	0.36	0.34	0.16	0.34	0.23	0.56	0.33	0.30	0.36	0.53	0.33	0.23	0.32	0.28	0.50
Shell	0.11	0.13	...	0.07	0.13	0.22	0.09	0.04	0.10	0.19	0.10	0.11	0.10	0.06	0.08
Cooked	0.76	0.24	0.45	0.70	0.63	1.00	0.45	0.50	0.46	0.76	0.96	1.06	0.61	0.50	0.18
Canned and bottled	0.95	1.07	0.52	1.19	1.20	0.91	1.11	0.91	0.78	0.97	1.12	0.97	0.93	0.79	0.74
Fish products	0.21	0.15	0.14	0.18	0.18	0.15	0.10	0.23	0.26	0.15	0.26	0.22	0.22	0.16	0.17
Total Fish	5.93	5.57	5.10	6.14	5.43	5.86	5.62	5.04	5.47	6.71	6.43	6.18	5.62	5.01	4.64

APPENDIX D

TABLE I
 Domestic Food Consumption by Region and Type of Area, 1959
 (os. per person per week except where otherwise stated)

	All households	Wales	Scotland	Northern and East and West Ridings	North Western	North Midlands	Eastern	Midland	South Western	South Eastern and South East	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
MILK AND CREAM:																
Liquid milk	3.92	3.50	3.30	3.29	3.87	3.79	4.02	4.24	4.16	4.27	4.42	3.74	3.60	3.86	3.99	4.33
Full price	0.84	0.76	1.00	0.88	0.80	0.94	0.88	0.74	0.81	0.81	0.78	0.88	0.91	0.85	0.86	0.68
Welfare and school (pt.)	4.76	4.26	4.49	4.17	4.68	4.73	4.90	4.98	4.97	5.08	5.19	4.62	4.51	4.71	4.85	5.00
Condensed milk																
Skimmed, sweetened (eq.pt.)	0.01	0.01	0.01	0.01	0.03	0.01	0.02	0.01	0.01	0.02	0.02	0.01	0.02	0.01	0.02	0.01
Whole, sweetened (eq. pt.)	0.01	0.03	0.01	0.02	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.03
Whole, unsweetened (eq.pt.)	0.15	0.18	0.08	0.16	0.18	0.15	0.16	0.16	0.16	0.17	0.14	0.15	0.14	0.16	0.14	0.22
Dried milk																
National (eq. pt.)	0.04	0.06	0.06	0.03	0.04	0.05	0.05	0.05	0.04	0.02	0.04	0.06	0.05	0.03	0.04	0.06
Branded (eq. pt.)	0.06	0.11	0.06	0.08	0.05	0.10	0.06	0.04	0.09	0.03	0.04	0.06	0.06	0.08	0.08	0.06
Other milk (pt.)	0.02	...	0.01	0.01	...
Cream (pt.)	0.02	0.02	0.01	0.01	0.02	0.02	0.01	0.02	0.02	0.03	0.02	0.01	0.01	0.02	0.02	0.03
Total Milk and Cream (pt. or eq. pt.)	5.07	4.67	4.72	4.50	5.00	5.07	5.22	5.27	5.33	5.37	5.45	4.92	4.81	5.01	5.17	5.41
CHEESE:																
Natural	2.52	2.18	2.00	1.73	1.98	2.68	2.74	3.18	3.28	3.20	2.67	2.09	2.16	2.76	2.75	3.26
Processed	0.40	0.42	0.52	0.38	0.35	0.40	0.36	0.34	0.39	0.41	0.45	0.38	0.40	0.40	0.42	0.34
Total Cheese	2.92	2.60	2.52	2.11	2.33	3.08	3.10	3.52	3.67	3.61	3.12	2.47	2.56	3.16	3.17	3.60
MEAT AND MEAT PRODUCTS:																
Carcass meat																
Beef and veal	8.55	8.26	11.11	9.07	7.85	8.53	8.14	8.22	7.36	7.76	8.48	8.22	7.90	8.35	9.40	10.38
Mutton and lamb	6.97	7.45	2.44	5.14	8.11	5.02	6.02	8.43	6.81	8.08	10.40	7.36	6.44	5.85	5.36	6.27
Pork	2.01	2.76	0.65	1.78	1.17	2.04	2.76	3.09	2.29	2.11	2.50	1.92	1.73	2.18	1.65	2.14
Total Carcass Meat	17.53	18.47	14.20	15.99	17.13	15.59	17.22	19.74	16.46	17.95	21.38	17.50	16.07	16.38	16.41	18.79

TABLE I—continued
(os. per person per week except where otherwise stated)

	All households	Wales	Scotland	Northern and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Other meat	0.76	0.92	0.86	0.84	0.66	0.73	0.77	0.76	0.85	0.66	0.68	0.78	0.71	0.82	0.76	0.73
Corned meat	0.40	0.25	0.63	0.45	0.64	0.27	0.30	0.41	0.40	0.24	0.28	0.55	0.40	0.39	0.49	0.12
Bones	5.14	6.00	3.03	5.53	5.46	6.06	4.49	6.63	4.94	4.78	5.01	5.40	4.80	5.01	4.80	6.50
Bacon and ham, uncooked																
Bacon and ham, cooked																
(including canned)	0.83	0.62	0.69	0.88	0.88	0.82	0.78	0.77	0.86	0.71	0.99	0.84	0.82	0.79	0.82	0.54
Other cooked meat (not canned)	0.44	0.34	0.58	0.62	0.56	0.58	0.26	0.36	0.32	0.26	0.32	0.51	0.56	0.42	0.42	0.19
Other canned meat	1.50	1.88	1.54	1.80	1.59	1.61	1.33	1.14	1.61	1.35	1.24	1.52	1.79	1.47	1.44	1.43
Liver	0.79	0.70	0.61	0.70	0.66	0.70	0.88	0.79	0.92	0.99	0.95	0.72	0.84	0.79	0.70	0.74
Offals (other than liver)	0.66	0.43	0.38	0.38	0.80	0.55	0.57	0.80	0.88	0.58	0.69	0.72	0.83	0.55	0.48	0.68
Poultry	1.35	1.78	0.69	0.79	1.75	0.74	1.23	1.68	0.91	1.63	2.13	1.41	1.00	1.05	1.32	1.43
Rabbit, game and other meat	0.14	0.13	0.03	0.24	0.08	0.16	0.05	0.24	0.08	0.14	0.14	0.16	0.17	0.10	0.08	0.22
Sausages, uncooked, pork	1.92	2.19	0.69	1.43	1.16	2.48	2.97	2.62	1.46	2.51	2.54	1.58	1.54	2.06	1.96	2.17
Sausages, uncooked, beef	1.60	1.78	4.03	2.02	1.36	0.47	1.06	0.48	1.80	1.42	1.16	1.63	1.69	1.63	1.87	1.57
Other meat products	2.12	1.71	3.15	2.60	2.75	2.03	1.66	1.74	1.92	1.47	1.52	2.42	2.32	2.06	2.34	1.64
Total Other Meat	17.65	18.73	16.91	18.62	18.35	17.20	16.35	18.42	16.95	16.74	17.65	18.24	17.47	17.14	17.48	17.96
Total Meat	35.18	37.20	31.11	34.61	35.48	32.79	34.17	36.16	33.41	34.69	39.03	35.74	33.54	33.52	33.89	36.75
FISH:																
White, quick-frozen	0.29	0.42	0.07	0.14	0.26	0.31	0.22	0.40	0.34	0.41	0.40	0.25	0.23	0.29	0.25	0.38
White, fresh (excluding quick-frozen)	2.54	2.67	2.71	2.94	2.90	2.35	1.97	2.65	2.02	2.20	2.55	2.98	2.50	2.47	2.28	1.93
Herrings, fresh	0.19	0.23	0.26	0.08	0.09	0.13	0.21	0.18	0.22	0.30	0.21	0.10	0.13	0.25	0.20	0.30
Fat, fresh, other	0.12	0.06	0.01	0.06	0.12	0.12	0.22	0.17	0.12	0.17	0.21	0.10	0.14	0.11	0.10	0.07
White, processed	0.40	0.26	0.78	0.24	0.29	0.15	0.40	0.14	0.36	0.43	0.74	0.24	0.46	0.32	0.39	0.29
Fat, processed	0.36	0.34	0.16	0.44	0.34	0.23	0.56	0.33	0.30	0.36	0.53	0.33	0.23	0.32	0.28	0.50
Shell	0.11	0.13	..	0.15	0.07	0.13	0.22	0.09	0.04	0.10	0.19	0.10	0.11	0.10	0.06	0.08
Cooked	0.76	0.24	0.45	1.74	0.70	0.63	1.00	0.45	0.50	0.46	0.76	0.96	1.06	0.61	0.50	0.18
Canned and bottled	0.95	1.07	0.52	1.19	1.19	1.20	0.91	1.11	0.91	0.78	0.97	1.12	0.97	0.93	0.79	0.74
Fish products	0.21	0.15	0.14	0.41	0.18	0.18	0.15	0.10	0.23	0.26	0.15	0.26	0.22	0.22	0.16	0.17
Total Fish	5.93	5.57	5.10	7.15	6.14	5.43	5.86	5.62	5.04	5.47	6.71	6.43	6.18	5.62	5.01	4.64

