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MINISTRY OF  
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# Household Food Consumption and Expenditure: 1967

WITH A SUPPLEMENT GIVING PRELIMINARY  
ESTIMATES FOR 1968

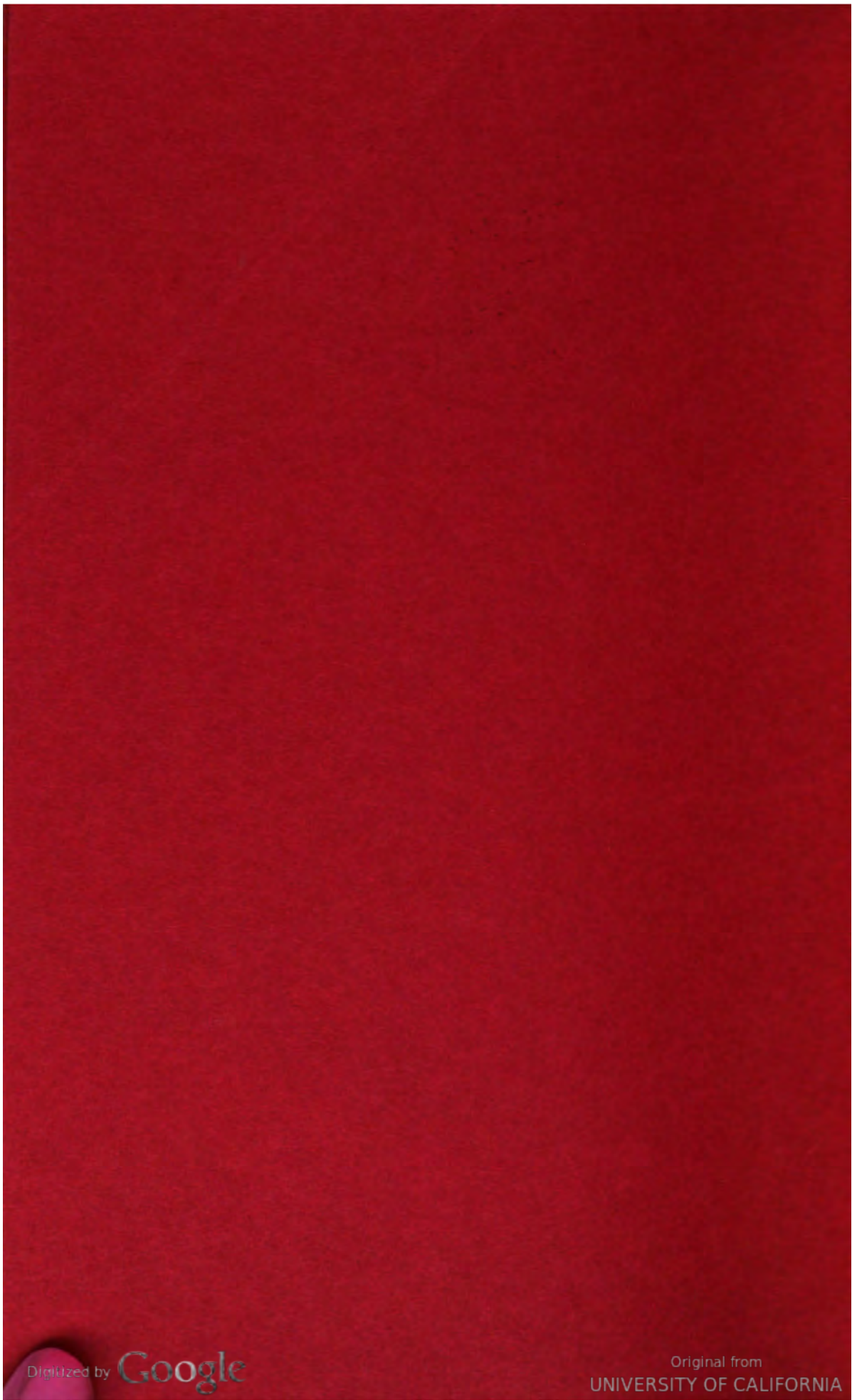
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National Food Survey Committee

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National Food Survey Committee

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1969

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# Preface

THE National Food Survey Committee has presented in its reports information on the changing pattern of food consumption and expenditure since 1940. The present annual report, the eighteenth to be published, gives detailed results of the National Food Survey in 1967 together with some preliminary results for 1968. The results for 1967 are considered in the context of developments over the past few years because the results for a single year are subject to sampling and other short-term variations. Changes in the demand for the main foods are considered over the period from 1962 to 1967 and, because of the growing importance of convenience foods in the national diet, the report also examines in detail the consumption of these foods during 1966 and 1967.

Estimates of the average energy value and nutrient content of the diet are compared with standards based on recommendations made by a sub-committee of the British Medical Association in 1950. It is the purpose of the National Food Survey Committee not only to report the findings of the Survey but also to keep the Survey under continuous review and to recommend such changes as appear desirable. It has been generally recognised that the BMA allowances were in need of revision and new recommended intakes of nutrients have now been prepared by the Department of Health and Social Security. The report therefore includes some preliminary comparative estimates based on the new standards.

The report contains more tables than usual because the opportunity has been taken to discuss, in the context of the new standards, the concentration of nutrients in relationship to calories in the average diet. Tables are also included to show the comparative cost of nutrients in different kinds of food, and the contribution which convenience foods make to average nutrient intakes.

Summary estimates of expenditure and consumption for the main food groups continue to be published, as soon as they become available, in the *Monthly Digest of Statistics* for all households, income groups and types of family. Estimates of consumption for all households are also published each quarter in the *Board of Trade Journal*, together with nutritional data for families of different composition at half-yearly intervals. Applications for unpublished analyses should be addressed to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex.

The Committee wishes to record its warm appreciation of the work of the Secretaries and their colleagues in analysing the material and preparing the Report. The Committee also records its indebtedness to the officers of the Government Social Survey, and to the British Market Research Bureau for undertaking the fieldwork and coding of the Survey. The Committee wishes in addition to thank the many housewives who provided the records on which this Report is based.

LEONARD NAPOLITAN  
*Chairman, National Food Survey Committee*

*June, 1969*





# Contents

<b>PART I</b>	<i>Paragraphs</i>
<b>Chapter 1 Introduction and Summary</b>	
1.1 Personal Income, Expenditure and Retail Prices in 1967 . . . . .	1-3
1.2 Summary of Survey Results for 1967 . . . . .	4-8
1.3 Comment on the Nutritional Estimates . . . . .	9
<b>Chapter 2 Household Food Consumption and Expenditure: National Averages</b>	
2.1 General Levels of Food Consumption, Expenditure and Prices . . . . .	10-15
2.2 Individual Foods: Consumption Trends and Demand Analysis . . . . .	16-48
<b>Chapter 3 Household Food Consumption and Expenditure: Geographical, Social Class and Family Composition Differences</b>	
3.1 Introduction . . . . .	49
3.2 Geographical Differences	
3.2.1 Classification used . . . . .	50-51
3.2.2 Main Results in 1967 . . . . .	52-57
3.2.3 Consumption of Convenience Foods, 1966-1967 . . . . .	58-63
3.3 Social Class Differences	
3.3.1 Classification used . . . . .	64
3.3.2 Main Results in 1967 . . . . .	65-66
3.3.3 Consumption of Convenience Foods, 1966-1967 . . . . .	67-70
3.4 Household Composition Differences	
3.4.1 Classification used . . . . .	71
3.4.2 Main Results in 1967 . . . . .	72-75
3.4.3 Consumption of Convenience Foods, 1966-1967 . . . . .	76-78
3.5 Family Composition Differences within Social Classes	
3.5.1 Classification used . . . . .	79
3.5.2 Main Results in 1967 . . . . .	80
3.6 Classification of Households according to Age of Housewife, 1967 . . . . .	81-89
<b>Chapter 4 Energy Value and Nutrient Content of Household Food Consumption</b>	
4.1 Introduction . . . . .	90-95
4.2 National Averages . . . . .	96-109
4.3 Geographical Differences . . . . .	110-113
4.4 Social Class Differences . . . . .	114-117
4.5 Household Composition Differences . . . . .	118-122
4.6 Family Composition Differences within Social Classes . . . . .	123-124

---

<b>INDEX TO TABLES</b>	<i>Page</i>
<b>PART I</b>	
Table 1 Changes in Earnings, Prices and Consumers' Expendi- ture, 1962-1967 . . . . .	4
Table 2 Household Food Expenditure, Value of Free Food and Total Value of Food obtained for Household Con- sumption, 1966 and 1967 . . . . .	7

Table 3	Percentage changes in Average Expenditure, Food Prices and Real Value of Food Purchased; Quarters of 1967 compared with corresponding Quarters of 1966 . . . . .	8
Table 4	Indices of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1962-1967 .	9
Table 5	Average daily energy and nutrient intakes expressed as percentages of the recommendations of the British Medical Association (1950) and the Department of Health and Social Security (1969) . . . . .	32
Table 6	Recommended Intakes of Nutrients per 1000 kcal . .	36
Table 7	Protein and Calcium content of the Food Consumption of Large Families in Classes C & D1, 1962-1967 .	46

PART II

Table 8	Indices of Expenditure on Main Food Groups, 1962-1967 . . . . .	48
Table 9	Indices of Prices for Main Food Groups, 1962-1967 .	49
Table 10	Indices of Real Value of Purchases of Main Food Groups, 1962-1967 . . . . .	50
Table 11	Indices of Expenditure on Convenience Foods, 1962-1967 . . . . .	51
Table 12	Indices of Prices for Convenience Foods, 1962-1967 .	52
Table 13	Indices of Real Value of Purchases of Convenience Foods, 1962-1967 . . . . .	53
Table 14	Estimates of Price Elasticities of Demand . . . . .	54-56
Table 15	Annual Indices of Average Deflated Prices, Purchases and Demand . . . . .	57-60

*(Tables relating to geographical differences in average consumption, expenditure or prices)*

Table 16	Household Food Expenditure, Value of Consumption and Price Indices according to Region and Type of Area, 1967 . . . . .	61
Table 17	Geographical Variations in Household Consumption of the Main Food Groups, 1967 . . . . .	62-65
Table 18	Household Consumption of Convenience Foods according to Region and Type of Area, 1966-1967 . . .	66-67
Table 19	Household Expenditure on Convenience Foods according to Region and Type of Area, 1966-1967 . .	68-69

*(Tables relating to social class differences in average consumption, expenditure or prices)*

Table 20	Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1967 . .	70
----------	--	----

Table 21	Household Food Consumption according to Social Class, 1967 . . . . .	71-72
Table 22	Household Food Expenditure according to Social Class, 1967 . . . . .	73-74
Table 23	Household Consumption of Convenience Foods according to Social Class, 1966-1967 . . . . .	75
Table 24	Household Expenditure on Convenience Foods according to Social Class, 1966-1967 . . . . .	76-77

*(Tables relating to household composition differences in average consumption, expenditure or prices)*

Table 25	Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1967 . . . . .	78
Table 26	Household Food Consumption according to Household Composition, 1967 . . . . .	79-80
Table 27	Household Food Expenditure according to Household Composition, 1967 . . . . .	81-82
Table 28	Household Consumption of Convenience Foods according to Household Composition, 1966-1967 . . . . .	83
Table 29	Household Expenditure on Convenience Foods according to Household Composition, 1966-1967 . . . . .	84-85

*(Tables relating to differences in average expenditure and consumption in certain household composition groups within social classes)*

Table 30	Household Food Consumption by Certain Household Composition Groups within Social Classes, 1967 . . . . .	86-88
Table 31	Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1967 . . . . .	89
Table 32	Classification of Households according to Age of Housewife, 1967 . . . . .	90

*(Tables of average energy value and nutrient content relating to all households in N.F.S. sample)*

Table 33	Energy Value and Nutrient Content of Household Food Consumption: National Averages, 1962-1967 . . . . .	91
Table 34	Consumption of Nutrients per 1,000 kcal: National Averages, 1962-1967 . . . . .	92
Table 35	Contribution made by Convenience Foods to the Energy Value and Nutrient Content of Household Consumption: National Averages, 1966-1967 . . . . .	93-94
Table 36	Indices of Price of Energy and of Nutrients: All Households, 1967 . . . . .	95

*(Tables relating to geographical differences in average energy value and nutrient content of the diet)*

Table 37	Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1967 . . . . .	96
----------	--	----

Table 38	Consumption of Nutrients per 1,000 kcal: Geographical Variations, 1967 . . . . .	97
Table 39	Geographical Variations in the contribution made by Convenience Foods to Total Energy Value and Nutrient Intake, 1966–1967. . . . .	98

*(Tables relating to social class differences in average energy value and nutrient content of the diet)*

Table 40	Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Social Classes, 1967 . . . . .	99
Table 41	Consumption of Nutrients per 1,000 kcal: Households of Different Social Classes, 1967 . . . . .	100
Table 42	Social Class Differences in the Contribution made by Convenience Foods to Total Energy Value and Nutrient Intake, 1966–1967. . . . .	101
Table 43	Indices of Price of Energy and of Nutrients by Social Classes, 1967 . . . . .	102

*(Tables relating to household composition differences in average energy value and nutrient content of the diet)*

Table 44	Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1967 . . . . .	103
Table 45	Consumption of Nutrients per 1,000 kcal: Households of Different Composition, 1967 . . . . .	104
Table 46	Household Composition Differences in the Contribution made by Convenience Foods to Total Energy Value and Nutrient Intake, 1966–1967 . . . . .	105
Table 47	Indices of Price of Energy and of Nutrients: Households of Different Composition, 1967 . . . . .	106

*(Tables relating to differences in average energy value and nutrient content of the diet in certain household composition groups within social classes)*

Table 48	Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition within Social Classes, 1967. . . . .	107
Table 49	Households of Different Composition within Social Classes, 1967: Comparison of Energy Value and Nutrient Content of Household Food Consumption with Allowances based on the British Medical Association's Recommendations . . . . .	108
Table 50	Consumption of Nutrients per 1,000 kcal: Households of Different Composition within Social Classes, 1967	109

**APPENDICES**

<b>A</b>	<b>Composition of the Sample . . . . .</b>	<b>110</b>
<b>B</b>	<b>Tables of Consumption, Expenditure and Prices: National Averages:</b>	
	Table 1 Household Food Consumption, 1967 . . . . .	121
	Table 2 Household Food Expenditure, 1967 . . . . .	126
	Table 2A Percentage of all Households Purchasing Seasonal Types of Food during Survey Week, 1967 . . . . .	132
	Table 3 Household Food Prices, 1967 . . . . .	133
<b>C</b>	<b>Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption: National Averages, 1967 . . . . .</b>	<b>137</b>
<b>D</b>	<b>Household Food Consumption according to Region and Type of Area, 1967 . . . . .</b>	<b>139</b>
<b>E</b>	<b>Income Elasticities of Demand . . . . .</b>	<b>146</b>
<b>F</b>	<b>Relationship between National Food Survey Results and Estimates of National Supplies of Food Moving into Consumption . . . . .</b>	<b>155</b>
<b>G</b>	<b>Methodology of the National Food Survey . . . . .</b>	<b>159</b>

**SUPPLEMENT**

<b>Preliminary Estimates of Consumption, Expenditure and Prices for 1968 . . . . .</b>	<b>168</b>
--	------------

**GLOSSARY OF TERMS *used in the Survey***

<b>(Including a classification of foodstuffs) . . . . .</b>	<b>186</b>
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<b>INDEX . . . . .</b>	<b>199</b>
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## PART I





# Chapter 1

## INTRODUCTION AND SUMMARY

### *1.1 Personal Income, Expenditure and Retail Prices in 1967*

1. In 1967 prices were more stable than in some previous years. The six months' standstill in prices and incomes introduced in July 1966 was followed in the first half of the year by a period of severe restraint. In the second half of 1967 the Government's powers of compulsory enforcement were replaced by powers to delay increases in prices and incomes by up to seven months. Until the autumn retail prices rose only slightly. Wage rates, which had been stationary during the second half of 1966, rose only moderately during the period of severe restraint, but then quite sharply in July 1967, when agreements made before the standstill were implemented, and continued to rise quite strongly thereafter. The effects of devaluation in November and the measures which accompanied it barely affected the consumer by the end of 1967, although there were some rises in the sterling prices of many imported materials, including some food items.

2. Averaged over the year as a whole, personal disposable income per head was about  $2\frac{1}{2}$  per cent greater in money terms than in 1966, but no greater in real terms, retail prices having increased by  $2\frac{1}{2}$  per cent. Total consumers' expenditure per head rose by nearly 4 per cent, equivalent to a little over 1 per cent in real terms.

3. Retail food prices rose at a slower rate than in previous years and both household food expenditure per head and total food expenditure per head<sup>(1)</sup> increased little more than half as fast as between 1965 and 1966. The proportion of consumers' expenditure spent on food continued to decline, averaging 24·7 per cent compared with 24·9 per cent in 1966 and 27·2 per cent in 1962. At constant prices the decrease was slightly less rapid since food prices increased less than other prices. Further details for the period from 1962 to 1967 are shown in Table 1.

### *1.2 Summary of Survey Results for 1967*

4. **General Situation.** Average food expenditure per head in private households in Great Britain was estimated to be 36s. 11d. per person per week in 1967, or about  $2\frac{1}{2}$  per cent more than in 1966; food prices, as derived from the Survey, rose on average by over  $1\frac{1}{2}$  per cent, leaving an increase of just under 1 per cent in the real value of food purchased per head. The rise in food prices was the lowest annual increase recorded by the Survey since 1961. Most of the gain in the real value of food purchases per head took place in the second half of 1967 and was mainly due to the continued growth in purchases of convenience foods. Between 1962 and 1967 average food expenditure per head rose by nearly 17 per cent, while prices rose by about 14 per cent; two-thirds of the resultant gain of  $2\frac{1}{2}$  per cent in the real value of food purchases per head took place between 1965 and 1967, and almost the whole of the five years' gain was due to an increase of nearly 16 per cent for convenience foods (Chapter 2).

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<sup>(1)</sup> Including the ingredient cost of food consumed in catering establishments.

**5. Geographical Differences.** Average weekly food expenditure per head in the English standard regions in 1967 ranged from 35s. 2d. in the South West to 37s. 9d. in the West Midlands; expenditure in Scotland averaged 34s. 10d. and in Wales 37s. 3d. Expenditure in London was 5 per cent above, and that in rural areas 6 per cent below, the national level. The Survey indices of average food prices for the English regions were all within 1 per cent of the average for Great Britain, but for Scotland and for Wales the indices were respectively 5 per cent and  $2\frac{1}{2}$  per cent above that average. In rural areas prices were more than 3 per cent above the national level but in all other types of area they were within  $\frac{1}{2}$  per cent of that level (Chapter 3).

