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Domestic Food Consumption and Expenditure: 1955

Annual Report of the
National Food Survey Committee

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Preface

The Annual Report of the National Food Survey Committee for 1955 is the sixth of the series which was introduced in 1950 with the object of providing continuous information on the trends of domestic food consumption, expenditure and nutrition in Great Britain. Like its five predecessors, the present volume describes the diets of households in different income groups and of different family composition, but some new analyses have been developed in each section. In previous Reports the classification by household composition cut across the division into classes as defined by the income of the head of the household; in the present Report a special section deals with the diets of different household types *within* each social class in order to identify more precisely the groups of households with which nutritional policy is specially concerned.

The usual analysis of the diets of families living in urban and rural areas has been amplified to distinguish Greater London from other large cities, and has been combined with a regional analysis to form a new type of study of geographical differences in the diet, the first to be made since the removal of food controls and rationing. The results are considered in relation to the differences shown by the 1949 regional analysis for urban working-class households* and the special Scottish analysis of 1953†. The extended treatment of geographical differences follows the recommendations of the Interdepartmental Committee on Social and Economic Research.‡

One of the appendices contains a preliminary study of occupational differences in relation to food expenditure and consumption, the first of its kind since that relating to the austere post-war years 1947 and 1948*; it is hoped to give greater consideration in future reports to differences in the dietary pattern which are associated with occupational status. Apart from the customary appendix giving detailed statistics of consumption, expenditure and average prices, the appendices contain more extensive information on sampling variations; the first estimates made since controls were removed of income elasticities of demand for the commodities distinguished in the Survey; a table showing the contribution of different foods to the nutrient content of the average diet; and full details of regional food consumption and expenditure.

The preparation of the Report was again undertaken jointly by the Secretaries of the Committee. Mr. A. H. J. Baines was responsible for the sections on food supplies, expenditure, consumption and prices, and Miss D. F. Hollingsworth for the sections on the nutritional value of the diet. The Committee desire to express their indebtedness to these officers of the Ministry, and to their colleagues in the Ministry's Economic Advice and Food Consumption Division and Scientific Adviser's Division (Food) for the way in which they have implemented the Committee's recommendations. The Ministry and the Committee also wish to thank the field staff of the Social Survey Division of the Central Office of Information, and the many housewives who willingly provided the information on which the Report is based.

NORMAN C. WRIGHT

April 1957

Chairman, National Food Survey Committee

* See *Studies in Urban Household Diets, 1944-49*. H.M.S.O., 1956.

† See *Domestic Food Consumption and Expenditure, 1953*. H.M.S.O., 1955.

‡ *Third Report of the Interdepartmental Committee on Social and Economic Research*. H.M.S.O., 1956.

I

Introduction

1. The year 1955 was the first full year after the end of rationing. For all the main foods except bread and milk, which were still subsidized and subject to price control, the redistribution of demand following decontrol was practically completed during the year. Differences associated with the size of the family increased appreciably as controls were lifted, but income group differences were not much affected. A special section of the present Report deals with the joint effect on food consumption of family composition and social class, and indicates the types of household that may fare less well than others under free market conditions.

2. The Annual Report for 1955 follows the same general arrangement as in previous years. A comprehensive regional analysis has been included for the first time, and has been combined with the section dealing with urban and rural diets, in which households in Greater London have been distinguished from those in other major conurbations. Other new features are an appendix on occupational differences, additional information on sampling variations and the first post-control estimates of the income elasticities of demand for different foods.

3. The basic tabulations of survey data, which will remain available for reference, contain full particulars of consumption and expenditure in respect of 114 foods, by social class, type of household, region and type of area. The series of national averages for this full classification is continued in Appendix B, but elsewhere in the Report a simplified list of 38 food groups has been used. The sections of the Report dealing with social class, family composition, region and degree of urbanization include nutritional assessments of the diets of the groups considered, and, as in previous years, scales of allowances based on the recommendations of the British Medical Association's Committee on Nutrition (1950) have been used for purposes of comparison. In some of the tables, figures have been rounded to the nearest final digit, and this may cause an apparent slight discrepancy between the total and the sum of the constituent items.

II

Food Supplies, 1955

4. The nutritional composition of the diet in the United Kingdom during 1955, the first full year after all rationing ended, was similar to that recorded in 1954, but there was an increase in real consumption as estimated by revaluing at constant prices the quantities purchased. This form of measurement, which probably includes some improvement in quality, shows that at 1948 prices the rise in food purchases was only 1 per cent, compared with 4 per cent in the previous year. The total volume of goods and services, similarly measured at their 1948 prices, rose in 1955 by 3 per cent, food accounting for only one-tenth of the total increase,

most of which was devoted to clothing, durable household goods, wines and spirits and especially private motoring*.

5. Before entering on a detailed examination of the National Food Survey data, which are confined to the domestic food consumption of private households, it is convenient to give a general view of the nation's food consumption, based on supply data. Changes between 1953 and 1955 in supplies moving into consumption are summarized in Table 1, with comparative figures for 1934-1938 and 1947. The Survey estimates of consumption are not directly comparable with those given in Table 1, which include items not covered by the Survey, such as meals, snacks and ice-cream obtained outside the home, sweets and soft drinks, all food consumed in institutions, and also any food losses at the retail level. In estimating the value of the diet, allowance is made for meals taken outside the home.

6. In most of the main food groups the changes between 1954 and 1955 were small. The only marked increase (6 per cent) was that for meat which for the first time reached parity with 1934-38, though there were considerable changes in the pattern of consumption; for supply reasons, less beef was consumed than before the war, but more imported canned meat and more pig-meat, of which less was in the form of bacon. Changes in the oils and fats group were largely compensatory, leaving the total fat content of these foods very slightly below that of 1954. Consumption of butter continued to increase but remained over 40 per cent below the pre-war level; margarine supplies receded from the 1954 level, but were still more than twice those in 1934-38. Sugar and syrups showed a further increase above the pre-war level. There was no significant change in potato supplies, but supplies of cereal foods, another cheap source of energy, again decreased. Increased imports of vegetables other than potatoes did not make good the decrease in home supplies, which was partly attributable to the dry summer. The slight fall in dairy products (other than butter) was mainly in cheese and may represent only a change in distributors' stocks; consumption of liquid milk was practically unchanged.

7. Although supplies of chocolate and sugar confectionery fell slightly from the high levels of 1954, they still showed a much greater increase over 1934-38 than total sugar and syrups. As sweets and chocolates are often bought on impulse, the usual survey methods do not provide accurate estimates of consumption by different sections of the population, even when all members of the household are questioned, but we are informed by the research department of a large firm that interviewing purchasers at the shop door has recently given better results. This method indicates that women tend to buy more chocolate and sweets than men, the higher income groups more than the lower, and members of smaller families more than members of larger. Children and older adults buy more sugar confectionery than chocolate; the former is less frequently bought to give away, except to children. There are no indications of pronounced regional differences in the consumption of chocolate or sweets.

8. The nutrient data in Table 1 relate to total supplies moving into consumption. They are thus not comparable with those relating to food obtained for consumption in the home, given later in this Report. They are included primarily to give an indication of the changes which have occurred since before the war. The total energy value of the diet, at 3,120 Cal. per head per day, was about the same as in 1954. A range of only 4 per cent on either side of the pre-war level of 3,000 represents the

* *National Income and Expenditure, 1956*. H.M.S.O., 1956

TABLE I SEE ERRATA
Changes in National Supplies of Principal Foods¹
Pre-war, 1947, 1953, 1954 and 1955
(lb. per head per annum)

| | 1934-38 | 1947 ⁴ | 1953 | 1954 | 1955 | 1955 | |
|--|---------|-------------------|-------|-------|-------|---------------------------|--------------------------------|
| | | | | | | percentage change on 1954 | percentage change on 1934-1938 |
| Dairy products, excluding butter (as milk solids) . | 38.3 | 49.0 | 52.3 | 52.5 | 52.2 | -1 | + 36 |
| Cheese (included also in dairy products) . | 8.8 | 9.3 | 9.3 | 9.4 | 9.0 | -4 | + 2 |
| Meat (edible weight) . | 110.0 | 83.2 | 93.4 | 104.3 | 110.4 | +6 | + 0 |
| Fish, poultry, game (edible weight) . | 32.7 | 37.1 | 25.6 | 25.2 | 25.4 | +1 | - 22 |
| Eggs (total shell egg equivalent) . | 28.3 | 24.9 | 28.3 | 29.8 | 29.5 | -1 | + 4 |
| Oils and fats: | | | | | | | |
| Butter | 24.7 | 11.2 | 13.2 | 14.0 | 14.6 | +4 | - 41 |
| Margarine | 8.7 | 15.0 | 17.8 | 18.3 | 17.9 | -2 | +106 |
| Lard and compound cooking fats | 9.3 | 7.4 | 9.7 | 10.1 | 10.6 | +5 | + 14 |
| Other edible oils and fats | 9.9 | 6.6 | 10.0 | 11.6 | 10.5 | -9 | + 6 |
| Total (fat content) | 46.9 | 36.0 | 45.6 | 48.7 | 48.3 | -1 | + 3 |
| Sugar and syrups ² | 104.6 | 84.1 | 100.6 | 108.8 | 111.4 | +2 | + 6 |
| Potatoes | 181.9 | 285.9 | 222.4 | 221.9 | 222.3 | +0 | + 22 |
| Pulses, nuts, etc. | 9.5 | 8.0 | 10.6 | 12.2 | 11.5 | -6 | + 21 |
| Fruit, including tomatoes (fresh equivalent) . | 137.4 | 131.1 | 133.3 | 146.0 | 140.9 | -3 | + 2 |
| Vegetables, other than potatoes | 107.0 | 118.0 | 107.0 | 104.7 | 100.2 | -4 | - 6 |
| Cereal products | 210.1 | 241.7 | 208.4 | 202.1 | 196.4 | -3 | - 7 |
| Tea | 9.3 | 8.5 | 9.5 | 9.7 | 9.4 | -3 | + 1 |
| Coffee | 0.7 | 1.6 | 1.3 | 1.3 | 1.3 | 0 | + 86 |
| Chocolate confectionery ³ . | 10.3 | 6.7 | 12.7 | 12.7 | 11.6 | -9 | + 13 |
| Sugar confectionery ³ . | 12.4 | 6.7 | 14.6 | 16.0 | 15.9 | -1 | + 28 |
| <i>Total Calories per head per day</i> | 3,000 | 2,880 | 3,000 | 3,130 | 3,120 | -0 | + 4 |
| <i>Protein per head per day</i> | | | | | | | |
| Animal (g) | 43.5 | 44.6 | 44.0 | 46.3 | 47.4 | +2 | + 9 |
| Vegetable (g) | 36.8 | 46.2 | 39.5 | 35.9 | 35.0 | -3 | - 5 |
| <i>Fat per head per day (g)</i> | 130.0 | 106.3 | 128.2 | 136.0 | 137.3 | +1 | + 6 |
| <i>Calcium per head per day (mg)</i> | 688 | 1,142 | 1,127 | 1,108 | 1,099 | -1 | + 60 |
| <i>Vitamin A per head per day (i.u.)</i> | 3,699 | 3,691 | 3,761 | 4,270 | 4,276 | +0 | + 15 |
| <i>Vitamin B₁ per head per day (mg)</i> | 1.3 | 1.8 | 1.8 | 1.7 | 1.7 | 0 | + 31 |

¹ *Board of Trade Journal*, Vol. 171, No. 3106, which contains more detailed information on these estimates and their nutrient equivalents. Tomatoes and tomato products have been included with fruit (in terms of fresh fruit equivalent) to conform with National Food Survey practice.

² Excludes that used for brewing and distilling. Sugar content.

³ Ingredients of chocolate and sugar confectionery are also included elsewhere.

⁴ Relate to civilian population only.

difference between the shortages of 1947 (when the daily average was 2,880 calories) and the abundance of 1954-55. It may be, however, that the reduction in fat in the early post-war years was a greater source of dissatisfaction than the reduction in total energy value. The increase in meat consumption between 1954 and 1955 was the most significant dietary change, one effect of which was that the animal protein and fat contents of total food supplies were the highest on record.

9. Food supplies in 1955 were in every respect of greater nutritional value than those available before the war. The most marked changes were in calcium and vitamin B₁. A 60 per cent increase in calcium was made up of a rise of 160 mg. per day from increased milk consumption and an addition of 250 mg. per day caused by the fortification of flour. More than half of the 30 per cent (0.4 mg. per day) increase in vitamin B₁ was due to the changes in the composition of flour. Increased milk consumption was also partly responsible for improvements in the amount of protein, vitamin A and riboflavin and the changes in flour composition for those in iron and nicotinic acid. The fortification of margarine with vitamin A helped in this respect to compensate for the reduction in butter consumption.

10. In considering the economic background of the national diet, it is still convenient to take 1950 as a base period. Food supplies were then not far from the pre-war level, though most of the controls inherited from the war years continued. During the recession of 1951-52 earnings kept pace with the general price level and food expenditure with the more rapid increase of food prices. The improvement in the standard of living, which had been somewhat abruptly halted in 1950 by the Korean crisis, was resumed towards the end of 1952. Average weekly earnings began to move ahead of retail prices, and food expenditure ahead of food prices. During the next two years the improvement gained momentum, and by 1955 average earnings were well ahead of prices generally, compared with 1950, and had almost

TABLE 2
Changes in Earnings, Prices and Expenditure on Food, 1950-55

| | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 |
|--|------|------|------|------|------|------|
| Index of average weekly earnings ¹ | 100 | 110 | 119 | 126 | 134 | 146 |
| Index of retail prices (all items) | 100 | 110 | 119 | 123 | 125 | 131 |
| Retail food prices: | | | | | | |
| National Food Survey Index | 100 | 112 | 129 | 135 | 138 | 147 |
| London and Cambridge Index ² | 100 | 111 | 128 | 135 | 139 | 149 |
| Household food expenditure ³ | 100 | 113 | 129 | 142 | 148 | 161 |
| Expenditure on food as percentage of total expenditure on consumers' goods and services ⁴ | 29.1 | 29.6 | 31.1 | 31.9 | 32.1 | 32.6 |

¹ Ministry of Labour Gazette, Vol. 64, No. 3, March 1956.

² Bulletin of the London and Cambridge Economic Service, in *The Times Review of Industry*, March 1956. The food component of the Interim Index of Retail Prices, on which this index is based, has a discontinuity at the beginning of 1952.

³ National Food Survey data including, in 1950 and the first half of 1951, the value of changes in larder stocks.

⁴ *National Income and Expenditure, 1956*, H.M.S.O., 1956.

National Income Statistics—Sources and Methods. H.M.S.O., 1956.

caught up with average food prices paid by housewives as measured by the National Food Survey. The average number of hours worked per week was about 2 per cent greater than in 1950. Over the five years the general level of retail prices had risen by nearly a third, earnings and food prices by nearly a half and domestic food expenditure by three-fifths. The proportion of consumers' total expenditure devoted to food was increasing steadily throughout this period.

ii. Table 3 compares quarterly changes in household food expenditure in 1954 and 1955 with changes in prices, wage rates and estimated weekly earnings. During the year food prices rose more rapidly than other prices, but domestic food expenditure more than kept pace. The rise in the second quarter is a normal seasonal feature (see paragraph 13 below), though in 1954 the summer peak in food expenditure was delayed until the third quarter. The reasons for the rise in retail food prices between 1954 and 1955 were domestic, not external. Over the year as a whole, food import prices were only slightly higher in 1955 than in the previous year. During this period restrictions on trade in foodstuffs were progressively removed.

TABLE 3
Household Food Expenditure, Wages, Earnings and Prices, 1954-55

| | 1954 | | | | 1955 | | | |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | <i>1st Quarter</i> | <i>2nd Quarter</i> | <i>3rd Quarter</i> | <i>4th Quarter</i> | <i>1st Quarter</i> | <i>2nd Quarter</i> | <i>3rd Quarter</i> | <i>4th Quarter</i> |
| Weekly wage rates ¹ | 100 | 102 | 102 | 104 | 106 | 109 | 110 | 111 |
| Estimated weekly earnings ^{1 2} | 100 | 103 | 104 | 105 | 108 | 112 | 112 | 114 |
| Interim Index of Retail Prices: | | | | | | | | |
| All items ¹ | 100 | 101 | 103 | 103 | 104 | 105 | 107 | 109 |
| Food ¹ | 100 | 102 | 106 | 106 | 108 | 110 | 112 | 115 |
| Household food expenditure (National Food Survey) ² | 100 | 105 | 108 | 107 | 110 | 116 | 114 | 117 |

¹ January 1954=100.

² January-March 1954=100.

³ Official estimates for April and October; intermediate values interpolated using the monthly index of weekly wage rates.

III

The Household Diet in 1955

Food Expenditure and Prices

12. Estimates of total domestic food expenditure and the value of free food are given in Table 4 for each quarter of 1954 and 1955. "Free" food comprised food which entered the household without payment during the survey week, including supplies obtained from a garden, allotment or farm, or from an employer, and withdrawals from larder stocks of certain home-produced foods*, but excluding gifts of food from another household. These free supplies were valued for each group of households by applying the average prices currently paid by that group for corresponding purchases. School milk, free welfare milk, welfare cod liver oil and vitamin A and D tablets were not valued. The value of free food has been 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")

TABLE 4
*Domestic Food Expenditure, Value of Free Food, and Value of Food
obtained for Domestic Consumption, 1954 and 1955
(per head per week)*

| | <i>Expenditure on Food</i> | | | <i>Value of Free Food</i> | | | <i>Value of Consumption</i> | | |
|-----------------------|----------------------------|--------------|---------------------------|---------------------------|--------------|---------------------------|-----------------------------|--------------|---------------------------|
| | <i>1954</i> | <i>1955</i> | <i>Per-centage Change</i> | <i>1954</i> | <i>1955</i> | <i>Per-centage Change</i> | <i>1954</i> | <i>1955</i> | <i>Per-centage Change</i> |
| | <i>s. d.</i> | <i>s. d.</i> | | <i>s. d.</i> | <i>s. d.</i> | | <i>s. d.</i> | <i>s. d.</i> | |
| 1st Quarter . | 22 6 | 24 9 | +10 | 7 | 8 | +10 | 23 1 | 25 5 | +10 |
| 2nd Quarter . | 23 6 | 26 0 | +10 | 7 | 9 | +15 | 24 2 | 26 9 | +11 |
| 3rd Quarter . | 24 3 | 25 9 | + 6 | 1 4 | 1 4 | - 1 | 25 7 | 27 1 | + 6 |
| 4th Quarter . | 24 2 | 26 3 | + 9 | 11 | 1 0 | +10 | 25 1 | 27 3 | + 9 |
| <i>Yearly Average</i> | 23 7 | 25 8 | + 9 | 10 | 11 | + 7 | 24 6 | 26 7 | + 9 |

13. Average domestic expenditure on food was slightly higher in the first quarter of the year than in the preceding quarter and rose from 24s. 6d. per head per week in January to 24s. 11d. in March and 25s. 6d. in April and early May, exceeding the previous maximum of 25s. 2d. recorded in July, 1954, just after rationing ended. Estimates for May were not obtained because of the interruption caused by the General Election campaign†, but in June the average rose further to 26s. 6d. mainly because of increased expenditure on potatoes and tomatoes. Food expenditure then declined to 26s. 0d. in July, a temporary reduction in purchases of fresh meat counter-balancing the seasonal peak in soft fruit, and 25s. 6d. in August, but

* Potatoes, beans, bottled fruit and tomatoes, preserves, apples and pears, eggs.

† See Appendix A, paragraph 2.

increased to 26s. 4d. in October, the rise being spread over many foods, and continued at almost the same level until the end of the year. As in previous years, the average for December is doubtless somewhat understated, as fieldwork was not continued over the Christmas holiday. Log-books placed after Christmas were included in the January 1956 sample.

14. The average value of free food in 1955 at current retail prices was 11d. per head per week, 7 per cent more than in the previous year. The seasonal peak of 1s. 7d. per head per week was reached in July; in 1954 unfavourable weather had extended the maximum over August and September. As the availability of free supplies is largely governed by the degree of urbanization, a discussion is deferred to paragraph 134.

15. Table 5 compares the proportions of expenditure devoted to five broad food groups before the war with corresponding estimates for several recent periods. As the survey by Crawford and Broadley took place between October 1936 and March 1937, the comparison relates to the autumn and winter quarters. The similarity between pre-war and post-war patterns of food expenditure is striking; the main differences are that relatively more is now spent on fruit and vegetables and less on the miscellaneous group of foods (including beverages). The average price of milk was, of course, still kept down in 1951-56 by the general and welfare subsidies. From 1952 onwards there was a tendency to spend relatively more on meat and less on the cereal foods, of which national bread was still subsidized in 1955.

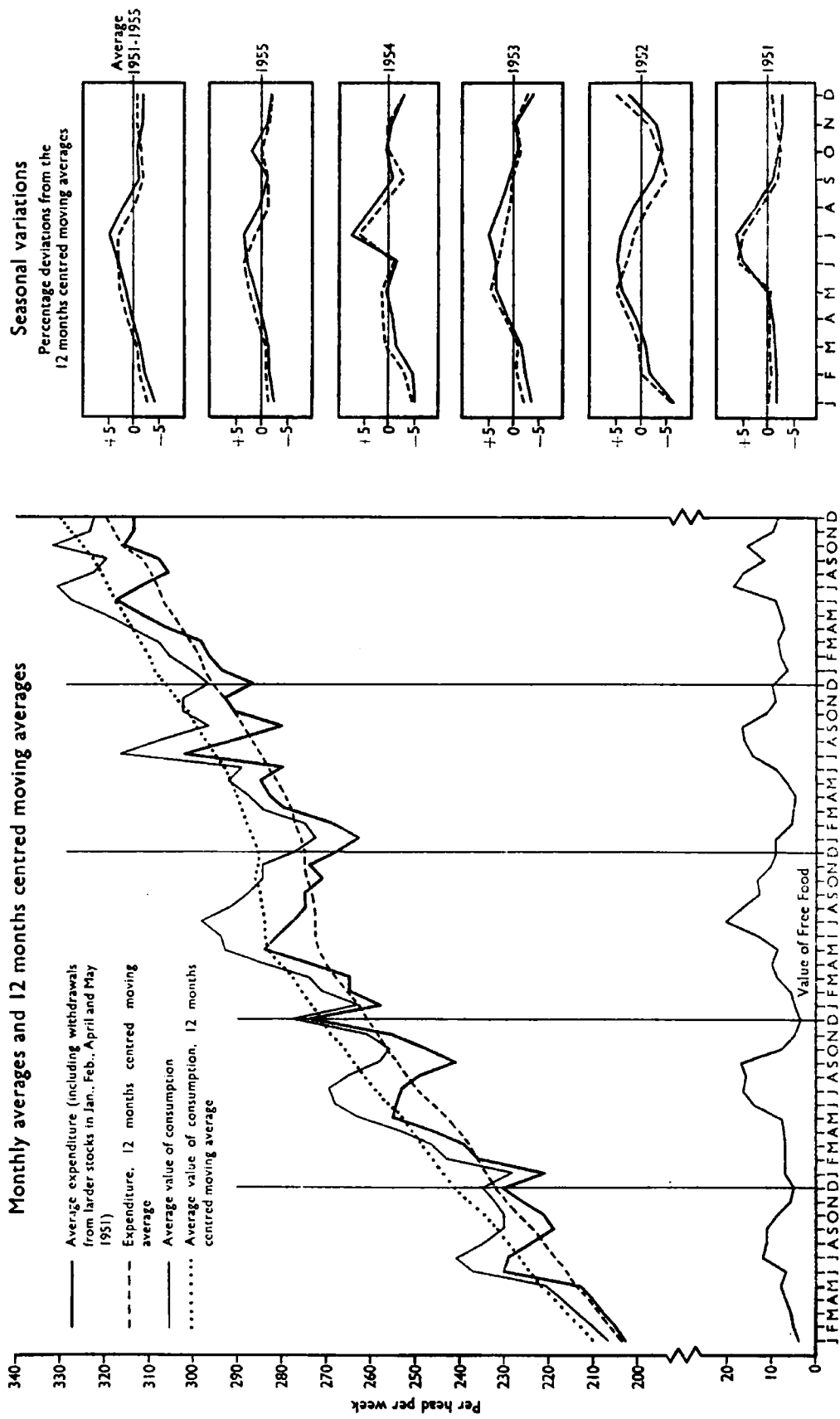
TABLE 5
Percentage Expenditure on Main Food Groups

| | Crawford & Broadley Oct. 1936- Mar. 1937 | National Food Survey | | | | | |
|--|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------|
| | | Oct. 1951- Mar. 1952 | Oct. 1952- Mar. 1953 | Oct. 1953- Mar. 1954 | Oct. 1954- Mar. 1955 | Oct. 1955- Mar. 1956 | Year 1955 |
| Milk, eggs and cheese . | 18 | 17 | 18 | 18 | 18 | 18 | 18 |
| Meat and fish | 30 | 29 | 31 | 31 | 32 | 32 | 31 |
| Fruit and vegetables . | 14 | 18 | 16 | 15 | 15 | 16 | 17 |
| Cereals, fats, sugar and preserves . | 27 | 29 | 27 | 28 | 27 | 26 | 26 |
| Other foods | 11 | 7 | 7 | 8 | 8 | 8 | 8 |
| <i>All foods</i> | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

16. The seasonal pattern of domestic food expenditure and the value of consumption during the years 1951-55 is illustrated in Chart 1. A similar chart for the period 1944-50 was given in the Annual Report for 1950*, but was confined to expenditure in urban working-class households. The seasonal variations are measured as deviations from the general rising trend indicated by the 12 months' centred moving average. During four of the five years under review, the summer peak in value of consumption occurred in July, when garden and allotment produce was usually

* *Domestic Food Consumption and Expenditure, 1950*; paragraph 37, H.M.S.O., 1952.

CHART I
EXPENDITURE ON FOOD AND VALUE OF FOOD CONSUMPTION-ALL HOUSEHOLDS, 1951-1955
 Monthly averages and 12 months centred moving averages



most plentiful. The maximum expenditure, however, occurred in May or June except in 1954, when there was a sudden rise in July just after rationing ended.

17. The general level of domestic food expenditure was rising steadily throughout the period except for a temporary pause in 1953 when food prices were relatively stable. Table 6 indicates that from 1952 to 1954 the increase was concentrated on a few basic foods, namely cheese, meat, bacon and ham, eggs, butter, sugar and tea, but in 1955 nearly all the main foods showed increases. Expenditure on these seven foods accounted for 28 per cent of total food expenditure in 1952, but 38 per cent in 1955. Until 1955 the total expenditure on the remaining foods was stationary.

TABLE 6
Principal Changes in Food Expenditure and Prices, 1952-55
(1952=100)

| | Expenditure | | | | Price | | | |
|---------------------------------------|-------------|------|------|------|-------|------|------|------|
| | 1952 | 1953 | 1954 | 1955 | 1952 | 1953 | 1954 | 1955 |
| Cheese | 100 | 111 | 123 | 133 | 100 | 102 | 101 | 113 |
| Carcase meat | 100 | 142 | 170 | 195 | 100 | 106 | 114 | 128 |
| Bacon and ham, uncooked | 100 | 119 | 114 | 112 | 100 | 104 | 97 | 95 |
| Eggs, shell | 100 | 151 | 136 | 148 | 100 | 109 | 88 | 98 |
| Butter | 100 | 151 | 212 | 238 | 100 | 120 | 147 | 149 |
| Sugar | 100 | 144 | 191 | 204 | 100 | 117 | 125 | 128 |
| Tea | 100 | 130 | 168 | 200 | 100 | 109 | 131 | 160 |
| <i>Total of above foods</i> | 100 | 137 | 155 | 172 | 100 | 108 | 111 | 121 |
| Other foods | 100 | 100 | 99 | 106 | 100 | 103 | 106 | 111 |
| <i>All foods</i> | 100 | 110 | 114 | 124 | 100 | 105 | 107 | 114 |

18. Estimates of household expenditure on the main foods during each quarter of the year are given in Table 7, which also shows percentage changes compared with the previous year. Expenditure rose by 2s. 1d. per head per week (9 per cent) compared with an 11d. (4 per cent) rise between 1953 and 1954, and 2s. 1d. (10 per cent) between 1952 and 1953.

19. The average expenditure on liquid milk, the processed milks and cheese increased by 6 to 8 per cent, and that on cream by 25 per cent. Sweetened condensed milk continued to lose ground to unsweetened. The classification of cheese, which was previously based on the rationing regulations, was altered so as to distinguish the natural from the processed and packeted cheeses; during the year expenditure on both kinds tended to increase, especially that on the latter, which displayed a marked seasonal peak in August.

20. During the first half of the year expenditure on all types of meat, including bacon, was steady near 6s. 11d. per head per week, of which carcass meat accounted for about 3s. 8½d. A sharp fall in expenditure on carcass meat in July was largely offset by increased purchases of cooked, canned and corned meat, and by October, expenditure on all meat had risen to 7s. 7d. and on carcass meat to 4s. 0d., the highest monthly averages yet recorded. Beef and veal accounted for most of the increase. In the second quarter, when bacon was temporarily as cheap as carcass

TABLE 7
Domestic Food Expenditure by All Households, 1955
(pence per head per week)

| | 1954 | 1955 | | | | Yearly average | Per- centage change 1955 on 1954 |
|--|-------------------|--------------|--------------|--------------|--------------|-------------------|--|
| | Yearly average | Quarter | | | | | |
| | | 1 | 2 | 3 | 4 | | |
| MILK AND CREAM | | | | | | | |
| Liquid (full price) . . . | 25·71 | 27·47 | 27·82 | 26·98 | 27·29 | 27·39 | + 7 |
| Liquid (welfare & school) | 1·04 | 1·07 | 1·09 | 1·05 | 0·94 | 1·04 | + 0 |
| All liquid milk . . . | 26·75 | 28·54 | 28·91 | 28·03 | 28·23 | 28·43 | + 6 |
| Condensed . . . | 1·14 | 1·04 | 1·17 | 1·53 | 1·13 | 1·22 | + 7 |
| Dried and other . . . | 0·36 | 0·46 | 0·29 | 0·37 | 0·47 | 0·39 | +11 |
| Cream . . . | 0·60 | 0·60 | 0·86 | 0·87 | 0·67 | 0·75 | +27 |
| Total Milk and Cream . . . | 28·85 | 30·64 | 31·23 | 30·80 | 30·50 | 30·79 | + 7 |
| CHEESE | | | | | | | |
| Excluding processed and packeted . . . | 4·12 ¹ | 4·83 | 4·27 | 4·47 | 5·17 | 4·68 | n.a. |
| Processed and packeted | 1·30 ² | 0·95 | 1·12 | 1·46 | 1·22 | 1·19 | n.a. |
| Total Cheese . . . | 5·42 | 5·78 | 5·39 | 5·93 | 6·39 | 5·87 | + 8 |
| MEAT | | | | | | | |
| Carcass . . . | 38·75 | 44·89 | 44·18 | 42·04 | 47·16 | 44·57 | +15 |
| Bacon and ham, uncooked | 14·47 | 13·39 | 13·94 | 14·48 | 15·41 | 14·30 | - 1 |
| Other ³ . . . | 23·64 | 24·28 | 24·73 | 27·17 | 27·19 | 25·84 | + 9 |
| Total Meat . . . | 76·86 | 82·56 | 82·85 | 83·69 | 89·76 | 84·71 | +10 |
| FISH | | | | | | | |
| Fresh and processed ⁴ . . . | 6·98 | 7·20 | 7·43 | 6·74 | 8·15 | 7·38 | + 6 |
| Prepared ⁵ . . . | 3·16 | 4·44 | 3·94 | 3·82 | 3·53 | 3·93 | +24 |
| Total Fish . . . | 10·14 | 11·64 | 11·37 | 10·56 | 11·68 | 11·31 | +12 |
| EGGS . . . | 15·96 | 16·00 | 15·85 | 18·02 | 19·53 | 17·35 | + 9 |
| FATS | | | | | | | |
| Butter . . . | 11·50 | 12·26 | 12·55 | 13·09 | 13·68 | 12·90 | +12 |
| Margarine . . . | 5·99 | 6·19 | 6·00 | 5·86 | 6·16 | 6·05 | + 1 |
| Lard and compound cooking fat . . . | 3·21 | 3·38 | 2·94 | 2·74 | 3·01 | 3·02 | -- 6 |
| Other fats . . . | 0·77 | 0·90 | 0·60 | 0·50 | 0·91 | 0·73 | - 6 |
| Total Fats . . . | 21·47 | 22·73 | 22·09 | 22·19 | 23·76 | 22·70 | + 6 |
| SUGAR AND PRESERVES | | | | | | | |
| Sugar . . . | 8·25 | 8·34 | 8·27 | 9·43 | 9·15 | 8·80 | + 7 |
| Honey, preserves, syrup and treacle . . . | 4·16 | 4·10 | 4·19 | 3·79 | 4·14 | 4·05 | - 3 |
| Total Sugar and Preserves | 12·41 | 12·44 | 12·46 | 13·22 | 13·29 | 12·85 | + 4 |

| | 1954 | 1955 | | | | Yearly average | Percentage change 1955 on 1954 |
|---|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------------------------|
| | Yearly average | Quarter | | | | | |
| | | 1 | 2 | 3 | 4 | | |
| VEGETABLES | | | | | | | |
| Potatoes, including chips and crisps | 9.42 | 9.71 | 13.97 | 10.58 | 11.28 | 11.38 | +21 |
| Fresh green | 5.23 | 5.04 | 7.15 | 6.65 | 5.22 | 6.00 | +15 |
| Other ⁶ | 8.44 | 10.26 | 11.02 | 7.72 | 9.32 | 9.56 | +13 |
| <i>Total Vegetables other than potatoes</i> | 13.67 | 15.30 | 18.17 | 14.37 | 14.54 | 15.56 | +14 |
| FRUIT | | | | | | | |
| Fresh ⁷ | 15.69 | 12.38 | 19.57 | 21.74 | 13.11 | 16.69 | + 6 |
| Other ⁸ | 6.92 | 6.91 | 8.08 | 8.03 | 9.87 | 8.22 | +19 |
| <i>Total Fruit</i> ⁷ | 22.61 | 19.29 | 27.65 | 29.77 | 22.98 | 24.91 | +10 |
| CEREALS | | | | | | | |
| National bread | 14.75 | 14.65 | 14.72 | 15.08 | 14.52 | 14.74 | - 0 |
| White bread | 0.28 | 0.23 | 0.18 | 0.17 | 0.16 | 0.18 | -33 |
| Wholemeal bread | 0.94 | 0.79 | 0.86 | 0.80 | 0.80 | 0.81 | -13 |
| Other bread | 1.80 | 1.83 | 1.96 | 2.00 | 1.91 | 1.92 | + 7 |
| <i>Total Bread</i> ⁹ | 17.77 | 17.50 | 17.72 | 18.05 | 17.39 | 17.65 | - 1 |
| Flour | 3.73 | 3.82 | 3.68 | 3.18 | 3.71 | 3.60 | - 3 |
| Cakes ¹⁰ | 8.91 | 8.34 | 9.73 | 9.76 | 9.76 | 9.39 | + 5 |
| Biscuits | 8.42 | 8.30 | 8.62 | 8.72 | 8.96 | 8.65 | + 3 |
| Oatmeal and oat products | 0.86 | 1.29 | 0.64 | 0.50 | 1.18 | 0.90 | + 5 |
| Breakfast cereals | 2.25 | 2.02 | 2.56 | 2.85 | 2.38 | 2.45 | + 3 |
| Other | 3.04 | 3.10 | 3.40 | 3.63 | 3.29 | 3.36 | +11 |
| <i>Total Cereals</i> | 44.98 | 44.37 | 46.35 | 46.69 | 46.67 | 46.00 | + 2 |
| BEVERAGES | | | | | | | |
| Tea | 12.23 | 15.41 | 15.08 | 13.98 | 13.86 | 14.58 | +19 |
| Coffee | 1.95 | 2.51 | 2.06 | 1.94 | 2.25 | 2.19 | +12 |
| Cocoa | 0.56 | 0.79 | 0.56 | 0.46 | 0.62 | 0.61 | + 7 |
| Branded food drinks | 0.79 | 0.78 | 0.66 | 0.51 | 0.87 | 0.70 | -11 |
| <i>Total Beverages</i> | 15.53 | 19.49 | 18.36 | 16.89 | 17.60 | 18.08 | +16 |
| MISCELLANEOUS¹¹ | | | | | | | |
| <i>Total all Foods</i> | 283.40 (23s.7d.) | 296.72 (24s.9d.) | 312.02 (26s.0d.) | 308.70 (25s.9d.) | 314.85 (26s.3d.) | 308.07 (25s.8d.) | + 9 |

¹ Ration-type cheese.

² Other cheese.

³ Includes cooked and canned meats and meat products.

⁴ Includes smoked, dried and salted.

⁵ Includes cooked, canned and bottled fish and fish products.

⁶ Includes dried and canned vegetables, and vegetable products.

⁷ Includes tomatoes.

⁸ Includes dried, canned and bottled fruit.

⁹ Includes rolls, fruit bread and sandwiches.

¹⁰ Includes buns, scones, tea cakes, muffins and crumpets.

¹¹ Invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts and items on which expenditure only was recorded.

meat, the relatively low prices of all cuts led to a sudden surge of demand and the price of bacon then rose sharply. In spite of the warm weather and some consumer resistance, expenditure on bacon continued to rise until November, when the price reached 4s. 4d. per lb. More was spent on liver and other offals, corned meat and pork sausages than in the previous year, but slightly less on beef sausages. Expenditure on rabbits, game and other meats was only 0·14d. per head per week compared with 0·50d. in 1954, 0·92d. in 1953 and 1·62d. in 1952.

21. There was a general increase in expenditure on fish (except for fresh herrings), but cooked, canned and bottled fish accounted for most of the rise.

22. The average price of eggs, which probably did not fall below 3s. 11d. per dozen in the spring (though the May average is wanting), rose to 5s. 8d. per dozen by the end of the year. Expenditure increased from 1s. 3d. per head per week in February to 1s. 8½d. in December.

23. Expenditure on butter rose unsteadily from 11¾d. per head per week in January to 1s. 2d. in October, but fell to 1s. 1¼d. in December. The price varied around 3s. 10d. per lb until June and then fell to 3s. 7¾d. in August before rising to 4s. 2¾d. by the end of the year. Average expenditure on margarine remained within about a farthing of 6d. per head per week, and the average price scarcely moved from 1s. 8¾d. per lb, suggesting that brand preferences were firmly established.

24. Expenditure on sugar again increased while that on preserves fell slightly; this continued a movement which began after sugar was derationed. Sugar expenditure reached 9¾d. per head per week in July and remained above 9d. until December. The average price paid was about 7·7d. per lb during the first half of the year but then rose gradually to 8·3d. per lb by the end of the year.

25. The increase in expenditure on potatoes was wholly, and on "other" vegetables mainly, due to rising prices, but for fresh green vegetables and fruit most of the rise was attributable to increased supplies.

26. By the end of 1955, the progressive lowering of the extraction rate of National flour which followed the decontrol of the milling industry had made National bread scarcely distinguishable from white, although the latter was nearly 2½d. per lb dearer. Less was spent on flour but more on cakes, biscuits and other cereal foods.

27. The average price of tea, which had risen during 1954 from 5s. 0½d. to 6s. 9½d. per lb, reached 7s. 7½d. in February but fell back to 6s. 11d. in June and 6s. 7¼d. in August; it then remained steady until early in 1956. Expenditure followed the trend of prices. Expenditure on coffee and cocoa also increased because of higher prices, but that on branded food drinks declined, although prices showed little change.

28. Table 8 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 by housewives, compared with the corresponding quarters of 1954. The comparison has been made in this way in order to eliminate seasonal variations as far as possible, and so to indicate the underlying trend of prices. In order to allow for changes in the pattern of consumption between the two periods compared, the price index used is of the Fisher Ideal type, the geometric mean of a Laspeyres and a Paasche index, with weights appropriate to the earlier and the later periods respectively. The quantity index has been constructed by dividing the ratio of the expenditures in the two periods by the price index. The main object of this calcula-

TABLE 8
*Changes in Indices of Average Prices and Quantities Purchased
 Quarters of 1955 compared with corresponding Quarters of 1954
 (percentage change)*

| | Price | | | | | Quantity purchased | | | | |
|----------------------------------|-------------|-------------|-------------|-------------|--------------------|--------------------|-------------|-------------|-------------|--------------------|
| | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1955 on 1954 | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. | 1955 on 1954 |
| MILK AND MILK PRODUCTS | + 6 | +10 | + 6 | + 4 | + 7 | - 0 | + 0 | + 1 | + 1 | + 1 |
| MEAT | | | | | | | | | | |
| Carcase . . . | +14 | +13 | +10 | +12 | +12 | +14 | + 8 | - 7 | - 2 | + 3 |
| Bacon . . . | - 9 | -16 | + 4 | +19 | - 2 | - 1 | +13 | - 3 | - 7 | + 0 |
| Other . . . | + 6 | + 6 | + 8 | + 9 | + 7 | - 6 | + 2 | - 6 | + 5 | + 2 |
| All . . . | + 7 | + 5 | + 8 | +12 | + 8 | + 5 | + 7 | - 2 | - 1 | + 2 |
| FISH . . . | + 6 | + 3 | + 2 | + 3 | + 4 | +10 | + 5 | + 6 | +11 | + 8 |
| EGGS . . . | +16 | +23 | + 2 | + 3 | +11 | - 4 | - 3 | + 1 | + 2 | - 2 |
| FATS . . . | | | | | | | | | | |
| Butter . . . | +11 | - 3 | - 7 | + 7 | + 2 | +21 | + 9 | +10 | + 4 | +11 |
| Margarine . . . | +15 | + 6 | - 2 | - 2 | + 4 | - 0 | - 4 | - 7 | - 0 | - 3 |
| Other . . . | +16 | - 3 | -15 | -14 | - 4 | - 1 | - 3 | - 5 | + 4 | - 1 |
| All . . . | +13 | - 0 | - 7 | + 1 | + 1 | +10 | + 3 | + 3 | + 3 | + 5 |
| SUGAR . . . | - 1 | - 1 | + 5 | + 6 | + 2 | + 7 | + 5 | + 1 | + 3 | + 4 |
| PRESERVES . . . | - 1 | - 1 | + 4 | + 5 | + 2 | - 8 | - 4 | - 4 | + 0 | - 5 |
| VEGETABLES | | | | | | | | | | |
| Potatoes . . . | + 4 | + 6 | +53 | +39 | +22 | - 1 | + 6 | -10 | - 1 | - 3 |
| Fresh green . . . | +16 | - 6 | + 6 | +25 | + 6 | + 9 | +23 | - 1 | - 7 | + 8 |
| Other . . . | +16 | +14 | + 4 | + 3 | + 9 | - 0 | + 3 | + 6 | +10 | + 3 |
| All . . . | +11 | + 6 | +21 | +21 | +14 | + 1 | + 8 | - 2 | + 2 | + 2 |
| FRUIT | | | | | | | | | | |
| Fresh . . . | + 2 | + 4 | + 0 | + 6 | + 2 | - 1 | + 6 | + 6 | - 1 | + 4 |
| Other . . . | - 4 | - 2 | + 4 | + 4 | + 1 | +21 | +25 | +10 | +17 | +18 |
| All . . . | - 0 | + 2 | + 1 | + 5 | + 2 | + 6 | +11 | + 7 | + 6 | + 8 |
| CEREALS . . . | | | | | | | | | | |
| Bread . . . | + 1 | + 1 | + 2 | + 2 | + 1 | - 2 | - 1 | - 1 | - 4 | - 2 |
| Flour . . . | - 3 | - 1 | - 0 | + 2 | - 1 | - 4 | + 1 | -11 | + 3 | - 3 |
| Cakes and biscuits . . . | - 2 | - 2 | - 1 | + 1 | - 1 | - 1 | + 9 | + 8 | + 4 | + 5 |
| Other . . . | + 1 | + 2 | + 2 | + 3 | + 2 | + 1 | + 6 | +12 | + 8 | + 6 |
| All . . . | - 1 | - 0 | + 1 | + 2 | + 0 | - 2 | + 4 | + 3 | + 1 | + 2 |
| BEVERAGES | | | | | | | | | | |
| Tea . . . | +44 | +30 | +15 | + 1 | +21 | - 4 | - 1 | + 1 | - 0 | - 1 |
| Other . . . | +11 | +12 | + 3 | + 5 | + 9 | - 1 | - 4 | - 9 | + 5 | - 3 |
| All . . . | +35 | +26 | +12 | + 2 | +19 | - 3 | - 2 | - 1 | + 1 | - 2 |
| Miscellaneous ¹ . . . | - 2 | - 1 | - 1 | - 2 | - 1 | +17 | +11 | + 5 | +21 | +14 |
| All Foods ¹ . . . | +7.4 | +5.8 | +5.0 | +6.7 | +6.3 | +2.4 | +4.6 | +1.0 | +1.8 | +2.4 |

¹ Excludes a few miscellaneous items for which expenditure only was recorded.

tion is to ascertain how much of the 9 per cent increase (see Table 5) in domestic food expenditure between 1954 and 1955 was due to price increases and how far it represented a real improvement in the diet, in terms of consumer satisfaction, not of nutrient content.

29. Such an apportionment of the expenditure rise between price and "quantity," as defined above, presents some conceptual difficulty. When incomes rise more than prices, housewives tend to buy more expensive foods. Any increase in expenditure must, by the method of calculation used, be shown as associated with either a price or a quantity rise. Purchase of a more expensive variety of a particular food might appropriately be recorded in a third category, that is as a quality change. Conceptually, purchase of a more expensive variety indicates a rising standard of living, and if it has to be shown as either a price or a quantity change it should therefore be shown as a quantity change. In some circumstances, however, it is shown as a price change, because the Survey classification of foods cannot be indefinitely detailed. A shift to a dearer variety within the same kind of food, for example, Danish instead of New Zealand butter, appears as a price rise because the average price paid for the commodity butter has increased. A shift of demand from margarine to butter, on the other hand, is a change to a new kind of food, from one commodity to another; there is no change in the price of either margarine or butter and hence this is recorded as a quantity change and does not affect the price index. It seems, therefore, that with rising standards of living the method used may slightly exaggerate the price rise and correspondingly underestimate the "quantity" rise. With declining standards of living the fall in standard might similarly be somewhat underestimated. With an indefinitely detailed subdivision of foods, an improvement in the average quality of purchases would always be regarded as a replacement of some foods by others, and thus would raise the quantity but not the price index—as it should, since the former is intended to assess changes in the standard of purchases, as measured by consumer preference. With the classification of foods actually used, such an interpretation of the quantity index can only be approximate. Strictly speaking, this interpretation also presupposes free market conditions, since under rationing and price control a shift from rationed food to a more expensive alternative does not necessarily increase consumer satisfaction. As rationing did not end until the middle of 1954, the comparison given in Table 9 is on somewhat safer ground for the second half of the year than the first.

30. Table 8 indicates that in each quarter of 1955 the general level of food prices was from 5 to 7½ per cent higher than in the corresponding quarter of the previous year. In the first half of the year this was to be expected. In 1954 most fats had been subject to rationing and price control until May and meat until July, and the price of eggs had been unusually low from February to June. After the middle of the year these abnormal factors ceased to affect the comparison, but any prospect of greater stability was deferred by a further rise in meat prices, an upward trend in the price of bacon and especially by the much higher price of potatoes. In 1954 the price of potatoes of that year's crop had been little more than 2d. per lb from August onwards. Because of shortage of supplies the price of the 1955 crop, which was no longer controlled, did not fall below 3d. until September and continued near that level for the rest of the year. Further, in the last quarter fresh green vegetables, which had been relatively plentiful in the spring, were scarcer and dearer than a year before. Nevertheless the quantity index continued to register an upward trend, as it had done in every quarter since the end of 1952. The principal contributions to the increase of 2·4 per cent recorded for the year as a whole were from

“other” fruit (18 per cent), butter (11 per cent), fish and fresh green vegetables (each 8 per cent), and also from miscellaneous foods (14 per cent).

Consumption

31. Table 9 summarizes domestic consumption per head of the main foods during each quarter of the year and shows annual averages for 1954 and 1955. Tables showing consumption, expenditure and prices in more detail are given for all foods in Appendix B. The percentage changes shown in the last column of Table 9 differ somewhat from the corresponding changes in the quantity index in Table 8 partly because the latter is confined to purchases and takes no account of “free” supplies, and partly because the quantity index is affected by changes in the proportions of different foods within each group. Most of the movements shown in Table 9 are normal seasonal variations. The proportions of households buying each food during the survey week are shown in Table 1 of Appendix B; Table 1A gives quarterly percentages for the more important foods which exhibit a marked seasonal variation.

MILK, CHEESE, MEAT, FISH AND EGGS

32. Household consumption of liquid milk and the processed milks was almost exactly the same in 1955 as in the previous year, and exhibited the same seasonal variation. The absence of school milk during the summer holidays and the usual slight fall in purchases of liquid milk during the same period were partly offset by increased consumption of full cream unsweetened (evaporated) condensed milk. In spite of the great increase in liquid milk consumption since before the war, evaporated milk has gained ground, at the expense both of sweetened condensed milk (full cream and more particularly skimmed) and of cream, which has not recovered from its wartime prohibition and averaged only 0·01 pt. (or 0·23 oz.) per head per week.

33. Cheese consumption at 2·83 oz. per head per week was slightly less than in 1954, possibly because of the reduction in imports and some hardening in the prices of Cheddar cheese from the Commonwealth, which in turn tended to shift demand to other varieties and raise their prices.

34. The monthly estimates of consumption of carcase meat and bacon are of interest, as they provide the first evidence of a seasonal pattern of free demand. The sharp fall in consumption of fresh meat in July and August, which was not observed in 1954 following decontrol, was probably accentuated by price rises (though these were less marked than a year before) as well as by the onset of hot weather. Bacon consumption rose steeply until May or June and then fell sharply as prices rose, but tended to level off after August at around 4·9 oz. per head per week compared with 5·2 oz. a year before. Corned meat and other canned meat both had a marked and probably seasonal maximum in the third quarter. From June onwards pork sausages tended to lose ground to beef sausages and the price difference widened.

35. The consumption of fish (including shellfish), which had been steadily declining since 1952, averaged 6·0 oz. per head per week compared with 5·7 oz. in 1954. The increase arose largely from improved supplies of canned salmon and crab which became available early in the year and from increased domestic purchases of cooked fish (sales for consumption outside the home are not recorded). In the fourth quarter consumption of fresh fish was 3·9 oz. per head per week compared with only 3·5 oz. in the corresponding months of 1954. Fresh and processed herrings did not share in the general rise, the East Anglian fishing being poor.

TABLE 9
Domestic Food Consumption by All Households, 1955
(oz. per head per week except where otherwise stated)

| | 1954 | 1955 | | | | Yearly average | Per- centage change 1955 on 1954 |
|---|-------------------|--------------|--------------|--------------|--------------|-------------------|--|
| | Yearly average | Quarter | | | | | |
| | | 1 | 2 | 3 | 4 | | |
| MILK AND CREAM | | | | | | | |
| Liquid (full price) (pt.) | 4.01 | 4.01 | 4.02 | 3.98 | 4.05 | 4.02 | + 0 |
| Liquid (welfare and school) (pt.) | 0.80 | 0.83 | 0.79 | 0.75 | 0.77 | 0.79 | - 1 |
| All Liquid Milk (pt.) | 4.81 | 4.84 | 4.81 | 4.73 | 4.82 | 4.81 | 0 |
| Condensed (eq. pt.) | 0.15 | 0.14 | 0.15 | 0.19 | 0.15 | 0.16 | + 7 |
| Dried and other (pt. or eq. pt.) | 0.11 | 0.15 | 0.09 | 0.09 | 0.14 | 0.11 | +10 |
| Cream (pt.) | 0.01 | 0.01 | 0.02 | 0.01 | 0.01 | 0.01 | +26 |
| Total Milk and Cream | 5.08 | 5.14 | 5.07 | 5.02 | 5.12 | 5.09 | + 0 |
| CHEESE | | | | | | | |
| Excluding processed and packeted | 2.48 ¹ | 2.61 | 2.38 | 2.45 | 2.41 | 2.46 | n.a. |
| Processed and packeted | 0.42 ² | 0.30 | 0.36 | 0.45 | 0.36 | 0.37 | n.a. |
| Total Cheese | 2.90 | 2.91 | 2.74 | 2.90 | 2.77 | 2.83 | - 2 |
| MEAT | | | | | | | |
| Carcass | 17.61 | 19.13 | 18.85 | 16.69 | 18.23 | 18.23 | + 4 |
| Bacon and ham, uncooked | 5.33 | 5.29 | 6.04 | 5.20 | 4.87 | 5.35 | + 0 |
| Other ³ | 10.73 | 11.11 | 10.39 | 10.56 | 11.34 | 10.84 | + 1 |
| Total Meat | 33.67 | 35.53 | 35.28 | 32.45 | 34.44 | 34.42 | + 2 |
| FISH | | | | | | | |
| Fresh and processed ⁴ | 4.51 | 4.57 | 4.52 | 4.17 | 5.03 | 4.58 | + 2 |
| Prepared ⁵ | 1.17 | 1.37 | 1.41 | 1.44 | 1.29 | 1.37 | +17 |
| Total Fish | 5.68 | 5.94 | 5.93 | 5.61 | 6.32 | 5.95 | + 5 |
| EGGS (No.) | 4.26 | 4.34 | 4.55 | 4.01 | 3.86 | 4.19 | - 2 |
| FATS | | | | | | | |
| Butter | 4.09 | 4.25 | 4.44 | 4.74 | 4.46 | 4.47 | + 9 |
| Margarine | 4.81 | 4.78 | 4.63 | 4.54 | 4.75 | 4.68 | - 3 |
| Lard and compound cooking fat | 2.18 | 2.25 | 2.14 | 2.09 | 2.26 | 2.18 | - 0 |
| Other fats | 0.59 | 0.66 | 0.47 | 0.39 | 0.70 | 0.55 | - 5 |
| Total Fats | 11.67 | 11.94 | 11.68 | 11.76 | 12.17 | 11.88 | + 2 |
| SUGAR AND PRESERVES | | | | | | | |
| Sugar | 16.96 | 17.27 | 17.09 | 18.54 | 17.67 | 17.64 | + 4 |
| Honey, preserves, syrup and treacle | 4.17 | 4.19 | 4.28 | 3.72 | 4.14 | 4.09 | - 2 |
| Total Sugar & Preserves | 21.13 | 21.46 | 21.37 | 22.26 | 21.81 | 21.73 | + 3 |

TABLE 9—continued
(oz. per head per week except where otherwise stated)

| | 1954 | 1955 | | | | Yearly average | Percentage change 1955 on 1954 |
|---|----------------|---------|-------|-------|-------|----------------|--------------------------------|
| | Yearly average | Quarter | | | | | |
| | | 1 | 2 | 3 | 4 | | |
| VEGETABLES | | | | | | | |
| Potatoes, including chips and crisps | 63.24 | 68.35 | 58.30 | 53.20 | 64.78 | 61.17 | - 3 |
| Fresh green | 14.89 | 11.89 | 13.42 | 20.41 | 13.42 | 14.79 | - 1 |
| Other ⁶ | 15.52 | 17.86 | 13.91 | 13.47 | 18.22 | 15.87 | + 2 |
| <i>Total Vegetables other than potatoes</i> | 30.41 | 29.75 | 27.33 | 33.88 | 31.64 | 30.66 | + 1 |
| FRUIT⁷ | | | | | | | |
| Fresh | 19.96 | 16.50 | 21.00 | 26.68 | 18.38 | 20.65 | + 3 |
| Other ⁷ | 5.54 | 5.86 | 6.50 | 6.11 | 7.47 | 6.49 | +17 |
| <i>Total Fruit⁷</i> | 25.50 | 22.36 | 27.50 | 32.79 | 25.85 | 27.14 | + 6 |
| CEREALS | | | | | | | |
| National bread | 51.18 | 50.42 | 50.41 | 51.39 | 49.41 | 50.41 | - 2 |
| White bread | 0.63 | 0.56 | 0.40 | 0.40 | 0.37 | 0.43 | -32 |
| Wholemeal bread | 2.04 | 1.66 | 1.84 | 1.65 | 1.62 | 1.69 | -17 |
| Other bread | 2.43 | 2.54 | 2.71 | 2.59 | 2.56 | 2.60 | + 7 |
| <i>Total Bread⁸</i> | 56.28 | 55.18 | 55.36 | 56.03 | 53.96 | 55.13 | - 2 |
| Flour | 8.81 | 9.11 | 8.70 | 7.61 | 8.86 | 8.57 | - 3 |
| Cakes ¹⁰ | 5.29 | 5.05 | 5.92 | 5.69 | 5.57 | 5.56 | + 5 |
| Biscuits | 4.99 | 4.91 | 5.04 | 5.23 | 5.28 | 5.12 | + 3 |
| Oatmeal and oat products | 1.23 | 1.74 | 0.83 | 0.66 | 1.52 | 1.19 | - 3 |
| Breakfast cereals | 1.58 | 1.43 | 1.76 | 1.95 | 1.63 | 1.69 | + 7 |
| Other | 2.54 | 2.71 | 2.77 | 2.85 | 2.77 | 2.78 | + 9 |
| <i>Total Cereals</i> | 80.72 | 80.13 | 80.38 | 80.02 | 79.59 | 80.04 | - 1 |
| BEVERAGES | | | | | | | |
| Tea | 2.82 | 2.76 | 2.80 | 2.79 | 2.81 | 2.79 | - 1 |
| Coffee | 0.36 | 0.42 | 0.34 | 0.32 | 0.35 | 0.36 | + 2 |
| Cocoa | 0.22 | 0.27 | 0.18 | 0.16 | 0.22 | 0.21 | - 3 |
| Branded food drinks | 0.21 | 0.20 | 0.17 | 0.14 | 0.23 | 0.18 | -11 |
| <i>Total Beverages</i> | 3.61 | 3.65 | 3.49 | 3.41 | 3.61 | 3.54 | - 2 |
| MISCELLANEOUS¹¹ | | | | | | | |
| | 1.66 | 2.36 | 1.68 | 1.42 | 2.40 | 1.96 | +18 |

¹ Ration-type cheese.

² Other cheese.

³ Includes cooked and canned meats and meat products.

⁴ Includes smoked, dried and salted.

⁵ Includes cooked, canned and bottled fish and fish products.

⁶ Includes dried and canned vegetables, and vegetable products.

⁷ Includes tomatoes.

⁸ Includes dried, canned and bottled fruit.

⁹ Includes rolls, fruit bread and sandwiches.

¹⁰ Includes buns, scones, tea cakes, muffins and crumpets.

¹¹ Invalid and baby foods, spreads and dressings, soups and meat and vegetable extracts.

36. From January to April (and probably May)* consumption of shell eggs was somewhat lower than during the glut of 1954, but from August onwards it was slightly greater than a year before, in spite of higher prices.

FATS, SUGAR AND PRESERVES

37. Butter consumption rose from 4·1 oz. per head per week in January to 4·8 oz. in August as prices declined to the level before decontrol, but fell to 4·2 oz. in December as supplies decreased and prices hardened. Changes in consumption of margarine were smaller, but tended to offset those for butter. From June to October purchases of butter exceeded those of margarine for the first time since rationing ended. Consumption of lard and compound cooking fats, which were not satisfactorily distinguished by housewives, averaged 2·2 oz. per head per week and exhibited what is probably its normal seasonal pattern under free conditions, with a minimum in July. For other fats (mainly suet and dripping) the seasonal minimum occurred in August and was more pronounced. Total consumption of fats was somewhat greater than in 1954 and reached 12·2 oz. per head per week in the last quarter.

38. The consumption of sugar continued to increase in 1955 and averaged 17·6 oz. per head per week, with a seasonal maximum of 19·3 oz. in July, as against 17·0 oz. in 1954 (July peak 19·0 oz.). Consumption of preserves was nearly as great as in the previous year, with a seasonal trough coinciding with the peak in sugar consumption.

FRUIT AND VEGETABLES

39. In the first quarter of 1955, potato consumption was slightly greater than a year before. The interruption of the Survey fieldwork in May* coincided with a shortage of old potatoes, and the early English new potatoes were not available in any quantity until the end of the month. In June the domestic consumption of old potatoes was nearly as great as in June 1954, and the average price was only 2·6d. per lb. In July supplies of old potatoes were practically exhausted, and total potato consumption was only 47·7 oz. per head per week compared with 57·3 oz. a year before. The new season's crop realised 4·9d. per lb. compared with 2·8d. in July 1954, and for the rest of the year prices were 40–50 per cent higher than in the previous season. The effect on demand proved transient, and by the end of the year consumption, including purchases for stock, was running at only a little less than a year earlier; this, however, probably arose from consumers' anticipation of severe shortage early in 1956.

40. Consumption of cabbage varied between 9·4 oz. per head per week in June and 4·3 oz. in July and December, with a subsidiary peak of 7·7 oz. in October. Brussels sprouts were more plentiful than in 1954 in the spring but not in the autumn. Consumption of leafy salads rose to 3·5 oz. per head per week in July, compared with 2·9 oz. a year before. July was also the peak month for fresh peas and beans, with consumption rising to 15·0 oz. per head per week at 6½d. per lb. Purchases of quick-frozen legumes were greatest (about 0·25 oz. per head per week) between March and June but continued higher than in previous years.

41. The average consumption of carrots fell from 4·0 oz. per head per week in January to 1·4 oz. in June and rose to 4·4 oz. in November. The seasonal variation in onions, shallots and leeks was similar but not so wide: from 4·1 oz. in February to 2·1 oz. in July and back to 4·2 oz. in November. Purchases of dried pulses were

* See Appendix A, paragraph 2.

steady at about 0.9 oz. per head per week in the early months of the year, but fell to 0.3 oz. in July and August. Consumption of canned peas rose steadily from 2.8 oz. per head per week in January to 3.7 oz. in June, fell sharply when fresh peas became available and then levelled off at 2.6 oz. The seasonal variation in canned beans was much smaller, the extremes being 2.2 oz. in March and September, and 1.7 oz. in July.

42. During the latter part of 1955 both green and root vegetables were decidedly superior in quality to those obtainable earlier in the year, and the cost to the consumer of vegetables of equivalent quality was actually reduced. Such changes in quality are difficult to measure, but their occurrence should always be borne in mind in interpreting Survey averages; they may also be of nutritional significance, in that with vegetables of good quality the wastage is much smaller.