TABLE I—continued
(oz. per person per week except where otherwise stated)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
									London	Pro-vincial	Larger towns	Smaller towns		
EGGS (No.)	4.54	4.77	4.88	4.64	4.33	4.19	4.44	4.68	4.75	4.42	4.26	4.62	4.54	5.01
Eggs, purchased (No.)	4.17	3.57	4.74	4.36	3.97	3.61	3.89	4.12	4.74	4.30	4.18	4.33	3.73	2.76
FATS:														
Butter	5.74	8.92	5.31	4.83	5.42	5.08	6.89	6.05	5.78	5.21	5.18	6.24	6.00	6.86
Margarine	3.74	3.00	3.66	4.84	4.71	4.33	2.97	3.66	2.70	4.18	4.15	3.56	3.92	3.77
Lard and compound cooking fats	2.04	2.44	0.91	2.41	1.92	3.09	2.17	1.81	1.75	2.00	2.19	2.22	1.99	2.00
Suet and dripping	0.44	0.16	0.74	0.60	0.42	0.29	0.41	0.46	0.40	0.42	0.52	0.42	0.54	0.39
Other fats, oils and creams	0.07	0.02	0.03	0.04	0.06	0.01	0.04	0.27	0.12	0.05	0.06	0.09	0.06	0.02
Total Fats	12.03	14.54	10.65	12.72	12.53	12.80	12.48	12.25	10.75	11.86	12.10	12.53	12.51	12.94
SUGAR AND PRESERVES:														
Sugar	18.50	18.58	17.57	17.32	18.40	19.25	18.66	19.58	16.91	18.40	18.09	18.57	20.08	20.22
Jams, jellies and fruit curds	1.74	1.67	2.39	1.91	1.95	1.68	1.40	2.00	1.52	1.76	1.74	1.68	2.10	1.61
Marmalade	1.00	0.86	0.73	1.00	1.06	0.78	0.94	1.29	1.23	0.92	0.88	1.04	1.02	1.00
Syrup, treacle and honey	0.56	0.33	0.76	0.66	0.35	0.72	0.57	0.61	0.47	0.44	0.53	0.57	0.76	0.69
Total Sugar and Preserves	21.80	21.44	21.45	20.89	21.76	22.43	21.57	23.48	20.13	21.52	21.24	21.86	23.96	23.52
VEGETABLES:														
Old potatoes	39.23	43.12	46.36	36.74	38.32	44.19	40.49	35.04	35.20	39.95	37.23	42.45	40.23	40.63
New potatoes	14.76	12.91	17.69	13.36	15.26	14.81	13.72	12.52	16.70	14.45	15.70	13.80	14.78	11.84
Chips	0.98	0.31	0.65	2.08	1.24	1.29	0.58	0.50	0.62	1.37	1.41	0.86	0.66	0.25
Crisps	0.08	0.14	0.06	0.07	0.05	0.13	0.16	0.08	0.06	0.04	0.06	0.12	0.11	0.12
Total Potatoes	55.05	56.48	64.76	52.25	54.87	60.42	54.95	48.14	52.58	55.81	54.40	57.23	55.78	52.84
Total Potatoes Purchased	48.58	41.49	60.34	46.40	52.16	53.33	42.10	39.26	51.96	54.58	51.41	50.43	41.30	24.17
Cabbages	5.44	6.86	2.83	4.12	3.29	4.61	8.46	7.45	7.15	3.95	5.07	5.81	5.50	6.00
Brussels sprouts	2.01	1.48	0.56	1.75	1.22	2.13	2.40	2.54	2.74	1.58	1.60	2.30	1.86	2.20
Cauliflower	2.50	3.47	0.95	2.56	2.48	3.25	2.96	2.57	2.40	2.51	2.64	2.70	2.22	2.30
Leafy salads	1.36	0.99	0.58	1.15	1.58	1.25	1.09	1.71	1.92	1.42	1.16	1.34	1.11	1.12
Fresh legumes	3.13	4.02	0.23	1.89	1.30	3.22	5.53	4.15	4.24	2.20	2.40	3.46	3.14	4.42
Quick-frozen legumes	0.47	0.54	0.06	0.29	0.17	0.45	0.53	0.52	1.00	0.37	0.43	0.44	0.22	0.26
Other fresh green vegetables	0.26	0.17	0.05	0.06	0.06	0.06	0.54	0.72	0.38	0.05	0.11	0.39	0.32	0.51
Total Fresh Green Vegetables	15.17	17.59	5.26	11.82	10.10	14.62	21.51	19.66	19.83	12.08	13.41	16.44	14.97	16.81