**6. Social Class Differences.** Most of the variation in average food expenditure between households at different income levels was concentrated at the upper end of the income scale; the gradation in expenditure was less steep for convenience foods than for all other foods. Differences between classes in the average prices paid for food were comparatively small, being within a range of 8 per cent around the index for all households (Chapter 3).

**7. Household Composition Differences.** Average weekly food expenditure varied considerably between household types and ranged from 50s. 7d. per person (£5 1s. per household) in households consisting of a childless younger couple to 24s. 1d. per person (£7 18s. per household) in families with four or more children; about half of this wide range in average expenditure per person can be attributed to physiological factors and the remainder to economic factors and differences in dietary patterns. Average expenditure on convenience foods was 11s. 1d. per person per week in households containing only a younger couple and declined with increasing family size to 5s. 11d. per person in families with four or more children. The gradation in expenditure was steeper for quick-frozen foods than for other convenience foods (Chapter 3).

**8. Energy Value and Nutrient Content.** The average energy value of the food obtained for consumption in private households in Great Britain in 1967 was 2,590 kcal per person daily, similar to that in recent years. The intake of nutrients changed little between 1966 and 1967, and on average exceeded the allowances recommended by the British Medical Association, and also the new recommended intakes of the Department of Health and Social Security. Convenience foods were relatively expensive sources of energy and of all nutrients other than vitamin D; on average they provided one-sixth of the total energy value of the diet, and between a tenth and a quarter of the different nutrients. Among the major foods, the cheapest sources of nutrients were milk, cheese, bread, margarine, potatoes and citrus fruits. Regional variations in nutrient intake were less pronounced than in patterns of food consumption. Convenience foods made a smaller contribution in the south than in the north, and in London than in other urban areas; such foods were also less important in the diets of households in the highest income group than at lower income levels, and in childless families than in other types of household. Indices of price of energy and of nutrients showed that nutrients were obtained most cheaply by households with low incomes and large families; this was due in the main to differences in the patterns of food selected in households of different types. The pattern of nutrient intake in households of different composition was similar to that in recent years, with average intakes of protein and calcium in large families less than the allowances

of the British Medical Association, but greater than those now recommended by the Department of Health and Social Security. Comparison of the concentration of nutrients per 1,000 kcal in the average diets of different types of household with the D.H.S.S. recommendations draws attention to the nutritional needs of young children, adolescents, the elderly, and pregnant and nursing women. (Chapter 4).

### *1.3 Comment on the Nutritional Estimates*

9. The National Food Survey provides information about the nation as a whole, and about different categories of households; this information is especially useful for measuring trends over time. The Survey cannot provide information about the proportion of households in which the intake of a particular nutrient is habitually less than a stated quantity, because the basic measurement is the amount of food entering a household in a single week. It can say nothing about individuals. As a tool for investigating nutritional conditions it is therefore blunt; indeed, dietary data alone cannot be used to assess nutritional status. With these provisos, the broad picture that emerges is one of satisfaction. But within that picture are areas of uncertainty in which the Survey results do not exclude the existence of over-consumption of food in some families—especially the smaller and more affluent ones—or under-consumption or dietary imbalance in others—especially in some of the larger and poorer families and amongst the kinds of persons mentioned at the end of paragraph 8. The results suggest that such malnutrition is unlikely to be either wide-spread or of marked degree, but they do not exclude the possibility that some individuals feed inadequately, especially when it is recalled that the Survey may not in practice fully reach those sections of the community amongst whom malnutrition, if it exists at all, may be presumed to be most common, because it is precisely those who may be least able or willing to co-operate. The investigation of these areas is a matter for special study with a much sharper tool, such as the individual medical and dietary survey being currently developed and employed by the Department of Health and Social Security for the study of delimited areas in depth<sup>(1)</sup> <sup>(2)</sup>. Such studies are complementary to the National Food Survey, the significance of the nutritional estimates of which was discussed in more detail in the Annual Report of the National Food Survey Committee for 1965<sup>(3)</sup> (paragraphs 94, 95 and 99 to 102).

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<sup>(1)</sup> Berry, W. T. C. (1968) "Nutritional aspects of food policy". *Proc. Nutr. Soc.* 27, 1-8.

<sup>(2)</sup> Ministry of Health (1968). *A pilot survey of the nutrition of young children in 1963*. Reports on Public Health and Medical Subjects, No. 118. London, HMSO.

<sup>(3)</sup> *Household Food Consumption and Expenditure: 1965*. HMSO, 1967.

TABLE 1

## Changes in Earnings, Prices and Consumers' Expenditure, 1962-1967

(1963 = 100)

	1962	1963	1964	1965	1966	1967
Index of personal disposable income per head (a):—						
In money terms . . . . .	94·7	100·0	106·7	113·2	119·1	122·1
In real terms (b) . . . . .	96·5	100·0	103·3	104·9	106·2	106·2
Index of average weekly earnings (a) (c) .	96·0	100·0	108·6	117·3	124·1	129·1
Index of Retail Prices (a):—						
All items . . . . .	98·1	100·0	103·3	108·2	112·5	115·3
Food . . . . .	97·6	100·0	102·9	106·5	110·3	113·1
Consumers' expenditure per head (d):—						
Household food expenditure per head (e)						
Current prices . . . . .	97·8	100·0	103·6	106·5	111·3	114·0
1963 prices . . . . .	99·8	100·0	100·9	100·2	101·4	101·7
Total food expenditure per head (f)						
Current prices . . . . .	97·7	100·0	103·7	106·8	111·5	114·3
1963 prices . . . . .	99·6	100·0	101·0	100·5	101·6	102·0
Total consumers' expenditure per head						
Current prices . . . . .	94·6	100·0	106·1	112·1	118·1	122·3
1963 prices . . . . .	96·4	100·0	102·7	103·8	105·3	106·5
Total food expenditure as percentage of total consumers' expenditure on goods and services						
Current prices . . . . .	27·2	26·4	25·8	25·1	24·9	24·7
1963 prices . . . . .	27·2	26·4	25·9	25·5	25·5	25·3

(a) Derived from data in the *Monthly Digest of Statistics*.

(b) Using as a deflator to remove the effect of price changes a consumer price index based on the whole of consumers' expenditure.

(c) Estimated average weekly earnings (including bonus, overtime, etc., and before deduction of income tax or insurance contributions) of manual workers in manufacturing and other industries. For further details, see the *Ministry of Labour Gazette*.

(d) Derived from data in *National Income and Expenditure, 1969*, HMSO, 1969.

(e) Includes soft drinks, sweets and casual purchases of food, but not food consumed in catering establishments.

(f) Household food expenditure plus the ingredient cost of food consumed in catering establishments.

# Chapter 2

## HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

### *2.1 General Levels of Food Consumption, Expenditure and Prices*

10. The estimates of food expenditure and consumption from the National Food Survey relate to food obtained for consumption in the home, and therefore exclude meals and other food taken elsewhere<sup>(1)</sup>. The fieldwork of the Survey does not extend over Christmas, but in 1967 records were obtained up to Friday, 22nd December, so that the estimates for the fourth quarter and for the year as a whole include more of the special Christmas purchases than in the previous year when record-keeping ceased on Tuesday, 20th December. As in 1966, the national averages have been adjusted to correct for some over-representation of rural households in the sample. Subject to these qualifications, average food expenditure per head in private households in Great Britain was estimated to be 36s. 11d. per person per week in 1967, 11½d. (2·7 per cent) greater than in 1966, most of the increase being due to increased spending on bread (2½d.), processed meats (2½d.), fruit and vegetables (2½d.), liquid milk (1d.) and cheese (1d.). The value attributed to free food<sup>(2)</sup> averaged 9d. per person per week, 2d. less than in 1966, but the average value of consumption, at 37s. 8d. per person per week, was just over 2 per cent greater than in 1966. Estimates for each quarter of 1967, together with corresponding estimates for the previous year, are given in Table 2. The annual rate of increase in food expenditure was 2·7 per cent for 1967 as a whole, but was only about 2·0 per cent for the first half of the year, rising to 3·3 per cent for the second half, mainly because of a sharp increase in purchases of convenience foods.

11. The changes in food expenditure shown in Table 2 can be explained partly by changes in food prices and partly by changes in the "quantity" (value at constant prices, not necessarily physical quantity) of food purchases. An apportionment between these two factors is attempted in Table 3, where the index of expenditure has been deflated by that of food prices to obtain a measure of the relative change in the overall quantity of food purchases<sup>(3)</sup>. In these comparisons it is necessary to exclude a few food items for which the expenditure but not the quantity or price is recorded in the Survey. Excluding these items, which together accounted for an expenditure of 1½d. per person per week in 1967,

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<sup>(1)</sup> For further details see the general note in the Glossary. Estimates of overall food supplies moving into consumption in the United Kingdom, as measured at a primary stage of distribution, are reproduced in summary form in Appendix F.

<sup>(2)</sup> See Glossary.

<sup>(3)</sup> Such an apportionment cannot, however, be precise owing to limitations in the price index which arise because the classification of food items in the Survey cannot be infinitely detailed. The average price paid for each item is obtained by dividing the total expenditure on that item by the total quantity purchased; hence a shift in purchases from a cheaper to a dearer variety within the same food item (for example, to a higher grade of liquid milk, or to larger eggs) is represented as an increase in the average price paid for that item and not as a rise in the real value of purchases. This type of limitation does not arise when there is a shift of purchases from one item in the classification to another.

average food expenditure in that year was 2.6 per cent above that in 1966; this increase can be apportioned as a rise of 1.7 per cent in food prices and 0.9 per cent in the real value of food purchases per head. The rise in food prices (about half that in each of the two previous years) was the lowest annual increase recorded by the Survey since 1961, when food prices rose by little more than 1½ per cent. In 1967 the separate price indices for seasonal foods, for convenience foods and for other foods all showed increases of between 1.4 per cent and 2.3 per cent. Nearly all the gain of 0.9 per cent in the real value of food purchases per head took place in the second half of the year; it was mainly due to the accelerated growth in purchases of convenience foods, including some meat products, canned fruit and vegetables and some cereal foods.

12. Changes in average expenditure, prices and consumption since 1962 are illustrated in Table 4 by annual index numbers using 1963 as base period. The indices for 1966 and 1967, however, are not fully compatible with those shown in Table 3, because the change in the Survey classification of foods which was introduced in 1966 has necessitated a compression of the 143 items in that classification into 124 broader and more heterogeneous groups in order to achieve comparability with the former classification; most of this compression was in the convenience food sector<sup>(1)</sup>. Subject to these qualifications, average food expenditure per head rose by nearly 17 per cent between 1962 and 1967, while prices rose by about 14 per cent, so that over this period there was a resultant gain of some 2½ per cent in the real value of food purchases per head (¾ per cent between 1962 and 1963 and 1¾ per cent between 1965 and 1967). The gain of 2½ per cent in the real value of food purchases is explained by an increase of nearly 16 per cent for convenience <sup>(1)</sup> foods; seasonal foods showed a rise of ½ per cent and other foods a fall of 2 per cent. Between 1962 and 1967 the average prices paid for seasonal foods rose by 12 per cent and those for convenience foods by 11 per cent, compared with 16 per cent for other foods.

13. Separate index numbers for the main foods and groups of foods are shown in Tables 8 to 10 and further details for convenience foods are given in Tables 11 to 13. Expenditure on convenience foods (together with the additional items mentioned in footnote <sup>(1)</sup> to paragraph 12) in 1967 averaged 8s. 8d. per person per week and accounted for 23½ per cent of household food expenditure compared with 8s. 3d. (23 per cent) in 1966 and 6s. 9d. (21¼ per cent) in 1962. Of the 8s. 8d. spent on convenience foods in 1967, 2s. 9d. was spent on cereal products, 2s. 3d. on meat and meat products, 1s. 2d. on vegetable products, 1s. 0d. on fish and fish products, 8d. on fruit and the remainder on beverages and miscellaneous foods; about 41 per cent of the expenditure was on canned goods, 7 per cent on quick-frozen foods and the remainder on other foods.

14. Although average expenditure on convenience foods as a whole rose by about 29 per cent between 1962 and 1967 expenditure on quick-frozen foods

<sup>(1)</sup> The Survey definition of convenience foods was revised in 1966, when revisions were also made to the Survey classification of foods. Wherever possible in the Report, the new definition (see Glossary) of convenience foods is used (e.g. in Tables 3, 18, 19, 23, 24, 28, 29, 39, 42, 46). However, in order to achieve continuity in series extending back beyond 1966 (as in Tables 4, 11, 12 and 13) it has been necessary to classify as convenience foods some quick-frozen white fish (elsewhere classified as a seasonal food) and some miscellaneous cereal products. Average expenditure on these foods amounted respectively to 0.9d. and 0.3d. per person per week in 1967.

rose by about 61 per cent, and that on canned foods by 24 per cent. Among the quick-frozen foods, average expenditure on meat (other than poultry) and meat products more than doubled while that on fish and fish products rose by more than half; on peas and beans it rose by a third and on other vegetables and vegetable products by nearly two-thirds. Among the canned foods, average expenditure on cooked and canned meats (other than corned meat) increased by a third and that on canned fish by about a fifth; expenditure on canned peas declined slightly, but that on canned beans and other canned vegetables increased by about a third. Similarly, average expenditure on canned peaches, pears and pineapples fell slightly, but that on other canned fruit rose by about a fifth and that on canned tomatoes by about two-thirds.

15. Although the average price paid for convenience foods rose by over 11 per cent between 1962 and 1967, that of canned convenience foods rose by less than 10 per cent and that of quick-frozen convenience foods by only 2½ per cent. The real value of purchases of these quick-frozen foods rose by 57 per cent over the period compared with 14 per cent for canned convenience foods and nearly 16 per cent for convenience foods as a whole.

TABLE 2

*Household Food Expenditure, Value of Free Food and Total  
Value of Food obtained for Household Consumption,  
1966 and 1967*

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1966	1967	Per-centage change	1966	1967	1966	1967	Per-centage change
1st Quarter . . .	s. d. 35 0	s. d. 35 11	+2.5	s. d. 6	s. d. 7	s. d. 35 6	s. d. 36 5	+2.6
2nd Quarter . . .	36 10	37 4	+1.4	10	5	37 7	37 9	+0.4
3rd Quarter . . .	36 1	37 5	+3.5	1 5	1 3	37 6	38 8	+2.9
4th Quarter . . .	35 10	36 11	+3.1	11	9	36 9	37 9	+2.6
Yearly average . . .	35 11	36 11	+2.7	11	9	36 10	37 8	+2.1

TABLE 3

*Percentage changes in Average Expenditure, Food Prices and Real Value of Food Purchased: Quarters of 1967 compared with Corresponding Quarters of 1966*

(percentage changes)

	Quarter				1967 on 1966
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a) . . .	+1.6	+1.1	+2.7	+1.0	+1.6
Convenience foods (a) . . .	+3.0	+3.1	+9.3	+7.1	+5.5
All other foods (b) . . .	+2.9	+0.8	+1.4	+2.5	+1.8
All foods (b) . . . . .	+2.6	+1.4	+3.6	+3.1	+2.6
<i>Food Prices</i>					
Seasonal foods (a) . . .	+3.8	+0.5	+3.2	+2.3	+2.3
Convenience foods (a) . . .	+2.8	+1.8	+1.0	+1.4	+1.7
All other foods (b) . . .	+3.0	+1.3	+0.2	+1.3	+1.4
All foods (b) . . . . .	+3.2	+1.2	+1.2	+1.6	+1.7
<i>Real Value of Food Purchased</i>					
Seasonal foods (a) . . .	-2.2	+0.6	-0.5	-1.3	-0.7
Convenience foods (a) . . .	+0.2	+1.3	+8.2	+5.6	+3.7
All other foods (b) . . .	-0.1	-0.5	+1.3	+1.2	+0.4
All foods (b) . . . . .	-0.6	+0.2	+2.3	+1.5	+0.9

(a) See Glossary.

(b) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded.



National Averages

TABLE 4  
 Indices (a) of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1962-1967  
 (1963 = 100)

	1962	1963	1964	1965	1966	1967
<i>Expenditure Indices</i>						
Seasonal foods (a)	99.2	100.0	98.9	103.8	110.3	112.2
Convenience foods (a)	96.3	100.0	104.5	109.4	117.9	124.3
All other foods (b)	97.4	100.0	102.6	106.6	108.8	110.7
All foods (b)	97.7	100.0	102.0	106.4	111.2	114.1
<i>Indices of Average Prices</i>						
Seasonal foods (a)	98.7	100.0	97.5	101.3	107.2	110.9
Convenience foods (a)	99.7	100.0	102.9	106.4	109.8	111.0
All other foods (b)	97.6	100.0	105.9	109.4	111.9	113.5
All foods (b)	98.3	100.0	102.9	106.5	109.9	112.2
<i>Indices of Real Value of Food Purchases</i>						
Seasonal foods (a)	100.6	100.0	101.5	102.5	102.9	101.2
Convenience foods (a)	96.7	100.0	101.5	102.9	107.4	112.0
All other foods (b)	99.8	100.0	96.9	97.4	97.2	97.6
All foods (b)	99.3	100.0	99.1	100.0	101.1	101.7

(a) See Glossary and paragraph 12.

(b) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded.

### 2.2 Individual Foods: Consumption Trends and Demand Analysis

16. Details of changes in consumption of individual foods are discussed in paragraphs 17 to 48 below. Where relevant, an attempt has been made to explain changes in purchases between 1962 and 1967 in terms of (a) the effects of changes in real (deflated) price, (b) the effects of changes in average real personal disposable income per head and (c) other effects (usually referred to as the "underlying demand") which are independent of price and income changes. The method of analysis employed involves the estimation of price elasticities of demand using an application of covariance technique developed by Professor J.A.C. Brown<sup>(1)</sup>. The form of demand function used for this purpose assumes that the effects due to changes in prices, to changes in incomes, and to other factors are multiplicative, not additive. The resulting estimates for the main commodities, given in Table 14, have been used to provide a measure of the shift in demand between one year and another<sup>(2)</sup>; indices in Table 15 show the strength of demand in each year as a percentage of its mean value over the period 1962–1967, together with corresponding indices for average purchases per head and for average (deflated) prices<sup>(3)</sup>. Since part, at least, of any shift in demand between one year and another might be due to a change in real per caput income, a further set of indices shows the strength of demand in each year after removal of the income effect<sup>(4)</sup>, and this "underlying demand" can provide an indication of any long-term trend in demand arising from changes in consumers' tastes or habits, including those induced by technological progress and producers' marketing efforts.