43. Changes in consumption of fresh fruit were mostly slight. Tomatoes were more plentiful but stone and soft fruit scarcer in 1955. The quantities of canned and bottled fruit were uniformly greater than a year before, with a maximum in August, probably not for immediate consumption, although this assumption is made in the nutritional calculations.

CEREALS

44. There was a further slight decline in the consumption of bread. National bread continued to constitute about 92 per cent of the total, wholemeal and similar proprietary breads 3 per cent, white bread under 1 per cent, malt bread under $\frac{1}{2}$ per cent and other bread about 4 per cent. National milk bread, containing skimmed milk powder, was introduced on February 20th, and during the last three quarters of the year averaged 0.6 oz. per head per week, or little more than 1 per cent of all National bread. Any unsubsidized milk bread is included in "other bread." More cakes were purchased than in 1954, but fewer buns; less oatmeal and oat products, but more of other breakfast cereals, especially in the summer months.

BEVERAGES AND MISCELLANEOUS FOODS

45. As tea prices rose to their peak, there was some slight consumer resistance, consumption falling to 2.69 oz. per head per week in February. For the rest of the year the average fluctuated with diminishing amplitude about 2.80 oz.

46. Purchases of canned soups were uniformly greater than in 1954, except during the hot months of July and August; the average for the year was 1.44 oz. per head per week compared with 1.16 oz. The seasonal trend was similar for the small quantities of dehydrated and powdered soups purchased.

Energy Value and Nutrient Content

47. The energy value and nutrient content of the household diet in 1955 was calculated by the method described in *The Urban Working-Class Household Diet, 1940 to 1949**. The only major change in the procedure was that, as in the report for 1954, the nutritive values of flour and bread were estimated using analyses of flour made by the Government Chemist for the National Flour Survey. The figures shown in Table 10 represent the nutritive value of the edible portion of food purchased or obtained "free" for consumption at home or packed meals carried and eaten away from home. As in previous reports, other food eaten outside the home is not included, nor are sweets, soft or alcoholic drinks, fish liver oil or vitamin

* First Report of the National Food Survey Committee. H.M.S.O., 1951, paragraph 117.

tablets, whether proprietary or welfare. In calculating the nutritive value of the diet, no allowance has been made for kitchen or plate wastage, but the figures for vitamin B₁ and C have been adjusted to allow for cooking losses, in accordance with the recommendations of the Medical Research Council.*

48. Table 10 shows the quarterly averages for all households during 1955 and the yearly averages for 1952-1955. The yearly averages for 1955 were equal to or slightly greater than those for 1954 for energy value and all nutrients, except the vitamins of the B complex, but the only increase exceeding 2 per cent was that for vitamin A (7 per cent) which arose mainly from the increased fortification of margarine after decontrol.† These small rises in the average nutritive value of the household diet can be accounted for by slightly increased consumption of a large number of foods. The decreases (from 1 to 3 per cent) in the averages for the B vitamins were mainly attributable to the reduced amounts of these vitamins present in flour and bread.

49. The most interesting trends between 1952 and 1955 are the continuous rise in the amounts of animal protein, fat, carbohydrate, iron and vitamin A in the average diet; the total protein and calcium remained remarkably constant throughout these years. After 1953 there was some decrease in the vitamin B₁, nicotinic acid and vitamin C content of the diet. Between 1952, when many foods were rationed, and 1955, the first full year after decontrol, the energy value increased by 8 per cent, animal protein by 11 per cent, fat by 14 per cent, carbohydrate by 6 per cent and vitamin A by 8 per cent; while vitamins B₁, C and D decreased by between 3 and 4 per cent. For the remaining nutrients the average values either remained unchanged or rose by less than 2 per cent.

TABLE 10
Energy Value and Nutrient Content of Domestic Food Consumption
All Households, 1952-55
(per head per day)

| | 1952 Yearly average | 1953 Yearly average | 1954 Yearly average | 1955 Yearly average | 1955 | | | |
|------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | | | | | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. |
| Energy value (Cal.) | 2,447 | 2,520 | 2,626 | 2,641 | 2,664 | 2,634 | 2,600 | 2,667 |
| Total protein (g.) | 77 | 78 | 77 | 77 | 78 | 77 | 75 | 77 |
| Animal protein (g.) | 38 | 40 | 41 | 42 | 43 | 42 | 41 | 42 |
| Fat (g.) | 94 | 101 | 107 | 107 | 108 | 108 | 105 | 109 |
| Carbohydrate (g.) | 324 | 325 | 340 | 342 | 344 | 338 | 339 | 345 |
| Calcium (mg.) | 1043 | 1040 | 1034 | 1044 | 1054 | 1047 | 1027 | 1046 |
| Iron (mg.) | 13.0 | 13.3 | 13.4 | 13.5 | 13.6 | 13.4 | 13.3 | 13.6 |
| Vitamin A (i.u.) | 3551 | 3836 | 3911 | 4199 | 4136 | 4098 | 4091 | 4472 |
| Vitamin B ₁ (mg.) | 1.28 | 1.31 | 1.28 | 1.24 | 1.27 | 1.25 | 1.22 | 1.22 |
| Riboflavin (mg.) | 1.64 | 1.66 | 1.67 | 1.65 | 1.69 | 1.65 | 1.61 | 1.66 |
| Nicotinic acid (mg.) | 12.9 | 13.3 | 13.3 | 13.1 | 13.7 | 13.0 | 12.7 | 13.1 |
| Vitamin C (mg.) | 53 | 53 | 50 | 51 | 41 | 47 | 67 | 47 |
| Vitamin D (i.u.) | 148 | 139 | 144 | 144 | 149 | 139 | 140 | 148 |

* *Nutritive Value of Wartime Foods*. Medical Research Council War Memorandum No. 14.

† See Statutory Instrument No. 613, 1954.

50. The quarterly averages shown in Table 10 were all within 3 per cent of the yearly average values except for vitamins A and C and nicotinic acid. The variation from 20 per cent below the yearly average in the first quarter to 31 per cent above in the third in vitamin C arose from the usual seasonal changes in the consumption of fruits and vegetables and in the vitamin C content of potatoes. The increase in vitamin A in the fourth quarter to 7 per cent above the yearly average arose mainly from an increased intake from carrots, which have a higher carotene content at that time of year. The greater consumption of carcass meat, potatoes and flour in the first quarter accounts for the high value found for nicotinic acid (5 per cent above the yearly average). Between 1952 and 1955 the average energy value and the protein and fat content of the household diet were always highest during the two winter quarters. In 1953 and 1954 the highest values for most of the vitamins were recorded in the third quarter, but in 1955 the values for nearly all nutrients, except of course vitamin C, were low in the third quarter.

51. Table 11 gives figures illustrating the adequacy of the average household diet for the four quarters by comparison with allowances based on the scale of dietary requirements recommended by the British Medical Association.* In this comparison adjustments have been made for meals taken outside the home,† and a further adjustment of 10 per cent has been applied to allow for plate and other wastage or spoilage of edible food,‡ and also for food bought for human consumption and given to domestic pets. Only in tables relating to the adequacy of the diet has this 10 per cent been deducted. In interpreting the percentages in Table 11, and in similar tables, it is important to bear in mind that there will be wide variation in wastage in different groups and that the 10 per cent is nothing more than a crude approximation. It is also important to appreciate the nature of the estimates of nutritional requirements on which the percentages are based. Before making their recommendations, the Committee on Nutrition of the British Medical Association reviewed an extensive literature dealing with the nutritional requirements of man. They believed that the allowances recommended were "sufficient to establish and maintain a good nutritional state in representative individuals of the groups concerned," but they "recognized that in every group there must be cases where the need for one or other nutrient is greater than . . . the average." The Committee drew particular attention to the need for more detailed information on the wide range of energy requirements within groups of the population, divided according to age, sex or occupation, but stated expressly that they did not wish to cast serious doubt on calorie estimates which had been widely and successfully used to calculate the needs of large groups of people: they merely warned that such estimates lack precision. They considered that average protein requirements of groups of individuals could not be assessed with any certainty and fell back on recommending relationships between energy and protein intakes, believing that such a system "will prove a safe, practical guide in studying and appraising food consumption and diet in the United Kingdom." They also suggested desirable relationships between energy and fat intake. They found "no little difficulty" in reaching a decision on the desirable intake of calcium, pointing out that although there was growing evidence that the human body readily adapts itself to low calcium intakes, there was not sufficient quantitative data on the maintenance

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

† *Domestic Food Consumption and Expenditure, 1952*: Appendix B, paragraph 2, H.M.S.O., 1954.

‡ *Domestic Food Consumption and Expenditure, 1950*: paragraph 98. H.M.S.O., 1952.

of "good calcium balances on relatively low intakes" to justify lower recommendations than those made. The only opinion they expressed on iron was that much remained to be discovered about the iron requirements of the human body. For most of the vitamins they thought that more information was needed before firm recommendations could be made, though for vitamin C they were emphatic in stating that they did not think necessary the large "recommended allowances" of 75-100 mg. daily advocated by the National Research Council of the United States of America. This is a matter on which there is still marked difference of scientific opinion.

TABLE II

Comparison of Energy Value and Nutrient Content of Domestic Food Consumption with Allowances based on the British Medical Association's Recommendations All Households, 1952-55 (per cent)

| | 1952 Yearly average | 1953 Yearly average | 1954 Yearly average | 1955 Yearly average | 1955 | | | |
|----------------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | | | | | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. |
| Energy value | 99 | 101 | 105 | 105 | 107 | 104 | 102 | 106 |
| Total protein | 104 | 105 | 103 | 103 | 106 | 103 | 99 | 104 |
| Calcium | 108 | 108 | 107 | 108 | 110 | 109 | 105 | 109 |
| Iron | 106 | 107 | 108 | 109 | 111 | 108 | 106 | 110 |
| Vitamin A | 148 | 160 | 164 | 176 | 174 | 171 | 171 | 187 |
| Vitamin B ₁ | 131 | 132 | 129 | 124 | 129 | 125 | 121 | 123 |
| Riboflavin | 109 | 110 | 109 | 108 | 112 | 108 | 104 | 109 |
| Nicotinic acid | 131 | 135 | 134 | 131 | 138 | 130 | 126 | 132 |
| Vitamin C ¹ | 244 | 242 | 229 | 231 | 186 | 215 | 303 | 217 |

¹ 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, 20, 30, 40 and 53.

52. The average household diet was of adequate nutritional value throughout the year; the lowest estimate in Table II is 99 per cent for protein in the third quarter. The yearly averages in 1955 were the same as in 1954 for energy value and protein, slightly higher for calcium, iron and vitamins A and C, and lower for the vitamin B complex; comparison with corresponding quarters of 1954 shows that the decreases in the percentages for the vitamins of the B group arose entirely from the second half of the year. In the first and second quarters of 1955 nearly all the percentages were either equal to or greater than those found a year before, and, except for the vitamin B group, in the fourth quarter also; but, in the third quarter all percentages except that for calcium were lower than in the corresponding period of 1954. As in earlier years, the greatest variation between quarters was found for vitamin C, though it was rather less marked than in 1954.

53. The proportions of the total energy value derived from protein, fat and carbohydrate were almost the same as in 1954 (Table 12) so that, compared with earlier years, the increase in the proportion from fat and the decrease from both protein and carbohydrate were maintained. Although the proportions from the three sources

remained relatively constant throughout the year, there was a slight rise in the proportion from carbohydrate in the third quarters of both 1954 and 1955, probably because the derationing of sugar permitted an increase in its consumption during the months when fruit was most plentiful. The proportion of protein derived from animal foods was greater each quarter of 1955 than in the corresponding quarter of 1954. Although during the years 1952-55 the contribution of protein to the energy value of the diet fell, the percentage of the total protein obtained from animal sources increased steadily, with a corresponding gain in palatability of the diet as a whole.

TABLE 12
 Percentage of Energy Value derived from Protein, Fat and Carbohydrate
 All Households, 1952-55
 (per cent)

| | 1952 Yearly average | 1953 Yearly average | 1954 Yearly average | 1955 Yearly average | 1955 | | | |
|---|---------------------------|---------------------------|---------------------------|---------------------------|-------------|-------------|-------------|-------------|
| | | | | | 1st Qtr. | 2nd Qtr. | 3rd Qtr. | 4th Qtr. |
| Protein . . . | 12.6 | 12.4 | 11.7 | 11.6 | 11.8 | 11.7 | 11.6 | 11.6 |
| Fat | 34.5 | 36.0 | 36.5 | 36.6 | 36.6 | 37.0 | 36.3 | 36.7 |
| Carbohydrate . | 52.9 | 51.6 | 51.8 | 51.7 | 51.7 | 51.3 | 52.2 | 51.8 |
| Total energy value | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Animal protein as percentage of total protein . | 48.6 | 51.1 | 53.9 | 54.5 | 54.4 | 54.9 | 54.0 | 54.4 |

IV

Household Diets of Social Classes

Classification

54. As in previous years, the definition of social class was based on the gross weekly income of the head of the household, the income ranges employed being those used in 1954, with points of subdivision at £6, £9, £15 and £24 per week. Information on income was usually obtained directly from the housewife, but sometimes had to be imputed from occupation. In a few cases, the type of dwelling and other amenities were taken into account.

55. Households in Class D, in which the income of the head was under £6 per week, were again divided into three groups, one of which consisted of households whose head was an old age pensioner and whose sole or main source of income consisted of one or more contributory or non-contributory old age pensions (including the pension of a widow over 60 years of age). The remaining households in this class were subdivided into those containing one or more earners (Class D₁) and those with no earner (Class D₂). The former group contained not only those highly vulnerable households whose head supported the family on earnings of less than £6 per week, but also many families in which the head was retired but one or more younger members were in normal employment; such households were largely protected from the effect of price increases by the general upward trend in earnings, and in many of them the total family income was sufficient to support a standard of living characteristic of a higher social class. An experimental re-classification of Class D₁ confirms that the level of food expenditure tends to be associated with the income of the principal earner, even when he or she is not regarded as the head of the household. Thus this class contains a number of households which could appropriately be transferred to Class C, B or even A. The definition of Class D₁ is to be modified in the 1956 analyses to give effect to this finding. At the same time, the income grades will be revised to take account of the general increase in money incomes, which has shifted many households into a higher income group without altering their way of life. It is proposed in future to review the definitions annually.

Expenditure and Consumption

56. Table 13 gives the average domestic food expenditure per head and per household for each social class, with some demographic information.

57. As in 1954, the average number of adults per household was greatest in Classes A₁ and D₁, and the number of children in Class B. All the classes containing earners included a substantial proportion of men in non-sedentary occupations; expressed as a proportion of the number of adult males under 65, the figure ranged from 14 per cent in Class A₁ to 76 per cent in Class C. The proportion of non-sedentary workers whose work was classified as active or very active was higher in Class A than in the other classes, but although a few of the heavy manual workers had reached Class A₁, it remained the only group with essentially middle-class characteristics.

58. All classes spent more on food than in 1954, although in old age pensioner households the increase was small. In terms of expenditure per person the per-

TABLE 13
Food Expenditure and Social Class Distribution of Households, 1955

| | Social Class | | | | | | | | | All households |
|---|--------------|---------|-------------|-------------------|----------------------|------------------|-------|-------|--------|----------------|
| | A | | | B | C | D | | | O.A.P. | |
| | A1 | A2 | All | | | excluding O.A.P. | | | | |
| | | | | with earners (D1) | without earners (D2) | | | | | |
| Gross weekly income of head of household . | £24 or more | £15-£24 | £15 or more | £9-£15 | £6-£9 | Under £6 | | | | |
| No. of households . | 265 | 787 | 1,052 | 3,883 | 2,865 | 1,426 | 406 | 821 | 10,453 | |
| No. of persons . | 946 | 2,767 | 3,713 | 13,742 | 9,723 | 4,277 | 699 | 1,227 | 33,381 | |
| Percentage of households | | | | | | | | | | |
| 1953 | 2.8 | 3.1 | 5.9 | 23.4 | 39.5 | 18.9 | 5.3 | 7.1 | 100.0 | |
| 1954 | 2.2 | 5.7 | 8.0 | 30.2 | 35.2 | 15.0 | 4.3 | 7.3 | 100.0 | |
| 1955 | 2.5 | 7.5 | 10.1 | 37.1 | 27.4 | 13.6 | 3.9 | 7.9 | 100.0 | |
| Average size of household | | | | | | | | | | |
| 1953 | n.a. | n.a. | 3.43 | 3.56 | 3.55 | 3.11 | 1.82 | 1.53 | 3.23 | |
| 1954 | 3.44 | 3.31 | 3.35 | 3.59 | 3.52 | 3.08 | 1.84 | 1.52 | 3.24 | |
| 1955 | 3.57 | 3.52 | 3.53 | 3.54 | 3.39 | 3.00 | 1.72 | 1.49 | 3.19 | |
| Average no. of adults . | 2.37 | 2.20 | 2.25 | 2.20 | 2.20 | 2.35 | 1.59 | 1.47 | 2.14 | |
| Average no. of children under 15 . | 0.99 | 1.06 | 1.05 | 1.09 | 0.94 | 0.43 | 0.12 | 0.02 | 0.83 | |
| Percentage of adult males under 65 in non-sedentary occupations . | 14 | 36 | 31 | 64 | 76 | 56 | — | — | 62 | |
| Food expenditure per week | | | | | | | | | | |
| Per person | 32 3 | 28 0 | 29 1 | 26 0 | 24 9 | 25 2 | 25 5 | 22 4 | 25 8 | |
| Per household | 115 2 | 98 7 | 102 7 | 91 11 | 83 9 | 75 6 | 43 9 | 33 3 | 81 11 | |
| Percentage change in expenditure compared with 1954 | | | | | | | | | | |
| Per person | +10.5 | + 4.5 | + 5.9 | + 7.3 | + 8.4 | +10.0 | +11.9 | + 2.8 | + 8.7 | |
| Per household | +14.6 | +11.1 | +11.6 | + 5.8 | + 4.4 | + 7.1 | + 4.6 | + 0.8 | + 7.0 | |

centage rise was greatest in Class D2 households, the average size of which fell, but was nearly as great in Classes A1 and D1. The comparatively small increase in expenditure per head in Class A2 may be partly explained by the increased number of children in this income group. Percentage changes in expenditure per household were more regular than those per person, ranging from 14½ per cent in Class A1 to under 1 per cent in old age pensioner households. The range in food expenditure per head remained very narrow, partly no doubt because some of the more affluent housewives were unwilling, and some of the more aged and infirm unable, to participate in the survey.

59. The comparison with the preceding year is, however, not strictly valid as the definition of the classes was not revised in 1955 to keep pace with the rise in money incomes. To determine whether class differences in domestic food expenditure had

really widened since 1952, an alternative method of analysis was applied to eleven of the more common types of household, namely older and younger childless couples, households of one woman living alone, two women, two women and one man, one woman and two men, and one man and one woman with one, two or three children,* one adolescent or one adolescent and one child. These accounted in all for some 70 per cent of all households and 60 per cent of persons; though not fully representative, there is no indication that the inclusion of the more complex household types would materially alter the conclusions. The households of each type in each year were ranged in order of declared family income, and the median and upper and lower quartiles were determined for each year; there was a small residual group of households which had not declared their family income. The four income groups thus determined for each household type were then combined for all the eleven types in each year. Over the four years considered the demographic composition of each of the four equal groups thus defined varied only slightly. The proportion of earners naturally increased with the total family income, ranging in 1952 from 28 per cent in households below the lower quartile (group IV) to 47 per cent above the upper quartile (group I), in 1955 from 29 to 55 per cent.

60. In Table 14 the average domestic food expenditure and declared family income per head in each of the four groups defined above is expressed as a percentage of the average expenditure and family income for all households of the selected types who stated their total income, and also as a percentage of the corresponding averages in the year 1952.

TABLE 14
Average Domestic Food Expenditure and Declared Family Income per head, 1952-55
(Group I, above upper quartile; II, upper quartile to median;
III, median to lower quartile; IV, below lower quartile)

| Income Group | Domestic food expenditure per head | | | | Declared family income per head | | | | | |
|-------------------------------|--|-----|-----|-----|---------------------------------|-----|-----|-----|-----|----------------|
| | I | II | III | IV | I - IV | I | II | III | IV | I - IV |
| <i>Average household size</i> | <i>(As percentage of values for all households of selected types in each year)</i> | | | | | | | | | |
| 1952 2.77 | 114 | 103 | 96 | 87 | 100 (=21s. 6d.) | 153 | 103 | 82 | 62 | 100 (=59s.) |
| 1953 2.73 | 112 | 104 | 97 | 87 | 100 | 150 | 104 | 84 | 62 | 100 |
| 1954 2.75 | 112 | 104 | 96 | 87 | 100 | 153 | 104 | 83 | 60 | 100 |
| 1955 2.73 | 113 | 104 | 97 | 86 | 100 | 152 | 104 | 83 | 60 | 100 |
| | <i>(As percentage of corresponding values in 1952)</i> | | | | | | | | | |
| 1952 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| 1953 | 108 | 111 | 112 | 111 | 110 | 108 | 112 | 112 | 110 | 110 |
| 1954 | 114 | 116 | 116 | 115 | 115 | 117 | 119 | 118 | 115 | 118 |
| 1955 | 124 | 126 | 126 | 124 | 125 | 127 | 129 | 129 | 125 | 128 |

* In 1952 and 1953, "children" became "adolescents" on their fourteenth birthday; subsequently, on their fifteenth. The change in definition has little effect on the analysis.

61. Table 14 indicates that, in households of given composition, there has been virtually no widening since 1952 of differences in food expenditure attributable to differences in family income, when allowance is made for the fall in the value of money. This conclusion is not invalidated by the known propensity of informants to understate family incomes, since the definition of the four income groups depends only on the ranking of incomes in each year, not on their absolute magnitude. The finding is in striking contrast to the widening of differences associated with family size. Thus, younger childless couples increased their average food expenditure by 27 per cent between 1952 and 1955, and older couples by 31 per cent, but for couples with one, two, three and four or more children the increases were only 24, 20, 21 and 15 per cent respectively.

62. The regression coefficient of the logarithm of mean food expenditure per head on the logarithm of mean family income per head for a sample of households of given composition is an estimate of the income elasticity of total domestic food expenditure. The estimate obtained from the selected types of household in 1955 is 0.30, so that, on the average, households of similar composition which differed in declared family income by 10 per cent differed in food expenditure by 3 per cent. Corresponding figures for the three years 1952-54 were 0.30, 0.29 and 0.28. Table 15 gives estimates for each of the eleven selected household types. The low income elasticity found for younger childless couples suggests that they were nearest to the satiety level, but in this group the elasticity of domestic food expenditure was much reduced by the incidence of outside meals.

63. The calculations on the 1955 family income groups have been extended to provide estimates of the income elasticity of expenditure on most individual foods and groups of foods. The reliability of the results, which are given in Appendix B, Table 1, varies with the food, but approximate estimates of their standard errors can be obtained by multiplying the appropriate coefficients of variation of expenditure per person by 0.0004. However, understatement of family income is known to be relatively greater among households with higher incomes, so that all absolute values of income elasticity derived from declared incomes are probably on the high side.

TABLE 15
Estimated Income Elasticity of Domestic Food Expenditure

| Type of Household | 1952 | 1953 | 1954 | 1955 | 1952-55 |
|---|------|------|------|------|---------|
| One man, one woman and: | | | | | |
| No other (both under 55) | 0.18 | 0.13 | 0.12 | 0.16 | 0.15 |
| No other (one or both 55 or over) | 0.33 | 0.32 | 0.33 | 0.36 | 0.33 |
| 1 child | 0.29 | 0.28 | 0.24 | 0.24 | 0.26 |
| 2 children | 0.30 | 0.28 | 0.29 | 0.28 | 0.29 |
| 3 children | 0.33 | 0.29 | 0.39 | 0.29 | 0.33 |
| 1 adolescent | 0.27 | 0.25 | 0.30 | 0.28 | 0.27 |
| 1 child and 1 adolescent | 0.33 | 0.30 | 0.20 | 0.31 | 0.29 |
| One woman only | 0.31 | 0.33 | 0.25 | 0.32 | 0.30 |
| Two women | 0.25 | 0.32 | 0.28 | 0.34 | 0.30 |
| One man, two women | 0.35 | 0.32 | 0.29 | 0.32 | 0.32 |
| Two men, one woman | 0.25 | 0.33 | 0.32 | 0.38 | 0.34 |
| <i>All above households (weighted average).</i> | 0.30 | 0.29 | 0.28 | 0.30 | 0.29 |

64. The average food expenditure and value of food obtained for domestic consumption by households of different social class are shown for each quarter of the year in Table 16. The value of free supplies was greatest in Class A1, and rather less in Class B than in Class C, which included most of the agricultural workers. For all classes, the maximum expenditure and value of consumption occurred in the third or fourth quarter.

65. As 1955 was the first full year after the removal of price controls other than those on milk, potatoes and bread, the opportunity has been taken to examine the extent to which different classes paid different prices for the same commodities, presumably because of differences in quality or service. The national average purchases of each food distinguished by the Survey have been costed for each class at the average price paid by that class, and the aggregate cost has been expressed in Table 16 as a percentage of the national average domestic food expenditure. For food as a whole, the average level of prices ranged from 8 per cent above the national average in Class A1 to 4 per cent below in old age pensioner households. For particular food groups, price variations between classes tended to follow the same pattern as that found for all food, differences being greatest for fresh meat, fish, beverages other than tea and the heterogeneous residual group of foods. For bread, butter and margarine the price gradient was inappreciable, and for flour it was reversed, prices being lowest in Class A1. The average price of the energy value of the diet (pence per calorie) is also expressed as an index in Table 16; it ranged from 28 per cent above the national average in Class A1 to 8 per cent below in old age pensioner households. This 'price of energy' index shows wider class differences than the index of food prices, but the two differ in that the average cost *per calorie* is affected by differences in the pattern of diet, while the food price index has been determined by reference to a standard diet, namely that of all households in the sample.

66. Details of class differences in food expenditure and consumption are given in Tables 17 and 18, which may be compared with Tables 29 and 30 in the Report for 1954. For nearly all the main foods, class differences in both expenditure and consumption conformed to one of four patterns:

Maximum in Class A1, minimum in old age pensioner households:

dried milk, cream, processed and packeted cheese; carcase meat (expenditure), bacon, other meat; eggs; "other" fats (expenditure); fresh green and other vegetables, fresh and other fruit.

Maximum in Class A1, minimum in Class B, C, or D1:

liquid milk, natural cheese; carcase meat (consumption), fresh and processed fish; butter; wholemeal and other bread.

Maximum in Class B, C or D1, minimum in Class A1 or old age pensioner households:

prepared fish; margarine, lard and compound cooking fats; potatoes; national bread, cakes.

Maximum in Class D2 or old age pensioner households, minimum in Class B, C or D1:

sugar (expenditure), preserves; flour, white bread, oatmeal.

The patterns for food consumption per head were closely similar to those for expenditure, the effect of price differences being small and for some foods partly offset by the incidence of free supplies. Class C had the lowest average consumption of carcase meat, but old age pensioner households, who bought cheaper cuts, showed the lowest expenditure. For other fats (mainly suet and dripping) expenditure was

TABLE 17
Domestic Food Expenditure by Social Class, 1955
(pence per head per week)

| | Social Class | | | | | | | | All households |
|--|---------------|--------------|--------------|-------------------|----------------------|------------------|--------------|--------------|----------------|
| | A | | | B | C | D | | | |
| | A1 | A2 | All | | | Excluding O.A.P. | O.A.P. | | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| MILK | | | | | | | | | |
| Liquid, retail | 35.63 | 30.42 | 31.76 | 26.75 | 24.96 | 28.44 | 34.33 | 33.54 | 27.39 |
| Liquid, welfare and school | 0.98 | 1.27 | 1.20 | 1.29 | 1.06 | 0.49 | 0.20 | 0.01 | 1.04 |
| <i>All Liquid Milk</i> | <i>36.61</i> | <i>31.69</i> | <i>32.96</i> | <i>28.04</i> | <i>26.02</i> | <i>28.93</i> | <i>34.53</i> | <i>33.55</i> | <i>28.43</i> |
| Condensed | 0.80 | 1.07 | 1.01 | 1.28 | 1.22 | 1.17 | 1.42 | 1.15 | 1.22 |
| Dried and other | 0.73 | 0.38 | 0.48 | 0.53 | 0.36 | 0.17 | 0.02 | 0.02 | 0.39 |
| Cream | 3.29 | 1.37 | 1.86 | 0.73 | 0.60 | 0.53 | 0.25 | 0.20 | 0.75 |
| <i>Total Milk and Cream</i> | <i>41.43</i> | <i>34.51</i> | <i>36.31</i> | <i>30.58</i> | <i>28.20</i> | <i>30.80</i> | <i>36.22</i> | <i>34.92</i> | <i>30.79</i> |
| CHEESE | | | | | | | | | |
| Excluding processed and packeted | 6.23 | 4.86 | 5.19 | 4.54 | 4.63 | 4.61 | 5.26 | 4.99 | 4.68 |
| Processed and packeted | 1.65 | 1.21 | 1.33 | 1.26 | 1.16 | 1.00 | 1.07 | 0.96 | 1.19 |
| <i>Total Cheese</i> | <i>7.88</i> | <i>6.07</i> | <i>6.52</i> | <i>5.80</i> | <i>5.79</i> | <i>5.61</i> | <i>6.33</i> | <i>5.95</i> | <i>5.87</i> |
| MEAT | | | | | | | | | |
| Carcase | 61.65 | 48.21 | 51.53 | 44.64 | 42.40 | 45.19 | 43.87 | 40.96 | 44.57 |
| Bacon and ham, uncooked | 18.38 | 15.38 | 16.12 | 14.21 | 13.85 | 14.86 | 13.99 | 12.46 | 14.30 |
| Other meat ¹ | 36.65 | 26.79 | 28.02 | 26.10 | 26.33 | 25.50 | 22.57 | 16.66 | 25.84 |
| <i>Total Meat</i> | <i>111.68</i> | <i>90.38</i> | <i>95.67</i> | <i>84.95</i> | <i>82.58</i> | <i>85.55</i> | <i>80.43</i> | <i>70.08</i> | <i>84.71</i> |
| FISH | | | | | | | | | |
| Fresh and processed ² | 15.48 | 8.83 | 10.50 | 7.13 | 6.46 | 7.23 | 9.87 | 7.78 | 7.38 |
| Prepared ³ | 3.43 | 3.52 | 3.49 | 4.10 | 4.01 | 4.26 | 3.37 | 2.41 | 3.93 |
| <i>Total Fish</i> | <i>18.91</i> | <i>12.35</i> | <i>13.99</i> | <i>11.23</i> | <i>10.47</i> | <i>11.49</i> | <i>13.24</i> | <i>10.19</i> | <i>11.31</i> |
| EGGS | 20.66 | 18.49 | 19.10 | 18.25 | 16.36 | 16.48 | 17.14 | 13.92 | 17.35 |

TABLE 17 continued
(pence per head per week)

| | Social 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) | | | | |
| FATS | | | | | | | | | |
| Butter | 17·71 | 15·08 | 15·68 | 12·91 | 11·81 | 12·55 | 14·40 | 13·88 | 12·90 |
| Margarine | 5·78 | 5·46 | 5·56 | 6·00 | 6·42 | 6·08 | 5·29 | 5·12 | 6·05 |
| Lard and compound cooking fat | 2·68 | 3·02 | 2·93 | 3·10 | 3·06 | 2·85 | 2·71 | 2·72 | 3·02 |
| Other fats | 0·94 | 0·65 | 0·71 | 0·75 | 0·73 | 0·66 | 0·75 | 0·63 | 0·73 |
| <i>Total Fats</i> | <i>27·11</i> | <i>24·21</i> | <i>24·88</i> | <i>22·76</i> | <i>22·02</i> | <i>22·14</i> | <i>23·15</i> | <i>22·35</i> | <i>22·70</i> |
| SUGAR AND PRESERVES | | | | | | | | | |
| Sugar | 8·91 | 8·90 | 8·90 | 8·80 | 8·82 | 8·46 | 9·10 | 9·01 | 8·80 |
| Honey, preserves, syrup and treacle | 4·61 | 4·38 | 4·46 | 3·85 | 4·06 | 3·90 | 5·12 | 4·32 | 4·05 |
| <i>Total Sugar and Preserves</i> | <i>13·52</i> | <i>13·28</i> | <i>13·36</i> | <i>12·65</i> | <i>12·88</i> | <i>12·36</i> | <i>14·22</i> | <i>13·33</i> | <i>12·85</i> |
| VEGETABLES | | | | | | | | | |
| Potatoes (including chips and crisps) | 7·70 | 10·43 | 9·76 | 12·08 | 11·19 | 12·12 | 8·54 | 8·18 | 11·38 |
| Fresh green | 8·58 | 7·19 | 7·56 | 6·45 ^a | 5·04 | 5·99 | 6·10 | 4·55 | 6·00 |
| Other ^a | 11·89 | 10·10 | 10·51 | 10·02 | 9·22 | 9·39 | 7·42 | 6·04 | 9·56 |
| <i>Total Vegetables other than Potatoes</i> | <i>20·47</i> | <i>17·29</i> | <i>18·07</i> | <i>16·47</i> | <i>14·26</i> | <i>15·38</i> | <i>13·52</i> | <i>10·59</i> | <i>15·56</i> |
| FRUIT | | | | | | | | | |
| Fresh ^b | 26·71 | 23·06 | 23·98 | 17·72 | 14·29 | 14·88 | 16·85 | 10·13 | 16·69 |
| Other ^c | 13·74 | 10·93 | 11·61 | 8·72 | 7·52 | 6·86 | 6·15 | 3·58 | 8·22 |
| <i>Total Fruit^b</i> | <i>40·45</i> | <i>33·99</i> | <i>35·59</i> | <i>26·44</i> | <i>21·81</i> | <i>21·74</i> | <i>23·00</i> | <i>13·71</i> | <i>24·91</i> |
| CEREALS | | | | | | | | | |
| National bread | 9·57 | 12·55 | 11·79 | 14·45 | 15·91 | 15·92 | 13·04 | 14·10 | 14·74 |
| White bread | 0·25 | 0·24 | 0·24 | 0·18 | 0·15 | 0·20 | 0·28 | 0·20 | 0·18 |
| Wholemeal bread | 1·74 | 1·11 | 1·27 | 0·75 | 0·64 | 0·88 | 1·42 | 1·06 | 0·81 |
| Other bread ^d | 2·53 | 2·27 | 2·33 | 1·79 | 1·91 | 2·01 | 2·49 | 1·84 | 1·92 |
| <i>Total Bread</i> | <i>14·09</i> | <i>16·17</i> | <i>15·63</i> | <i>17·17</i> | <i>18·61</i> | <i>19·01</i> | <i>17·23</i> | <i>17·20</i> | <i>17·65</i> |

TABLE 17 continued
(pence per head per week)

| | Social Class | | | | | | | | All households |
|------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| | A | | | B | C | D | | | |
| | A1 | A2 | All | | | Excluding O.A.P. | O.A.P. | | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| Flour | 3·83 | 3·61 | 3·67 | 3·41 | 3·73 | 3·63 | 3·99 | 4·10 | 3·60 |
| Cakes ¹ | 8·95 | 9·27 | 9·15 | 9·71 | 9·81 | 8·74 | 7·89 | 6·44 | 9·39 |
| Biscuits | 10·44 | 10·20 | 10·23 | 9·02 | 8·38 | 7·42 | 8·47 | 6·78 | 8·65 |
| Oatmeal and oat products | 1·09 | 1·03 | 1·04 | 0·83 | 0·94 | 0·80 | 1·03 | 1·14 | 0·90 |
| Breakfast cereals | 3·08 | 3·11 | 3·10 | 2·70 | 2·33 | 1·83 | 1·58 | 1·34 | 2·45 |
| Other cereals | 4·46 | 4·34 | 4·36 | 3·53 | 3·18 | 2·60 | 3·08 | 2·58 | 3·36 |
| Total Cereals | 45·94 | 47·73 | 47·17 | 46·37 | 46·98 | 44·03 | 43·27 | 39·58 | 46·00 |
| BEVERAGES | | | | | | | | | |
| Tea | 13·59 | 13·78 | 13·68 | 14·07 | 14·90 | 15·53 | 15·24 | 17·24 | 14·58 |
| Coffee | 7·16 | 3·58 | 4·53 | 2·02 | 1·59 | 2·14 | 3·20 | 1·84 | 2·19 |
| Cocoa | 0·72 | 0·63 | 0·66 | 0·63 | 0·57 | 0·54 | 0·63 | 0·62 | 0·61 |
| Branded food drinks | 0·52 | 0·53 | 0·54 | 0·72 | 0·67 | 0·70 | 1·18 | 1·12 | 0·70 |
| Total Beverages | 21·99 | 18·52 | 19·41 | 17·44 | 17·73 | 18·91 | 20·25 | 20·82 | 18·08 |
| MISCELLANEOUS | 9·55 | 8·67 | 8·89 | 6·55 | 6·25 | 5·36 | 5·68 | 4·54 | 6·46 |
| Total Expenditure | 387·24 (32/3) | 335·98 (28/0) | 348·72 (29/1) | 311·59 (26/0) | 296·54 (24/9) | 301·93 (25/2) | 305·00 (25/5) | 268·11 (22/4) | 308·07 (25/8) |

¹ Includes cooked and canned meats and meat products.

² Includes smoked, dried and salted.

³ Includes cooked, canned and bottled fish and fish products.

⁴ Includes dried and canned vegetables, and vegetable products.

⁵ Includes tomatoes.

⁶ Includes dried, canned and bottled fruit.

⁷ Includes rolls, fruit bread and sandwiches.

⁸ Includes buns, scones, tea cakes, muffins and crumpets.

67. Tea was the only item to exhibit a reversed class gradient in consumption and expenditure, with Class A1 lowest and old age pensioner households highest. Towards the end of 1954 expenditure on tea had been abnormally low in the former group and high in the latter, but by February 1955 the period of buying for stock had passed, and class differences diminished as prices began to fall.

68. Class differences in consumption of natural cheese differed only slightly from those found in 1954 for ration-type cheese, except that Class A1 clearly tended to buy the more expensive "fancy" cheeses, which were sold off the ration and have now been reclassified. Consumption of processed and packeted cheese was low in all sections of Class D.

TABLE 18
 Domestic Food Consumption by Social Class, 1955
 (oz. per head per week except where otherwise stated)

| | Social Class | | | | | | | | All households |
|--|--------------|--------------|--------------|-------------------|----------------------|------------------|--------------|--------------|----------------|
| | A | | | B | C | D | | | |
| | A1 | A2 | All | | | Excluding O.A.P. | | O.A.P. | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| MILK | | | | | | | | | |
| Liquid, retail (pt.) | 5.45 | 4.68 | 4.87 | 3.85 | 3.75 | 4.08 | 4.77 | 4.73 | 4.02 |
| Liquid, welfare and school (pt.) | 0.67 | 0.92 | 0.85 | 0.97 | 0.82 | 0.41 | 0.19 | 0.03 | 0.79 |
| <i>All Liquid Milk (pt.)</i> | <i>6.12</i> | <i>5.60</i> | <i>5.72</i> | <i>4.82</i> | <i>4.57</i> | <i>4.49</i> | <i>4.96</i> | <i>4.76</i> | <i>4.81</i> |
| Condensed (eq. pt.) | 0.09 | 0.13 | 0.12 | 0.17 | 0.16 | 0.15 | 0.18 | 0.16 | 0.16 |
| Dried and other, (pt. or eq. pt.) | 0.13 | 0.10 | 0.10 | 0.14 | 0.12 | 0.06 | 0.06 | 0.03 | 0.11 |
| Cream (pt.) | 0.05 | 0.02 | 0.03 | 0.01 | 0.01 | ... | ... | ... | 0.01 |
| <i>Total Milk and Cream (pt. or eq. pt.)</i> | <i>6.39</i> | <i>5.85</i> | <i>5.97</i> | <i>5.14</i> | <i>4.86</i> | <i>4.70</i> | <i>5.20</i> | <i>4.95</i> | <i>5.09</i> |
| CHEESE | | | | | | | | | |
| Excluding processed and packeted | 2.78 | 2.48 | 2.55 | 2.38 | 2.50 | 2.47 | 2.71 | 2.62 | 2.46 |
| Processed and packeted | 0.47 | 0.37 | 0.40 | 0.40 | 0.36 | 0.32 | 0.31 | 0.30 | 0.37 |
| <i>Total Cheese</i> | <i>3.25</i> | <i>2.85</i> | <i>2.95</i> | <i>2.78</i> | <i>2.86</i> | <i>2.79</i> | <i>3.02</i> | <i>2.92</i> | <i>2.83</i> |
| MEAT | | | | | | | | | |
| Carcase | 22.02 | 18.94 | 19.66 | 18.10 | 17.50 | 18.99 | 18.96 | 18.62 | 18.23 |
| Bacon and ham, uncooked | 6.23 | 5.61 | 5.75 | 5.32 | 5.22 | 5.58 | 5.42 | 4.93 | 5.35 |
| Other meat ¹ | 12.44 | 10.78 | 11.20 | 10.81 | 11.24 | 10.99 | 9.68 | 7.53 | 10.84 |
| <i>Total Meat</i> | <i>40.69</i> | <i>35.33</i> | <i>36.61</i> | <i>34.23</i> | <i>33.96</i> | <i>35.56</i> | <i>34.06</i> | <i>31.08</i> | <i>34.42</i> |
| FISH | | | | | | | | | |
| Fresh and processed ² | 7.38 | 5.07 | 5.66 | 4.43 | 4.14 | 4.60 | 6.56 | 5.35 | 4.58 |
| Prepared ² | 0.95 | 1.12 | 1.08 | 1.40 | 1.45 | 1.58 | 1.12 | 0.94 | 1.37 |
| <i>Total Fish</i> | <i>8.33</i> | <i>6.19</i> | <i>6.74</i> | <i>5.83</i> | <i>5.59</i> | <i>6.18</i> | <i>7.68</i> | <i>6.29</i> | <i>5.95</i> |
| EGGS (No.) | 5.18 | 4.66 | 4.79 | 4.30 | 4.06 | 3.92 | 3.96 | 3.40 | 4.19 |

TABLE 18 continued
(oz. per head per week except where otherwise stated)

| | Social Class | | | | | | | | All households |
|---|--------------|--------------|--------------|-------------------|----------------------|------------------|--------------|--------------|----------------|
| | A | | | B | C | D | | O.A.P. | |
| | A1 | A2 | All | | | Excluding O.A.P. | | | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| FATS | | | | | | | | | |
| Butter | 6·11 | 5·32 | 5·50 | 4·46 | 4·10 | 4·35 | 4·96 | 4·78 | 4·47 |
| Margarine | 4·39 | 4·15 | 4·23 | 4·59 | 5·04 | 4·72 | 4·06 | 3·98 | 4·68 |
| Lard and compound cooking fat | 1·87 | 2·17 | 2·09 | 2·23 | 2·23 | 2·07 | 1·91 | 1·99 | 2·18 |
| Other fats | 0·55 | 0·43 | 0·46 | 0·57 | 0·57 | 0·54 | 0·56 | 0·49 | 0·55 |
| <i>Total Fats</i> | <i>12·92</i> | <i>12·07</i> | <i>12·28</i> | <i>11·85</i> | <i>11·94</i> | <i>11·68</i> | <i>11·49</i> | <i>11·24</i> | <i>11·88</i> |
| SUGAR AND PRESERVES | | | | | | | | | |
| Sugar | 17·08 | 17·60 | 17·46 | 17·70 | 17·70 | 17·11 | 18·36 | 18·26 | 17·64 |
| Honey, preserves, syrup and treacle | 4·77 | 4·31 | 4·44 | 3·84 | 4·17 | 3·96 | 5·26 | 4·54 | 4·09 |
| <i>Total Sugar and Preserves</i> | <i>21·85</i> | <i>21·91</i> | <i>21·90</i> | <i>21·54</i> | <i>21·87</i> | <i>21·07</i> | <i>23·62</i> | <i>22·80</i> | <i>21·73</i> |
| VEGETABLES | | | | | | | | | |
| Potatoes (including chips and crisps) | 45·27 | 56·97 | 54·05 | 62·58 | 63·83 | 62·24 | 47·09 | 46·48 | 61·17 |
| Fresh green | 17·36 | 15·23 | 15·72 | 14·78 | 14·54 | 14·77 | 15·00 | 14·49 | 14·79 |
| Other ⁴ | 17·88 | 15·69 | 16·18 | 16·14 | 15·64 | 15·93 | 15·61 | 12·59 | 15·87 |
| <i>Total Vegetables other than Potatoes</i> | <i>35·24</i> | <i>30·92</i> | <i>31·90</i> | <i>30·92</i> | <i>30·18</i> | <i>30·70</i> | <i>30·61</i> | <i>27·08</i> | <i>30·66</i> |
| FRUIT | | | | | | | | | |
| Fresh ⁵ | 33·48 | 28·23 | 29·52 | 21·60 | 17·83 | 18·25 | 22·26 | 13·90 | 20·65 |
| Other ⁶ | 9·90 | 8·44 | 8·80 | 6·84 | 6·01 | 5·51 | 5·08 | 3·10 | 6·49 |
| <i>Total Fruit⁵</i> | <i>43·38</i> | <i>36·67</i> | <i>38·32</i> | <i>28·44</i> | <i>23·84</i> | <i>23·76</i> | <i>27·34</i> | <i>17·00</i> | <i>27·14</i> |
| CEREALS | | | | | | | | | |
| National bread | 33·14 | 43·08 | 40·56 | 49·36 | 54·35 | 54·44 | 44·11 | 48·13 | 50·41 |
| White bread | 0·61 | 0·58 | 0·57 | 0·43 | 0·35 | 0·46 | 0·66 | 0·45 | 0·43 |
| Wholemeal bread | 3·60 | 2·31 | 2·66 | 1·58 | 1·32 | 1·84 | 2·81 | 2·16 | 1·69 |
| Other bread ⁷ | 3·35 | 2·84 | 2·95 | 2·38 | 2·54 | 2·96 | 3·29 | 2·66 | 2·60 |
| <i>Total Bread</i> | <i>40·70</i> | <i>48·81</i> | <i>46·74</i> | <i>53·75</i> | <i>58·56</i> | <i>59·70</i> | <i>50·87</i> | <i>53·40</i> | <i>55·13</i> |

TABLE 18 *continued*
(*oz. per head per week except where otherwise stated*)

| | Social Class | | | | | | | | All households |
|------------------------------------|--------------|--------------|--------------|-------------------|----------------------|------------------|--------------|--------------|----------------|
| | A | | | B | C | D | | | |
| | A1 | A2 | All | | | Excluding O.A.P. | O.A.P. | | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| Flour | 9·38 | 8·73 | 8·94 | 8·09 | 8·86 | 8·62 | 9·53 | 9·65 | 8·57 |
| Cakes ⁶ | 4·77 | 5·10 | 4·98 | 5·67 | 5·90 | 5·29 | 5·06 | 4·48 | 5·56 |
| Biscuits | 5·45 | 5·72 | 5·64 | 5·30 | 5·02 | 4·51 | 5·38 | 4·42 | 5·12 |
| Oatmeal and oat products | 1·36 | 1·35 | 1·35 | 1·08 | 1·27 | 1·06 | 1·45 | 1·47 | 1·19 |
| Breakfast cereals | 2·10 | 2·09 | 2·09 | 1·86 | 1·62 | 1·28 | 1·13 | 0·98 | 1·69 |
| Other cereals | 3·25 | 3·40 | 3·35 | 2·85 | 2·66 | 2·33 | 2·73 | 2·58 | 2·78 |
| <i>Total Cereals</i> | <i>67·01</i> | <i>75·20</i> | <i>73·09</i> | <i>78·60</i> | <i>83·89</i> | <i>82·79</i> | <i>76·15</i> | <i>76·98</i> | <i>80·04</i> |
| BEVERAGES | | | | | | | | | |
| Tea | 2·50 | 2·56 | 2·54 | 2·69 | 2·86 | 3·02 | 2·94 | 3·34 | 2·79 |
| Coffee | 1·02 | 0·52 | 0·64 | 0·33 | 0·30 | 0·38 | 0·40 | 0·38 | 0·36 |
| Cocoa | 0·28 | 0·21 | 0·23 | 0·22 | 0·20 | 0·19 | 0·21 | 0·20 | 0·21 |
| Branded food drinks | 0·14 | 0·14 | 0·14 | 0·19 | 0·17 | 0·19 | 0·29 | 0·29 | 0·18 |
| <i>Total Beverages</i> | <i>3·94</i> | <i>3·43</i> | <i>3·55</i> | <i>3·43</i> | <i>3·53</i> | <i>3·78</i> | <i>3·84</i> | <i>4·21</i> | <i>3·54</i> |

¹ Includes cooked and canned meats and meat products.

² Includes smoked, dried and salted.

³ Includes cooked, canned and bottled fish and fish products.

⁴ Includes dried and canned vegetables, and vegetable products.

⁵ Includes tomatoes.

⁶ Includes dried, canned and bottled fruit.

⁷ Includes rolls, fruit bread and sandwiches.

⁸ Includes buns, scones, tea cakes, muffins and crumpets.

69. There was a general similarity between the average diets of Classes B, C and D1, which included the great majority of manual workers' households, and comprised 78 per cent of all households and 83 per cent of all persons in the sample. These three groups sometimes reacted to price changes in the same way. Thus they all reduced their bacon consumption when prices rose steeply in the summer; in the non-earning classes the decrease was slight, and Class A households even increased their purchases.

70. Old age pensioner households reduced their consumption of several of the major foods, but, as shown in Table 20, their diet remained nutritionally adequate in almost all respects. Households in the related Class D2 improved their position. Middle-class features of their diet included their readiness to pay higher prices for some foods to secure good quality, and their relatively high expenditure on liquid milk, fresh fish, fresh fruit, wholemeal and proprietary bread and coffee, with a low

average for national bread. On the other hand, they tended to buy evaporated milk instead of cream, which thus showed a continuous downward gradient from the highest income group to the lowest. In other respects Class D2 resembled the old age pensioner households; these were the only groups to buy more oatmeal and oat products than other breakfast cereals and, as in 1954, they spent more than other classes on flour, but less on cakes. They resembled Class A in purchasing more butter than margarine.

Energy Value and Nutrient Content

71. Table 19 shows the energy and nutritive value of household diets according to social class. If Class A1 and old age pensioner households are excluded, there was no difference greater than 7 per cent between any social class and the national average for any nutrient except vitamins A and C. The main reason for the greater class disparities for these two vitamins was the downward trend in consumption of fresh fruits and fresh green vegetables from Class A to Class C.

72. The similarity in nutritional value of the diets of Classes B, C and D1, and in some respects A2, was striking. As in 1954, the value of the diet of Class A1 was appreciably higher than that of Class A2 for all nutrients, except carbohydrate, and especially so for animal protein and vitamins A, C and D. Within Class D the nutritive value of the diet was generally highest in Class D1 and always lowest in old age pensioner households. For the latter group the average value for each nutrient was below the national average: those for iron and vitamins A, C and D were more than 10 per cent below. The differences between the old age pensioner and Class D2 households were greater than in 1954 for every nutrient, and in 1955 the most important differences were those for animal protein and vitamins A, C and D. As indicated in Tables 17 and 18 and paragraph 70 above, the differences between the diets of Class D2 and old age pensioner households and between those of Classes A1 and A2 tended to widen, and for essentially the same reason—the different levels of expenditure on and consumption of nearly all foods of animal origin, fruit and vegetables other than potatoes.

73. In comparison with similar data for 1954, the changes in energy value and all nutrients, except vitamins A and D, were less than 5 per cent in nearly all types of household, except Class A1. In nearly all groups there were small decreases for vitamin B₁, riboflavin, nicotinic acid and vitamin C, and increases in the energy value, protein, calcium, iron and vitamins A and D. In contrast the average diet of old age pensioner households showed a general decrease for every nutrient except vitamin A. Increased consumption of either liver or carrots or both, together with increased fortification of margarine after derationing, were the most common reasons for increases ranging from 2 per cent to 23 per cent in the vitamin A content of the diets of all classes. The average diet of Class A1 households changed rather more than that of any other group, the largest changes being increases in fat and in vitamins A and D and decreases in vitamins B₁ and C.

74. The adequacy of the average diet of households of different social class has been calculated by comparison with allowances recommended by the British Medical Association. Table 20 shows that, as in the two previous years, the values for all nutrients in all types of household with only two exceptions (iron in the diet of both Class D2 and old age pensioner households) were at least 100 per cent of the recommended allowances. The percentage for iron in Class D2 households has remained

TABLE 19
*Energy Value and Nutrient Content of Diets of Households of
 Different Social Class, 1955*
 (per head per day)

| | Social Class | | | | | | | | All house- holds |
|------------------------------------|--------------|-------|-------|-------------------------|----------------------------|---------------------|--------|-------|------------------------|
| | A | | | B | C | D | | | |
| | A1 | A2 | All | | | Excluding O.A.P. | O.A.P. | | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| Energy value (Cal.) . . . | 2,675 | 2,657 | 2,666 | 2,635 | 2,676 | 2,635 | 2,577 | 2,484 | 2,641 |
| Total protein (g.) . . . | 81 | 78 | 79 | 77 | 77 | 77 | 75 | 72 | 77 |
| Animal protein (g.) . . . | 51 | 45 | 46 | 42 | 41 | 41 | 42 | 39 | 42 |
| Fat (g.) . . . | 121 | 112 | 115 | 108 | 107 | 106 | 106 | 99 | 107 |
| Carbohydrate (g.) . . . | 314 | 334 | 330 | 339 | 351 | 343 | 332 | 326 | 342 |
| Calcium (mg.) . . . | 1,154 | 1,102 | 1,115 | 1,044 | 1,038 | 1,017 | 1,042 | 998 | 1,044 |
| Iron (mg.) . . . | 14.3 | 13.7 | 13.8 | 13.5 | 13.5 | 13.5 | 12.6 | 11.9 | 13.5 |
| Vitamin A (i.u.) . . . | 5,519 | 4,572 | 4,826 | 4,277 | 3,980 | 4,024 | 3,959 | 3,668 | 4,199 |
| Vitamin B ₁ (mg.) . . . | 1.28 | 1.27 | 1.27 | 1.24 | 1.24 | 1.25 | 1.19 | 1.12 | 1.24 |
| Riboflavin (mg.) . . . | 1.91 | 1.77 | 1.80 | 1.67 | 1.61 | 1.62 | 1.62 | 1.54 | 1.65 |
| Nicotinic acid (mg.) . . . | 14.2 | 13.4 | 13.6 | 13.1 | 13.1 | 13.5 | 13.1 | 12.3 | 13.1 |
| Vitamin C (mg.) . . . | 63 | 57 | 59 | 52 | 49 | 48 | 46 | 39 | 51 |
| Vitamin D (i.u.) . . . | 168 | 145 | 150 | 147 | 146 | 138 | 137 | 122 | 144 |

TABLE 20
*Energy Value and Nutrient Content of Diets of Households of Different Social Class
 expressed as a Percentage of Allowances based on the British Medical
 Association's Recommendations*
 (per cent)

| | Social Class | | | | | | | | All house- holds |
|------------------------------|--------------|-----|-----|-------------------------|----------------------------|---------------------|--------|-----|------------------------|
| | A | | | B | C | D | | | |
| | A1 | A2 | All | | | Excluding O.A.P. | O.A.P. | | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| Energy value . . . | 113 | 109 | 110 | 105 | 103 | 103 | 109 | 107 | 105 |
| Total protein . . . | 115 | 107 | 109 | 102 | 100 | 104 | 113 | 112 | 103 |
| Calcium . . . | 121 | 114 | 116 | 107 | 107 | 108 | 114 | 112 | 108 |
| Iron . . . | 116 | 113 | 114 | 111 | 109 | 105 | 96 | 90 | 109 |
| Vitamin A . . . | 235 | 198 | 208 | 184 | 167 | 159 | 147 | 133 | 176 |
| Vitamin B ₁ . . . | 137 | 132 | 133 | 126 | 121 | 123 | 127 | 121 | 124 |
| Riboflavin . . . | 132 | 120 | 123 | 110 | 103 | 104 | 112 | 110 | 108 |
| Nicotinic acid . . . | 152 | 140 | 143 | 132 | 127 | 133 | 140 | 133 | 131 |
| Vitamin C . . . | 291 | 265 | 272 | 240 | 220 | 214 | 209 | 174 | 231 |

almost constant since 1953, but that for old age pensioner households has tended to decrease. The percentages for energy value and all nutrients showed a downward gradient from Class A1 to Class C, and those for iron and vitamins A and C from Class A1 to old age pensioner households. For old age pensioner households and Class D2, nearly all the percentages for protein and the B vitamins either equalled or exceeded the corresponding values for Class B. The allowances for these nutrients recommended by the B.M.A. Committee on Nutrition are related to energy needs, which are smaller for the elderly than for younger adults. For calcium the values for both these classes exceeded that for Class B, mainly because although the average milk consumption of Class B, D2 and old age pensioner households was much the same, Class B households contained a much higher proportion of children, who need more calcium than adults.

75. Compared with the previous year, the percentage in all classes was higher for vitamin A and lower for vitamin B₁, and most classes also showed lower percentages for riboflavin and vitamin C. Changes for other nutrients were smaller but there was a tendency for increases to occur in Classes A1, D1 and D2, and decreases in Classes A2, B and C and old age pensioner households.

TABLE 21
Percentage of Energy Value derived from Protein,
Fat and Carbohydrate, 1952 to 1955
(per cent)

| | Social Class | | | | | | | | All households |
|---------------------|--------------|------|------|-------------------|----------------------|------------------|------|--------|----------------|
| | A | | | B | C | D | | O.A.P. | |
| | A1 | A2 | All | | | Excluding O.A.P. | | | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| PROTEIN | | | | | | | | | |
| 1952 . . . | n.a. | n.a. | 12.9 | 12.6 | 12.6 | 12.7 | | 12.5 | 12.6 |
| 1953 . . . | n.a. | n.a. | 12.8 | 12.4 | 12.4 | 12.5 | 12.6 | 12.3 | 12.4 |
| 1954 . . . | 12.4 | 12.0 | 12.1 | 11.7 | 11.6 | 11.7 | 11.7 | 11.5 | 11.7 |
| 1955 . . . | 12.2 | 11.7 | 11.8 | 11.7 | 11.5 | 11.7 | 11.6 | 11.5 | 11.6 |
| FAT | | | | | | | | | |
| 1952 . . . | n.a. | n.a. | 36.7 | 34.6 | 33.8 | 34.1 | | 34.6 | 34.5 |
| 1953 . . . | n.a. | n.a. | 38.4 | 36.2 | 35.2 | 35.3 | 36.8 | 36.0 | 36.0 |
| 1954 . . . | 39.7 | 38.5 | 38.8 | 36.9 | 35.8 | 35.9 | 36.8 | 35.9 | 36.5 |
| 1955 . . . | 40.8 | 38.0 | 38.7 | 36.9 | 36.0 | 36.1 | 36.9 | 36.0 | 36.6 |
| CARBOHYDRATE | | | | | | | | | |
| 1952 . . . | n.a. | n.a. | 50.4 | 52.8 | 53.6 | 53.2 | | 52.9 | 52.9 |
| 1953 . . . | n.a. | n.a. | 48.8 | 51.4 | 52.4 | 52.2 | 50.6 | 51.7 | 51.6 |
| 1954 . . . | 47.9 | 49.5 | 49.1 | 51.4 | 52.6 | 52.3 | 51.6 | 52.6 | 51.8 |
| 1955 . . . | 47.0 | 50.3 | 49.5 | 51.5 | 52.4 | 52.1 | 51.5 | 52.5 | 51.7 |

76. The proportions of the total energy value derived from protein, fat and carbohydrate in 1952-1955 are shown in Table 21. There was a tendency for the contribution from protein to calories to decrease during these years, but between 1954 and 1955 there was little change except in Class A. In Class A1 there was a rise in the proportion from fat and a fall in that from carbohydrate; the reverse was true in Class A2. For all other types of household changes in these percentages between the two years were negligible. Thus Classes C, D1 and old age pensioner households continued to depend slightly more than other classes on the contribution from carbohydrate and less on that from fat for their total energy needs.

77. Table 22 shows the proportion of the total protein derived from animal sources, and, for easy comparison with Table 21, the proportions of calories derived from animal protein. As in 1954, the ratio of animal to total protein was lowest in Classes C and D1. Since 1952, this ratio has been higher in Class D2 and old age pensioner households than in Class C, mainly because of their relatively high milk consumption; in 1955 the percentage for Class D2 approached the corresponding figure for Class A2. An outstanding feature of the table is that Class A1 households obtained over 62 per cent of their total protein from animal sources.

TABLE 22
Percentage of Total Protein derived from Animal Sources, 1952 to 1955
(per cent)

| | Social Class | | | | | | | | All households |
|---|--------------|------|------|-------------------|----------------------|------------------|------|--------|----------------|
| | A | | | B | C | D | | | |
| | A1 | A2 | All | | | Excluding O.A.P. | | O.A.P. | |
| | | | | with earners (D1) | without earners (D2) | | | | |
| Animal protein as a percentage of total protein | | | | | | | | | |
| 1952 | n.a. | n.a. | 55.0 | 49.4 | 47.2 | 48.3 | | 48.3 | 48.6 |
| 1953 | n.a. | n.a. | 58.0 | 52.5 | 49.9 | 49.6 | 53.4 | 50.9 | 51.1 |
| 1954 | 62.2 | 58.9 | 59.8 | 54.4 | 52.4 | 52.8 | 55.1 | 53.9 | 53.9 |
| 1955 | 62.5 | 57.5 | 58.8 | 54.9 | 52.8 | 53.4 | 56.6 | 54.8 | 54.5 |
| Percentage of calories from animal protein . | | | | | | | | | |
| 1952 | n.a. | n.a. | 7.1 | 6.2 | 6.0 | 6.1 | | 6.0 | 6.2 |
| 1953 | n.a. | n.a. | 7.4 | 6.5 | 6.2 | 6.2 | 6.7 | 6.3 | 6.4 |
| 1954 | 7.7 | 7.0 | 7.2 | 6.4 | 6.0 | 6.2 | 6.5 | 6.3 | 6.2 |
| 1955 | 7.7 | 6.7 | 6.9 | 6.4 | 6.1 | 6.3 | 6.5 | 6.2 | 6.3 |

V Household Diets and Family Composition

Classification

78. Differences in family composition have a greater effect on the household diet than differences in the income of the household or of its head, occupation, location or any other method of classification so far examined. They were therefore studied in the Report for 1954 in more detail than for earlier years. The grouping then adopted was continued in 1955. In 63 per cent of the households of the sample the adult element consisted of one man and one woman (a "couple," usually man and wife). These households, which will be described as "classified," included 64 per cent of the persons in the sample, and 78 per cent of the children.