TABLE I—continued
(os. per person per week except where otherwise stated)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro-vincial	Larger towns	Smaller towns		
Carrots	2.64	2.54	3.28	2.89	4.11	2.34	1.81	2.19	2.09	2.18	2.15	3.04	2.76	2.43	2.82	2.40
Other root vegetables	2.27	4.38	2.83	2.38	1.30	1.60	2.58	2.98	2.13	2.29	2.19	1.85	2.03	2.53	2.35	3.33
Onions, shallots, etc.	3.07	2.88	3.40	3.15	4.07	3.54	2.20	3.09	2.60	2.32	2.78	3.62	3.17	2.88	2.90	2.52
Miscellaneous fresh vegetables	1.58	1.19	0.18	1.16	0.78	1.18	2.59	1.51	2.06	2.70	2.59	0.90	1.30	1.80	1.45	1.72
Dried pulses	0.52	0.69	1.34	0.66	0.71	0.66	0.18	0.20	0.28	0.24	0.21	0.58	0.68	0.54	0.62	0.38
Canned peas	3.24	2.32	2.46	3.74	3.14	3.33	3.54	3.24	3.44	3.57	3.14	3.42	3.49	3.48	2.68	2.60
Canned beans	2.52	2.14	3.08	2.69	2.36	2.75	2.48	2.22	2.53	2.33	2.37	2.63	2.58	2.63	2.44	2.07
Other canned vegetables	0.45	0.31	0.19	0.48	0.46	0.55	0.59	0.29	0.36	0.66	0.50	0.44	0.38	0.52	0.39	0.43
Vegetable products	0.07	0.09	0.34	0.05	0.10	—	0.02	0.02	0.02	0.02	0.06	0.13	0.06	0.07	0.06	0.01
Total Other Vegetables	16.96	16.54	17.10	17.20	17.03	15.95	15.99	15.34	15.51	16.31	15.99	16.61	16.45	16.87	15.71	15.46
Total Vegetables	86.58	90.55	87.12	81.27	81.99	90.99	84.93	90.66	91.97	84.11	88.40	84.50	84.26	90.54	85.86	85.11
FRUIT:																
Fresh																
Oranges	3.20	3.56	2.49	3.21	3.62	2.59	3.27	3.25	2.52	2.77	4.22	3.50	3.25	2.67	2.70	2.56
Other citrus fruit	0.83	0.58	0.29	0.75	0.94	0.58	0.85	0.82	0.78	1.07	1.27	0.81	0.76	0.80	0.62	0.62
Apples	7.36	7.68	4.95	6.56	6.09	5.97	6.79	8.40	8.46	9.09	9.44	6.79	6.42	7.98	6.14	7.71
Pears	0.81	0.90	0.62	0.76	0.90	0.48	0.59	0.67	0.75	0.76	1.32	0.82	0.71	0.71	0.68	0.58
Stone fruit	0.94	0.55	0.26	0.64	0.48	0.61	0.79	1.37	1.42	1.41	1.68	0.65	0.77	0.92	0.64	1.32
Soft fruit (including quick-frozen)	1.23	1.41	0.82	1.44	0.78	0.96	0.64	1.63	1.28	1.78	1.42	1.10	0.88	1.36	1.22	1.66
Bananas	3.37	3.72	2.57	3.20	2.84	2.81	3.68	3.46	3.36	3.86	4.32	3.11	3.16	3.50	2.98	3.10
Other fresh fruit	0.80	0.98	0.84	0.54	0.74	0.68	0.65	0.97	1.16	0.90	0.78	0.63	0.70	0.82	0.88	1.58
Tomatoes	4.75	4.95	3.14	4.19	4.54	3.96	5.14	5.11	4.87	5.23	6.25	4.56	4.18	4.99	3.98	4.22
Total Fresh Fruit	29.29	24.33	15.98	21.29	20.93	18.64	22.40	21.68	24.60	26.78	50.70	21.97	20.83	23.75	19.84	23.35

TABLE I—continued
(*os. per person per week except where otherwise stated*)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
Other fruit:																	
Tomatoes, canned and bottled	0.72	0.76	0.09	1.05	0.29	2.57	0.57	0.92	0.57	0.47	0.42	0.56	1.08	0.92	0.63	0.51	
Canned peaches, pears and pineapples	2.65	3.00	2.34	2.42	2.82	2.40	2.56	2.64	2.66	2.60	3.12	2.53	2.64	2.66	2.56	2.31	
Other canned and bottled fruit	1.76	1.42	1.10	1.66	1.31	1.93	1.80	1.95	1.93	2.22	2.19	1.49	1.52	2.07	1.57	1.88	
Dried vine fruit	0.75	1.14	0.43	0.73	0.69	0.66	0.76	0.82	1.06	0.92	0.68	0.60	0.66	0.83	0.84	1.25	
Other dried fruit	0.18	0.07	0.22	0.15	0.10	0.08	0.25	0.20	0.20	0.22	0.25	0.16	0.13	0.21	0.18	0.12	
Nuts and fruit and nut products	0.36	0.37	0.11	0.45	0.29	0.40	0.40	0.44	0.34	0.52	0.37	0.34	0.30	0.42	0.36	0.48	
Fruit juices	0.36	0.35	0.32	0.28	0.32	0.32	0.24	0.34	0.30	0.46	0.31	0.30	0.28	0.38	0.35	0.31	
Welfare orange juice	0.08	0.12	0.12	0.06	0.05	0.10	0.06	0.08	0.05	0.05	0.09	0.07	0.08	0.06	0.10	0.04	
Total Other Fruit and Fruit Products	6.86	7.23	4.73	6.80	5.87	8.46	6.64	7.39	7.11	7.46	7.63	6.05	6.69	7.55	6.59	6.90	
Total Fruit	30.15	31.56	20.71	28.09	26.80	27.10	29.04	33.07	31.71	34.24	38.33	28.02	27.52	31.30	26.43	30.25	
CEREALS:																	
Brown bread, unwrapped	1.07	1.64	0.24	1.57	0.60	0.79	0.68	1.20	1.31	1.80	1.09	0.80	0.67	1.36	0.81	2.70	
Brown bread, wrapped	0.65	0.32	0.45	1.15	1.24	0.54	0.25	0.18	0.13	0.51	0.82	0.78	0.81	0.44	0.48	0.43	
White bread, large loaves, unwrapped	11.16	25.80	1.30	5.82	6.29	12.19	16.23	16.60	19.12	16.50	9.12	6.88	8.12	12.54	13.24	30.15	
White bread, large loaves, wrapped	23.14	17.22	36.32	26.57	25.70	30.36	18.44	23.78	19.80	14.52	15.32	27.37	24.94	21.94	28.66	13.98	

TABLE 1—continued
(os. per person per week except where otherwise stated)

	All households	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro-vincial	Larger towns	Smaller towns		
White bread, small loaves, unwrapped	2.72	3.52	0.40	3.06	3.72	1.95	3.62	2.70	3.15	2.44	3.07	3.12	2.86	2.70	1.72	2.32
White bread, small loaves, wrapped	1.02	0.13	0.94	1.01	2.45	0.48	0.61	0.78	0.60	0.52	1.33	1.18	1.74	0.66	0.46	0.17
Wholewheat and wholemeal bread	1.56	1.58	1.07	1.29	2.10	1.28	1.36	1.17	0.96	2.22	2.06	1.53	1.60	1.50	1.42	0.95
Malt bread	0.22	0.02	0.25	0.42	0.32	0.27	0.06	0.24	0.18	0.13	0.08	0.39	0.17	0.25	0.12	0.16
Other bread	5.75	2.96	11.53	5.39	5.66	3.44	4.92	4.24	3.12	4.89	7.34	6.14	5.60	5.66	5.25	2.18
Total Bread	47.29	53.19	52.50	46.28	48.08	51.30	46.17	50.89	48.37	43.53	40.23	48.19	46.51	47.05	52.16	53.04
Self-raising flour	5.18	6.52	2.68	6.31	4.81	5.72	5.39	5.00	5.56	6.24	4.78	4.58	4.88	5.64	5.36	7.21
Other flour	1.56	2.14	0.81	3.92	0.84	3.24	2.39	0.63	0.53	0.96	0.60	1.54	1.74	1.59	1.98	2.23
Buns, scones and teacakes	1.51	1.09	3.10	2.52	2.29	1.14	0.76	0.62	1.15	0.61	0.74	2.12	1.83	1.35	1.46	0.93
Cakes and pastries	4.48	4.02	4.84	4.20	5.10	4.37	4.43	4.38	5.00	4.30	4.02	4.53	4.64	4.83	4.46	3.70
Chocolate biscuits	0.86	0.82	2.07	0.95	0.92	0.70	0.54	0.59	0.30	0.66	0.62	1.00	0.82	0.89	1.12	0.48
Other biscuits	4.74	4.15	5.29	4.96	4.26	3.96	4.65	4.34	5.35	4.77	5.08	4.44	4.82	4.92	4.66	4.38
Puddings	1.44	1.30	1.61	1.52	1.42	1.23	1.23	1.13	1.14	1.58	1.77	1.48	1.42	1.45	1.28	0.93
Oatmeal and oat products	1.02	0.82	2.05	0.88	0.82	1.27	0.86	0.90	0.81	0.90	0.85	0.88	1.21	0.93	1.26	1.12
Breakfast cereals	1.74	1.62	1.16	1.40	1.70	1.68	2.02	2.05	2.05	1.92	1.99	1.74	1.68	1.74	1.58	1.75
Rice	0.63	0.63	0.63	0.79	0.56	0.54	0.54	0.55	0.31	0.56	0.79	0.58	0.58	0.60	0.60	0.70
Cereals, flour base	0.73	0.54	0.89	0.58	0.45	0.41	0.77	0.40	0.66	1.04	1.24	0.50	0.70	0.72	0.69	0.59
Other cereals	0.60	0.46	1.04	0.46	0.38	0.56	0.66	0.66	0.52	0.66	0.66	0.50	0.54	0.67	0.70	0.65
Total Cereals	71.78	77.30	78.67	74.77	71.63	76.12	70.61	72.14	72.15	67.73	63.37	72.08	71.37	72.38	77.31	77.71