#### Milk and Cream

17. No marked change was recorded in per caput consumption of liquid milk in 1967, and although the average of 4.89 pints per person per week

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<sup>(1)</sup> *On the use of covariance techniques in demand analysis*: FAO/ECE Study Group on the Demand for Agricultural Products (1958).

The technique uses monthly data of average prices and average purchases extending over the whole period and enables any significant seasonal or annual shifts in the demand curve to be detected; the effects of such shifts are then removed from the original data prior to the estimation of the elasticity coefficients.

<sup>(2)</sup> Estimates are made of the level of purchases which might have been expected, *ceteris paribus*, given the change in average price which in fact occurred. The differences between these estimates and the level of purchases actually recorded provide a measure of the shift in demand (together with any residual error) which took place.

<sup>(3)</sup> Estimates of own-price elasticities of demand for the main commodities based, in most cases, on data from 1960 to 1966, together with tables of indices showing the mean seasonal and year-to-year variations in average prices, purchases and demand were given in *Household Food Consumption and Expenditure: 1966*, Tables 20, 21 and 22, HMSO, 1968. Tables showing own-price elasticities based on data from 1962 to 1967 and year-to-year variations in average prices, purchases and demand are given in the present report because of current interest in changes in demand over recent years. No table showing corresponding seasonal variations is given in this Report, but a table of such constants was given in Table 21 of the Report for 1966.

<sup>(4)</sup> The method employed to remove the income effect from the indices of demand entailed first of all the determination of the income elasticity of demand using cross-section methods of analysis of survey data as described in Appendix E. Values obtained in 1965 were selected as being nearest to the mid-point of the period 1962–1967 and were used to make estimates of the average level of purchases which, *ceteris paribus*, might be expected in each year, given the change in real incomes which was known to have occurred. A comparison of these estimates with the change in demand already measured after allowing for the effect due to any price change then gave the final estimate of the "underlying" shift in demand.

was 0·04 pints less than in 1966 and 0·04 pints more than in 1965 and 1964, these differences are within the range of normal sampling variation in the Survey. The average price of the standard grade of milk was increased on 2nd April 1967 from 9½d. per pint to 10d., but this appears to have had no measurable effect on the level of purchases at the full retail price, which continued to average just over 3·8 pints per person per week. Indeed, over the past decade changes in the average price of milk have broadly kept pace with changes in the general level of prices, and this stability has been matched with a comparable stability in average purchases per head.

18. There were no significant changes in consumption of condensed, dried or other milk in 1967. Average purchases of cream were maintained at almost 0·6 oz., having increased by nearly a quarter since 1962: more than a half of this increase can be attributed to changes in the real price of cream and in real incomes, but the remainder appears to be due to a strengthening in the underlying demand, at an *average* rate of about 3 per cent per annum.

#### *Cheese*

19. Average consumption of natural cheese reached a new high level of 3·0 oz. per person per week in 1967 compared with about 2·8 oz. in each of the previous five years. Very little of this upturn in demand can be attributed to the slight easing in the real price of cheese or to the growth in real incomes. Average purchases of processed cheese remained at the level of 0·34 oz. per person per week to which they had fallen in 1966 and the slight decline over the previous five years appears to have been due primarily to a change in consumer preferences.

#### *Meat and Poultry*

20. Household expenditure on all kinds of meat and poultry averaged 10s. 11d. per person per week in 1967. Between 1962 and 1967 the proportion of total household food expenditure spent on this group of foods increased from 28·3 per cent to 29·7 per cent, but this increase was due to its average price (as measured by the Survey price index) rising by 20 per cent over the period, compared with nearly 14 per cent for all food. Indeed, expenditure on the meat group was, in real terms (i.e. after allowing for changes in prices), only about 1·3 per cent greater in 1967 than in 1962, while on food as a whole it was 2·7 per cent greater. If, for the purpose of analysis, all kinds of meat and poultry are treated as a single commodity, then over the period 1962 to 1967 the average price of the items in the group rose by 2·2 per cent in real terms. The estimated price elasticity of demand over the period was -0·45, and therefore the rise in the average price might have been expected to be accompanied, had other things remained equal, by a *decrease* in average per caput purchases of about 1 per cent. Only about half of the difference between this 1 per cent *decrease* and the *increase* of 1·3 per cent which was actually recorded can be attributed to the rise of about 10 per cent in average real incomes<sup>(1)</sup> over this period, and it therefore appears from this analysis, tenuous though it may be, that there might have been some slight strengthening in household demand for meat over and above that due to changes in prices and in incomes.

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<sup>(1)</sup> The estimated income elasticity of demand is +0·13.

**21. Carcase Meat.** Almost half of household expenditure on meat continued to be on carcase meat, though average consumption fell slightly to 17·0 oz. per person per week in 1967. Between 1962 and 1967 average consumption of carcase meat fluctuated between 16·8 oz. per person per week and 18·3 oz., averaging 17·4 oz. over the whole period. Consumption in 1962 and 1963 was well above the average because of greater supplies of beef and pork, but it later declined because of reduced supplies of beef. Average prices paid in 1967 for carcase meat were, in real terms, 1 per cent lower than in 1966, but  $7\frac{1}{2}$  per cent greater than in 1962, and in accord with what might have been expected from the reduction in supplies and the own-price elasticity of demand of  $-0\cdot9$  which has been estimated from the monthly Survey data over this period.

**22. Consumption of beef and veal** rose by 0·5 oz. to 8·6 oz. per person per week in 1967, the average for the period 1962 to 1967, but a level not previously attained since 1963. The average price paid in 1967 was, in real terms, over 2 per cent lower than that in 1966, but 10 per cent higher than in 1962. This increase in the average price is broadly compatible with that which might have been expected to be needed to equate an unchanged demand per head to the available supplies, given the own-price elasticity of  $-1\cdot0$  and the income elasticity of  $+0\cdot1$ .

**23. Average consumption of mutton and lamb** in 1967 was 6·1 oz. per person per week compared with 6·3 oz. in 1966 and 6·7 oz. in 1962. This decline appears to be greater than can be explained by changes in real incomes and prices, even assuming an own-price elasticity appreciably greater than the comparatively small and poorly determined value of  $-0\cdot14$  estimated from the Survey data for the period, and indicates that the underlying demand for mutton and lamb may have been falling at an average rate of over 2 per cent per annum.

**24. Pig production** passed the low point in its cycle in 1967 and average consumption of *pork* was 2·3 oz. per head per week, 0·5 oz. less than in 1966 and 1965, but the same level as in 1962. However, the average price of pork was 4 per cent higher in real terms in 1967 than in 1962, and not more than three-quarters of the strengthening in demand which this implies can be attributed to the growth in real incomes over the period (the income elasticity of demand for pork is about  $+0\cdot3$ ).

**25. Poultry Meat.** The proportion of household meat expenditure which was devoted to uncooked poultry rose from 2 per cent in 1956 to 5 per cent in 1962 and 7 per cent in 1967. Average consumption<sup>(1)</sup> in 1967 was 3·8 oz. per person per week (0·1 oz. less than in 1966<sup>(2)</sup>) compared with 3·4 oz. in 1965, 2·3 oz. in 1962 and 0·6 oz. in 1956. The average price paid for uncooked poultry continued to decline and in real terms was about one-fifth lower in 1967 than in 1962. Because demand for poultry has gradually become less elastic to changes in its real price and to growth in real incomes, the increase in average purchases

<sup>(1)</sup> Excluding most of the Christmas trade; see paragraph 10. above and Appendix A.

<sup>(2)</sup> Average consumption of broiler chickens continued to increase in 1967, but consumption of other poultry was below the slightly exaggerated level imputed by the Survey in 1966, when adjustments made to compensate for the cessation of fieldwork during the election period gave too much emphasis to the unusually high level of turkey consumption at Easter.

between 1962 and 1967 cannot be accurately apportioned between these and other factors; but on any realistic values for the elasticities<sup>(1)</sup> it would appear that demand has grown by at least 5 per cent per annum more than can be accounted for by price and income changes. The market for poultry has in fact been steadily widening; some 23 per cent of households bought poultry in any one week in 1967 compared with 15 per cent in 1962, but this percentage is still below those for the carcase meats (cf. Appendix B, Table 2).

### *Bacon*

**26.** Average purchases of uncooked bacon and ham reached a comparatively high level of 5.5 oz. per person per week in 1962, but have since exhibited a generally downward trend (except for a temporary partial recovery in 1965) and fell to under 5.2 oz. in 1967. Although the average price of bacon, in real terms, has tended to vary inversely with changes in supplies, the whole of the decline in average purchases over the period cannot be explained in terms of the decrease of 5 per cent in the real price and the estimated price elasticity of demand of  $-0.6$ . It thus appears that there may have been some weakening in the underlying demand for bacon which, though small and not attaining statistical significance, has more than offset the growth that might otherwise have accrued from the increase in real incomes.

### *Other Meat and Meat Products*

**27.** Average consumption of all other meats and meat products was 0.5 oz. higher than in 1966, at 12.4 oz. per person per week. Within this group, consumption of offals and of rabbit and game showed little change, while consumption of corned meat continued its slow recovery and that of other canned meat increased by 0.2 oz. to 1.7 oz. per person per week. Average purchases of cooked (including canned) ham reached 0.96 oz. per person per week in 1967, having increased very slowly from 0.87 oz. in 1962; this growth does not appear to have resulted from changes in prices or in incomes. Purchases of cooked chicken also increased and averaged 0.22 oz. per person per week in 1967, more than twice as much as in 1962; this growth also appears to represent a change in consumer preference. Average purchases of other cooked meats have remained at 0.68 oz. per person per week for three years but previously were tending to decline. Average consumption of sausages fell from 3.8 oz. per person per week in 1962 to 3.5 oz. in 1967, and this decline also appears to be the result of a shift in consumer tastes, because there was practically no change in the real price and the income elasticity of demand is negligible. Average purchases of other meat products increased by a quarter between 1962 and 1967 and amounted to 3.1 oz. per person per week in the latter year (see also paragraph 13 above); since the average price of these products has not declined in real terms and the income elasticity of demand for them is negligible, the growth in average purchases seems to be a further instance of the shift in consumer preferences towards convenience foods.

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<sup>(1)</sup> The income elasticity of demand for poultry was estimated to be  $+0.9$  in 1962,  $+0.5$  in 1965 and  $+0.6$  in 1967. The own-price elasticity was estimated to be  $-1.1$  from the data for 1955 to 1960,  $-0.9$  for 1960 to 1964,  $-0.5$  for 1962 to 1967.

*Fish*

28. Consumption of fish continued to average about 5·8 oz. per person per week; there was no appreciable change in the previous two years, and very little in the preceding ten. The small changes within the group from year to year have resulted more from fluctuations in supplies than from any shift in consumers' preferences, although over the past few years there has been some increase in purchases of cooked fish and of quick-frozen fish and fish products.

*Eggs*

29. Although average consumption of eggs continued at over 4·7 eggs per person per week, there was a further decrease in free supplies, which averaged 0·20 eggs per person per week, compared with 0·27 in 1966, 0·31 in 1965 and 0·34 in 1962. Purchases averaged 4·52 eggs, compared with 4·50 in 1966, 4·47 in 1965 and 4·34 in 1962. The 4 per cent increase in average purchases of eggs between 1962 and 1967 has thus done little more than offset the decline in free supplies, even though in real terms the average price paid by housewives for eggs was 13 per cent lower in 1967 than in 1962. Purchases of unstamped eggs continued to increase in 1967 and accounted for 44 per cent of all eggs purchased, compared with 38 per cent in 1966 and 32 per cent in 1962; there were corresponding changes in the proportion of households buying unstamped eggs. The price differential between stamped and unstamped eggs was greater at the beginning of this period than at the end and averaged 5·5d. per dozen.

*Fats*

30. Average consumption of fats was very steady at about 11·9 or 12·0 oz. per person per week between 1962 and 1967 apart from an aberrantly low average of 11·6 oz. recorded in 1966. Within this total there was some transfer of demand from cooking fats to cooking oils. Average consumption of butter varied within much narrower limits than before the introduction of import quota arrangements in 1962; the full reaction to the increase in price in that year was delayed until 1963 and there was little further change in real prices or average purchases in 1964. Subsequently, the real price declined steadily and was 18 per cent less in 1967 than in 1964, but average purchases increased by only 4 per cent over this period, which is a smaller rate of growth than would have been expected from the growth in real incomes and the price elasticity of about  $-0\cdot2$ . Thus there appears to have been some weakening in the underlying demand, which may perhaps be associated, at least in part, with the continuing downward trend in the consumption of bread. Certainly there is no evidence over the period of any switch to margarine, consumption of which averaged 3·4 oz. per person per week in 1964 but only 3·0 oz. in 1967, when the average consumption of butter was 6·2 oz.

*Sugar and Preserves*

31. Purchases of sugar in 1967 averaged 17·2 oz. per person per week; although this was slightly (but not significantly) more than the average recorded by the Survey in 1966, it was 0·3 oz. less than in 1965 and 1·2 oz. below the relatively high levels recorded in 1962 and 1963. The average price of sugar declined, in real terms, by 17 per cent between 1963 and 1967 but the price elasticity is virtually zero over the range of prices encountered during the last few years.

The income elasticity of demand is very slightly negative, but the decline in purchases was much greater than would have resulted from the growth in real incomes, and there is therefore an implied weakening in the underlying demand. Very little of this weakening can be attributed to usage of artificial sweeteners in beverages; in the last quarter of 1967 these were used to sweeten on average only about 4 per cent of the beverages consumed in the home, compared with about 74 per cent which were sweetened with sugar and about 22 per cent which were drunk without any added sweetening. About half the household purchases of sugar were used to sweeten beverages (see paragraph 47).

**32.** Average consumption of preserves, which declined from 3·3 oz. per person per week in 1962 to 2·8 oz. in 1966, remained at that level in 1967. The slow decline in average consumption is common to all three categories of preserves classified in the Survey, but rather less for marmalade than for jam; it appears to have resulted from a weakening in the underlying demand rather than from changes in prices or personal incomes. The weakening in demand is perhaps associated with the decline in household purchases of bread and of flour for home baking.

#### *Potatoes and Potato Products*

**33.** Average consumption of potatoes was maintained at a little over 52 oz. per person per week, a fall of 1·3 oz. in free supplies having been nearly replaced by an increase of 1·1 oz. in average purchases; free supplies have been declining slowly for some years, and have not been fully replaced by purchases. The average price paid for new potatoes (7·4d. per lb.) was the same as in 1966, and although the average price for old potatoes in the early months of 1967 was about 3½d. per lb. dearer than a year earlier, that in the last three months of the year was 0·3d. per lb. less than in the last quarter of 1966. Household expenditure on chips and other potato products (excluding quick-frozen varieties) averaged 3½d. per person per week in 1967, about ½d. more than a year earlier. Between 1962 and 1967 average expenditure on chips increased by almost a half to 1·9 pence per person per week.

#### *Cabbage, Brussels Sprouts, Cauliflower, etc.*

**34.** Average consumption of brassicas (excluding quick-frozen brassicas, consumption of which is relatively small) was 9·8 oz. per person per week and a barely discernible downward trend in consumption in recent years seems to be attributable to the slow decline in free supplies from gardens and allotments. A slight fall in consumption of cabbages and Brussels sprouts was not fully offset by increased consumption of cauliflower and other brassicas, but this change appears to be the result of variations in supplies and there is no evidence from the Survey of an discernible trend in consumer preferences within the brassica group. The very high price elasticities found for brassicas (Table 14) arise from consumers' readiness to substitute one variety for another.

#### *Peas and Beans (Fresh and Processed)*

**35.** There has been a marked downward trend in household purchases of fresh peas, and consumption in 1967 averaged only 0·8 oz. per person per week compared with 1·5 oz. in 1962 (these weights include the pod). In contrast, average purchases of quick-frozen peas rose from 0·65 oz. per person per week

in 1962 to 0.93 oz. in 1967. This change in consumer preference has been facilitated by a fall of about one-quarter in the real price of quick-frozen peas and by the rise of about 10 per cent in real incomes per head.

36. The increase in household usage of quick-frozen peas has been accompanied by a decrease in average purchases of canned peas from 3.2 oz. per person per week in 1962 to 3.0 oz. in 1967. Between these years the real price paid for canned peas fell by more than one-tenth, but the effect of this on purchases (own-price elasticity of demand of about  $-2.0$ ) was insufficient to offset the fall in purchases attributable to a growth in real personal income (the income elasticity is negative) together with a weakening of about 6 per cent per annum in the underlying demand.

37. Consumption of fresh beans was maintained at the level of 1.3 oz. per person per week to which it had fallen in 1966, compared with 1.5 oz. in 1962. Rather more than half the household consumption continued to come from gardens and allotments. Quick-frozen beans have not achieved the same degree of popularity as quick-frozen peas, and average purchases amounted to only 0.18 oz. per head per week in 1967 compared with 0.12 oz. in 1962. Average purchases of canned beans (excluding runner and kidney beans), however, rose by more than a quarter between 1962 and 1967 to 3.5 oz. per person per week. Both the own-price elasticity and the income elasticity of demand for canned beans are quite small, and nearly all the increase in purchases over this period can be attributed to a strengthening of the underlying demand. Average consumption of dried pulses has been fairly steady at just under 0.5 oz. per person per week since 1962, but had previously shown a downward trend.

#### *Leafy Salads*

38. Consumption of leafy salads has ranged between 1.22 oz. and 1.32 oz. per person per week between 1962 and 1967 without manifesting any pronounced trend. About one-fifth of household consumption continues to be from free supplies.

#### *Other Vegetables*

39. Consumption of fresh carrots in 1967 averaged 3.2 oz. per person per week compared with 3.0 oz. in 1966, the increase taking place principally in the first half of the year. Free supplies have been declining for some years, but appear to have been fully replaced by an increase in the quantity purchased; for example, in 1962, when free supplies averaged 0.36 oz. per person per week, purchases were 2.40 oz., but by 1967 free supplies had fallen to 0.24 oz. and purchases had increased to 2.96 oz. Free supplies of other root vegetables and of onions also declined over this period, but there was no compensating increase in purchases, so that average consumption of the former declined from 2.3 oz. to 2.0 oz. and that of onions was barely maintained near 3.0 oz. Expenditure on quick-frozen vegetables (including chips but excluding peas and beans) and of canned vegetables (other than peas and beans) also increased by nearly a half (to about  $\frac{1}{2}$ d. and 1d. per person per week respectively).