79. Table 2 of Appendix A indicates that, as in previous years, the heads of families with two or three children tended to have rather higher incomes than those with only one child. In families with four or more children, however, the proportion in Classes C and D was greater than for smaller families. Only 22 per cent of the men of working age in these large families were classified as sedentary, compared with 35-40 per cent of those in families with up to three children, and 35 per cent of them were engaged in active or very active work, compared with only 19-24 per cent in the smaller families and younger couples. A tendency for heavy manual workers to have larger families than light manual or sedentary workers has previously been noticed.*

Expenditure and Consumption

80. Table 23 gives the food expenditure and value of consumption per head per week in households of different composition during each quarter and for the year. The increase in expenditure between the first and second quarters was common to all groups. In the third quarter the sample included relatively fewer younger couples and other households with adults only and rather more households with children than had been usual; this could account for the slight reduction in average food expenditure per head, although most types of household increased their expenditure. Changes between the third and fourth quarters were irregular; the younger couples and families with up to three children maintained their previous increases, but families with four or more children probably fell back.

81. Comparing 1955 with 1954, the increase in food expenditure per household was greatest (9s. 8d.) in families with three children and smallest for older couples (3s. 8d.) and unclassified adult households (2s. 8d.). The relative increase in food expenditure per head ranged from 5 per cent in unclassified households with adolescents to 11 per cent for families with three children and younger childless couples. The latter group increased their weekly expenditure on food by 7s. 4d. per household, or 3s. 8d. per head. In families with four or more children the increase was 7s. 5d. per household, but this represented only 1s. 3d. per head. During the years 1952-55, as food prices rose, the increases in expenditure per household have tended to be of the same order of magnitude in large as in small households, with a consequent widening of the differences in expenditure per head and thus in consumption. A continuous rise in wages and prices is necessarily un-

* *Studies in Urban Household Diets, 1944-49*; H.M.S.O., 1956, paragraphs 70 and 71.

favourable to families with dependent children, especially when food prices increase more rapidly than prices generally. Nevertheless, even the largest families increased their expenditure on food so as to keep pace with rising prices; the deterioration in their position was relative, not absolute.

82. The greater dependence of the larger families on the cheaper sources of energy leads to a steep fall in the expenditure per calorie, which in 1955 ranged from 12 per cent above the general average in younger childless two-adult households to 22 per cent below in families with four or more children. The corresponding range in a Laspeyres-type index of food prices was from 3 per cent above the average to 2 per cent below. Differences in the prices paid for particular commodities were thus less pronounced for family size than for social class (cf. Table 16).

83. Table 24 summarizes the main differences in consumption per head between different types of household, taking the averages for younger childless couples as the standard of reference. Compared with 1954, group differences widened considerably for fats and for sugar and preserves, and also for potatoes, though families with three or more children were still consuming rather more potatoes than the share which their relative energy requirement (shown at the foot of the table) would indicate. Differences in consumption of fresh and other fruit were less marked than in the previous year, though the downward trend with increasing family size was still steeper than for any other major food. There was some levelling up in fish consumption.

84. One of the most striking consequences of decontrol was the redistribution of demand for the formerly rationed foods. Until 1953-4 differences associated with family size had been compressed by the effect of rationing and the incidence of consumer subsidies. While rationing remained effective, many large families almost automatically took up their full entitlement of the rationed foods and if necessary economized on other foods. This ensured that they gained maximum benefit from the subsidies, which under rationing thus acted as an important means of redistributing the national income in favour of families with children. After the ending of controls, the more ample supplies available on the free market served in the main to increase the differences between households with and without children; consumption increased markedly in the latter but exhibited only slight changes in the former. Table 25 illustrates this development.

85. In 1952, when rationing was still in full operation, differences between groups were relatively small except for cheese, for which there were special entitlements, and for carcass meat and tea, where some difference was to be expected since children under 5 were entitled to only half the adult ration of meat and no tea. By 1955 the differences had increased very markedly for all the formerly rationed foods, though not at the same time and at different rates. The divergence became apparent for each individual commodity as control on it was relaxed (legally or otherwise), but the change was more marked for butter and cooking fat than for carcass meat, bacon and sugar.

86. Table 25 contrasts younger childless couples with the largest families. In order to show the position of families of intermediate size, and to indicate the ways in which the observed position has emerged, Charts I-III have been constructed to show trends in consumption on a quarterly basis. For *carcass meat* (Chart I) the steady widening of group differences as supplies improved was checked in the early months of each year when supplies were lowest. For *bacon* (Chart II) demand was

TABLE 23 Domestic Food Expenditure and Value of Consumption by Household Composition, 1955 (per head per week)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 | s. | d. | s. | d. | s. | d. | s. | d. | s. | d. | s. | d. | |
| 1ST QUARTER | | | | | | | | | | | | | | | | | | | |
| Expenditure | 28 10 | 34 11 | 26 5 | 22 0 | 18 11 | 16 10 | s. | d. | 29 0 | 21 6 | 27 2 | 26 3 | s. | d. | 27 2 | 26 3 | s. | d. | |
| Value of free food | 11 | 6 | 6 | 5 | 8 | 4 | | | 1 0 | 4 | 1 0 | 1 0 | | | 1 0 | 1 0 | | | |
| Value of consumption | 29 10 | 35 5 | 26 11 | 22 6 | 19 7 | 17 2 | | | 30 0 | 21 10 | 28 2 | 27 3 | | | 28 2 | 27 3 | | | |
| 2ND QUARTER | | | | | | | | | | | | | | | | | | | |
| Expenditure | 30 7 | 35 4 | 27 0 | 22 3 | 19 9 | 17 5 | | | 30 11 | 23 9 | 29 5 | 27 1 | | | 29 5 | 27 1 | | | |
| Value of free food | 1 0 | 11 | 6 | 7 | 5 | 9 | | | 11 | 4 | 10 | 1 0 | | | 10 | 1 0 | | | |
| Value of consumption | 31 7 | 36 3 | 27 7 | 22 10 | 20 2 | 18 2 | | | 31 9 | 23 2 | 30 2 | 28 1 | | | 30 2 | 28 1 | | | |
| 3RD QUARTER | | | | | | | | | | | | | | | | | | | |
| Expenditure | 30 5 | 37 0 | 27 4 | 22 11 | 20 5 | 17 7 | | | 30 10 | 23 10 | 28 3 | 28 4 | | | 28 3 | 28 4 | | | |
| Value of free food | 1 9 | 1 9 | 1 1 | 1 1 | 1 0 | 8 | | | 1 4 | 1 0 | 1 11 | 1 11 | | | 1 11 | 1 11 | | | |
| Value of consumption | 32 2 | 38 9 | 28 5 | 24 0 | 21 5 | 18 2 | | | 32 2 | 23 10 | 30 1 | 30 3 | | | 30 1 | 30 3 | | | |
| 4TH QUARTER | | | | | | | | | | | | | | | | | | | |
| Expenditure | 30 6 | 37 3 | 28 4 | 22 11 | 20 8 | 16 2 | | | 30 4 | 22 11 | 29 0 | 26 10 | | | 29 0 | 26 10 | | | |
| Value of free food | 1 4 | 1 1 | 1 0 | 9 | 10 | 7 | | | 11 | 8 | 1 1 | 1 1 | | | 1 1 | 1 1 | | | |
| Value of consumption | 31 11 | 38 4 | 29 4 | 23 8 | 21 6 | 16 9 | | | 31 4 | 23 7 | 30 1 | 28 0 | | | 30 1 | 28 0 | | | |
| YEARLY AVERAGE | | | | | | | | | | | | | | | | | | | |
| Expenditure | 30 1 | 36 2 | 27 3 | 22 6 | 19 11 | 17 0 | | | 30 3 | 22 6 | 28 5 | 27 1 | | | 28 5 | 27 1 | | | |
| Value of free food | 1 3 | 1 1 | 9 | 9 | 9 | 7 | | | 1 0 | 7 | 1 2 | 1 3 | | | 1 2 | 1 3 | | | |
| Value of consumption | 31 4 | 37 2 | 28 1 | 23 3 | 20 8 | 17 7 | | | 31 4 | 23 1 | 29 8 | 28 5 | | | 29 8 | 28 5 | | | |
| PERCENTAGE INCREASE IN 1955 OVER 1954 | | | | | | | | | | | | | | | | | | | |
| Expenditure | +6 | +11 | +9 | +7 | +11 | +8 | | | +9 | +8 | +7 | +5 | | | +7 | +5 | | | |
| Value of consumption | +7 | +11 | +9 | +7 | +12 | +8 | | | +9 | +7 | +8 | +6 | | | +8 | +6 | | | |
| Expenditure per household: | | | | | | | | | | | | | | | | | | | |
| Yearly average | s. d. | s. d. | s. d. | s. d. | s. d. | s. d. | | | s. d. | s. d. | s. d. | s. d. | | | s. d. | s. d. | | | |
| | 60 3 | 72 3 | 81 10 | 90 1 | 99 8 | 109 5 | | | 97 5 | 114 11 | 61 8 | 104 5 | | | 61 8 | 104 5 | | | |
| Price index (all foods) | 99.6 | 103.3 | 101.2 | 99.9 | 98.4 | 97.8 | | | 100.7 | 98.6 | 100.7 | 99.4 | | | 100.7 | 99.4 | | | |
| 'Price of energy' index (all foods) | 103.3 | 112.4 | 103.3 | 96.7 | 90.9 | 81.8 | | | 104.1 | 90.1 | 105.8 | 101.7 | | | 105.8 | 101.7 | | | |

Consumption per head by households of different composition compared with consumption by younger childless couples (both under 55), 1955 (per cent)

| | Households with one male and one female adult and | | | | | | | | | | Unclassified households with | | |
|------------------------------|---|------------------------------------|----------|-----|-----|-----------|------------------|--------------------------|-------------|-----------------------------|--|--|--|
| | no other | | children | | | | adolescents only | adolescents and children | adults only | adolescents but no children | one or more children with or without adolescents | | |
| | both adults under 55 | one or both adults aged 55 or over | 1 | 2 | 3 | 4 or more | | | | | | | |
| Protein requirements . . . | 100 | 94 | 94 | 92 | 91 | 91 | 116 | 110 | 93 | 111 | 99 | | |
| Calcium requirements . . . | 100 | 104 | 109 | 113 | 116 | 118 | 117 | 123 | 100 | 113 | 114 | | |
| Liquid milk . . . | 100 | 97 | 97 | 94 | 88 | 78 | 88 | 78 | 93 | 83 | 84 | | |
| Cheese . . . | 100 | 101 | 74 | 61 | 54 | 42 | 88 | 65 | 84 | 81 | 62 | | |
| Meat (including bacon) . . . | 100 | 90 | 73 | 60 | 52 | 45 | 87 | 61 | 85 | 81 | 65 | | |
| Fish . . . | 100 | 111 | 74 | 59 | 58 | 45 | 97 | 63 | 98 | 83 | 70 | | |
| Eggs . . . | 100 | 83 | 79 | 69 | 63 | 52 | 86 | 66 | 76 | 81 | 69 | | |
| Fats . . . | 100 | 92 | 82 | 71 | 65 | 61 | 89 | 78 | 81 | 84 | 73 | | |
| Sugar and preserves . . . | 100 | 99 | 84 | 77 | 75 | 71 | 91 | 81 | 88 | 80 | 74 | | |
| Potatoes ¹ . . . | 100 | 82 | 91 | 81 | 84 | 83 | 96 | 92 | 82 | 95 | 86 | | |
| Fresh green vegetables . . . | 100 | 95 | 69 | 58 | 47 | 41 | 80 | 52 | 79 | 80 | 56 | | |
| Other vegetables . . . | 100 | 79 | 80 | 69 | 72 | 50 | 88 | 66 | 75 | 71 | 68 | | |
| Fresh fruit . . . | 100 | 78 | 77 | 65 | 52 | 41 | 83 | 57 | 77 | 70 | 59 | | |
| Other fruit . . . | 100 | 68 | 78 | 61 | 52 | 39 | 82 | 54 | 64 | 72 | 59 | | |
| Bread . . . | 100 | 91 | 81 | 74 | 73 | 80 | 99 | 97 | 88 | 97 | 84 | | |
| Flour . . . | 100 | 127 | 81 | 70 | 65 | 55 | 96 | 73 | 93 | 91 | 75 | | |
| Other cereals . . . | 100 | 78 | 81 | 73 | 69 | 61 | 82 | 69 | 75 | 73 | 69 | | |
| Beverages . . . | 100 | 93 | 72 | 58 | 50 | 44 | 82 | 61 | 86 | 77 | 61 | | |
| Energy requirements . . . | 100 | 94 | 89 | 83 | 81 | 79 | 105 | 96 | 94 | 103 | 91 | | |

¹Includes chips and crisps

CHART I
CARCASS MEAT CONSUMPTION

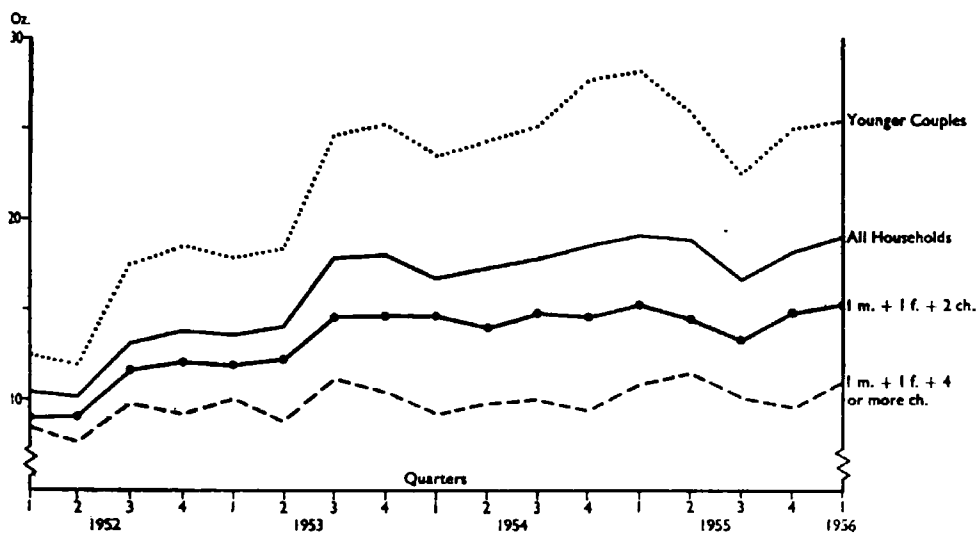


CHART II
BACON CONSUMPTION

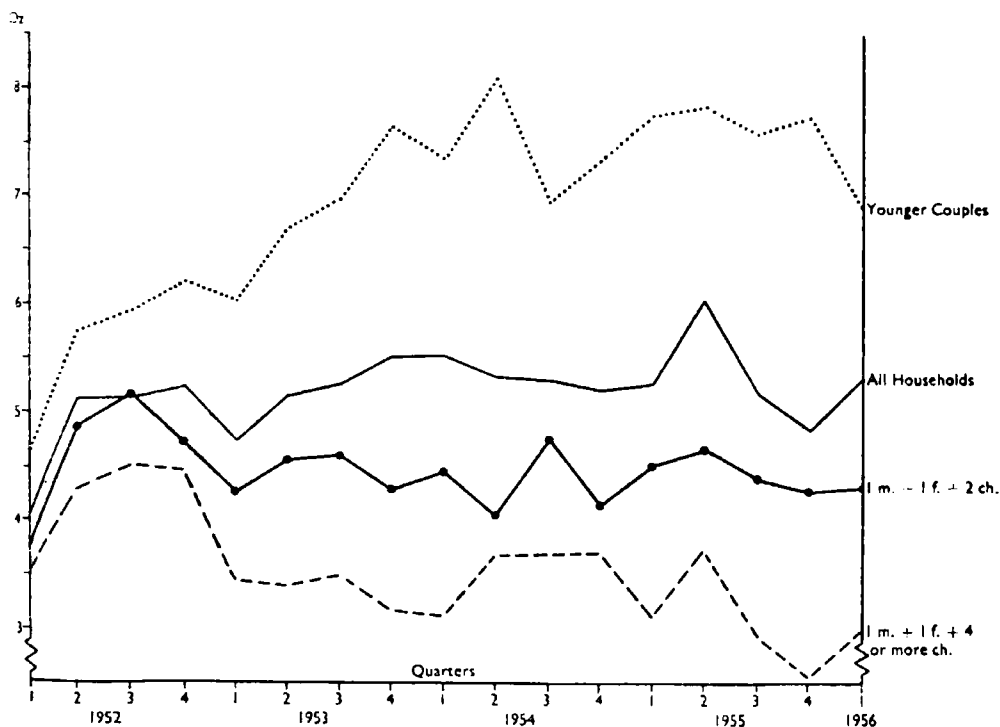
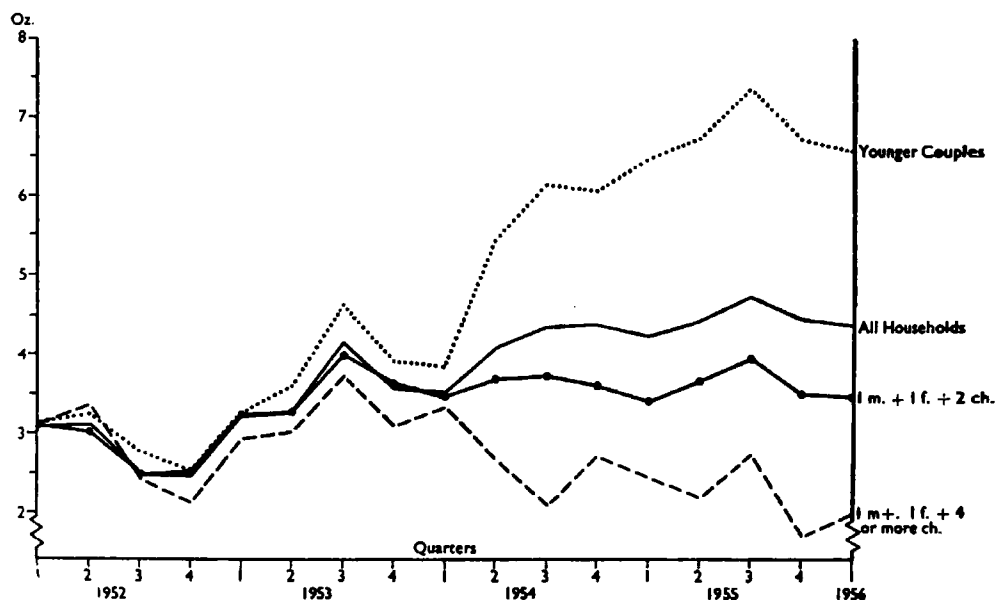


CHART III
BUTTER CONSUMPTION



fully satisfied by the end of 1953; families with two or more children were ceasing to take their full entitlement, and the quantities thus released were mainly taken up by childless households. Such off-ration sales were legalized in August 1953, and the formal end of bacon rationing in July 1954 thus had little immediate effect on the average for any type of household. There was a sharp increase in consumption in the second quarter of 1955, in response to lower prices. In the second half of the year prices rose again and consumption fell, but differences widened only slightly.

87. Chart III shows trends in consumption of *butter*, for which rationing remained effective until it ended in May 1954. Wholly adult households, including those of old age pensioners, then increased their consumption of butter, while households with several children turned from butter to margarine. This segregation of butter-eating from margarine-eating families was determined not by social class but by the presence of children. During 1955 butter consumption generally tended to increase at the expense of margarine, though this was reversed in the last quarter owing to a temporary reduction in butter supplies. After decontrol, *margarine* consumption per head was highest in classified households containing adolescents, with or without children; the fluctuations in 1954-55 were too narrow and irregular for a chart to be helpful. To some extent the changes tended to offset those for butter. The trends for cooking fats were broadly similar to those for butter; consumption declined sharply in the larger families but rose in households with one child or none. Group differences in *sugar* consumption also increased, though less rapidly than those for butter and cooking fats. The pattern of demand for *cheese* and *eggs* was already established before control ended, and soon settled down under free conditions.

88. Details of expenditure and consumption per head are given in Tables 26 and 27, which may be compared with Tables 40 and 41 of the Report for 1954. Changes in consumption of liquid and other milk were slight, but the average in the two-adult households remained about a pint per head per week higher than that in large families. Moreover, in families with four or more children about half the total milk

TABLE 26 continued
(pence per head per week)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 | | |
| EGGS | 19.18 | 24.76 | 19.22 | 16.34 | 15.05 | 11.42 | 19.98 | 15.78 | 17.69 | 18.30 | 15.27 | | |
| FATS | | | | | | | | | | | | | |
| Butter | 17.23 | 20.00 | 13.63 | 10.51 | 8.98 | 6.61 | 14.94 | 10.22 | 16.04 | 13.96 | 10.27 | | |
| Margarine | 6.00 | 6.04 | 5.91 | 5.89 | 5.87 | 6.18 | 6.72 | 7.10 | 5.19 | 6.18 | 6.16 | | |
| Lard and compound cooking fat | 3.57 | 4.08 | 3.38 | 2.82 | 2.31 | 2.31 | 3.28 | 2.87 | 2.94 | 3.09 | 2.70 | | |
| Other fats | 0.89 | 0.99 | 0.77 | 0.61 | 0.60 | 0.54 | 0.96 | 0.64 | 0.69 | 0.82 | 0.74 | | |
| Total Fats | 27.69 | 31.11 | 23.69 | 19.83 | 17.76 | 15.54 | 25.90 | 20.83 | 24.86 | 24.05 | 19.87 | | |
| SUGAR AND PRESERVES | | | | | | | | | | | | | |
| Sugar | 10.24 | 10.80 | 9.14 | 8.39 | 7.86 | 7.26 | 9.69 | 8.46 | 9.23 | 8.57 | 7.78 | | |
| Honey, preserves, syrup and treacle | 5.04 | 4.74 | 3.96 | 3.50 | 3.85 | 3.90 | 4.30 | 4.20 | 4.30 | 3.73 | 3.50 | | |
| Total Sugar and Preserves | 15.28 | 15.54 | 13.10 | 11.89 | 11.71 | 11.16 | 13.99 | 12.66 | 13.53 | 12.30 | 11.28 | | |
| VEGETABLES | | | | | | | | | | | | | |
| Potatoes ⁴ | 10.09 | 13.67 | 12.03 | 10.77 | 11.09 | 11.11 | 12.82 | 12.35 | 10.36 | 11.46 | 11.31 | | |
| Fresh green | 7.47 | 10.05 | 6.76 | 5.00 | 3.86 | 3.14 | 7.98 | 4.60 | 6.95 | 6.50 | 4.90 | | |
| Other ⁵ | 8.99 | 13.61 | 11.13 | 9.26 | 8.31 | 6.98 | 11.48 | 8.78 | 9.27 | 9.47 | 8.92 | | |
| Total Vegetables | 26.55 | 37.33 | 29.92 | 25.03 | 23.26 | 21.23 | 32.28 | 25.73 | 26.58 | 27.43 | 25.13 | | |
| FRUIT | | | | | | | | | | | | | |
| Fresh ⁶ | 18.10 | 25.34 | 19.37 | 15.16 | 12.19 | 9.75 | 20.79 | 13.55 | 18.58 | 16.97 | 14.54 | | |
| Other ⁷ | 8.28 | 13.08 | 10.13 | 7.97 | 6.25 | 4.85 | 10.43 | 6.59 | 7.96 | 8.62 | 7.33 | | |
| Total Fruit | 26.38 | 38.42 | 29.50 | 23.13 | 18.44 | 14.60 | 31.22 | 20.14 | 26.54 | 25.59 | 21.87 | | |
| CEREALS | | | | | | | | | | | | | |
| National bread | 14.70 | 16.42 | 13.87 | 12.79 | 12.84 | 14.39 | 16.94 | 17.03 | 14.47 | 16.69 | 14.59 | | |
| White bread | 0.28 | 0.39 | 0.23 | 0.10 | 0.10 | 0.02 | 0.24 | 0.08 | 0.25 | 0.13 | 0.18 | | |
| Wholemeal bread | 1.50 | 1.52 | 0.69 | 0.48 | 0.48 | 0.23 | 0.64 | 0.39 | 1.42 | 0.56 | 0.65 | | |
| Other bread | 2.46 | 2.94 | 1.74 | 1.53 | 1.39 | 1.11 | 2.30 | 1.81 | 2.41 | 2.09 | 1.62 | | |
| Total Bread ⁸ | 18.94 | 21.87 | 16.52 | 14.90 | 14.81 | 15.75 | 20.12 | 19.31 | 18.55 | 19.47 | 17.04 | | |

TABLE 26 continued
(pence per head per week)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 | | | | | | | | |
| Flour | 5.44 | 4.36 | 3.50 | 2.96 | 2.79 | 2.38 | 4.11 | 3.14 | 3.99 | 3.94 | 3.12 | | | |
| Cakes ¹ | 9.09 | 14.08 | 10.15 | 8.29 | 6.83 | 6.34 | 11.38 | 8.36 | 10.13 | 10.34 | 9.11 | | | |
| Biscuits | 9.08 | 12.85 | 10.28 | 8.44 | 7.47 | 6.73 | 9.66 | 7.21 | 8.36 | 8.73 | 7.63 | | | |
| Oatmeal and oat products | 1.12 | 1.03 | 0.76 | 0.92 | 0.99 | 1.05 | 0.87 | 0.84 | 0.94 | 0.57 | 0.84 | | | |
| Breakfast cereals | 1.58 | 2.48 | 2.84 | 3.06 | 3.24 | 2.59 | 2.48 | 2.97 | 1.71 | 2.19 | 2.25 | | | |
| Other | 3.57 | 4.24 | 4.10 | 3.72 | 3.41 | 2.55 | 2.96 | 2.88 | 3.12 | 3.01 | 2.99 | | | |
| Total Cereals | 48.82 | 60.31 | 48.15 | 42.29 | 39.54 | 37.39 | 51.58 | 44.71 | 46.79 | 48.25 | 42.98 | | | |
| BEVERAGES | | | | | | | | | | | | | | |
| Tea | 19.17 | 20.86 | 14.56 | 11.90 | 10.10 | 9.12 | 17.30 | 12.52 | 17.37 | 15.48 | 12.62 | | | |
| Coffee | 2.95 | 4.08 | 2.08 | 1.65 | 1.59 | 0.64 | 2.43 | 1.36 | 3.14 | 2.53 | 1.66 | | | |
| Cocoa | 0.66 | 0.54 | 0.69 | 0.59 | 0.54 | 0.71 | 0.49 | 0.69 | 0.61 | 0.66 | 0.51 | | | |
| Branded food drinks | 0.97 | 0.94 | 0.90 | 0.53 | 0.46 | 0.27 | 0.90 | 0.44 | 0.97 | 0.70 | 0.56 | | | |
| Total Beverages | 23.75 | 26.42 | 18.23 | 14.67 | 12.69 | 10.74 | 21.12 | 15.01 | 22.09 | 19.37 | 15.35 | | | |
| MISCELLANEOUS ¹⁰ | 6.40 | 9.39 | 7.74 | 6.43 | 5.07 | 4.16 | 7.38 | 5.57 | 6.40 | 6.45 | 5.99 | | | |
| Total All Foods | 361.28 (901.1d.) | 433.54 (561.2d.) | 327.24 (271.3d.) | 270.23 (221.6d.) | 239.18 (196.11d.) | 203.91 (171.0d.) | 363.10 (304.3d.) | 269.96 (221.6d.) | 341.18 (281.5d.) | 325.44 (271.1d.) | 274.20 (221.10d.) | | | |

1 Includes cooked and canned meats and meat products
 2 Includes smoked, dried and salted
 3 Includes cooked, canned and bottled fish and fish products
 4 Includes chips and crisps
 5 Includes dried and canned vegetables and vegetable products
 6 Includes tomatoes
 7 Includes canned, bottled and dried
 8 Includes rolls, fruit bread and sandwiches
 9 Includes buns, scones, tea cakes, muffins and crumpets
 10 Includes invalid and baby foods, spreads and dressings, soups and meat and vegetable extracts and items on which expenditure only was recorded

TABLE 27
Domestic Food Consumption by Household Composition, 1955
(oz. per head per week except where otherwise stated)

| | Classified households with one male and one female adult and | | | | | | Unclassified 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 | | | | |
| MILK AND CREAM | | | | | | | | | |
| Liquid (full cream) (pt.) | 5.22 | 5.18 | 4.05 | 3.40 | 2.84 | 2.18 | 4.66 | 4.29 | 3.57 |
| Liquid (welfare and school) (pt.) | ... | 0.18 | 1.14 | 1.65 | 1.89 | 1.99 | 0.05 | 0.14 | 0.91 |
| All Liquid Milk (pt.) | 5.22 | 5.36 | 5.19 | 5.05 | 4.73 | 4.17 | 4.71 | 4.43 | 4.48 |
| Condensed (eq. pt.) | 0.18 | 0.23 | 0.16 | 0.13 | 0.11 | 0.09 | 0.20 | 0.19 | 0.13 |
| Dried and other (pt. or eq. pt.) | 0.01 | ... | 0.22 | 0.21 | 0.26 | 0.31 | ... | ... | 0.16 |
| Cream (pt.) | 0.02 | 0.02 | 0.01 | 0.01 | 0.01 | ... | 0.02 | 0.01 | 0.01 |
| Total Milk and Cream (pt. or eq. pt.) | 5.43 | 5.61 | 5.38 | 5.40 | 5.11 | 4.57 | 4.93 | 4.64 | 4.78 |
| CHEESE | | | | | | | | | |
| Excluding processed and packeted | 3.56 | 3.29 | 2.46 | 2.03 | 1.80 | 1.34 | 2.92 | 2.66 | 2.11 |
| Processed and packeted | 0.36 | 0.58 | 0.40 | 0.32 | 0.29 | 0.27 | 0.50 | 0.46 | 0.30 |
| Total Cheese | 3.92 | 3.87 | 2.86 | 2.35 | 2.09 | 1.61 | 3.42 | 3.12 | 2.41 |
| MEAT | | | | | | | | | |
| Carcass | 25.45 | 25.36 | 18.21 | 14.50 | 12.38 | 10.55 | 21.83 | 20.35 | 15.55 |
| Bacon and ham, uncooked | 6.70 | 7.69 | 5.43 | 4.48 | 3.61 | 3.10 | 6.79 | 6.30 | 4.58 |
| Other ¹ | 10.87 | 14.65 | 11.18 | 9.48 | 9.05 | 7.64 | 12.98 | 11.80 | 10.72 |
| Total Meat | 43.02 | 47.70 | 34.82 | 28.46 | 25.04 | 21.29 | 41.60 | 38.45 | 30.85 |
| FISH | | | | | | | | | |
| Fresh and processed ² | 7.14 | 5.80 | 4.30 | 3.34 | 3.33 | 2.18 | 5.46 | 6.14 | 4.02 |
| Prepared ³ | 1.33 | 1.82 | 1.36 | 1.15 | 1.06 | 1.22 | 1.90 | 1.36 | 1.35 |
| Total Fish | 8.47 | 7.62 | 5.66 | 4.49 | 4.39 | 3.40 | 7.36 | 7.50 | 5.37 |

TABLE 27 continued
(os. per head per week except where otherwise stated)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 | | |
| EGGS (No.) | 4.67 | 5.65 | 4.44 | 3.89 | 3.58 | 2.95 | 4.86 | 3.71 | 4.32 | 4.56 | 3.90 | | |
| FATS | | | | | | | | | | | | | |
| Butter | 5.97 | 6.84 | 4.74 | 3.64 | 3.11 | 2.28 | 5.13 | 3.54 | 5.61 | 4.90 | 3.57 | | |
| Margarine | 4.56 | 4.58 | 4.56 | 4.55 | 4.59 | 4.96 | 5.14 | 5.51 | 3.97 | 4.70 | 4.82 | | |
| Lard and compound cooking fat | 3.57 | 3.89 | 3.44 | 3.02 | 1.68 | 1.57 | 2.39 | 2.09 | 2.13 | 2.28 | 1.97 | | |
| Other fats | 0.64 | 0.70 | 0.61 | 0.46 | 0.45 | 0.41 | 0.71 | 0.50 | 0.52 | 0.66 | 0.58 | | |
| Total Fats | 13.74 | 15.01 | 12.35 | 10.67 | 9.83 | 9.22 | 13.37 | 11.64 | 12.23 | 12.54 | 10.94 | | |
| SUGAR AND PRESERVES | | | | | | | | | | | | | |
| Sugar | 20.53 | 21.52 | 18.32 | 16.68 | 15.76 | 14.51 | 19.34 | 16.94 | 18.61 | 17.37 | 15.70 | | |
| Honey, preserves, syrup and treacle | 5.25 | 4.65 | 3.78 | 3.48 | 3.94 | 4.14 | 4.37 | 4.25 | 4.40 | 3.66 | 3.59 | | |
| Total Sugar and Preserves | 25.78 | 26.17 | 22.10 | 20.16 | 19.70 | 18.65 | 23.71 | 21.19 | 23.01 | 21.03 | 19.29 | | |
| VEGETABLES | | | | | | | | | | | | | |
| Potatoes ⁶ | 57.32 | 70.29 | 64.27 | 57.24 | 59.34 | 58.34 | 67.30 | 64.46 | 57.40 | 66.78 | 60.64 | | |
| Fresh green | 20.67 | 21.78 | 15.00 | 12.61 | 10.16 | 8.92 | 17.38 | 11.34 | 17.28 | 17.40 | 12.26 | | |
| Other ⁷ | 17.01 | 21.60 | 17.23 | 14.96 | 15.45 | 10.85 | 19.07 | 14.23 | 16.17 | 15.24 | 14.60 | | |
| Total Vegetables | 95.00 | 113.67 | 96.50 | 84.81 | 84.95 | 78.11 | 103.75 | 90.03 | 90.85 | 99.42 | 87.50 | | |
| FRUIT | | | | | | | | | | | | | |
| Fresh ⁸ | 23.38 | 29.93 | 23.16 | 19.40 | 15.58 | 12.29 | 24.97 | 16.93 | 23.12 | 20.90 | 17.77 | | |
| Other ⁷ | 6.77 | 9.89 | 7.73 | 6.06 | 5.17 | 3.87 | 8.14 | 5.36 | 6.34 | 7.15 | 5.80 | | |
| Total Fruit | 30.15 | 39.82 | 30.89 | 25.46 | 20.75 | 16.16 | 33.11 | 22.29 | 29.46 | 28.05 | 23.57 | | |

TABLE 27
Domestic Food Consumption by Household Composition, 1955
(oz. per head per week except where otherwise stated)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 (full cream) (pt.) | 5.22 | 5.18 | 4.05 | 3.40 | 2.84 | 2.18 | 4.66 | 3.40 | 4.94 | 4.29 | 3.57 | | |
| Liquid (welfare and school) (pt.) | ... | 0.18 | 1.14 | 1.65 | 1.89 | 1.99 | 0.05 | 0.77 | 0.02 | 0.14 | 0.91 | | |
| All Liquid Milk (pt.) | 5.22 | 5.36 | 5.19 | 5.05 | 4.73 | 4.17 | 4.71 | 4.17 | 4.96 | 4.43 | 4.48 | | |
| Condensed (eq. pt.) | 0.18 | 0.23 | 0.16 | 0.13 | 0.11 | 0.09 | 0.20 | 0.16 | 0.16 | 0.19 | 0.13 | | |
| Dried and other (pt. or eq. pt.) | 0.01 | ... | 0.22 | 0.21 | 0.26 | 0.31 | ... | 0.08 | 0.02 | ... | 0.16 | | |
| Cream (pt.) | 0.02 | 0.02 | 0.01 | 0.01 | 0.01 | ... | 0.02 | 0.01 | 0.01 | 0.02 | 0.01 | | |
| Total Milk and Cream (pt. or eq. pt.) | 5.43 | 5.61 | 5.58 | 5.40 | 5.11 | 4.57 | 4.93 | 4.42 | 5.15 | 4.64 | 4.78 | | |
| CHEESE | | | | | | | | | | | | | |
| Excluding processed and packaged | 3.56 | 3.29 | 2.46 | 2.03 | 1.80 | 1.34 | 2.92 | 2.14 | 2.86 | 2.66 | 2.11 | | |
| Processed and packaged | 0.36 | 0.58 | 0.40 | 0.32 | 0.29 | 0.27 | 0.50 | 0.36 | 0.39 | 0.46 | 0.30 | | |
| Total Cheese | 3.92 | 3.87 | 2.86 | 2.35 | 2.09 | 1.61 | 3.42 | 2.50 | 3.25 | 3.12 | 2.41 | | |
| MEAT | | | | | | | | | | | | | |
| Carcass | 25.45 | 25.36 | 18.21 | 14.50 | 12.38 | 10.55 | 21.83 | 14.32 | 22.52 | 20.35 | 15.55 | | |
| Bacon and ham, uncooked | 6.70 | 7.69 | 5.43 | 4.48 | 3.61 | 3.10 | 6.79 | 4.25 | 6.50 | 6.30 | 4.58 | | |
| Other ¹ | 10.87 | 14.65 | 11.18 | 9.48 | 9.05 | 7.64 | 12.98 | 10.32 | 11.37 | 11.80 | 10.72 | | |
| Total Meat | 43.02 | 47.70 | 34.82 | 28.46 | 25.04 | 21.29 | 41.60 | 28.89 | 40.39 | 38.45 | 30.85 | | |
| FISH | | | | | | | | | | | | | |
| Fresh and processed ² | 7.14 | 5.80 | 4.30 | 3.34 | 3.33 | 2.18 | 5.46 | 3.36 | 6.14 | 4.65 | 4.02 | | |
| Prepared ³ | 1.33 | 1.82 | 1.36 | 1.15 | 1.06 | 1.22 | 1.90 | 1.42 | 1.36 | 1.67 | 1.35 | | |
| Total Fish | 8.47 | 7.62 | 5.66 | 4.49 | 4.39 | 3.40 | 7.36 | 4.78 | 7.50 | 6.32 | 5.37 | | |

TABLE 27 continued
(os. per head per week except where otherwise stated)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 | | | | | | | |
| EGGS (No.) | 4.67 | 5.65 | 4.44 | 3.89 | 3.58 | 2.95 | 4.86 | 3.71 | 4.32 | 4.56 | 3.90 | | |
| FATS | | | | | | | | | | | | | |
| Butter | 5.97 | 6.84 | 4.74 | 3.64 | 3.11 | 2.28 | 5.13 | 3.54 | 5.61 | 4.90 | 3.57 | | |
| Margarine | 4.56 | 4.58 | 4.56 | 4.55 | 4.59 | 4.96 | 5.14 | 5.31 | 3.97 | 4.70 | 4.82 | | |
| Lard and compound cooking fat | 2.57 | 2.89 | 2.44 | 2.02 | 1.68 | 1.57 | 2.39 | 2.09 | 2.13 | 2.28 | 1.97 | | |
| Other fats | 0.64 | 0.70 | 0.61 | 0.46 | 0.45 | 0.41 | 0.71 | 0.50 | 0.52 | 0.66 | 0.58 | | |
| <i>Total Fats.</i> | 13.74 | 15.01 | 12.35 | 10.67 | 9.83 | 9.22 | 13.37 | 11.64 | 12.23 | 12.54 | 10.94 | | |
| SUGAR AND PRESERVES | | | | | | | | | | | | | |
| Sugar | 20.53 | 21.52 | 18.32 | 16.68 | 15.76 | 14.51 | 19.34 | 16.94 | 18.61 | 17.37 | 15.70 | | |
| Honey, preserves, syrup and treacle | 5.25 | 4.65 | 3.78 | 3.48 | 3.94 | 4.14 | 4.37 | 4.25 | 4.40 | 3.66 | 3.59 | | |
| <i>Total Sugar and Preserves</i> | 25.78 | 26.17 | 22.10 | 20.16 | 19.70 | 18.65 | 23.71 | 21.19 | 23.01 | 21.03 | 19.29 | | |
| VEGETABLES | | | | | | | | | | | | | |
| Potatoes ⁴ | 57.32 | 70.29 | 64.27 | 57.24 | 59.34 | 58.34 | 67.30 | 64.46 | 57.40 | 66.78 | 60.64 | | |
| Fresh green | 20.67 | 21.78 | 15.00 | 12.61 | 10.16 | 8.92 | 17.38 | 11.34 | 17.28 | 17.40 | 12.26 | | |
| Other ⁵ | 17.01 | 21.60 | 17.23 | 14.96 | 15.45 | 10.85 | 19.07 | 14.23 | 16.17 | 15.24 | 14.60 | | |
| <i>Total Vegetables.</i> | 95.00 | 113.67 | 96.50 | 84.81 | 84.95 | 78.11 | 103.75 | 90.03 | 90.85 | 99.42 | 87.50 | | |
| FRUIT | | | | | | | | | | | | | |
| Fresh ⁶ | 23.38 | 29.93 | 23.16 | 19.40 | 15.58 | 12.29 | 24.97 | 16.93 | 23.12 | 20.90 | 17.77 | | |
| Other ⁷ | 6.77 | 9.89 | 7.73 | 6.06 | 5.17 | 3.87 | 8.14 | 5.36 | 6.34 | 7.15 | 5.80 | | |
| <i>Total Fruit</i> | 30.15 | 39.82 | 30.89 | 25.46 | 20.75 | 16.16 | 33.11 | 22.29 | 29.46 | 28.05 | 23.57 | | |

Domestic Food Consumption and Expenditure, 1955

TABLE 27 continued
(*oz. per head per week except where otherwise stated*)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 | | |
| C E R E A L S | | | | | | | | | | | | | |
| National bread | 50.63 | 55.85 | 47.29 | 43.80 | 43.63 | 48.97 | 57.93 | 58.17 | 49.48 | 57.44 | 49.89 | | |
| White bread | 0.64 | 0.92 | 0.51 | 0.26 | 0.23 | 0.04 | 0.54 | 0.19 | 0.59 | 0.28 | 0.44 | | |
| Wholemeal bread | 3.04 | 3.11 | 1.50 | 0.99 | 1.01 | 0.51 | 1.35 | 0.84 | 2.93 | 1.20 | 1.37 | | |
| Other bread | 3.48 | 3.89 | 2.27 | 2.05 | 1.78 | 1.35 | 3.06 | 2.39 | 3.42 | 2.70 | 2.15 | | |
| <i>Total Bread</i> ¹ | 57.79 | 63.77 | 51.57 | 47.10 | 46.65 | 50.87 | 62.88 | 61.59 | 56.42 | 61.62 | 53.85 | | |
| Flour | 12.91 | 10.20 | 8.29 | 7.11 | 6.59 | 5.61 | 9.77 | 7.47 | 9.48 | 9.31 | 7.61 | | |
| Cakes ² | 5.62 | 7.99 | 5.75 | 4.84 | 4.05 | 3.85 | 6.65 | 5.11 | 6.06 | 6.02 | 5.47 | | |
| Biscuits | 5.66 | 7.27 | 5.87 | 4.97 | 4.58 | 4.16 | 5.64 | 4.34 | 5.03 | 5.09 | 4.46 | | |
| Oatmeal and oat products | 1.46 | 1.36 | 0.98 | 1.16 | 1.25 | 1.38 | 1.32 | 1.09 | 1.27 | 1.07 | 1.12 | | |
| Breakfast cereals | 1.10 | 1.73 | 1.90 | 2.08 | 2.24 | 1.82 | 1.69 | 2.08 | 1.20 | 1.53 | 1.55 | | |
| Other | 3.17 | 3.41 | 3.21 | 2.94 | 2.80 | 2.05 | 2.46 | 2.44 | 2.74 | 2.51 | 2.42 | | |
| <i>Total Cereals</i> | 87.71 | 95.73 | 77.57 | 70.20 | 68.16 | 69.74 | 90.41 | 84.12 | 82.20 | 86.86 | 76.48 | | |
| B E V E R A G E S | | | | | | | | | | | | | |
| Tea | 3.64 | 3.94 | 2.80 | 2.28 | 1.94 | 1.79 | 3.24 | 2.42 | 3.31 | 2.96 | 2.43 | | |
| Coffee | 0.50 | 0.62 | 0.33 | 0.24 | 0.26 | 0.10 | 0.44 | 0.25 | 0.51 | 0.45 | 0.29 | | |
| Cocoa | 0.22 | 0.18 | 0.24 | 0.21 | 0.18 | 0.22 | 0.17 | 0.25 | 0.20 | 0.23 | 0.18 | | |
| Branded food drinks | 0.26 | 0.24 | 0.24 | 0.14 | 0.12 | 0.07 | 0.12 | 0.11 | 0.26 | 0.18 | 0.15 | | |
| <i>Total Beverages</i> | 4.62 | 4.98 | 3.61 | 2.87 | 2.50 | 2.18 | 4.07 | 3.08 | 4.28 | 3.82 | 3.05 | | |

¹ Includes cooked and canned meats and meat products

² Includes smoked, dried and salted

³ Includes cooked, canned and bottled fish and fish products

⁴ Includes chips and crisps

⁵ Includes dried and canned vegetables, and vegetable products

⁶ Includes tomatoes

⁷ Includes dried, canned and bottled fruit

⁸ Includes rolls, fruit bread and sandwiches

⁹ Includes buns, scones, tea cakes, muffins and crumpets

obtained (2·3 pt. or equiv. pt.) was cheap or free welfare, school or national dried milk. All groups save the largest families spent more on cheese than in 1954, but all but two groups obtained less for their expenditure.

89. Fish consumption increased in all types of household, mainly because of increased purchases of cooked and canned fish. The very small consumption of fish in large families is probably inevitable until means can be found of making fish more acceptable to and manageable by young children without increasing its cost. Except in Class A, households with adolescents but no children consumed almost as much fish per head as those with adults only.

90. Consumption of preserves continued to be greatest in the older two-adult households, and there was a well-marked minimum in families with two children.

91. Potato consumption again exhibited a minimum for the second child, with a rise for the third and a slight fall for the fourth. The upward turn from the second to the third child is now a consistent finding of the Survey, except in the second quarter of the year, when new potatoes are replacing old, and family households refrain from buying the new. The slight downward turn for the fourth child had not been noticed since 1951; its recurrence suggests that some large families were making up their energy requirements from bread rather than potatoes. The whole pattern is exactly what would be expected for a food which is a fairly cheap, but not the cheapest, source of energy. As the size of the family increases and income per head declines, the average consumption of potatoes at first falls because the presence of children reduces average energy requirements per head, then rises because of increased dependence on the cheaper foods, and in the largest families may fall again at a time when even potatoes are considered relatively expensive compared with bread, as in the latter part of 1955. A somewhat similar pattern of group differences was found for other root vegetables.

92. The 1955 estimates confirmed that the minimum consumption of bread had shifted from the second to the third child.* The upward turn at the fourth child was confined to national (subsidized) bread. The steepest downward gradient found for any food was that for white bread, but the quantities were very small, and the difference between white bread and the national loaf had become inappreciable (see Chapter III, paragraph 26). Purchases per head of wholemeal bread in the three groups containing adults only were about twice as great as in other types of household.

93. The effects of family size on the consumption of potatoes and bread may be studied in another way if the calorie values of the consumption of the two foods are expressed as percentages of the calorie value of the total diet in each group. The percentages for the classified households are shown in Table 28. Corresponding estimates for other cheap energy foods, flour, sugar and preserves and total fats and for the protein foods of animal origin are given for comparison. A marked break occurred between the second and third child for potatoes and after the third child for bread, particularly national bread. For flour, visible fats and the group consisting of milk, cheese, eggs, meat and fish, the percentages decreased with increasing family size, and were roughly the same in adult households as in those with adolescents but no child. For sugar and preserves the reverse occurred: consumption data are not available for sweets, so that it is impossible to include their contribution in the table.

* *Domestic Food Consumption and Expenditure, 1954*, paragraph 101, H.M.S.O., 1956.

In the largest families—those with four or more children and those with adolescents and children—bread made the same contribution to total calories as the animal protein foods.

94. Younger couples bought more cake than in 1954 but less flour; older couples, more flour, but slightly less cake. Oatmeal was preferred to other breakfast cereals only by the older couples and the unclassified adult households, which also consisted mainly of elderly people. The same two groups reduced their consumption of tea, but older couples were nevertheless spending more on tea than on bread. Cocoa was the only beverage of which households with children drank as much per head as those with none.

95. For food as a whole, the prices paid by younger couples were 3 per cent above the average level for all households, and those paid by households containing three, four or more children 2 per cent below (see Table 23). These price differences appear to be closely related to net family income per head; thus, families containing both children and adolescents had greater income per head than those with three or more children, and paid prices only 1 per cent below the average for all households. For older couples the price level, like the income per head, was near the national average. Price differences were most marked for fish and beverages other than tea.

TABLE 28

Contribution of certain foods to the energy value of the diet

| <i>Households with one male and one female adult and</i> | <i>Percentage of calories from</i> | | | | | |
|--|------------------------------------|--------------|--------------|----------------------------|---------------------|--|
| | <i>Potatoes</i> | <i>Bread</i> | <i>Flour</i> | <i>Sugar and Preserves</i> | <i>Visible fats</i> | <i>Milk, cheese, eggs, meat and fish</i> |
| No other (both under 55). | 5.3 | 20.4 | 4.4 | 11.6 | 14.5 | 29.7 |
| 1 child | 6.0 | 20.1 | 4.4 | 11.9 | 14.5 | 29.1 |
| 2 children | 6.1 | 20.7 | 4.2 | 12.2 | 14.2 | 28.9 |
| 3 children | 6.7 | 21.7 | 4.1 | 12.5 | 13.7 | 27.6 |
| 4 or more children | 7.1 | 25.2 | 3.7 | 12.5 | 13.7 | 25.3 |
| Adolescents only | 5.8 | 22.2 | 4.6 | 11.5 | 14.4 | 28.7 |
| Adolescents and children | 6.6 | 25.5 | 4.1 | 12.0 | 14.5 | 25.2 |

Energy Value and Nutrient Content

96. The energy value and nutrient content of the average food consumption of households of different composition are shown in Table 29. As in 1954, data relating to both "classified" and "unclassified" households are included. The unclassified household diets supplied less of each nutrient than those of the corresponding classified households. This may be seen if the nutritive value of the diets of the three types of adult household and of both types of household containing adolescents but no child are compared. The third group of unclassified households (those containing children) was too heterogeneous to permit a comparison with any one classified type.

97. Among the classified households, as in previous years, the nutritive value of the diet of younger couples exceeded that of older couples in all nutrients estimated, and

TABLE 29
Energy Value and Nutrient Content of Domestic Food Consumption, 1955, by Household Composition Groups
 (per head per day)

| | Classified households with one male and one female adult and | | | | | | | | | | Unclassified 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 55 or over | both under 55 | 1 | 2 | 3 | 4 or more | | | | | | | |
| Energy value (Cal.) | 3,006 | 3,278 | 2,696 | 2,394 | 2,256 | 2,132 | 2,976 | 2,546 | 2,771 | 2,779 | 2,454 | | |
| Protein (g.) | 88 | 96 | 78 | 69 | 65 | 60 | 87 | 72 | 82 | 81 | 72 | | |
| Animal protein (g.) | 50 | 54 | 44 | 38 | 35 | 30 | 47 | 36 | 47 | 44 | 38 | | |
| Fat (g.) | 126 | 140 | 112 | 97 | 88 | 79 | 123 | 98 | 116 | 114 | 98 | | |
| Carbohydrate (g.) | 379 | 408 | 344 | 311 | 302 | 295 | 380 | 344 | 350 | 357 | 321 | | |
| Calcium (mg.) | 1,167 | 1,237 | 1,090 | 1,004 | 951 | 876 | 1,118 | 970 | 1,080 | 1,051 | 977 | | |
| Iron (mg.) | 15.1 | 17.1 | 13.8 | 12.1 | 11.4 | 10.4 | 15.4 | 12.9 | 14.3 | 14.5 | 12.5 | | |
| Vitamin A (i.u.) | 4,622 | 5,605 | 4,591 | 3,951 | 4,046 | 2,812 | 4,700 | 3,774 | 4,395 | 4,437 | 3,766 | | |
| Vitamin B ₁ (mg.) | 1.41 | 1.58 | 1.27 | 1.11 | 1.05 | 0.97 | 1.42 | 1.17 | 1.33 | 1.33 | 1.15 | | |
| Riboflavin (mg.) | 1.87 | 2.06 | 1.75 | 1.57 | 1.46 | 1.28 | 1.79 | 1.48 | 1.76 | 1.69 | 1.52 | | |
| Nicotinic acid (mg.) | 15.5 | 17.0 | 13.3 | 11.4 | 10.7 | 9.7 | 15.1 | 12.1 | 14.5 | 14.2 | 12.1 | | |
| Vitamin C (mg.) | 55 | 68 | 56 | 48 | 44 | 40 | 58 | 45 | 53 | 53 | 46 | | |
| Vitamin D (i.u.) | 152 | 163 | 155 | 138 | 133 | 134 | 159 | 145 | 136 | 143 | 143 | | |

TABLE 30
*Comparison of Energy Value and Nutrient Content of Domestic Food Consumption, 1955
 with allowances based on the British Medical Association's Recommendations
 (per cent)*

| | Classified households with one male and one female adult and | | | | | | | Unclassified 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 55 or over | both under 55 | 1 | 2 | 3 | 4 or more | | | | | |
| Energy value | 116 | 119 | 111 | 105 | 102 | 98 | 103 | 97 | 108 | 99 | 98 |
| Protein | 123 | 126 | 109 | 99 | 94 | 87 | 98 | 86 | 116 | 96 | 95 |
| Calcium | 130 | 142 | 115 | 102 | 94 | 85 | 110 | 91 | 124 | 107 | 98 |
| Iron | 112 | 134 | 117 | 108 | 104 | 97 | 110 | 100 | 110 | 105 | 102 |
| Vitamin A. | 166 | 212 | 198 | 186 | 199 | 146 | 181 | 173 | 162 | 170 | 163 |
| Vitamin B ₁ | 137 | 145 | 132 | 123 | 120 | 113 | 123 | 111 | 130 | 118 | 117 |
| Riboflavin | 118 | 124 | 118 | 113 | 108 | 96 | 102 | 92 | 113 | 99 | 100 |
| Nicotinic acid | 150 | 156 | 138 | 127 | 123 | 113 | 131 | 115 | 142 | 127 | 122 |
| Vitamin C. | 245 | 315 | 266 | 233 | 218 | 197 | 228 | 187 | 242 | 215 | 206 |

there were the usual reductions for all nutrients with the addition of each child to the household, except for vitamin A which was almost the same for households with 2 and 3 children. However, the nutritional requirements of adults, adolescents and children differ greatly and thus the dietary differences which depend on the composition of households can be assessed only in relation to requirements, as in Table 30.

98. With only a few exceptions, the average value for energy and all nutrients in all types of household were within 5 per cent of the corresponding values recorded in 1954. The main trends between 1954 and 1955 were slight increases or no change for energy value, animal protein, fat, carbohydrate, calcium, iron and vitamin C, and slight decreases for vitamin B₁, riboflavin and nicotinic acid, because of the reduced quantities of these three nutrients in bread and flour. The changes were usually small decreases in households with four or more children and slight increases in those with from one to three children. The greatest changes occurred for vitamins A and D. Generally, all types of household increased their vitamin A intake by between 4 and 11 per cent; in households with three children there was an exceptional rise (26 per cent) attributable mainly to relatively large increases in the consumption of carrots and liver and also to the increased fortification of margarine; in contrast, households with four or more children barely maintained the 1954 level. Such fluctuations in the vitamin A content are to be expected even on a year's sample, because of the very high concentration of this vitamin in one or two non-staple foods, particularly liver and carrots. The greatest changes in vitamin D were smaller (between 6 and 7 per cent) and occurred in households with three or more children, or with children and adolescents, and in unclassified adult households. They arose mainly from changes in national dried milk consumption and, for the last group, in canned fish.

99. In Table 30 the nutritive value of the diets is compared with allowances based on the British Medical Association's recommendations and, as in similar earlier tables, 10 per cent has been deducted from the nutritive value of food purchases to allow for wastage and other losses in the home. The lowest percentages were for protein and calcium in the classified households with three or more children, and protein, calcium and riboflavin in those with adolescents and children.

100. Compared with similar data in 1954, the values in Table 30 show only very slight changes for all types of household for nearly all nutrients except vitamin A, which increased generally, and vitamin C, which increased by as much as 10 per cent in households with three or more children. The percentages for these nutrients have, however, always been well above the recommended allowances and the changes are thus not of special importance.

101. The trends for protein and calcium, which have caused concern for some years, were shown for the years 1950-1954 in Table 45 of the Report for 1954. The declines appear to have halted in 1955, so that the largest families were no worse and those with three children slightly better off than in 1954.

102. The sources of the energy value in the years 1952 to 1955 are shown in Table 31. There was a continuous decrease for all groups in the proportion of calories from protein between 1952 and 1954, but no appreciable change in 1955. For fat and carbohydrate there were no regular trends common to all groups over the years. The percentages for protein and fat usually decreased with the addition of a child and those for carbohydrate usually increased.

TABLE 31
Percentage of Energy Value derived from Protein, Fat and Carbohydrate, 1952-55
(per cent)

| | | Classified households with one male and one female adult and | | | | | | | |
|--------------|------|--|---------------|---------------|------|------|-----------|------------------|--------------------------|
| | | no other | | children only | | | | adolescents only | adolescents and children |
| | | one or both 55 or over | both under 55 | 1 | 2 | 3 | 4 or more | | |
| Protein | 1952 | n.a. | n.a. | 12.6 | 12.4 | 12.1 | 12.0 | 12.8 | 12.4 |
| | 1953 | 12.8 | 12.9 | 12.4 | 12.1 | 12.0 | 11.8 | 12.6 | 12.1 |
| | 1954 | 11.9 | 11.9 | 11.7 | 11.6 | 11.4 | 11.2 | 11.7 | 11.3 |
| | 1955 | 11.7 | 11.7 | 11.6 | 11.6 | 11.5 | 11.3 | 11.7 | 11.3 |
| Fat | 1952 | n.a. | n.a. | 35.0 | 35.2 | 34.8 | 33.6 | 33.8 | 32.6 |
| | 1953 | 36.1 | 37.1 | 36.7 | 36.7 | 35.4 | 34.0 | 36.0 | 34.0 |
| | 1954 | 37.9 | 38.4 | 37.0 | 36.4 | 35.3 | 33.9 | 36.8 | 34.3 |
| | 1955 | 37.9 | 38.5 | 37.4 | 36.5 | 35.0 | 33.4 | 37.3 | 34.6 |
| Carbohydrate | 1952 | n.a. | n.a. | 52.4 | 52.4 | 53.1 | 54.4 | 53.4 | 55.0 |
| | 1953 | 51.1 | 50.0 | 50.9 | 51.2 | 52.6 | 54.2 | 51.4 | 53.9 |
| | 1954 | 50.2 | 49.7 | 51.3 | 52.1 | 53.2 | 54.9 | 51.5 | 54.4 |
| | 1955 | 50.4 | 49.8 | 51.0 | 51.9 | 53.5 | 55.3 | 51.0 | 54.1 |

TABLE 32
Percentage of Total Protein derived from Animal Sources, 1952-1955
(per cent)

| | | Classified households with one male and one female adult and | | | | | | | |
|---|------|--|---------------|---------------|------|------|-----------|------------------|--------------------------|
| | | no other | | children only | | | | adolescents only | adolescents and children |
| | | one or both 55 or over | both under 55 | 1 | 2 | 3 | 4 or more | | |
| Animal protein as percentage of total protein | 1952 | n.a. | n.a. | 50.2 | 50.3 | 48.5 | 45.0 | 47.8 | 44.6 |
| | 1953 | 52.5 | 53.4 | 52.7 | 52.4 | 50.1 | 46.9 | 50.1 | 46.2 |
| | 1954 | 56.6 | 56.5 | 55.0 | 54.1 | 52.5 | 49.5 | 53.5 | 48.6 |
| | 1955 | 57.0 | 56.2 | 55.9 | 55.0 | 53.4 | 49.8 | 54.5 | 49.7 |
| Percentage of calories from animal protein | 1952 | n.a. | n.a. | 6.3 | 6.2 | 5.9 | 5.4 | 6.1 | 5.5 |
| | 1953 | 6.7 | 6.9 | 6.6 | 6.4 | 6.0 | 5.5 | 6.3 | 5.6 |
| | 1954 | 6.8 | 6.7 | 6.5 | 6.3 | 6.0 | 5.6 | 6.3 | 5.5 |
| | 1955 | 6.7 | 6.6 | 6.5 | 6.4 | 6.2 | 5.6 | 6.4 | 5.6 |

103. The proportion of total protein derived from animal sources, shown in Table 32, increased in all types of household from 1952 to 1955, and in each year after 1952 the percentages decreased as family size increased. The proportions for households with adolescents and children resembled those for households with four or more children and remained below 50 per cent throughout. To facilitate comparisons between Tables 31 and 32 the percentages of calories derived from animal protein are given in Table 32. These proportions were remarkably constant over the four years for each type of family.