TABLE I—continued
(oz. per person per week except where otherwise stated)

	All house- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi- rural areas	Rural areas	
											London	Pro- vincial	Larger towns	Smaller towns			
BEVERAGES:																	
Tea	2.80	3.74	2.44	3.78	3.96	2.92	2.82	2.90	2.75	2.72	2.90	2.88	2.85	2.76	2.69	2.53	
Coffee, bean and ground	0.11	0.04	0.04	0.07	0.16	0.07	0.06	0.09	0.10	0.25	0.14	0.09	0.10	0.12	0.11	0.10	
Coffee, extracts and essences	0.28	0.20	0.08	0.23	0.17	0.33	0.40	0.34	0.42	0.34	0.33	0.21	0.25	0.32	0.26	0.35	
Cocoa and drinking chocolate	0.16	0.18	0.09	0.14	0.10	0.12	0.23	0.17	0.18	0.22	0.22	0.13	0.15	0.16	0.15	0.19	
Branded food drinks	0.19	0.14	0.04	0.17	0.16	0.29	0.23	0.27	0.31	0.19	0.18	0.18	0.16	0.24	0.18	0.23	
Total Beverages	3.54	3.30	2.69	3.39	3.55	3.73	3.74	3.77	3.76	3.72	3.77	3.49	3.51	3.60	3.39	3.40	
MISCELLANEOUS:																	
Invalid and baby foods	0.32	0.27	0.39	0.38	0.24	0.29	0.48	0.30	0.30	0.28	0.29	0.27	0.26	0.37	0.43	0.26	
Spreads and dressings	0.19	0.08	0.11	0.16	0.10	0.15	0.27	0.16	0.21	0.34	0.30	0.14	0.17	0.19	0.18	0.24	
Soups, canned	2.03	1.61	3.23	2.20	2.26	1.93	1.56	1.44	1.50	1.91	1.82	2.18	2.22	1.94	2.29	1.31	
Soups, dehydrated and powdered	0.07	0.05	0.11	0.05	0.06	0.04	0.08	0.06	0.04	0.10	0.09	0.06	0.07	0.07	0.06	0.07	
Meat and vegetable extracts	0.10	0.06	0.04	0.10	0.07	0.06	0.12	0.08	0.12	0.16	0.16	0.09	0.08	0.10	0.10	0.08	
Pickles and sauces	1.02	1.27	1.06	1.12	0.73	1.03	0.87	0.94	1.08	0.93	1.18	0.96	1.00	1.08	0.99	0.76	
Table jellies, squares and crystals (pt.)	0.09	0.07	0.09	0.08	0.08	0.06	0.08	0.10	0.10	0.11	0.10	0.08	0.08	0.09	0.08	0.11	
Salt	0.98	1.26	1.24	0.84	0.86	0.77	0.98	0.92	1.08	1.12	0.92	0.94	1.00	0.93	1.02	1.20	
Total Miscellaneous Foods	4.60	4.67	6.27	4.93	4.40	4.55	4.44	4.00	4.43	4.95	4.86	4.72	4.88	4.77	5.15	4.03	

APPENDIX E

Household Consumption of Fish⁽¹⁾

1. As mentioned in paragraph 6 (Chapter II), the Survey estimates do not cover food consumed outside the home, and therefore may not fully reflect changes in the overall supply and demand for fish. However, it is clear that total supplies of fish have declined in recent years. British landings of white fish have fallen since 1956, and landings of herrings have been declining for a number of years – more recently owing not only to falling demand, but also to an actual shortage of herring on the grounds.

2. The fishing industry of the United Kingdom enjoyed a boom period after the end of the Second World War, when more fishing grounds became free and catching power was considerably augmented, while the rationing of many other foods continued. The consumption of fish of all kinds by urban working-class households rose from the wartime level of 6 to 7½ oz. per person per week to about 10 oz. in the immediate post-war years 1946–48⁽²⁾. Following this period supplies of most foods gradually became easier, and fish had to face increasing competition from meat and eggs. In consequence the consumption of fish steadily declined until the middle of 1953 when the average for all households in Great Britain was about 6 oz. per person per week, at which level it has since continued with little variation. Although total fish consumption remained steady, there were some interesting changes in demand for the main types of fish over the next six years. These are illustrated in Charts 1 to 4, which show average consumption and prices paid in each quarter of 1954–59, the underlying trends being indicated by four-quarterly moving averages.

3. In 1959 the consumption of fresh white fish (including quick-frozen) was 10 per cent less than in 1954 and average prices 32 per cent higher. Quick-frozen fillets and fish fingers, analysed separately in 1959, accounted for 10 per cent of the domestic purchases of fresh white fish. The consumption of fresh herrings in 1958 and 1959 was 0·19 oz. per person per week, about a third less than in 1954, prices rising by 40 per cent over this period. The declining East Anglian autumn herring fishing was a contributory cause of this decrease, but it is evident that the fresh herring has lost favour in the modern diet, in spite of its nutritional value.

4. Purchases of processed white fish rose between 1954 and 1956, but then declined, and in 1958 and 1959, at 0·4 oz. per person per week, were about 10 per cent less than in 1954, with prices 27 per cent higher. The consumption of cooked fish increased steadily until 1958 but declined a little in 1959 to average 0·76 oz. per

(1) Including fresh, quick-frozen and processed white and fat fish; shellfish; cooked fish; canned and bottled fish, and fish products.

(2) First Report of the National Food Survey Committee; *The Urban Working-Class Household Diet 1940–49*, Appendix B. H.M.S.O., 1951.

TRENDS IN CONSUMPTION AND AVERAGE PRICES OF FISH 1954 - 1959

CHART 1 - WHITE FRESH FISH (INCLUDING QUICK-FROZEN)