*Fresh Fruit*

40. Average consumption of fresh fruit (including tomatoes) at 21·7 oz. per person per week was 1·4 oz. less than in the previous year, but only slightly (0·2 oz.) less than the average for the twelve years since 1956. Home-grown apples were in relatively short supply in 1967, so that notwithstanding some increase in imports, average consumption of apples fell between 1966 and 1967 by 0·9 oz. (of which 0·2 oz. was a decrease in free supplies). Consumption of pears declined by 0·3 oz. and that of bananas by 0·2 oz. Purchases of stone fruit and of rhubarb were also reduced, but there was an increase of nearly 0·2 oz. in consumption of citrus fruit, which averaged over 4·8 oz. per person per week in 1967. Between 1962 and 1967 average purchases of oranges rose from 3·3 oz. per person per week to 3·6 oz., and those of other citrus fruit from 0·9 oz. to 1·2 oz. The increase in purchases of oranges can be largely explained by price and income changes; the growth in real incomes also accounted for about half the increase in purchases of other citrus fruits, the remainder of the increases reflecting a stronger underlying demand.

41. Average purchases of tomatoes, at 3·8 oz. per person per week, were slightly higher than in 1966 but at about the average for 1962–1967. Over this period most of the variation in the real price was seasonal, and the increase in demand which might have been expected to result from higher real incomes appears to have been offset by an underlying downward trend. The level of free supplies of tomatoes from gardens, allotments, etc. has been well maintained.

*Canned Fruit*

42. Household purchases of canned and bottled tomatoes continued to increase and averaged 0·77 oz. per person per week, compared with 0·73 oz. in 1966 and the low level of 0·56 oz. to which they had fallen in 1962. Consumption of canned fruit (other than tomatoes) was well maintained at 4·9 oz. per person per week and has varied little over the past six years.

*Bread and Flour*

43. Household purchases of bread have declined fairly steadily for more than a decade and averaged 40·0 oz. per person per week in 1967 compared with 43·6 oz. in 1962 and 48·0 oz. in 1957. (An aberrantly large fall to 38·6 oz. recorded in 1966 was probably due to the change in constituencies included in the sample.) The decline over this period has been in purchases of large white loaves, particularly unwrapped; purchases of both wrapped and of unwrapped small white loaves have increased, and those of brown bread (including wholemeal) have been fully maintained. The average price paid by housewives for bread rose by 10 per cent in real terms between 1962 and 1967, and although *prima facie* this increase might have resulted in part from the drift in consumers' purchases to the dearer varieties, any such effect was nullified because the price of the dearer varieties of bread rose proportionately less than that of the cheaper varieties. This 10 per cent rise in real price might have accounted for about a third of the overall decrease of about 8 per cent in average purchases over the period, and the growth in real incomes may have accounted for another one-third (the income elasticity being negative) leaving, on this analysis, a decline of less than  $\frac{1}{2}$  per cent per annum due to all other factors, including changes in consumer preferences and in the structure of the population.

44. There has also been a decline for more than a decade in housewives' purchases of flour, which averaged 5·8 oz. per person per week in 1967 compared with 6·2 oz. in 1962 and 7·8 oz. in 1957. The fall of about 7 per cent in average purchases between 1962 and 1967 occurred despite a decrease of about 10 per cent in the average price of flour, and very little of the decrease in purchases can be attributed to the growth in real incomes; it thus appears to represent a decline in the underlying demand of nearly 3 per cent per annum.

#### *Cakes and Biscuits*

45. Since 1962, the decline in home baking implied by the decrease in household purchases of flour has not been offset by increased purchases of cakes, pastries, buns, scones and tea-cakes, consumption of which averaged 6·0 oz. per person per week in 1967 compared with 6·6 oz. five years previously. Purchases of biscuits have varied between 5·6 and 5·9 oz. per person per week over this period, without showing any clearly defined trend, but there has been a slight tendency for chocolate biscuits to displace other biscuits.

#### *Other Cereal Products, including Breakfast Cereals and Puddings*

46. Owing to changes introduced in 1966 in the Survey classification of cereal foods, it is not possible to give continuous time series for some of the individual items within the group. However, average expenditure on the group as a whole increased by about a quarter between 1962 and 1967 compared with an increase of about a sixth in total household food expenditure. Between 1966 and 1967 average purchases of these cereal products increased from 7·0 to 7·4 oz. per person per week, mainly owing to increases in purchases of breakfast cereals, puddings and other cereal convenience foods.

#### *Beverages*

47. Average household purchases of tea declined from 2·8 oz. per person per week in 1962 to 2·6 oz. in 1965, but the decline was halted in 1966 and in 1967 consumption rose to 2·7 oz. Over this period the average price fell steadily in real terms and was about one-sixth lower in 1967 than in 1962, but the demand does not appear to be significantly elastic to changes either in price or in real incomes. Over the same period average purchases of bean and ground coffee were maintained at 0·10 oz. per person per week; those of coffee essences fell from 0·10 oz. to 0·08 oz., but consumption of instant coffee rose from 0·20 oz. to 0·30 oz. Supplementary information obtained from housewives in the fourth quarter of 1967 indicated that between 15 and 16 cups of tea, coffee, cocoa or similar hot beverages were consumed at home each day by the average household, or about 5 per person.

#### *Miscellaneous Foods*

48. In the remaining miscellaneous group of foods the main change since 1962 is the continued growth in purchases of canned soups which rose from 2·5 oz. per person per week in 1962 to 3·1 oz. in 1967. Average purchases of dehydrated soups have also increased, but average expenditure on these was only 0·5d. per person per week compared with 3·1d. on canned soups.

# Chapter 3

## HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: GEOGRAPHICAL, SOCIAL CLASS AND FAMILY COMPOSITION DIFFERENCES

### 3.1 Introduction

49. The National Food Survey provides estimates of *average* food consumption and expenditure in private households in Great Britain as a whole and also for different household groups. The estimates for the latter cannot be as accurate as those for the whole community, but they exhibit a pattern of differences between the various groups, which changes only slowly from year to year. The Annual Report for 1965<sup>(1)</sup> contained a detailed review of such changes over the period 1956 to 1965 and an outline of the changes in 1966 was given in the Annual Report for that year<sup>(2)</sup>. This chapter contains a review of the results in 1967, and gives special emphasis to the differing patterns of consumption of convenience foods found in various sectors of the community.

### 3.2 Geographical Differences

#### 3.2.1. CLASSIFICATION USED

50. To reveal differences in food consumption patterns between households in different parts of the country, the Survey data are analysed in two separate ways. The first of these classifies households according to geographic region<sup>(3)</sup>, the second according to the degree of urbanization of the polling districts in which they are located<sup>(4)</sup>. The two classifications are made independently of each other and no cross-classification according to degree of urbanization within each region has been attempted.

51. The Survey is designed to be representative of Great Britain as a whole, but practical considerations limit the number of localities which can be included from each region in any one year. Although the results obtained from the localities selected *in a single year* from any one region may not therefore be fully representative of that region, the results obtained over a period of years cover a wider range of localities and show a fair degree of consistency, which allows conclusions to be drawn about broad regional characteristics in patterns of consumption. Details of the sample drawn from each region and each type of area in 1967 are given in Table 1 of Appendix A.

#### 3.2.2. MAIN RESULTS IN 1967

52. Table 16 gives estimates of average expenditure per person per week in

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<sup>(1)</sup> *Household Food Consumption and Expenditure: 1965*, HMSO, 1967.

<sup>(2)</sup> *Household Food Consumption and Expenditure: 1966*, HMSO, 1968.

<sup>(3)</sup> Nine regions are distinguished, separate results being given for Wales, for Scotland, and for each of the standard regions of England (as defined since mid-1965) except that East Anglia is combined with the South East Region. Regional analyses in previous annual reports were based on the standard regions defined by the Registrars-General before mid-1965. Further details are given in Appendix A. (Table 1).

<sup>(4)</sup> See Appendix G (paragraph 12).

each region and type of area in 1967 and of the value of food obtained for consumption in the home. The averages for food expenditure in the new standard regions of England ranged from 35s. 2d. per person per week in the South West to 37s. 9d. in the West Midlands, compared with averages of 34s. 10d. in Scotland, 37s. 3d. in Wales and 36s. 11d. for the whole of Great Britain. The range in the averages is only slightly reduced when the value of free supplies from gardens, allotments, etc., is also taken into account; however, Wales then moves up to share the lead with the West Midlands (2½ per cent above the average for Great Britain), closely followed by the combined South East and East Anglia region (nearly 2 per cent above), and Scotland—despite having free supplies greater than those in any English region except the South West—continues to have the lowest average of all (4 per cent below the average for Great Britain), while the South West (1 per cent below) is displaced by the East Midlands (3 per cent below) at the bottom of the English league table.

53. In the analysis by type of area, although average expenditure on food ranged from 38s. 9d. per person per week in the London conurbation to 34s. 8d. in rural areas (i.e. from 5 per cent above to 6 per cent below the national average) it varied very little between the intermediate types of area. Once the value of free supplies is taken into account, the average value of food obtained for consumption in rural areas is raised to more than 1 per cent above the national average and that for London is reduced to 4 per cent above that average; the value of free food in the provincial conurbations averaged only 2d. per person per week and the value of consumption was about 2½ per cent below the national level.

54. Table 16 also gives index numbers of food prices<sup>(1)</sup> paid by households in each region and type of area. In 1967, the indices for Scotland and for Wales were respectively 5 per cent and 2½ per cent above the average for Great Britain, but those for the English regions were each within 1 per cent of that average. The relatively high indices for Scotland and for Wales were due largely to higher prices for fresh fruit and vegetables, poultry and fresh fish; higher average prices were also recorded for carcass meat and—in Scotland only—for bacon, but these might have been partly due to a different choice of cuts. The price index for rural areas was more than 3 per cent above the average for Great Britain, higher prices being paid by rural housewives for most foods, the principal exceptions being eggs, cream and potatoes; in all other types of area the indices were within ½ per cent of the national average.

55. The “price of energy” indices<sup>(2)</sup> in Table 16 ranged from nearly 5 per cent

<sup>(1)</sup> The price indices have been derived by valuing the *national* diet at the average prices paid in each region and type of area, and expressing each result as a percentage of the cost of the national diet at national prices. Thus the price indices take no account of variation in the *pattern* of food purchases in different localities, but only of price differences which are due partly to variations of quality (including differences in varieties purchased, e.g. cuts of bacon, within each item in the Survey classification of foods), partly to differences in the services (in the widest sense) offered by different shops, and partly to differences in transport costs.

<sup>(2)</sup> These “price of energy” indices showing relative differences in “cost per calorie” have been obtained by dividing the money value of food obtained for consumption (purchases plus free supplies) in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households. These indices take into account regional and type-of-area variations in consumer’s *choice* of foods as well as variations in prices paid.

below the national average in the North region to 4 per cent above the average in the South East (including East Anglia); between different types of area the range was from 3 per cent below the national average in rural areas to 7½ per cent above it in Greater London. These ranges are much wider than the corresponding ranges in the food price indices and result from differences in patterns in food consumption; thus relatively large amounts of the cheaper sources of energy were bought in the North and in rural areas, but in the South East, which includes London, the diet contained relatively large amounts of fresh fruit and green vegetables, and less bread.

56. Estimates of the average consumption in each region and type of area of each of the foods itemized in the Survey classification are given in Appendix D. The main characteristics of the food consumption patterns in 1967, summarized in Table 17, are broadly similar to those found in previous years and summarized in the Annual Reports for 1965<sup>(1)</sup> and 1966<sup>(2)</sup>. For example, in Wales, consumption of butter, cooking fats, mutton and lamb, bacon, bread and sugar, remained well above the average for Great Britain, but purchases of margarine, beef and cakes remained well below. In contrast, purchases of the latter foods and of preserves, eggs, bread, biscuits and some cereal and meat products remained high in Scotland, while consumption of butter, cooking fats, mutton, pork, bacon, poultry, fruit and fresh green vegetables remained relatively low. In the North and Yorkshire and Humberside regions of England, average consumption of flour, cooking fats, margarine and cakes and biscuits continued to be relatively high and that of milk, coffee, mutton and lamb, poultry, cheese and butter, low. In the North West, however, consumption of mutton and lamb, poultry, milk, and (in the last two years) of coffee, are high and purchases of flour are low. In the Midlands, and in northern England, purchases of flour were well below average in the west and well above average in the east. Purchases of beef and veal and of cakes and biscuits, however, were below average in both east and west Midlands while those of bacon and ham and canned tomatoes were above. Further south, consumption of fresh green vegetables, pork, cheese, coffee and milk was well above the average for Great Britain whilst purchases of tea, margarine and bread were below that average.

57. The analysis by type of area shows that in Greater London average consumption of mutton and lamb, poultry, fresh green vegetables, fruit, pork, coffee, cheese and butter was appreciably higher than in provincial conurbations, but that of bread and of margarine was considerably lower. The average diet in other towns was for most items very similar to the national average, whilst that in semi-rural and rural areas tended to include above-average consumption of milk, eggs, cheese, beef and veal, bacon and ham, and preserves, relatively high purchases of flour, and below-average consumption of fish, tea and mutton and lamb.

### 3.2.3. CONSUMPTION OF CONVENIENCE FOODS, 1966–1967

58. The Survey definition of convenience foods was extensively revised at

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<sup>(1)</sup> *Household Food Consumption and Expenditure: 1965*, Table 16 and paragraphs 53 to 58, HMSO, 1967.

<sup>(2)</sup> *Household Food Consumption and Expenditure: 1966*, Table 24 and paragraph 52, HMSO, 1968.

the beginning of 1966, and so that detailed inter-regional comparisons can be made which are more broadly based than those obtained from a single year, averages covering the two years 1966 and 1967 are presented in Table 18 (consumption) and Table 19 (expenditure). Average expenditure on convenience foods in Great Britain during this period was approximately 8s. 4d. per person per week. The average was greater than this in Scotland, in the north of England and the East Midlands (the highest average being 9s. 3d. in the North Region), but in Wales, the West Midlands and the south of England it was less than the national average (the lowest average being 7s. 7d. in the South West). In Scotland, and in the North and Yorkshire and Humberside regions, about one-quarter of household food expenditure was on convenience foods, but in Wales and the south of England the proportion was nearer one-fifth. Average weekly expenditure on canned convenience foods in Great Britain was about 3s. 5d. per head, or just over two-fifths of average expenditure on all convenience foods; in the South West and South East it was 2s. 11d., but in the other English regions and in Scotland and in Wales it ranged between 3s. 6d. and 3s. 10d., the highest values being in the north of England. In contrast, average expenditure on quick-frozen convenience foods was relatively high in Wales and in southern England (7½d.–8½d. per person per week) and comparatively low in the north and in Scotland (3d.–5d.) while the average for the Midlands was almost identical with the 6½d. found for Great Britain as a whole.

**59.** Regional differences in consumption of canned convenience foods fall broadly into two patterns. For canned meat, canned vegetables and canned soups, consumption in the English regions tends to be highest in the north and lowest in the south, but this pattern is reversed for canned fruit. For canned tomatoes and canned fish, average consumption is highest in the Midlands and tends to be lower in the south than in the north, but for fruit juices it is lowest in the Midlands and lower in the north than in the south. The pattern of consumption of these foods in Wales tends to resemble that in the Midlands. In Scotland average consumption of canned fruit and canned soup is an extrapolation of that found in the north of England, but the level of consumption of canned meat is closer to that found in the Midlands, while purchases of canned vegetables, fruit juices and canned tomatoes approximate more closely to the levels found in the south of England.

**60.** Within the group of quick-frozen convenience foods, consumption of vegetables (principally peas) was highest in the south, about average in the Midlands and in Wales and lowest in the north of England and in Scotland. Average consumption of quick-frozen meat products and of quick-frozen fish products, however, was greatest in Wales and least in Scotland; there is no pronounced geographical pattern within the English regions.

**61.** Regional variations in average consumption within the remaining group of convenience foods are less regular in pattern than those encountered for canned foods and for quick-frozen foods but, overall, consumption tended to be highest in Scotland and in the north of England, higher in the East Midlands than in the south of England, and lowest in the West Midlands and Wales. The principal exceptions were that consumption of prepared breakfast cereals was comparatively high in Wales and lowest in Scotland, which also had the lowest average purchases of fish and chips and of canned milk puddings.

62. Also shown in Tables 18 and 19 are the average consumption and expenditure in 1966–1967 on convenience foods in different types of area. Average expenditure on these foods ranged from 7s. 0d. per person per week in rural areas (21 per cent of household food expenditure) to about 8s. 8d. in all types of provincial urban area (24 per cent); the average in the London conurbation was 8s. 1d. (21 per cent) and in semi-rural areas 7s. 9d. (22 per cent). Average expenditure on canned convenience foods followed a similar pattern and ranged from 3s. 8d. per person per week in provincial conurbations and the larger towns to 2s. 10d. in rural areas, expenditure in smaller towns (3s. 4d.) being intermediate. In contrast, average expenditure on quick-frozen convenience foods was highest in London (nearly 10d. per person per week) compared with 5d. to 7d. in provincial urban and semi-rural areas, and 4d. in rural areas.

63. The average consumption of canned fruit and fruit juices is highest in London and lowest in the provincial conurbations, but for canned meats and canned soups the opposite is the case. Again, average consumption of canned meat, canned fish and canned vegetables is greater in the larger than in the smaller provincial towns but this pattern is reversed for fruit juices and canned soups. Average consumption of quick-frozen peas and beans (the major item in the quick-frozen group of convenience foods) was about four times as great in London as in rural areas and about twice as great as in provincial towns. For other quick-frozen convenience foods, the differences were similar but less pronounced, especially those for fish. Within the remaining group of convenience foods, the highest averages for breakfast cereals and instant coffee were found in London, those for cooked fish and chips in the provincial conurbations and those for puddings, cakes and biscuits in other provincial towns.