Effect of Children on Expenditure

104. The Annual Reports for 1952-1954 have given regression estimates of the domestic food expenditure attributable to the adult couple and to each child in a selected group of households consisting of childless couples (both under 55) and families of one man and one woman with varying numbers of children. The younger childless couples provide a group broadly comparable in age and household income with the households with children, so that differences in food expenditure may be attributed to the presence of children. Household food expenditure in 1955 averaged 7s. 3d. for younger childless couples and 81s. 10d., 90s. 1d., 99s. 8d. and 109s. 5d. for two-adult households containing respectively 1, 2, 3 and 4 or more (average 4.44) children under 15. If a straight regression line is fitted to these averages, the basic element in household food expenditure associated with the adult couple is

TABLE 33
Regression estimates of Domestic Food Expenditure attributable to Adult Couple and to a Child in Classified Households for the years 1952-55

| Income Group | I (above upper quartile) | II (upper quartile to median) | III (median to lower quartile) | IV (below lower quartile) | All households of Selected Groups ¹ |
|---|-----------------------------|----------------------------------|-----------------------------------|------------------------------|--|
| <i>Constant element associated with the adult couple (pence)</i> | | | | | |
| 1952 | 739.8 | 700.1 | 665.1 | 626.4 | 687.1 |
| 1953 | 802.2 | 760.9 | 749.9 | 696.2 | 753.4 |
| 1954 | 817.0 | 814.4 | 792.6 | 729.4 | 793.0 |
| 1955 | 925.7 | 880.3 | 846.1 | 803.5 | 873.3 |
| <i>Average increment for each additional child (pence)</i> | | | | | |
| 1952 | 126.6 | 103.4 | 95.9 | 83.7 | 102.5 |
| 1953 | 120.7 | 113.2 | 88.8 | 79.1 | 101.2 |
| 1954 | 145.4 | 101.0 | 91.3 | 73.8 | 100.5 |
| 1955 | 131.7 | 112.3 | 106.6 | 77.5 | 103.7 |
| <i>Child increment as percentage of amount associated with adult couple</i> | | | | | |
| 1952 | 17.1 | 14.8 | 14.4 | 13.4 | 14.9 |
| 1953 | 15.0 | 14.9 | 11.8 | 11.4 | 13.4 |
| 1954 | 17.8 | 12.4 | 11.5 | 10.1 | 12.7 |
| 1955 | 14.2 | 12.8 | 12.6 | 9.6 | 11.9 |

¹ Including households not stating family income, and those with four or more children.

estimated as 72s. 9d. and the average increment for each additional child as 8s. 8d. Similar calculations on previous years' data show that while the expenditure associated with the adult couple has risen from 57s. 3d. in 1952 to 72s. 9d. in 1955, the additional expenditure attributable to each child has remained almost constant, varying only between 8s. 4d. and 8s. 8d.

05. To examine the dependence on income of the basic element and the increment, the calculation has been repeated for the expenditures of the classified household types included in each of the income groups defined in paragraph 59 of Chapter IV above. These four groups had practically the same demographic composition but differed in declared family income per head, each selected household type having been divided at the median and quartiles of the distribution of family income. Table 33 gives comparative results for the years 1952-55. The mode of classification by quartiles within each household type, rather than by specific levels of money income, is intended to secure comparability of the results from year to year.

106. In 1955 the child increment ranged from 11s. 0d. in group I, consisting of families with incomes above the upper quartile for their type, to 6s. 6d. in group IV, consisting of those below the lower quartile; the corresponding basic elements were 77s. 2d. and 66s. 11d. During 1952-55 the element in food expenditure associated with the adult members of the household was relatively insensitive to differences in income; the ratio of its value in the highest to that in the lowest income group was about 1.15, and as the corresponding ratio of declared average incomes per head was about 2.1, this suggests an income elasticity of about 0.18. The child increment, on the other hand, was more sensitive to income and also more variable; it was from 1.5 to 2.0 times as great in income group I as in group IV, and may be regarded as having an income elasticity of the order of 0.6 to 0.9. Over the four years the child increment expressed as a percentage of expenditure attributed to the adult couple tended to decrease, although the upper age limit for a child was raised to 15 in 1954, the trend being clearest in the lowest income group and most irregular in the highest. The decline was mainly due to the changed distribution of expenditure on carcase meat, bacon, eggs, butter and cooking fats. By 1955 butter had almost reached the position of fresh green vegetables, for which the addition of a child does not increase the average household expenditure on the commodity at all. Coffee was the only important food for which the presence of children significantly decreased the total household expenditure.

Family Composition and Social Class

107. The analyses given in Table 30 show that households with three or more children and those with adolescents and children were obtaining less than 95 per cent of the estimated requirements of protein and calcium. The last group was also obtaining less than 95 per cent of riboflavin. The analysis does not, however, show to what extent such percentages were limited to the lower income groups within each family type. Each of the classified household types (except older couples) has therefore been further analysed according to the gross weekly income of the head of the household. Class D2 and the old age pensioner group, which contained hardly any large families, were omitted from the analyses. The number of households with children in Classes A1 and D1 were scarcely sufficient to warrant separate treatment, and these groups were therefore combined with A2 and C respectively, giving three broad classes, A, B and C & D1. Each of the resulting 3 x 7 sub-groups contained over 50 households and over 200 persons, except the families with four or more

TABLE 34
 Food Expenditure by Classified Household Composition Groups and Social Class, 1955
 (per week)

| Household Composition Group | Social Class | | | | | | | | | | | | All households | | | | |
|---|--------------|---------------|--------|---------------|-------|---------------|-------|---------------|-------|---------------|---------|---------------|----------------|---------------|----------|---------------|--|
| | A1 | | A2 | | All A | | B | | C | | DI | | C & DI | | Per head | Per household | |
| | s. d. | Per household | s. d. | Per household | s. d. | Per household | s. d. | Per household | s. d. | Per household | s. d. | Per household | s. d. | Per household | | | |
| Classified households of one male and one female adult and: | | | | | | | | | | | | | | | | | |
| no other (both under 55) | 53 10 | 107 7 | 40 6 | 80 11 | 43 0 | 86 0 | 35 10 | 71 8 | 34 4 | 68 7 | 34 10 | 69 8 | 34 4 | 68 9 | 36 2 | 72 3 | |
| 1 child | 33 2 | 99 6 | 29 1 | 87 2 | 29 10 | 89 7 | 27 11 | 83 8 | 25 7 | 76 10 | 24 1 | 72 4 | 25 5 | 76 4 | 27 3 | 81 10 | |
| 2 children | 27 0 | 108 2 | 24 11 | 99 9 | 25 4 | 101 4 | 22 9 | 90 11 | 21 1 | 84 2 | 18 3 | 72 11 | 20 10 | 83 4 | 22 6 | 90 1 | |
| 3 children | (27 10) | (139 2) | 21 9 | 108 9 | 23 3 | 116 2 | 19 11 | 99 8 | 18 8 | 93 2 | (16 9) | (83 9) | 18 5 | 92 1 | 19 11 | 99 8 | |
| 4 or more children | (21 10) | (131 1) | (20 2) | (127 10) | 20 6 | 128 7 | 17 5 | 113 3 | 15 3 | 97 8 | (14 11) | (99 0) | 15 3 | 97 11 | 17 0 | 109 5 | |
| adolescents only | (42 7) | (127 9) | 32 8 | 108 2 | 34 5 | 111 10 | 30 2 | 98 8 | 29 4 | 92 8 | 27 10 | 87 10 | 29 0 | 91 6 | 30 3 | 97 5 | |
| adolescents and children | (27 3) | (130 7) | 25 8 | 125 0 | 25 11 | 126 1 | 23 4 | 117 1 | 21 0 | 110 7 | 19 0 | 106 3 | 20 8 | 109 11 | 22 6 | 114 11 | |
| Average, all households | 32 3 | 115 2 | 28 0 | 98 7 | 29 1 | 102 7 | 26 0 | 91 11 | 24 9 | 83 9 | 25 2 | 75 6 | 24 10 | 81 1 | 25 8 | 81 11 | |

Figures in parentheses are averages based on fewer than 25 households

children in Class A, of whom there were 30, including 188 persons. Details are given in Table 4 of Appendix A. Although classified households with three or more children or with children and adolescents comprised only 12 per cent of all households in the sample, they included 20 per cent of the persons, 39 per cent of the children and 37 per cent of the adolescents. A further 22 per cent of the children and 18 per cent of the adolescents were in unclassified households with children, which were not included in the two-way analysis, as it was considered that the classified households would provide a sufficient indication of the relative importance of family composition and social class.

108. Table 34 gives the average domestic food expenditure per head per week and per household per week for each sub-group. Classes A1 and A2 and Classes C and D1 are distinguished, but averages based on fewer than 25 households are shown in brackets. The extreme range was from 53s. 10d. per head per week in the most prosperous group of households to 14s. 11d. in the largest and poorest families. The results confirm that expenditure per head was more affected by household composition than by social class. In all classes, younger couples without dependants spent from 2.0 to 2.3 times as much per head on food as families with four or more children; but in all household types, the Class A1 households (income of head over £24 per week) spent only 1.3 to 1.7 times as much per head as the corresponding households in Class D1 (income of head under £6 per week). Class differences in food expenditure were rather more marked for large families than for small. There is a suggestion, but no more because of the small numbers in the sub-groups, that the addition of the first child caused less additional expenditure on food in the highest income group than in the others, but that the second and third children caused greater increases in that group than in the rest. Although the differences are of doubtful significance, they suggest that further research on the effect of children on expenditure in households of different social class would be rewarding.

109. Details of expenditure on and consumption of the main foods by each of the seven types of household in each of the three broad social classes are given in Tables 35 and 36. For most of the main food groups, differences associated with family size were more important than those attributable to social class. For each type of household the most marked class differences were between Class A and the rest; the diets of Classes B and C & D1 were in most respects similar. In general, the pattern of class differences is much the same for each household type. In all three broad classes, a minimum in the average consumption of oatmeal occurs in families with one child, and of preserves and potatoes in those with two. The downward turn in potato consumption at the fourth child, mentioned in paragraph 91, was marked only in Classes C & D1, as would be expected.

110. In all types of household, Class A was characterised by relatively high expenditure on and consumption of fresh milk and cream, butter, eggs, bacon, fish, fruit, wholemeal bread, breakfast and "other" cereals and coffee, with low values for national bread and margarine. For fresh meat, the fall from Class A to Classes B and C & D1 was not appreciable except in families with several children.

111. Table 37 gives the energy value and nutrient content of the diets of the seven household types within the three classes, and Table 38 expresses these values as percentages of the recommended allowances, after making a uniform deduction of 10 per cent to allow for plate wastage, food given to pets and food thrown away, such as stale bread. Such wastage is no doubt subject to wide variations dependent upon many factors, including the financial circumstances of the family, its size, the

faddiness of its members, the cooking ability of the housewife and the presence of pets. Wastage is probably least in the large families of small means, and it is suggested that no particular remark need be made on any sub-group of the larger families in which the energy value or nutrient content is recorded as not less than 95 per cent of estimated requirements. With wastage estimated at 5 instead of 10 per cent, all such percentages would be at least 100. In 1955 no sub-group fell below 95 per cent in energy value, but percentages below 95 were recorded in certain sub-groups for protein, calcium, iron and riboflavin.

112. In families with four or more children, the household diet provided 95 per cent of the recommended allowance of *protein* in Class A, 87 per cent in Class B and 85 per cent in C & D1. Corresponding figures in 1954 were 92, 89 and 86 per cent. For *calcium*, the percentages in 1955 were 95 in Class A, 85 in B and 83 in C & D1; in 1954, 86, 87 and 83. For both calcium and protein, the class differences in 1955 tended to follow those found for energy value: 108, 99 and 95. The Committee on Nutrition of the British Medical Association recommended that infants, children and adolescents should have 1.0 to 1.4 g. of calcium a day according to age, and pregnant and nursing women up to 2 g., compared with 0.8 g. for other adults. They suggested 14 per cent of calories in the form of protein of a mixed diet to be sufficient for pregnant and nursing women, infants, children and adolescents, and 11 per cent for other adults not engaged in hard work. Yet most adults require more calories than do children. Thus, if the aim is to meet the recommendations of the British Medical Association in all types of household, the families with the greatest proportion of growing members should consume relatively more of foods such as milk and cheese, which are rich in protein and calcium in relation to calories, than the small families.

113. The data in Table 36 indicate that in all classes the pattern of consumption varied with increasing family size, but not in the direction required. Table 37 summarizes the consumption of foods which are good sources of calcium and protein by families of different size in each class. The differences shown in this table do not arise from variations in the incidence of meals taken outside the home. The quantities of foods taken in school meals are not included in the survey records, but even the most favourable allowance for them has little effect on the patterns of consumption (cf. paragraph 121). School milk is included in the total for all milk given in Table 37.

114. In Classes A and B, households with one child obtained more milk per head than two-adult families. Otherwise no family with children obtained more of any food shown in Table 37 than the childless couple of the corresponding class. The most striking feature of the table is that for cheese, eggs, meat, fish and flour there is more similarity between families of the same composition than between households of the same class. Each family group in Class A obtained considerably more milk than the corresponding families in other classes; to a lesser extent this was also true for meat and fish. Except in the largest families there was an almost regular increase in bread consumption from Class A to Classes C & D1.

115. These results suggest that Class A families may have appreciated to a greater extent than others that milk is nourishing, but otherwise they provide no grounds for assuming that a general improvement in real income (or indeed in any attribute, associated with the income level) would necessarily have any effect on the differences between large and small families.

TABLE 35
Expenditure on Main Foods by Household Composition Groups and Social Class, 1955
(pence per person per week)

| | Social Class A1 | Social Class A (A1 & A2) | | | | | |
|---|--|--------------------------|------------------|-----------------|-----------------|--------------------|------------------|
| | Classified households with one male and one female adult and | | | | | | |
| | no other (both under 55) | no other (both under 55) | 1 child | 2 children | 3 children | 4 or more children | adolescents only |
| Milk, liquid (full price) | 45·68 | 42·64 | 35·12 | 29·30 | 28·28 | 20·35 | 36·91 |
| Milk, liquid (welfare and school) | 1·78 | 0·45 | 1·55 | 2·21 | 2·72 | 3·02 | — |
| All Liquid Milk | 47·46 | 43·09 | 36·67 | 31·51 | 31·00 | 23·37 | 36·91 |
| Milk, condensed | 2·01 | 1·36 | 1·13 | 1·10 | 0·58 | 0·40 | 2·57 |
| Milk, dried and other | 1·81 | 0·49 | 1·37 | 0·72 | 0·26 | 1·46 | — |
| Cream | 4·24 | 2·36 | 1·64 | 1·72 | 0·80 | 0·76 | 1·73 |
| Total Milk and Cream | 55·52 | 47·30 | 40·81 | 35·05 | 32·64 | 25·99 | 40·21 |
| Cheese (excluding processed and packeted) | 11·36 | 7·03 | 4·98 | 3·95 | 3·75 | 2·04 | 7·25 |
| Cheese (processed and packeted) | 3·77 | 2·62 | 0·96 | 1·06 | 0·90 | 0·85 | 1·32 |
| Total Cheese | 15·13 | 9·65 | 5·94 | 5·01 | 4·65 | 2·89 | 8·57 |
| Butter | 30·26 | 23·71 | 15·00 | 12·60 | 12·11 | 10·49 | 18·07 |
| Margarine | 7·82 | 5·73 | 5·05 | 5·05 | 4·49 | 5·00 | 7·49 |
| Lard and compound cooking fats | 4·63 | 3·75 | 2·99 | 2·83 | 2·47 | 2·95 | 3·40 |
| Other fats | 3·69 | 1·22 | 0·60 | 0·65 | 0·53 | 0·13 | 1·03 |
| Total Fats | 46·40 | 34·41 | 23·64 | 21·13 | 19·60 | 19·47 | 29·99 |
| Eggs | 31·20 | 29·03 | 19·02 | 18·46 | 16·75 | 13·60 | 22·12 |
| Carcass meat | 91·57 | 68·21 | 53·13 | 39·80 | 36·53 | 35·60 | 60·68 |
| Bacon and ham, uncooked | 74·56 | 30·82 | 15·70 | 12·89 | 11·31 | 10·14 | 20·91 |
| All other meat | 50·45 | 45·71 | 27·24 | 24·93 | 20·64 | 14·98 | 35·69 |
| Total Meat | 216·58 | 144·74 | 96·07 | 77·62 | 68·48 | 60·72 | 117·28 |
| Fresh fish | 15·13 | 11·62 | 7·88 | 5·41 | 5·63 | 3·66 | 9·18 |
| All other fish | 21·18 | 11·87 | 6·31 | 4·47 | 4·15 | 3·69 | 7·73 |
| Total Fish | 36·31 | 23·49 | 14·19 | 9·88 | 9·78 | 7·35 | 16·91 |
| Sugar | 11·03 | 10·29 | 8·30 | 8·15 | 9·56 | 8·00 | 11·63 |
| Preserves | 3·40 | 5·19 | 4·11 | 3·64 | 4·99 | 3·52 | 5·13 |
| Total Sugar and Preserves | 14·43 | 15·48 | 12·41 | 11·79 | 14·55 | 11·52 | 16·76 |
| Potatoes | 12·41 | 14·21 | 9·20 | 9·37 | 10·90 | 12·04 | 11·40 |
| Fresh green vegetables | 21·84 | 14·79 | 8·21 | 5·99 | 5·43 | 4·37 | 10·45 |
| Other vegetables | 24·52 | 16·78 | 11·14 | 10·65 | 9·66 | 7·76 | 13·24 |
| Total Vegetables | 58·77 | 45·78 | 28·55 | 26·01 | 25·99 | 24·17 | 35·09 |
| Fresh fruit | 39·83 | 37·13 | 24·99 | 22·10 | 18·09 | 18·70 | 27·61 |
| Other fruit | 18·79 | 18·23 | 12·32 | 10·80 | 8·29 | 8·57 | 12·23 |
| Total Fruit | 58·62 | 55·36 | 37·31 | 32·90 | 26·38 | 27·27 | 39·84 |
| National bread | 11·65 | 13·12 | 11·17 | 10·24 | 10·54 | 11·91 | 14·86 |
| White bread | 0·26 | 0·44 | 0·39 | 0·12 | 0·24 | — | 0·18 |
| Wholemeal bread | 1·98 | 2·09 | 1·36 | 0·80 | 0·81 | 0·38 | 1·20 |
| Other bread | 5·42 | 4·88 | 2·38 | 1·72 | 1·54 | 0·89 | 2·50 |
| Total Bread | 19·31 | 20·53 | 15·30 | 12·88 | 13·13 | 13·18 | 18·74 |
| Flour | 3·26 | 4·55 | 3·01 | 3·17 | 3·07 | 2·45 | 3·81 |
| Cakes | 9·36 | 13·89 | 11·02 | 8·69 | 6·84 | 5·35 | 9·65 |
| Biscuits | 16·59 | 14·49 | 11·94 | 10·24 | 8·88 | 8·93 | 11·39 |
| Oatmeal and oat products | 1·36 | 1·46 | 0·59 | 0·80 | 0·84 | 1·19 | 0·63 |
| Breakfast cereals | 1·72 | 3·05 | 2·90 | 3·93 | 4·01 | 2·70 | 3·75 |
| Other cereals | 5·47 | 6·15 | 5·92 | 4·09 | 3·65 | 3·20 | 3·65 |
| Total Cereals | 57·07 | 64·12 | 50·68 | 43·80 | 40·42 | 37·00 | 51·62 |
| Tea | 19·92 | 20·37 | 14·09 | 10·13 | 9·28 | 9·46 | 17·99 |
| Coffee | 17·79 | 10·21 | 3·81 | 3·54 | 3·57 | 0·75 | 4·30 |
| Cocon | — | 0·65 | 0·83 | 0·63 | 0·91 | 0·99 | 0·20 |
| Branded food drinks | 0·40 | 0·85 | 0·62 | 0·27 | 0·50 | 0·27 | 0·59 |
| Total Beverages | 38·11 | 32·08 | 19·35 | 14·57 | 14·26 | 11·47 | 23·08 |
| Miscellaneous | 17·44 | 14·48 | 10·46 | 7·64 | 5·34 | 4·79 | 11·02 |
| Total Food Expenditure | 53s. 10d. | 43s. 0d. | 29s. 10d. | 25s. 4d. | 23s. 3d. | 20s. 6d. | 34s. 5d. |

| Social Class B | | | | | | | Social Classes C & D1 | | | | | |
|--|--|--|--|---|--|--|--|--|--|--|---|--|
| Classified households with one male and one female adult 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 |
| 28.71 1.89 | 23.65 2.42 | 18.60 2.79 | 14.28 2.43 | 32.43 — | 23.90 0.56 | 33.64 0.21 | 25.69 1.61 | 19.35 2.43 | 16.64 2.23 | 12.27 2.39 | 28.83 — | 21.32 0.65 |
| 30.60 | 26.07 | 21.39 | 16.71 | 32.43 | 24.46 | 33.85 | 27.30 | 21.78 | 18.87 | 14.66 | 28.83 | 21.97 |
| 1.46 0.60 0.83 | 1.18 0.85 0.46 | 0.90 1.17 0.27 | 0.76 1.16 0.28 | 1.71 0.02 0.98 | 1.19 0.18 0.44 | 2.16 — 1.14 | 1.11 0.67 0.44 | 0.88 0.67 0.39 | 0.87 0.87 0.16 | 0.61 0.62 0.14 | 1.51 0.09 0.71 | 1.08 0.12 0.41 |
| 33.49 | 28.56 | 23.73 | 18.91 | 35.14 | 26.27 | 37.15 | 29.52 | 23.72 | 20.77 | 16.03 | 31.14 | 23.58 |
| 4.87 1.36 | 3.80 1.04 | 3.45 0.95 | 2.59 0.76 | 5.13 1.56 | 3.88 1.09 | 6.36 1.61 | 4.09 1.39 | 3.68 1.09 | 2.74 0.76 | 2.61 0.63 | 5.48 1.68 | 3.95 1.07 |
| 6.23 | 4.84 | 4.40 | 3.35 | 6.69 | 4.97 | 7.97 | 5.48 | 4.77 | 3.50 | 3.24 | 7.16 | 5.02 |
| 14.33 5.76 3.65 0.70 | 10.66 5.73 2.85 0.59 | 8.88 5.70 2.28 0.66 | 6.40 6.26 2.62 0.53 | 15.81 6.10 3.08 1.06 | 10.34 7.11 2.95 0.73 | 18.30 6.71 4.08 0.88 | 12.27 6.41 3.07 0.84 | 9.28 6.50 2.72 0.56 | 6.88 7.19 2.38 0.52 | 4.90 6.40 1.58 0.64 | 13.20 6.79 3.37 0.84 | 9.07 7.27 2.81 0.56 |
| 24.44 | 19.83 | 17.52 | 15.81 | 26.05 | 21.13 | 29.97 | 22.59 | 19.06 | 16.97 | 13.52 | 24.20 | 19.71 |
| 20.32 | 16.84 | 15.02 | 12.38 | 19.66 | 17.05 | 23.22 | 17.50 | 14.90 | 14.69 | 9.92 | 18.74 | 14.03 |
| 46.27 14.86 27.92 | 36.62 11.82 21.45 | 30.21 9.29 19.69 | 24.29 7.95 17.30 | 55.44 17.26 30.58 | 37.61 11.68 23.49 | 62.39 19.80 38.53 | 42.69 14.13 26.65 | 32.31 11.75 21.02 | 24.20 8.78 20.19 | 21.12 6.84 15.49 | 51.63 18.44 30.67 | 30.23 10.30 22.82 |
| 89.05 | 69.89 | 59.19 | 49.54 | 103.28 | 72.78 | 120.72 | 83.47 | 65.08 | 53.17 | 43.45 | 100.74 | 63.35 |
| 5.43 5.86 | 3.80 4.59 | 3.63 4.32 | 3.12 4.45 | 6.44 8.34 | 4.38 5.44 | 6.90 7.58 | 4.74 5.77 | 3.42 4.07 | 3.53 2.98 | 2.22 3.03 | 6.13 7.07 | 3.34 4.22 |
| 11.29 | 8.39 | 7.95 | 7.57 | 14.78 | 9.82 | 14.48 | 10.51 | 7.49 | 6.51 | 5.25 | 13.20 | 7.56 |
| 9.22 3.90 | 8.43 3.37 | 7.71 3.52 | 7.07 3.93 | 9.38 3.81 | 8.58 4.11 | 10.84 4.61 | 9.29 3.91 | 8.38 3.60 | 7.75 3.86 | 7.22 4.18 | 9.59 4.48 | 8.23 4.21 |
| 13.12 | 11.80 | 11.23 | 11.00 | 13.19 | 12.69 | 15.45 | 13.20 | 11.98 | 11.61 | 11.40 | 14.07 | 12.44 |
| 12.34 7.39 11.83 | 11.15 5.36 9.66 | 10.97 4.00 8.25 | 12.54 3.30 7.61 | 12.34 8.67 11.63 | 13.14 5.16 9.46 | 13.64 8.31 12.70 | 11.54 5.37 10.54 | 10.12 3.76 8.67 | 10.78 2.42 9.07 | 8.46 2.50 6.68 | 13.84 7.00 11.25 | 11.33 3.27 8.17 |
| 31.56 | 26.17 | 23.22 | 23.45 | 32.64 | 27.76 | 34.65 | 27.45 | 22.55 | 22.27 | 17.64 | 32.09 | 22.77 |
| 20.71 10.60 | 15.52 7.95 | 12.58 6.77 | 8.88 5.06 | 22.32 10.67 | 14.33 6.93 | 21.49 12.82 | 15.54 8.37 | 11.78 6.65 | 9.12 3.97 | 7.53 3.52 | 17.27 8.74 | 10.43 5.32 |
| 31.31 | 23.47 | 19.35 | 13.94 | 32.99 | 21.26 | 34.31 | 23.91 | 18.43 | 13.09 | 11.05 | 26.01 | 15.75 |
| 13.70 0.20 0.66 1.61 | 12.57 0.09 0.42 1.50 | 12.70 0.12 0.56 1.35 | 14.75 — 0.32 1.02 | 16.30 0.30 0.67 2.12 | 16.65 0.13 0.29 1.82 | 18.06 0.40 1.05 3.00 | 14.81 0.13 0.52 1.70 | 14.13 0.14 0.48 1.38 | 14.44 — 0.15 1.76 | 14.42 0.07 0.09 1.19 | 18.37 0.20 0.41 2.31 | 18.39 0.02 0.35 1.71 |
| 16.17 | 14.58 | 14.73 | 16.09 | 19.39 | 18.89 | 22.51 | 17.16 | 16.13 | 16.35 | 15.77 | 21.29 | 20.47 |
| 3.49 10.58 10.19 0.76 3.02 4.12 | 2.82 8.20 8.75 0.92 3.04 3.81 | 2.68 7.06 7.34 1.07 3.35 3.72 | 2.66 6.49 6.47 1.04 2.30 2.79 | 4.22 12.28 9.90 0.53 2.22 2.81 | 3.00 8.43 7.70 0.84 3.17 2.84 | 4.50 14.36 12.18 1.16 2.18 3.69 | 3.61 9.27 9.78 0.81 2.47 3.42 | 3.24 7.97 7.09 0.93 2.86 2.97 | 3.25 6.37 7.58 1.14 2.71 2.97 | 2.14 6.14 6.54 1.18 2.89 2.16 | 4.08 10.85 9.01 1.08 2.33 3.19 | 3.05 8.97 6.42 0.75 2.53 2.58 |
| 48.33 | 42.12 | 39.95 | 37.84 | 51.35 | 44.87 | 60.58 | 46.52 | 41.48 | 40.37 | 36.82 | 51.83 | 44.77 |
| 14.44 2.13 0.66 0.98 | 11.98 1.41 0.68 0.56 | 10.12 1.50 0.54 0.45 | 8.92 0.62 0.72 0.31 | 16.05 2.13 0.62 0.81 | 13.02 1.28 0.73 0.48 | 21.38 3.17 0.63 0.48 | 14.89 1.41 0.67 0.88 | 12.43 1.06 0.52 0.57 | 11.03 0.77 0.46 0.39 | 8.89 0.77 0.66 0.17 | 18.10 2.27 0.50 0.80 | 12.27 1.16 0.67 0.36 |
| 18.21 | 14.63 | 12.61 | 10.57 | 19.61 | 15.51 | 25.66 | 17.85 | 14.58 | 12.65 | 10.49 | 21.67 | 14.46 |
| 7.46 | 6.23 | 4.96 | 4.21 | 6.46 | 5.59 | 8.13 | 7.45 | 6.02 | 5.40 | 4.01 | 6.75 | 4.76 |
| 27s. 11d. | 22s. 0d. | 19s. 11d. | 17s. 5d. | 30s. 2d. | 23s. 4d. | 34s. 4d. | 25s. 5d. | 20s. 10d. | 18s. 5d. | 15s. 3d. | 29s. 0d. | 20s. 8d. |

TABLE 36
Quantities of Food Obtained for Consumption by Household Composition Groups
and Social Class, 1955
(oz. per person per week*)

| | Social Class A1 | Social Class A (A1 & A2) | | | | | | c |
|--|--|--------------------------|---------|------------|------------|--------------------|------------------|----|
| | Classified households with one male and one female adult and | | | | | | | |
| | no other (both under 55) | no other (both under 55) | 1 child | 2 children | 3 children | 4 or more children | adolescents only | |
| Milk, liquid (full price) (pt.) | 6.34 | 5.90 | 5.16 | 4.15 | 3.94 | 3.06 | 5.47 | |
| Milk, liquid (welfare and school) (pt.) | 0.57 | 0.17 | 1.00 | 1.53 | 1.82 | 2.21 | 0.10 | |
| <i>All Liquid Milk</i> (pt.) | 6.91 | 6.07 | 6.16 | 5.68 | 5.76 | 5.27 | 5.57 | |
| Milk, condensed (eq. pt.) | 0.24 | 0.16 | 0.13 | 0.13 | 0.08 | 0.05 | 0.20 | |
| Milk, dried and other (pt. or eq. pt.) | 0.07 | 0.02 | 0.29 | 0.12 | 0.03 | 0.37 | — | |
| Cream (pt.) | 0.08 | 0.04 | 0.04 | 0.03 | 0.03 | 0.01 | 0.02 | |
| <i>Total Milk and Cream</i> (pt. or eq. pt.) | 7.30 | 6.29 | 6.62 | 5.96 | 5.90 | 5.70 | 5.79 | |
| Cheese (excluding processed and packeted) | 5.16 | 3.46 | 2.62 | 1.92 | 1.78 | 1.10 | 3.45 | |
| Cheese (processed and packeted) | 0.99 | 0.72 | 0.26 | 0.29 | 0.25 | 0.32 | 0.43 | |
| <i>Total Cheese</i> | 6.15 | 4.18 | 2.88 | 2.21 | 2.03 | 1.42 | 3.88 | |
| Butter | 10.00 | 8.17 | 5.33 | 4.45 | 4.28 | 3.47 | 6.22 | |
| Margarine | 5.78 | 4.18 | 3.81 | 3.81 | 3.43 | 4.68 | 5.48 | |
| Lard and compound cooking fats | 2.93 | 2.62 | 2.15 | 1.98 | 1.82 | 2.12 | 2.63 | |
| Other fats | 2.32 | 0.84 | 0.44 | 0.44 | 0.29 | 0.11 | 0.63 | |
| <i>Total Fats</i> | 21.03 | 15.81 | 11.73 | 10.68 | 9.82 | 10.38 | 14.96 | 1 |
| Eggs (No.) | 7.00 | 6.63 | 4.50 | 4.34 | 4.00 | 3.51 | 5.56 | |
| Carcass meat | 30.83 | 25.56 | 20.15 | 15.06 | 14.58 | 14.18 | 23.34 | 1 |
| Bacon and ham, uncooked | 17.06 | 9.08 | 5.99 | 4.70 | 3.90 | 3.99 | 7.68 | 1 |
| All other meat | 18.10 | 16.50 | 10.67 | 10.28 | 8.77 | 6.27 | 14.03 | 1 |
| <i>Total Meat</i> | 65.99 | 51.14 | 36.81 | 30.04 | 27.25 | 24.44 | 45.05 | 3 |
| Fresh fish | 7.78 | 5.73 | 4.23 | 3.37 | 3.68 | 2.33 | 5.35 | |
| All other fish | 5.39 | 3.71 | 2.54 | 1.92 | 1.76 | 1.31 | 3.00 | |
| <i>Total Fish</i> | 13.17 | 9.44 | 6.77 | 5.29 | 5.44 | 3.64 | 8.35 | |
| Sugar | 21.39 | 20.18 | 16.40 | 15.99 | 18.74 | 15.58 | 22.04 | 1 |
| Preserves | 3.05 | 4.81 | 3.78 | 3.56 | 5.01 | 3.64 | 5.08 | 1 |
| <i>Total Sugar and Preserves</i> | 24.44 | 24.99 | 20.18 | 19.55 | 23.75 | 19.22 | 27.12 | 2 |
| Potatoes | 60.33 | 77.62 | 54.40 | 48.76 | 58.32 | 55.30 | 61.70 | 4 |
| Fresh green vegetables | 29.53 | 24.22 | 15.64 | 12.20 | 11.94 | 9.01 | 20.77 | 1 |
| Other vegetables | 29.79 | 23.43 | 16.05 | 14.70 | 24.23 | 11.76 | 19.40 | 1 |
| <i>Total Vegetables</i> | 119.65 | 125.27 | 86.09 | 75.66 | 94.49 | 76.07 | 101.87 | 7 |
| Fresh fruit | 53.87 | 43.42 | 31.01 | 29.52 | 26.11 | 22.61 | 32.13 | 2 |
| Other fruit | 13.39 | 12.77 | 9.24 | 7.81 | 6.81 | 6.51 | 9.60 | 2 |
| <i>Total Fruit</i> | 67.26 | 56.19 | 40.25 | 37.33 | 32.92 | 29.12 | 41.73 | 3 |
| National bread | 40.64 | 44.53 | 37.58 | 35.20 | 36.03 | 41.00 | 50.87 | 4 |
| White bread | 0.61 | 1.02 | 0.89 | 0.28 | 0.56 | — | 0.46 | 4 |
| Wholemeal bread | 3.94 | 4.35 | 2.84 | 1.64 | 1.70 | 1.01 | 2.41 | 4 |
| Other bread | 7.38 | 6.25 | 2.74 | 2.24 | 1.71 | 1.30 | 3.30 | 4 |
| <i>Total Bread</i> | 52.57 | 56.15 | 44.05 | 39.36 | 40.00 | 43.31 | 57.04 | 51 |
| Flour | 7.69 | 10.56 | 7.16 | 7.57 | 7.10 | 5.70 | 9.27 | 12 |
| Cakes | 5.12 | 7.72 | 5.63 | 4.81 | 3.86 | 2.85 | 5.13 | 4 |
| Biscuits | 8.90 | 7.86 | 6.58 | 5.49 | 4.90 | 5.14 | 5.96 | 5 |
| Oatmeal and oat products | 1.54 | 1.59 | 0.76 | 1.08 | 1.09 | 1.64 | 0.80 | 1 |
| Breakfast cereals | 1.75 | 2.10 | 1.99 | 2.57 | 2.63 | 1.80 | 2.58 | 2 |
| Other cereals | 3.68 | 4.82 | 4.40 | 3.09 | 2.67 | 2.56 | 2.87 | 2 |
| <i>Total Cereals</i> | 80.65 | 90.80 | 70.57 | 63.97 | 62.25 | 63.00 | 83.65 | 79 |
| Tea | 3.67 | 3.78 | 2.58 | 1.91 | 1.78 | 1.73 | 3.25 | 2 |
| Coffee | 3.05 | 1.50 | 0.47 | 0.45 | 0.47 | 0.06 | 0.56 | 0 |
| Cocoa | — | 0.24 | 0.29 | 0.22 | 0.32 | 0.30 | 0.06 | 0 |
| Branded food drinks | 0.11 | 0.22 | 0.18 | 0.07 | 0.14 | 0.07 | 0.15 | 0 |
| <i>Total Beverages</i> | 6.83 | 5.74 | 3.52 | 2.65 | 2.71 | 2.16 | 4.02 | 2 |

*Except pints (or equivalent pints) of milk and cream, and number of eggs.

| Social Class B | | | | | | | Social Classes C & D1 | | | | | | |
|--|---------|------------|------------|--------------------|------------------|--------------------------|--------------------------|---------|------------|------------|--------------------|------------------|---------|
| Classified households with one male and one female adult 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 | a on cl |
| 4.02 | 3.35 | 2.62 | 2.02 | 4.67 | 3.40 | 5.07 | 3.77 | 3.11 | 2.50 | 2.05 | 4.27 | | |
| 1.21 | 1.69 | 1.95 | 2.04 | 0.04 | 0.72 | 0.12 | 1.10 | 1.69 | 1.73 | 1.94 | 0.05 | | |
| 5.23 | 5.04 | 4.57 | 4.06 | 4.71 | 4.12 | 5.19 | 4.87 | 4.80 | 4.23 | 3.99 | 4.32 | | |
| 0.18 | 0.16 | 0.12 | 0.10 | 0.23 | 0.16 | 0.27 | 0.13 | 0.11 | 0.11 | 0.06 | 0.20 | | |
| 0.19 | 0.23 | 0.30 | 0.31 | ... | 0.08 | ... | 0.25 | 0.22 | 0.21 | 0.38 | ... | | |
| 0.01 | 0.01 | 0.01 | ... | 0.01 | 0.01 | 0.02 | 0.01 | ... | ... | ... | 0.01 | | |
| 5.61 | 5.44 | 5.00 | 4.47 | 4.95 | 4.37 | 5.48 | 5.26 | 5.13 | 4.55 | 4.43 | 4.53 | | |
| 2.50 | 2.05 | 1.84 | 1.39 | 2.82 | 2.06 | 3.37 | 2.29 | 2.01 | 1.51 | 1.37 | 2.91 | | |
| 0.42 | 0.30 | 0.29 | 0.27 | 0.53 | 0.36 | 0.50 | 0.41 | 0.35 | 0.27 | 0.22 | 0.52 | | |
| 2.92 | 2.35 | 2.13 | 1.66 | 3.35 | 2.42 | 3.87 | 2.70 | 2.36 | 1.78 | 1.59 | 3.43 | | |
| 4.94 | 3.68 | 3.08 | 2.23 | 5.46 | 3.58 | 6.30 | 4.27 | 3.21 | 2.39 | 1.72 | 4.54 | | |
| 4.42 | 4.40 | 4.51 | 4.99 | 4.55 | 5.44 | 5.12 | 5.00 | 5.10 | 5.61 | 5.19 | 5.34 | | |
| 2.63 | 2.05 | 1.65 | 1.90 | 2.24 | 2.13 | 2.93 | 2.22 | 1.99 | 1.76 | 1.08 | 2.44 | | |
| 0.59 | 0.44 | 0.51 | 0.46 | 0.80 | 0.61 | 0.65 | 0.68 | 0.48 | 0.43 | 0.43 | 0.66 | | |
| 12.58 | 10.57 | 9.75 | 9.58 | 13.05 | 11.76 | 15.00 | 12.17 | 10.78 | 10.19 | 8.42 | 12.98 | 1 | |
| 4.59 | 3.85 | 3.58 | 3.04 | 4.88 | 3.86 | 5.32 | 4.17 | 3.77 | 3.41 | 2.64 | 4.56 | | |
| 18.36 | 14.85 | 12.59 | 10.32 | 22.02 | 15.35 | 24.69 | 17.48 | 13.59 | 10.71 | 9.49 | 21.47 | 1 | |
| 5.44 | 4.43 | 3.62 | 2.86 | 6.26 | 4.39 | 7.12 | 5.22 | 4.45 | 3.42 | 2.88 | 6.92 | 1 | |
| 11.14 | 9.05 | 8.81 | 8.03 | 12.84 | 10.18 | 14.79 | 11.43 | 9.81 | 9.50 | 7.59 | 13.17 | 1 | |
| 34.94 | 28.33 | 25.02 | 21.21 | 41.12 | 29.92 | 46.60 | 34.13 | 27.85 | 23.63 | 19.96 | 41.56 | 2 | |
| 3.42 | 2.50 | 2.43 | 2.08 | 3.96 | 2.81 | 4.13 | 2.92 | 2.17 | 2.31 | 1.42 | 4.07 | | |
| 2.19 | 1.90 | 2.11 | 1.92 | 3.40 | 2.28 | 2.87 | 2.44 | 1.95 | 1.31 | 1.37 | 3.00 | | |
| 5.61 | 4.40 | 4.54 | 4.00 | 7.36 | 5.09 | 7.00 | 5.36 | 4.12 | 3.62 | 2.79 | 7.07 | | |
| 18.49 | 16.83 | 15.25 | 14.32 | 19.00 | 17.18 | 21.65 | 18.68 | 16.66 | 15.41 | 14.39 | 18.78 | 1 | |
| 3.73 | 3.35 | 3.58 | 4.01 | 3.75 | 4.14 | 4.66 | 3.84 | 3.61 | 3.89 | 4.66 | 4.76 | | |
| 22.22 | 20.18 | 18.83 | 18.33 | 22.75 | 21.32 | 26.31 | 22.52 | 20.27 | 19.30 | 19.05 | 23.54 | 2 | |
| 64.27 | 58.27 | 58.74 | 64.86 | 66.47 | 69.24 | 71.99 | 64.92 | 58.48 | 62.64 | 50.00 | 71.20 | 6 | |
| 15.46 | 12.50 | 10.56 | 9.17 | 16.62 | 12.29 | 20.96 | 13.81 | 12.83 | 7.76 | 7.79 | 17.92 | 1 | |
| 17.55 | 15.26 | 13.25 | 11.81 | 18.69 | 14.72 | 20.68 | 17.15 | 15.01 | 15.00 | 9.56 | 19.44 | 1 | |
| 97.28 | 86.03 | 82.55 | 85.84 | 101.78 | 96.25 | 113.63 | 95.88 | 86.32 | 85.40 | 67.35 | 108.56 | 8 | |
| 24.26 | 19.25 | 15.84 | 11.41 | 27.30 | 17.71 | 25.21 | 19.40 | 16.01 | 11.48 | 9.41 | 21.25 | 1 | |
| 7.89 | 6.02 | 5.57 | 4.00 | 8.08 | 5.65 | 9.81 | 6.73 | 5.20 | 3.29 | 2.87 | 7.29 | | |
| 32.15 | 25.27 | 21.41 | 15.41 | 35.38 | 23.36 | 35.02 | 26.13 | 21.21 | 14.77 | 12.28 | 28.54 | 1 | |
| 46.70 | 43.01 | 42.53 | 50.05 | 55.74 | 57.05 | 61.35 | 50.67 | 48.43 | 48.24 | 48.95 | 62.83 | 6 | |
| 0.46 | 0.20 | 0.29 | ... | 0.65 | 0.32 | 0.94 | 0.29 | 0.33 | ... | 0.15 | 0.46 | | |
| 1.45 | 0.88 | 1.17 | 0.68 | 1.44 | 0.62 | 2.15 | 1.13 | 0.98 | 0.34 | 0.19 | 0.85 | | |
| 2.22 | 1.99 | 1.71 | 1.28 | 2.58 | 2.41 | 3.77 | 2.15 | 1.92 | 2.22 | 1.34 | 3.24 | | |
| 50.83 | 46.08 | 45.70 | 52.01 | 60.41 | 60.40 | 68.21 | 54.24 | 51.66 | 50.80 | 50.63 | 67.38 | 6 | |
| 8.20 | 6.75 | 6.35 | 6.32 | 9.97 | 7.03 | 10.36 | 8.61 | 7.80 | 7.75 | 5.10 | 9.64 | | |
| 6.00 | 4.79 | 4.23 | 3.81 | 7.34 | 5.15 | 8.18 | 5.45 | 4.73 | 3.92 | 4.06 | 6.30 | | |
| 5.79 | 5.16 | 4.69 | 3.98 | 5.77 | 4.65 | 7.09 | 5.72 | 4.41 | 4.61 | 4.17 | 5.55 | | |
| 0.98 | 1.14 | 1.37 | 1.33 | 0.69 | 1.12 | 1.57 | 1.04 | 1.21 | 1.43 | 1.54 | 1.65 | | |
| 2.02 | 2.08 | 2.32 | 1.60 | 1.51 | 2.17 | 1.53 | 1.63 | 1.96 | 1.88 | 2.09 | 1.60 | | |
| 3.20 | 2.98 | 3.13 | 2.30 | 2.30 | 2.46 | 2.96 | 2.72 | 2.72 | 2.54 | 1.77 | 2.74 | | |
| 77.02 | 68.98 | 67.79 | 71.35 | 87.99 | 82.98 | 99.90 | 79.41 | 74.49 | 72.93 | 69.36 | 94.86 | 8 | |
| 2.80 | 2.30 | 1.96 | 1.77 | 3.01 | 2.48 | 4.05 | 2.84 | 2.41 | 2.11 | 1.79 | 3.43 | | |
| 0.34 | 0.21 | 0.27 | 0.09 | 0.39 | 0.25 | 0.50 | 0.26 | 0.20 | 0.11 | 0.14 | 0.47 | | |
| 0.24 | 0.24 | 0.18 | 0.21 | 0.24 | 0.26 | 0.22 | 0.24 | 0.18 | 0.15 | 0.23 | 0.16 | | |
| 0.26 | 0.14 | 0.12 | 0.08 | 0.21 | 0.12 | 0.12 | 0.23 | 0.17 | 0.11 | 0.04 | 0.20 | | |
| 3.64 | 2.89 | 2.53 | 2.15 | 3.85 | 3.11 | 4.89 | 3.57 | 2.96 | 2.48 | 2.20 | 4.26 | | |

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116. The consumption data for the chief sources of vitamin C, given in Table 38, also show interesting trends. For the consumption of potatoes and fresh green vegetables it appears that family composition is a more important determinant than social class, but for fresh fruit class seems to become predominant, though family composition plays a part. Thus, while the largest families in Class A obtained about half as much fresh fruit per head as the younger couples, in the other classes the proportion was little more than a third. Couples in Classes C & D_I obtained 58 per cent as much as those in Class A, but the largest families in Classes C & D_I obtained only 42 per cent as much per head as their counterparts in Class A.

117. Although the general impression from Table 39 is that for nutrient intake, as for consumption, there was more similarity between the diets of families of like composition than between families of dissimilar composition belonging to the same class, social class appears to have been of comparable importance for some nutrients,

TABLE 37
Summary of the Consumption of the Main Sources of Protein and Calcium
(per head per week)

| Food | Class | Classified households with one male and one female adult and | | | | |
|------------------------------|--------------------|--|---------------|-------|-------|-----------|
| | | no other (both under 55) | children only | | | |
| | | | 1 | 2 | 3 | 4 or more |
| All milk (pt. or eq. pt.) | A | 6.29 | 6.62 | 5.96 | 5.90 | 5.70 |
| | B | 5.58 | 5.61 | 5.44 | 5.00 | 4.47 |
| | C & D _I | 5.48 | 5.26 | 5.13 | 4.55 | 4.43 |
| All cheese . (oz.) | A | 4.18 | 2.88 | 2.21 | 2.03 | 1.42 |
| | B | 3.77 | 2.92 | 2.35 | 2.13 | 1.66 |
| | C & D _I | 3.87 | 2.70 | 2.36 | 1.78 | 1.59 |
| Eggs . . (No.) | A | 6.63 | 4.50 | 4.34 | 4.00 | 3.51 |
| | B | 5.63 | 4.59 | 3.85 | 3.58 | 3.04 |
| | C & D _I | 5.32 | 4.17 | 3.77 | 3.41 | 2.64 |
| All meat , (oz.) | A | 51.14 | 36.81 | 30.04 | 27.25 | 24.44 |
| | B | 47.86 | 34.94 | 28.33 | 25.02 | 21.21 |
| | C & D _I | 46.60 | 34.13 | 27.85 | 23.63 | 19.96 |
| Fish . . (oz.) | A | 9.44 | 6.77 | 5.29 | 5.44 | 3.64 |
| | B | 7.38 | 5.61 | 4.40 | 4.54 | 4.00 |
| | C & D _I | 7.00 | 5.36 | 4.12 | 3.62 | 2.79 |
| Flour . . (oz.) | A | 10.56 | 7.16 | 7.57 | 7.10 | 5.70 |
| | B | 10.12 | 8.20 | 6.75 | 6.35 | 6.32 |
| | C & D _I | 10.36 | 8.61 | 7.80 | 7.75 | 5.10 |
| All bread . (oz.) | A | 56.15 | 44.05 | 39.36 | 40.00 | 43.31 |
| | B | 62.71 | 50.83 | 46.08 | 45.70 | 52.01 |
| | C & D _I | 68.21 | 54.24 | 51.66 | 50.80 | 50.63 |

particularly vitamins A and C. In the comparison of nutrient intake with the recommendations of the British Medical Association (Table 40) the influences of both class and family size are apparent. For energy and nutrients there were almost without exception decreasing trends from Class A to Classes C & D1 in each household type, and from adult families to those with four or more children in each class. Households containing adolescents with or without children followed the general pattern.

118. In families with three children, the protein and calcium proportions were 95 per cent or less in Classes B and C & D1. In the small sample of households in Class D1 (not shown separately), some of which were probably affected by temporary unemployment or sickness, the incidence of values below 95 per cent began at the second child; this was caused by the low consumption of main dish animal protein foods. In households with four or more children the protein and calcium percentages were 95 or less even in Class A. Thus to some extent the position for households with three children could be improved by a rise in real income, which would increase their consumption of milk, cheese, eggs, meat and fish, but that for the largest families could only be rectified by a change (not a radical one) in the *pattern* of the diet: for example, by relatively greater consumption of milk products.

TABLE 38
Summary of the Consumption of the Chief Sources of Vitamin C
(oz. per head per week)

| Food | Class | Classified households with one male and one female adult and | | | | |
|---------------------------|--------|--|---------------|-------|-------|-----------|
| | | no other (both under 55) | children only | | | |
| | | | 1 | 2 | 3 | 4 or more |
| Potatoes | A | 77·62 | 54·40 | 48·76 | 58·32 | 55·30 |
| | B | 66·44 | 64·27 | 58·27 | 58·74 | 64·86 |
| | C & D1 | 71·99 | 64·92 | 58·48 | 62·64 | 50·00 |
| Fresh green vegetables | A | 24·22 | 15·64 | 12·20 | 11·94 | 9·01 |
| | B | 22·39 | 15·46 | 12·50 | 10·56 | 9·17 |
| | C & D1 | 20·96 | 13·81 | 12·83 | 7·76 | 7·79 |
| Fresh fruit | A | 43·42 | 31·01 | 29·52 | 26·11 | 22·61 |
| | B | 30·96 | 24·26 | 19·25 | 15·84 | 11·41 |
| | C & D1 | 25·21 | 19·40 | 16·01 | 11·48 | 9·41 |

119. For households containing both adolescents and children, the protein intake in Class A was 96 per cent of the recommended allowance and calcium 108 per cent, mainly because of an average liquid milk consumption of 5·6 pt. per head per week; but in the other classes milk consumption was no higher than in the corresponding families with four or more children, and the diet thus provided only 86 per cent of the estimated requirements of protein in Class B and 83 per cent in Classes C & D1. The calcium position was improved by their high consumption of national bread, and the corresponding percentages were 91 and 87.

120. Of the other nutrients, iron was below 95 per cent only in families with four or more children in Classes C & D1 (93 per cent), and riboflavin in the same sub-group (91 per cent) and in families with children and adolescents in Class B (94 per cent) and Classes C & D1 (86 per cent). The percentages for the other B vitamins and for vitamin A were uniformly higher than for riboflavin. The range for vitamin C was from 415 per cent in the sub-group most favoured economically to 165 in the least.

121. The protein, calcium and riboflavin content of school meals recommended by the Ministry of Education* is greater than the amount allowed in Table 40 for the

TABLE 39
Energy Value and Nutrient Content of the Diet
Households of Different Composition within Social Classes, 1955

| | Class | Units of intake per person per day | Households with one male and one female adult and | | | | | | |
|------------------------|-------|------------------------------------|---|---------------|-------|-------|-----------|------------------|--------------------------|
| | | | no other (both under 55) | children only | | | | adolescents only | adolescents and children |
| | | | | 1 | 2 | 3 | 4 or more | | |
| No. of households | A | | 132 | 151 | 154 | 53 | 30 | 63 | 79 |
| | B | | 476 | 665 | 563 | 223 | 95 | 218 | 348 |
| | C&D1 | | 388 | 464 | 344 | 120 | 83 | 213 | 247 |
| No. of persons | A | | 264 | 453 | 616 | 265 | 188 | 205 | 384 |
| | B | | 952 | 1,995 | 2,252 | 1,115 | 619 | 713 | 1,748 |
| | C&D1 | | 776 | 1,392 | 1,376 | 600 | 533 | 673 | 1,313 |
| Energy value | A | Cal. | 3,368 | 2,648 | 2,359 | 2,347 | 2,232 | 3,097 | 2,620 |
| | B | | 3,252 | 2,703 | 2,379 | 2,241 | 2,176 | 2,900 | 2,570 |
| | C&D1 | | 3,292 | 2,686 | 2,416 | 2,249 | 2,061 | 2,984 | 2,510 |
| Total protein | A | g. | 100 | 80 | 70 | 68 | 63 | 90 | 77 |
| | B | | 95 | 79 | 69 | 65 | 62 | 85 | 73 |
| | C&D1 | | 96 | 77 | 69 | 64 | 59 | 87 | 70 |
| Animal protein | A | g. | 59 | 48 | 41 | 39 | 35 | 53 | 43 |
| | B | | 54 | 44 | 38 | 35 | 31 | 47 | 37 |
| | C&D1 | | 53 | 42 | 37 | 32 | 29 | 46 | 33 |
| Fat | A | g. | 150 | 116 | 100 | 93 | 91 | 135 | 109 |
| | B | | 140 | 113 | 97 | 88 | 81 | 121 | 100 |
| | C&D1 | | 137 | 109 | 95 | 85 | 75 | 120 | 93 |
| Carbohydrate | A | g. | 404 | 320 | 295 | 311 | 290 | 381 | 333 |
| | B | | 404 | 343 | 309 | 298 | 301 | 368 | 346 |
| | C&D1 | | 418 | 348 | 320 | 308 | 288 | 389 | 347 |
| Calcium | A | mg. | 1,323 | 1,161 | 1,030 | 1,023 | 962 | 1,202 | 1,110 |
| | B | | 1,223 | 1,093 | 1,005 | 937 | 877 | 1,105 | 967 |
| | C&D1 | | 1,235 | 1,059 | 999 | 899 | 852 | 1,092 | 943 |
| Iron | A | mg. | 18.1 | 13.8 | 12.4 | 12.2 | 10.8 | 15.9 | 13.4 |
| | B | | 17.0 | 13.8 | 12.0 | 11.3 | 10.7 | 15.0 | 13.2 |
| | C&D1 | | 17.2 | 13.6 | 12.0 | 11.1 | 10.0 | 15.5 | 12.4 |
| Vitamin A | A | i.u. | 6,169 | 4,944 | 4,386 | 6,617 | 3,592 | 5,290 | 4,462 |
| | B | | 5,712 | 4,667 | 4,062 | 3,532 | 2,899 | 4,796 | 3,863 |
| | C&D1 | | 5,448 | 4,377 | 3,724 | 3,432 | 2,462 | 4,442 | 3,504 |
| Vitamin B ₁ | A | mg. | 1.70 | 1.29 | 1.13 | 1.15 | 1.04 | 1.45 | 1.23 |
| | B | | 1.56 | 1.27 | 1.11 | 1.04 | 0.98 | 1.39 | 1.19 |
| | C&D1 | | 1.55 | 1.24 | 1.11 | 1.03 | 0.91 | 1.42 | 1.13 |
| Riboflavin | A | mg. | 2.26 | 1.90 | 1.66 | 1.65 | 1.47 | 1.95 | 1.69 |
| | B | | 2.07 | 1.77 | 1.58 | 1.45 | 1.30 | 1.79 | 1.51 |
| | C&D1 | | 2.03 | 1.68 | 1.51 | 1.35 | 1.20 | 1.74 | 1.39 |
| Nicotinic acid | A | mg. | 18.1 | 13.9 | 11.7 | 11.7 | 10.3 | 15.6 | 13.0 |
| | B | | 16.8 | 13.2 | 11.4 | 10.6 | 10.0 | 14.8 | 12.4 |
| | C&D1 | | 16.9 | 12.9 | 11.3 | 10.3 | 8.9 | 15.3 | 11.7 |
| Vitamin C | A | mg. | 88 | 61 | 53 | 57 | 51 | 66 | 57 |
| | B | | 69 | 57 | 48 | 42 | 40 | 58 | 48 |
| | C&D1 | | 63 | 52 | 46 | 40 | 33 | 56 | 40 |
| Vitamin D | A | i.u. | 195 | 158 | 134 | 115 | 153 | 173 | 156 |
| | B | | 156 | 152 | 140 | 138 | 134 | 153 | 147 |
| | C&D1 | | 164 | 158 | 142 | 134 | 143 | 154 | 140 |

* Ministry of Education Circular 290, 5th August, 1955.

nutritive value of lunches eaten outside the home by schoolchildren. Hence the percentages in that table may be underestimated for households with children; but even if it is assumed that all meals recorded as being eaten by schoolchildren outside the home were school meals of the recommended composition, the percentages for protein and calcium would not be raised by more than 2 per cent, or for riboflavin by more than 5 per cent, even in the largest families; for smaller families the in-

TABLE 40

*Households of Different Composition within Social Classes, 1955
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 male and one female adult and | | | | | | |
|--------------------------|--------|---|---------------|-----|-----|-----------|------------------|--------------------------|
| | | no other (both under 55) | children only | | | | adolescents only | adolescents and children |
| | | | 1 | 2 | 3 | 4 or more | | |
| Energy value . | A | 132 | 111 | 108 | 106 | 108 | 109 | 105 |
| | B | 118 | 112 | 105 | 103 | 99 | 101 | 97 |
| | C & D1 | 118 | 108 | 102 | 99 | 95 | 103 | 95 |
| Total protein . | A | 141 | 112 | 104 | 97 | 95 | 102 | 96 |
| | B | 124 | 110 | 99 | 95 | 87 | 96 | 86 |
| | C & D1 | 124 | 105 | 96 | 90 | 85 | 98 | 83 |
| Calcium . . . | A | 155 | 121 | 108 | 100 | 95 | 116 | 108 |
| | B | 140 | 116 | 103 | 94 | 85 | 109 | 91 |
| | C & D1 | 142 | 111 | 100 | 88 | 83 | 107 | 87 |
| Iron | A | 145 | 116 | 113 | 109 | 103 | 113 | 106 |
| | B | 134 | 118 | 108 | 105 | 99 | 108 | 102 |
| | C & D1 | 135 | 114 | 105 | 100 | 93 | 111 | 96 |
| Vitamin A. . . | A | 239 | 214 | 212 | 322 | 189 | 202 | 208 |
| | B | 217 | 202 | 191 | 175 | 151 | 187 | 177 |
| | C & D1 | 205 | 188 | 172 | 168 | 128 | 170 | 160 |
| Vitamin B ₁ . | A | 169 | 137 | 132 | 131 | 127 | 128 | 123 |
| | B | 143 | 133 | 124 | 121 | 113 | 122 | 112 |
| | C & D1 | 140 | 126 | 119 | 116 | 107 | 122 | 106 |
| Riboflavin . . | A | 146 | 131 | 125 | 122 | 116 | 112 | 111 |
| | B | 124 | 120 | 115 | 109 | 97 | 103 | 94 |
| | C & D1 | 121 | 111 | 105 | 98 | 91 | 99 | 86 |
| Nicotinic acid . | A | 180 | 147 | 136 | 134 | 125 | 137 | 130 |
| | B | 154 | 139 | 127 | 124 | 115 | 129 | 117 |
| | C & D1 | 153 | 131 | 120 | 116 | 105 | 132 | 110 |
| Vitamin C. . . | A | 415 | 285 | 268 | 276 | 257 | 261 | 218 |
| | B | 314 | 275 | 237 | 213 | 196 | 231 | 199 |
| | C & D1 | 291 | 244 | 220 | 194 | 166 | 222 | 165 |

creases would have been less. There would also be increases for all other nutrients, but as these were already above 100 per cent the adjustments are not of such interest.

122. In Table 41 are shown the percentages of the energy value of the diet derived from protein, fat and carbohydrate, and the proportion of protein from animal sources. The differences in the consumption of animal protein foods were discussed in paragraph 114, and the differences in the intake of protein and in the adequacy of intake in paragraphs 118 and 119. These differences are illustrated in another way in the proportions of total protein derived from animal sources, which are shown in Table 39; these decreased with increasing family size in Classes B and C & D1, and within each family type from Class A to Classes C & D1. Nevertheless, the proportions of calories derived from total protein were remarkably little affected by class or, except in Class A, by family size. With only one exception (the small group of families with four or more children in Class A) the proportion of energy derived from fat decreased with increasing family size and with decreasing income, while the reverse occurred for carbohydrate. Similar trends appeared for the families containing adolescents, with or without children.

123. The diet preferred by the younger adults who were least restrained either by family responsibilities or by economic limitations is clearly exhibited by the younger couples in Class A1 (income of head over £24 per week) who spent 53s. 10d. per head per week on food (18s. 10½d. or 35 per cent on meat) and obtained 21 oz. per head of fats (of which 10 oz. was butter), 31 oz. of fresh meat, 17 oz. of bacon, exactly 7 eggs (enough to support the traditional breakfast of bacon and egg), 54 oz. of fresh fruit and nearly 30 oz. of fresh green vegetables. They spent nearly as

TABLE 41
Percentage of Energy Value derived from Protein, Fat and Carbohydrate,
and of Protein from Animal Sources

| | Class | Households with one male and one female adult and | | | | | | |
|--|-------|---|---------------|------|------|--------------|--------------------------|-------------------------------------|
| | | no other (both under 55) | children only | | | | adoles- cents only | adoles- cents and children |
| | | | 1 | 2 | 3 | 4 or more | | |
| Protein | A | 11.9 | 12.1 | 11.8 | 11.5 | 11.2 | 11.6 | 11.7 |
| | B | 11.7 | 11.6 | 11.6 | 11.6 | 11.3 | 11.7 | 11.3 |
| | C&D1 | 11.7 | 11.5 | 11.5 | 11.3 | 11.4 | 11.7 | 11.2 |
| Fat | A | 40.1 | 39.5 | 38.2 | 35.5 | 36.8 | 39.2 | 37.5 |
| | B | 38.7 | 37.7 | 36.5 | 35.2 | 33.3 | 37.5 | 34.9 |
| | C&D1 | 37.6 | 36.7 | 35.5 | 33.9 | 32.7 | 36.3 | 33.5 |
| Carbohydrate | A | 48.0 | 48.4 | 50.0 | 53.0 | 51.9 | 49.2 | 50.8 |
| | B | 49.7 | 50.7 | 51.9 | 53.3 | 55.4 | 50.8 | 53.8 |
| | C&D1 | 50.7 | 51.8 | 53.0 | 54.8 | 55.9 | 52.1 | 55.3 |
| Animal pro- tein as per- centage of total protein | A | 58.8 | 60.6 | 58.9 | 57.2 | 55.4 | 58.6 | 55.7 |
| | B | 56.5 | 56.3 | 55.6 | 53.4 | 49.6 | 55.3 | 50.2 |
| | C&D1 | 54.9 | 54.3 | 52.9 | 49.7 | 49.6 | 52.6 | 47.4 |

much on coffee as on tea. The energy value of their diet was 143 per cent and its protein content 150 per cent of the recommended allowances, though it is not suggested that such large quantities were in fact eaten. 64 per cent of the protein came from animal sources, and of the calories 12 per cent were obtained from protein, 46 per cent from fat and only 42 per cent from carbohydrate. These households obtained 100 mg. of vitamin C and over 7,000 i.u. of vitamin A per head per day. Such a diet, suggestive of the gourmand rather than the gourmet, is confined to a negligibly small proportion of households, but the results are of some interest as showing what younger adults with large incomes and no dependants regard as desirable, since the habits of this group may extend to others as living standards rise.