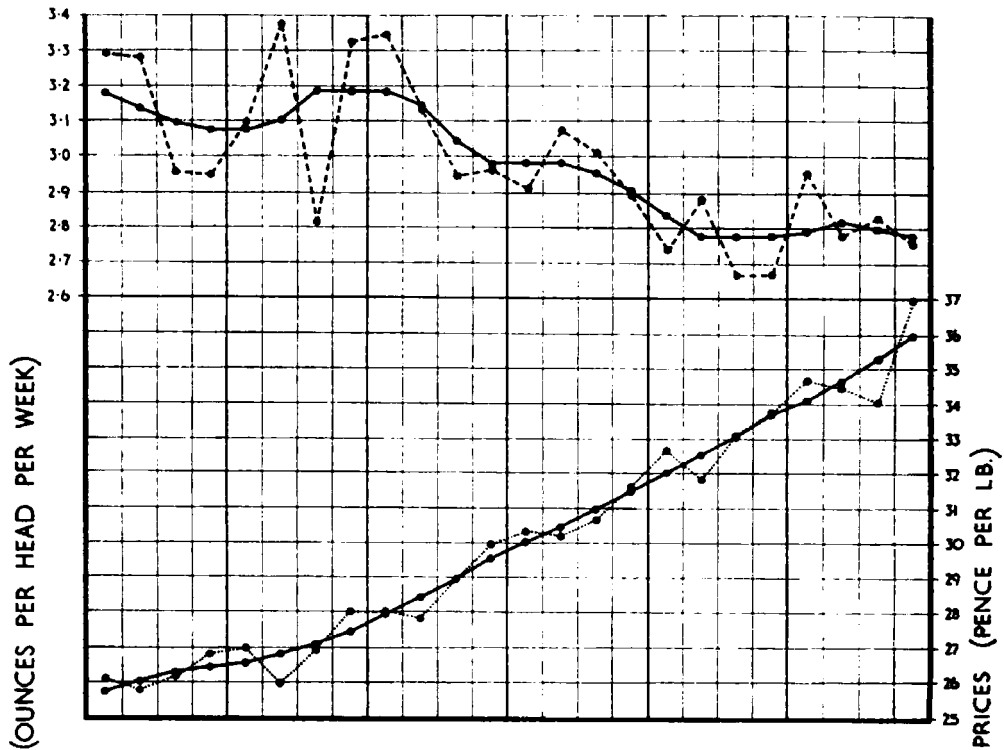
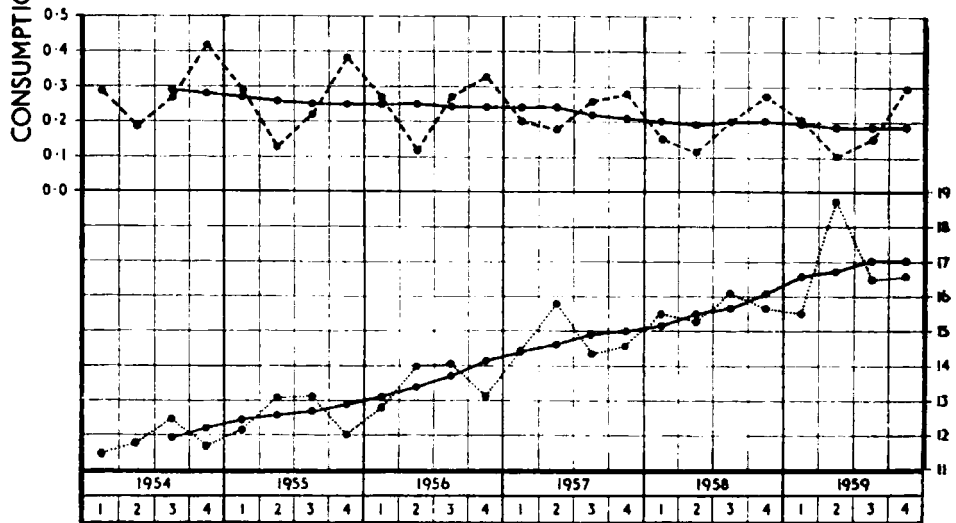


CHART 2 - FRESH HERRINGS



CONSUMPTION ----- AVERAGE PRICES ----- MOVING AVERAGES ———

TRENDS IN CONSUMPTION AND AVERAGE PRICES
OF FISH 1954-1959.

CHART 3 WHITE PROCESSED FISH

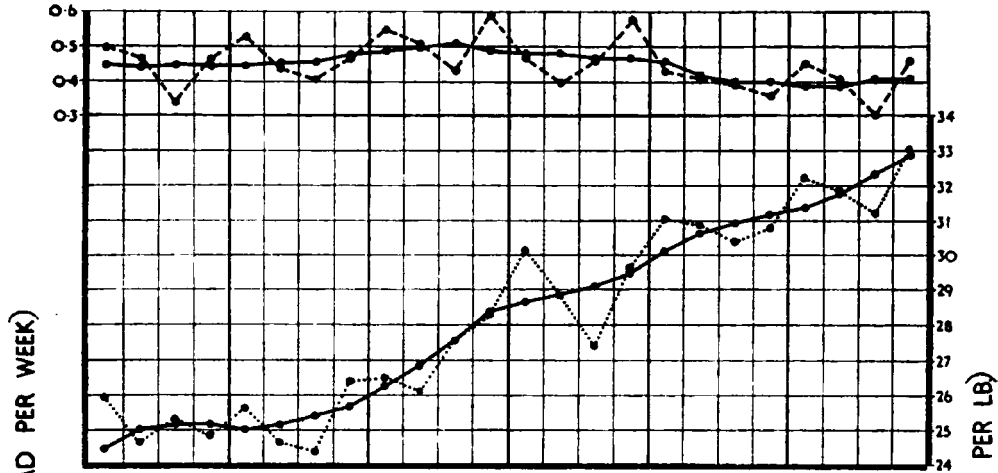
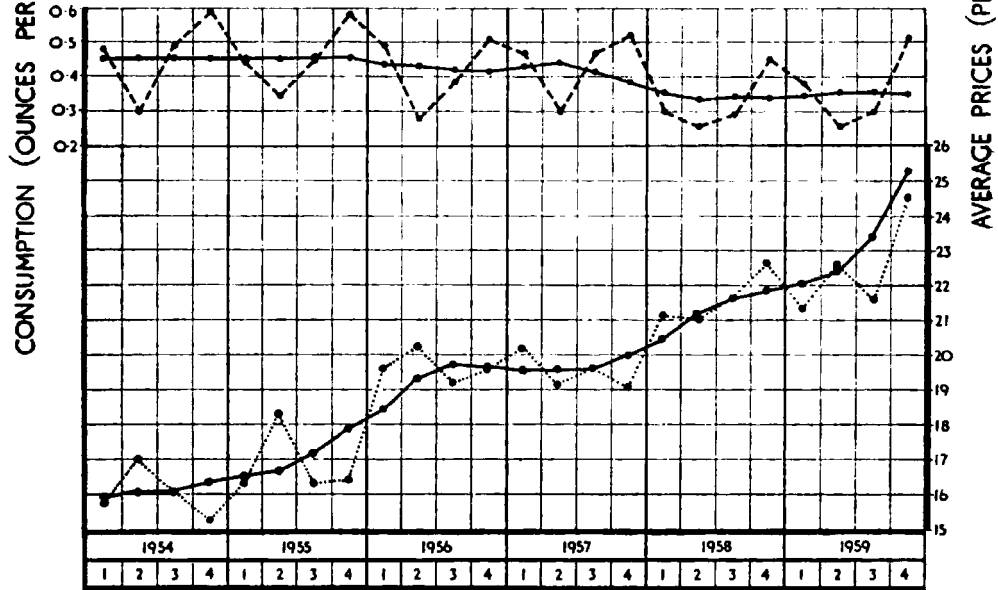


CHART 4 FAT PROCESSED FISH



CONSUMPTION ----- AVERAGE PRICES MOVING AVERAGES ——

person per week, some 13 per cent more than in 1954, with prices also 13 per cent higher. The consumption of processed fat fish, mostly kippered herring, was fairly steady from 1954 to 1957 at about 0.44 oz. per person per week and then fell sharply to 0.32 oz. in 1958; in 1959 it was 0.36 oz., 22 per cent less than in 1954, since when prices have risen 43 per cent. The consumption of fresh fat fish other than herrings averaged 0.12 oz. per person per week both in 1954 and 1959, and over this period average prices increased by only 15 per cent. The consumption of canned fish in 1959 at nearly one ounce per person per week was more than double the average consumption in 1954, owing to the relaxation of imports of the dearer kinds (more than half is now canned salmon), and to the growing demand for convenience foods. The consumption of fish products has risen steadily, and at 0.21 oz. per person per week in 1959 was more than double the 1954 level. Average prices turned downwards in mid-1957, and were 5 per cent lower in 1959 than in 1954.

5. The average seasonal movements since 1954 in consumption and average prices of the principal categories of fish are expressed in Table I as percentage deviations from the respective trends. In most cases, these averages conceal a wide range, since landings are affected by factors not purely seasonal. The percentage seasonal movements in consumption shown in the table are appreciably greater than the corresponding movements in average prices (except for fresh fat fish other than herrings), but not always opposite in sign. This may appear surprising, in view of the high own-price elasticities of demand found for most kinds of fish, but there are significant seasonal shifts in the demand curves as well as seasonal and other fluctuations in supplies.