### **3.3 Social Class Differences**

#### **3.3.1 CLASSIFICATION USED**

64. The definition of social class used in the National Food Survey is in terms of the gross weekly income (i.e. before deduction of direct taxes and analogous payments) of the head of the household, as stated by the housewife or, if necessary, imputed from occupation or other information<sup>(1)</sup>. Because of the continuing rise in money incomes, the income ranges for each class must be redefined periodically; moreover, the revision must be made in advance of the fieldwork for any year, because those housewives who are unwilling or unable to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. The income ranges which were adopted at the beginning of 1967 for use throughout the year were:—

- Class A     £32 per week and over (Class A1, £51 and over)
- Class B     £19 per week but less than £32
- Class C     £11 per week but less than £19
- Class D<sup>(2)</sup>   Under £11 per week

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<sup>(1)</sup> See Appendix G, paragraph 12.

<sup>(2)</sup> Subdivided into three groups, namely: households containing one or more earners (Class D1), those containing no earner (Class D2) and households solely or mainly dependent on old age pensions (abbreviated as OAP).

In determining the income ranges, the aim was that  $2\frac{1}{2}$  per cent of the households surveyed would fall within the income range specified for Class A1,  $7\frac{1}{2}$  per cent in that for Class A2, 35 per cent for each of Classes B and C and 20 per cent for Class D. The proportion of households actually placed in each Class in 1967 was Class A1—2.6 per cent, Class A2—7.4 per cent, Class B—32.0 per cent, Class C—35.9 per cent and Class D—22.0 per cent. Further details of the composition of the sample of households in each class in 1967 are given in Tables 5 to 8 of Appendix A.

### 3.3.2. MAIN RESULTS IN 1967

65. Estimates are given in Table 20 of the average expenditure on food and value of consumption in 1967 in each of the social classes. As in previous years, most of the variation in average expenditure between the classes occurred at the upper end of the income scale, households in Class A1 showing an average expenditure more than 20 per cent greater than that in Class A2 and more than 30 per cent greater than the average for all households. Average expenditure in Class A2 was about 9 per cent more than that in Class B, which, in turn, was only 3 per cent more than that in Class C and  $2\frac{1}{2}$  per cent more than in Class D1. A similar pattern of class differences is shown for free supplies and thus there is a slightly wider range in average value of consumption than in average expenditure. Differences in the average prices paid by housewives in the various social classes explain only a small part of the class differences in average food expenditure. As is shown by the price indices<sup>(1)</sup> given in Table 20, class differences in prices paid for food were comparatively small, the indices for households in Classes B, C and D being within  $1\frac{3}{4}$  per cent of the national average and those for Classes A1 and A2 being respectively  $6\frac{1}{2}$  per cent and 3 per cent above that average. The "price of energy" indices<sup>(2)</sup>, which are also shown in Table 20, take into account not only these price variations but also class differences in dietary patterns, and therefore show a much wider range of class differences than the price indices, the average for Class A1 being more than 35 per cent above that for Class D1. Most of this difference arises because households in the highest income group spend more on fresh fruit and other low-energy foods, and less on such high-energy foods as bread and potatoes; there is comparatively little difference in the cost per calorie between Classes B, C and D1 which together included 72 per cent of all households and 79 per cent of all persons in the sample.

66. These differences in dietary patterns are shown in Tables 21 and 22 which give details of average expenditure on and consumption of the main foods. Households in the lower income groups tend to buy more margarine, lard, sugar, potatoes, white bread, cakes, biscuits and tea per head than are bought by households in the higher income groups, which tend to consume more dairy products, carcass meat, bacon, poultry, eggs, fruit, vegetables (other than potatoes), coffee and cocoa. Average consumption of oatmeal and oat products is greater in the lower income groups than in the higher, but this pattern is

<sup>(1)</sup> See paragraph 54.

<sup>(2)</sup> These indices, which measure the "cost per calorie", have been obtained by dividing the money value of food obtained for consumption (purchases plus free supplies) in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.



reversed for prepared breakfast cereals. In general, the patterns of expenditure were similar to those for consumption. Households in Class D2, and in the pensioner group, have patterns of spending which reflect both the adult nature of the household and the purchasing habits acquired earlier in life when their incomes were higher and fewer convenience foods were available.

### 3.3.3 CONSUMPTION OF CONVENIENCE FOODS, 1966–1967

67. Table 23 shows average consumption of convenience foods by the various social classes in the two years 1966 and 1967; corresponding details of expenditure are given in Table 24. The class gradation in expenditure on these foods is markedly different from that for food as a whole, being much less steep in the upper part of the income range. Thus, average expenditure on convenience foods by households in Class A1 was only 5 per cent more than in Class A2 and 8 per cent more than the average for all households. In the remaining classes containing earners (Classes B, C and D1) average expenditure on convenience foods, like that on all food, was close to the national average; in the two groups without earners (Class D2 and the pensioner households) the averages were respectively 9 per cent and 20 per cent below that for the whole sample, in contrast to the averages for all foods, which were respectively 3 per cent below and 3 per cent above the national average. The share of household food expenditure which was spent on convenience foods varied inversely with income from 20 per cent in Class A1 to 24 per cent in Classes B and C, but fell to 23 per cent in Class D1, 21 per cent in Class D2, and 18 per cent in pensioner households.

68. Average consumption of canned convenience foods was rather higher in Classes B, C and D1 than in Classes A and D2, and much higher than in pensioner households. This pattern was also shown by many of the individual items within the group, including cooked and canned meats (other than ham), peas, beans, tomatoes and soups, but for most of the remaining kinds of canned convenience foods average consumption tended to fall with declining income.

69. The class gradation in consumption of quick-frozen foods was steep throughout the range, extending from almost 4½ oz. per person per week in Class A1 to little more than 1 oz. in pensioner households; the corresponding range in expenditure was from 1s. 0d. to 3d. Most of the individual items within the quick-frozen group also showed a steep downward gradation with income, but this was least marked for fish and fish products. There was a particularly steep gradient in consumption of vegetables other than peas and beans, the average in Class A1 being three times as great as that in Class B, and nine times as great as that for pensioner households; in the latter households age and reduced income both contribute to low consumption.

70. The class gradation in average expenditure on all other kinds of convenience foods was very slight throughout most of its range, falling only from 4s. 6½d. per person per week to 4s. 5½d. between Classes A1 and C, but then falling more steeply to 4s. 2d. in Class D1, 3s. 11d. in Class D2, and 3s. 7d. in pensioner households. For many foods in this group, notably meat products, cooked fish and chips, fish products and cakes, average consumption was greatest in households in which the principal earner was in the lower part of the income

range. Average purchases of biscuits, however, were greatest in the two non-earning classes, although expenditure was highest in Class A1 and tended to vary directly with income but inversely with purchases, because of the price gradient. Purchases of breakfast and other cereals, instant coffee and dehydrated soups all tended to vary directly with income.

### **3.4 Household Composition Differences**

#### 3.4.1 CLASSIFICATION USED

71. Households participating in the National Food Survey are grouped into eleven types according to their size and composition. Of the eleven types, the eight in which the adult element consists of one man and one woman (a "couple"), are described as "classified" or (where they include minors) as "family" households. Couples without children are classified as "younger" (both adults under 55) and "older" (one or both 55 or over). The remaining "unclassified" households are placed in three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents. Details of the sample in 1967 according to household composition are given in Tables 7 and 8 of Appendix A.

#### 3.4.2 MAIN RESULTS IN 1967

72. Table 25 gives estimates of the average household food expenditure and value of consumption per person per week in 1967 in each of the eleven types of household. Average weekly expenditure per *person* on food varies considerably between household types and in 1967 ranged from 50s. 7d. for younger childless couples to 24s. 1d. in family households with four or more children. Average expenditure per *household*, of course, increases with household size and was 56 per cent greater in families with four or more children (average 4.57 children) than for childless younger couples (Table 31). The difference in average household expenditure between the latter and couples with one child was 12s. 10d. per week, and that between these families and those with two children was 12s. 8d. The average recorded for families with three children was only 11s. 8d. more than that for families with two children, but that for the largest families (average 4.57 children) was 19s. 8d. (12s. 6d. per child) more than in families with three children. Each of these increments is subject to sampling variation, but they suggest that, at most, there is only a slight falling off in the rate of increase in average family food expenditure as the number of children in the family increases. The average increase of 12s. 5d. in the average weekly family food bill associated with an additional child in the family does not, of course, represent the cost of the food which is eaten by the child because the diet of the adults in the household is liable to undergo considerable change.

73. The pattern of differences in per caput food expenditure between families of different size and composition is barely altered when the value of free supplies is also taken into account. Moreover, very little of the wide range in average expenditure in the various types of household can be attributed to price differences, since the price index<sup>(1)</sup> given in Table 25 exhibits a range of only 8½ per cent between the prices paid for food by the largest families and those paid by

<sup>(1)</sup> The index has been compiled by costing the national diet at the average prices paid by each of the household groups (cf. paragraph 54).

the childless younger couples. Most of the range in expenditure is due to the different average physiological needs of the various family types.

74. The "price of energy" index<sup>(1)</sup>, which is also given in Table 25 shows that the cost incurred per calorie of energy value obtained was 40 per cent higher for childless younger couples than for the largest families; about one-fifth of this difference can be explained by the difference in food prices, the remainder being attributable to a difference in dietary patterns, at least part of which is due to economic factors. Taken together, these differences in food prices and in dietary pattern account for nearly half of the difference in per caput food expenditure between childless younger couples and families with four or more children; the remainder of the difference is presumably largely due to physiological factors, but may also reflect a difference in wastage.

75. The patterns of food consumption and expenditure in 1967 in each of the eleven household types are shown in some detail in Tables 26 and 27. Expenditure and consumption per *person* of most commodities tend to decrease as the number of children increases, but on certain commodities, such as bread, flour, sugar and preserves, margarine, breakfast cereals and oat products—all of them among the cheaper sources of energy—expenditure and consumption per *person* was greater in large than in small families.

#### 3.4.3 CONSUMPTION OF CONVENIENCE FOODS, 1966–1967

76. Table 28 shows average consumption and Table 29 average expenditure on convenience foods according to household composition in the two-year period 1966–1967. Average expenditure per head on convenience foods was highest (11s. 1d. per week) in households containing only a younger couple and declined with increasing family size to 5s. 11d. per week in families with four or more children. However, the *proportion* of total food expenditure spent on convenience foods was greatest (26 per cent) in families with 2 or 3 children, and least (19 per cent) for older couples.

77. Expenditure on canned convenience foods averaged 4s. 10d. per person per week for younger couples and declined with increasing family size to 2s. 3d. per person per week in families with four or more children—a relatively greater decline than that for convenience foods as a whole. An even steeper gradation was recorded, however, for quick-frozen convenience foods, for which average expenditure per head by younger childless couples was more than three times as great as that in families with four or more children (11d. and 3½d. per person per week respectively). A somewhat less steep gradation was shown for expenditure on other kinds of convenience foods (from 5s. 5d. to 3s. 5d.), and for two commodities within this group—breakfast cereals and chips—the gradient was reversed.

78. Average consumption per person of each of the canned convenience foods listed in Table 28 declined with increasing family size, the only exceptions being canned beans (average per caput consumption of which increased with family size) and corned meat and peas (average consumption of which was

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<sup>(1)</sup> i.e. relative cost per calorie (cf. paragraph 55).

greater in families with four or more children than in those with only three). Without exception, average consumption of each of the quick-frozen convenience foods decreased with increasing numbers of children. Only with fish products, breakfast cereals and, to some extent, with chips and dehydrated soups, was this gradation reversed. Younger couples bought about twice as much quick-frozen food as did older couples, but only about one and a half times as much canned food and only about one and a sixth times as much of the other kinds of convenience food. The only convenience foods which were more popular with older than with younger couples were canned milk puddings, biscuits (other than chocolate), coffee essences and invalid foods.

### **3.5 Family Composition Differences within Social Classes**

#### **3.5.1 CLASSIFICATION USED**

79. In order to examine the relative effects of the composition of the family and of the income of its head upon household food expenditure and consumption and the nutritive value of the diet, the Survey data have been analysed according to family composition within each broad social class. Because they contain few children, households in Class D2 and those of old age pensioners have been excluded from this analysis. The number of households in the sample that contain children and are in Classes A1 and D1 is too small for separate analysis, and sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is therefore limited to twenty-one sub-groups of households (three broad income groups, A, B and C & D1, by seven classified family types) namely, childless younger couples and couples with different numbers of children, with or without adolescents. Details of the composition of the sample in 1967 are given in Table 7 of Appendix A.

#### **3.5.2 MAIN RESULTS IN 1967**

80. Estimates of average per caput weekly food expenditure and consumption in 1967 for each of the twenty-one sub-groups are given in Tables 30 and 31 respectively. Food expenditure per head varies much more with size and composition of the family than with income. For example, in 1967, the *smallest* range within a social class (reading Table 31 down the columns) was 25s. 0d. per person per week (in Class B) whereas the *largest* range within a family type (reading across the rows) was 8s. 6d. per person per week (in families containing adolescents and children). Moreover, it will be noticed that the wide variation between families of different size in their per caput food expenditure is present at each level of income; it is only slightly reduced even in Class A. Similarly, average consumption of most of the main foods varies more between families of different composition within a social class than between classes within a family type. For all the main food groups the wide range of differences in per caput consumption between the smallest families and the largest is apparent within each social class, but the range for fresh fruit is appreciably greater in Classes C & D1 than in Classes A and B, while the range for bread is greater in Class A than in Classes B and C & D1.

### 3.6 Classification of Households According to Age of Housewife, 1967

#### Introduction

81. An experimental classification of households according to the age of the housewife was attempted in 1967 and the main characteristics of households within each of seven age groups are shown in Table 32. Details of consumption and expenditure for individual foods have not been tabulated for 1967 but estimates for 1968 will be presented in a future Report.

#### Family Composition

82. The seven age groups featured in the analysis present a cross-section of households at different stages in the life cycle. In the youngest group (where the housewife was under 25 years) about one-fifth of the housewives and about one-tenth of heads of households were under 21. The average size of household was just over three persons; nearly all the children in this group were under five years of age and a third of them were infants under one year.

83. When the housewife was aged between 25 and 34 years, the average household size had increased to just under four persons; about a quarter of the people in this group were men, a quarter were women, a quarter were children aged between 5 and 14 years and the remainder were younger children, only one in six of them being infants under one.

84. The greatest average size of family (just over four persons) was reached when the housewife was aged between 35 and 44 years; again, half of the people in the group were adults, but adolescents now comprised one-eighth of the group and children three-eighths, only one child in every five being under 5 years and only one in every forty being under a year old. When the housewife was aged between 45 and 54, the average family size had fallen to 3.25 persons of whom one-sixth were adolescents and one-seventh were children, nearly all over 5 years of age; the average number of adults per household had, however, increased to 2.24.

85. By the time the housewife was aged between 55 and 64, the average household size fell to 2.3 persons and the average household consisted almost entirely of adults, only one-twelfth of the persons in the group being minors. In the next age group (housewife aged between 65 and 74) the number of minors was negligible and the average household size had fallen to 1.85 persons, women predominating over men in the ratio of three to two. When the housewife was 75 or over, the average household size was 1.6 persons and two out of every three members were women.

#### Averaged Declared Net Family Income

86. Average declared net family income per *person* varied between about £5½ and £6½ per week, except in the 45-64 age band where average net family income per head rose to about £8 per week and the ratio of earners to total persons in the household was greatest. Average net income per *household* was just over £20 per week in the youngest families and rose to its highest level (nearly £26 per week) in households where the housewife was aged between 45 and 54, where there was an average of nearly two earners per household;

it then fell fairly rapidly with increasing age and declining number of earners per household until, in households where the housewife was over 75, the average net family income was just over £8½ per week.

*Average Expenditure on Food*

87. Average food expenditure per *person* was least where the housewife was aged between 25 and 34 years, when about half of the persons in the average household were children or infants, and when average family income per head was lowest; it was greatest where the housewife was aged 55 to 64, when the average household consisted almost entirely of adults, and the family income per *head* had not yet fallen below £8 per week.

88. Average food expenditure per *household* was greatest in the 35–44 years age group, where the average household size was over four persons, and household income averaged over £25 per week, but it fell quite rapidly in the later age groups as size of family and income declined.

*Proportion of Family Income Spent on Food*

89. Average expenditure on food was just over a quarter of family income in the youngest age group but rose to about 28 per cent where the housewife was aged between 25 and 44, when the family reached its largest size but income had not yet reached its maximum. Where the housewife was aged between 45 and 54, family income reached its highest level, the family size had begun to decline, and only about a quarter of family income was spent on food. In the groups where the housewife was aged 55 or more, family income declined more rapidly than family size and the proportion of family income spent on food rose to about one-third.

# Chapter 4

## ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION

### 4.1 Introduction

**90.** The energy value and nutrient content of the food obtained for consumption in households are estimated by applying appropriate conversion factors to the quantities of foods in each category identified in the Survey. These factors make allowance for the losses of thiamine and vitamin C that are likely to occur as a result of cooking. The results therefore represent the amount of nutrients available to members of the households for consumption. They are expressed on a per caput basis, and consequently the estimates, for example, of energy value for families with several children are invariably less than corresponding estimates for wholly adult households, because of children's relatively smaller need for energy.

**91.** The quantities of nutrients available for consumption are compared with estimates of the nutritional needs of households, as shown for example in Table 33. The comparison involves the ratio of these observed quantities to the corresponding recommended intakes; but because some of the food obtained for consumption is wasted, or fed to domestic pets, estimates of actual intake are obtained by deducting an arbitrary 10 per cent from the quantities of available nutrients, and these estimates are then expressed as percentages of the recommended intakes, estimated on the basis of the recommendations for different types of individual published by the Committee on Nutrition of the British Medical Association (BMA)<sup>(1)</sup>. In assessing household needs allowance is made for the number and type of meals eaten away from home by members of the household, and for the presence of visitors.

**92.** It has been pointed out<sup>(2)</sup> that since 1950, when the BMA recommendations were made, evidence has accumulated that the BMA allowances for protein and calcium are too high. Nevertheless, the continued use of these allowances, which secured official recognition in the United Kingdom, has enabled useful indices to be constructed for measuring trends over time and, subject to certain reservations, for comparing households of different composition and in different regions and types of area<sup>(3)</sup>. However, it has been recognized that the BMA allowances were due, if not overdue, for revision, and the report of the expert Panel that, as mentioned in the previous annual report<sup>(4)</sup>, was appointed to review them, has now been published<sup>(5)</sup>. The new recommended intakes of

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<sup>(1)</sup> Details of the methods used, and of the nutrient allowances, are given in Appendix G, paragraphs 13 to 16 and Table 1.

<sup>(2)</sup> See, for example, *Household Food Consumption and Expenditure: 1965*, paragraph 100, HMSO, 1967.

<sup>(3)</sup> *Household Food Consumption and Expenditure: 1965*, paragraph 101, HMSO, 1967.