VI

Geographical Differences in the Household Diet

Composition of the Sample: Regions

124. In *Studies in Urban Household Diets, 1944-49** a chapter was devoted to regional variations in the diets of urban working-class households in the year 1949. Since then no regional analysis has been made except that in the Annual Report for 1953 a special analysis of the Scottish sample by household composition was included at the request of the Department of Health for Scotland. It appears opportune, therefore, to analyse the data for 1955 on a regional basis, since this was the first year of complete freedom from rationing, and any significant differences found would be likely to represent inherent dietary characteristics. The distribution of the regions is indicated in Table 1 of Appendix A. Although the general sample is representative of Great Britain as a whole, the areas sampled in any one region are not necessarily completely representative of that region, but the consistency of quarterly analyses, taken in conjunction with the 1949 analysis, do enable certain distinctive characteristics of the regions to be brought out.

TABLE 42
Composition of the Sample by Region

| Region | No. of households | Percentage of all households | No. of persons | Percentage of all persons | <i>Population of Regions as percentage of total population of Great Britain (R.G.'s figures)</i> |
|---|-------------------------|------------------------------------|----------------------|---------------------------------|--|
| Wales | 618 | 5·9 | 1,938 | 5·8 | 5·3 |
| Scotland | 1,009 | 9·7 | 3,499 | 10·5 | 10·4 |
| Northern and East and West Ridings | 1,534 | 14·7 | 4,943 | 14·8 | 14·8 |
| North Western | 1,296 | 12·4 | 4,051 | 12·1 | 13·2 |
| North Midland and Eastern | 1,501 | 14·4 | 4,703 | 14·1 | 13·3 |
| Midland | 914 | 8·7 | 2,976 | 8·9 | 9·0 |
| South Western | 694 | 6·6 | 2,255 | 6·8 | 6·2 |
| South Eastern and Southern | 1,306 | 12·5 | 4,112 | 12·3 | 10·7 |
| London | 1,581 | 15·1 | 4,904 | 14·7 | 17·1 |
| <i>All households</i> | 10,453 | 100·0 | 33,381 | 100·0 | 100·0 |

125. The regional distribution of persons and households is compared in Table 42 with the Registrars-General's Estimates of Civilian Population, 1955. The distribution of the sample is in good agreement with that of the population, except that there were rather too few informants from Greater London and too many from the adjoining counties.

*Second Report of the National Food Survey Committee, H.M.S.O., 1956, paragraphs 156-206.

126. Although a broad measure of social standardization was achieved by the regional grouping, there were differences, shown in Table 43, in household size and composition. The average number of children per household was highest in Scotland, as in 1949, and lowest in Wales, which was not distinguished in the earlier analysis. Scotland also had most adults per household and London fewest, but differences were small. Scotland again had the largest proportion of adolescents.

TABLE 43
Average Number of Persons per Household by Region

| Region | Children under 15 years | Adolescents aged 15 years and under 21 | Adults | | | | All adults | Total |
|--|-------------------------|--|--------|-------------|-------|-------------|------------|-------|
| | | | Men | | Women | | | |
| | | | 21-64 | 65 and over | 21-59 | 60 and over | | |
| Wales | 0.75 | 0.22 | 0.87 | 0.16 | 0.86 | 0.28 | 2.17 | 3.14 |
| Scotland | 0.99 | 0.28 | 0.89 | 0.13 | 0.92 | 0.26 | 2.20 | 3.47 |
| Northern and East and West Ridings | 0.83 | 0.24 | 0.88 | 0.14 | 0.88 | 0.25 | 2.16 | 3.22 |
| North Western | 0.82 | 0.19 | 0.85 | 0.14 | 0.86 | 0.27 | 2.12 | 3.13 |
| North Midland and Eastern | 0.77 | 0.21 | 0.86 | 0.16 | 0.84 | 0.29 | 2.15 | 3.13 |
| Midland | 0.92 | 0.22 | 0.89 | 0.11 | 0.87 | 0.24 | 2.11 | 3.26 |
| South Western | 0.87 | 0.19 | 0.87 | 0.16 | 0.85 | 0.31 | 2.19 | 3.25 |
| South Eastern and Southern | 0.80 | 0.20 | 0.85 | 0.16 | 0.87 | 0.28 | 2.15 | 3.15 |
| London | 0.79 | 0.23 | 0.86 | 0.10 | 0.89 | 0.23 | 2.08 | 3.10 |
| All households | 0.83 | 0.22 | 0.87 | 0.14 | 0.87 | 0.27 | 2.14 | 3.19 |

Composition of the Sample: Urban and Rural Areas

127. Since 1952 the sample has also been classified according to degree of urbanization. These analyses have shown that, although the average value per head of food obtained for household consumption was much the same in rural as in urban areas, there were substantial differences in the patterns of expenditure and consumption. In the Annual Report for 1954 households in the seven major conurbations* were distinguished from those in other urban administrative areas, and in the present report the London conurbation has been treated separately from the others. Thus, Greater London is treated as a standard region as well as a conurbation.

128. Table 3 of Appendix A gives the numbers of households and of persons in the sample representing each of the four types of area in each quarter of the year. Households in conurbations included 32.9 per cent of the persons in the sample (London 14.7 per cent, provincial 18.2 per cent); 44.2 per cent lived in other urban areas, and 22.9 per cent in rural districts. The average size of household was

*The conurbations, as defined by the Registrars-General, are the largest areas of continuous urban development; their centres are London, Birmingham, Liverpool, Manchester, Newcastle-on-Tyne, Leeds and Glasgow.

3.10 in London, 3.19 in provincial conurbations, 3.16 in other urban areas and 3.33 in rural areas. Except in London, the average household size was slightly but consistently smaller than in 1954.

129. As in previous years, the proportion of households and of persons in Class B was greatest in the conurbations and least in the rural sample, while for Class C

TABLE 44
Social Class Distribution of Urban and Rural Samples, 1955
(per cent)

| Social Class | Proportion of households | | | | | Proportion of persons | | | | |
|-----------------------------|--------------------------|------------|-------------|-------|--------|-----------------------|------------|-------------|-------|--------|
| | Conurbations | | Other urban | Rural | All | Conurbations | | Other urban | Rural | All |
| | London | Provincial | | | | London | Provincial | | | |
| A1 | 2.7 | 2.9 | 2.3 | 2.7 | 2.5 | 2.9 | 3.1 | 2.5 | 3.2 | 2.8 |
| A2 | 9.6 | 9.1 | 6.3 | 7.4 | 7.5 | 9.9 | 10.0 | 7.1 | 8.3 | 8.3 |
| B | 44.7 | 39.5 | 35.8 | 32.9 | 37.1 | 50.3 | 44.1 | 39.7 | 35.8 | 41.2 |
| C | 22.4 | 21.3 | 28.9 | 32.9 | 27.4 | 22.4 | 22.0 | 31.1 | 35.3 | 29.1 |
| D1 (with earners) | 11.5 | 16.2 | 13.8 | 12.7 | 13.6 | 10.2 | 15.7 | 13.0 | 11.8 | 12.8 |
| D2 (without earners) | 3.3 | 3.7 | 4.5 | 3.1 | 3.9 | 1.7 | 1.9 | 2.5 | 1.6 | 2.1 |
| O.A.P. | 5.8 | 7.4 | 8.5 | 8.3 | 7.9 | 2.6 | 3.2 | 4.1 | 4.0 | 3.7 |
| All | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| No. of households | 1,581 | 1,899 | 4,676 | 2,297 | 10,453 | — | — | — | — | — |
| No. of persons | — | — | — | — | — | 4,904 | 6,064 | 14,771 | 7,642 | 33,381 |

TABLE 45
Age and Sex Distribution of Persons in Urban and Rural Households, 1955
(per cent)

| Category | Conurbations | | Other urban | Rural | All households |
|--|--------------|------------|-------------|-------|----------------|
| | London | Provincial | | | |
| Children under 15 | 25.6 | 27.0 | 25.4 | 26.9 | 26.0 |
| Adolescents 15-20 ¹ | 7.3 | 6.6 | 7.0 | 6.5 | 6.8 |
| Men, 21-64 | | | | | |
| Sedentary | 12.8 | 10.6 | 10.8 | 7.0 | 10.2 |
| Moderately active | 12.5 | 12.8 | 10.7 | 8.7 | 10.9 |
| Active or very active | 2.5 | 3.3 | 5.6 | 11.6 | 6.1 |
| Men, 65 and over | 3.3 | 3.8 | 4.5 | 5.1 | 4.3 |
| Women, 21-59 | | | | | |
| Sedentary | 17.2 | 18.0 | 19.4 | 19.7 | 18.9 |
| Moderately active | 10.3 | 8.4 | 6.7 | 4.6 | 7.1 |
| Active or pregnant | 1.3 | 1.3 | 1.1 | 1.9 | 1.4 |
| Women, 60 and over | 7.4 | 8.2 | 8.8 | 8.0 | 8.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

¹ The proportions of adolescents were affected by National Service.

the difference was reversed (Table 44). There were relatively more members of Class A1 and Class C in rural districts than in any type of urban area. Class A families were more strongly represented in the great cities and the rural areas than in the smaller towns, which contained the highest proportions of Class D2 and old age pensioner households, probably because of the movement of population out of the cities upon retirement as well as the greater ease with which elderly persons remaining there can obtain employment. The proportion of households and persons in Class D1 was greatest in the provincial conurbations.

130. London had the highest proportion of sedentary and the lowest of active or very active male workers; in rural areas the position was reversed (Table 45). The proportion of women of working age classified as non-sedentary increased with the degree of urbanization, no doubt because a higher proportion of married women undertake outside employment in the larger towns than in the country. A housewife with no other employment is classified as sedentary. The proportion of men aged 65 or more was lowest in London and highest in the rural sample, but for elderly women the percentage was greatest in the smaller towns.

Quarterly Changes in Expenditure and Value of Consumption

131. Quarterly estimates of food expenditure and value of consumption in regions and urban and rural areas in 1955 are given in Table 46. Domestic food expenditure was 5 per cent above the average for Great Britain in the Midlands and London and 8 per cent below in the South West. Differences were less pronounced in the 1949 analysis, the South and East being 3 per cent below and the South West (then including South Wales and confined to urban areas) highest at 3 per cent above. In most cases regional differences tended to occur *within* the broad food groups rather than *between* them, a conspicuous exception being the preference for cereal foods in Scotland. In 1955, as in 1949, London and Scotland were at opposite ends of the expenditure scale for cereals. The tendency to spend relatively more on meat and fats and less on cereals and vegetables was common to all regions.

132. Domestic food expenditure per head in London and the other great cities was about 11 per cent higher than in rural households; in other urban areas the yearly average was 6 per cent higher. Corresponding differences in 1954 were 13 and 8 per cent respectively. Free supplies valued at current retail prices amounted to 2s. 5d. per head per week in rural areas (9 per cent of the total value of consumption, as in 1954), 8d. (2½ per cent) in urban areas outside the conurbations, 2d. in provincial conurbations and 4d. in London (about 1 per cent of the value of consumption).

133. When the value of free supplies is added to total food expenditure to arrive at the total value of food obtained for consumption, as in Table 46, the differences between regions and between urban and rural areas are reduced, the South West approaches the average, and Scotland drops from 2 per cent above the average for expenditure to 3 per cent below for value of consumption. There was no obvious geographical interpretation of the seasonal variations in value of consumption.

Free Supplies

134. Table 47 gives details of the quantities of the more important kinds of free supplies, and the total value of free food. The largest contributions were made by fresh vegetables and fruit, eggs and milk. The value of free food ranged from 2s. 8c.

TABLE 46
Domestic Food Expenditure and Value of Consumption by Region and Type of Area, 1955
(per person per week)

| | All households | Region or Type of Area | | | | | | | | | | | Total urban | Rural | | | | | | | | | | |
|--|----------------|------------------------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|------------|------------|-------------|-------------|-------|-----|----|-----|----|-----|----|-----|----|-----|----|
| | | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | Curbations | | Other urban | | | | | | | | | | | | |
| | | | | | | | | | | London | Provincial | | | | | | | | | | | | | |
| s. | d. | s. | d. | s. | d. | s. | d. | s. | d. | s. | d. | s. | d. | s. | d. | s. | d. | | | | | | | |
| 1ST QUARTER | | | | | | | | | | | | | | | | | | | | | | | | |
| Expenditure | 24 | 9 | 26 | 3 | 24 | 1 | 25 | 8 | 23 | 10 | 26 | 1 | 23 | 9 | 26 | 3 | 24 | 8 | 25 | 2 | 23 | 1 | | |
| Value of free food | 8 | 2 | 9 | 4 | 4 | 5 | 5 | 11 | 11 | 11 | 5 | 5 | 10 | 10 | 2 | 2 | 5 | 5 | 3 | 3 | 2 | 2 | 1 | |
| Value of consumption | 25 | 5 | 26 | 5 | 24 | 4 | 26 | 1 | 24 | 9 | 26 | 6 | 24 | 7 | 26 | 5 | 25 | 7 | 25 | 1 | 25 | 5 | 25 | 2 |
| 2ND QUARTER | | | | | | | | | | | | | | | | | | | | | | | | |
| Expenditure | 26 | 0 | 25 | 11 | 26 | 0 | 26 | 9 | 25 | 8 | 26 | 10 | 24 | 11 | 27 | 4 | 25 | 10 | 26 | 6 | 26 | 6 | 24 | 6 |
| Value of free food | 9 | 1 | 0 | 4 | 6 | 3 | 3 | 2 | 1 | 2 | 5 | 5 | 1 | 1 | 2 | 2 | 1 | 1 | 6 | 4 | 4 | 1 | 11 | 11 |
| Value of consumption | 26 | 9 | 26 | 10 | 26 | 4 | 26 | 11 | 26 | 10 | 27 | 3 | 25 | 10 | 27 | 6 | 26 | 3 | 26 | 10 | 26 | 10 | 26 | 6 |
| 3RD QUARTER | | | | | | | | | | | | | | | | | | | | | | | | |
| Expenditure | 25 | 9 | 26 | 0 | 25 | 4 | 26 | 0 | 25 | 7 | 26 | 2 | 24 | 4 | 26 | 10 | 26 | 6 | 26 | 1 | 26 | 1 | 24 | 6 |
| Value of free food | 1 | 4 | 1 | 2 | 1 | 3 | 1 | 0 | 2 | 1 | 11 | 6 | 2 | 9 | 6 | 6 | 5 | 1 | 0 | 9 | 9 | 3 | 3 | 2 |
| Value of consumption | 27 | 1 | 27 | 2 | 26 | 7 | 26 | 11 | 27 | 8 | 27 | 2 | 27 | 1 | 27 | 4 | 26 | 11 | 26 | 9 | 26 | 11 | 27 | 9 |
| 4TH QUARTER | | | | | | | | | | | | | | | | | | | | | | | | |
| Expenditure | 26 | 3 | 28 | 5 | 25 | 9 | 27 | 1 | 25 | 4 | 28 | 7 | 23 | 6 | 27 | 0 | 27 | 7 | 26 | 3 | 26 | 9 | 24 | 7 |
| Value of free food | 1 | 0 | 10 | 7 | 9 | 8 | 1 | 2 | 1 | 2 | 8 | 3 | 3 | 0 | 4 | 4 | 2 | 2 | 8 | 6 | 8 | 6 | 2 | 6 |
| Value of consumption | 27 | 3 | 29 | 3 | 27 | 4 | 26 | 9 | 26 | 6 | 29 | 5 | 26 | 6 | 27 | 4 | 27 | 9 | 26 | 11 | 27 | 3 | 27 | 1 |
| ANNUAL AVERAGE | | | | | | | | | | | | | | | | | | | | | | | | |
| Expenditure | 25 | 8 | 26 | 8 | 25 | 3 | 26 | 1 | 25 | 1 | 26 | 11 | 23 | 6 | 26 | 10 | 26 | 9 | 25 | 7 | 26 | 2 | 24 | 2 |
| Value of free food | 11 | 10 | 9 | 8 | 8 | 6 | 6 | 1 | 4 | 7 | 7 | 4 | 2 | 8 | 4 | 4 | 2 | 2 | 8 | 6 | 8 | 6 | 2 | 5 |
| Value of consumption | 26 | 7 | 27 | 5 | 25 | 11 | 26 | 6 | 26 | 6 | 27 | 6 | 26 | 3 | 27 | 2 | 26 | 11 | 26 | 3 | 26 | 7 | 26 | 7 |
| Expenditure as percentage of all households | 100 | | 104 | | 98 | | 102 | | 98 | | 105 | | 92 | | 105 | | 104 | | 100 | | 102 | | 94 | |
| Value of consumption as percentage of all households | 100 | | 103 | | 100 | | 100 | | 100 | | 103 | | 99 | | 102 | | 101 | | 99 | | 100 | | 100 | |

TABLE 47
 Geographical Differences in Quantity of Free Food, 1955
 (oz. per head per week except where otherwise stated)

| | All households | Region or Type of Area | | | | | | | | | | | | |
|--|----------------|------------------------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------------|------------|-------------|-------|------|-------|
| | | Wales | Scotland and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | Conurbations | | Total urban | Rural | | |
| | | | | | | | | | London | Provincial | | | | |
| Value of free food (pence per head per week) | 11.06 | 9.50 | 8.81 | 7.61 | 6.31 | 16.39 | 7.10 | 32.17 | 18.20 | 3.58 | 2.37 | 7.57 | 5.56 | 29.20 |
| MILK | | | | | | | | | | | | | | |
| Liquid—Retail | 0.20 | 0.28 | 0.33 | 0.16 | 0.20 | 0.17 | 0.08 | 0.52 | 0.30 | ... | 0.02 | 0.10 | 0.06 | 0.68 |
| " Welfare and school | 0.20 | 0.19 | 0.20 | 0.23 | 0.22 | 0.17 | 0.20 | 0.21 | 0.18 | 0.20 | 0.21 | 0.20 | 0.20 | 0.18 |
| Total liquid milk | 0.40 | 0.47 | 0.53 | 0.39 | 0.42 | 0.34 | 0.28 | 0.73 | 0.48 | 0.20 | 0.23 | 0.30 | 0.26 | 0.86 |
| BUTTER | 0.03 | 0.07 | 0.03 | 0.04 | ... | 0.03 | ... | 0.15 | 0.04 | ... | ... | ... | ... | 0.14 |
| EGGS | 0.47 | 0.52 | 0.39 | 0.40 | 0.32 | 0.72 | 0.18 | 1.16 | 0.68 | 0.07 | 0.07 | 0.25 | 0.18 | 1.43 |
| HONEY AND PRESERVES | 0.19 | 0.03 | 0.30 | 0.06 | 0.07 | 0.28 | 0.18 | 0.57 | 0.26 | 0.06 | 0.03 | 0.11 | 0.08 | 0.53 |
| MEAT | | | | | | | | | | | | | | |
| Carcass and offal | 0.10 | — | 0.02 | 0.09 | 0.11 | 0.18 | 0.02 | 0.21 | 0.03 | 0.13 | 0.08 | 0.08 | 0.09 | 0.12 |
| Bacon | 0.03 | — | — | 0.06 | 0.02 | 0.04 | 0.04 | 0.12 | — | ... | ... | 0.01 | 0.01 | 0.11 |
| Poultry | 0.12 | 0.02 | 0.05 | 0.06 | 0.08 | 0.19 | 0.17 | 0.56 | 0.20 | ... | 0.02 | 0.07 | 0.04 | 0.39 |
| Rabbit, game, etc. | 0.03 | — | 0.10 | 0.02 | 0.02 | 0.06 | ... | 0.04 | 0.03 | 0.03 | ... | 0.02 | 0.01 | 0.06 |
| Total Meat | 0.28 | 0.02 | 0.17 | 0.23 | 0.23 | 0.47 | 0.23 | 0.93 | 0.26 | 0.16 | 0.10 | 0.18 | 0.15 | 0.68 |
| FISH | 0.03 | 0.08 | 0.07 | 0.02 | — | 0.01 | ... | 0.05 | 0.02 | — | ... | 0.03 | 0.02 | 0.04 |

TABLE 47 continued
(oz. per head per week except where otherwise stated)

| | All house- holds | Region or Type of Area | | | | | | | | | | Total urban | Rural | | |
|---|------------------------|------------------------|--------------|---|------------------|------------------------------------|-------------|------------------|-------------------------------------|--------------|-------------|----------------|-------------|----------------|--|
| | | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | Conurbations | | | | | |
| | | | | | | | | | | London | Provincial | | | Other urban | |
| VEGETABLES | | | | | | | | | | | | | | | |
| Cabbages | 1.54 | 0.39 | 0.81 | 0.85 | 0.43 | 2.48 | 0.74 | 5.17 | 3.49 | 0.57 | 0.31 | 1.25 | 0.90 | 3.66 | |
| Brussels Sprouts | 0.64 | 0.12 | 0.15 | 0.34 | 0.14 | 1.32 | 0.26 | 2.22 | 1.23 | 0.15 | 0.06 | 0.49 | 0.32 | 1.70 | |
| Cauliflower | 0.16 | 0.02 | 0.08 | 0.31 | 0.06 | 0.26 | 0.12 | 0.54 | 0.17 | 0.02 | 0.04 | 0.14 | 0.09 | 0.36 | |
| Leafy salad | 0.30 | 0.22 | 0.22 | 0.27 | 0.16 | 0.40 | 0.18 | 0.72 | 0.50 | 0.14 | 0.12 | 0.26 | 0.21 | 0.58 | |
| Fresh legumes | 1.24 | 1.18 | 0.20 | 0.44 | 0.34 | 2.06 | 1.10 | 4.02 | 2.46 | 0.56 | 0.26 | 1.08 | 0.80 | 2.64 | |
| Other fresh green vegetables | 0.15 | 0.02 | 0.01 | 0.02 | 0.04 | 0.14 | 0.24 | 0.55 | 0.40 | 0.10 | 0.04 | 0.08 | 0.08 | 0.40 | |
| Potatoes, old and new | 7.27 | 3.26 | 8.10 | 4.38 | 2.63 | 13.66 | 4.02 | 21.40 | 11.55 | 1.21 | 1.05 | 4.34 | 2.98 | 21.71 | |
| Carrots | 0.30 | 0.09 | 0.29 | 0.06 | 0.12 | 0.44 | 0.17 | 1.25 | 0.56 | 0.07 | 0.04 | 0.20 | 0.14 | 0.80 | |
| Other root vegetables | 0.55 | 0.20 | 0.92 | 0.32 | 0.15 | 0.52 | 0.28 | 1.39 | 1.20 | 0.18 | 0.12 | 0.44 | 0.32 | 1.31 | |
| Onions, shallots, etc. | 0.27 | 0.20 | 0.34 | 0.16 | 0.04 | 0.46 | 0.26 | 0.85 | 0.34 | 0.07 | 0.08 | 0.20 | 0.15 | 0.68 | |
| Miscellaneous | 0.19 | 0.12 | 0.02 | 0.10 | 0.06 | 0.39 | 0.16 | 0.49 | 0.48 | 0.07 | 0.04 | 0.17 | 0.12 | 0.43 | |
| Total Vegetables | 12.61 | 5.82 | 11.14 | 7.15 | 4.16 | 22.13 | 7.53 | 38.60 | 22.38 | 3.14 | 2.16 | 8.65 | 6.11 | 34.27 | |
| FRESH FRUIT | | | | | | | | | | | | | | | |
| Apples and pears | 0.98 | 0.20 | 0.23 | 0.70 | 0.34 | 1.57 | 0.55 | 2.37 | 2.56 | 0.84 | 0.25 | 0.82 | 0.66 | 2.00 | |
| Stone fruit | 0.04 | 0.02 | — | 0.01 | 0.01 | 0.15 | 0.04 | — | 0.07 | 0.03 | 0.02 | 0.05 | 0.04 | 0.04 | |
| Soft fruit | 0.43 | 0.62 | 0.16 | 0.28 | 0.41 | 0.64 | 0.24 | 1.02 | 0.54 | 0.28 | 0.13 | 0.39 | 0.31 | 0.79 | |
| Tomatoes, fresh | 0.25 | 0.23 | 0.08 | 0.12 | 0.12 | 0.46 | 0.32 | 0.21 | 0.53 | 0.28 | 0.14 | 0.24 | 0.22 | 0.34 | |
| Other fresh fruit, except bananas and citrus fruit | 0.45 | 0.47 | 0.52 | 0.34 | 0.24 | 0.49 | 0.27 | 1.02 | 0.64 | 0.33 | 0.19 | 0.42 | 0.34 | 0.77 | |
| Total Fresh Fruit, except bananas and citrus fruit | 2.15 | 1.54 | 0.99 | 1.45 | 1.12 | 3.31 | 1.42 | 4.62 | 4.34 | 1.76 | 0.73 | 1.92 | 1.57 | 3.94 | |
| CANNED AND BOTTLED FRUIT | 0.25 | 0.12 | 0.07 | 0.08 | 0.11 | 0.36 | 0.36 | 0.97 | 0.37 | 0.12 | 0.08 | 0.21 | 0.17 | 0.56 | |

per person per week in the South West to 4d. in London, and from 2s. 5d. in rural areas to 2d. in provincial conurbations. In the South West, free supplies contributed 62 per cent of the total of fresh green vegetables, 32 per cent of that of potatoes, 24 per cent of fresh fruit and 28 per cent of eggs, and 12 per cent of liquid milk other than welfare and school milk. Corresponding percentages in London were 8, 2, 7, 2 and 0; in Scotland 28, 13, 6, 8 and 8; and in the rural areas 61, 36, 21, 34 and 17. In all regions except London, potatoes accounted for over half the free vegetables and in Scotland almost three-quarters. In general, the absolute and percentage contributions of free supplies were lower than in 1954 for fresh green vegetables (except sprouts) and fresh fruit (except stone fruit) but higher for root vegetables and onions.

Consumption, Expenditure and Prices: Individual Foods

135. Details of expenditure and consumption for the main food groups are given in Tables 48 and 49 and for all foods by regions in Appendix E, Tables 1 and 2. A Laspeyres-type price index, in which the weights assigned to different foods are taken from the sample of all households, indicates that the average level of food prices paid by housewives was highest in Scotland and Wales, especially for fruit, fresh green vegetables and fish, and (in Scotland) fresh meat and bacon. Food prices were lowest in London and the south of England, though only about 2 per cent below the average for Great Britain. In the London area incomes were highest and domestic requirements of energy and all nutrients lowest, because of the high proportion of meals taken outside the home by London workers, as well as the low physical requirements of their type of work (see Table 45). The cost per calorie was greatest in the London diet and least in rural areas.

136. A comparison with 1954 indicates that the increase in consumption of butter, fish, sugar, fresh and other fruit, cakes and biscuits and the decrease in margarine were common to all types of area. The average consumption per head of carcass meat rose except in the smaller towns, that of bacon was almost the same as in 1954, and that of other meat and meat products rose in the rural households but declined elsewhere. The consumption of eggs also fell, except in rural areas where it was unchanged. Liquid milk consumption, on the other hand, declined in rural districts almost to the urban level. The consumption of preserves increased in the country but declined a little in the towns. Potato consumption decreased everywhere, although in rural areas only slightly. The rural households obtained smaller quantities of fresh green vegetables but more of other vegetables; in the towns there was little change in either. Flour purchases were maintained at a high level in rural areas, but showed a reduction elsewhere. There was little change in the demand for tea and other beverages.

137. In spite of these tendencies for town and country to move in different directions, most of the findings of the 1954 analysis were confirmed in 1955. The rural households had the greatest consumption of natural cheese, butter, bread, sugar and preserves, and used much more flour and rather more cooking fats than others. Their consumption of liquid milk and fresh green vegetables was exceeded only in London, and of bacon only in the provincial conurbations. On the other hand, the rural households had the lowest averages for fish, "other" vegetables, fresh fruit, biscuits and tea (but the highest for cocoa and branded drinks). They had the highest consumption of and expenditure on oatmeal, but the lowest on other breakfast cereals. Rural

consumption of dried, canned and bottled fruit was above and of fresh fruit below the national average.

MILK AND CHEESE

138. Consumption of *liquid milk* was greatest in London (5·2 pt. per head per week) with the Midland and South Eastern and Southern regions next. As in 1949, the smallest consumption was found in the North East (4·1 pt.). Consumption in towns other than London was below the national average, while that in rural areas equalled the national average, which was nearly $\frac{1}{2}$ pt. less per head per week than in London. Variations in expenditure followed those in consumption, except in the rural areas where a high proportion (17 per cent) of milk, other than welfare and school milk, was obtained free of charge. Welfare and school milk consumption was highest in the Midlands, London, Scotland and the provincial conurbations, although in London the number of children under 15 was below the national average. Processed milks showed little variation in consumption or price between regions, but consumption was much higher than in 1949 under points rationing.

139. The consumption of *cheese* ranged from 32 per cent above the average for Great Britain in the South West to 30 per cent below in the North East. The corresponding range in expenditure was from 20 per cent above to 18 per cent below the average. Even under rationing, consumption had been relatively low in the North East of England. Consumption in rural areas was 15 per cent above the national average and in provincial conurbations 16 per cent below.

MEAT

140. The consumption of *carcase meat* was highest in London, with the Midland region next, and lowest in Scotland, with a range of 20 per cent on either side of the average for Great Britain. Beef consumption exceeded that of mutton and lamb except in London. Of the fresh meat obtained by the Scottish households, 79 per cent was beef, compared with 63 per cent in 1949 and 67 per cent in 1953, under rationing. Pork consumption was highest in the North Midland and Eastern area (17 per cent of all carcase meat) and lowest (4 per cent) in Scotland. The average price paid for carcase meat was highest in Scotland (19 per cent above the average for Great Britain) and lowest in London (5 per cent below). Thus the range in expenditure was smaller than that for consumption. Carcase meat accounted for 14 per cent of all expenditure on food in Great Britain as a whole and in most regions, but for 16 per cent in the South West; in 1949, under rationing, the figure was only 9 per cent for all regions.

141. Consumption of *uncooked bacon and ham* was greatest in the Midlands with 128 per cent of the average for Great Britain, Scotland having the smallest consumption at 61 per cent of the average. The 1949 analysis showed little regional variation because of rationing. The corresponding range in expenditure was smaller than that for consumption (25 per cent above to 22 per cent below the average). Without Scotland, the ranges would be: consumption +28 to -10; expenditure +25 to -12. The average price in Scotland was 27 per cent above the average for Great Britain, but the London price was 5 per cent below the average. London households bought about $\frac{3}{4}$ oz. less per head than those in provincial conurbations and over $\frac{1}{2}$ oz. less than those in rural areas.

142. The consumption of *sausages* was fairly uniform except for Scotland, 39 per cent above the average for Great Britain, and the North West, 29 per cent below. The Scottish preference for beef also found expression here, since Scotland was the

only region where more beef sausages than pork were purchased (76 per cent beef, 24 per cent pork, compared with the general average of 35 per cent beef and 65 per cent pork). In 1949 and 1953, the consumption of sausages in Scotland had been 40 per cent and 28 per cent respectively above the average for Great Britain. Expenditure on this commodity ranged between 35 per cent above the average in Scotland to 30 per cent below in the North West. Except in Scotland, prices averaged about 2s. 9d. per lb. for pork sausages and 2s. 1½d. for beef, but in Scotland they were 2s. 7½d. and 2s. 5½d. respectively.

143. Regional variations in other types of meat and poultry are given in Tables 1 and 2 of Appendix E. The large demand for bones north of the Border was noticed in the earlier analysis and is associated with the Scottish liking for soup.

FISH

144. Fish consumption was highest in London and the North East, with the provincial cities not far behind, and lowest in the South West, the range being from +11 to -14 per cent. The regional range was narrower than in 1949, when it was from +19 in London to -13 in Scotland. The large consumption of cooked fish in the Northern and East and West Ridings area and the N. Midland and Eastern area, 83 and 39 per cent respectively above the general average, was associated with a correspondingly high consumption of chips in these areas, exceeding the average by 72 and 41 per cent respectively. Households in Wales had the highest total expenditure on fish, closely followed by the North East. The expenditure range was +13 to -21, with the South West lowest; in 1949 the range was from +14 in the North East to -10 in the South West. Fish prices were generally highest in Scotland and Wales and lowest in London and the South and South East.

EGGS

145. Scotland recorded the highest consumption of eggs and the Midlands the lowest, the range being from +18 to -11 per cent. In 1949, with controlled distribution, Scotland had shown the lowest and the Midlands the highest figure, but by 1953 Scottish consumption was already 9 per cent above the average for Great Britain. Expenditure was also highest in Scotland, the range being from +22 to -22 per cent, with the South West and the South and South East lowest and next lowest because of the availability of "free" supplies, which also helped to keep prices in these areas below the national average. Egg prices were highest in Wales and lowest in London.

FATS

146. Consumption of fats was highest in Wales chiefly because of a high *butter* consumption: 52 per cent of the total consumption of fats compared with 38 per cent in Great Britain as a whole. With this usage of butter rather than margarine in Wales went the highest bread consumption in Great Britain (see paragraph 154). The lowest consumption of fats was found in Scottish households, mainly because of their comparatively small use of *cooking fats*: as their low flour usage indicates, they do not practice much home baking, though they buy large quantities of flour confectionery. The range in consumption of fats in 1949 under rationing was smaller, but even then Scotland was at the bottom of the scale for fats in general and cooking fats in particular. The high consumption of cooking fats and *suet* and *dripping* in the North Midland and Eastern regions and in the North East, together with their high flour purchases, no doubt reflects the prevalence of home-baking in this area as a whole, which was noticed in the 1949 analysis and has persisted since before the war. The range in expenditure on fats was from +25 per cent in Welsh

TABLE 48
Domestic Food Expenditure by Region and Type of Area, 1955
(pence per head per week)

| | All house- holds | Region or Type of Area | | | | | | | | | | Total urban | Rural | | |
|--|------------------------|------------------------|------------------------------------|------------------|------------------------------------|--------------------|------------------|-------------------------------------|--------------|--------------|----------------|----------------|--------------|--------------|--|
| | | Wales | Scotland and West Ridings | North Western | North Midland and Eastern | Midland Western | South Western | South Eastern and Southern | Conurbations | | Other urban | | | | |
| | | | | | | | | | London | Provincial | | | | | |
| LIQUID MILK | | | | | | | | | | | | | | | |
| Retail | 27.39 | 25.55 | 23.15 | 27.69 | 27.39 | 30.00 | 26.68 | 28.63 | 31.60 | 28.38 | 27.82 | 28.38 | 28.38 | 24.06 | |
| Wholesale | 1.04 | 1.04 | 0.92 | 1.08 | 0.97 | 1.22 | 0.86 | 1.04 | 1.23 | 1.12 | 0.98 | 1.12 | 1.06 | 0.98 | |
| Total Liquid Milk | 28.43 | 26.59 | 24.07 | 28.77 | 28.36 | 31.22 | 27.54 | 29.67 | 32.83 | 29.50 | 28.30 | 29.50 | 29.44 | 25.04 | |
| Condensed | 1.22 | 0.48 | 1.45 | 1.48 | 1.34 | 1.09 | 0.78 | 1.54 | 1.20 | 1.18 | 1.28 | 1.18 | 1.24 | 1.17 | |
| Dried and other | 0.39 | 0.32 | 0.45 | 0.49 | 0.25 | 0.60 | 0.09 | 0.38 | 0.52 | 0.53 | 0.32 | 0.52 | 0.41 | 0.33 | |
| Cream | 0.75 | 0.41 | 0.51 | 0.60 | 0.67 | 0.79 | 1.34 | 0.77 | 0.89 | 0.50 | 0.79 | 0.50 | 0.75 | 0.74 | |
| Total Milk and Cream | 30.79 | 27.80 | 26.48 | 31.34 | 30.62 | 33.70 | 29.75 | 32.36 | 35.44 | 31.77 | 30.69 | 31.77 | 31.84 | 27.28 | |
| CHEESE | | | | | | | | | | | | | | | |
| Excluding processed or packeted | 4.68 | 3.62 | 3.57 | 4.84 | 4.54 | 5.92 | 6.20 | 5.70 | 4.24 | 4.15 | 4.56 | 4.15 | 4.40 | 5.63 | |
| Processed or packeted | 1.19 | 1.42 | 1.21 | 0.92 | 1.24 | 0.96 | 0.86 | 1.23 | 1.42 | 1.14 | 1.18 | 1.14 | 1.22 | 1.09 | |
| Total Cheese | 5.87 | 5.04 | 4.78 | 5.76 | 5.78 | 6.88 | 7.06 | 6.93 | 5.66 | 5.29 | 5.74 | 5.29 | 5.62 | 6.72 | |
| MEAT | | | | | | | | | | | | | | | |
| Carcass | 44.57 | 41.28 | 43.20 | 43.29 | 44.84 | 46.68 | 44.66 | 42.71 | 49.66 | 44.64 | 43.12 | 44.64 | 44.68 | 44.09 | |
| Bacon and ham, uncooked | 14.30 | 11.19 | 15.69 | 15.30 | 14.56 | 18.01 | 12.64 | 12.56 | 13.42 | 15.62 | 13.90 | 15.62 | 14.21 | 14.64 | |
| Other ¹ | 25.84 | 29.97 | 27.61 | 28.22 | 24.97 | 24.98 | 21.20 | 23.10 | 25.19 | 28.44 | 25.62 | 28.44 | 26.21 | 24.70 | |
| Total Meat | 84.71 | 82.44 | 86.50 | 86.81 | 84.37 | 89.67 | 78.30 | 78.37 | 88.27 | 88.70 | 82.64 | 88.70 | 85.10 | 83.43 | |
| FISH | | | | | | | | | | | | | | | |
| Fresh and processed ² | 7.38 | 9.76 | 6.94 | 8.10 | 6.15 | 5.97 | 6.44 | 6.91 | 7.86 | 7.98 | 7.53 | 7.98 | 7.68 | 6.28 | |
| Prepared ³ | 3.93 | 1.91 | 5.68 | 4.48 | 4.60 | 4.39 | 2.45 | 2.98 | 3.88 | 4.64 | 4.04 | 4.64 | 4.15 | 3.26 | |
| Total Fish | 11.31 | 11.67 | 12.62 | 12.58 | 10.75 | 10.36 | 8.89 | 9.89 | 11.74 | 12.62 | 11.57 | 12.62 | 11.83 | 9.54 | |
| EGGS | 17.35 | 21.11 | 18.25 | 18.00 | 15.80 | 16.83 | 13.48 | 15.22 | 18.94 | 19.50 | 18.16 | 19.50 | 18.60 | 13.20 | |

TABLE 48 continued
(pence per head per week)

| | All household | Region or Type of Area | | | | | | | | | | | Total urban | Rural | | | |
|---|---------------|------------------------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------------|------------|-------------|-------------|-------|-------|-------|-------|
| | | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | Conurbations | | Other urban | | | | | |
| | | | | | | | | | | London | Provincial | | | | | | |
| FATS | | | | | | | | | | | | | | | | | |
| Butter | 12.90 | 19.80 | 12.64 | 12.60 | 11.69 | 12.51 | 13.52 | 13.82 | 12.44 | 11.72 | 12.19 | 13.13 | 12.64 | 13.71 | 13.71 | 12.64 | 13.71 |
| Margarine | 6.05 | 4.89 | 6.18 | 6.61 | 7.42 | 5.99 | 5.78 | 5.80 | 5.80 | 5.43 | 6.34 | 6.06 | 6.01 | 6.06 | 6.01 | 6.18 | 6.18 |
| Lard and compound cooking fat | 3.02 | 3.43 | 1.75 | 3.59 | 2.93 | 3.85 | 3.47 | 3.07 | 2.73 | 2.41 | 2.83 | 3.13 | 2.92 | 3.13 | 2.92 | 3.34 | 3.34 |
| Other | 0.73 | 0.32 | 0.52 | 0.94 | 0.47 | 0.86 | 0.45 | 0.71 | 0.90 | 0.93 | 0.62 | 0.77 | 0.76 | 0.77 | 0.76 | 0.62 | 0.62 |
| Total Fats | 22.70 | 28.44 | 21.09 | 23.74 | 22.51 | 23.21 | 23.22 | 22.90 | 21.87 | 20.49 | 21.98 | 23.09 | 22.33 | 23.09 | 22.33 | 23.85 | 23.85 |
| SUGAR AND PRESERVES | | | | | | | | | | | | | | | | | |
| Sugar | 8.80 | 9.17 | 8.00 | 8.28 | 9.12 | 8.87 | 9.66 | 8.77 | 9.14 | 8.60 | 8.66 | 8.70 | 8.68 | 8.70 | 8.68 | 9.21 | 9.21 |
| Honey, preserves, syrup and treacle | 4.05 | 3.54 | 4.85 | 4.39 | 4.48 | 3.89 | 3.22 | 4.26 | 3.81 | 3.71 | 4.22 | 4.08 | 4.04 | 4.08 | 4.04 | 4.11 | 4.11 |
| Total Sugar and Preserves | 12.85 | 12.71 | 12.85 | 12.67 | 13.60 | 12.76 | 12.88 | 13.03 | 12.95 | 12.31 | 12.88 | 12.78 | 12.72 | 12.78 | 12.72 | 13.32 | 13.32 |
| VEGETABLES | | | | | | | | | | | | | | | | | |
| Potatoes ¹ | 11.38 | 13.61 | 10.87 | 11.64 | 12.72 | 9.59 | 13.90 | 8.34 | 9.14 | 12.79 | 13.45 | 11.95 | 12.47 | 11.95 | 12.47 | 7.87 | 7.87 |
| Fresh green | 6.00 | 7.83 | 2.47 | 4.97 | 4.91 | 5.77 | 8.00 | 4.62 | 5.90 | 9.61 | 6.45 | 6.02 | 6.81 | 6.02 | 6.81 | 3.46 | 3.46 |
| Other ² | 9.56 | 10.64 | 9.56 | 10.60 | 10.46 | 8.68 | 9.81 | 6.99 | 8.78 | 10.18 | 10.84 | 9.74 | 10.09 | 9.74 | 10.09 | 7.90 | 7.90 |
| Total Vegetables other than Potatoes | 15.56 | 18.47 | 12.03 | 15.57 | 15.37 | 14.45 | 17.81 | 11.61 | 14.68 | 19.79 | 17.29 | 15.76 | 16.90 | 15.76 | 16.90 | 11.36 | 11.36 |
| Total Vegetables | 26.94 | 32.08 | 22.90 | 27.21 | 28.09 | 24.04 | 31.71 | 19.95 | 23.82 | 32.58 | 30.74 | 27.71 | 29.37 | 27.71 | 29.37 | 19.23 | 19.23 |
| FRUIT | | | | | | | | | | | | | | | | | |
| Fresh ³ | 16.69 | 18.94 | 15.28 | 16.71 | 17.33 | 15.51 | 17.75 | 12.38 | 15.32 | 20.09 | 18.30 | 16.13 | 17.46 | 16.13 | 17.46 | 14.21 | 14.21 |
| Other ⁴ | 8.22 | 8.33 | 5.60 | 9.06 | 7.58 | 9.34 | 9.37 | 7.43 | 7.94 | 8.32 | 7.59 | 8.34 | 8.20 | 8.34 | 8.20 | 8.31 | 8.31 |
| Total Fruit⁵ | 24.91 | 27.27 | 20.88 | 25.77 | 24.91 | 24.85 | 27.12 | 19.81 | 23.26 | 28.41 | 25.89 | 24.47 | 25.66 | 24.47 | 25.66 | 22.52 | 22.52 |

TABLE 48 continued
(pence per head per week)

| | All household | Region or Type of Area | | | | | | | | | | Total urban | Rural |
|-------------------------------------|---------------|------------------------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------------|------------|-------------|--------|
| | | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | Conurbations | | | |
| | | | | | | | | | | London | Provincial | | |
| MISCELLANEOUS ¹ | 6.46 | 5.25 | 6.23 | 6.31 | 4.92 | 6.43 | 6.39 | 6.46 | 7.30 | 7.91 | 5.81 | 6.39 | 6.21 |
| Total All Food | 308.07 | 319.60 | 302.58 | 310.12 | 313.45 | 301.12 | 323.12 | 282.49 | 294.72 | 322.42 | 320.95 | 307.40 | 290.21 |
| Estimated Value of Free Food | 11.06 | 9.50 | 8.81 | 7.61 | 6.31 | 16.39 | 7.10 | 32.17 | 18.20 | 3.58 | 2.37 | 7.57 | 29.20 |
| Total Value of Consumption | 319.13 | 329.10 | 311.39 | 317.73 | 319.76 | 317.51 | 330.22 | 314.66 | 312.92 | 326.00 | 323.32 | 314.97 | 319.41 |
| Price index (all foods) | 100.0 | 104.3 | 105.4 | 100.9 | 100.7 | 99.8 | 99.7 | 98.1 | 97.9 | 97.7 | 100.6 | 100.4 | 100.9 |
| 'Price of energy' index (all foods) | 100.0 | 101.7 | 99.2 | 97.5 | 99.2 | 99.2 | 100.0 | 96.7 | 99.2 | 105.8 | 100.8 | 99.2 | 95.9 |

¹ Includes cooked and canned meats and meat products.
² Includes smoked, dried and salted.
³ Includes cooked, canned and bottled fish and fish products.
⁴ Includes chips and crisps.
⁵ Includes dried and canned vegetables, and vegetable products.
⁶ Includes tomatoes.
⁷ Includes canned, bottled and dried, and fruit products.
⁸ Includes rolls, fruit bread and sandwiches.
⁹ Includes buns, scones, tea cakes, muffins and crumpets.
¹⁰ Includes invalid and baby foods, spreads and dressings, canned and powdered soups, meat and vegetable extracts and items on which expenditure only was recorded.

TABLE 49
Domestic Food Consumption by Region and Type of Area, 1955
(oz. per head per week except where otherwise stated)

| | All house- holds | Region or Type of Area | | | | | | | | | | Total urban | Rural | |
|---|------------------------|------------------------|---------------------------------|------------------|------------------------------------|--------------------|------------------|-------------------------------------|--------------|--------------|----------------|----------------|--------------|--|
| | | Wales | Scotland and West Ridings | North Western | North Midland and Eastern | Midland Western | South Western | South Eastern and Southern | Conurbations | | Other urban | | | |
| | | | | | | | | | London | Provincial | | | | |
| LIQUID MILK | | | | | | | | | | | | | | |
| Retail (pt.) | 4.02 | 3.94 | 3.38 | 4.05 | 4.02 | 4.20 | 4.23 | 4.30 | 4.35 | 3.92 | 3.90 | 3.99 | 4.07 | |
| Welfare and school (pt.) | 0.79 | 0.84 | 0.77 | 0.82 | 0.75 | 0.87 | 0.70 | 0.76 | 0.85 | 0.84 | 0.77 | 0.80 | 0.74 | |
| Total Liquid Milk (pt.) | 4.81 | 4.78 | 4.15 | 4.87 | 4.77 | 5.07 | 4.93 | 5.06 | 5.20 | 4.76 | 4.67 | 4.79 | 4.81 | |
| Condensed (equiv. pt.) | 0.16 | 0.06 | 0.18 | 0.19 | 0.17 | 0.14 | 0.09 | 0.20 | 0.16 | 0.15 | 0.17 | 0.16 | 0.14 | |
| Dried and other (pt. or equiv. pt.) | 0.11 | 0.17 | 0.12 | 0.12 | 0.09 | 0.14 | 0.07 | 0.11 | 0.15 | 0.14 | 0.09 | 0.12 | 0.13 | |
| Cream (pt.) | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.02 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.02 | |
| Total Milk and Cream (pt. or equiv. pt.) | 5.09 | 5.02 | 4.46 | 5.19 | 5.04 | 5.36 | 5.11 | 5.38 | 5.52 | 5.06 | 4.94 | 5.08 | 5.10 | |
| CHEESE | | | | | | | | | | | | | | |
| Excluding processed or packaged | 2.46 | 1.92 | 1.59 | 2.16 | 2.48 | 3.16 | 3.51 | 3.21 | 2.52 | 2.02 | 2.40 | 2.33 | 2.91 | |
| Processed or packaged | 0.37 | 0.47 | 0.39 | 0.27 | 0.38 | 0.30 | 0.24 | 0.37 | 0.44 | 0.35 | 0.36 | 0.38 | 0.34 | |
| Total Cheese | 2.83 | 2.39 | 1.98 | 2.43 | 2.86 | 3.46 | 3.75 | 3.58 | 2.96 | 2.37 | 2.76 | 2.71 | 3.25 | |
| MEAT | | | | | | | | | | | | | | |
| Carcass | 18.23 | 14.45 | 17.10 | 18.17 | 18.33 | 19.54 | 18.48 | 18.07 | 21.76 | 18.57 | 17.32 | 18.46 | 17.42 | |
| Bacon and ham, uncooked | 5.35 | 3.29 | 6.03 | 5.88 | 5.48 | 6.84 | 5.04 | 4.81 | 4.90 | 5.78 | 5.16 | 5.28 | 5.60 | |
| Other ¹ | 10.84 | 13.70 | 11.46 | 11.35 | 10.41 | 10.05 | 9.99 | 10.05 | 10.15 | 11.61 | 10.76 | 10.84 | 10.88 | |
| Total Meat | 34.42 | 31.44 | 34.59 | 35.40 | 34.21 | 36.43 | 33.51 | 32.93 | 36.90 | 35.96 | 33.24 | 34.58 | 33.90 | |
| FISH | | | | | | | | | | | | | | |
| Fresh and processed ² | 4.58 | 5.37 | 4.37 | 4.89 | 3.84 | 3.49 | 4.23 | 4.65 | 5.27 | 4.71 | 4.66 | 4.78 | 3.83 | |
| Prepared ³ | 1.37 | 0.62 | 2.17 | 1.40 | 1.70 | 1.38 | 0.90 | 1.05 | 1.34 | 1.59 | 1.45 | 1.47 | 1.09 | |
| Total Fish | 5.95 | 5.99 | 6.54 | 6.29 | 5.54 | 4.87 | 5.13 | 5.70 | 6.61 | 6.30 | 6.11 | 6.25 | 4.92 | |

TABLE 49 continued
(oz. per head per week except where otherwise stated)

| | All house-holds | Region or Type of Area | | | | | | | | | | | | |
|--|-----------------|------------------------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------------|------------|-------------|-------|-------|
| | | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | Conurbations | | Total urban | Rural | |
| | | | | | | | | | | London | Provincial | | | |
| EGGS (No.) | 4.19 | 3.84 | 4.93 | 4.29 | 4.04 | 4.10 | 3.72 | 4.09 | 4.02 | 4.35 | 4.20 | 4.11 | 4.17 | 4.24 |
| FATS | | | | | | | | | | | | | | |
| Butter | 4.47 | 7.06 | 4.18 | 4.24 | 3.97 | 4.34 | 4.60 | 5.01 | 4.46 | 4.18 | 4.14 | 4.32 | 4.36 | 4.83 |
| Margarine | 4.68 | 3.76 | 4.86 | 5.11 | 5.03 | 4.52 | 4.32 | 4.41 | 4.63 | 4.16 | 4.84 | 4.69 | 4.63 | 4.82 |
| Lard and compound cooking fat | 2.18 | 2.47 | 1.18 | 2.70 | 2.13 | 2.41 | 2.73 | 2.25 | 1.99 | 1.78 | 2.02 | 2.28 | 2.12 | 2.40 |
| Other | 0.55 | 0.23 | 0.46 | 0.71 | 0.39 | 0.61 | 0.32 | 0.55 | 0.65 | 0.72 | 0.47 | 0.60 | 0.59 | 0.44 |
| Total Fats | 11.88 | 13.52 | 10.68 | 12.76 | 12.12 | 12.20 | 11.65 | 12.22 | 11.72 | 10.94 | 11.47 | 12.09 | 11.70 | 12.49 |
| SUGAR AND PRESERVES | | | | | | | | | | | | | | |
| Sugar | 17.64 | 18.18 | 15.98 | 16.47 | 18.25 | 17.89 | 19.40 | 17.31 | 18.23 | 17.67 | 17.36 | 17.36 | 17.42 | 18.38 |
| Honey, preserves, syrup and treacle | 4.09 | 3.20 | 5.03 | 4.35 | 4.27 | 3.99 | 3.16 | 4.87 | 4.01 | 3.66 | 4.03 | 4.01 | 3.94 | 4.55 |
| Total Sugar and Preserves | 21.73 | 21.38 | 21.01 | 20.82 | 22.52 | 21.88 | 22.56 | 22.18 | 22.24 | 21.33 | 21.39 | 21.37 | 21.36 | 22.93 |
| VEGETABLES | | | | | | | | | | | | | | |
| Potatoes ^a | 61.17 | 62.44 | 64.09 | 58.90 | 62.39 | 59.39 | 68.36 | 66.94 | 55.15 | 59.72 | 63.02 | 61.45 | 61.46 | 60.54 |
| Fresh green | 14.79 | 14.51 | 5.32 | 10.77 | 10.35 | 17.17 | 15.83 | 21.35 | 19.24 | 19.61 | 12.05 | 14.03 | 14.67 | 15.18 |
| Other ^b | 15.87 | 16.40 | 17.62 | 16.81 | 17.99 | 13.94 | 15.44 | 14.21 | 15.25 | 15.38 | 17.65 | 15.88 | 16.20 | 14.72 |
| Total Vegetables other than Potatoes | 30.66 | 30.91 | 22.94 | 27.58 | 28.34 | 31.11 | 31.27 | 35.56 | 34.49 | 34.99 | 29.70 | 29.91 | 30.87 | 29.90 |
| Total Vegetables | 91.83 | 93.35 | 87.03 | 86.48 | 90.73 | 90.50 | 99.63 | 102.50 | 89.64 | 94.71 | 92.72 | 91.36 | 92.33 | 90.44 |
| FRUIT | | | | | | | | | | | | | | |
| Fresh ^c | 20.65 | 20.56 | 15.93 | 19.45 | 20.01 | 20.58 | 19.93 | 19.22 | 22.15 | 26.84 | 20.34 | 19.59 | 21.12 | 18.88 |
| Other ^d | 6.49 | 6.17 | 4.11 | 7.00 | 5.57 | 7.69 | 7.50 | 6.66 | 6.50 | 6.55 | 5.69 | 6.52 | 6.36 | 6.94 |
| Total Fruit ^e | 27.14 | 26.73 | 20.04 | 26.45 | 25.58 | 28.27 | 27.43 | 25.88 | 28.65 | 33.39 | 26.03 | 26.11 | 27.48 | 25.82 |

TABLE 49 continued
(*os. per head per week except where otherwise stated*)

| | All house- holds | Region or Type of Area | | | | | | | | | | Consumptions | | Total urban | Rural | | |
|-----------------------------------|------------------------|------------------------|--------------|---|------------------|------------------------------------|--------------|------------------|-------------------------------------|--------------|--------------|----------------|--------------|----------------|-------|--|--|
| | | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | Provincial | | Other urban | | | | | |
| | | | | | | | | | | London | Provincial | | | | | | |
| CEREALS | | | | | | | | | | | | | | | | | |
| National bread | 50.41 | 57.03 | 51.05 | 49.70 | 53.31 | 50.45 | 55.50 | 54.47 | 48.49 | 41.91 | 51.65 | 49.80 | 48.74 | 56.15 | | | |
| White bread | 0.43 | 0.96 | 0.27 | 0.56 | 0.50 | 0.31 | 0.44 | 0.04 | 0.47 | 0.40 | 0.67 | 0.40 | 0.47 | 0.30 | | | |
| Wholemeal | 1.69 | 2.68 | 1.69 | 1.44 | 2.16 | 1.44 | 2.10 | 0.83 | 1.41 | 1.84 | 2.19 | 1.71 | 1.85 | 1.18 | | | |
| Other ^a | 2.60 | 1.26 | 8.02 | 2.30 | 1.79 | 1.91 | 2.33 | 1.14 | 1.87 | 2.30 | 3.07 | 2.66 | 2.69 | 2.28 | | | |
| Total Bread | 55.13 | 61.93 | 61.03 | 54.00 | 57.76 | 54.11 | 60.37 | 56.48 | 52.24 | 46.45 | 57.58 | 54.57 | 53.75 | 59.91 | | | |
| Flour | 8.57 | 7.22 | 5.18 | 13.19 | 7.47 | 10.71 | 6.12 | 9.94 | 8.51 | 6.66 | 6.79 | 8.82 | 7.93 | 10.68 | | | |
| Cakes ^b | 5.56 | 5.01 | 7.95 | 6.33 | 6.32 | 5.01 | 4.78 | 5.13 | 4.80 | 4.36 | 6.61 | 5.74 | 5.70 | 5.12 | | | |
| Biscuits | 5.12 | 4.46 | 6.06 | 5.51 | 4.82 | 4.56 | 5.26 | 5.18 | 5.18 | 5.40 | 5.19 | 5.14 | 5.21 | 4.84 | | | |
| Oatmeal and oat products | 1.19 | 0.86 | 2.78 | 0.88 | 1.21 | 0.85 | 1.30 | 0.89 | 0.99 | 1.03 | 1.19 | 1.07 | 1.09 | 1.52 | | | |
| Breakfast cereals | 1.69 | 1.63 | 1.26 | 1.50 | 1.86 | 1.70 | 1.93 | 1.65 | 1.81 | 1.87 | 1.82 | 1.70 | 1.76 | 1.47 | | | |
| Other | 2.78 | 2.17 | 3.74 | 2.61 | 2.14 | 2.57 | 2.57 | 2.49 | 2.96 | 3.30 | 2.55 | 2.71 | 2.79 | 2.75 | | | |
| Total Cereals | 80.04 | 83.28 | 88.00 | 84.02 | 81.58 | 79.51 | 81.43 | 81.84 | 76.49 | 69.07 | 81.73 | 79.75 | 78.23 | 86.29 | | | |
| BEVERAGES | | | | | | | | | | | | | | | | | |
| Tea | 2.79 | 2.86 | 2.45 | 2.74 | 3.11 | 2.68 | 2.96 | 2.70 | 2.71 | 2.88 | 2.98 | 2.73 | 2.82 | 2.70 | | | |
| Coffee | 0.36 | 0.21 | 0.21 | 0.30 | 0.22 | 0.38 | 0.45 | 0.53 | 0.50 | 0.46 | 0.30 | 0.35 | 0.35 | 0.38 | | | |
| Cocoa | 0.21 | 0.18 | 0.10 | 0.20 | 0.14 | 0.22 | 0.29 | 0.25 | 0.27 | 0.24 | 0.19 | 0.19 | 0.20 | 0.24 | | | |
| Branded food drinks | 0.18 | 0.14 | 0.04 | 0.13 | 0.19 | 0.28 | 0.22 | 0.17 | 0.26 | 0.18 | 0.14 | 0.18 | 0.17 | 0.23 | | | |
| Total Beverages | 3.54 | 3.39 | 2.80 | 3.37 | 3.66 | 3.56 | 3.92 | 3.65 | 3.74 | 3.76 | 3.61 | 3.45 | 3.54 | 3.55 | | | |
| MISCELLANEOUS¹⁰ | 1.96 | 1.43 | 2.86 | 2.34 | 1.78 | 1.78 | 1.31 | 1.95 | 1.89 | 1.95 | 1.78 | 2.08 | 1.99 | 1.92 | | | |

¹ Includes cooked and canned meats and meat products.

² Includes smoked, dried and salted.

³ Includes cooked, canned and bottled fish and fish products.

⁴ Includes chips and crisps.

⁵ Includes dried and canned vegetables, and vegetable products.

⁶ Includes tomatoes.

⁷ Includes canned, bottled and dried, and fruit products.

⁸ Includes rolls, fruit bread and sandwiches.

⁹ Includes buns, scones, tea cakes, muffins and crumpets.

¹⁰ Where quantities are available. Includes invalid and baby foods, spreads and dressings, canned and powdered soups, and meat and vegetable extracts.

households, because of their pronounced liking for butter, to -10 per cent in London (Scotland -7 per cent). Compared with other towns and with the country, consumption of fats was low in London, partly because of its relatively small demand for margarine.

SUGAR AND PRESERVES

147. Consumption of sugar and preserves ranged only from 4 per cent above the average in the Midlands to 4 per cent below in Scotland. For sugar alone, the range was +10 per cent for the Midlands to -10 per cent for Scotland, and for preserves +23 per cent in Scotland and -23 per cent in the Midlands (Wales -22 per cent). Possibly the Midlands devoted some of their high sugar consumption to the making of preserves. The low consumption of preserves in Wales is of interest in view of the high consumption of bread and butter there. In 1949, under rationing, the consumption range for sugar was narrow, but even then Scotland had the lowest average. Preserves were derationed at the end of 1948 and Scottish consumption in 1949 was 21 per cent above the average for Great Britain. Expenditure on sugar and preserves varied from +6 per cent above the average in the North West to -4 per cent in London but, as for consumption, it was much wider for each food taken separately; for preserves, +20 per cent in Scotland to -20 per cent in the Midlands, and for sugar +10 per cent in the Midlands to -9 per cent in Scotland. Sugar prices showed little regional variation; those for preserves were highest in the Midlands and Wales and lowest in the South West.

POTATOES

148. Potato consumption was highest in the Midland region at 12 per cent above the average for Great Britain, and lowest in the South Eastern and Southern at 10 per cent below. The 1949 pattern was different: from +8 per cent in the South West to -10 per cent in the North East. The high consumption of chips in the North East and North Midland and Eastern regions and the low averages in London and Scotland found in 1949 were confirmed. The wide expenditure range for potatoes, from 22 per cent above the average in the Midlands to 26 per cent below in the South West, arose less from price variations than from the incidence of supplies from gardens and allotments. In the 1949 analysis the range was from +13 per cent in the North West to -13 per cent in London. Prices were highest in Wales (+11 per cent) and lowest in the South West (8- per cent). Compared with other towns and with the rural areas, London had the lowest average potato consumption, though not the lowest expenditure.