TABLE I
Mean Percentage Seasonal Deviations from Trends in Consumption and
Average Prices of Fish, 1954-59
(per cent)

	Consumption				Average prices			
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Jan.- March	April- June	July- Sept.	Oct.- Dec.
White fish, fresh (including quick-frozen)	+ 2	+ 4	- 4	- 1	+ 2	- 2	- 0	+ 1
Fresh herrings	- 3	- 40	+ 2	+ 42	- 2	+ 4	+ 2	- 5
Other fat fresh fish	+ 4	- 5	+ 19	- 22	- 13	+ 34	- 5	- 15
White fish, processed	+ 8	- 3	- 11	+ 5	+ 3	- 1	- 2	+ 0
Fat fish, processed	+ 2	- 29	- 1	+ 28	+ 1	+ 5	- 2	- 3
Shellfish	- 19	+ 15	+ 0	+ 3	+ 1	+ 3	+ 7	- 8
Cooked fish	- 11	+ 1	+ 12	- 4	+ 1	+ 0	- 2	+ 1
Canned and bottled fish	+ 3	+ 13	- 1	- 17	+ 6	+ 3	- 5	- 4
Fish products	+ 7	+ 3	- 13	+ 2	+ 1	- 1	+ 1	+ 0

6. Social class differences in total consumption of fish of all kinds were not large, as shown in Table 2. In 1959 old age pensioner households had the highest average at 7.0 oz. per person per week, slightly more than Class A1, whose expenditure was, however, some 20 per cent more, owing to their purchasing the dearer types of fresh white fish, fresh fat fish other than herrings and fat processed fish. Purchases of and expenditure on quick-frozen white fish fell sharply with declining income, except for Class D2 (without earners), who again displayed a middle-class trait by

spending about as much on quick-frozen white fish as Class A2. The pensioner households recorded the greatest consumption of other fresh white fish, their expenditure being second to that of Class A1; Class C had the lowest averages. Class differences in the consumption of processed (mainly smoked) white fish were relatively small, Classes A1 and D2 consuming least. Purchases of cooked fish fell with increasing family income, being high in Class D1 and very low in A1.

7. Fresh herrings were more popular in Classes A1 and D1, and in the pensioner households, than in the other income groups. Class A1 spent much more than any other group on other fat fish (including fresh and smoked salmon) and on shellfish. Expenditure on and consumption of canned and bottled fish were rather higher in Class B than in the other earning groups. The consumption of fish products was greatest in Classes B and C and lowest in pensioner households; expenditure was highest in Class A2.

8. Table 3 indicates that the average expenditure *per household* on fish in 1959 was about 12½ per cent greater for families with one child than for younger childless couples and varied little with subsequent increases in family size. A similar pattern was exhibited for fresh white fish (excluding quick-frozen). Expenditure per household on quick-frozen fish rose sharply with the first and second children, but fell again in larger families, no doubt because of the relatively high price. Total household expenditure on white processed fish rose with the first child, fell with the second and thereafter resumed its upward trend. Household expenditure on cooked fish increased with family size, families with three or more children spending twice as much as younger childless couples. Expenditure on fresh fat fish also increased in the larger families except for an anomalously low value for couples with three children. Increases in family size did not, however, raise the household expenditure on fat processed fish or canned and bottled fish. Expenditure on shellfish was much lower in families with three or more children than in two-adult households.

9. The quantities and types of fish consumed in various parts of the country vary considerably, proximity to the major landing ports and large inland fish markets undoubtedly affecting demand as between the more perishable and other types. These differences are illustrated in Table 4, which gives details of the average consumption of fish in 10 of the 50 constituencies sampled in 1959 which were more than 20 miles from either a major fishing port or a large inland fish market. The averages for this group are compared with those for the remaining constituencies in the sample, grouped into six areas which approximate to the transport zones which operated for most of the period when white fish was controlled (1941-50).

10. The total fish consumption in the 10 constituencies more remote from fish markets averaged only 5.2 oz. per person per week compared with the national average of 5.9 oz. Total fish consumption was lowest in the South Wales and South-West zone at 5.0 oz. and highest in the North-East zone and in London and the Home Counties at 6.6 oz. Households in the 10 remoter constituencies, as would be expected, consumed much less fresh white fish, cooked fish and shellfish than the national average, and also somewhat less canned and bottled fish. Their consumption of quick-frozen white fish, fresh fat fish other than herrings, processed fish and fish products was close to the average for Great Britain. It is of interest to note that this group had easily the highest average consumption of fresh herrings; indeed, in all but one of the 10 constituencies consumption was higher than the national average of 0.2 oz. per person per week. A high average for Pem-

brokeshire may be attributed to landings of trawled herring at Milford Haven. In the London area, demand for herrings was high in Shoreditch but low in Twickenham.

11. Average purchases of quick-frozen fish were greatest in the London and Birmingham zones at 0.4 oz. per person per week and least in Scotland and the North of England at less than 0.1 oz. The latter area, the North-West, and the Birmingham zones, had the highest average consumption of fresh white fish at about 3 oz. per person per week. The consumption of fresh fat fish other than herrings was considerably higher in households in the London and Birmingham zones than elsewhere, and was negligible in Scotland and the North of England. Households in the latter zone and in the London area consumed most processed white fish – over 0.6 oz. per person per week. The London area also had the highest average consumption of processed fat fish (the bulk of which would be kippered herring) and shellfish at 0.5 oz. and 0.2 oz. per person per week respectively. Hardly any of the households surveyed in Scotland recorded any purchases of shellfish. Purchases of cooked fish were greatest in the North-East zone at 1.5 oz. per person per week, followed by the North-West (0.9 oz.) and least in the South Wales and South-West zone (0.3 oz.). The consumption of canned and bottled fish was greater in the industrial zones than elsewhere, being highest in Wolverhampton and Manchester at 1.5 oz. per person per week. Scotland and the North of England and the North-East zone had the greatest consumption of fish products at 0.3 oz. per person per week, and the Birmingham area the smallest at 0.1 oz.

12. The developing trade in canned and quick-frozen fish has done much and should do more to even out local variations in total fish consumption, especially in Wales and the Midlands, where demand for fish would otherwise be relatively low, and has also helped to maintain the overall level of fish consumption.

TABLE 2
Domestic Expenditure on and Consumption of Fish in 1959, by Social Class

	A1	A2	All A	B	C	D1 (with earners)	D2 (without earners)	O.A.P.	All house- holds
EXPENDITURE:									
	<i>pence per head per week</i>								
Quick-frozen white fish	1.48	1.21	1.28	0.99	0.72	0.50	1.17	0.47	0.88
Other fresh white fish	8.09	5.68	6.34	5.21	4.72	5.01	5.64	7.72	5.26
Fresh herrings	0.35	0.18	0.23	0.16	0.18	0.33	0.12	0.30	0.19
Other fresh fat fish	1.05	0.36	0.54	0.19	0.18	0.24	0.23	0.32	0.25
Processed white fish	0.80	1.02	0.94	0.75	0.82	0.95	0.60	0.91	0.82
Processed fat fish	1.27	0.59	0.78	0.45	0.48	0.50	0.51	0.55	0.52
Shellfish	1.08	0.91	0.94	0.68	0.42	0.45	0.46	0.42	0.59
Cooked fish	0.54	1.23	1.05	2.02	2.14	2.55	1.42	1.95	1.96
Canned and bottled fish	4.14	4.15	4.16	4.86	4.43	4.44	2.72	2.98	4.47
Fish products	0.55	0.73	0.67	0.68	0.61	0.51	0.47	0.31	0.62
Total Fish	19.55	16.06	16.93	15.99	14.70	15.48	13.34	15.93	15.56
CONSUMPTION:									
	<i>oz. per head per week</i>								
Quick-frozen white fish	0.50	0.40	0.42	0.32	0.23	0.16	0.40	0.14	0.29
Other fresh white fish	3.33	2.75	2.91	2.51	2.32	2.48	2.75	3.85	2.54
Fresh herrings	0.31	0.17	0.21	0.15	0.19	0.34	0.13	0.27	0.19
Other fresh fat fish	0.29	0.11	0.16	0.11	0.11	0.16	0.19	0.20	0.12
Processed white fish	0.37	0.48	0.45	0.37	0.41	0.49	0.36	0.48	0.40
Processed fat fish	0.60	0.44	0.48	0.32	0.36	0.38	0.36	0.46	0.36
Shellfish	0.18	0.13	0.14	0.12	0.10	0.08	0.09	0.12	0.11
Cooked fish	0.18	0.46	0.38	0.78	0.83	0.99	0.56	0.73	0.76
Canned and bottled fish	0.93	0.86	0.88	1.02	0.95	0.94	0.70	0.70	0.95
Fish products	0.15	0.18	0.18	0.22	0.22	0.20	0.14	0.08	0.21
Total Fish	6.85	5.98	6.21	5.92	5.72	6.22	5.68	7.03	5.93