<sup>(4)</sup> *Household Food Consumption and Expenditure: 1966*, paragraph 64, HMSO, 1968.

<sup>(5)</sup> Department of Health and Social Security. *Recommended Intakes of Nutrients for the United Kingdom*. Reports on Public Health and Medical Subjects, No. 120, HMSO, 1969.

protein and calcium are, as foreseen, substantially less than the BMA allowances, and there are also certain changes for some of the other nutrients. The new recommendations have been applied retrospectively to some of the Survey data for 1967<sup>(1)</sup>, and their use is illustrated in Table 5 and discussed in paragraphs 99 et seq. and 119. Nevertheless the conventional use of the BMA allowances is retained for the time being in the main nutritional tables in order to maintain continuity.

TABLE 5  
*Average daily energy and nutrient intakes expressed as percentages of the recommendations of the British Medical Association (1950) and the Department of Health and Social Security (1969)*

1967

	All households		Families with 4 or more children	
	BMA	DHSS	BMA	DHSS
Energy . . . . .	108	109	103	101
Protein				
Recommended intake . . . . .	106	128	93	115
Minimum requirement . . . . .	—	195	—	184
Calcium . . . . .	110	191	92	166
Iron . . . . .	117	126	111	112
Vitamin A . . . . .	202	202	192	199
Thiamine . . . . .	136	136	130	126
Riboflavine . . . . .	124	129	119	131
Nicotinic acid . . . . .	158	185	140	171
Vitamin C . . . . .	244	180	193	153
Vitamin D . . . . .	—	93	—	62

93. As in last year's report the concentrations of nutrients per 1,000 kcal in the average diet in different types of household are tabulated, and these figures are compared with the new recommended intakes, similarly expressed. The contributions made by convenience foods to the energy value and nutrient content of diets, and indices of price of energy and of nutrients, are also tabulated and discussed.

#### *Interpretation of the new recommended intakes*

94. The recommended intakes<sup>(2)</sup> for nutrients are defined as the amounts sufficient or more than sufficient for the nutritional needs of practically all healthy persons in a population. They are therefore of necessity in excess of the requirements of most individuals. If the average intake<sup>(2)</sup> for a group

<sup>(1)</sup> Recommended intakes are given for categories of individual, according to age, sex and occupation, which differ from the Survey classification. Retrospective application therefore involves an adaptation of the recommendations to fit the existing classification. No attempt has been made this year to apply the recommendations in full to all the Survey data, but enough has been done to judge their effect.

<sup>(2)</sup> In this context the word "intake" is used literally, meaning "ingestion". In the National Food Survey, intakes in this sense are not measured, but the term is sometimes used, as a matter of convenience, to describe the energy value and nutrient content of the food obtained for consumption, when these values are expressed on a PER CAPUT daily basis. When these estimates are compared with recommendations an adjustment for wastage is made in order to obtain an estimate of "actual" intake, to which the recommendations themselves relate. The adjustment consists of an arbitrary deduction of 10 per cent: to the extent that this figure under—or over—estimates the real situation (see Appendix G, footnote (1) to paragraph 14) the interpretations given in paragraph 94 above should be modified.



of individuals is greater than the recommendation one cannot be sure that there is no malnutrition, because of uncertainty about the distribution of intakes within the group. Because of the margins of safety involved, it is not legitimate to infer the presence of malnutrition in a population merely because the average intake of a nutrient is less than the recommendation; but malnutrition is more likely to be present the further average intakes fall below the recommendations. The recommendations for energy are equated with average requirements, and therefore specifically relate to groups of individuals rather than to individuals themselves; in this respect they differ from the recommendations for nutrients. The report on Recommended Intakes of Nutrients<sup>(1)</sup> states:

“In a healthy community where there is no economic bar to obtaining palatable diets, appetite determines the distribution of energy intakes roughly in accordance with the varied needs of the individuals in a group. Therefore, provided the average observed energy intake is equal to the recommended intake for the group, and many people are not obtaining more than their requirements, few are likely to obtain less than they need, even though about half the individuals must of necessity obtain less energy than the average. If the average intake is appreciably greater than that recommended then, unless levels of activity have been underestimated, several are obtaining superfluous energy and are likely to become obese. Conversely, if the average intake is less than that recommended then, unless activity has been overestimated, under-nutrition is present and some individuals will lose weight, or reduce their activity, or do both.”

95. Further discussion of the purpose and use of the new recommendations is given in the report, which points out that they may be used in conjunction with surveys of food consumption for the identification of potential nutritional problems that merit further investigation. But, although they are a useful supplement to clinical and other studies, they cannot by themselves be used for the assessment of nutritional status (see also paragraph 9). The report also makes clear that recommendations for intakes of nutrients can only be made by the exercise of judgement on limited data, and that in consequence they can only be provisional and are subject to future revision in the light of new knowledge.

#### 4.2 National Averages

##### *Estimates of intake*

96. Nutritional estimates for the years 1962 to 1967 are given in Table 33, and the contributions made by groups of foods to the average energy value and nutrient content of household food consumption are shown in Appendix C. The recorded *energy value* of the average household diet in 1967 was similar to that in 1965, and slightly greater than in 1966. It represented 108 per cent of the average household energy requirement, calculated on the basis of the BMA allowances, as it did in 1962, 1964 and 1965. Thus throughout the period under review the national household diet has provided a constant level of energy in relation to need. The average energy value of the household diet (2590 kcal per person daily) is less than the total energy available for consumption, because

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<sup>(1)</sup> See footnote 5 to paragraph 92.

the Survey excludes certain items such as sweets, alcoholic drinks and food eaten in restaurants (see General Note in Glossary). For example, on average, chocolate and sugar confectionery in 1967 (see Appendix F, Table 2) provided respectively 90 and 54 kcal per person daily, equalling together about  $5\frac{1}{2}$  per cent of the total household energy supply.

97. Between 1966 and 1967 there was little change in the average intake of *protein*, though the recorded consumption of animal protein was slightly greater in 1967 and represented a new high value of nearly 62 per cent of the total protein intake. Increased consumption of edible fats was chiefly responsible for the slight increase in *fat* intake to a higher value in 1967 than any national average previously recorded in the Survey. In 1967 fat supplied 41·3 per cent of the energy value of the average diet, and *carbohydrate* 47·0 per cent.

98. The average intake of *calcium* in 1967 was slightly greater than that found in 1966, when an aberrantly low average consumption of bread was recorded (see paragraph 43). Chiefly for the same reason, but also because of greater consumption of beef and of meat products, the recorded intake of *iron* rose to a value slightly greater than that obtaining in 1965, thus arresting the decline in the average iron intake referred to in the previous annual report<sup>(1)</sup>. About two-thirds of the reported decrease between 1966 and 1967 in *vitamin A* intake was due to changes in the nutrient conversion factors applied to various foods, in particular liver: but, allowing for this, the average intake did fall, by just over 1 per cent, chiefly because of reduced consumption of liver. There was little change in average intakes of *thiamine* and *riboflavine*. The whole of the reported increase of *nicotinic acid* was due to the fact that for the first time in the Survey the estimated contributions of tea and coffee to the intake of this vitamin were included. There was little change in the average intake of *vitamin C*. The average intake of *vitamin D* was slightly more in 1967 than in 1966, chiefly because of greater consumption of margarine, which is fortified with this vitamin and contributes 30 per cent of the total average intake, more than does any other food.

#### *Comparison with recommendations*

99. The percentages shown in Table 33 for 1967, relating average intakes of nutrients in all households to allowances based on the British Medical Association's recommendations, are reproduced in Table 5, where they are compared with similar percentages relating the intakes to the recommendations of the Department of Health and Social Security (see paragraph 92). (Table 5 also shows similar percentages for large families: these are further discussed in paragraph 119). The percentages for protein, calcium and nicotinic acid are markedly increased by the new recommendations, those for vitamin C are reduced, and those for energy and the remaining nutrients little affected. Two sets of figures are given for protein, because the report of the Department of Health and Social Security sets out what it termed minimum requirements of protein, as well as recommended intakes, and advised that the former should be used in assessing the adequacy of the protein content of diets. However, because these minimum requirements are little more than half what is custom-

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<sup>(1)</sup> *Household Food Consumption and Expenditure: 1966*, paragraph 67, HMSO, 1968.

arily consumed, as is readily seen from the percentages in Table 5, the report also sets out recommended intakes of protein, chosen chiefly on grounds of palatability and acceptability.

**100.** The Department of Health and Social Security's report recommended that intakes of vitamin A should be expressed in terms of retinol equivalents, the contributions to total vitamin A activity of retinol (vitamin A) and carotene being added together; 1  $\mu\text{g}$  retinol equivalent was defined as 1  $\mu\text{g}$  retinol or 6  $\mu\text{g}$   $\beta$ -carotene<sup>(1)</sup>. Because all the values for vitamin A in the Survey, conventionally expressed in international units, already represent total vitamin A activity, allowance having been made for  $\beta$ -carotene being less biologically effective than retinol, it is a simple matter to convert these values into retinol equivalents. This is done by multiplying by 0.3, one i.u. of retinol being defined as 0.3  $\mu\text{g}$  of retinol. The Survey values may be regarded as having always been in retinol equivalents, but expressed in international units rather than in units of weight. Thus the average per caput daily national household diet in 1967 provided 1,400  $\mu\text{g}$  retinol equivalents, of which nearly two-thirds was in the form of retinol and the remainder in the form of  $\beta$ -carotene and other biologically active carotenoids.

**101.** Because tryptophan—an amino acid that occurs in all proteins—is converted in the body to nicotinic acid, it is an important source of this vitamin. For this reason the Department's report recommended that intakes and requirements of nicotinic acid should be expressed in terms of nicotinic acid equivalents; on average, 60 mg of tryptophan provides 1 mg of nicotinic acid. The total of nicotinic acid equivalents in the average daily household diet in 1967 was estimated to be about 29 mg per person. Of this, 13 mg or just under half was provided by nicotinic acid itself. This is less than the 15.1 mg shown in Table 33 because it excludes the nicotinic acid present in cereal foods (other than that added under the policy of fortification), which the Department's report advises is not assimilable by man and should be ignored. Thus the intake of nicotinic acid equivalents is estimated as nearly double the old estimate of nicotinic acid itself, although the percentage adequacy according to the new scale of recommended intakes is only about 20 per cent greater than that according to the BMA standard (Table 5).

**102.** The Department's report recommended intakes of vitamin D for all ages of persons, although it stressed that the recommendation for adults was a safety precaution, as they do not need a dietary source of the vitamin when their exposure to sunlight is adequate. Nevertheless it is of interest to compare the estimated household intake with that recommended, as in Table 5. The vitamin D content of the food consumed in the average household in 1967 was 129 i.u. or 3.24  $\mu\text{g}$  per person daily; this represents 93 per cent of the recommended intake, but excludes sources such as cod liver oil and welfare vitamin tablets.

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<sup>(1)</sup> Because the  $\beta$ -carotene in milk appears to be more efficiently absorbed than that from other sources, the DHSS report recommended for milk the relationship 2  $\mu\text{g}$   $\beta$ -carotene = 1  $\mu\text{g}$  retinol equivalent.

103. Table 34 shows the average consumption of nutrients per 1,000 kcal consumed, for the years 1962 to 1967 inclusive. There was little change between 1966 and 1967 in the concentration of nutrients in the national diet, measured in this way in terms of calories. The Department of Health and Social Security (1969) recommended an intake of 0.4 mg thiamine per 1,000 kcal, as did a Joint FAO/WHO Expert Group<sup>(1)</sup>, which also recommended intakes of 0.55 mg riboflavine and 6.6 mg nicotinic acid equivalents per 1,000 kcal. Table 34 shows that these recommendations were fully met by the national average diet.

104. The estimates given in Table 34 of the concentration of nutrients in the national household diet may also be compared with the recommendations of the Department of Health and Social Security, expressed on a similar basis as set out in Table 6. It is evident that the average concentration of protein

TABLE 6  
Recommended Intakes of Nutrients per 1000 kcal  
(Derived from recommendations of the Department  
of Health and Social Security, 1969)

Category	Calcium (mg)	Iron (mg)	Vitamin A ( $\mu$ g retinol equiva- lents)	Ribo- flavine (mg)	Nicotinic Acid (mg equiva- lents)	Vitamin C (mg)	Vitamin D ( $\mu$ g)
Child:							
Under 1 year	750	8	560	0.50	6.3	19	12.5
1 year old . . . .	420	6	250	0.50	5.8	17	8.3
2-4 years . . . .	330	5	200	0.50	5.6	13	6.6
5-8 years . . . .	260	5	180	0.49	5.5	11	1.3
Boy:							
9-14 years . . . .	265	5	245	0.49	5.7	10	1.0
15-17 years . . . .	200	5	250	0.57	6.3	10	0.8
Girl:							
9-14 years . . . .	300	6	280	0.57	6.4	11	1.1
15-17 years . . . .	260	7	330	0.61	7.0	13	1.1
Man:							
18-34 years (a) . . . .	170	3	250	0.57	6.0	10	0.8
35-64 years (a) . . . .	170	3	260	0.59	6.2	10	0.9
65-74 years . . . .	210	4	320	0.72	7.7	13	1.1
75 years and over . . . .	240	5	360	0.81	8.6	14	1.2
Woman:							
18-54 years . . . .	230	5	340	0.59	6.8	14	1.1
55-74 years . . . .	240	5	370	0.63	7.3	15	1.2
75 years and over . . . .	260	5	400	0.68	7.9	16	1.3
Pregnant . . . .	500	6	310	0.67	7.5	25	4.2
Lactating . . . .	440	6	440	0.67	7.8	22	3.7

(a) Moderately active.

N.B. For all categories, the recommended intake of dietary *protein* is 25 g per 1,000 kcal, and of *thiamine* is 0.4 mg per 1,000 kcal. Minimum protein requirements range from 18-20 g per 1,000 kcal for children under 1, elderly persons and pregnant and lactating women, down to 12-13 g per 1,000 kcal for active men.

<sup>(1)</sup> Requirements of vitamin A, thiamine, riboflavine and niacin. FAO Nutrition Meetings Report Series No. 41, Food and Agriculture Organization of the United Nations, Rome, 1967.

exceeded the recommendations for all categories of persons, as did the concentrations of thiamine and nicotinic acid equivalents. However, the concentration of calcium in the average diet was below that recommended for children under 2 years of age, and for pregnant and lactating women; that of iron was less than the recommendation for these categories and also for adolescent girls, and that of vitamin A less than the recommendation only for infants. Only for elderly men was the recommended concentration of riboflavine greater than that found in the average diet; for elderly women, and pregnant and lactating women, the average dietary level was marginal. The average level of vitamin C was also marginal for children under 2 years of age, while for pregnant and lactating women the recommended concentrations for vitamin C were greater than the average concentration in the national annual diet (but see paragraphs 115 and 124). For vitamin D, the recommended concentrations were not met for young children (up to 7 years of age), elderly women, and pregnant and lactating women, but were equalled or exceeded for the other categories of persons. Such comparisons are not of course intended to imply that those categories of people for whom recommended concentrations of nutrients were greater than the concentrations found in the average household food supply were therefore obtaining a nutritionally inadequate diet, because the pattern of individuals' diets, especially of the very young and the old, will often depart markedly from the household average, and also because failure to meet the recommendations does not of itself establish nutritional inadequacy (see paragraphs 94 and 95). However, the comparisons do direct attention to those types of person, and to those nutrients (evaluated in the Survey), that deserve consideration from the points of view of nutrition education and of national nutrition policy. Indeed, the present Welfare Foods Scheme<sup>(1)</sup> is designed to take account of most of these special situations. Furthermore, the use of the new DHSS recommendations directs attention to areas that on other grounds are also held to be worthy of investigation, whereas the old BMA allowances put an undue emphasis, as has been repeatedly pointed out in these annual reports, on protein and calcium as nutrients of major concern.

#### *Convenience foods*

**105.** Table 35 shows the average contributions made by convenience foods to the energy value and nutrient content of household food consumption in the two years 1966 and 1967. Convenience foods, as defined in the Glossary, provided one-sixth of the total energy value of the diet; of this contribution, canned foods provided 23 per cent, quick-frozen foods just under 3 per cent, and other convenience foods the remaining 75 per cent. For all nutrients canned food were more important sources than quick-frozen foods, which provided only about 1 per cent of the total intake of any nutrient. The most notable single contribution was that of canned and bottled fish to the total intake of vitamin D: 18·5 per cent on average. Canned convenience foods provided nearly 10 per cent of the vitamin C and iron in the diet, and only slightly less of the nicotinic acid and vitamin A: the vitamin C contribution came chiefly from canned and bottled fruit and fruit juices, and the vitamin A from canned carrots. Amongst canned foods, cooked and canned meats ranked as the major source of several nutrients. Convenience foods other than those canned or quick-frozen provided

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<sup>(1)</sup> *The Welfare Foods Order 1968*. Statutory Instruments 1968/389 and 1968/1605. HMSO.

a tenth of the nicotinic acid in the diet, rather more of the energy, fat and iron, and slightly less of the protein, thiamine and riboflavine. Of these foods, biscuits made the chief contribution to the provision of energy, protein, fat and minerals; and breakfast cereals, many of which are fortified, to that of the B vitamins.

**106.** Expenditure on convenience foods represented nearly a quarter of total food expenditure (Table 11), so that such foods as a whole were relatively expensive sources of energy and most nutrients. This is seen by comparing this proportion with those given in Table 35, and is also demonstrated by the indices shown in the third section of Table 36. The cost per unit of energy or protein was a third higher with convenience foods than other foods; of calcium and vitamin A, more than twice as high. Only for vitamin D, and perhaps for iron, were convenience foods cheaper sources than other foods considered as a whole, because of the high concentration of vitamin D in the former.

#### *Indices of price*

**107.** The indices of price of energy and of nutrients given in Table 36 represent the cost of energy and nutrients provided by an individual food or food group in relation to the cost of their provision by the total domestic diet. The prices of energy and nutrients for all foods were taken as 100. A low index number can arise either because the food or food group was relatively cheap (e.g. cereals), or because it was a rich source of a nutrient (e.g. milk as a source of calcium). Indices are given only for food groups which contributed more than 2 per cent, and for individual foods, 0.5 per cent, to the total intake of the nutrient concerned. However, indices for energy value are given for all foods except beverages. The indices in the first section of Table 36 show that sugar and preserves, fats and cereal foods were the cheapest sources of energy. Dairy products and cereals were cheap sources of protein and also of calcium, which is added to flour in the form of creta praeeparata. Meat, especially carcass meat, was a relatively expensive source of most nutrients, except nicotinic acid. The prices of iron, thiamine and nicotinic acid were low for cereals and, largely because of the contribution made by potatoes, for vegetables. Riboflavine was provided most cheaply by the group of dairy products and next by eggs, which, together with fats and vegetables, were cheap sources of vitamin A. Fruits and vegetables were the cheapest sources of vitamin C, and fats, fatty fish and eggs of vitamin D.