FRESH GREEN VEGETABLES

149. The largest differences in consumption were recorded for fresh green vegetables, with the South West 44 per cent and London 33 per cent above the average, and Scotland 64 per cent below, as in 1949. Provincial conurbations were 18 per cent below the average and rural areas only 3 per cent above. The demand for fresh peas and beans in Scotland was of recent development, consumption amounting to only 12 per cent of the average compared with 10 per cent in 1953 and only 4 per cent in 1949. Cabbage still comprised half the fresh green vegetables consumed in Scotland. Differences in expenditure were even wider than in consumption, ranging from 59 per cent below the average in Scotland (in 1949, -65 per cent; 1953, -38 per cent) to 60 per cent above in London (1949, +41 per cent), where free supplies were least. Expenditure in the South West was 23 per cent below the average because of its abundant free supplies. Prices were highest in Wales and lowest in London.

OTHER VEGETABLES

150. Consumption of vegetables other than fresh greens and potatoes was greatest in the North West (13 per cent above average), with Scotland next at 11 per cent above, compared with 12 per cent in 1949 and 20 per cent in 1953. The high North Western average arose largely from carrots and onions. In Scotland the consumption of all root vegetables was above average. Consumption of other vegetables was smallest in the North Midland and Eastern area (12 per cent below the average). The range in expenditure was from +11 per cent in the North East and in Wales, where prices were highest, to -27 per cent in the South West, with its free supplies. Expenditure in Scotland was no higher than in England and Wales. In 1949 expenditure was much more uniform and was lowest in the North East. London had a relatively low consumption of other vegetables compared with the provincial conurbations.

FRUIT

151. Consumption of fresh fruit ranged from nearly 28 oz. per head per week in London, 30 per cent above the average for Great Britain, to 27 per cent below in Scotland (as in 1949). Elsewhere deviations from the average were small, though there were some regional preferences for particular fruits, namely apples and pears in the South West, tomatoes in the Midlands, oranges in Scotland and bananas in Wales, though in each case the absolute consumption per head was greatest in London. Compared with other urban areas and with the country, consumption and expenditure were much higher in London, especially for imported fruits. Regional preferences were broadly similar to those found in 1949, though the relative importance of different fruits had varied; in particular, apples and pears had taken the lead from tomatoes even in the Midlands and North. Expenditure on fresh fruit was less variable than consumption, ranging from 20 per cent above average in London to 26 per cent below in the South West. Prices were highest in Scotland and Wales and lowest in London.

152. In all regions the consumption of fruit other than fresh fruit was between 20 and 27 per cent of the consumption of all fruit, London recording the smallest proportion and the Midlands the largest. The range in consumption of other fruit was from 19 per cent above the average in the North Midland and Eastern area to 37 per cent below in Scotland, where consumption of canned and bottled fruit and dried vine fruit was particularly low, no doubt partly because of the infrequency of home-baking and the large purchases of cakes. There may be a similar link between the high consumption of dried fruit in the South West (57 per cent above the average), and its high flour usage and relatively small purchases of cakes. Consumption of canned and bottled fruit was highest in the Midlands. Expenditure differences corresponded to those for consumption, and the price range was small.

CEREALS

153. The consumption range for all cereal foods was from 10 per cent above the average in Scotland to 14 per cent below in London, almost the same as in 1949. The corresponding range for expenditure was +23 to -10 per cent. Price differences were small.

154. Wales had the highest consumption of *bread* (cf. paragraph 146), 12 per cent above the average, followed by Scotland with +11 per cent. The London average was 17 per cent below that for Great Britain, 19 per cent below that in provincial conurbations and nearly 23 per cent less than in rural areas. Regional differences

in 1949 were similar. In the present analysis, white bread averaged less than 1 per cent of the total bread consumption in all regions. Expenditure on bread was more variable than consumption, being 13 per cent above the general average in London and 30 per cent above in Scotland (compared with +3 per cent in 1949 and +32 in 1953), mainly because of the Scottish preference for rolls, a relatively expensive form of bread.

155. The North East, North Midland and Eastern and South West regions recorded a consumption of *flour* 54, 25 and 16 per cent above the average respectively, with Scotland, the Midlands and London 40, 29 and 22 per cent below the average. The differences are associated with the incidence of home-baking. In 1949 the consumption range was much wider; the 1955 expenditure range, however, was from +50 per cent in the North East to -40 per cent in Scotland, about the same as in 1949.

156. Consumption of *cakes and biscuits* was much higher in Scotland than elsewhere at 31 per cent above the average, the next highest figure being +11 per cent in the North East. Consumption was lowest (-14 per cent) in the Midlands. Buns, scones and tea cakes contributed largely to the high total consumption in both Scotland and the North East; biscuit consumption was also highest in these areas, and nearly as high in London. The South West which, in 1949, had the highest consumption of cakes and biscuits, was slightly below the average in 1955. Differences in expenditure corresponded to those for consumption.

157. Consumption of *other cereals*, including oatmeal and oat products and other breakfast cereals, ranged from +37 per cent in Scotland to -18 per cent in Wales. The high Scottish average arose mainly from oatmeal and to a less extent from puddings, flour-based and miscellaneous cereals. Wales was below the average for Great Britain in every cereal food except bread. The rural areas took more oatmeal and oat products than any region except Scotland. Breakfast cereals were high in London in comparison with most other areas.

BEVERAGES

158. The consumption range for beverages as a group is of less interest than the differences for the constituent items. For *tea*, Scotland had the smallest consumption at 12 per cent below average and the North West the largest at 12 per cent above. In 1949 rationing prevented regional variations. *Coffee* consumption showed a much wider range, with Scotland and Wales 42 per cent below average and the South West 47 per cent above. London had a relatively high consumption of coffee. A comparison with 1949, when the sample was restricted to urban working-class households, is less useful than for most foods, but Scotland also recorded the lowest consumption in the earlier analysis and was 54 per cent below the average for Great Britain in 1953. The consumption range for *cocoa and drinking chocolate* was from -52 per cent in Scotland (-63 per cent in 1949, -43 per cent in 1953) to +38 per cent in the Midlands. Consumption of *branded food drinks* ranged from -77 per cent in Scotland (-70 per cent in 1953) to +55 per cent in the North Midland and Eastern area. Expenditure on beverages followed the pattern of consumption.

Summary of Regional Differences in Consumption of, and Expenditure on, the Main Food Groups

159. In Tables 50 and 51 the main food groups are classified in each region according to whether the expenditure or consumption level is more than 5 per cent above

TABLE 50
Household Food Expenditure—Regional Differences expressed as Percentage Deviations from National Average, 1955

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | London | South Eastern and Southern |
|---|---|---|--|---|---|--|---|--|---|
| More than 5 per cent above the national average | Butter +53 Fresh green vegetables +30 Potatoes +20 Cooking fats +14 Fish +13 Other veg- etables +11 Fruit +10 Bread +9 | Bread +30 Cakes and biscuits +29 Eggs +22 Other cereals +21 Other meat +16 | Flour +50 Suet and dripping +37 Cooking fats +19 Fish +12 Other veg- etables +11 Margarine +9 Cakes and biscuits +8 Other meat +7 | Margarine +23 Potatoes +12 Fish +11 Other meat +9 Other vegetables +8 Tea +8 Sugar and preserves +6 | Cooking fats +27 Flour +24 Suet and dripping +21 | Fresh green vegetables +33 Potatoes +22 Cheese +17 Cooking fats +15 Liquid milk +10 Fruit +9 Bread +7 Total meat +6 Tea +6 | Cheese +20 Flour +16 Butter +7 | Fresh green vegetables +60 Suet and dripping +16 Liquid milk +15 Fruit +14 Carcass meat +12 Potatoes +12 Other cereals +11 Eggs +9 Other vegetables +6 | Suet and dripping +25 Cheese +18 Other cereals +6 |
| Between 05 and 105 per cent of the national average | Cheese Eggs Sugar and preserves Carcass meat Other meat Total meat Tea | Butter Margarine Sugar and preserves Total meat Fish Potatoes Other vegetables | Butter Eggs Sugar and preserves Carcass meat Total meat Potatoes Fruit Bread Tea | Liquid milk Cheese Cooking fats Eggs Carcass meat Total meat Bread Cakes and biscuits | Liquid milk Cheese Butter Margarine Sugar and preserves Carcass meat Other meat Total meat Fish Fresh green vegetables Fruit Bread Other cereals Tea | Butter Margarine Eggs Sugar and preserves Carcass meat Other meat Other vegetables Other cereals | Liquid milk Cooking fats Suet and dripping Sugar and preserves Carcass meat Cakes and biscuits Tea | Cheese Sugar and preserves Other meat Total meat Fish Tea | Liquid milk Butter Margarine Sugar and preserves Carcass meat Fresh green vegetables Flour Tea |
| More than 5 per cent below the national average | Cakes and biscuits -8 Liquid milk -8 Flour -11 Other cereals -16 Margarine -19 Suet and dripping -52 | Liquid milk -7 Carcass meat -7 Cheese -14 Fruit -16 Tea -16 Suet and dripping -25 Flour -40 Cooking fats -42 Fresh green vegetables | Other cereals -11 Liquid milk -15 Fresh green vegetables -17 Cheese -19 | Other cereals -9 Butter -9 Flour -12 Fresh green vegetables -18 Suet and dripping -33 | Cakes and biscuits -7 Eggs -9 Other vegetables -9 Potatoes -16 | Fish -8 Cakes and biscuits -10 Flour -27 Suet and dripping -41 | Total meat -7 Bread -6 Other cereals -8 Margarine -12 Other meat -18 Fruit -20 Fish -21 Eggs -22 Fresh green vegetables -23 Potatoes -27 Other vegetables -27 | Butter -9 Margarine -10 Biscuits -10 and cakes -10 Bread -16 Cooking fats -20 Flour -22 | Cakes and biscuits -6 Total meat -7 Fruit -7 Other veg- etables -8 Bread -9 Cooking fats -10 Other meat -11 Eggs -12 Fish -13 Potatoes -20 |

Household Food Consumption—Regional Differences expressed as Percentage Deviations from National Averages, 1955

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London |
|---|---|--|--|---|--|--|--|---|--|
| More than 5 per cent above the national average | Butter +58 Cooking fats +13 Bread +12 Fish +7 | Other cereals +37 Cakes and biscuits +31 Other meat +26 Eggs +18 Other veg- etables +11 Bread +14 | Flour +54 Suet and dripping +33 Cooking fats +24 Cakes and biscuits +11 Fish +10 Margarine +9 Other meat +6 Other veg- etables +6 | Margarine +20 Other vegetables +13 Tea +11 Fish +6 | Cooking fat +25 Flour +25 Fresh green vegetables +16 Suet and dripping +10 | Cheese +22 Potatoes +12 Cooking fats +11 Bread +10 Carcass meat +7 Fresh green vegetables +7 Tea +6 Total meat +6 | Fresh green vegetables +44 Cheese +32 Flour +16 Butter +12 Potatoes +9 | Fresh green vegetables +30 Cheese +26 Suet and dripping +20 Fruit +6 | Fresh green vegetables +32 Suet and dripping +25 Fruit +23 Carcass meat +19 Fish +11 Other cereals +10 Liquid milk +8 Total meat +7 |
| Between 95 and 105 per cent of the national average | Cheese Sugar and preserves Total meat Fresh green vegetables Potatoes Other vegetables Fruit Tea | Liquid milk Margarine Sugar and preserves Fish Potatoes | Total meat Butter Eggs Sugar and preserves Potatoes Fruit Bread Tea | Liquid milk Total meat Cooking fats Eggs Sugar and preserves Carcass meat Potatoes Bread Cakes and biscuits Other meat | Liquid milk Cheese Butter Margarine Eggs Sugar and preserves Carcass meat Other meat Potatoes Fruit Bread Tea | Liquid milk Butter Sugar and preserves Other vegetables Fruit Other cereals | Liquid milk Cooking fats Suet and dripping Eggs Sugar and preserves Total meat Fruit Bread Cakes and biscuits Tea | Liquid milk Butter Margarine Eggs Sugar and preserves Carcass meat Total meat Fish Other vegetables Bread Flour Other cereals Tea | Cheese Eggs Sugar and preserves Potatoes Other vegetables Tea |
| More than 5 per cent below the national average | Other meat -6 Carcass -9 Total meat -7 Liquid milk -8 Eggs -8 Cakes and biscuits -11 Flour -16 Fruit -16 Other cereals -18 Suet and dripping -20 Fresh green vegetables -57 | Butter -6 Total meat -9 Tea -12 Suet and dripping -14 Cheese -16 Carcass meat -21 Flour -26 Fruit -40 Cooking fats -46 Fresh green vegetables -64 | Carcass meat -6 Other cereals -12 Liquid milk -14 Fresh green vegetables -27 Cheese -30 | Fruit -6 Other cereals -8 Butter -11 Flour -13 Cheese -14 Suet and dripping -29 Fresh green vegetables -30 | Fish -7 Cakes and biscuits -10 Other cereals -10 Other vegetables -12 | Other meat -7 Margarine -8 Eggs -11 Cakes and biscuits -14 Fish -18 Flour -29 Suet and dripping -45 | Margarine -6 Other meat -8 Other vegetables -10 Other cereals -11 Fish -14 | Cakes and biscuits -7 Other meat -7 Cooking fats -9 Potatoes -10 | Other meat -7 Butter -7 Cakes and biscuits -9 Margarine -11 Bread -16 Cooking fats -18 Flour -22 |

or below the average for Great Britain, and also arranged in order of magnitude outside these limits. Scotland and Wales recorded the highest proportion of foods for which consumption was below the average—in Scotland nearly half, in Wales over a third. The North Midland and Eastern and the South Eastern and Southern regions conformed most closely to the national average. The regions with the highest proportions of foods above the average were the North East, the Midlands and London. For most foods no very distinctive dietary patterns emerge as between the north and south of Great Britain, but there was a tendency for the consumption of fresh green vegetables and fruit to increase towards the south and for cereals (especially cakes and biscuits) to increase towards the north. The consumption of fish also tended to be higher in the north, though London had the highest consumption of all. The pattern for expenditure was broadly similar to that for consumption, although the varying incidence of free supplies was sufficient to transfer some foods from one category to another; thus, in the South West fresh green vegetables and potatoes were well above the average for consumption but well below for expenditure.

Energy Value and Nutrient Content

160. The geographical variation in the energy value and nutrient content of domestic food consumption is shown in Table 52. In spite of the many differences in the pattern of the diet already discussed, the nutritional value of the diet in each region and type of area was within 9 per cent of the average for all regions except for vitamin C, which was 12 per cent below the general average in Scotland and 14 per cent above in London. In the earlier regional study of the diets of urban working-class households in 1949 the same general trends were noted, although the differences were then slightly smaller, as was to be expected under rationing. In both 1949 and 1955 the greatest variations from the average values were those for vitamins A and C.

161. Most of the estimates of the nutritive value of the diet in London, the provincial conurbations, the Midlands, the South West and the North West exceeded the average for Great Britain; the reverse was true in Wales, Scotland and, most markedly, the other towns, whose diet did not exceed the average for any nutrient.

162. Table 52 indicates that London had higher average values for animal protein, vitamin A, riboflavin, nicotinic acid and vitamins C and D, than most other areas, but was lowest for carbohydrate and energy. These differences arose mainly from greater consumption of meat (including liver), fresh and canned fat fish, milk, fruit and fresh green vegetables and smaller consumption of bread and flour. The nutritive value of the London diet exceeded that for all urban households by at least 5 per cent in animal protein, vitamin A, riboflavin and vitamins C and D; on the other hand, the carbohydrate content was 6 per cent less than the average. These differences resemble those already noted between Classes A1 and A2. Generally, the average values for provincial conurbations were greater than, and the other urban households less than, those for all urban households, but the differences were all less than 5 per cent.

163. The highest value for vitamin A was found in the North Western households, mainly because of their relatively greater consumption of carrots. The vitamin D content of the diet varied from 8 per cent above the average in the North West, where margarine consumption was high, to 8 per cent below in the South West,

TABLE 52
Geographical Differences in Energy Value and Nutrient Content of Domestic Food Consumption, 1955
(per head per day)

| | All house-holds | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | Southern and South Eastern | Combinations | | Other urban | Total urban | Rural |
|------------------------------|-----------------|-------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------------|------------|-------------|-------------|-------|
| | | | | | | | | | | London | Provincial | | | |
| Energy value (Cal.) | 2,641 | 2,682 | 2,604 | 2,689 | 2,675 | 2,656 | 2,721 | 2,695 | 2,601 | 2,538 | 2,646 | 2,622 | 2,616 | 2,748 |
| Total protein (g.) | 77 | 76 | 78 | 77 | 77 | 76 | 79 | 78 | 76 | 76 | 78 | 76 | 76 | 79 |
| Animal protein (g.) | 42 | 40 | 41 | 40 | 42 | 42 | 43 | 42 | 43 | 45 | 43 | 41 | 42 | 42 |
| Fat (g.) | 107 | 111 | 98 | 110 | 109 | 109 | 111 | 108 | 106 | 107 | 107 | 107 | 107 | 110 |
| Carbohydrate (g.) | 342 | 345 | 352 | 348 | 346 | 342 | 351 | 352 | 335 | 317 | 342 | 339 | 336 | 361 |
| Calcium (mg.) | 1,044 | 1,007 | 1,044 | 978 | 1,043 | 1,043 | 1,090 | 1,091 | 1,088 | 1,054 | 1,031 | 1,035 | 1,033 | 1,088 |
| Iron (mg.) | 13.5 | 13.1 | 13.9 | 13.8 | 13.4 | 13.2 | 13.5 | 13.4 | 13.2 | 13.5 | 13.7 | 13.3 | 13.5 | 13.6 |
| Vitamin A (i.u.) | 4,199 | 4,180 | 3,908 | 3,965 | 4,568 | 4,002 | 4,246 | 4,130 | 4,360 | 4,437 | 4,295 | 4,079 | 4,199 | 4,134 |
| Vitamin B ₁ (mg.) | 1.24 | 1.26 | 1.18 | 1.25 | 1.25 | 1.25 | 1.32 | 1.27 | 1.21 | 1.24 | 1.26 | 1.23 | 1.24 | 1.27 |
| Riboflavin (mg.) | 1.65 | 1.57 | 1.60 | 1.56 | 1.66 | 1.63 | 1.72 | 1.67 | 1.70 | 1.77 | 1.66 | 1.62 | 1.66 | 1.63 |
| Nicotinic acid (mg.) | 13.1 | 12.8 | 12.5 | 13.3 | 13.2 | 13.1 | 13.6 | 13.3 | 13.0 | 13.6 | 13.4 | 12.9 | 13.2 | 13.1 |
| Vitamin C (mg.) | 51 | 50 | 45 | 47 | 49 | 51 | 54 | 51 | 51 | 58 | 50 | 49 | 51 | 49 |
| Vitamin D (i.u.) | 144 | 134 | 150 | 145 | 156 | 141 | 136 | 133 | 148 | 151 | 147 | 143 | 144 | 144 |

TABLE 53
 Comparison of Energy Value and Nutrient Content of Domestic Food Consumption with Allowances based on the
 British Medical Association's Recommendations
 Types of Area and Regions, 1955
 (per cent)

| | All house- holds | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | Southern and South Eastern | Conurbations | | Total urban | Rural |
|------------------------|------------------------|-------|----------|---|------------------|------------------------------------|---------|------------------|----------------------------------|--------------|------------|----------------|-------|
| | | | | | | | | | | London | Provincial | | |
| Energy value | 105 | 104 | 102 | 106 | 108 | 104 | 109 | 105 | 104 | 106 | 107 | 105 | 106 |
| Protein | 103 | 99 | 102 | 101 | 105 | 101 | 106 | 102 | 102 | 107 | 106 | 101 | 101 |
| Calcium | 108 | 103 | 105 | 101 | 109 | 109 | 112 | 112 | 113 | 112 | 107 | 106 | 112 |
| Iron | 109 | 103 | 110 | 110 | 109 | 106 | 110 | 106 | 106 | 112 | 111 | 106 | 109 |
| Vitamin A | 176 | 169 | 163 | 165 | 192 | 166 | 180 | 170 | 182 | 191 | 182 | 169 | 172 |
| Vitamin B ₁ | 124 | 123 | 116 | 124 | 127 | 124 | 133 | 125 | 121 | 130 | 129 | 122 | 124 |
| Riboflavin | 108 | 100 | 103 | 100 | 110 | 106 | 114 | 107 | 111 | 121 | 111 | 105 | 104 |
| Nicotinic acid | 131 | 125 | 123 | 132 | 134 | 130 | 137 | 130 | 111 | 142 | 137 | 129 | 128 |
| Vitamin C | 231 | 222 | 199 | 214 | 226 | 230 | 247 | 230 | 234 | 271 | 230 | 222 | 222 |

where consumption of both margarine and dried milk was low. Other differences between the national average and those recorded in the North West, the North Midland and Eastern area, the Midlands and the South East were all less than 6 per cent. The carbohydrate content of the London diet was 7 per cent less than the national average, mainly because of low bread and flour consumption, and its vitamin C content 14 per cent above, because of relatively high consumption of fresh green vegetables, new potatoes and citrus fruits. Scotland and the North East obtained much less vitamin C than other areas, mainly because of low consumption of oranges, tomatoes and fresh green vegetables.

164. Changes between 1954 and 1955 were much the same in urban as in rural areas. In both groups there were small increases in the energy value, animal protein, fat and iron; total protein, carbohydrate, calcium and vitamins C and D remained about the same but there were decreases (up to 3 per cent) in vitamin B₁, riboflavin, and nicotinic acid. The largest change was the rise in vitamin A (6 per cent in urban households and 9 per cent in rural households) caused by increased consumption of carrots (in rural diets) and liver (in urban diets), as well as the increased amount of vitamin A in margarine. Thus rural diets remained, as in earlier years, generally higher than urban diets in energy value, total protein, fat, carbohydrate and minerals, and generally lower for all vitamins except vitamin B₁, though there was more uniformity between the two types of diet than in 1954.

165. An assessment in Table 53 of the adequacy of household diets, by comparison with allowances based on the recommendations of the British Medical Association, shows that every percentage equalled or exceeded 99, by the widest margin in London and the Midlands. The smallest margins occurred in Scotland, Wales and in the northern areas of England, and in the smaller towns. The percentages in rural households were either equal to or slightly greater than those in urban households for energy value, protein, calcium, iron and vitamin B₁, and slightly less for riboflavin, nicotinic acid and vitamins A and C.

166. Compared with the previous year the only decreases found in both urban and rural household diets were for vitamin B₁, riboflavin and nicotinic acid. These are related to a slightly smaller consumption of flour and bread as well as to the reduced amounts of these nutrients in these foods because of the reduction in the extraction rate of flour. Except for a clear rise in the percentage for vitamin A in both types of household (see paragraph 164) the values for other nutrients were about the same in 1955 as in 1954, or only slightly higher.

167. The sources of the energy value in the diets of the various regions and types of area are shown in Table 54. In spite of the many differences in food consumption, and even in nutrient intake, the percentages in the table are strikingly uniform. The only point of note is the relatively high dependence on carbohydrate, rather than fat, in the Scottish diet, especially when compared with London. On the other hand, Scotland and London resembled each other in obtaining 12 per cent, more than any other region or area, of the energy value of their diets from protein; they differed as to the source of protein.

168. In both urban and rural households there was a fall in the proportion of energy from carbohydrate between 1952 and 1953, but subsequently it remained fairly constant. In both groups in 1952 and 1953 the proportions from protein was between 12·4 and 12·7 per cent, but by 1954 and 1955 this had fallen to between 11·5 and 11·8 per cent; the proportion from fat increased markedly between 1952 and 1954 and remained at the 1954 level in 1955.

TABLE 54
Geographical Differences in Percentage of Energy Value derived from Protein, Fat and Carbohydrate, 1955
 (per cent)

| | All house- holds | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | Southern and South Eastern | Conurbations | | Other urban | Total urban | Rural |
|--|------------------------|-------|----------|---|------------------|------------------------------------|---------|------------------|----------------------------------|--------------|------------|----------------|----------------|-------|
| | | | | | | | | | | London | Provincial | | | |
| Protein | 11.6 | 11.3 | 12.0 | 11.4 | 11.6 | 11.5 | 11.6 | 11.5 | 11.7 | 12.0 | 11.8 | 11.6 | 11.7 | 11.5 |
| Fat | 36.6 | 37.2 | 34.0 | 36.8 | 36.6 | 37.0 | 36.8 | 36.2 | 36.8 | 38.0 | 36.5 | 36.6 | 36.9 | 36.0 |
| Carbohydrate | 51.7 | 51.5 | 54.0 | 51.8 | 51.8 | 51.5 | 51.6 | 52.2 | 51.5 | 49.9 | 51.7 | 51.8 | 51.4 | 52.6 |
| Total energy value | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Animal protein as per- centage of total protein | 54.5 | 52.5 | 52.0 | 52.1 | 54.5 | 54.4 | 55.0 | 53.8 | 56.0 | 59.1 | 54.3 | 53.9 | 55.0 | 52.8 |

169. Since 1952 the proportion of protein derived from animal sources has increased steadily in both urban and rural households, but the percentages for the rural sample have remained lower than those for urban households. As in previous years, the differences for animal protein and carbohydrate were the result of the relatively higher bread and flour consumption in the rural households; bread and flour are good sources of vegetable protein and carbohydrate but poor sources of fat and do not contain animal protein.

The London Diet

170. The most outstanding features of Table 54 relate to the London area, where the proportion of total energy value derived from carbohydrate was much lower and that from fat much higher than elsewhere. The proportion of total protein from animal sources was also appreciably higher than for any other group, and about the same as in Class A. Throughout the discussion of geographical differences it has become apparent that the diet in London differs strikingly from that in other parts of the country. The most outstanding differences may be summarized as follows:

Food Price Index

lower in London than in any other region or type of area

Food Expenditure per head

greater in London than in other towns or rural areas (though second to the Midland region)

Value of Consumption per head

greater in London than in other towns or rural areas (though less than in the Midland region or Wales)

Consumption per head greatest in London for

liquid milk
carcase meat
fish
fresh fruit
fresh green vegetables (except for South West)

Consumption per head smallest in London for

bread

Requirements per head smallest in London for

energy
all nutrients

Intake per head greatest in London for

animal protein
animal protein as percentage of total protein
riboflavin
vitamin C
nicotinic acid (equal for Midland region)
vitamins A and D (except for North West)

Intake per head smallest in London for

energy
carbohydrate
percentage of energy from carbohydrate

Appendix A

Composition of the Sample

I. The National Food Survey was conducted in 1955 on the same lines as in 1954. During the year, the Survey was carried out in the 60 parliamentary constituencies listed in Table I; these differed from those in the previous year, but the method of selecting the constituencies and the households within them remained as described in the account of the design of the sample given in the Annual Report for 1953, Appendix A.

TABLE I
Constituencies surveyed in 1955

| <i>Region</i> | <i>Constituency*</i> | <i>Region</i> | <i>Constituency*</i> |
|------------------------------------|---|----------------------------|---|
| Northern and East and West Ridings | † Leeds, N.W. Kingston-upon-Hull, N. Barnsley ‡ Don Valley (Yorkshire, W.R.) ‡ Bishop Auckland (Co. Durham) † Newcastle-upon-Tyne, E. † Brighouse and Spenborough Consett (Durham) ‡ Barkston Ash (Yorkshire, W.R.) | London (conurbation) | † Edmonton † St. Pancras, N. † Lewisham, S. † Lambeth, Norwood † Harrow, Central † Kensington, N. † Bermondsey † East Surrey (Surrey) † West Ham, S. † Croydon, E. |
| | North Western | South Eastern and Southern | Eton and Slough ‡ Petersfield (Hants.) ‡ Maidstone (Kent) Brighton, Kemptown ‡ W. Dorset (Dorset) ‡ Gravesend (Kent) ‡ Chertsey (Surrey) |
| North Midland and Eastern | Leicester, S.E. Ipswich ‡ Holland-with-Boston (Lincolnshire, Holland) ‡ Hitchin (Hertfordshire) Billericay (Essex) ‡ N.E. Derbyshire (Derbyshire) ‡ Bassetlaw (Nottinghamshire) ‡ Wellingborough (Northamptonshire) | South Western | Plymouth, Sutton ‡ Yeovil (Somerset) ‡ Cirencester and Tewkesbury (Gloucestershire) ‡ North Devon (Devon) |
| Midland | † Birmingham, Sparkbrook † Bilston ‡ Leek (Staffordshire) † Solihull (Warwickshire) ‡ Worcester | Wales | ‡ Pontypridd (Glamorganshire) Rhondda, W. ‡ Conway (Caernarvonshire) |
| | | Scotland | Edinburgh, S. ‡ West Dumbartonshire (Dumbartonshire) ‡ South Angus (Angus) Stirling and Falkirk Burghs † Glasgow, Maryhill ‡ Midlothian and Peebles (Midlothian and Peebles) |

*County constituencies are followed by the name of the county in parenthesis; the rest are borough constituencies. All these constituencies are as defined before the changes proposed in the First Periodical Report of the Boundary Commissioners had taken effect. Constituencies marked † are within the conurbations (i.e. the largest areas of continuous urban development as defined by the Registrars-General). Those marked ‡ contain rural areas.

2. Fieldwork was suspended during the period of the General Election (10th May to 31st May). In order to minimize the effects of the loss of information during this period on quarterly and annual averages, the first ten-day cycle in May was included in the April analysis of consumption and expenditure, and the first ten-day cycle in June was given double weight in the June analysis. The April and June results were then averaged to provide quarterly estimates. By this device, which was adopted after experimentation with data for previous years, it was possible to take account of the seasonal changes in domestic food expenditure, consumption and prices. In all figures relating to the sample size in 1955, the households which provided log-books in the first ten days of June have thus been included twice.

3. In 1955, households in 929 polling districts (involving 18,580 addresses) were visited and 10,453 completed log-books were received, giving an effective response rate of 56 per cent compared with 57 per cent in 1954. The response was highest among households in rural areas (61 per cent) the corresponding percentages for London, other conurbations and other urban areas being 51, 52 and 58 respectively. The proportion of children in the sample of persons was practically the same as in the previous year.

TABLE 2
*Percentage of Households and Mean Household Size in each
Social Class, 1953-55*

| Class | A | | B | C | D | | | All households |
|---------------------------------|------|------|------|------|-------------------|----------------------|--------|----------------|
| | A1 | A2 | | | Excluding O.A.P. | | O.A.P. | |
| | | | | | D1 (with earners) | D2 (without earners) | | |
| <i>Percentage of Households</i> | | | | | | | | |
| 1953 | 2.8 | 3.1 | 23.4 | 39.5 | 18.9 | 5.3 | 7.1 | 100 |
| 1954 | 2.2 | 5.7 | 30.2 | 35.2 | 15.0 | 4.3 | 7.3 | 100 |
| 1955 | 2.5 | 7.5 | 37.1 | 27.4 | 13.6 | 3.9 | 7.9 | 100 |
| <i>Mean Household Size</i> | | | | | | | | |
| 1953 | 3.55 | 3.31 | 3.56 | 3.55 | 3.11 | 1.82 | 1.53 | 3.23 |
| 1954 | 3.44 | 3.31 | 3.59 | 3.52 | 3.08 | 1.84 | 1.52 | 3.24 |
| 1955 | 3.57 | 3.52 | 3.54 | 3.39 | 3.00 | 1.72 | 1.49 | 3.19 |

4. The numbers of households and of persons surveyed in each quarter of 1955 are shown in Table 3. The sample averaged 2,613 households per quarter, of average size 3.19 persons, compared with 2,892 households per quarter (mean size 3.24 persons) in 1954 and 2,849 (mean size 3.23) in 1953. As in 1954, the mean household size was consistently greatest in the rural districts and smallest in London, but there was little difference in mean household size between the conurbations and other urban areas (3.19 and 3.16 respectively). Of all persons in the sample, 22.9

per cent lived in rural areas, compared with 23·9, 21·6 and 21·1 per cent in 1954, 1953 and 1952 respectively. The corresponding Census (1951) figure for Great Britain was 19·3 per cent.

5. Table 4 gives the distribution of the sample by household composition within each social class. The income levels defining the respective social classes were the same as in 1953 and 1954, and the general increase in money incomes again led to a substantial movement of households from Classes C and D into Classes A and B, with consequent changes in mean household size, as Table 2 indicates.

6. The age and sex composition of households in each social class is shown in Table 5. As in previous years, the average number of children per household was highest in Class B, and of adults in A1 and D1. The number of children per household was lower in Classes D1 and D2 than in 1954, no doubt because of a general increase in money incomes.

SAMPLING VARIATIONS

7. All the figures derived from the Survey given in this Report are subject to sampling variations. In the Annual Report for 1953, Appendix A, estimates of the coefficients of variation of expenditure on and consumption of individual foods and groups of foods were given.

TABLE 3
Composition of the Sample, 1955

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Year | |
|-----------------------------------|----------------|----------------|----------------|----------------|--------|--------|
| | | | | | 1954 | 1955 |
| HOUSEHOLDS IN CONURBATIONS | | | | | | |
| <i>London</i> | | | | | | |
| Households | 472 | 380 | 359 | 370 | 1,818 | 1,581 |
| Persons | 1,428 | 1,143 | 1,143 | 1,190 | 5,469 | 4,904 |
| Persons per household | 3·03 | 3·01 | 3·18 | 3·22 | 3·01 | 3·10 |
| <i>Provincial Conurbations</i> | | | | | | |
| Households | 510 | 468 | 457 | 464 | 2,493 | 1,899 |
| Persons | 1,644 | 1,448 | 1,507 | 1,465 | 8,112 | 6,064 |
| Persons per household | 3·22 | 3·09 | 3·30 | 3·16 | 3·25 | 3·19 |
| OTHER URBAN HOUSEHOLDS | | | | | | |
| Households | 1,253 | 1,138 | 1,200 | 1,085 | 4,638 | 4,676 |
| Persons | 4,024 | 3,498 | 3,890 | 3,359 | 14,995 | 14,771 |
| Persons per household | 3·21 | 3·07 | 3·24 | 3·10 | 3·23 | 3·16 |
| RURAL HOUSEHOLDS | | | | | | |
| Households | 575 | 598 | 567 | 557 | 2,621 | 2,297 |
| Persons | 1,881 | 1,963 | 1,928 | 1,870 | 8,956 | 7,642 |
| Persons per household | 3·27 | 3·28 | 3·40 | 3·36 | 3·42 | 3·33 |
| ALL HOUSEHOLDS | | | | | | |
| Households | 2,810 | 2,584 | 2,583 | 2,476 | 11,570 | 10,453 |
| Persons | 8,977 | 8,052 | 8,468 | 7,884 | 37,532 | 33,381 |
| Persons per household | 3·19 | 3·12 | 3·28 | 3·18 | 3·24 | 3·19 |

TABLE 4 Composition of the sample by social class with subtotals by sex and age

| | Social Class | | | | | | | | | | All households | | | | Average size | | | | |
|--|------------------|----------|-------------------|----------|----------------------|----------|--------|----------|-------|----------|----------------|----------|------|----------|--------------|----------|----------|-------------|-----|
| | A1 | | A2 | | B | | C | | D | | O.A.P. | | No. | per cent | All persons | Adults | Children | Adolescents | |
| | Excluding O.A.P. | | with earners (D1) | | without earners (D2) | | O.A.P. | | No. | per cent | | | | | | | | | |
| | No. | per cent | No. | per cent | No. | per cent | No. | per cent | | | No. | per cent | | | | | | | |
| Households containing one male and one female adult and No other | 28 | 10.6 | 65 | 8.3 | 308 | 7.9 | 366 | 12.8 | 265 | 18.6 | 137 | 33.7 | 291 | 35.4 | 2.00 | 2.00 | 0 | 0 | |
| (f) Older couples (one or both 55 or over) | 25 | 9.4 | 107 | 13.6 | 476 | 12.3 | 347 | 12.1 | 41 | 2.9 | 3 | 0.7 | 0 | 0 | 2.00 | 2.00 | 0 | 0 | |
| (g) Younger couples (both under 55) | 30 | 11.3 | 121 | 15.4 | 665 | 17.1 | 419 | 14.6 | 45 | 3.2 | 3 | 0.7 | 4 | 0.5 | 2.00 | 2.00 | 1.00 | 0 | |
| 1 child (0-14) | 29 | 10.9 | 125 | 15.9 | 563 | 14.5 | 318 | 11.1 | 26 | 1.8 | 3 | 0.7 | 1 | 0.1 | 2.00 | 2.00 | 2.00 | 0 | |
| 2 children (0-14) | 13 | 4.9 | 40 | 5.1 | 223 | 5.7 | 106 | 3.7 | 14 | 1.0 | 0 | 0 | 0 | 0 | 3.00 | 3.00 | 0 | 0 | |
| 3 children (0-14) | 7 | 2.6 | 23 | 2.9 | 95 | 2.4 | 75 | 2.6 | 8 | 0.6 | 1 | 0.2 | 1 | 0.1 | 2.00 | 2.00 | 4.44 | 0 | |
| 4 or more children (0-14) | 12 | 4.5 | 51 | 6.5 | 218 | 5.6 | 161 | 5.6 | 32 | 3.6 | 0 | 0 | 1 | 0.1 | 3.22 | 2.00 | 0 | 1.22 | |
| Adolescents only (15-20) | 15 | 5.7 | 64 | 8.1 | 348 | 9.0 | 209 | 7.3 | 38 | 2.7 | 0 | 0 | 1 | 0.1 | 5.11 | 2.00 | 1.87 | 1.24 | |
| Adolescents and children | 159 | 60.0 | 596 | 75.7 | 2,896 | 74.6 | 2,001 | 69.8 | 489 | 34.3 | 147 | 36.2 | 299 | 36.4 | 3.25 | 2.00 | 1.03 | 0.22 | |
| Total | 48 | 18.1 | 89 | 11.3 | 428 | 11.0 | 419 | 14.6 | 607 | 42.6 | 229 | 56.4 | 516 | 62.9 | 2.17 | 2.17 | 0 | 0 | |
| Other households | 7 | 2.6 | 24 | 3.0 | 131 | 3.4 | 109 | 3.8 | 99 | 6.9 | 4 | 1.0 | 1 | 0.1 | 3.85 | 2.65 | 0 | 1.19 | |
| Adults only | 51 | 19.2 | 78 | 9.9 | 428 | 11.0 | 336 | 11.7 | 231 | 16.2 | 26 | 6.4 | 5 | 0.6 | 4.73 | 2.74 | 1.64 | 0.35 | |
| With adolescents (15-20) but no children | 106 | 40.0 | 191 | 24.3 | 987 | 25.4 | 864 | 30.2 | 937 | 65.7 | 259 | 63.8 | 522 | 63.6 | 3.10 | 2.39 | 0.49 | 0.22 | |
| With children (0-14) | 265 | 100 | 787 | 100 | 3,883 | 100 | 2,865 | 100 | 1,426 | 100 | 406 | 100 | 821 | 100 | 3.19 | 2.14 | 0.83 | 0.22 | |
| Total | 265 | 100 | 787 | 100 | 3,883 | 100 | 2,865 | 100 | 1,426 | 100 | 406 | 100 | 821 | 100 | 3.19 | 2.14 | 0.83 | 0.22 | |
| All household types | No. | per cent | No. | per cent | No. | per cent | No. | per cent | No. | per cent | No. | per cent | No. | per cent | No. | per cent | No. | per cent | No. |
| Average number in each household | 2.37 | 2.20 | 2.20 | 2.20 | 2.20 | 2.20 | 2.20 | 2.20 | 2.35 | 1.59 | 1.47 | 1.47 | 1.47 | 1.47 | 2.14 | 2.14 | 0.22 | 0.22 | |
| Adults | 0.21 | 0.25 | 0.25 | 0.25 | 0.25 | 0.25 | 0.25 | 0.25 | 0.23 | 0.01 | ... | ... | ... | ... | 0.22 | 0.22 | 0.22 | 0.22 | |
| Adolescents (15-20) | 0.99 | 1.06 | 1.06 | 1.06 | 1.06 | 1.06 | 1.06 | 1.06 | 0.43 | 0.12 | 0.02 | 0.02 | 0.02 | 0.83 | 0.83 | 0.83 | 0.83 | | |
| Children (0-14) | 3.57 | 3.52 | 3.52 | 3.52 | 3.52 | 3.52 | 3.52 | 3.52 | 3.00 | 1.72 | 1.49 | 1.49 | 1.49 | 3.19 | 3.19 | 3.19 | 3.19 | | |
| Total | 3.57 | 3.52 | 3.52 | 3.52 | 3.52 | 3.52 | 3.52 | 3.52 | 3.00 | 1.72 | 1.49 | 1.49 | 1.49 | 3.19 | 3.19 | 3.19 | 3.19 | | |

8. In 1953, however, some foods were still rationed, and the estimates of the coefficients of variation were obtained from a sub-sample of log-books which covered only nine months of the year. To check these estimates, a less elaborate investigation into the sampling variations was undertaken on 1955 data. This investigation was limited to about 40 different foods, and a 10 per cent random sub-sample was drawn for the purpose. All foods for which the proportion of households making a purchase during the survey week exceeded 0.50 were included in the study, and for the other foods included the proportion of households buying ranged from 0.02 to 0.49. As in 1953, a close empirical relationship between the coefficient of variation and the proportion of households buying was found. This relationship may be expressed as follows:

$$\log_{10} V_t = 1.9626 + 0.4752 \log_{10} \left\{ \frac{1.75}{P_t} - 1.40 \right\} \quad (1)$$

where V_t = coefficient of variation of expenditure per person on the t^{th} food

and P_t = proportion of households buying the t^{th} food.

This enabled an assessment of the coefficient of variation of expenditure per person on any food to be made from the proportion of households buying the food during the survey week. As the residual standard deviation of $\log_{10} V_t$ about its estimate derived from (1) was only 0.035, and the correlation coefficient between $\log_{10} V_t$ and this estimate was 0.993, this formula was considered suitable for the preparation of the coefficients of variation given in Table 1B of Appendix B.

9. The values of P_t occurring in the whole sample of 10,453 households are given in the same table, and these are more accurate estimates of the proportion of households buying each food during one week than could be obtained from the 10 per

TABLE 5
Age and Sex Composition of Social Classes, 1955

| | Social Classes | | | | | | | |
|------------------------------|----------------|-------|-------|-------|-------------------------|----------------------------|--------|------------------------|
| | A1 | A2 | B | C | D1 (with earners) | D2 (without earners) | O.A.P. | All house- holds |
| Men 21-64 | 27.1 | 28.6 | 29.2 | 30.1 | 23.5 | 9.0 | 0.7 | 27.1 |
| Men 65 and over | 2.6 | 1.6 | 1.7 | 2.6 | 8.7 | 21.3 | 29.9 | 4.3 |
| Women 21-59 | 31.5 | 29.2 | 28.4 | 27.6 | 29.3 | 21.0 | 3.7 | 27.4 |
| Women 60 and over | 5.2 | 3.3 | 2.9 | 4.6 | 16.7 | 41.1 | 64.1 | 8.3 |
| Adolescents and children: | | | | | | | | |
| 15-20 male | 2.1 | 3.7 | 3.3 | 3.5 | 3.5 | 0.4 | 0.1 | 3.2 |
| 15-20 female | 3.8 | 3.4 | 3.9 | 3.9 | 4.1 | 0.3 | 0.2 | 3.7 |
| 5-14 | 20.3 | 20.5 | 20.2 | 18.3 | 9.8 | 4.7 | 1.2 | 17.3 |
| 1-4 | 5.4 | 8.1 | 8.6 | 7.6 | 3.6 | 1.6 | 0.2 | 7.1 |
| Under 1 | 2.0 | 1.7 | 2.0 | 1.8 | 0.8 | 0.6 | — | 1.7 |
| | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

cent sub-sample of households. The estimates of the coefficients of variation derived from the sub-sample have accordingly been modified (using the relationship given above) to take account of the better estimates of P_i given by the whole sample.

10. Since the 1955 study was limited to certain foods, the coefficients of variation of expenditure per person quoted for the remaining foods have been derived by substituting the values of P_i in (1) above. These coefficients of variation have been marked with an asterisk in Table 1B of Appendix B.

11. Notable increases in the coefficients of variation of expenditure per person occurred on some foods between 1953 and 1955. The main increases were butter (43 to 81), margarine (58 to 80), and uncooked bacon and ham (74 to 88). In all these cases the greater variability of expenditure can be attributed to the removal of controls. The coefficient of variation of expenditure per person on all food increased only slightly, from 34 to 35 per cent.

Appendix B

Tables of Consumption, Expenditure and Prices

TABLE I
Domestic Food Expenditure, 1955, All Households
(pence per head per week)

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|---|----------------|----------------|----------------|----------------|-------------------|
| MILK AND CREAM | | | | | |
| Liquid | | | | | |
| Full price | 27·47 | 27·82 | 26·98 | 27·29 | 27·39 |
| Welfare | 1·07 | 1·09 | 1·05 | 0·94 | 1·04 |
| <i>Total Liquid Milk</i> | <i>28·54</i> | <i>28·91</i> | <i>28·03</i> | <i>28·23</i> | <i>28·43</i> |
| Condensed | | | | | |
| Skimmed, sweetened | 0·09 | 0·08 | 0·08 | 0·08 | 0·08 |
| Whole, sweetened | 0·20 | 0·16 | 0·19 | 0·17 | 0·18 |
| Whole, unsweetened | 0·75 | 0·93 | 1·26 | 0·88 | 0·96 |
| Dried | | | | | |
| National | 0·15 | 0·11 | 0·09 | 0·15 | 0·12 |
| Branded | 0·26 | 0·16 | 0·25 | 0·29 | 0·24 |
| Other milk | 0·05 | 0·02 | 0·03 | 0·03 | 0·03 |
| Cream | 0·60 | 0·86 | 0·87 | 0·67 | 0·75 |
| <i>Total Milk and Cream</i> | <i>30·64</i> | <i>31·23</i> | <i>30·80</i> | <i>30·50</i> | <i>30·79</i> |
| CHEESE | | | | | |
| Other than processed and packeted | 4·83 | 4·27 | 4·47 | 5·17 | 4·68 |
| Processed and packeted | 0·95 | 1·12 | 1·46 | 1·22 | 1·19 |
| <i>Total Cheese</i> | <i>5·78</i> | <i>5·39</i> | <i>5·93</i> | <i>6·39</i> | <i>5·87</i> |
| MEAT AND MEAT PRODUCTS | | | | | |
| Carcase Meat | | | | | |
| Beef and veal | 24·83 | 22·58 | 22·02 | 27·03 | 24·12 |
| Mutton and lamb | 12·87 | 15·48 | 16·50 | 14·76 | 14·90 |
| Pork | 7·19 | 6·12 | 3·52 | 5·37 | 5·55 |
| <i>Total Carcase Meat</i> | <i>44·89</i> | <i>44·18</i> | <i>42·04</i> | <i>47·16</i> | <i>44·57</i> |
| Other Meat | | | | | |
| Corned meat | 1·76 | 2·22 | 3·22 | 2·38 | 2·40 |
| Bones | 0·25 | 0·22 | 0·18 | 0·31 | 0·24 |
| Bacon and ham, uncooked | 13·39 | 13·94 | 14·48 | 15·41 | 14·30 |
| Bacon and ham, cooked (including canned) | 3·13 | 4·05 | 4·75 | 3·39 | 3·83 |
| Other cooked meat (not canned) | 1·50 | 1·94 | 2·24 | 2·01 | 1·92 |
| Other canned meat | 2·40 | 2·77 | 3·92 | 3·20 | 3·07 |
| Liver | 2·44 | 2·15 | 2·09 | 2·54 | 2·30 |
| Offals (other than liver) | 1·22 | 0·96 | 0·77 | 1·30 | 1·06 |
| Poultry | 1·22 | 1·30 | 0·97 | 1·30 | 1·20 |

TABLE I *continued*
(pence per head per week)

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|--|----------------|----------------|----------------|----------------|-------------------|
| Other Meat—continued | | | | | |
| Rabbit, game and other meat | 0·24 | 0·05 | 0·09 | 0·16 | 0·14 |
| Sausages, uncooked, pork | 4·86 | 4·57 | 4·24 | 5·02 | 4·67 |
| Sausages, uncooked, beef | 2·11 | 1·67 | 1·97 | 2·34 | 2·02 |
| Other meat products | 3·15 | 2·83 | 2·73 | 3·24 | 2·99 |
| Total Other Meat | 37·67 | 38·67 | 41·65 | 42·60 | 40·14 |
| FISH | | | | | |
| White, fresh | 5·21 | 5·46 | 4·71 | 5·78 | 5·29 |
| Herrings, fresh | 0·22 | 0·11 | 0·19 | 0·28 | 0·20 |
| Fat, fresh, other | 0·20 | 0·29 | 0·22 | 0·21 | 0·23 |
| White, processed | 0·86 | 0·68 | 0·62 | 0·77 | 0·73 |
| Fat, processed | 0·45 | 0·41 | 0·46 | 0·60 | 0·48 |
| Shell | 0·26 | 0·48 | 0·54 | 0·51 | 0·45 |
| Cooked | 1·45 | 1·88 | 2·26 | 1·94 | 1·88 |
| Canned and bottled | 2·62 | 1·72 | 1·21 | 1·14 | 1·67 |
| Fish products | 0·37 | 0·34 | 0·35 | 0·45 | 0·38 |
| Total Fish | 11·64 | 11·37 | 10·56 | 11·68 | 11·31 |
| EGGS | 16·00 | 15·85 | 18·02 | 19·53 | 17·35 |
| FATS | | | | | |
| Butter | 12·26 | 12·55 | 13·09 | 13·68 | 12·90 |
| Margarine | 6·19 | 6·00 | 5·86 | 6·16 | 6·05 |
| Lard and compound cooking fat | 3·38 | 2·94 | 2·74 | 3·01 | 3·02 |
| Suet and dripping | 0·79 | 0·48 | 0·43 | 0·83 | 0·63 |
| Other fats, oils and creams | 0·11 | 0·12 | 0·07 | 0·08 | 0·10 |
| Total Fats | 22·73 | 22·09 | 22·19 | 23·76 | 22·70 |
| SUGAR AND PRESERVES | | | | | |
| Jams, jellies and curds | 2·28 | 2·40 | 2·09 | 2·15 | 2·23 |
| Sugar | 8·34 | 8·27 | 9·43 | 9·15 | 8·80 |
| Marmalade | 1·16 | 1·19 | 1·18 | 1·21 | 1·18 |
| Syrup, treacle and honey | 0·66 | 0·60 | 0·52 | 0·78 | 0·64 |
| Total Sugar and Preserves | 12·44 | 12·46 | 13·22 | 13·29 | 12·85 |
| VEGETABLES | | | | | |
| Old potatoes | 8·69 | 5·62 | 2·78 | 10·14 | 6·81 |
| New potatoes | 0·17 | 7·28 | 6·35 | ... | 3·45 |
| Chips | 0·72 | 0·95 | 1·25 | 0·94 | 0·96 |
| Crisps | 0·13 | 0·12 | 0·20 | 0·20 | 0·16 |
| Total Potatoes | 9·71 | 13·97 | 10·58 | 11·28 | 11·38 |
| Cabbages | 1·42 | 2·41 | 1·13 | 1·29 | 1·56 |
| Brussels sprouts | 1·98 | 0·18 | 0·09 | 1·95 | 1·05 |
| Cauliflower | 0·64 | 1·42 | 0·69 | 1·04 | 0·95 |
| Leafy salads | 0·57 | 2·32 | 1·21 | 0·40 | 1·12 |

TABLE I continued
(pence per head per week)

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|--|----------------|----------------|----------------|----------------|-------------------|
| VEGETABLES—continued | | | | | |
| Fresh legumes | ... | 0·15 | 3·37 | 0·18 | 0·92 |
| Quick frozen legumes | 0·41 | 0·57 | 0·15 | 0·32 | 0·36 |
| Other fresh green vegetables | 0·02 | 0·10 | 0·01 | 0·04 | 0·04 |
| <i>Total Fresh Green Vegetables</i> | <i>5·04</i> | <i>7·15</i> | <i>6·65</i> | <i>5·22</i> | <i>6·00</i> |
| Carrots | 1·37 | 1·22 | 0·71 | 1·14 | 1·11 |
| Other root vegetables | 0·78 | 0·38 | 0·48 | 0·77 | 0·60 |
| Onions, shallots, etc. | 1·57 | 1·34 | 0·89 | 1·37 | 1·29 |
| Miscellaneous fresh vegetables | 0·57 | 1·83 | 1·53 | 0·94 | 1·22 |
| Dried pulses | 0·90 | 0·87 | 0·41 | 0·63 | 0·70 |
| Canned peas | 2·79 | 3·26 | 1·81 | 2·35 | 2·55 |
| Canned beans | 1·82 | 1·62 | 1·64 | 1·82 | 1·72 |
| Canned vegetables (other than pulses) | 0·34 | 0·42 | 0·18 | 0·20 | 0·28 |
| Vegetable products | 0·12 | 0·08 | 0·07 | 0·10 | 0·09 |
| <i>Total Other Vegetables</i> | <i>10·26</i> | <i>11·02</i> | <i>7·72</i> | <i>9·32</i> | <i>9·56</i> |
| <i>Total Vegetables</i> | <i>25·01</i> | <i>32·14</i> | <i>24·95</i> | <i>25·82</i> | <i>26·94</i> |
| FRUIT | | | | | |
| Oranges | 2·55 | 2·55 | 1·50 | 1·58 | 2·04 |
| Other citrus fruit | 0·76 | 0·82 | 0·56 | 0·54 | 0·67 |
| Apples and pears | 3·87 | 4·44 | 3·77 | 4·41 | 4·12 |
| Stone fruit | 0·09 | 0·20 | 1·96 | 0·11 | 0·59 |
| Soft fruit | 0·17 | 0·62 | 2·11 | 0·37 | 0·82 |
| Quick frozen soft fruit | ... | ... | 0·01 | 0·01 | ... |
| Bananas | 2·35 | 3·02 | 3·52 | 2·90 | 2·95 |
| Other fresh fruit | 0·28 | 0·31 | 0·13 | 0·05 | 0·19 |
| Tomatoes, fresh and quick frozen | 2·31 | 7·61 | 8·18 | 3·14 | 5·31 |
| <i>Total Fresh Fruit</i> | <i>12·38</i> | <i>19·57</i> | <i>21·74</i> | <i>13·11</i> | <i>16·69</i> |
| Tomatoes, canned and bottled | 0·81 | 0·68 | 0·55 | 0·66 | 0·68 |
| Canned and bottled fruit | 3·74 | 5·21 | 5·51 | 4·60 | 4·77 |
| Dried vine fruit | 0·97 | 0·90 | 0·87 | 1·95 | 1·17 |
| Other dried fruit | 0·37 | 0·32 | 0·25 | 0·47 | 0·35 |
| Nuts and fruit and nut products | 0·56 | 0·53 | 0·42 | 1·66 | 0·79 |
| Fruit juices | 0·39 | 0·34 | 0·33 | 0·43 | 0·37 |
| Welfare orange juice | 0·07 | 0·10 | 0·10 | 0·10 | 0·09 |
| <i>Total Other Fruit and Fruit Products</i> | <i>6·91</i> | <i>8·08</i> | <i>8·03</i> | <i>9·87</i> | <i>8·22</i> |
| <i>Total Fruit</i> | <i>19·29</i> | <i>27·65</i> | <i>29·77</i> | <i>22·98</i> | <i>24·91</i> |
| CERBALS | | | | | |
| National bread | | | | | |
| Brown (excluding milk) | 0·68 | 0·76 | 0·68 | 0·66 | 0·70 |
| Milk | 0·07 | 0·22 | 0·21 | 0·21 | 0·18 |
| Other | 13·91 | 13·74 | 14·18 | 13·64 | 13·87 |

TABLE I *continued*
(pence per head per week)

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| CEREALS—continued | | | | | |
| White bread | 0·23 | 0·18 | 0·17 | 0·16 | 0·18 |
| Wholewheat and wholemeal bread | 0·79 | 0·86 | 0·80 | 0·80 | 0·81 |
| Malt bread | 0·15 | 0·18 | 0·16 | 0·17 | 0·16 |
| Other bread | 1·68 | 1·78 | 1·84 | 1·74 | 1·76 |
| Total Bread | 17·50 | 17·72 | 18·05 | 17·39 | 17·65 |
| Self-raising flour | 2·97 | 2·84 | 2·54 | 2·81 | 2·79 |
| Other flour | 0·85 | 0·84 | 0·64 | 0·90 | 0·81 |
| Buns, scones and tea cakes | 1·40 | 1·81 | 1·38 | 1·67 | 1·56 |
| Cakes and pastries | 6·94 | 7·92 | 8·38 | 8·09 | 7·83 |
| Biscuits | 8·30 | 8·62 | 8·72 | 8·96 | 8·65 |
| Puddings | 0·38 | 0·86 | 1·17 | 0·74 | 0·79 |
| Oatmeal and oat products | 1·29 | 0·64 | 0·50 | 1·18 | 0·90 |
| Breakfast cereals | 2·02 | 2·56 | 2·85 | 2·38 | 2·45 |
| Rice | 0·89 | 0·77 | 0·65 | 0·76 | 0·77 |
| Cereals, flour base | 0·85 | 0·79 | 0·74 | 0·81 | 0·80 |
| Other cereals | 0·98 | 0·98 | 1·07 | 0·98 | 1·00 |
| Total Cereals | 44·37 | 46·35 | 46·69 | 46·67 | 46·00 |
| BEVERAGES | | | | | |
| Tea | 15·41 | 15·08 | 13·98 | 13·86 | 14·58 |
| Coffee, bean and ground | 0·61 | 0·62 | 0·49 | 0·51 | 0·56 |
| Coffee, extracts and essences | 1·90 | 1·44 | 1·45 | 1·74 | 1·63 |
| Cocoa and drinking chocolate | 0·79 | 0·56 | 0·46 | 0·62 | 0·61 |
| Branded food drinks | 0·78 | 0·66 | 0·51 | 0·87 | 0·70 |
| Total Beverages | 19·49 | 18·36 | 16·89 | 17·60 | 18·08 |
| MISCELLANEOUS | | | | | |
| Invalid and baby foods | 0·47 | 0·32 | 0·36 | 0·26 | 0·35 |
| Spreads and dressings | 0·13 | 0·54 | 0·55 | 0·15 | 0·34 |
| Soups, canned | 1·78 | 1·12 | 0·89 | 1·96 | 1·44 |
| Soups, dehydrated and powdered | 0·16 | 0·08 | 0·07 | 0·13 | 0·11 |
| Meat and vegetable extracts | 0·91 | 0·68 | 0·56 | 0·78 | 0·73 |
| Other (expenditure only) | | | | | |
| Pickles and sauces | 1·47 | 1·50 | 1·36 | 1·43 | 1·44 |
| Table jellies, squares and crystals | 0·42 | 0·74 | 0·77 | 0·60 | 0·63 |
| Miscellaneous ¹ | 1·40 | 1·32 | 1·42 | 1·56 | 1·42 |
| Total Miscellaneous Foods | 6·74 | 6·30 | 5·98 | 6·87 | 6·46 |
| Total All Foods | 296·72 (24s. 9d.) | 312·02 (26s. 0d.) | 308·70 (25s. 9d.) | 314·85 (26s. 3d.) | 308·07 (25s. 8d.) |

¹An analysis of one quarter's National Food Survey data suggests that of the expenditure on miscellaneous items, approximately one quarter would be in respect of salt, one quarter on vinegar, one fifth on gravy salt and smaller proportions in respect of herbs, spices, stuffings, mustard, pepper and other miscellaneous items.

TABLE IA
 Percentage of all households purchasing seasonal types of food
 during each quarter, 1955

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter |
|---|-------------|-------------|-------------|-------------|
| Pork | 32 | 28 | 19 | 24 |
| Fish | | | | |
| Herrings, fresh | 5 | 2 | 4 | 6 |
| Fat, processed | 9 | 7 | 9 | 12 |
| Vegetables | | | | |
| Cabbages | 35 | 48 | 32 | 32 |
| Brussels sprouts | 39 | 3 | 2 | 35 |
| Cauliflower | 12 | 23 | 15 | 20 |
| Leafy salads | 15 | 51 | 31 | 12 |
| Fresh legumes | ... | 2 | 41 | 3 |
| Old potatoes | 83 | 55 | 28 | 75 |
| New potatoes | 3 | 52 | 48 | ... |
| Carrots | 50 | 32 | 28 | 48 |
| Other root vegetables | 33 | 13 | 19 | 30 |
| Onions, shallots, etc. | 53 | 44 | 35 | 48 |
| Canned peas | 47 | 51 | 33 | 42 |
| Fruit | | | | |
| Oranges | 38 | 36 | 24 | 26 |
| Stone fruit | 2 | 3 | 31 | 3 |
| Soft fruit | 2 | 7 | 20 | 6 |
| Tomatoes, fresh and quick frozen | 37 | 70 | 82 | 48 |
| Cereals | | | | |
| Oatmeal and oat products | 21 | 11 | 9 | 19 |
| Breakfast cereals | 32 | 36 | 42 | 35 |
| Cocoa | 12 | 9 | 7 | 9 |
| Soups, canned | 28 | 17 | 14 | 27 |
| Meat and vegetable extracts | 20 | 15 | 14 | 18 |
| Table jellies, squares and crystals | 12 | 20 | 21 | 15 |

Footnotes to TABLE IB

¹ Estimates marked thus were obtained from the proportion of households purchasing the commodity. The other estimates were obtained from a 10 per cent random sub-sample of households modified to take account of the better estimate of the proportion of households buying given by the whole sample. See Appendix A, paragraphs 7-10.

² Details of the proportions of all households purchasing these seasonal foods are given in Table IA.

³ These estimates were derived from the more common household types only. Estimates of their standard errors can be obtained by multiplying the coefficient of variation of expenditure per person by 0.0004. See Chapter IV, paragraphs 59-63.