TABLE 3
Domestic Expenditure on and Consumption of Fish in 1959, by Household Composition

	Households with one man and one woman and										Other households with		
	no other		children only				per head per week				adults only	adolescents but no children	one or more children with or without adolescents
	one or both 55 or over	both under 55	1	2	3	4 or more	adolescents only	adolescents and children	19 21	17 74	13 21		
EXPENDITURE:													
Quick-frozen white fish	0.78	1.23	1.18	1.18	0.60	0.43	0.89	0.78	0.91	0.75	0.71		
Other fresh white fish	9.26	6.49	5.05	3.64	3.08	2.44	5.78	4.16	7.63	5.65	4.23		
Fresh herrings	0.41	0.18	0.14	0.15	0.07	0.10	0.24	0.20	0.22	0.28	0.15		
Other fresh fat fish	0.34	0.30	0.17	0.19	0.04	0.15	0.18	0.20	0.43	0.24	0.28		
Processed white fish	0.82	1.18	0.91	0.53	0.49	0.50	0.82	0.65	1.08	0.70	0.58		
Shellfish	0.63	1.16	0.66	0.33	0.20	0.21	0.57	0.41	0.60	0.84	0.58		
Cooked fish	1.76	2.15	2.30	1.60	0.43	0.18	1.50	0.36	0.63	0.90	0.48		
Canned and bottled fish	5.78	8.03	4.94	3.15	2.51	2.07	6.12	3.96	5.21	5.44	3.63		
Fish products	0.46	0.78	0.86	0.62	0.58	0.52	0.69	0.66	0.48	0.69	0.62		
Total Fish	21.78	22.25	16.70	11.82	9.76	7.98	19.41	13.36	19.21	17.74	13.21		
CONSUMPTION:													
Quick-frozen white fish	0.25	0.39	0.38	0.38	0.20	0.15	0.28	0.26	0.29	0.23	0.26		
Other fresh white fish	4.48	2.98	2.39	1.82	1.61	1.26	2.70	2.06	3.58	2.82	2.07		
Fresh herrings	0.39	0.18	0.14	0.15	0.06	0.08	0.23	0.19	0.22	0.20	0.16		
Other fresh fat fish	0.17	0.22	0.12	0.08	0.02	0.12	0.10	0.12	0.20	0.12	0.10		
Processed white fish	0.76	0.56	0.44	0.26	0.24	0.25	0.40	0.32	0.55	0.35	0.30		
Shellfish	0.61	0.49	0.36	0.23	0.13	0.16	0.40	0.34	0.45	0.50	0.35		
Cooked fish	0.12	0.16	0.12	0.08	0.04	0.04	0.24	0.08	0.13	0.18	0.10		
Canned and bottled fish	0.66	0.81	0.89	0.60	0.81	0.55	1.06	0.75	0.78	0.84	0.73		
Fish products	1.17	1.58	1.05	0.72	0.60	0.51	1.21	0.89	1.04	1.16	0.81		
	0.11	0.24	0.30	0.20	0.23	0.23	0.20	0.22	0.14	0.22	0.22		
Total Fish	8.72	7.61	6.19	4.52	3.94	3.35	6.82	5.23	7.38	6.71	5.10		

TABLE 4
Domestic Consumption of Fish in Areas which were more than 20 miles from the Main Fishing Ports or Inland Fish Markets compared with that in Other Areas, 1959
(oz. per head per week)

	White fish		Fresh herrings	Other fresh fat fish	Processed fish		Shell fish	Cooked fish	Canned and bottled fish	Fish products	All fish
	Quick-frozen	Fresh			White	Fat					
<i>Areas^(a) more than 20 miles from the main fishing ports,^(b) or inland fish markets^(c)</i>	0.30	2.26	0.28	0.10	0.40	0.32	0.05	0.48	0.81	0.20	5.22
<i>Other areas in the following Zones^(d):</i>											
(i) Scotland and the North of England (Northumberland, Durham, Cumberland and Westmorland)	0.08	2.92	0.21	0.01	0.63	0.37	0.04	0.48	0.58	0.29	5.62
(ii) The North East (Notts., Derbys. and most of Yorks.)	0.21	2.68	0.08	0.10	0.20	0.25	0.16	1.48	1.15	0.30	6.61
(iii) The North West and N. Wales (Lancashire, Leeds and district, Cheshire, Glos., Herefords, Leics., Northants., Salop., Staffs., Warwicks., Worcs., Oxon. and N. Wales)	0.26	2.87	0.08	0.11	0.29	0.34	0.08	0.94	1.18	0.20	6.35
(iv) The South West and S. Wales (Devon, Cornwall, Somerset, Dorset, Wilts. and S. Wales)	0.29	2.33	0.20	0.11	0.34	0.30	0.08	0.34	0.86	0.19	5.04
(v) London and the Home Counties	0.40	2.50	0.22	0.21	0.68	0.51	0.21	0.76	0.94	0.16	6.58
(vi) Birmingham and district (inc. Wolverhampton)	0.37	3.08	0.15	0.21	0.13	0.33	0.11	0.54	1.28	0.11	6.30
Average of (i)-(vi)	0.29	2.60	0.17	0.12	0.40	0.37	0.12	0.82	0.98	0.21	6.07
All households in Great Britain	0.29	2.54	0.19	0.12	0.40	0.36	0.11	0.76	0.95	0.21	5.93

(a) Of the 50 parliamentary constituencies (see Appendix A, Table 1) in which the field-work of the Survey was carried out in 1959, 10 were more than 20 miles from a main fishing port or inland fish market, viz: Aberavon, West Fifeshire, Central Ayrshire, Mid Bedfordshire, Hereford, Swindon, Devizes, Lewes, Worthing, Ashford (Kent).

(b) Aberdeen, Arbroath, Fraserburgh, Lossiemouth, Buckie, Eymouth, Fleetwood, Milford Haven, Swansea, Newlyn, Brixham, N. Shields, Hull and Grimsby.

(c) London, Birmingham, Nottingham, Leicester, N. Shields, Norwich, Liverpool, Manchester, Bolton, Blackburn, Preston, Leeds, Bradford, Halifax, Dewsbury, Huddersfield, Sheffield, Portsmouth, Southampton, Bristol, Glasgow, Newhaven (Edinburgh).

(d) The transport Zones in operation during the control of white fish, 1941-50.

APPENDIX F

Price Elasticities of Demand

1. Estimates of the price elasticities of demand for most of the foods itemized in the Survey classification were given in Chapter IV of the Annual Report for 1958, together with a description of the methods by which they were calculated from monthly Survey estimates of average prices paid and average quantities per head purchased during the five-year period from July 1954 to June 1959. For a number of foods, more recent estimates, derived from monthly data during the five years from January 1955 to December 1959, are given in Table 1. The table also reproduces the estimated income elasticities of expenditure for these foods, which have been calculated from data obtained in 1958 using the cross-sectional methods outlined in the Annual Report for that year. No attempt has been made to calculate the price elasticities of those foods which, under the Survey classification, necessarily comprise a heterogeneous group of items, e.g., "other" meat products; for a few other foods, of which bread is a notable example, average prices during the period considered have not varied sufficiently for the price elasticity to be estimated.