**108.** Similar indices are shown in the second section of Table 36 for selected individual foods. Bread, flour and potatoes were cheap sources of energy and most nutrients, and liquid milk and cheese cheap sources of protein, calcium and riboflavine. Amongst the carcass meats, pork, which has a relatively high fat content, was the cheapest source of energy, followed by lamb and beef. Uncooked poultry was a relatively much more expensive source, because of its low fat content and high wastage in the form of bones. Nevertheless, poultry was a cheaper source of protein, and also of nicotinic acid, than any of the three carcass meats; of these, lamb provided these nutrients most economically. Beef was substantially cheaper than the other carcass meats as a source of iron, as was pork as a source of thiamine; lamb occupied an intermediate position. Offals, including liver, were a cheap source of protein and most nutrients, especially vitamin A, riboflavine, iron and nicotinic acid, though as a source of

energy they were relatively expensive, although still cheaper than poultry. (Offals and poultry provided respectively only 0·3 and 0·6 per cent of the total energy of the average diet). Butter and margarine were cheap sources of vitamins A and D because of the high content of vitamin A in butter and the fortification of margarine with these nutrients. Carrots were the cheapest source of vitamin A because of their very high content of the vitamin A precursor, carotene. Vitamin C was most cheaply supplied by citrus fruits, and then by potatoes, soft fruit, fresh green vegetables and tomatoes; other fruit were relatively more expensive. Cakes and pastries, like other convenience foods, were more expensive sources of nutrients than were their ingredients. Tea was a reasonably cheap source of riboflavine and nicotinic acid.

**109.** In broad terms the pattern shown by these indices for 1967 is very similar to that found for 1959<sup>(1)</sup>. However, there are some interesting changes. For example, in 1959 vegetables were a slightly cheaper source of vitamin C than fruit, but in 1967 the reverse was the case. Potatoes have become rather cheaper, in relation to the cost of nutrients in the average diet, as a source of all nutrients, while bread has become relatively dearer. In 1959 potatoes were two and three quarters as expensive a source of energy as white bread, but in 1967 only twice as expensive. But much the most marked change relates to poultry, which as a source of protein for example was 20 per cent more expensive than carcase meat, or than the diet as a whole, in 1959, but by 1967 was only two-thirds as expensive as carcase meat, or three-quarters as expensive as the average diet. The indices again demonstrate that if budgets are limited and a high proportion of the available money is spent on foods of a "convenience" type, or on those, such as meat, bacon, fruit, green vegetables and sugar, which are commonly thought to improve the palatability of diets, the intakes of many nutrients will probably be smaller than if cheaper foods had been bought. Diets that are nutritionally quite adequate may be achieved most economically by the use of milk, cheese, bread, margarine, potatoes and citrus (as opposed to other) fruits, together with tea and some pickles and preserves.

### 4.3 Geographical Differences

#### *Estimates of intake*

**110.** Differences in the energy value and nutrient content of household food consumption in 1967 between different regions and types of area are shown in Table 37 (see paragraphs 50 and 51 for the classification used). The variations in nutrient intake are much less than the variations in consumption of particular foods, and are further reduced when the average intakes are related to average nutritional requirements, basing these on the recommendations of the British Medical Association. Thus the average energy value of the diet in rural areas was about 8 per cent greater than in London, but so was their average energy requirement, so that there was almost no difference in adequacy. In relation to need, the London diet provided more protein, vitamin A, riboflavine, nicotinic acid and vitamin C than the diet in any other type of area, while that in the rural areas provided least of these nutrients (except vitamin A) and also of iron and thiamine; this arises from the relatively large consumption of meat,

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<sup>(1)</sup> *Domestic Food Consumption and Expenditure: 1959*, Table 15 and paragraphs 42 to 45, HMSO, 1961.

fruit and vegetables in London, and the relatively small consumption of these foods in rural areas (Table 17).

**111.** The regional analysis indicates that the Scottish diet provided less energy, protein and vitamins than the diet of any other region, and the contribution of fat to the energy value of the diet was least in Scotland and that of carbohydrate greatest. The Welsh diet was richest in vitamin A (because of the extremely high butter consumption: Appendix D), but Wales obtained a smaller proportion of its energy from protein (11·2 per cent) than any other region. The average consumption of calcium in the Northern region was relatively low, but that of protein was high, though of this the proportion of animal origin was smaller than elsewhere. Iron intakes were relatively low in the Midlands and the South West. The diet of the South East and East Anglia region, which includes London, contained more animal protein, and a greater proportion of its energy as protein and as fat, than was found in other regions, and also was richest in most vitamins.

#### *Comparison with recommendations*

**112.** Table 37 shows that in all regions and types of area the average diet supplied nutrients in excess of the recommendations of the British Medical Association. In Table 38 the concentration of nutrients per 1000 kcal in the diets of the different areas are tabulated. These regional figures may be compared with the recommendations of the Department of Health and Social Security, as set out in Table 6, in the same way as that discussed in relation to the national diet in paragraph 104. In the North of England, Wales and Scotland, and in rural areas, the dietary concentration of riboflavine in the average household diet was less than the recommendations for elderly men and women, and for pregnant and lactating women. The concentration of vitamin C was least in Scotland, where it was below the recommendation for children under 2 as well as for pregnant and lactating women.

#### *Convenience foods*

**113.** Geographical differences in the contribution made by convenience foods to the total energy and nutrient intake in 1966 and 1967 are tabulated in Table 39. Scotland, the North of England and the Yorkshire and Humberside region obtained more energy from such foods than did other regions, and Wales and the West Midlands obtained least, though the extreme variation was only from 19 per cent of the total energy intake to 15 per cent. In general the South derived a smaller proportion of its nutrients from convenience foods than did the North. Londoners derived less energy and smaller amounts of most nutrients from convenience foods than did residents in other urban areas, but more vitamin C; in the rural areas these foods contributed less of all nutrients than in any other type of area. However, the *proportion* of the energy value of the diet contributed by convenience foods in London was similar to that in the larger urban areas, though not quite so great as in the smaller towns.

### **4.4 Social Class Differences**

#### *Estimates of intake*

**114.** Table 40 gives the customary nutritional analyses for households in different social classes. As in previous years, there was, in 1967, a striking difference



between the nutritional pattern of the diet of Class A1 households and the rest. The maximum energy value occurred in the pensioner households, which were on average obtaining 116 per cent of their estimated energy requirements, although it is known that their purchases of certain foods are abnormally large during the Survey week (Appendix G, paragraph 10); the maximum intake of carbohydrate was shared by Class D1 and the pensioner households. All other maxima occurred in Class A1. The similarity of the nutritional composition of the diets of the other social classes is illustrated by the fact that minimum intakes of one or more nutrients were to be found in all social classes except A1 and D2. Nevertheless, for each class the average intakes of energy and all nutrients analysed were greater than the corresponding recommended allowances. Between 1966 and 1967 there were increases in the percentages of adequacy for energy, protein, calcium and iron for all classes except D2, for which there were reductions for protein and calcium. There was little change in the energy balance of the diet between protein, fat and carbohydrate, but for all classes except A2 and D2 there were increases in the percentage of protein obtained from animal sources. Indeed, in Class A1 nearly 70 per cent of the protein was of animal origin; this proportion decreased with income to 59 per cent in Class D1. There were similar gradients for the percentages of energy value derived from protein and from fat, and an inverse gradient for the percentage from carbohydrate: for the first time Class A households obtained on average more of their energy from fat than from carbohydrate, but households in Class A1 had done so since 1965.

#### *Comparison with recommended intakes*

**115.** The average concentration, in terms of calories, of nutrients in the diets of households in different classes is shown in Table 41. These concentrations can be compared with the recommended intakes, expressed per 1000 kcal, of the Department of Health and Social Security, which are given in this form in Table 6. The recommended intake of *protein* is 25 g per 1000 kcal for all categories of person; this was exceeded by at least 14 per cent by the average diet in all classes. Children under 2 and pregnant and lactating women were the only types of individual for whom the average concentration of *calcium* in the diets of all classes did not meet the recommendations; this illustrates the need for special provision of milk for young children and child-bearing women. The concentration of *riboflavine* in the average Class A diet exceeded the recommendations for all categories of person except men aged 75 years and over, and in Class B for all except men over 65; in Classes C and D1, however, the recommendations for elderly women and for pregnant and lactating women were also not attained, a finding that points to the need for a good source of riboflavine, such as milk, in the diets of such people. It is noteworthy that the diets of the two classes containing high proportions of old people, Class D2 and the pensioner households (see Appendix A, Table 6), contained less riboflavine per 1000 kcal than the recommended concentrations for men over 65 and were about equal to those for women of 75 and over. The diets in all classes, except Class A, provided less than the recommended concentration of *vitamin C* for pregnant and lactating women, and in addition the diets of Classes C and D1 were marginal in this vitamin for children under 2. Although not shown in the 1967 analyses, it is known <sup>(1)</sup> that in the first quarter of the

<sup>(1)</sup> *Domestic Food Consumption and Expenditure: 1964*. Appendix E, HMSO, 1966.

year the average dietary level of vitamin C is likely to be about 80 per cent of the annual average; no other nutrient exhibits anything like this seasonal fluctuation. A variation of this order would bring the diets of the pensioner households below the recommendations for elderly women and make them marginal for elderly men during the winter quarter.

#### *Convenience foods*

116. Table 42 shows the average contribution made by convenience foods, as defined in the Glossary, to the nutritional value of the diet of different social classes in the years 1966 and 1967. In terms of the provision of energy, protein and several other nutrients the pensioner households, and also those in Class A1, made less use of convenience foods than did the other classes. However, Class A1 households obtained much more vitamin C from such foods than other households did, because of their substantially greater consumption of canned and bottled fruit, fruit juices and quick-frozen vegetables. Convenience foods provided about one-quarter of the vitamin D intake of all classes and between one-fifth and one-quarter of the iron, except in pensioner households where they provided less than one-sixth. In all classes, convenience foods provided a smaller proportion of calcium and vitamin A (10 per cent or less of the dietary intakes) than of other nutrients.

#### *Indices of price*

117. Table 43 shows the indices of price of energy and nutrients for the various social classes in 1967<sup>(1)</sup>. These indices are obtained by dividing the total money value of all foods obtained for consumption by their total energy value and nutrient content, and expressing the results as percentages of the corresponding values for the average national diet. The price of energy indices are discussed in paragraph 65, where it is pointed out that they take into account (as do the other indices) both price variations and class differences in dietary patterns; when the influence of the former is removed (last line of Table 43) the variation between the classes is reduced and the indices reflect the different patterns characteristic of each class's diet. For energy and most nutrients there was a downward gradient in unit costs from Class A1 to Class D1, followed by increases for Class D2 and the pensioner households. The exceptions to this were for calcium, vitamin A and riboflavine, which were obtained most cheaply in Class D2, and for vitamin C, which Classes A1, A2 and D2 obtained more cheaply than the rest, chiefly because of their relatively high consumption of citrus fruits (cf. paragraph 108). The class differences were least for animal protein. For energy and all nutrients the costs for Class B were very similar to the average costs for the whole sample.

### **4.5 Househo'd Composition Differences**

#### *Estimates of intake*

118. Table 44 gives the energy value and nutrient content of food obtained for consumption by households of different composition for 1967. The pattern of energy and nutrient intake was very similar to that described in previous

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<sup>(1)</sup> Comparable estimates for 1959 were given in *Domestic Food Consumption and Expenditure: 1959* Table 22 (and discussed in paragraphs 65 and 66). HMSO, 1961.

years<sup>(1)</sup>. When compared with 1966, the energy values of the diets of all groups except the families with 3 children showed increases, which reflect the increase found in the average diet (see paragraph 96). For most types of family, the changes in nutrient intake between 1966 and 1967 also reflect the national changes (see paragraphs 97 and 98). The proportion of dietary protein derived from animal sources decreased with increasing numbers of children in the family, and for all groups except the families with 4 or more children and the miscellaneous group of households with children the percentages were rather greater in 1967 than in 1966. Similar gradients were shown for the proportions of energy value obtained from protein and from fat, while the proportion from carbohydrate increased with additional children: indeed, in the younger childless households fat provided almost as much of the energy as did carbohydrate (44 per cent), while in the largest families carbohydrate supplied 51 per cent and fat only 37½ per cent.

#### *Comparison with recommendations*

**119.** Special attention has been given in these reports to the diets of large families, partly because these are amongst the households for which the average intakes of nutrients compare least favourably with recommended allowances. The percentages relating intakes to the recommendations of the British Medical Association, as given in Table 44, are reproduced for these types of family in Table 5, where they are compared with similar percentages based on the new recommendations of the Department of Health and Social Security. The significance of the new recommendations has been discussed in paragraphs 99 to 102 in relation to the comparison made for the national averages. For the largest families, the most notable differences are that the average intakes of protein and calcium are respectively 15 and 66 per cent above the DHSS recommended intakes, compared with 8 per cent below the BMA allowances. The estimated average intake of energy in these families was almost precisely equal to that recommended—and the recommendations for energy relate specifically to the averages for groups of people (see paragraph 94). The average intake of iron exceeded the recommended intake (which in this case, as for other nutrients, does not relate to averages but is sufficient for most healthy individuals) by 12 per cent, and this was the smallest margin for any nutrient: although the dietary intake of vitamin D was on average only 62 per cent of the recommendation, welfare sources such as cod liver oil and vitamin tablets are excluded. In 1967 the recommended intake of vitamin C was exceeded on average by 53 per cent (a smaller margin than obtained with the use of the BMA allowances), but during the first quarter of the year it may have been exceeded by only about 20 per cent, because of the marked seasonal variation (cf. paragraph 115).

**120.** The consumption of nutrients per 1000 kcal for all types of family, shown in Table 45, exhibited the same pattern as that described for 1966<sup>(2)</sup>. The concentration may be compared with the recommended intakes of the Department of Health and Social Security for the different types of individual given

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<sup>(1)</sup> See, for example, *Household Food Consumption and Expenditure: 1966*, paragraphs 77 to 79, HMSO, 1968.

<sup>(2)</sup> *Household Food Consumption and Expenditure: 1966*, paragraphs 80 and 81, HMSO, 1968.

in Table 6. Thus adolescent girls have a relatively high requirement for dietary *iron*, greater than that provided by the average diet in households containing adolescents; such diets may therefore have been marginal in this respect for some female adolescent members, as also for pregnant and lactating women and very young children. For *vitamin A*, the diets of all types of household with children, except families with only one child, contained less than the recommended concentration for infants, who may well need special provision of a source of this vitamin. The lowest concentration of *riboflavine*, 0.66 mg per 1000 kcal, occurred in the diet of families containing a man and woman and adolescents only, but this was above the recommendations for adolescent boys and girls and for adults up to the age of at least 64 years. However, the older childless couples obtained only slightly more, 0.68 mg per 1000 kcal, an amount equal to the recommended intake for women aged 75 years and over and less than that for men over 65. No group had an intake of *vitamin C* equal to that recommended for pregnant women, and the recommended intake for lactating women was attained (irrelevantly) only by the childless younger couples. In families with 4 or more children the average dietary concentration of vitamin C would just have met the recommendation for children aged 1 year, but not that for infants under a year old. These findings underline the need to ensure that special sources of vitamin C are available to young children and child-bearing women, particularly in the early months of the year, when supplies are shortest. The average concentration of *vitamin D* in the older couples' diet, 52 i.u. or 1.3 µg per 1000 kcal, was about equal to the recommended intake for women of 75 years and older, and just above that for men of the same age.

#### *Convenience foods*

**121.** As shown in Table 46, convenience foods supplied in 1966–1967 proportions of the total energy values of the household food supplies ranging from 14 per cent for the older couples to 18 per cent for families with 1, 2 and 3 children and for the miscellaneous group of households with children. Younger couples in general made proportionately rather less use of convenience foods than families with children, although considerably more use than older couples. Convenience foods provided a greater proportion of vitamin D than of any other nutrient, as much as 30 per cent for the younger couples. These foods provided 24 per cent or more of the dietary iron for all types of household containing children. They were least important as sources of calcium and vitamin A, but provided a slightly greater proportion of these two nutrients in the diets of families with 1 child than in those of other groups.

#### *Indices of price*

**122.** Table 47 shows indices of price of energy and of nutrients for households of different composition in 1967. The pattern is broadly similar to that found in 1959<sup>(1)</sup>. Younger couples obtained energy and most nutrients more expensively than did older couples and other wholly adult households, and with increasing family size all nutrients were obtained more cheaply. The range in the indices for vitamin C was less than for other nutrients, because the decline in the per caput consumption of fruit and green vegetables with increasing numbers of

<sup>(1)</sup> *Domestic Food Consumption and Expenditure: 1959*, Table 32 and paragraphs 85 to 88, HMSO, 1961.

children in the family is closely parallel to the decline in the total value of consumption. The indices show that the unit cost of energy, for example, was 13 per cent greater for the younger couple households than in the average national diet; 4 per cent was due to the higher prices paid by the younger couples, while 9 per cent reflected the relatively expensive pattern of the diet they selected (cf. bottom row of indices in Table 47). By contrast, the unit cost in families with 4 or more children was 20 per cent below the national average, although if national prices had been paid it would have been only 16 per cent below: thus one-fifth of the difference was due to the cheaper prices paid, and four-fifths to a less expensive choice of foods. The price of energy indices are further discussed in paragraph 74.

#### *4.6 Family Composition Differences within Social Classes*

**123.** The classification used in this analysis is described in paragraph 79. The analysis with respect to average nutrient intakes is shown in Table 48, and the intakes expressed as percentages of the British Medical Association's recommendations given in Table 49. The extreme range of average per caput protein intakes recorded in the Survey is from 96 g, for childless younger couples in Class A, to 60 g, for families with 4 or more children in Classes C & D1. In order to maintain continuity with previous reports, Table 7 shows the protein and calcium content of the diets of large families for the years 1962 to 1967. Intakes expressed as percentages of the BMA allowances were greater in families with 3 or more children at the end of the period than at the beginning, though there was little change for the families with children and adolescents; although the percentages were all below 100, the intakes were well above the comparable recommendations of the Department of Health and Social Security. This can be seen by comparing the dietary concentrations of nutrients per 1000 kcal, shown in Table 50, with the levels recommended in Table 6 for different types of individual. The lowest dietary concentration of protein, 28·3 g per 1000 kcal in families with adolescents and children, was 13 per cent above the recommended intake of 25 g per 1000 kcal.