TABLE 1B

Percentage of Households Purchasing Each Type of Food, Coefficients of Variation, Percentage Standard Errors of Yearly Estimates of Expenditure, and Estimates of Income Elasticity of Expenditure

| | Percentage of all households purchasing each type of food | Coefficient of variation of expenditure per person | Percentage standard error of yearly average expenditure per person | Income elasticity of expenditure ^a |
|--|---|--|--|---|
| MILK AND CREAM | | | | |
| Liquid | | | | |
| Full price | 96 | 54 | 0.53 | 0.31 |
| Welfare | 20 | 203 | 2.0 | n.a. |
| <i>Total Liquid Milk</i> | | | | 0.29 |
| Condensed | | | | |
| Skimmed, sweetened | 2 | 819 | 8.0 | -0.31 |
| Whole, sweetened | 3 | 633 | 6.2 | -0.59 |
| „ unsweetened | 22 | 224 ¹ | 2.2 | 0.51 |
| Dried | | | | |
| National | 2 | 782 ¹ | 7.6 | n.a. |
| Branded | 1 | 1,064 ¹ | 10.4 | n.a. |
| Other milk | 1 | 1,262 ¹ | 12.3 | 3.34 |
| Cream | 11 | 347 | 3.4 | 1.33 |
| <i>Total Milk and Cream</i> | | | | 0.30 |
| CHEESE | | | | |
| Other than processed and packeted | 65 | 106 | 1.0 | 0.15 |
| Processed and packeted | 21 | 231 ¹ | 2.3 | 0.36 |
| <i>Total Cheese</i> | | | | 0.19 |
| MEAT AND MEAT PRODUCTS | | | | |
| Carcase Meat | | | | |
| Beef and veal | 79 | 89 | 0.87 | 0.18 |
| Mutton and lamb | 58 | 129 | 1.3 | 0.48 |
| Pork | 26 ² | 216 | 2.1 | 0.38 |
| <i>Total Carcase Meat</i> | | | | 0.31 |
| Other Meat | | | | |
| Corned Meat | 27 | 201 ¹ | 2.0 | 0.13 |
| Bones | 5 | 483 ¹ | 4.7 | -0.18 |
| Bacon and ham, uncooked | 87 | 88 | 0.86 | 0.32 |
| Bacon and ham, cooked (including canned) | 36 | 166 ¹ | 1.6 | 0.63 |
| Other cooked meat (not canned) | 20 | 237 ¹ | 2.3 | 0.58 |
| Other canned meat | 32 | 180 ¹ | 1.8 | 0.22 |
| Liver | 26 | 204 ¹ | 2.0 | 0.46 |
| Offals (other than liver) | 16 | 265 ¹ | 2.6 | 0.71 |

¹ ² ³ See page 112

TABLE IB continued

| | Percentage of all households purchasing each type of food | Coefficient of variation of expenditure per person | Percentage standard error of yearly average expenditure per person | Income elasticity of expenditure ² |
|--|--|---|---|--|
| Other Meat—continued | | | | |
| Poultry | 3 | 677 | 6.6 | 1.70 |
| Rabbit, game and other meat . | 1 | 1,119 ¹ | 10.9 | 1.66 |
| Sausages, uncooked, pork . . | 44 | 141 | 1.4 | 0.40 |
| Sausages, uncooked, beef . . | 22 | 222 | 2.2 | -0.53 |
| Other meat products | 38 | 160 ¹ | 1.6 | -0.03 |
| <i>Total Other Meat</i> | | | | 0.36 |
| FISH | | | | |
| White, fresh | 48 | 141 | 1.4 | 0.36 |
| Herrings, fresh | 4 ² | 563 | 5.5 | 0.07 |
| Fat, fresh, other | 3 | 671 ¹ | 6.6 | 0.99 |
| White, processed | 9 | 350 | 3.4 | 0.64 |
| Fat, processed | 9 ² | 358 | 3.5 | 0.31 |
| Shell | 5 | 497 ¹ | 4.9 | 1.18 |
| Cooked | 21 | 230 ¹ | 2.2 | -0.18 |
| Canned and bottled | 18 | 273 | 2.7 | 0.63 |
| Fish products | 9 | 374 ¹ | 3.7 | 0.40 |
| <i>Total Fish</i> | | | | 0.38 |
| EGGS | 85 | 77 | 0.75 | 0.39 |
| FATS | | | | |
| Butter | 86 | 81 | 0.79 | 0.37 |
| Margarine | 77 | 80 | 0.78 | -0.20 |
| Lard and compound cooking fat | n.a. | n.a. | n.a. | 0.03 |
| Suet and dripping | 16 | 266 ¹ | 2.6 | -0.20 |
| Other fats, oils and creams . . | 1 | 938 ¹ | 9.2 | 1.29 |
| <i>Total Fats</i> | | | | 0.17 |
| SUGAR AND PRESERVES | | | | |
| Jams, jellies and curds | 31 | 171 | 1.7 | -0.17 |
| Sugar | 91 | 60 | 0.59 | 0.06 |
| Marmalade | 20 | 235 ¹ | 2.3 | 0.38 |
| Syrup, treacle and honey | 11 | 333 ¹ | 3.3 | 0.05 |
| <i>Total Sugar and Preserves</i> . . . | | | | 0.06 |
| VEGETABLES | | | | |
| Old potatoes | 60 ² | 110 | 1.1 | 0.05 |
| New potatoes | 25 ² | 227 | 2.2 | 0.40 |
| Chips | 21 | 228 ¹ | 2.2 | -0.20 |
| Crisps | 4 | 531 ¹ | 5.2 | 0.21 |
| <i>Total Potatoes</i> | | | | 0.13 |

1 2 3 See page 112

TABLE IB—continued

| | Percentage of all households purchasing all types of food | Coefficient of variation of expenditure per person | Percentage standard error of yearly average expenditure per person | Income elasticity of expenditure ² |
|---|--|---|---|--|
| VEGETABLES—continued | | | | |
| Cabbages | 37 ² | 163 ¹ | 1.6 | 0.15 |
| Brussels sprouts | 20 ² | 237 ¹ | 2.3 | 0.60 |
| Cauliflower | 17 ² | 257 ¹ | 2.5 | 0.83 |
| Leafy salads | 27 ² | 198 ¹ | 1.9 | 0.97 |
| Fresh legumes | 12 ² | 320 ¹ | 3.1 | 0.96 |
| Quick frozen legumes | 4 | 531 ¹ | 5.2 | 1.72 |
| Other fresh green vegetables | 1 | 1,120 ¹ | 11.0 | 0.68 |
| <i>Total Fresh Green Vegetables</i> | | | | 0.71 |
| Carrots | 40 ² | 155 ¹ | 1.5 | 0.18 |
| Other root vegetables | 24 ² | 214 ¹ | 2.1 | 0.28 |
| Onions, shallots, etc. | 45 ² | 141 | 1.4 | 0.04 |
| Miscellaneous fresh vegetables | 23 | 220 ¹ | 2.2 | 1.10 |
| Dried pulses | 15 | 280 ¹ | 2.7 | -0.41 |
| Canned peas | 44 ² | 142 | 1.4 | 0.29 |
| Canned beans | 36 | 157 | 1.5 | 0.00 |
| Canned vegetables (other than pulses) | 5 | 435 | 4.3 | 1.04 |
| Vegetable products | 2 | 728 ¹ | 7.1 | -0.04 |
| <i>Total Other Vegetables</i> | | | | 0.26 |
| <i>Total Vegetables</i> | | | | 0.31 |
| FRUIT | | | | |
| Oranges | 31 ² | 181 ¹ | 1.8 | 0.58 |
| Other citrus fruit | 14 | 291 ¹ | 2.8 | 1.20 |
| Apples and pears | 52 | 138 | 1.3 | 0.72 |
| Stone fruit | 10 ² | 351 ¹ | 3.4 | 1.20 |
| Soft fruit | 9 ² | 371 ¹ | 3.6 | } 1.67 |
| Quick frozen soft fruit | ... | 3,188 ¹ | 31.0 | |
| Bananas | 40 | 154 ¹ | 1.5 | 0.78 |
| Other fresh fruit | 4 | 531 ¹ | 5.2 | 1.19 |
| Tomatoes, fresh and quick frozen | 59 ² | 127 | 1.2 | 0.55 |
| <i>Total Fresh Fruit</i> | | | | 0.75 |
| Tomatoes, canned and bottled | 12 | 327 | 3.2 | 0.16 |
| Canned and bottled fruit | 43 | 147 ¹ | 1.4 | 0.81 |
| Dried vine fruit | 19 | 241 ¹ | 2.4 | -0.03 |
| Other dried fruit | 6 | 449 ¹ | 4.4 | 0.67 |
| Nuts and fruit and nut products | 11 | 330 ¹ | 3.2 | 0.71 |
| Fruit juices | 4 | 551 ¹ | 5.4 | 1.55 |
| Welfare orange juice | 3 | 659 ¹ | 6.4 | n.a. |
| <i>Total Other Fruit and Fruit Products</i> | | | | 0.65 |

1 2 3 See page 112

TABLE 1B—continued

| | Percentage of all households purchasing each type of food | Coefficient of variation of expenditure per person | Percentage standard error of yearly average expenditure per person | Income elasticity of expenditure ³ |
|--|--|---|---|--|
| CEREALS | | | | |
| National bread | | | | |
| Brown (excluding milk) | 17 | 260 ¹ | 2.5 | 0.18 |
| Milk | 3 | 626 ² | 6.1 | 0.02 |
| Other | 93 | 52 | 0.51 | -0.20 |
| White bread | 3 | 616 ¹ | 6.0 | 1.03 |
| Wholewheat and wholemeal bread | 18 | 253 ¹ | 2.5 | 0.68 |
| Malt bread | 4 | 531 ¹ | 5.2 | 0.24 |
| Other bread | 28 | 195 ¹ | 1.9 | 0.39 |
| <i>Total Bread</i> | | | | -0.05 |
| Self-raising flour | 46 | 123 | 1.2 | -0.19 |
| Other flour | 13 | 297 ¹ | 2.9 | -0.22 |
| Buns, scones and tea cakes | 31 | 182 ² | 1.8 | -0.05 |
| Cakes and pastries | 62 | 120 | 1.2 | 0.42 |
| Biscuits | 80 | 92 | 0.90 | 0.35 |
| Puddings | 14 | 294 ¹ | 2.9 | 0.99 |
| Oatmeal and oat products | 15 ² | 277 ¹ | 2.7 | -0.17 |
| Breakfast cereals | 36 ² | 152 | 1.5 | 0.46 |
| Rice | 18 | 252 ¹ | 2.5 | -0.09 |
| Cereals, flour base | 16 | 267 ¹ | 2.6 | 0.31 |
| Other cereals | 24 | 212 ¹ | 2.1 | -0.02 |
| <i>Total Cereals</i> | | | | 0.15 |
| BEVERAGES | | | | |
| Tea | 90 | 64 | 0.63 | 0.06 |
| Coffee, bean and ground | 4 | 513 ¹ | 5.0 | 1.64 |
| Coffee, extracts and essences | 17 | 257 ¹ | 2.5 | 0.61 |
| Cocoa and drinking chocolate | 9 ² | 324 | 3.2 | -0.06 |
| Branded food drinks | 7 | 428 ¹ | 4.2 | n.a. |
| <i>Total Beverages</i> | | | | 0.16 |
| MISCELLANEOUS | | | | |
| Invalid and baby foods | 4 | 558 ¹ | 5.5 | n.a. |
| Spreads and dressings | 7 | 418 ¹ | 4.1 | 1.14 |
| Soups, canned | 21 ² | 228 ¹ | 2.2 | 0.24 |
| Soups, dehydrated and powdered | 3 | 671 ¹ | 6.6 | 0.99 |
| Meat and vegetable extracts | 17 ² | 263 ¹ | 2.6 | -0.02 |
| Other (expenditure only) | | | | |
| Pickles and sauces | 22 | 222 ¹ | 2.2 | 0.51 |
| Table jellies, squares and crystals | 17 ² | 262 ¹ | 2.6 | 0.54 |
| Miscellaneous | 36 | 165 ¹ | 1.6 | 0.34 |
| <i>Total Miscellaneous Foods</i> | | | | 0.34 |
| <i>Total All Foods</i> | | 34.8 | 0.34 | 0.30 |

1 2 3 See page 112

TABLE 2
Domestic Food Consumption, 1955, All Households
(oz. per head per week except where otherwise stated)

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|---|----------------|----------------|----------------|----------------|-------------------|
| MILK AND CREAM | | | | | |
| Liquid | | | | | |
| Full price (pt.) | 4.01 | 4.02 | 3.98 | 4.05 | 4.02 |
| Welfare (pt.) | 0.61 | 0.61 | 0.60 | 0.53 | 0.59 |
| School (pt.) | 0.22 | 0.18 | 0.15 | 0.24 | 0.20 |
| <i>Total Liquid Milk (pt.)</i> | <i>4.84</i> | <i>4.81</i> | <i>4.73</i> | <i>4.82</i> | <i>4.81</i> |
| Condensed | | | | | |
| Skimmed, sweetened. (eq. pt.) | 0.02 | 0.01 | 0.01 | 0.02 | 0.02 |
| Whole, sweetened . . (eq. pt.) | 0.02 | 0.02 | 0.02 | 0.02 | 0.02 |
| Whole, unsweetened . . (eq. pt.) | 0.10 | 0.12 | 0.16 | 0.11 | 0.12 |
| Dried | | | | | |
| National (eq. pt.) | 0.10 | 0.07 | 0.05 | 0.10 | 0.08 |
| Branded (eq. pt.) | 0.04 | 0.02 | 0.03 | 0.04 | 0.03 |
| Other milk (pt.) | 0.01 | ... | 0.01 | ... | ... |
| Cream (pt.) | 0.01 | 0.02 | 0.01 | 0.01 | 0.01 |
| <i>Total Milk and Cream (pt. or eq. pt.)</i> | <i>5.14</i> | <i>5.07</i> | <i>5.02</i> | <i>5.12</i> | <i>5.09</i> |
| CHEESE | | | | | |
| Other than processed and packeted | 2.61 | 2.38 | 2.45 | 2.41 | 2.46 |
| Processed and packeted | 0.30 | 0.36 | 0.45 | 0.36 | 0.37 |
| <i>Total Cheese</i> | <i>2.91</i> | <i>2.74</i> | <i>2.90</i> | <i>2.77</i> | <i>2.83</i> |
| MEAT AND MEAT PRODUCTS | | | | | |
| Carcase Meat | | | | | |
| Beef and veal | 10.02 | 9.00 | 8.28 | 10.12 | 9.36 |
| Mutton and lamb | 5.99 | 7.00 | 6.98 | 6.23 | 6.55 |
| Pork | 3.12 | 2.85 | 1.43 | 1.88 | 2.32 |
| <i>Total Carcase Meat</i> | <i>19.13</i> | <i>18.85</i> | <i>16.69</i> | <i>18.23</i> | <i>18.23</i> |
| Other Meat | | | | | |
| Corned meat | 0.55 | 0.68 | 1.00 | 0.72 | 0.74 |
| Bones | 0.60 | 0.36 | 0.25 | 0.65 | 0.46 |
| Bacon and ham, uncooked. | 5.29 | 6.04 | 5.20 | 4.87 | 5.35 |
| Bacon and ham, cooked (including canned) | 0.64 | 0.85 | 0.85 | 0.59 | 0.73 |
| Other cooked meat (not canned). | 0.35 | 0.42 | 0.47 | 0.43 | 0.42 |
| Other canned meat | 0.98 | 1.14 | 1.57 | 1.28 | 1.24 |
| Liver | 0.92 | 0.78 | 0.74 | 0.88 | 0.83 |
| Offals (other than liver) | 0.86 | 0.64 | 0.46 | 0.75 | 0.68 |
| Poultry | 0.47 | 0.48 | 0.42 | 0.54 | 0.48 |
| Rabbit, game and other meat | 0.18 | 0.03 | 0.07 | 0.12 | 0.10 |
| Sausages, uncooked, pork | 2.45 | 2.35 | 2.03 | 2.18 | 2.25 |
| Sausages, uncooked, beef | 1.29 | 1.04 | 1.20 | 1.40 | 1.23 |
| Other meat products | 1.82 | 1.62 | 1.50 | 1.80 | 1.68 |
| <i>Total Other Meat</i> | <i>16.40</i> | <i>16.43</i> | <i>15.76</i> | <i>16.21</i> | <i>16.19</i> |

E

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

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|---|----------------|----------------|----------------|----------------|-------------------|
| FISH | | | | | |
| White, fresh | 3·10 | 3·38 | 2·82 | 3·33 | 3·16 |
| Herrings, fresh | 0·29 | 0·13 | 0·22 | 0·38 | 0·26 |
| Fat, fresh, other | 0·14 | 0·12 | 0·15 | 0·16 | 0·14 |
| White, processed | 0·53 | 0·44 | 0·41 | 0·47 | 0·46 |
| Fat, processed | 0·44 | 0·35 | 0·45 | 0·58 | 0·46 |
| Shell | 0·07 | 0·10 | 0·12 | 0·11 | 0·10 |
| Cooked | 0·64 | 0·84 | 0·93 | 0·80 | 0·80 |
| Canned and bottled | 0·61 | 0·43 | 0·41 | 0·33 | 0·44 |
| Fish products | 0·12 | 0·14 | 0·10 | 0·16 | 0·13 |
| <i>Total Fish</i> | <i>5·94</i> | <i>5·93</i> | <i>5·61</i> | <i>6·32</i> | <i>5·95</i> |
| EGGS (No.) | 4·34 | 4·55 | 4·01 | 3·86 | 4·19 |
| FATS | | | | | |
| Butter | 4·25 | 4·44 | 4·74 | 4·46 | 4·47 |
| Margarine | 4·78 | 4·63 | 4·54 | 4·75 | 4·68 |
| Lard and compound cooking fat | 2·25 | 2·14 | 2·09 | 2·26 | 2·18 |
| Suet and dripping | 0·62 | 0·41 | 0·36 | 0·66 | 0·51 |
| Other fats, oils and creams | 0·04 | 0·06 | 0·03 | 0·04 | 0·04 |
| <i>Total Fats</i> | <i>11·94</i> | <i>11·68</i> | <i>11·76</i> | <i>12·17</i> | <i>11·88</i> |
| SUGAR AND PRESERVES | | | | | |
| Jams, jellies and curds | 2·21 | 2·30 | 1·95 | 2·06 | 2·13 |
| Sugar | 17·27 | 17·09 | 18·54 | 17·67 | 17·64 |
| Marmalade | 1·13 | 1·20 | 1·13 | 1·17 | 1·16 |
| Syrup, treacle and honey | 0·85 | 0·78 | 0·64 | 0·91 | 0·80 |
| <i>Total Sugar and Preserves</i> | <i>21·46</i> | <i>21·37</i> | <i>22·26</i> | <i>21·81</i> | <i>21·73</i> |
| VEGETABLES | | | | | |
| Old potatoes | 67·04 | 40·58 | 18·62 | 63·50 | 47·44 |
| New potatoes | 0·36 | 16·47 | 32·98 | 0·01 | 12·46 |
| Chips | 0·91 | 1·21 | 1·53 | 1·21 | 1·22 |
| Crisps | 0·04 | 0·04 | 0·07 | 0·06 | 0·05 |
| <i>Total Potatoes</i> | <i>68·35</i> | <i>58·30</i> | <i>53·20</i> | <i>64·78</i> | <i>61·17</i> |
| Cabbages | 5·27 | 7·60 | 5·44 | 5·79 | 6·02 |
| Brussels sprouts | 4·92 | 0·38 | 0·11 | 4·65 | 2·52 |
| Cauliflower | 1·06 | 2·32 | 1·34 | 2·03 | 1·69 |
| Leafy salads | 0·27 | 2·08 | 1·93 | 0·26 | 1·14 |
| Fresh legumes | 0·04 | 0·20 | 11·45 | 0·39 | 3·02 |
| Quick frozen legumes | 0·19 | 0·26 | 0·07 | 0·14 | 0·16 |
| Other fresh green vegetables | 0·14 | 0·58 | 0·07 | 0·16 | 0·24 |
| <i>Total Fresh Green Vegetables</i> | <i>11·89</i> | <i>13·42</i> | <i>20·41</i> | <i>13·42</i> | <i>14·79</i> |
| Carrots | 3·75 | 2·00 | 2·36 | 4·23 | 3·08 |
| Other root vegetables | 3·54 | 1·09 | 1·92 | 3·26 | 2·45 |

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

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|---|----------------|----------------|----------------|----------------|-------------------|
| VEGETABLES—continued | | | | | |
| Onions, shallots, etc. | 3·83 | 2·98 | 2·53 | 3·91 | 3·31 |
| Miscellaneous fresh vegetables | 0·38 | 1·26 | 2·21 | 1·17 | 1·26 |
| Dried pulses | 0·86 | 0·80 | 0·39 | 0·69 | 0·68 |
| Canned peas | 3·03 | 3·48 | 1·96 | 2·63 | 2·78 |
| Canned beans | 2·07 | 1·86 | 1·87 | 2·07 | 1·97 |
| Canned vegetables (other than pulses) | 0·30 | 0·38 | 0·17 | 0·18 | 0·26 |
| Vegetable products | 0·10 | 0·06 | 0·06 | 0·08 | 0·08 |
| <i>Total Other Vegetables.</i> | <i>17·86</i> | <i>13·91</i> | <i>13·47</i> | <i>18·22</i> | <i>15·87</i> |
| <i>Total Vegetables.</i> | <i>98·10</i> | <i>85·63</i> | <i>87·08</i> | <i>96·42</i> | <i>91·83</i> |
| FRUIT | | | | | |
| Oranges | 3·98 | 3·83 | 2·00 | 2·21 | 3·00 |
| Other citrus fruit | 1·01 | 1·04 | 0·63 | 0·61 | 0·82 |
| Apples and pears | 6·46 | 5·55 | 5·81 | 8·96 | 6·70 |
| Stone fruit | 0·07 | 0·16 | 2·98 | 0·22 | 0·86 |
| Soft fruit | 0·09 | 0·69 | 3·07 | 0·30 | 1·04 |
| Quick frozen soft fruit | ... | ... | 0·01 | 0·01 | ... |
| Bananas | 2·56 | 2·94 | 3·35 | 2·86 | 2·93 |
| Other fresh fruit | 0·31 | 2·01 | 0·65 | 0·05 | 0·76 |
| Tomatoes, fresh and quick frozen | 2·02 | 4·78 | 8·18 | 3·16 | 4·54 |
| <i>Total Fresh Fruit.</i> | <i>16·50</i> | <i>21·00</i> | <i>26·68</i> | <i>18·38</i> | <i>20·65</i> |
| Tomatoes, canned and bottled | 0·83 | 0·71 | 0·55 | 0·68 | 0·69 |
| Canned and bottled fruit | 3·15 | 4·08 | 4·00 | 3·55 | 3·70 |
| Dried vine fruit | 0·99 | 0·90 | 0·85 | 1·80 | 1·14 |
| Other dried fruit | 0·27 | 0·27 | 0·19 | 0·30 | 0·26 |
| Nuts and fruit and nut products | 0·34 | 0·28 | 0·22 | 0·80 | 0·41 |
| Fruit juices | 0·19 | 0·14 | 0·18 | 0·22 | 0·18 |
| Welfare orange juice | 0·09 | 0·12 | 0·12 | 0·12 | 0·11 |
| <i>Total Other Fruit and Fruit Products</i> | <i>5·86</i> | <i>6·50</i> | <i>6·11</i> | <i>7·47</i> | <i>6·49</i> |
| <i>Total Fruit</i> | <i>22·36</i> | <i>27·50</i> | <i>32·79</i> | <i>25·85</i> | <i>27·14</i> |
| CEREALS | | | | | |
| National bread | | | | | |
| Brown (excluding milk) | 2·22 | 2·43 | 2·18 | 2·14 | 2·24 |
| Milk | 0·19 | 0·64 | 0·59 | 0·57 | 0·50 |
| Other | 48·01 | 47·33 | 48·61 | 46·71 | 47·66 |
| White bread | 0·56 | 0·40 | 0·40 | 0·37 | 0·43 |
| Wholewheat and wholemeal bread | 1·66 | 1·84 | 1·65 | 1·62 | 1·69 |
| Malt bread | 0·20 | 0·23 | 0·20 | 0·21 | 0·21 |
| Other bread | 2·34 | 2·48 | 2·39 | 2·35 | 2·39 |
| <i>Total Bread</i> | <i>55·18</i> | <i>55·36</i> | <i>56·03</i> | <i>53·96</i> | <i>55·13</i> |
| Self-raising flour | 7·02 | 6·66 | 6·03 | 6·64 | 6·59 |
| Other flour | 2·09 | 2·04 | 1·58 | 2·22 | 1·98 |

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

| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
|--|----------------|----------------|----------------|----------------|-------------------|
| CEREALS—continued | | | | | |
| Buns, scones and tea cakes | 1·39 | 1·68 | 1·24 | 1·46 | 1·44 |
| Cakes and pastries | 3·66 | 4·24 | 4·45 | 4·11 | 4·12 |
| Biscuits | 4·91 | 5·04 | 5·23 | 5·28 | 5·12 |
| Puddings | 0·26 | 0·59 | 0·79 | 0·49 | 0·53 |
| Oatmeal and oat products | 1·74 | 0·83 | 0·66 | 1·52 | 1·19 |
| Breakfast cereals | 1·43 | 1·76 | 1·95 | 1·63 | 1·69 |
| Rice | 0·96 | 0·87 | 0·73 | 0·87 | 0·86 |
| Cereals, flour base | 0·75 | 0·64 | 0·60 | 0·71 | 0·68 |
| Other cereals | 0·74 | 0·67 | 0·73 | 0·70 | 0·71 |
| <i>Total Cereals</i> | <i>80·13</i> | <i>80·38</i> | <i>80·02</i> | <i>79·59</i> | <i>80·04</i> |
| BEVERAGES | | | | | |
| Tea | 2·76 | 2·80 | 2·79 | 2·81 | 2·79 |
| Coffee, bean and ground | 0·12 | 0·12 | 0·09 | 0·10 | 0·11 |
| Coffee, extracts and essences | 0·30 | 0·22 | 0·23 | 0·25 | 0·25 |
| Cocoa and drinking chocolate | 0·27 | 0·18 | 0·16 | 0·22 | 0·21 |
| Branded food drinks | 0·20 | 0·17 | 0·14 | 0·23 | 0·18 |
| <i>Total Beverages</i> | <i>3·65</i> | <i>3·49</i> | <i>3·41</i> | <i>3·61</i> | <i>3·54</i> |
| MISCELLANEOUS | | | | | |
| Invalid and baby foods | 0·28 | 0·20 | 0·23 | 0·17 | 0·22 |
| Spreads and dressings | 0·06 | 0·22 | 0·22 | 0·08 | 0·14 |
| Soups, canned | 1·81 | 1·12 | 0·85 | 1·98 | 1·44 |
| Soups, dehydrated and powdered | 0·04 | 0·02 | 0·01 | 0·03 | 0·02 |
| Meat and vegetable extracts | 0·17 | 0·12 | 0·11 | 0·14 | 0·14 |
| <i>Total Miscellaneous Foods</i> | <i>2·36</i> | <i>1·68</i> | <i>1·42</i> | <i>2·40</i> | <i>1·96</i> |

TABLE 3
Domestic Food Prices, 1955, All Households

| | Average prices paid * | | | | |
|--|-----------------------|----------------|----------------|----------------|-------------------|
| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
| MILK AND CREAM | | | | | |
| Liquid | | | | | |
| Full price | 7·19 | 7·21 | 7·19 | 7·17 | 7·19 |
| Welfare | 1·77 | 1·78 | 1·76 | 1·78 | 1·77 |
| <i>Total Liquid Milk Purchases</i> | <i>6·45</i> | <i>6·46</i> | <i>6·44</i> | <i>6·52</i> | <i>6·47</i> |
| Condensed | | | | | |
| Skimmed, sweetened | 5·43 | 5·51 | 5·45 | 5·42 | 5·45 |
| Whole, sweetened | 9·65 | 9·54 | 9·77 | 9·80 | 9·69 |
| Whole, unsweetened | 7·81 | 7·92 | 7·84 | 7·98 | 7·88 |
| Dried | | | | | |
| National | 1·52 | 1·57 | 1·62 | 1·51 | 1·55 |
| Branded | 7·21 | 6·92 | 7·53 | 7·46 | 7·31 |
| Other milk | 12·99 | 12·97 | 10·10 | 26·93 | 13·56 |
| Cream | 76·49 | 67·60 | 74·04 | 68·62 | 71·43 |
| CHEESE | | | | | |
| Other than processed and packeted | 29·55 | 28·72 | 29·18 | 33·96 | 30·28 |
| Processed and packeted | 51·04 | 49·44 | 52·40 | 53·77 | 51·72 |
| MEAT AND MEAT PRODUCTS | | | | | |
| Carcass Meat | | | | | |
| Beef and veal | 39·83 | 40·40 | 42·72 | 42·82 | 41·38 |
| Mutton and lamb | 34·54 | 35·54 | 38·19 | 38·15 | 36·60 |
| Pork | 37·39 | 34·49 | 39·79 | 46·01 | 38·55 |
| Other Meat | | | | | |
| Corned meat | 51·61 | 52·25 | 51·88 | 52·63 | 52·08 |
| Bones | 6·72 | 9·61 | 11·12 | 7·41 | 8·10 |
| Bacon and ham, uncooked | 40·58 | 37·01 | 45·09 | 51·19 | 42·98 |
| Bacon and ham, cooked (including canned). | 79·28 | 76·43 | 89·36 | 92·80 | 84·06 |
| Other cooked meat (not canned). | 69·03 | 74·90 | 76·26 | 74·06 | 73·76 |
| Other canned meat | 39·24 | 38·84 | 40·00 | 40·00 | 39·58 |
| Liver | 42·76 | 44·32 | 45·45 | 46·62 | 44·69 |
| Offals (other than liver) | 22·67 | 24·79 | 26·58 | 27·98 | 25·20 |
| Poultry | 57·73 | 54·28 | 51·34 | 56·23 | 55·02 |
| Rabbit, game and other meat | 27·37 | 32·78 | 27·94 | 31·11 | 28·77 |
| Sausages, uncooked, pork | 31·74 | 31·23 | 33·78 | 36·84 | 33·25 |
| Sausages, uncooked, beef | 26·31 | 25·77 | 26·34 | 26·71 | 26·31 |
| Other meat products | 27·67 | 27·96 | 29·05 | 28·70 | 28·31 |
| FISH | | | | | |
| White, fresh | 26·93 | 25·99 | 26·92 | 28·02 | 26·96 |
| Herrings, fresh | 12·17 | 13·07 | 13·13 | 12·00 | 12·43 |
| Fat, fresh, other | 22·21 | 40·93 | 27·32 | 21·78 | 27·10 |
| White, processed | 25·77 | 24·77 | 24·37 | 26·45 | 25·39 |
| Fat, processed | 16·29 | 18·30 | 16·28 | 16·32 | 16·68 |
| Shell | 61·98 | 73·88 | 72·50 | 71·51 | 70·68 |
| Cooked | 36·42 | 36·27 | 38·85 | 39·01 | 37·71 |
| Canned and bottled | 68·69 | 63·63 | 47·87 | 55·56 | 60·50 |
| Fish products | 47·59 | 41·53 | 58·09 | 47·26 | 48·05 |

TABLE 3 continued

| | Average prices paid* | | | | |
|--|----------------------|----------------|----------------|----------------|-------------------|
| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
| EGGS | 4·17 | 4·01 | 5·01 | 5·57 | 4·64 |
| FATS | | | | | |
| Butter | 46·46 | 45·73 | 44·54 | 49·06 | 46·39 |
| Margarine | 20·74 | 20·72 | 20·63 | 20·74 | 20·71 |
| Lard and compound cooking fat | 24·10 | 21·89 | 21·10 | 21·27 | 21·26 |
| Suet and dripping | 20·33 | 19·05 | 19·02 | 20·08 | 19·77 |
| Other fats, oils and creams | 38·95 | 38·49 | 34·93 | 33·52 | 36·82 |
| SUGAR AND PRESERVES | | | | | |
| Jams, jellies and curds | 17·73 | 17·83 | 18·50 | 19·07 | 18·23 |
| Sugar | 7·73 | 7·74 | 8·14 | 8·28 | 7·97 |
| Marmalade | 16·36 | 15·77 | 16·67 | 16·63 | 16·35 |
| Syrup, treacle and honey | 12·40 | 12·19 | 13·21 | 14·08 | 12·97 |
| VEGETABLES | | | | | |
| Old potatoes | 2·26 | 2·41 | 2·98 | 2·94 | 2·57 |
| New potatoes | 7·48 | 7·31 | 4·01 | 6·00 | 5·31 |
| Chips | 12·53 | 12·62 | 13·04 | 12·83 | 12·78 |
| Crisps | 47·07 | 46·86 | 46·85 | 48·15 | 47·27 |
| Cabbages | 5·24 | 6·45 | 4·75 | 5·36 | 5·54 |
| Brussels sprouts | 8·55 | 10·29 | 13·40 | 9·41 | 9·04 |
| Cauliflower | 9·94 | 10·72 | 9·06 | 9·36 | 9·86 |
| Leafy salads | 33·70 | 21·90 | 16·90 | 27·77 | 21·57 |
| Fresh legumes | 25·38 | 13·58 | 8·07 | 14·62 | 8·43 |
| Quick frozen legumes | 34·79 | 35·06 | 34·73 | 36·17 | 35·17 |
| Other fresh green vegetables | 6·98 | 9·00 | 11·68 | 7·11 | 8·25 |
| Carrots | 5·96 | 10·07 | 6·46 | 4·81 | 6·35 |
| Other root vegetables | 4·14 | 6·41 | 7·12 | 4·81 | 5·05 |
| Onions, shallots, etc. | 6·81 | 7·66 | 6·60 | 6·15 | 6·78 |
| Miscellaneous fresh vegetables | 25·92 | 24·76 | 13·57 | 15·59 | 18·08 |
| Dried pulses | 16·75 | 17·45 | 16·77 | 14·61 | 16·45 |
| Canned peas | 14·74 | 15·04 | 14·79 | 14·39 | 14·76 |
| Canned beans | 14·06 | 13·98 | 14·07 | 14·09 | 14·05 |
| Canned vegetables (other than pulses) | 18·28 | 17·35 | 16·76 | 17·92 | 17·63 |
| Vegetable products | 18·37 | 20·26 | 20·58 | 18·88 | 19·30 |
| FRESH FRUIT | | | | | |
| Oranges | 10·23 | 10·67 | 11·97 | 11·43 | 10·86 |
| Other citrus fruit | 12·09 | 12·57 | 14·40 | 14·12 | 13·03 |
| Apples and pears | 10·40 | 13·05 | 12·10 | 10·62 | 11·44 |
| Stone fruit | 19·57 | 20·97 | 10·87 | 9·43 | 11·44 |
| Soft fruit | 30·66 | 25·07 | 19·70 | 23·71 | 21·38 |
| Quick frozen soft fruit | 53·33 | 37·20 | 40·50 | 34·46 | 38·55 |
| Bananas | 14·75 | 16·51 | 16·92 | 16·35 | 16·18 |
| Other fresh fruit | 15·07 | 6·85 | 13·23 | 13·70 | 10·11 |
| Tomatoes, fresh and quick frozen | 18·44 | 25·67 | 17·25 | 17·39 | 19·68 |
| OTHER FRUIT | | | | | |
| Tomatoes, canned and bottled | 15·99 | 15·51 | 15·95 | 15·96 | 15·86 |
| Canned and bottled fruit | 21·37 | 21·80 | 22·56 | 22·47 | 22·07 |

TABLE 3 *continued*

| | Average prices paid * | | | | |
|---|-----------------------|----------------|----------------|----------------|-------------------|
| | 1st Quarter | 2nd Quarter | 3rd Quarter | 4th Quarter | Yearly average |
| OTHER FRUIT—<i>continued</i> | | | | | |
| Dried vine fruit | 15·66 | 16·06 | 16·40 | 17·29 | 16·50 |
| Other dried fruit | 21·45 | 19·23 | 21·52 | 24·52 | 21·73 |
| Nuts and fruit and nut products | 25·99 | 29·71 | 30·56 | 33·26 | 30·55 |
| Fruit juices | 32·53 | 38·84 | 29·99 | 32·11 | 32·94 |
| Welfare orange juice | 13·23 | 13·37 | 13·51 | 13·49 | 13·41 |
| CEREALS | | | | | |
| National bread | | | | | |
| Brown (excluding milk) | 4·90 | 4·94 | 5·02 | 4·99 | 4·96 |
| Milk | 5·59 | 5·61 | 5·91 | 5·93 | 5·80 |
| Other | 4·64 | 4·65 | 4·67 | 4·68 | 4·66 |
| White | 6·78 | 6·89 | 6·88 | 7·01 | 6·87 |
| Wholewheat and wholemeal | 7·61 | 7·58 | 7·70 | 7·95 | 7·70 |
| Malt bread | 12·44 | 12·66 | 13·01 | 13·68 | 12·92 |
| Other bread | 11·53 | 11·48 | 12·32 | 11·89 | 11·80 |
| <i>Total Bread</i> | <i>5·08</i> | <i>5·12</i> | <i>5·16</i> | <i>5·16</i> | <i>5·13</i> |
| Self-raising flour | 6·76 | 6·81 | 6·74 | 6·78 | 6·77 |
| Other flour | 6·50 | 6·60 | 6·54 | 6·49 | 6·53 |
| Buns, scones and tea cakes | 16·25 | 17·25 | 17·74 | 18·39 | 17·37 |
| Cakes and pastries | 30·44 | 29·92 | 30·17 | 31·43 | 30·47 |
| Biscuits | 27·04 | 27·35 | 26·65 | 27·07 | 27·02 |
| Puddings | 23·41 | 23·12 | 23·67 | 24·44 | 23·65 |
| Oatmeal and oat products | 11·89 | 12·32 | 12·44 | 12·39 | 12·19 |
| Breakfast cereals | 22·72 | 23·29 | 23·39 | 23·31 | 23·19 |
| Rice | 14·92 | 14·25 | 14·19 | 14·03 | 14·39 |
| Cereals, flour base | 18·25 | 19·63 | 19·82 | 18·27 | 18·93 |
| Other cereals | 21·11 | 23·14 | 23·56 | 22·37 | 22·50 |
| BEVERAGES | | | | | |
| Tea | 89·23 | 86·34 | 80·16 | 78·96 | 83·79 |
| Coffee, bean and ground | 84·17 | 86·23 | 83·68 | 80·91 | 83·84 |
| Coffee, extracts and essences | 100·01 | 102·69 | 100·57 | 109·46 | 102·94 |
| Cocoa and drinking chocolate | 46·21 | 47·74 | 46·43 | 45·98 | 46·52 |
| Branded food drinks | 60·76 | 61·73 | 59·74 | 61·20 | 60·90 |
| MISCELLANEOUS | | | | | |
| Invalid and baby foods | 26·78 | 25·61 | 24·72 | 24·58 | 25·59 |
| Spreads and dressings | 36·28 | 38·86 | 39·77 | 31·26 | 37·95 |
| Soups, canned | 15·68 | 16·05 | 16·83 | 15·83 | 15·97 |
| Soups, dehydrated and powdered | 66·89 | 70·94 | 79·25 | 65·15 | 68·81 |
| Meat and vegetable extracts | 85·32 | 88·08 | 83·38 | 86·04 | 85·70 |

*Pence per pint of liquid and other milk and cream, pence per equivalent pint of condensed and dried milk, and pence per shell egg; otherwise pence per lb.

Appendix C

Occupational Differences in Household Diets

1. A definition of social class based on the occupation of the head of the household would have certain advantages over the present definition based on his income, particularly continuity during a period of inflation and comparability with mortality data collected by the Registrars-General. It is hoped to analyse domestic food consumption according to the Registrars-General's socio-economic classification in a future Annual Report, but the information at present available on occupation relates to the degree of activity rather than the degree of skill and does not lend itself to this treatment. A study of certain broad occupational groups suggests, however, that, except in the segregated industries of mining and agriculture, occupation as such has little effect on household food expenditure, and that the observed differences in food expenditure are largely explicable in terms of income, family composition and the proportion of meals taken outside the home. All these are to some extent associated with occupation, and adjustments for them can be made to isolate any "pure" occupational differences which may exist. The present study is confined to nine groups of households in which the head was the sole earner and for each of which a sample of over 200 households was available for the year 1955. Three of the six manual and one of the three non-manual groups have been studied in more detail.

2. Table 1 shows, for each occupational group, the number of households, the average number of persons and of children per household, the average declared family income and the proportion of meals taken outside the home, the meals being weighted as in the calculation of nutrient requirements. The households of workers in agriculture and fisheries contained a much higher proportion of older childless couples than any other group (21 per cent of households compared with 11 to 16 per cent) and had a smaller average size than the other manual groups (3.22 persons compared with 3.38-3.53), though the number of adults per household was higher (2.15 compared with 2.02-2.09). In these respects the agricultural households resembled the non-manual groups; the latter, however, recorded higher average incomes and took a much greater proportion of meals outside the home than the manual workers' households. Of the six manual groups, mining and quarrying had the highest average family income, agriculture and fishing the lowest.

3. For each occupational group, the expenditure per person has been standardized for differences in family composition by re-weighting the averages found for separate household types within the group to conform with the distribution of household types found in the metal manufacturing and engineering workers' households, the largest selected group. The effect was to increase the difference between the two extreme groups (agriculture and mining) while making the other averages more uniform. The largest adjustment was that for the clerical workers' households, which contained relatively few children.

4. The estimates of food expenditure, already thus standardized for household composition, were next adjusted to a standard family income of £10 1s. od. per week, the average recorded by the metals group. This further adjustment is subject to the errors inherent in the information on income given by housewives* and has only been made approximately, using arithmetic instead of geometric means. An

*See *Domestic Food Consumption and Expenditure, 1952*, H.M.S.O., 1954, paragraphs 54-56

income elasticity of 0.30 was assumed (see chapter IV, paragraph 62). This step indicated that the relatively high food expenditure in the professional and technical group was an income effect. The gap between the two exceptional groups was not much reduced.

5. The next adjustment was to standardize all the estimates of food expenditure to an average of 3.35 per cent meals taken outside the home. This brought all but two of the group averages into the range 23s. 10d.-24s. 6d. per person per week and thus within less than $1\frac{1}{2}$ per cent of the average in the standard (metals) group. The remaining differences are of the same order as the standard error of each group average, and any "true" occupational differences must be quite small, if indeed they exist at all. In particular, there is no indication of a systematic difference between the non-manual and most of the manual groups.

6. The low average expenditure in agricultural workers' households was more than made good by the free food available to them through perquisites and garden and allotment supplies, which was valued at 5s. 5d. per head per week (5s. 3d. after standardizing for household composition). This compares with 1s. 0d. per head per week for the professional and technical group and only 5d. in the miners' and metalworkers' households. The main items in the total of 5s. 5d. were fresh milk (1s. 7d.), eggs (1s. 0d.) and poultry (4d.), potatoes (7d.), fresh green vegetables (6d.) and fresh fruit (6d.). It is convenient to value this produce at its full retail price to estimate the total value of food obtained for consumption, but if the households concerned had not been able to obtain most of their milk, eggs and vegetables free, they would almost certainly not have purchased such large quantities. About a third of the agricultural households bought no liquid milk at all, and therefore did not benefit from the general and welfare milk subsidies.

7. The one remaining effect which seems to be essentially associated with occupation is the high average expenditure on food by the miners' households, which, after all adjustments, remained 9 per cent higher than in the metalworkers' households. Their energy requirements, after adjustment for household composition and the incidence of outside meals, were 5 per cent higher than in the standard group; but the additional calorie requirements of active workers are normally made good by the cheaper foods and have little bearing on expenditure.

8. Table 2 gives the quantities of food obtained for consumption by the four groups of households selected for more detailed analysis, together with adjusted estimates, standardized to conform to the distribution of types of household found in the metals and engineering group. No standardization by regions has been attempted, although to a small extent the occupational differences may be affected by the uneven geographical distribution of occupations.* The principal differences were that consumption of milk was high in the agricultural workers' households, because of their free supplies, and low in miners' households, which, however, had the highest averages for potatoes and bread, total fats, fish and, after adjustment for household composition, for meat, including bacon. The agricultural households obtained more of the natural cheeses than the other groups, and more flour, sugar and preserves, but less vegetables other than potatoes and fresh greens, and less fish, no doubt because of the difficulties of distribution in rural areas, even though the few fishermen's households in the sample were included in the group. The professional and technical workers' households consumed much more fresh fruit than the manual groups, but much smaller quantities of potatoes, bread and cakes; they obtained less tea, but more of other beverages.

*See *Studies in Urban Household Diets, 1944-49*, H.M.S.O., 1956, paragraphs 113-117

TABLE I
Domestic Food Expenditure in Single-earner Households analysed by Occupation of Head of Household, 1955

| Occupation of head of household | No. of households | No. of persons per household | No. of children per household | Average declared net family income (£/week) | Percentage of meals taken outside home | Food expenditure (pence per head per week) | | | | Previous column as percentage of average of all metals group |
|--------------------------------------|-------------------|------------------------------|-------------------------------|---|--|--|--|------------------------------------|------------------------------------|--|
| | | | | | | Unadjusted | Standardised for household composition | Adjusted to constant family income | Further adjusted for outside meals | |
| Agriculture and fishing | 325 | 3.23 | 1.07 | 8.47 | 1.9 | 269.6 | 257.9 | 272.3 | 268.4 | 92.5 |
| Mining and quarrying | 305 | 3.52 | 1.44 | 10.36 | 2.5 | 316.8 | 321.4 | 318.5 | 315.8 | 108.9 |
| Metals (manufacture and engineering) | 742 | 3.40 | 1.33 | 10.05 | 3.4 | 290.1 | 290.1 | 290.1 | 290.1 | 100.0 |
| Professional and technical | 613 | 3.24 | 1.13 | 14.12 | 4.9 | 314.5 | 308.4 | 281.7 | 286.0 | 98.6 |
| Chemicals, bricks, etc. | 287 | 3.38 | 1.34 | 9.71 | 2.8 | 286.1 | 286.2 | 289.2 | 287.8 | 99.2 |
| Building and civil engineering | 224 | 3.53 | 1.44 | 9.56 | 1.8 | 284.5 | 287.8 | 292.2 | 287.9 | 99.2 |
| Transport and communications | 378 | 3.47 | 1.45 | 9.14 | 2.6 | 283.9 | 288.0 | 296.6 | 294.3 | 101.4 |
| Clerical | 241 | 2.90 | 0.89 | 9.65 | 4.3 | 305.8 | 283.9 | 287.4 | 290.1 | 100.0 |
| Commercial | 378 | 3.16 | 1.06 | 11.06 | 4.8 | 307.7 | 293.8 | 285.8 | 289.9 | 99.9 |

TABLE 2
Domestic Food Consumption of Four Occupational Groups, standardized for Household Composition, 1955
(os. per head per week except where otherwise stated)

| Food | Original results (unstandardized) | | | Standard group Metals (Manufacturing and Engineering) | Standardized results, reweighted by distribution of household types in metals group | | |
|---|-----------------------------------|-------------------------|-------------------------------|--|--|-------------------------|-------------------------------|
| | Agriculture and Fishing | Mining and Quarrying | Professional and Technical | | Agriculture and Fishing | Mining and Quarrying | Professional and Technical |
| MILK AND CREAM | | | | | | | |
| Liquid (full price or free supply) . . . (pt.) | 5.10 | 2.94 | 4.32 | 3.52 | 4.88 | 2.99 | 4.09 |
| Liquid (welfare and school) . . . (pt.) | 0.76 | 1.40 | 1.23 | 1.43 | 0.96 | 1.36 | 1.37 |
| Condensed, dried and other (pt. or equiv. pt.) | 0.28 | 0.31 | 0.28 | 0.40 | 0.25 | 0.34 | 0.29 |
| Cream (pt.) | 0.02 | 0.01 | 0.02 | 0.01 | 0.01 | 0.01 | 0.02 |
| Total Milk and Cream (pt. or equiv. pt.) . | 6.16 | 4.66 | 5.86 | 5.35 | 6.10 | 4.70 | 5.78 |
| CHEESE | | | | | | | |
| Excluding processed and packeted . . . | 2.98 | 2.10 | 2.33 | 2.09 | 2.86 | 2.18 | 2.24 |
| Processed and packeted | 0.36 | 0.41 | 0.40 | 0.39 | 0.30 | 0.42 | 0.37 |
| Total Cheese | 3.34 | 2.51 | 2.73 | 2.48 | 3.16 | 2.60 | 2.61 |
| MEAT | | | | | | | |
| Carcass | 17.73 | 15.52 | 16.89 | 16.38 | 16.47 | 15.76 | 16.46 |
| Bacon and ham, uncooked | 5.82 | 5.93 | 4.85 | 4.68 | 5.42 | 6.09 | 4.70 |
| Other ¹ | 10.85 | 11.28 | 9.09 | 9.91 | 10.71 | 11.43 | 8.73 |
| Total Meat | 34.40 | 32.73 | 30.83 | 30.97 | 32.60 | 33.28 | 29.89 |
| FISH | | | | | | | |
| Fresh and processed ² | 3.68 | 4.37 | 4.69 | 3.80 | 3.29 | 4.39 | 4.45 |
| Prepared ³ | 1.07 | 1.80 | 0.97 | 1.19 | 1.09 | 1.86 | 0.96 |
| Total Fish | 4.74 | 6.17 | 5.66 | 4.99 | 4.38 | 6.25 | 5.42 |
| EGGS (No.) | 4.65 | 4.45 | 4.38 | 3.96 | 4.49 | 4.47 | 4.29 |

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

| Food | Original results (unstandardized) | | | Standard group Metals (Manufacturing and Engineering) | Standardized results, reweighted by distribution of household types in metals group | | |
|---|-----------------------------------|-------------------------|-------------------------------|--|--|-------------------------|-------------------------------|
| | Agriculture and Fishing | Mining and Quarrying | Professional and Technical | | Agriculture and Fishing | Mining and Quarrying | Professional and Technical |
| FATS | | | | | | | |
| Butter | 4.92 | 4.88 | 4.68 | 3.95 | 4.97 | 4.54 | 4.54 |
| Margarine | 5.37 | 5.07 | 4.38 | 4.50 | 5.00 | 4.12 | 4.12 |
| Lard and compound cooking fat | 2.63 | 3.03 | 1.99 | 2.19 | 3.09 | 1.97 | 1.97 |
| Other fats | 0.46 | 0.44 | 0.50 | 0.52 | 0.44 | 0.48 | 0.48 |
| Total Fats | 13.38 | 13.42 | 11.55 | 11.16 | 13.50 | 11.11 | 11.11 |
| SUGAR AND PRESERVES | | | | | | | |
| Sugar | 19.03 | 16.07 | 16.96 | 17.83 | 16.33 | 17.10 | 17.10 |
| Honey, preserves, syrup and treacle | 5.54 | 4.05 | 4.29 | 3.74 | 3.99 | 4.23 | 4.23 |
| Total Sugar and Preserves | 25.17 | 20.12 | 21.25 | 21.57 | 20.32 | 21.33 | 21.33 |
| VEGETABLES | | | | | | | |
| Potatoes, including chips and crisps | 54.05 | 75.99 | 49.73 | 62.66 | 76.86 | 49.46 | 49.46 |
| Fresh green | 14.85 | 10.99 | 15.11 | 14.21 | 11.35 | 14.34 | 14.34 |
| Other ^a | 14.06 | 17.87 | 15.77 | 16.10 | 18.11 | 15.61 | 15.61 |
| Total Vegetables other than Potatoes | 28.91 | 28.86 | 30.88 | 30.31 | 29.46 | 29.95 | 29.95 |
| FRUIT | | | | | | | |
| Fresh ^b | 19.12 | 16.94 | 31.05 | 18.74 | 17.01 | 30.76 | 30.76 |
| Other ^a | 7.58 | 7.87 | 7.99 | 5.68 | 8.00 | 7.85 | 7.85 |
| Total Fruit | 26.70 | 24.81 | 39.04 | 24.42 | 25.01 | 38.61 | 38.61 |

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

| Food | Original results (unstandardized) | | | Standard Group | Standardized results, reweighted by distribution of household types in metal group | | |
|------------------------------------|-----------------------------------|----------------------|----------------------------|----------------|--|----------------------|----------------------------|
| | Agriculture and Fishing | Mining and Quarrying | Professional and Technical | | Agriculture and Fishing | Mining and Quarrying | Professional and Technical |
| CEREALS | | | | | | | |
| National bread | 58.63 | 59.64 | 34.29 | 47.93 | 57.02 | 59.24 | 33.98 |
| White bread | 0.36 | 0.12 | 0.51 | 0.36 | 0.21 | 0.12 | 0.39 |
| Wholemeal bread | 1.13 | 1.15 | 2.72 | 1.34 | 0.89 | 1.17 | 1.99 |
| Other bread ¹ | 1.77 | 2.62 | 2.59 | 2.41 | 1.73 | 2.62 | 2.47 |
| Total Bread | 61.90 | 63.53 | 40.10 | 52.04 | 59.85 | 63.15 | 38.84 |
| Flour | 12.74 | 10.76 | 9.17 | 7.33 | 11.49 | 10.93 | 9.10 |
| Cakes ² | 5.66 | 5.67 | 3.97 | 5.76 | 5.56 | 5.86 | 3.91 |
| Biscuits | 5.46 | 5.52 | 5.65 | 5.13 | 5.36 | 5.57 | 5.60 |
| Oatmeal and oat products | 2.04 | 1.12 | 1.15 | 1.31 | 1.84 | 1.13 | 1.14 |
| Breakfast cereals | 1.44 | 1.55 | 2.14 | 1.77 | 1.51 | 1.56 | 2.17 |
| Other | 3.22 | 2.77 | 3.55 | 2.77 | 3.24 | 2.71 | 3.63 |
| BEVERAGES | | | | | | | |
| Tea | 2.75 | 2.76 | 2.22 | 2.70 | 2.61 | 2.81 | 2.11 |
| Coffee | 0.39 | 0.16 | 0.56 | 0.21 | 0.38 | 0.16 | 0.53 |
| Cocoa | 0.23 | 0.16 | 0.24 | 0.17 | 0.23 | 0.16 | 0.25 |
| Branded food drinks | 0.20 | 0.21 | 0.24 | 0.17 | 0.22 | 0.22 | 0.25 |
| Total Beverages | 3.56 | 3.29 | 3.25 | 3.25 | 3.44 | 3.35 | 3.14 |
| MISCELLANEOUS | 2.62 | 1.76 | 2.59 | 2.12 | 2.37 | 1.83 | 2.56 |

¹ Includes cooked and canned meats and meat products.
² Includes smoked, dried and salted.
³ Includes cooked, canned and bottled fish and fish products.
⁴ Includes dried and canned vegetables, and vegetable products.

⁵ Includes tomatoes.
⁶ Includes dried, canned and bottled fruit.
⁷ Includes rolls, fruit bread and sandwiches.
⁸ Includes buns, scones, tea cakes, muffins and crumpets.

Appendix D

Contributions of Different Foods to the Nutrient Content of the Diet

1. A series of tables was given (Appendix C, Tables 1 to 5) in the Annual Report for 1954 to show the contributions of different foods to the nutrient content of the diets of all households, Class A, old age pensioner households, younger childless couples and couples with four or more children. A similar table (Appendix C, Table 1) was given for all households in the Annual Report for 1953. A comparable table (Table 1) for all households for 1955 has been expanded to include the dietary sources of fat.
2. The continuous rise between 1952 and 1955 in the contents in the average household diet of animal protein, fat, carbohydrate, iron and vitamin A has been noted in Chapter III. The stability of the protein and calcium totals and the decreases since 1953 in vitamin B₁, nicotinic acid and vitamin C have also been mentioned.
3. Between 1953 and 1955 increased consumption of all meats made the most important contributions to the larger totals for protein and iron, and more than offset the reduction in iron, but not of nicotinic acid, from cereals. Increased egg consumption made small contributions in the same direction. The increased fortification of margarine with vitamin A after decontrol more than compensated for the gradual decrease in the β -carotene contribution from vegetables.
4. Reduced consumption of cereals, with the reduced vitamin B₁ and nicotinic acid contents of flour and bread, was the cause of the smaller totals of these two vitamins in 1955 compared with the two preceding years. For each vitamin these reductions outweighed the increases from meats. The contributions of vitamin C from potatoes, green vegetables and fresh fruit (including tomatoes) each decreased slightly between 1953 and 1955.
5. The reductions in protein from cereals were slightly greater than the increases from meats and eggs. The decision to fortify all flour but true wholemeal with calcium carbonate after decontrol prevented the decrease in calcium which would otherwise have followed the reduced cereal consumption.
6. Because of the housewife's difficulty in distinguishing between lard and vegetable cooking fats it has not been possible to separate animal and vegetable fats completely, but some information on fats is given in Table 1, and summarized for convenience in Table 2. Probably more than half the "other visible" fats and almost all the fats in "other foods" were of vegetable origin. Thus some 70 per cent of the fat in the average household diet was of animal origin.
7. As in previous years, the largest contributions to the total nutritive value of the diet were those from liquid and processed milks to calcium (48 per cent) and riboflavin (37 per cent); from margarine to vitamin D (42 per cent); and from total meats to nicotinic acid (37 per cent). Potatoes provided 34 per cent of the vitamin C, and fresh fruit and tomatoes 31 per cent. Bread and flour contributed 28 per cent of the protein, 29 per cent of the vitamin B₁ and 26 per cent of the nicotinic acid. Milks, cheese and cereals together supplied 57 per cent of the protein, 86 per cent of the calcium and 47 per cent of the vitamin B₁.

TABLE I
Energy Value and Nutrient Content of Domestic Food Consumption—All Households, 1955
(per head per day)

| | Energy Value | | Protein | | Fat | | Calcium | | Iron | | Vitamin A | | Vitamin B ₁ ⁵ | | Riboflavin | | Nicotinic acid | | Vitamin C ⁶ | | 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 |
| Milk and cream | 265 | 10.0 | 13.9 | 18.0 | 14.7 | 13.6 | 493 | 47.2 | 0.4 | 3.2 | 473 | 11.3 | 0.16 | 12.6 | 0.62 | 37.3 | 0.4 | 3.3 | 4 | 8.7 | 14 | 9.6 |
| Cheese | 47 | 1.8 | 2.9 | 3.7 | 4.0 | 3.7 | 92 | 8.8 | 0.1 | 0.5 | 150 | 3.6 | ... | 0.2 | 0.06 | 3.4 | ... | 0.3 | — | — | 2 | 1.2 |
| Total Milk, Cream and Cheese | 312 | 11.8 | 16.7 | 21.7 | 18.6 | 17.3 | 585 | 56.0 | 0.5 | 3.7 | 623 | 14.8 | 0.16 | 12.7 | 0.67 | 40.8 | 0.5 | 3.6 | 4 | 8.7 | 16 | 10.8 |
| Meat, carcass | 185 | 7.0 | 10.5 | 13.7 | 15.9 | 14.8 | 8 | 0.8 | 2.0 | 14.8 | 30 | 0.7 | 0.11 | 8.5 | 0.14 | 8.6 | 2.9 | 23.3 | — | — | — | — |
| Bacon | 86 | 3.3 | 2.1 | 2.8 | 8.6 | 8.0 | 2 | 0.2 | 0.2 | 1.5 | — | — | 0.10 | 7.9 | 0.02 | 1.2 | 0.4 | 3.4 | — | — | — | — |
| Other meat | 103 | 3.9 | 5.5 | 7.1 | 7.4 | 6.9 | 13 | 1.2 | 1.6 | 11.6 | 912 | 21.7 | 0.07 | 5.7 | 0.15 | 9.0 | 1.5 | 11.3 | 1 | 1.2 | 3 | 2.2 |
| Total Meat | 373 | 14.1 | 18.2 | 23.6 | 31.8 | 29.6 | 23 | 2.2 | 3.8 | 27.9 | 942 | 22.4 | 0.28 | 22.1 | 0.31 | 18.8 | 4.8 | 36.9 | 1 | 1.2 | 3 | 2.2 |
| Fish | 21 | 0.8 | 2.9 | 3.8 | 1.0 | 1.0 | 12 | 1.1 | 0.2 | 1.7 | 11 | 0.3 | 0.01 | 0.6 | 0.03 | 1.7 | 0.4 | 2.9 | — | — | 28 | 19.7 |
| Eggs | 47 | 1.8 | 3.7 | 4.8 | 3.4 | 3.2 | 18 | 1.7 | 0.9 | 6.5 | 300 | 7.1 | 0.04 | 3.1 | 0.13 | 8.0 | ... | 0.2 | — | — | 18 | 12.5 |
| Margarine | 145 | 5.5 | — | — | 16.2 | 15.0 | 1 | 0.1 | ... | 0.4 | 568 | 13.5 | — | — | — | — | — | — | — | — | 60 | 41.7 |
| Butter | 134 | 5.1 | 0.1 | 0.1 | 14.9 | 13.8 | 3 | 0.3 | ... | 0.1 | 540 | 12.9 | — | — | — | — | — | — | — | — | 11 | 7.5 |
| Other fats | 97 | 3.7 | 0.1 | 0.1 | 10.7 | 10.0 | ... | ... | ... | 0.1 | 8 | 0.2 | ... | ... | ... | ... | ... | 0.1 | — | — | ... | 0.1 |
| Total Fats | 376 | 14.2 | 0.1 | 0.2 | 41.7 | 38.8 | 4 | 0.4 | 0.1 | 0.6 | 1,116 | 26.6 | ... | ... | ... | ... | ... | 0.1 | — | — | 71 | 49.4 |
| Sugar and preserves | 315 | 11.9 | 0.1 | 0.1 | ... | ... | 4 | 0.4 | 0.2 | 1.3 | 1 | ... | ... | ... | ... | 0.1 | ... | 0.2 | 1 | 1.8 | — | — |
| Potatoes ² | 154 | 5.8 | 3.8 | 4.9 | 0.5 | 0.5 | 19 | 1.8 | 1.4 | 10.3 | — | — | 0.20 | 16.1 | 0.14 | 8.3 | 2.1 | 15.9 | 17 | 33.9 | — | — |
| Green vegetables | 9 | 0.3 | 1.1 | 1.4 | — | — | 19 | 1.8 | 0.4 | 3.3 | 152 | 3.6 | 0.04 | 3.5 | 0.03 | 1.9 | 0.2 | 1.4 | 7 | 13.8 | — | — |
| Root vegetables | 4 | 0.2 | 0.2 | 0.2 | — | — | 9 | 0.9 | 0.1 | 0.7 | 640 | 15.2 | 0.01 | 0.6 | 0.01 | 0.5 | 0.1 | 1.1 | 1 | 2.4 | — | — |
| Other vegetables | 26 | 1.0 | 1.9 | 2.4 | ... | ... | 15 | 1.4 | 0.6 | 4.1 | 62 | 1.5 | 0.03 | 2.1 | 0.02 | 1.3 | 0.2 | 1.4 | 1 | 2.2 | — | — |
| Total Vegetables | 193 | 7.3 | 6.9 | 9.0 | 0.6 | 0.5 | 62 | 5.9 | 2.5 | 18.5 | 854 | 20.3 | 0.28 | 22.3 | 0.20 | 12.0 | 2.6 | 19.9 | 27 | 52.3 | — | — |

TABLE I continued
(per head per day)

| | Energy Value | | Protein | | Fat | | Calcium | | Iron | | Vitamin A | | Vitamin B ₁ ¹ | | Riboflavin | | Nicotinic acid | | Vitamin C ² | | 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 |
| Fresh fruit ³ | 24 | 0.9 | 0.6 | 0.7 | — | — | 11 | 1.1 | 0.3 | 2.0 | 205 | 4.9 | 0.04 | 2.8 | 0.03 | 1.5 | 0.3 | 2.3 | 16 | 31.0 | — | — |
| Other fruit | 30 | 1.1 | 0.3 | 0.4 | 0.4 | 0.3 | 7 | 0.7 | 0.3 | 2.1 | 48 | 1.1 | 0.01 | 0.6 | 0.01 | 0.5 | 0.1 | 0.9 | 2 | 4.2 | — | — |
| Total Fruit | 54 | 2.0 | 0.8 | 1.1 | 0.4 | 0.3 | 18 | 1.7 | 0.6 | 4.1 | 253 | 6.0 | 0.04 | 3.4 | 0.03 | 1.9 | 0.4 | 3.2 | 18 | 35.2 | — | — |
| Bread and flour | 701 | 26.5 | 21.4 | 27.8 | 2.0 | 1.9 | 257 | 24.6 | 3.2 | 23.4 | ... | ... | 0.36 | 28.7 | 0.09 | 5.7 | 3.3 | 25.5 | — | — | — | — |
| Other cereals | 229 | 8.7 | 5.5 | 7.1 | 7.3 | 6.8 | 51 | 4.9 | 1.4 | 10.1 | 80 | 1.9 | 0.07 | 5.9 | 0.06 | 3.8 | 0.6 | 4.5 | — | — | 8 | 5.5 |
| Total Cereals | 930 | 35.2 | 26.9 | 35.0 | 9.4 | 8.7 | 308 | 29.5 | 4.5 | 33.5 | 80 | 1.9 | 0.43 | 34.5 | 0.16 | 9.5 | 3.9 | 30.0 | — | — | 8 | 5.5 |
| Beverages | 8 | 0.3 | 0.3 | 0.4 | 0.3 | 0.3 | 2 | 0.2 | 0.1 | 1.0 | 2 | ... | ... | 0.2 | 0.11 | 6.8 | ... | 0.3 | — | — | — | — |
| Other foods ⁴ | 10 | 0.4 | 0.4 | 0.5 | 0.2 | 0.2 | 2 | 0.2 | 0.1 | 0.9 | 14 | 0.3 | ... | 0.2 | 0.01 | 0.6 | 0.3 | 2.4 | ... | 0.8 | — | — |
| TOTAL ALL FOODS | 2,641 | 100 | 76.9 | 100 | 107.5 | 100 | 1,044 | 100 | 13.5 | 100 | 4,199 | 100 | 1.24 | 100 | 1.65 | 100 | 13.1 | 100 | 51 | 100 | 144 | 100 |

¹ Welfare fish liver oil and Vitamin A and D tablets excluded.² Including chips and crisps.³ Including tomatoes.⁴ Invalid and baby foods, spreads and dressings, soups and extracts.⁵ To allow for losses in cooking, 15 per cent has been deducted from all intake figures as suggested in Medical Research Council War Memorandum No. 14.⁶ Welfare orange juice included in fruit. Allowance made for cooking losses, as suggested in the Memorandum cited above in Note 5.