2. The coefficients of price elasticity shown in Table 1 represent the average change in demand which has been found, *ceteris paribus*, to be associated with a given price change by applying the identity

$$q_{ij} = \alpha_i + \beta_j + \gamma p_{ij} + \epsilon_{ij}$$

where q (the quantity purchased) and p (the price paid, deflated by the Index of Retail Prices) are measured in logarithms as deviations from their average values during the whole period considered. The α_i and the β_j are monthly and annual constants; γ is the price elasticity and will usually be negative; the ϵ_{ij} are random disturbances, assumed to be independent of α_i , β_j and γ , and to be normally distributed about zero.

3. In making use of the price elasticities to forecast the level of purchases in the short run, it may thus be necessary to make some allowance for seasonal or annual shifts in the demand curves; the final column of the table shows for which foods such shifts have been established. It should also be borne in mind that the price elasticities have been calculated over a limited range of prices between 1955 and 1959 and do not necessarily apply outside this range or to other periods; an indication of the price ranges considered may be obtained from Table 3 of Appendix B and similar tables in the Annual Reports for 1955-58. Although a constant elasticity form of the demand curve has been assumed in all cases, there is some evidence that for a few foods, for example, for eggs, the price elasticity varies seasonally or with the level of purchases. Moreover, the demand for a particular item of food may be affected by other factors besides price and income, e.g., special sales promotion activities, which it has not been possible to incorporate in the demand relationships presented in this Appendix. For many foods, the proportion of the total variance in purchases which can be explained by variations in price is extremely small, and most, but not all, of these foods are excluded from Table 1.

4. The majority of the price elasticities do not differ materially from the estimates published in the Annual Report for 1958, but the more recent analysis has revealed marked changes for some foods, even though there is an overlap of four and a half years in the five-year periods covered by the analyses. These changes are mainly attributable to different conditions of supply and of demand in the second half of 1959 compared with the corresponding six months of 1954, when adjustments to the conditions of a free market were taking place. The changes, however, are not confined to the formerly rationed foods. Poultry is perhaps the most noteworthy example: supplies have rapidly increased as the broiler industry has expanded, and average prices have fallen; a new demand has emerged from sections of the population who formerly regarded poultry as a luxury. It now appears that the demand for poultry has become more elastic to price changes. By contrast, the demand for canned peas seems to have become less price-elastic as the demand for quick-frozen peas has expanded. A coefficient for the latter has been included in Table 1, but it will be noted that the standard error is very large.

TABLE I
Estimates of Income and Price Elasticities of Demand for Individual Foods

	<i>Average expenditure, pence per person per week 1959</i>	<i>Percentage of households purchasing each type of food during Survey week 1959</i>	<i>Income elasticity of expenditure 1958</i>	<i>Price elasticity (a)</i>	<i>Seasonal or annual shifts in demand</i>
Milk, liquid, full price.	29.93	95	0.33	-0.12(0.13)	A
Milk, condensed, whole, unsweetened . . .	1.32	26	0.14	-1.85(0.90)	S, A
Cream	1.17	17(b)	1.09	-0.50(0.36)	S, A
Cheese, natural	6.64	67	0.28	-0.17(0.08)	S, A
Cheese, processed . . .	1.42	24	0.11	-0.84(0.39)	S, A
Beef and veal	25.94	n.a.	0.06	-1.54(0.22)	S, A
Mutton and lamb . . .	16.85	61	0.47	-0.92(0.25)	S, A
Pork	5.93	26 (b)	0.62	-2.13(0.32)	S
Corned meat	2.42	29	0.16	-1.45(0.42)	S
Bacon and ham, uncooked	15.41	84	0.35	-0.72(0.08)	A
Bacon and ham, cooked (including canned) . . .	4.83	40 (b)	0.37	-0.99(0.32)	S, A
Other canned meat	3.80	36	0.11	-1.62(0.27)	S
Poultry	3.66	8	1.51	-1.15(0.35)	A
Sausages, uncooked, pork	4.28	40 (b)	0.49	-1.03(0.30)	S, A
Sausages, uncooked, beef	2.76	28	-0.72	-1.69(0.45)	S, A
Fish, white, fresh (including quick-frozen) . . .	6.14	n.a.	0.36	-1.13(0.39)	S, A
Herrings, fresh	0.19	3 (b)	-0.24	-1.49(0.48)	S
Fish, fat, fresh, other	0.25	2	0.34	-0.57(0.18)	S
Eggs	16.20	87 (b)	0.37	-0.24(0.07)	S, A

TABLE I—continued

	Average expenditure, pence per person per week 1959	Percentage of households purchasing each type of food during Survey week 1959	Income elasticity of expenditure 1958	Price elasticity (a)	Seasonal or annual shifts in demand
Butter	15.92	86	0.30	-0.38(0.08)	S, A
Margarine	5.16	62	-0.27	+0.36(0.09) (c)	S, A
Sugar	9.52	89	0.07	-0.09(0.05)	S, A
Old potatoes	8.49	57 (b)	0.17	-1.03(0.48) (d)	S
New potatoes	4.15	30 (b)	0.02	-0.48(0.14) (e)	S
Cabbages	1.50	35 (b)	0.15	-0.05(0.15)	S
Brussels sprouts	0.98	18 (b)	0.61	-1.16(0.30) (f)	S, A
Cauliflower	1.37	25 (b)	0.78	-2.07(0.28)	S
Leafy salads	1.44	33 (b)	0.97	-0.75(0.18)	S, A
Fresh legumes	1.09	13 (b)	0.38	-1.99(0.43) (g)	S
Quick-frozen legumes	1.19	14 (b)	1.82	-0.79(0.75)	S, A
Carrots	0.95	36 (b)	0.02	-0.42(0.12)	S, A
Canned peas	2.78	47 (b)	0.08	-1.10(0.42)	S
Canned beans	2.15	42 (b)	0.01	-1.44(0.56)	S, A
Oranges	2.32	33 (b)	0.74	-1.79(0.27)	S, A
Other citrus fruit	0.76	14 (b)	1.26	-1.55(0.44)	S
Apples and pears	4.94	n.a.	0.77	-0.67(0.09)	S, A
Stone fruit	0.67	8 (b)	0.82	-2.38(0.56) (g)	S
Soft fruit (including quick-frozen)	1.12	11 (b)	1.04	-2.36(0.38)	S
Bananas	3.26	46	0.66	-0.69(0.25)	S, A
Tomatoes, fresh	5.88	62 (b)	0.46	-0.53(0.11)	S
Canned and bottled fruit (excluding tomatoes)	5.74	n.a.	0.72	-1.32(0.17)	S
Fruit juices	0.78	7	1.20	-1.12(0.26)	S, A
Cakes and pastries (h)	9.09	65	0.29	-1.25(0.21)	S
Biscuits	9.81	n.a.	0.22	-0.91(0.15)	S
Tea	13.54	88	0.11	-0.09(0.10)	A
Coffee extracts and essences	2.47	24	0.80	-0.86(0.15)	S, A
Canned soups	2.08	27 (b)	0.33	-2.94(0.42)	S

(a) Calculated from monthly data from January 1955 to December 1959, except where otherwise stated. The figures in parenthesis are estimates of the standard errors.

(b) Seasonal changes in these percentages are shown in Appendix B, Table IA.

(c) Elasticity of purchases of margarine with respect to the price of butter.

(d) For the period from March to June, when supplies of both old and new potatoes are generally available, the price elasticity of old potatoes is estimated at -0.43 with a standard error of 0.26.

(e) April-August.

(f) October-March.

(g) June-October.

(h) Excluding buns, scones and teacakes.

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