TABLE 2
Sources of Fat in the Average Household Diet, 1955

| | <i>g.</i> | <i>per cent of total</i> |
|--|-----------|--------------------------|
| Animal sources (including butter) | 70 | 65 |
| Margarine | 16 | 15 |
| Other visible fats (including lard) | 11 | 10 |
| Other foods | 11 | 10 |
| | — | — |
| | 108 | 100 |
| | — | — |

Appendix E
TABLE I Expenditure by Regions, 1955 (pence per head per week)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|----------------------------------|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| MILK AND CREAM | | | | | | | | | | |
| Liquid | | | | | | | | | | |
| Full price | 25·34 | 25·55 | 23·15 | 27·69 | 27·39 | 30·00 | 26·68 | 28·63 | 31·60 | 27·39 |
| Welfare | 0·85 | 1·04 | 0·92 | 1·08 | 0·97 | 1·22 | 0·86 | 1·04 | 1·23 | 1·04 |
| Total Liquid Milk | 26·19 | 26·59 | 24·07 | 28·77 | 28·36 | 31·22 | 27·54 | 29·67 | 32·83 | 28·43 |
| Condensed | | | | | | | | | | |
| Skimmed, sweetened | 0·08 | 0·05 | 0·08 | 0·10 | 0·05 | 0·04 | 0·01 | 0·16 | 0·12 | 0·08 |
| Whole, sweetened | 0·24 | 0·08 | 0·26 | 0·21 | 0·17 | 0·10 | 0·14 | 0·24 | 0·16 | 0·18 |
| Whole, unsweetened | 0·94 | 0·35 | 1·11 | 1·17 | 1·12 | 0·95 | 0·63 | 1·14 | 0·92 | 0·96 |
| Dried | | | | | | | | | | |
| National | 0·10 | 0·20 | 0·10 | 0·11 | 0·11 | 0·13 | 0·07 | 0·08 | 0·18 | 0·12 |
| Branded | 0·16 | 0·11 | 0·33 | 0·38 | 0·11 | 0·45 | — | 0·27 | 0·23 | 0·24 |
| Other milk | — | 0·01 | 0·02 | ... | 0·03 | 0·02 | 0·02 | 0·03 | 0·11 | 0·03 |
| Cream | 1·44 | 0·41 | 0·51 | 0·60 | 0·67 | 0·79 | 1·34 | 0·77 | 0·89 | 0·75 |
| Total Milk and Cream | 29·15 | 27·80 | 26·48 | 31·34 | 30·62 | 33·70 | 29·75 | 32·36 | 35·44 | 30·79 |
| CHEESE | | | | | | | | | | |
| Excluding processed and packeted | 4·68 | 3·62 | 3·57 | 4·84 | 4·54 | 5·92 | 6·20 | 5·70 | 4·24 | 4·68 |
| Processed and packeted | 1·17 | 1·42 | 1·21 | 0·92 | 1·24 | 0·96 | 0·86 | 1·23 | 1·42 | 1·19 |
| Total Cheese | 5·85 | 5·04 | 4·78 | 5·76 | 5·78 | 6·88 | 7·06 | 6·93 | 5·66 | 5·87 |
| FATS | | | | | | | | | | |
| Butter | 19·80 | 12·64 | 12·60 | 11·69 | 12·51 | 13·52 | 13·82 | 12·44 | 11·72 | 12·90 |
| Margarine | 4·89 | 6·18 | 6·61 | 7·42 | 5·99 | 5·78 | 5·30 | 5·80 | 5·43 | 6·05 |
| Lard and compound cooking fat | 3·43 | 1·75 | 3·59 | 2·93 | 3·85 | 3·47 | 3·07 | 2·73 | 2·41 | 3·02 |
| Suet and dripping | 0·30 | 0·47 | 0·86 | 0·42 | 0·76 | 0·37 | 0·63 | 0·79 | 0·73 | 0·63 |
| Other fats, oils and creams | 0·02 | 0·05 | 0·08 | 0·05 | 0·10 | 0·08 | 0·08 | 0·11 | 0·20 | 0·10 |
| Total Fats | 28·44 | 21·09 | 23·74 | 22·51 | 23·21 | 23·22 | 22·90 | 21·87 | 20·49 | 22·70 |
| EGGS | | | | | | | | | | |
| | 16·76 | 21·11 | 18·25 | 18·00 | 15·80 | 16·83 | 13·48 | 15·22 | 18·94 | 17·35 |

TABLE I continued
(pence per head per week)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|--|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| SUGAR AND PRESERVES | | | | | | | | | | |
| Jams, jellies and curds | 2.25 | 2.94 | 2.50 | 2.56 | 2.13 | 1.80 | 2.20 | 1.70 | 1.88 | 2.23 |
| Sugar | 9.17 | 8.00 | 8.28 | 9.12 | 8.87 | 9.66 | 8.77 | 9.14 | 8.60 | 8.80 |
| Marmalade | 1.01 | 1.05 | 1.05 | 1.40 | 1.09 | 0.96 | 1.40 | 1.36 | 1.31 | 1.18 |
| Syrup, treacle and honey | 0.28 | 0.86 | 0.84 | 0.52 | 0.67 | 0.46 | 0.66 | 0.75 | 0.52 | 0.64 |
| Total Sugar and Preserves | 12.71 | 12.85 | 12.67 | 13.60 | 12.76 | 12.88 | 13.03 | 12.95 | 12.31 | 12.85 |
| MEAT AND MEAT PRODUCTS | | | | | | | | | | |
| Carcass Meat | | | | | | | | | | |
| Beef and veal | 20.16 | 33.24 | 27.80 | 21.94 | 24.04 | 20.98 | 22.36 | 21.63 | 22.24 | 24.12 |
| Mutton and lamb | 17.99 | 6.46 | 10.02 | 17.33 | 13.22 | 18.18 | 15.99 | 15.70 | 21.22 | 14.90 |
| Pork | 6.25 | 1.58 | 5.38 | 4.02 | 7.58 | 7.52 | 6.31 | 5.38 | 6.20 | 5.55 |
| Total Carcass Meat | 44.40 | 41.28 | 43.20 | 43.29 | 44.84 | 46.68 | 44.66 | 42.71 | 49.66 | 44.57 |
| Other Meat | | | | | | | | | | |
| Corried meat | 3.89 | 2.91 | 2.76 | 2.22 | 2.08 | 2.54 | 1.58 | 1.86 | 2.21 | 2.40 |
| Bones | 0.24 | 0.38 | 0.29 | 0.45 | 0.12 | 0.19 | 0.17 | 0.12 | 0.17 | 0.24 |
| Bacon and ham, uncooked | 16.36 | 11.19 | 15.69 | 15.30 | 14.56 | 18.01 | 12.64 | 12.56 | 13.42 | 14.30 |
| Bacon and ham, cooked (including canned) | 4.05 | 3.32 | 4.40 | 5.14 | 3.66 | 4.24 | 3.07 | 2.71 | 3.82 | 3.83 |
| Other cooked meat (not canned) | 1.82 | 3.00 | 2.67 | 3.19 | 1.55 | 2.35 | 0.96 | 0.58 | 1.15 | 1.92 |
| Other canned meat | 3.38 | 3.66 | 3.81 | 3.24 | 2.76 | 2.06 | 2.34 | 3.24 | 2.81 | 3.07 |
| Liver | 1.86 | 1.54 | 2.00 | 2.08 | 2.27 | 2.46 | 2.16 | 2.78 | 3.19 | 2.30 |
| Offals (other than liver) | 0.79 | 0.81 | 1.16 | 1.24 | 0.98 | 1.00 | 0.99 | 1.06 | 1.24 | 1.06 |
| Poultry | 0.98 | 0.88 | 0.64 | 2.06 | 0.56 | 1.38 | 1.30 | 1.32 | 1.68 | 1.20 |
| Rabbit, game and other meat | 0.33 | 0.03 | 0.14 | 0.12 | 0.07 | 0.08 | 0.04 | 0.26 | 0.20 | 0.14 |
| Sausages, uncooked, pork | 5.12 | 2.24 | 3.81 | 3.26 | 6.30 | 5.73 | 5.06 | 5.50 | 5.25 | 4.67 |
| Sausages, uncooked, beef | 1.36 | 6.76 | 2.04 | 1.44 | 0.82 | 0.70 | 1.71 | 1.76 | 1.71 | 2.02 |
| Other meat products | 2.30 | 4.44 | 3.89 | 3.78 | 3.80 | 2.25 | 1.82 | 1.91 | 1.76 | 2.99 |
| Total Other Meat | 42.48 | 41.16 | 43.30 | 43.52 | 39.53 | 42.99 | 33.84 | 35.66 | 38.61 | 40.14 |

TABLE I continued (pence per head per week)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|-------------------------------------|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| FISH | | | | | | | | | | |
| White, fresh | 7.54 | 7.68 | 5.37 | 6.44 | 4.28 | 4.49 | 4.80 | 4.36 | 4.36 | 5.29 |
| Herrings, fresh | 0.16 | 0.24 | 0.15 | 0.14 | 0.23 | 0.08 | 0.17 | 0.30 | 0.26 | 0.20 |
| Fat, fresh, other | 0.13 | 0.16 | 0.02 | 0.19 | 0.17 | 0.32 | 0.24 | 0.34 | 0.48 | 0.23 |
| White, processed | 0.62 | 1.26 | 0.31 | 0.53 | 0.51 | 0.36 | 0.49 | 0.89 | 1.44 | 0.73 |
| Fat, processed | 0.54 | 0.40 | 0.48 | 0.40 | 0.43 | 0.30 | 0.50 | 0.58 | 0.64 | 0.48 |
| Shell | 0.38 | 0.02 | 0.61 | 0.40 | 0.54 | 0.44 | 0.24 | 0.44 | 0.68 | 0.45 |
| Cooked | 1.24 | 0.73 | 3.42 | 1.71 | 2.58 | 1.83 | 1.24 | 1.12 | 1.76 | 1.88 |
| Canned and bottled | 1.80 | 1.05 | 1.76 | 2.40 | 1.66 | 2.19 | 0.88 | 1.44 | 1.65 | 1.76 |
| Manufactured | 0.37 | 0.13 | 0.50 | 0.37 | 0.36 | 0.37 | 0.33 | 0.43 | 0.47 | 0.38 |
| Total Fish | 12.78 | 11.67 | 12.62 | 12.58 | 10.75 | 10.36 | 8.89 | 9.89 | 11.74 | 11.31 |
| VEGETABLES | | | | | | | | | | |
| Cabbages | 2.00 | 0.63 | 1.11 | 1.08 | 1.27 | 1.73 | 1.54 | 1.80 | 2.98 | 1.56 |
| Brussels sprouts | 0.84 | 0.40 | 1.04 | 0.88 | 1.20 | 1.40 | 0.72 | 0.88 | 1.58 | 1.05 |
| Cauliflower | 1.41 | 0.54 | 1.14 | 0.96 | 1.01 | 1.26 | 0.60 | 0.89 | 0.86 | 0.95 |
| Leafy salads | 1.04 | 0.70 | 0.93 | 1.50 | 1.00 | 1.40 | 0.60 | 1.04 | 1.64 | 1.12 |
| Fresh legumes | 1.74 | 0.11 | 0.56 | 0.37 | 0.94 | 1.42 | 0.68 | 0.92 | 1.77 | 0.92 |
| Quick frozen legumes | 0.74 | 0.08 | 0.19 | 0.11 | 0.33 | 0.70 | 0.38 | 0.30 | 0.70 | 0.36 |
| Other fresh green vegetables | 0.06 | 0.01 | — | 0.01 | 0.02 | 0.09 | 0.10 | 0.07 | 0.08 | 0.04 |
| Total Fresh Green Vegetables | 7.83 | 2.47 | 4.97 | 4.91 | 5.77 | 8.00 | 4.62 | 5.90 | 9.61 | 6.00 |
| Old potatoes | 8.00 | 6.55 | 6.24 | 8.22 | 5.72 | 8.25 | 5.72 | 5.58 | 7.83 | 6.81 |
| New potatoes | 4.60 | 3.70 | 3.61 | 3.10 | 2.46 | 4.43 | 1.78 | 2.86 | 4.26 | 3.45 |
| Chips | 0.85 | 0.46 | 1.64 | 1.22 | 1.26 | 0.98 | 0.70 | 0.53 | 0.58 | 0.96 |
| Crisps | 0.16 | 0.16 | 0.15 | 0.18 | 0.15 | 0.24 | 0.14 | 0.17 | 0.12 | 0.16 |
| Total Potatoes | 13.61 | 10.87 | 11.64 | 12.72 | 9.59 | 13.90 | 8.34 | 9.14 | 12.79 | 11.38 |
| Carrots | 1.24 | 1.65 | 1.10 | 1.76 | 0.66 | 0.92 | 0.62 | 0.87 | 1.10 | 1.11 |
| Other root vegetables | 0.96 | 0.70 | 0.52 | 0.41 | 0.46 | 0.50 | 0.52 | 0.52 | 0.96 | 0.60 |
| Onions, shallots, etc. | 1.34 | 1.50 | 1.59 | 1.86 | 0.95 | 1.62 | 0.79 | 0.78 | 1.15 | 1.29 |
| Miscellaneous fresh vegetables | 1.40 | 0.29 | 1.10 | 0.82 | 1.48 | 1.62 | 0.97 | 1.48 | 1.80 | 1.22 |
| Dried pulses | 1.19 | 1.22 | 1.04 | 1.05 | 0.47 | 0.52 | 0.47 | 0.34 | 0.26 | 0.70 |
| Canned peas | 2.44 | 1.74 | 2.67 | 2.62 | 2.66 | 2.66 | 2.10 | 2.81 | 2.86 | 2.55 |
| Canned beans | 1.80 | 1.98 | 2.06 | 1.60 | 1.66 | 1.60 | 1.25 | 1.65 | 1.69 | 1.72 |
| Canned vegetables other than pulses | 0.19 | 0.23 | 0.35 | 0.26 | 0.30 | 0.33 | 0.27 | 0.30 | 0.30 | 0.28 |
| Vegetable products | 0.08 | 0.25 | 0.17 | 0.08 | 0.04 | 0.04 | ... | 0.03 | 0.06 | 0.09 |
| Total Other Vegetables | 10.64 | 9.56 | 10.60 | 10.46 | 8.68 | 9.81 | 6.99 | 8.78 | 10.18 | 9.56 |
| Total Vegetables | 32.08 | 22.90 | 27.21 | 28.09 | 24.04 | 31.71 | 19.95 | 23.82 | 32.58 | 26.94 |

TABLE I continued
(pence per head per week)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|---|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| FRUIT | | | | | | | | | | |
| Oranges | 2.38 | 2.08 | 2.00 | 2.42 | 1.91 | 2.10 | 1.29 | 1.64 | 2.28 | 2.04 |
| Other citrus fruits | 0.63 | 0.45 | 0.72 | 0.84 | 0.56 | 0.60 | 0.52 | 0.63 | 0.88 | 0.67 |
| Apples and pears | 5.27 | 3.94 | 4.20 | 4.22 | 3.08 | 4.16 | 3.11 | 3.50 | 5.50 | 4.12 |
| Stone fruit | 0.59 | 0.37 | 0.44 | 0.58 | 0.74 | 0.58 | 0.63 | 0.59 | 0.88 | 0.59 |
| Soft fruit | 0.72 | 0.64 | 1.01 | 0.89 | 0.82 | 0.80 | 0.44 | 0.83 | 0.90 | 0.82 |
| Quick frozen soft fruit | — | — | 0.02 | ... | — | 0.01 | — | — | 0.03 | ... |
| Bananas | 3.51 | 2.62 | 2.94 | 2.68 | 2.98 | 2.81 | 2.21 | 3.14 | 3.50 | 2.95 |
| Other fresh fruit | 0.18 | 0.22 | 0.20 | 0.30 | 0.08 | 0.13 | 0.08 | 0.17 | 0.28 | 0.19 |
| Tomatoes, fresh and quick frozen | 5.66 | 4.96 | 5.09 | 5.40 | 5.34 | 6.56 | 4.10 | 4.82 | 5.84 | 5.31 |
| Total Fresh Fruit | 18.94 | 15.28 | 16.71 | 17.33 | 15.51 | 17.75 | 12.38 | 15.32 | 20.09 | 16.69 |
| Tomatoes, canned and bottled | 0.88 | 0.07 | 1.22 | 0.31 | 1.39 | 1.13 | 0.23 | 0.32 | 0.33 | 0.68 |
| Canned and bottled fruit | 5.38 | 3.65 | 5.06 | 4.86 | 4.96 | 5.58 | 3.72 | 4.56 | 4.88 | 4.77 |
| Dried vine fruit | 1.08 | 0.76 | 1.17 | 1.03 | 1.23 | 1.08 | 1.85 | 1.38 | 1.12 | 1.17 |
| Other dried fruit | 0.19 | 0.44 | 0.32 | 0.25 | 0.32 | 0.31 | 0.32 | 0.44 | 0.44 | 0.35 |
| Nuts and fruit and nut products | 0.47 | 0.28 | 0.91 | 0.66 | 1.00 | 0.77 | 0.85 | 0.87 | 0.81 | 0.79 |
| Fruit juices | 0.25 | 0.31 | 0.29 | 0.40 | 0.36 | 0.36 | 0.42 | 0.27 | 0.60 | 0.37 |
| Welfare orange juice | 0.08 | 0.09 | 0.09 | 0.07 | 0.08 | 0.14 | 0.04 | 0.10 | 0.14 | 0.09 |
| Total Other Fruit and Fruit Products | 8.33 | 5.60 | 9.06 | 7.58 | 9.34 | 9.37 | 7.43 | 7.94 | 8.32 | 8.22 |
| Total Fruit | 27.27 | 20.88 | 25.77 | 24.91 | 24.85 | 27.12 | 19.81 | 23.26 | 28.41 | 24.91 |
| CEREALS | | | | | | | | | | |
| National bread | 0.60 | 0.52 | 1.39 | 0.71 | 0.47 | 0.28 | 0.46 | 0.78 | 0.66 | 0.70 |
| Brown (excluding milk) | 0.22 | 0.07 | 0.26 | 0.37 | 0.22 | 0.13 | 0.07 | 0.08 | 0.13 | 0.18 |
| Milk | 15.57 | 15.16 | 13.24 | 14.72 | 13.88 | 15.52 | 14.69 | 13.00 | 11.45 | 13.87 |
| Other | 0.43 | 0.12 | 0.24 | 0.22 | 0.13 | 0.19 | 0.01 | 0.20 | 0.17 | 0.18 |
| White bread | 1.32 | 0.79 | 0.66 | 1.08 | 0.69 | 0.97 | 0.42 | 0.69 | 0.90 | 0.81 |
| Wholewheat and wholemeal bread | 0.08 | 0.13 | 0.38 | 0.25 | 0.12 | 0.28 | 0.07 | 0.06 | 0.04 | 0.16 |
| Malt bread | 0.92 | 6.17 | 1.33 | 1.10 | 1.28 | 1.50 | 0.82 | 1.24 | 1.54 | 1.76 |
| Other bread | 19.15 | 22.96 | 17.40 | 18.44 | 16.80 | 18.86 | 16.54 | 16.05 | 14.89 | 17.65 |
| Total Bread | 19.15 | 22.96 | 17.40 | 18.44 | 16.80 | 18.86 | 16.54 | 16.05 | 14.89 | 17.65 |

TABLE I continued (pence per head per week)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|---|-------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------|---------------|
| FISH | | | | | | | | | | |
| White, fresh | 7.54 | 7.68 | 5.37 | 6.44 | 4.28 | 4.49 | 4.80 | 4.36 | 4.36 | 5.29 |
| Herrings, fresh | 0.16 | 0.24 | 0.15 | 0.14 | 0.23 | 0.08 | 0.17 | 0.30 | 0.26 | 0.20 |
| Fat, fresh, other | 0.13 | 0.16 | 0.02 | 0.19 | 0.17 | 0.32 | 0.24 | 0.34 | 0.48 | 0.23 |
| White, processed | 0.62 | 1.26 | 0.31 | 0.53 | 0.51 | 0.36 | 0.49 | 0.89 | 1.44 | 0.73 |
| Fat, processed | 0.54 | 0.40 | 0.48 | 0.40 | 0.42 | 0.30 | 0.50 | 0.58 | 0.64 | 0.48 |
| Shell | 0.38 | 0.02 | 0.61 | 0.40 | 0.54 | 0.42 | 0.24 | 0.44 | 0.68 | 0.45 |
| Cooked | 1.24 | 0.73 | 3.42 | 1.71 | 2.58 | 1.83 | 1.24 | 1.12 | 1.76 | 1.88 |
| Canned and bottled | 1.80 | 1.05 | 1.76 | 2.40 | 1.66 | 2.19 | 0.88 | 1.44 | 1.65 | 1.76 |
| Manufactured | 0.37 | 0.13 | 0.50 | 0.37 | 0.36 | 0.37 | 0.33 | 0.42 | 0.47 | 0.38 |
| Total Fish | 12.78 | 11.67 | 12.62 | 12.58 | 10.75 | 10.36 | 8.89 | 9.89 | 11.74 | 11.31 |
| VEGETABLES | | | | | | | | | | |
| Cabbages | 2.00 | 0.63 | 1.11 | 1.08 | 1.27 | 1.73 | 1.54 | 1.80 | 2.98 | 1.56 |
| Brussels sprouts | 0.84 | 0.40 | 1.04 | 0.88 | 1.20 | 1.40 | 0.72 | 0.88 | 1.58 | 1.05 |
| Cauliflower | 1.41 | 0.54 | 1.14 | 0.96 | 1.01 | 1.26 | 0.60 | 0.89 | 0.86 | 0.95 |
| Leafy salads | 1.04 | 0.70 | 0.93 | 1.50 | 1.00 | 1.40 | 0.60 | 1.04 | 1.64 | 1.12 |
| Fresh legumes | 1.74 | 0.11 | 0.56 | 0.37 | 0.94 | 1.42 | 0.68 | 0.92 | 1.77 | 0.92 |
| Quick frozen legumes | 0.74 | 0.08 | 0.19 | 0.11 | 0.33 | 0.70 | 0.38 | 0.30 | 0.70 | 0.36 |
| Other fresh green vegetables | 0.06 | 0.01 | — | 0.01 | 0.02 | 0.09 | 0.10 | 0.07 | 0.08 | 0.04 |
| Total Fresh Green Vegetables | 7.83 | 2.47 | 4.97 | 4.91 | 5.77 | 8.00 | 4.62 | 5.90 | 9.61 | 6.00 |
| Old potatoes | 8.00 | 6.55 | 6.24 | 8.22 | 5.72 | 8.25 | 5.72 | 5.58 | 7.83 | 6.81 |
| New potatoes | 4.60 | 3.70 | 3.61 | 3.10 | 2.46 | 4.43 | 1.78 | 2.86 | 4.26 | 3.45 |
| Chips | 0.85 | 0.46 | 1.64 | 1.22 | 1.26 | 0.98 | 0.70 | 0.53 | 0.58 | 0.96 |
| Crisps | 0.16 | 0.16 | 0.15 | 0.18 | 0.15 | 0.24 | 0.14 | 0.17 | 0.12 | 0.16 |
| Total Potatoes | 13.61 | 10.87 | 11.64 | 12.72 | 9.59 | 13.90 | 8.34 | 9.14 | 12.79 | 11.38 |
| Carrots | 1.24 | 1.65 | 1.10 | 1.76 | 0.66 | 0.92 | 0.62 | 0.87 | 1.10 | 1.11 |
| Other root vegetables | 0.96 | 0.70 | 0.52 | 0.41 | 0.46 | 0.50 | 0.52 | 0.52 | 0.96 | 0.60 |
| Onions, shallots, etc. | 1.34 | 1.50 | 1.59 | 1.86 | 0.95 | 1.62 | 0.79 | 0.78 | 1.15 | 1.29 |
| Miscellaneous fresh vegetables | 1.48 | 0.29 | 1.10 | 0.82 | 1.48 | 1.62 | 0.97 | 1.48 | 1.80 | 1.22 |
| Dried pulses | 1.19 | 1.22 | 1.04 | 1.05 | 0.47 | 0.52 | 0.47 | 0.34 | 0.26 | 0.70 |
| Canned peas | 2.44 | 1.74 | 2.67 | 2.62 | 2.66 | 2.66 | 2.10 | 2.81 | 2.86 | 2.55 |
| Canned beans | 1.80 | 1.98 | 2.06 | 1.60 | 1.66 | 1.60 | 1.25 | 1.65 | 1.69 | 1.72 |
| Canned vegetables other than pulses | 0.19 | 0.23 | 0.35 | 0.26 | 0.30 | 0.33 | 0.27 | 0.30 | 0.30 | 0.28 |
| Vegetable products | 0.08 | 0.25 | 0.17 | 0.08 | 0.04 | 0.04 | ... | 0.03 | 0.06 | 0.09 |
| Total Other Vegetables | 10.64 | 9.56 | 10.60 | 10.46 | 8.68 | 9.81 | 6.99 | 8.78 | 10.18 | 9.56 |
| Total Vegetables | 32.08 | 22.90 | 27.21 | 28.09 | 24.04 | 31.71 | 19.95 | 23.82 | 32.58 | 26.94 |

TABLE I continued
(pence per head per week)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|---|-------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------|---------------|
| FRUIT | | | | | | | | | | |
| Oranges | 2.38 | 2.08 | 2.00 | 2.42 | 1.91 | 2.10 | 1.29 | 1.64 | 2.28 | 2.04 |
| Other citrus fruits | 0.63 | 0.45 | 0.72 | 0.84 | 0.56 | 0.60 | 0.52 | 0.63 | 0.88 | 0.67 |
| Apples and pears | 5.27 | 3.94 | 4.29 | 4.22 | 3.08 | 4.16 | 3.11 | 3.50 | 5.50 | 4.12 |
| Stone fruit | 0.59 | 0.37 | 0.44 | 0.58 | 0.74 | 0.58 | 0.63 | 0.59 | 0.88 | 0.59 |
| Soft fruit. | 0.72 | 0.64 | 1.01 | 0.89 | 0.82 | 0.80 | 0.44 | 0.83 | 0.90 | 0.82 |
| Quick frozen soft fruit | — | — | 0.02 | ... | — | 0.01 | — | — | 0.03 | ... |
| Bananas | 3.51 | 2.62 | 2.94 | 2.68 | 2.98 | 2.81 | 2.21 | 3.14 | 3.50 | 2.95 |
| Other fresh fruit | 0.18 | 0.22 | 0.20 | 0.30 | 0.08 | 0.13 | 0.08 | 0.17 | 0.28 | 0.19 |
| Tomatoes, fresh and quick frozen | 5.66 | 4.96 | 5.09 | 5.40 | 5.34 | 6.56 | 4.10 | 4.82 | 5.84 | 5.31 |
| Total Fresh Fruit | 18.94 | 15.28 | 16.71 | 17.33 | 15.51 | 17.75 | 12.38 | 15.32 | 20.09 | 16.69 |
| Tomatoes, canned and bottled | 0.88 | 0.07 | 1.22 | 0.31 | 1.39 | 1.13 | 0.23 | 0.32 | 0.33 | 0.68 |
| Canned and bottled fruit | 5.38 | 3.65 | 5.06 | 4.86 | 4.96 | 5.58 | 3.72 | 4.56 | 4.88 | 4.77 |
| Dried vine fruit | 1.08 | 0.76 | 1.17 | 1.03 | 1.23 | 1.08 | 1.85 | 1.38 | 1.12 | 1.17 |
| Other dried fruit | 0.19 | 0.44 | 0.32 | 0.25 | 0.32 | 0.31 | 0.32 | 0.44 | 0.44 | 0.35 |
| Nuts and fruit and nut products. | 0.47 | 0.28 | 0.91 | 0.66 | 1.00 | 0.77 | 0.85 | 0.87 | 0.81 | 0.79 |
| Fruit juices | 0.25 | 0.31 | 0.29 | 0.40 | 0.36 | 0.36 | 0.42 | 0.27 | 0.60 | 0.37 |
| Welfare orange juice | 0.08 | 0.09 | 0.09 | 0.07 | 0.08 | 0.14 | 0.04 | 0.10 | 0.14 | 0.09 |
| Total Other Fruit and Fruit Products | 8.33 | 5.60 | 9.06 | 7.58 | 9.34 | 9.37 | 7.43 | 7.94 | 8.32 | 8.22 |
| Total Fruit | 27.27 | 20.88 | 25.77 | 24.91 | 24.85 | 27.12 | 19.81 | 23.26 | 28.41 | 24.91 |
| CEREALS | | | | | | | | | | |
| National bread | 0.60 | 0.52 | 1.39 | 0.71 | 0.47 | 0.28 | 0.46 | 0.78 | 0.66 | 0.70 |
| Brown (excluding milk) | 0.22 | 0.07 | 0.26 | 0.37 | 0.22 | 0.13 | 0.07 | 0.08 | 0.13 | 0.18 |
| Milk | 15.57 | 15.16 | 13.24 | 14.72 | 13.88 | 15.52 | 14.69 | 13.00 | 11.45 | 13.87 |
| Other | 0.43 | 0.12 | 0.24 | 0.22 | 0.13 | 0.19 | 0.01 | 0.20 | 0.17 | 0.18 |
| White bread | 1.32 | 0.79 | 0.66 | 1.08 | 0.69 | 0.97 | 0.42 | 0.69 | 0.90 | 0.81 |
| Wholewheat and wholemeal bread | 0.08 | 0.13 | 0.38 | 0.35 | 0.12 | 0.28 | 0.07 | 0.06 | 0.04 | 0.16 |
| Malt bread | 0.92 | 6.17 | 1.23 | 1.10 | 1.28 | 1.50 | 0.82 | 1.24 | 1.54 | 1.76 |
| Total Bread | 19.15 | 22.96 | 17.40 | 18.44 | 16.80 | 18.86 | 16.54 | 16.05 | 14.89 | 17.65 |

TABLE I continued
(pence per head per week)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|---|----------------------------|----------------------------|------------------------------------|----------------------------|----------------------------|-----------------------------|----------------------------|----------------------------|-----------------------------|----------------------------|
| Self-raising flour | 2.78 | 1.68 | 3.32 | 2.70 | 3.03 | 2.35 | 3.72 | 3.14 | 2.41 | 2.79 |
| Other flour | 0.41 | 0.48 | 2.10 | 0.48 | 1.46 | 0.28 | 0.46 | 0.42 | 0.39 | 0.81 |
| Buns, scones and tea cakes | 0.96 | 3.47 | 2.87 | 1.72 | 0.90 | 0.80 | 1.34 | 0.83 | 0.82 | 1.56 |
| Cakes and pastries | 7.95 | 8.79 | 7.06 | 8.85 | 8.12 | 8.10 | 7.54 | 7.62 | 6.76 | 7.83 |
| Biscuits | 7.76 | 10.94 | 9.58 | 8.04 | 7.73 | 7.25 | 8.56 | 8.55 | 8.71 | 8.65 |
| Puddings | 0.60 | 0.96 | 0.82 | 0.61 | 0.78 | 0.65 | 0.77 | 0.83 | 0.87 | 0.79 |
| Oatmeal and oat products | 0.68 | 1.97 | 0.68 | 0.90 | 0.66 | 1.02 | 0.70 | 0.76 | 0.80 | 0.90 |
| Breakfast cereals | 2.30 | 1.99 | 2.23 | 2.66 | 2.47 | 2.76 | 2.38 | 2.58 | 2.66 | 2.45 |
| Rice | 0.83 | 0.72 | 0.84 | 0.72 | 0.76 | 0.86 | 0.63 | 0.77 | 0.78 | 0.77 |
| Cereals, flour base | 0.59 | 1.00 | 0.60 | 0.49 | 0.80 | 0.86 | 0.71 | 0.94 | 1.18 | 0.80 |
| Other cereals | 0.66 | 1.45 | 0.82 | 0.73 | 0.91 | 0.99 | 0.97 | 1.22 | 1.16 | 1.00 |
| Total Cereals | 44.67 | 56.41 | 48.32 | 46.34 | 44.41 | 44.60 | 44.22 | 43.71 | 41.43 | 46.00 |
| BEVERAGES | | | | | | | | | | |
| Tea | 15.18 | 12.29 | 14.57 | 15.78 | 14.32 | 15.50 | 14.14 | 14.26 | 15.12 | 14.58 |
| Coffee, bean and ground | 0.42 | 0.58 | 0.42 | 0.56 | 0.38 | 0.42 | 0.57 | 0.65 | 0.92 | 0.56 |
| Coffee, extracts and essences | 1.08 | 0.92 | 1.45 | 1.02 | 1.71 | 2.12 | 2.30 | 2.30 | 1.85 | 1.63 |
| Cocoa and drinking chocolate | 0.49 | 0.26 | 0.58 | 0.42 | 0.63 | 0.84 | 0.77 | 0.81 | 0.68 | 0.61 |
| Branded food drinks | 0.56 | 0.16 | 0.46 | 0.76 | 1.05 | 0.82 | 0.64 | 1.00 | 0.68 | 0.70 |
| Total Beverages | 17.73 | 14.21 | 17.48 | 18.54 | 18.09 | 19.70 | 18.42 | 19.02 | 19.25 | 18.08 |
| MISCELLANEOUS | | | | | | | | | | |
| Invalid and baby foods | 0.30 | 0.28 | 0.30 | 0.32 | 0.34 | 0.36 | 0.52 | 0.39 | 0.39 | 0.35 |
| Spreads and dressings | 0.13 | 0.17 | 0.32 | 0.20 | 0.38 | 0.27 | 0.30 | 0.55 | 0.54 | 0.34 |
| Soups, canned | 1.08 | 2.45 | 1.79 | 1.44 | 1.23 | 0.85 | 1.28 | 1.24 | 1.29 | 1.44 |
| Soups, dehydrated and powdered | 0.02 | 0.22 | 0.09 | 0.10 | 0.11 | 0.04 | 0.08 | 0.12 | 0.15 | 0.11 |
| Meat and vegetable extracts | 0.42 | 0.22 | 0.55 | 0.32 | 0.98 | 0.71 | 0.87 | 1.12 | 1.14 | 0.73 |
| Pickles and sauces | 1.71 | 1.12 | 1.41 | 0.99 | 1.41 | 1.76 | 1.19 | 1.52 | 1.84 | 1.44 |
| Table jellies, squares and crystals | 0.62 | 0.64 | 0.57 | 0.50 | 0.51 | 0.64 | 0.65 | 0.79 | 0.76 | 0.63 |
| Miscellaneous | 0.97 | 1.13 | 1.28 | 1.05 | 1.47 | 1.76 | 1.57 | 1.57 | 1.80 | 1.42 |
| Total Miscellaneous Foods | 5.25 | 6.23 | 6.31 | 4.92 | 6.43 | 6.39 | 6.46 | 7.30 | 7.91 | 6.46 |
| TOTAL ALL FOODS | 319.57 (261.8d.) | 302.63 (251.3d.) | 310.13 (251.10d.) | 313.40 (261.1d.) | 301.11 (251.1d.) | 333.06 (261.11d.) | 282.47 (231.6d.) | 294.70 (241.7d.) | 322.43 (261.10d.) | 307.97 (251.8d.) |

TABLE 2
Consumption by Regions, 1955
(os. per head per week except where otherwise stated)

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|---|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| MILK AND MILK PRODUCTS | | | | | | | | | | |
| Liquid | | | | | | | | | | |
| Full price (pt.) | 3.79 | 3.94 | 3.38 | 4.05 | 4.02 | 4.20 | 4.23 | 4.30 | 4.35 | 4.02 |
| Welfare (pt.) | 0.48 | 0.64 | 0.54 | 0.60 | 0.58 | 0.67 | 0.50 | 0.58 | 0.65 | 0.59 |
| School (pt.) | 0.18 | 0.20 | 0.23 | 0.22 | 0.17 | 0.20 | 0.20 | 0.18 | 0.20 | 0.20 |
| Total Liquid Milk | 4.45 | 4.78 | 4.15 | 4.87 | 4.77 | 5.07 | 4.93 | 5.06 | 5.06 | 4.81 |
| Condensed | | | | | | | | | | |
| Skimmed, sweetened (equiv. pt.) | 0.01 | 0.01 | 0.01 | 0.02 | 0.01 | 0.01 | ... | 0.03 | 0.02 | 0.02 |
| Whole sweetened (equiv. pt.) | 0.02 | 0.01 | 0.03 | 0.02 | 0.02 | 0.01 | 0.01 | 0.02 | 0.02 | 0.02 |
| Whole, unsweetened | 0.12 | 0.04 | 0.14 | 0.15 | 0.14 | 0.12 | 0.08 | 0.15 | 0.12 | 0.12 |
| Dried | | | | | | | | | | |
| National (equiv. pt.) | 0.06 | 0.14 | 0.07 | 0.07 | 0.07 | 0.08 | 0.05 | 0.06 | 0.12 | 0.08 |
| Branded (equiv. pt.) | 0.02 | 0.02 | 0.05 | 0.05 | 0.02 | 0.06 | — | 0.04 | 0.03 | 0.03 |
| Other milk (pt.) | — | 0.01 | ... | ... | ... | ... | 0.02 | 0.01 | ... | ... |
| Cream (pt.) | 0.02 | 0.01 | 0.01 | 0.01 | 0.01 | 0.01 | 0.02 | 0.01 | 0.01 | 0.01 |
| Total Milk and Cream (pt. or equiv. pt.) | 4.70 | 5.02 | 4.46 | 5.19 | 5.04 | 5.36 | 5.11 | 5.38 | 5.52 | 5.09 |
| Cheese | | | | | | | | | | |
| Excluding processed and packed | 2.36 | 1.92 | 1.59 | 2.16 | 2.48 | 3.16 | 3.51 | 3.21 | 2.52 | 2.46 |
| Processed and packed | 0.35 | 0.47 | 0.39 | 0.27 | 0.38 | 0.30 | 0.24 | 0.37 | 0.44 | 0.37 |
| Total Cheese | 2.71 | 2.39 | 1.98 | 2.43 | 2.86 | 3.46 | 3.75 | 3.58 | 2.96 | 2.83 |
| FATS | | | | | | | | | | |
| Butter | 7.06 | 4.18 | 4.24 | 3.97 | 4.34 | 4.60 | 5.01 | 4.46 | 4.18 | 4.47 |
| Margarine | 3.76 | 4.86 | 5.11 | 5.63 | 4.52 | 4.32 | 4.41 | 4.62 | 4.16 | 4.68 |
| Lard and compound cooking fat | 2.47 | 1.18 | 2.70 | 2.13 | 2.73 | 2.41 | 2.25 | 1.99 | 1.78 | 2.18 |
| Suet and dripping | 0.22 | 0.44 | 0.68 | 0.36 | 0.56 | 0.28 | 0.52 | 0.61 | 0.64 | 0.51 |
| Other fats, oils and creams | 0.01 | 0.02 | 0.03 | 0.03 | 0.05 | 0.04 | 0.03 | 0.04 | 0.08 | 0.04 |
| Total Fats | 13.52 | 10.68 | 12.76 | 12.12 | 12.20 | 11.65 | 12.22 | 11.72 | 10.84 | 11.88 |

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

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|--|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| EGGS (No.) | 3.84 | 4.93 | 4.29 | 4.04 | 4.10 | 3.72 | 4.09 | 4.02 | 4.35 | 4.19 |
| SUGAR AND PRESERVES | | | | | | | | | | |
| Jams, jellies and curds | 1.89 | 2.92 | 2.23 | 2.32 | 2.10 | 1.66 | 2.62 | 1.74 | 1.74 | 2.13 |
| Sugar | 18.18 | 15.98 | 16.47 | 18.25 | 17.89 | 19.40 | 17.31 | 18.23 | 17.67 | 17.64 |
| Marmalade | 0.96 | 1.03 | 1.02 | 1.34 | 1.04 | 0.93 | 1.40 | 1.33 | 1.32 | 1.16 |
| Syrup, treacle and honey | 0.35 | 1.08 | 1.10 | 0.61 | 0.85 | 0.57 | 0.85 | 0.94 | 0.60 | 0.80 |
| Total Sugar and Preserves | 21.38 | 21.01 | 20.82 | 22.52 | 21.88 | 22.56 | 22.18 | 22.24 | 21.33 | 21.73 |
| MEAT AND MEAT PRODUCTS | | | | | | | | | | |
| Carcass Meat | | | | | | | | | | |
| Beef and veal | 7.40 | 11.35 | 10.74 | 8.90 | 9.44 | 8.40 | 8.78 | 8.64 | 9.07 | 9.36 |
| Mutton and lamb | 7.17 | 2.52 | 4.16 | 7.62 | 5.75 | 8.06 | 6.96 | 7.11 | 9.92 | 6.55 |
| Pork | 2.34 | 0.58 | 2.20 | 1.65 | 3.13 | 3.08 | 2.74 | 2.32 | 2.77 | 2.32 |
| Total Carcass Meat | 16.91 | 14.45 | 17.10 | 18.17 | 18.32 | 19.54 | 18.48 | 18.07 | 21.76 | 18.23 |
| Other Meat | | | | | | | | | | |
| Corried meat | 1.16 | 0.90 | 0.83 | 0.66 | 0.64 | 0.78 | 0.48 | 0.58 | 0.73 | 0.74 |
| Bones | 0.48 | 1.08 | 0.52 | 0.58 | 0.29 | 0.38 | 0.38 | 0.27 | 0.30 | 0.46 |
| Bacon and ham, uncooked | 6.08 | 3.29 | 6.03 | 5.88 | 5.48 | 6.84 | 5.04 | 4.81 | 4.99 | 5.35 |
| Bacon and ham, cooked (including canned) | 0.74 | 0.60 | 0.81 | 0.90 | 0.71 | 0.79 | 0.65 | 0.57 | 0.79 | 0.73 |
| Other cooked meat (not canned) | 0.39 | 0.60 | 0.57 | 0.58 | 0.37 | 0.56 | 0.27 | 0.16 | 0.28 | 0.42 |
| Other canned meat | 1.37 | 1.44 | 1.48 | 1.24 | 1.13 | 0.84 | 1.08 | 1.37 | 1.14 | 1.24 |
| Liver | 0.70 | 0.52 | 0.75 | 0.79 | 0.85 | 0.92 | 0.80 | 0.97 | 1.05 | 0.83 |
| Offals (other than liver) | 0.49 | 0.49 | 0.81 | 0.90 | 0.62 | 0.73 | 0.72 | 0.57 | 0.66 | 0.68 |
| Poultry | 0.25 | 0.33 | 0.24 | 0.68 | 0.37 | 0.61 | 0.92 | 0.57 | 0.48 | 0.48 |
| Rabbit, game and other meat | 0.06 | 0.13 | 0.12 | 0.06 | 0.07 | 0.06 | 0.04 | 0.18 | 0.14 | 0.10 |
| Sausages, uncooked, pork | 2.39 | 1.14 | 1.87 | 1.58 | 3.04 | 2.68 | 2.42 | 2.64 | 2.54 | 2.25 |
| Sausages, uncooked, beef | 0.82 | 3.69 | 1.29 | 0.90 | 0.52 | 0.44 | 1.15 | 1.17 | 1.13 | 1.23 |
| Other meat products | 1.36 | 2.78 | 2.17 | 2.48 | 1.80 | 1.26 | 1.08 | 1.00 | 0.91 | 1.68 |
| Total Other Meat | 16.29 | 16.99 | 17.49 | 17.23 | 15.89 | 16.89 | 15.03 | 14.86 | 15.14 | 16.19 |

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

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|---------------------------------------|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| FISH | | | | | | | | | | |
| White, fresh | 4.00 | 3.93 | 3.36 | 3.85 | 2.57 | 2.61 | 3.11 | 2.82 | 2.81 | 3.16 |
| Herrings, fresh. | 0.19 | 0.35 | 0.20 | 0.15 | 0.30 | 0.12 | 0.21 | 0.41 | 0.37 | 0.26 |
| Fat, fresh, other | 0.18 | 0.07 | 0.02 | 0.04 | 0.13 | 0.21 | 0.13 | 0.20 | 0.30 | 0.14 |
| White, processed | 0.36 | 0.74 | 0.21 | 0.35 | 0.31 | 0.20 | 0.30 | 0.37 | 0.95 | 0.46 |
| Fat, processed | 0.49 | 0.38 | 0.46 | 0.44 | 0.38 | 0.27 | 0.45 | 0.55 | 0.64 | 0.46 |
| Shell | 0.06 | ... | 0.12 | 0.06 | 0.14 | 0.08 | 0.03 | 0.10 | 0.20 | 0.10 |
| Cooked | 0.53 | 0.30 | 1.46 | 0.74 | 1.11 | 0.74 | 0.56 | 0.48 | 0.74 | 0.80 |
| Canned and bottled | 0.45 | 0.24 | 0.41 | 0.54 | 0.47 | 0.56 | 0.26 | 0.48 | 0.51 | 0.44 |
| Manufactured | 0.08 | 0.08 | 0.30 | 0.12 | 0.12 | 0.08 | 0.08 | 0.09 | 0.09 | 0.13 |
| Total Fish | 6.34 | 5.99 | 6.54 | 6.29 | 5.54 | 4.87 | 5.13 | 5.70 | 6.61 | 5.95 |
| VEGETABLES | | | | | | | | | | |
| Cabbages | 5.24 | 2.64 | 4.12 | 4.26 | 6.34 | 5.54 | 9.03 | 8.71 | 8.96 | 6.02 |
| Brussels sprouts | 1.36 | 0.69 | 2.11 | 1.57 | 3.58 | 2.63 | 3.33 | 2.82 | 3.27 | 2.52 |
| Cauliflower | 2.44 | 0.86 | 1.93 | 1.84 | 1.89 | 2.06 | 1.61 | 1.58 | 1.43 | 1.69 |
| Leafy salads | 0.83 | 0.69 | 0.91 | 1.42 | 1.15 | 1.15 | 1.14 | 1.34 | 1.43 | 1.14 |
| Fresh legumes | 4.18 | 0.37 | 1.12 | 1.12 | 3.88 | 3.75 | 5.29 | 4.12 | 3.96 | 3.02 |
| Quick frozen legumes | 0.33 | 0.04 | 0.10 | 0.05 | 0.16 | 0.31 | 0.18 | 0.13 | 0.31 | 0.16 |
| Other fresh green vegetables | 0.13 | 0.03 | 0.02 | 0.09 | 0.17 | 0.39 | 0.77 | 0.54 | 0.25 | 0.24 |
| Total Fresh Green Vegetables | 14.51 | 5.32 | 10.77 | 10.35 | 17.17 | 15.83 | 21.35 | 19.24 | 19.61 | 14.79 |
| Old potatoes | 48.04 | 49.04 | 45.91 | 50.92 | 46.66 | 52.60 | 54.30 | 42.96 | 45.50 | 47.44 |
| New potatoes | 13.38 | 14.44 | 10.83 | 10.00 | 10.96 | 14.40 | 11.85 | 11.42 | 13.43 | 12.45 |
| Chips | 0.97 | 0.55 | 2.10 | 1.41 | 1.72 | 1.28 | 0.74 | 0.71 | 0.75 | 1.22 |
| Crisps | 0.05 | 0.06 | 0.06 | 0.06 | 0.05 | 0.08 | 0.05 | 0.06 | 0.04 | 0.05 |
| Total Potatoes | 62.44 | 64.09 | 58.90 | 62.39 | 59.39 | 68.36 | 66.94 | 55.15 | 59.72 | 61.17 |
| Carrots | 3.21 | 3.91 | 2.89 | 5.20 | 2.20 | 2.56 | 2.65 | 2.65 | 2.66 | 3.08 |
| Other root vegetables | 3.21 | 3.81 | 2.45 | 1.92 | 1.88 | 1.82 | 3.02 | 2.65 | 2.16 | 2.45 |
| Onions, shallots, etc. | 3.16 | 3.82 | 3.85 | 4.33 | 2.75 | 4.19 | 2.76 | 2.23 | 2.88 | 3.31 |
| Miscellaneous fresh vegetables | 1.03 | 0.14 | 0.88 | 0.70 | 1.65 | 1.46 | 1.26 | 1.96 | 2.04 | 1.26 |
| Dried pulses | 0.97 | 1.58 | 0.96 | 0.91 | 0.41 | 0.40 | 0.46 | 0.35 | 0.29 | 0.68 |
| Canned peas | 2.65 | 1.75 | 2.97 | 2.80 | 2.80 | 2.88 | 2.32 | 3.17 | 3.14 | 2.78 |
| Canned beans | 1.94 | 2.24 | 2.34 | 1.82 | 1.92 | 1.77 | 1.47 | 1.92 | 1.93 | 1.97 |
| Canned vegetables (other than pulses) | 0.16 | 0.17 | 0.32 | 0.23 | 0.30 | 0.32 | 0.27 | 0.30 | 0.24 | 0.26 |
| Vegetable products | 0.07 | 0.20 | 0.15 | 0.08 | 0.03 | 0.04 | ... | 0.02 | 0.04 | 0.08 |
| Total Other Vegetables | 16.40 | 17.62 | 16.81 | 17.99 | 13.94 | 15.44 | 14.21 | 15.25 | 15.38 | 15.87 |
| Total Vegetables | 93.35 | 87.03 | 86.48 | 90.73 | 90.50 | 99.63 | 102.50 | 89.64 | 94.71 | 91.83 |

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

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|---|--------------|--------------|------------------------------------|---------------|---------------------------|--------------|---------------|----------------------------|--------------|---------------|
| FRUIT | | | | | | | | | | |
| Oranges | 3.14 | 2.75 | 2.85 | 3.33 | 2.84 | 3.16 | 1.84 | 2.60 | 3.80 | 3.00 |
| Other citrus fruit | 0.65 | 0.51 | 0.86 | 0.96 | 0.75 | 0.74 | 0.66 | 0.77 | 1.18 | 0.82 |
| Apples and pears | 6.48 | 4.78 | 6.54 | 5.85 | 6.19 | 6.31 | 7.25 | 7.93 | 9.13 | 6.70 |
| Stone fruit | 0.75 | 0.50 | 0.62 | 0.89 | 1.18 | 0.76 | 0.99 | 0.88 | 1.30 | 0.86 |
| Soft fruit | 1.11 | 0.62 | 1.04 | 1.14 | 1.27 | 0.73 | 1.32 | 1.20 | 0.98 | 1.04 |
| Quick frozen soft fruit | — | — | 0.01 | ... | — | ... | — | — | 0.01 | ... |
| Bananas | 3.19 | 2.47 | 2.90 | 2.74 | 2.94 | 2.63 | 2.19 | 3.11 | 3.71 | 2.93 |
| Other fresh fruit | 0.72 | 0.90 | 0.61 | 0.70 | 0.63 | 0.50 | 1.28 | 0.88 | 0.78 | 0.76 |
| Tomatoes, fresh and quick frozen | 4.52 | 3.40 | 4.02 | 4.40 | 4.78 | 5.10 | 3.69 | 4.78 | 5.95 | 4.54 |
| Total Fresh Fruit | 20.56 | 15.93 | 19.45 | 20.01 | 20.58 | 19.93 | 19.22 | 22.15 | 26.84 | 20.65 |
| Tomatoes, canned and bottled | 0.88 | 0.07 | 1.22 | 0.30 | 1.39 | 1.24 | 0.25 | 0.37 | 0.34 | 0.69 |
| Canned and bottled fruit | 3.78 | 2.56 | 3.63 | 3.54 | 4.02 | 4.40 | 3.68 | 3.81 | 3.80 | 3.70 |
| Dried vine fruit | 0.96 | 0.76 | 1.14 | 0.97 | 1.19 | 1.02 | 1.79 | 1.34 | 1.13 | 1.14 |
| Other dried fruit | 0.10 | 0.32 | 0.26 | 0.17 | 0.25 | 0.18 | 0.25 | 0.31 | 0.35 | 0.26 |
| Nuts and fruit and nut products | 0.24 | 0.10 | 0.50 | 0.35 | 0.60 | 0.36 | 0.40 | 0.41 | 0.44 | 0.41 |
| Fruit juices | 0.11 | 0.20 | 0.14 | 0.16 | 0.15 | 0.14 | 0.23 | 0.14 | 0.32 | 0.18 |
| Welfare orange juice | 0.10 | 0.10 | 0.11 | 0.08 | 0.09 | 0.16 | 0.06 | 0.12 | 0.17 | 0.11 |
| Total Other Fruit and Fruit Products | 6.17 | 4.11 | 7.00 | 5.57 | 7.69 | 7.50 | 6.66 | 6.50 | 6.55 | 6.49 |
| Total Fruit | 26.73 | 20.04 | 26.45 | 25.58 | 28.27 | 27.43 | 25.88 | 28.65 | 33.39 | 27.14 |

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

| | Wales | Scotland | Northern and East and West Ridings | North Western | North Midland and Eastern | Midland | South Western | South Eastern and Southern | London | Great Britain |
|----------------------------------|-------|----------|------------------------------------|---------------|---------------------------|---------|---------------|----------------------------|--------|---------------|
| CEREALS | | | | | | | | | | |
| National bread | 1.94 | 1.60 | 4.34 | 2.23 | 1.54 | 0.88 | 1.56 | 2.71 | 2.21 | 2.24 |
| Brown (excluding milk) | 0.57 | 0.16 | 0.68 | 1.05 | 0.64 | 0.34 | 0.23 | 0.22 | 0.36 | 0.50 |
| Milk | 54.52 | 49.30 | 44.68 | 50.03 | 48.28 | 54.28 | 52.68 | 45.55 | 39.34 | 47.66 |
| Other | 0.96 | 0.27 | 0.56 | 0.50 | 0.31 | 0.44 | 0.04 | 0.47 | 0.40 | 0.43 |
| White bread | 2.68 | 1.69 | 1.44 | 2.16 | 1.44 | 2.10 | 0.83 | 1.41 | 1.84 | 1.99 |
| Wholewheat and wholemeal bread | 0.10 | 0.18 | 0.30 | 0.27 | 0.13 | 0.31 | 0.11 | 0.08 | 0.06 | 0.21 |
| Malt bread | 1.16 | 7.84 | 1.86 | 1.52 | 1.78 | 2.02 | 1.03 | 1.79 | 2.24 | 2.39 |
| Other bread | 61.93 | 61.03 | 58.00 | 57.76 | 54.11 | 60.37 | 56.48 | 52.24 | 46.45 | 55.13 |
| Total Bread | 6.27 | 3.98 | 7.94 | 6.23 | 7.18 | 5.46 | 8.89 | 7.49 | 5.74 | 6.59 |
| Self-raising flour | 0.95 | 1.20 | 5.25 | 1.24 | 3.53 | 0.66 | 1.05 | 1.02 | 0.92 | 1.98 |
| Other flour | 0.72 | 3.43 | 2.73 | 1.60 | 0.80 | 0.65 | 1.07 | 0.70 | 0.74 | 1.44 |
| Buns, scones and tea cakes | 4.29 | 4.53 | 3.66 | 4.72 | 4.21 | 4.13 | 4.06 | 4.10 | 3.62 | 4.12 |
| Cakes and pastries | 4.46 | 6.06 | 5.51 | 4.82 | 4.56 | 4.36 | 5.26 | 5.18 | 5.40 | 5.12 |
| Biscuits | 0.38 | 0.66 | 0.56 | 0.40 | 0.50 | 0.46 | 0.58 | 0.56 | 0.60 | 0.53 |
| Puddings | 0.86 | 2.78 | 0.88 | 1.21 | 0.85 | 1.30 | 0.89 | 0.99 | 1.03 | 1.19 |
| Oatmeal and oat products | 1.63 | 1.26 | 1.50 | 1.86 | 1.70 | 1.93 | 1.65 | 1.81 | 1.87 | 1.69 |
| Breakfast cereals | 0.85 | 0.81 | 0.96 | 0.79 | 0.86 | 0.92 | 0.66 | 0.86 | 0.88 | 0.86 |
| Rice | 0.48 | 0.91 | 0.50 | 0.39 | 0.63 | 0.54 | 0.60 | 0.80 | 1.04 | 0.68 |
| Cereals, flour base | 0.46 | 1.36 | 0.59 | 0.56 | 0.58 | 0.65 | 0.65 | 0.74 | 0.78 | 0.71 |
| Other cereals | 83.28 | 88.00 | 84.02 | 81.58 | 79.51 | 81.43 | 81.84 | 76.49 | 69.07 | 80.04 |
| Total Cereals | 2.86 | 2.45 | 2.74 | 3.11 | 2.68 | 2.96 | 2.70 | 2.71 | 2.88 | 2.79 |
| BEVERAGES | 0.08 | 0.12 | 0.07 | 0.10 | 0.08 | 0.08 | 0.11 | 0.13 | 0.18 | 0.11 |
| Tea | 0.13 | 0.09 | 0.23 | 0.12 | 0.30 | 0.37 | 0.42 | 0.37 | 0.28 | 0.25 |
| Coffee, bean and ground | 0.18 | 0.10 | 0.20 | 0.14 | 0.22 | 0.29 | 0.25 | 0.27 | 0.24 | 0.21 |
| Coffee, extracts and essences | 0.14 | 0.04 | 0.13 | 0.19 | 0.28 | 0.22 | 0.17 | 0.26 | 0.18 | 0.18 |
| Cocoa and drinking chocolate | 3.39 | 2.80 | 3.37 | 3.66 | 3.56 | 3.92 | 3.65 | 3.74 | 3.76 | 3.54 |
| Branded food drinks | 0.23 | 0.20 | 0.22 | 0.19 | 0.19 | 0.21 | 0.32 | 0.23 | 0.23 | 0.22 |
| Total Beverages | 0.05 | 0.07 | 0.13 | 0.08 | 0.16 | 0.14 | 0.12 | 0.24 | 0.23 | 0.14 |
| MISCELLANEOUS | 1.07 | 2.50 | 1.86 | 1.42 | 1.22 | 0.83 | 1.34 | 1.18 | 1.25 | 1.44 |
| Invalid and baby foods | 0.02 | 0.04 | 0.02 | 0.02 | 0.03 | 0.01 | 0.02 | 0.03 | 0.03 | 0.02 |
| Spreads and dressings | 0.07 | 0.05 | 0.02 | 0.07 | 0.18 | 0.12 | 0.15 | 0.21 | 0.21 | 0.14 |
| Soups, canned | 0.07 | 0.05 | 0.11 | 0.07 | 0.18 | 0.12 | 0.15 | 0.21 | 0.21 | 0.14 |
| Soups, dehydrated and powdered | 1.43 | 2.86 | 2.34 | 1.78 | 1.78 | 1.31 | 1.95 | 1.89 | 1.95 | 1.96 |
| Soups, dehydrated and powdered | 0.07 | 0.05 | 0.11 | 0.07 | 0.18 | 0.12 | 0.15 | 0.21 | 0.21 | 0.14 |
| Meat and vegetable extracts | 1.43 | 2.86 | 2.34 | 1.78 | 1.78 | 1.31 | 1.95 | 1.89 | 1.95 | 1.96 |
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