**124.** The average per caput daily intake of vitamin C in families in Classes C & D1 with 4 or more children was 35 mg (Table 48), 83 per cent greater than the BMA allowance (Table 49), but only about 37 per cent greater than the recommendation of the DHSS. During the first quarter, when supplies of vitamin C are relatively scarce (cf. paragraph 115), the average intake in this group of households could have been only 10 per cent more than the DHSS recommendation. The point is emphasised, not in order to suggest that there may be many individuals who obtain inadequate supplies of vitamin C—the recommended intake is in any case greater than the requirements of most people (paragraph 94)—but in order to demonstrate that the use of the new DHSS recommendations for vitamin C, rather than the BMA allowances, puts the matter in a different perspective. It is more probable than might have been thought hitherto that there may be some individuals at risk in this respect, particularly during the first quarter of the year.

TABLE 7  
*Protein and Calcium content of the Food Consumption of  
 Large Families in Classes C & D1, 1962-1967*

	Households with one man and one woman and					
	3 children		4 or more children		children and adolescents	
	Protein	Calcium	Protein	Calcium	Protein	Calcium
	g.	mg.	g.	mg.	g.	mg.
Consumption per person per day:						
1962 . . . . .	63.4	930	57.4	830	72.3	960
1963 . . . . .	64.3	930	60.5	860	70.0	920
1964 . . . . .	63.3	900	60.2	850	70.7	940
1965 . . . . .	62.8	890	58.4	820	68.1	900
1966 . . . . .	64.1	930	58.3	860	70.1	910
1967 . . . . .	63.0	930	59.6	880	70.5	940
As a percentage of BMA recommended allowances:	%	%	%	%	%	%
1962 . . . . .	93	93	84	81	85	91
1963 . . . . .	95	94	87	83	84	87
1964 . . . . .	93	92	90	84	87	90
1965 . . . . .	95	91	86	80	82	86
1966 . . . . .	95	96	88	85	86	88
1967 . . . . .	97	97	91	89	85	89

## PART II

TABLE 8

## Indices of Expenditure on Main Food Groups, 1962-1967

(1963 = 100)

	Indices of Expenditure					
	1962	1963	1964	1965	1966	1967
Liquid milk (excluding school milk)	98.0	100.0	102.3	106.6	111.7	114.8
Other milk and cream	94.8	100.0	101.2	117.5	130.2	133.9
Cheese	96.6	100.0	105.0	110.2	110.2	120.2
Milk, cheese and cream	97.5	100.0	102.7	108.1	113.0	117.3
Beef and veal	94.8	100.0	100.7	105.3	109.4	115.7
Mutton and lamb	104.0	100.0	108.1	108.3	118.4	113.0
Pork	92.9	100.0	100.1	121.4	126.8	113.3
Carcase meat	97.3	100.0	102.8	108.5	114.5	114.5
Bacon and ham, uncooked	100.0	100.0	107.2	109.6	113.8	115.8
Poultry, uncooked	94.8	100.0	115.7	142.2	166.3	155.6
Other meat, and meat products	98.5	100.0	104.8	109.3	115.1	122.6
Meat other than carcase meat	98.5	100.0	106.7	113.1	120.4	124.2
All meat	97.9	100.0	104.8	110.8	117.5	119.4
Fresh fish	99.5	100.0	101.4	107.1	107.5	104.4
Other fish	96.8	100.0	111.9	113.5	122.5	127.9
Fish	97.8	100.0	108.0	111.1	116.8	119.0
Eggs	89.0	100.0	87.2	95.7	97.6	95.2
Butter	94.1	100.0	104.0	105.6	99.5	100.4
Margarine	94.2	100.0	101.3	99.6	92.3	95.9
Other fats	97.9	100.0	99.7	107.3	112.2	108.8
Fats	94.6	100.0	102.9	104.7	99.8	100.7
Sugar	90.6	100.0	99.5	95.1	87.2	88.1
Preserves	100.2	100.0	96.0	105.0	97.0	103.3
Potatoes, fresh	109.9	100.0	86.1	87.3	101.0	108.1
Fresh green vegetables	107.8	100.0	108.3	113.7	128.3	124.5
Other fresh vegetables	90.6	100.0	96.0	103.4	108.9	110.9
Other vegetables (a)	88.0	100.0	98.3	101.5	113.9	121.0
Vegetables	99.6	100.0	95.2	98.7	110.8	115.3
Fresh fruit	104.6	100.0	107.9	112.1	120.0	122.9
Other fruit	99.5	100.0	103.4	107.3	108.2	111.1
Fruit	102.9	100.0	106.4	110.6	116.2	119.1
Bread	97.9	100.0	103.0	104.8	106.4	116.2
Cereals other than bread	98.9	100.0	103.5	108.3	109.2	112.4
Cereals	98.5	100.0	103.3	106.8	108.0	114.0
Beverages	97.8	100.0	96.8	96.7	99.7	102.1
Miscellaneous foods	96.8	100.0	102.3	112.0	135.3	135.9
ALL FOODS (b)	97.7	100.0	102.0	106.4	111.2	114.1

(a) Including quick-frozen vegetables.

(b) Excluding certain foods for which the expenditure but not the quantity was recorded, and for which average prices therefore could not be calculated.



TABLE 9

## Indices of Prices for Main Food Groups, 1962-1967

(1963 = 100)

	Indices of Prices					
	1962	1963	1964	1965	1966	1967
Liquid milk (excluding school milk)	98·5	100·0	105·1	108·9	112·1	115·2
Other milk and cream	100·0	100·0	101·1	102·7	102·2	104·5
Cheese	98·8	100·0	105·5	110·2	113·1	115·3
Milk, cheese and cream	98·7	100·0	104·8	108·6	111·3	115·3
Beef and veal	99·4	100·0	111·0	123·3	127·7	128·0
Mutton and lamb	98·2	100·0	108·8	116·0	119·4	118·2
Pork	100·6	100·0	106·2	107·8	113·9	122·6
Carcase meat	99·2	100·0	109·7	118·6	123·0	124·3
Bacon and ham, uncooked	96·4	100·0	107·8	107·8	114·4	119·4
Poultry, uncooked	104·9	100·0	106·8	101·3	101·9	97·7
Other meat, and meat products	99·6	100·0	104·7	109·3	113·7	117·0
Meat other than carcase meat	99·2	100·0	105·8	107·8	112·3	115·1
All meat	99·2	100·0	107·7	113·0	117·4	119·4
Fresh fish	98·2	100·0	107·5	111·9	117·7	118·6
Other fish	99·8	100·0	103·2	110·1	113·2	114·7
Fish	99·2	100·0	104·8	110·8	114·8	116·1
Eggs	86·4	100·0	83·3	89·8	91·2	87·9
Butter	90·2	100·0	103·7	103·2	97·4	96·6
Margarine	99·2	100·0	100·6	108·6	109·8	106·2
Other fats	101·8	100·0	101·4	108·6	111·2	109·0
Fats	93·4	100·0	102·8	105·0	101·6	100·0
Sugar	91·1	100·0	106·1	100·4	94·6	94·5
Preserves	96·8	100·0	103·4	110·3	109·8	113·4
Potatoes, fresh	114·7	100·0	87·6	89·0	104·0	108·1
Fresh green vegetables	92·1	100·0	93·8	94·2	109·3	104·8
Other fresh vegetables	95·8	100·0	93·3	97·6	104·2	107·8
Other vegetables (a)	99·9	100·0	101·9	102·2	103·4	104·9
Vegetables	103·1	100·0	94·0	95·4	104·8	106·4
Fresh fruit	102·0	100·0	102·7	105·4	110·1	117·7
Other fruit	102·1	100·0	101·3	104·6	110·7	111·0
Fruit	102·0	100·0	102·2	105·1	110·3	115·6
Bread	95·1	100·0	106·6	111·3	118·1	124·6
Cereals other than bread	98·8	100·0	102·9	106·2	108·2	110·8
Cereals	97·3	100·0	104·4	108·2	112·2	116·4
Beverages	101·6	100·0	101·7	101·3	101·4	101·8
Miscellaneous foods	99·7	100·0	99·7	103·7	104·9	104·2
ALL FOODS (b)	98·3	100·0	102·9	106·5	109·9	112·2

(a) Including quick-frozen vegetables.

(b) Excluding certain foods for which the expenditure but not the quantity was recorded, and for which average prices therefore could not be calculated.

TABLE 10

## Indices of Real Value of Purchases (a) of Main Food Groups, 1962-1967

(1963 = 100)

	Indices of Real Value of Purchases					
	1962	1963	1964	1965	1966	1967
Liquid milk (excluding school milk)	99.5	100.0	97.4	97.9	99.6	99.6
Other milk and cream	94.8	100.0	100.2	114.4	127.4	128.1
Cheese	97.8	100.0	99.6	100.0	97.5	104.3
Milk, cheese and cream	98.8	100.0	98.0	99.6	101.5	101.7
Beef and veal	95.4	100.0	90.7	85.5	85.7	90.4
Mutton and lamb	105.9	100.0	99.3	93.3	99.2	95.6
Pork	92.3	100.0	94.2	112.6	111.3	92.4
Carcass meat	98.1	100.0	93.8	91.4	93.1	92.2
Bacon and ham, uncooked	103.8	100.0	99.5	101.7	99.4	97.0
Poultry, uncooked	90.4	100.0	108.3	140.3	163.3	159.2
Other meat, and meat products	98.8	100.0	100.1	100.0	101.2	104.7
Meat other than carcass meat	99.3	100.0	100.8	104.8	107.2	108.0
All meat	98.7	100.0	97.3	98.0	100.0	100.0
Fresh fish	101.4	100.0	94.3	95.8	91.3	88.1
Other fish	97.0	100.0	108.4	103.1	108.2	111.5
Fish	98.6	100.0	103.1	100.3	101.8	102.6
Eggs	103.1	100.0	104.7	106.5	107.0	108.4
Butter	104.3	100.0	100.3	102.3	102.1	103.9
Margarine	95.0	100.0	100.7	91.6	84.0	90.3
Other fats	96.1	100.0	98.3	98.8	100.9	99.8
Fats	101.3	100.0	100.1	99.7	98.3	100.6
Sugar	99.4	100.0	93.8	94.7	92.1	93.2
Preserves	103.6	100.0	92.8	95.3	88.3	91.0
Potatoes, fresh	95.8	100.0	98.2	98.2	97.1	100.0
Fresh green vegetables	117.1	100.0	115.5	120.8	117.4	118.8
Other fresh vegetables	94.6	100.0	103.0	106.0	104.4	102.8
Other vegetables (b)	88.2	100.0	96.4	99.4	110.2	115.3
Vegetables	96.6	100.0	101.2	103.5	105.8	108.3
Fresh fruit	102.5	100.0	105.0	106.4	108.9	104.4
Other fruit	97.4	100.0	102.1	102.6	97.8	100.0
Fruit	100.9	100.0	104.1	105.2	105.3	103.0
Bread	103.0	100.0	96.6	94.2	90.1	93.2
Cereals other than bread	100.0	100.0	100.6	102.0	100.9	101.5
Cereals	101.3	100.0	98.9	98.7	96.3	97.9
Beverages	96.3	100.0	95.2	95.4	98.3	100.3
Miscellaneous foods	97.1	100.0	102.6	108.0	129.0	130.5
ALL FOODS (c)	99.3	100.0	99.1	100.0	101.1	101.7

(a) The index numbers of expenditure divided by the corresponding index numbers of prices.

(b) Including quick-frozen vegetables.

(c) Excluding certain foods for which the expenditure but not the quantity was recorded, and for which average prices therefore could not be calculated.

TABLE 11

## Indices of Expenditure on Convenience Foods (a), 1962-1967

(1963 = 100)

	1962	1963	1964	1965	1966	1967
<b>Canned convenience foods</b>						
Corned meat . . . . .	97.9	100.0	64.2	69.1	76.1	91.7
Bacon and ham, cooked and canned . . . . .	97.7	100.0	112.3	110.3	122.4	127.0
Other cooked and canned meats . . . . .	100.1	100.0	117.1	123.4	121.3	134.4
Canned and bottled fish (b) . . . . .	100.0	100.0	109.2	108.5	115.4	120.1
Canned peas . . . . .	97.3	100.0	94.3	91.2	91.6	94.6
Canned beans . . . . .	91.7	100.0	103.8	108.3	111.3	121.5
Other canned vegetables . . . . .	81.2	100.0	91.2	107.5	123.8	123.5
Canned and bottled tomatoes . . . . .	92.7	100.0	138.2	145.5	149.1	157.1
Canned peaches, pears and pineapples . . . . .	106.4	100.0	104.2	97.1	98.1	102.1
Other canned and bottled fruit . . . . .	93.1	100.0	97.1	106.5	109.4	113.8
Canned soups . . . . .	96.3	100.0	98.5	111.5	116.4	115.6
Fruit juices (c) . . . . .	92.2	100.0	106.9	124.5	102.9	93.9
<b>Total above canned foods (c)</b> . . . . .	<b>97.7</b>	<b>100.0</b>	<b>104.3</b>	<b>107.8</b>	<b>115.1</b>	<b>121.5</b>
<b>Quick-frozen convenience foods</b>						
Meat (other than poultry) and meat products . . . . .	77.9	100.0	116.9	140.3	192.2	211.2
Fish and fish products . . . . .	96.7	100.0	118.3	128.9	150.6	150.5
Peas and beans (d) . . . . .	80.2	100.0	85.5	87.2	111.9	108.7
Other vegetables and vegetable products . . . . .	78.4	100.0	67.6	94.6	137.8	125.1
Other quick-frozen convenience foods . . . . .	135.7	100.0	92.9	121.4	142.9	148.6
<b>Total quick-frozen convenience foods</b> . . . . .	<b>86.7</b>	<b>100.0</b>	<b>100.0</b>	<b>110.3</b>	<b>139.1</b>	<b>139.7</b>
<b>Other convenience foods</b>						
Meat products (e) . . . . .	96.0	100.0	104.4	112.9	122.3	139.8
Cooked fish . . . . .	87.0	100.0	105.4	113.4	123.8	133.8
Fish products (f) . . . . .	118.4	100.0	118.4	116.3	122.4	135.1
Chips (f) . . . . .	90.1	100.0	105.7	107.8	117.7	135.1
Other potato and vegetable products . . . . .	81.7	100.0	127.0	131.3	167.8	188.7
Welfare orange juice . . . . .	110.0	100.0	120.0	120.0	100.0	157.3
Cakes and pastries . . . . .	99.2	100.0	103.0	105.3	109.9	107.0
Biscuits . . . . .	102.5	100.0	105.4	113.3	109.5	118.0
Puddings, and ice-cream served as part of a meal . . . . .	90.1	100.0	106.7	110.3	122.9	131.8
Invalid and infant foods . . . . .	95.8	100.0	101.4	119.7	107.0	125.4
Breakfast cereals . . . . .	95.1	100.0	108.3	108.3	126.1	133.2
Other cereals . . . . .	98.1	100.0	100.5	103.8	116.2	126.0
Instant coffee and coffee essences . . . . .	87.5	100.0	101.7	109.4	123.1	125.8
Dehydrated and powdered soups . . . . .	90.2	100.0	109.8	129.3	131.7	122.6
<b>Total, other convenience foods</b> . . . . .	<b>96.4</b>	<b>100.0</b>	<b>105.3</b>	<b>110.6</b>	<b>117.5</b>	<b>124.6</b>
<b>TOTAL—ALL CONVENIENCE FOODS</b>	<b>96.3</b>	<b>100.0</b>	<b>104.5</b>	<b>109.4</b>	<b>117.9</b>	<b>124.3</b>
<b>Total expenditure on convenience foods</b> . . . . .	<b>6s. 9d.</b>	<b>7s. 0d.</b>	<b>7s. 3d.</b>	<b>7s. 8d.</b>	<b>8s. 3d.</b>	<b>8s. 8d.</b>
<b>Total expenditure on all foods</b> . . . . .	<b>31s. 7d.</b>	<b>32s. 4d.</b>	<b>33s. 0d.</b>	<b>34s. 5d.</b>	<b>35s. 11d.</b>	<b>36s. 11d.</b>
<b>Expenditure on convenience foods as a percentage of total food expenditure</b>						
At current prices . . . . .	21.3	21.6	22.1	22.1	22.9	23.5
At constant (1963) prices . . . . .	21.0	21.6	22.1	22.2	22.9	23.7

(a) See Glossary and footnote (1) to paragraph 12.

(b) Excludes fish paste.

(c) Canned strained fruits and vegetables for babies are included throughout in the totals for canned foods; prior to 1966 they were also included with the respective details for canned vegetables and (mainly) canned fruit juices.

(d) Purchases of quick-frozen legumes were particularly high in the early months of 1963, owing to the shortage of fresh vegetables.

(e) Includes cooked sausages, liver sausage, etc. but excludes uncooked sausages.

(f) Excludes quick-frozen.

TABLE 12

## Indices of Prices for Convenience Foods (a), 1962-1967

(1963 = 100)

	1962	1963	1964	1965	1966	1967
<i>Canned convenience foods</i>						
Corned meat . . . . .	103.9	100.0	100.0	104.8	110.6	119.6
Bacon and ham, cooked and canned . . . . .	99.0	100.0	106.7	109.5	113.8	116.3
Other cooked and canned meats . . . . .	100.4	100.0	106.5	110.1	115.2	118.0
Canned and bottled fish (b) . . . . .	98.2	100.0	101.7	107.6	106.5	108.1
Canned peas . . . . .	99.0	100.0	99.5	100.5	102.7	103.0
Canned beans . . . . .	100.1	100.0	99.5	100.2	102.1	103.3
Other canned vegetables . . . . .	98.7	100.0	100.5	94.6	94.2	96.3
Canned and bottled tomatoes . . . . .	97.7	100.0	114.6	127.6	120.1	119.5
Canned peaches, pears and pineapples . . . . .	104.6	100.0	98.8	100.7	103.5	103.3
Other canned and bottled fruit . . . . .	101.4	100.0	99.7	105.7	104.8	110.9
Canned soups . . . . .	101.1	100.0	97.4	99.4	100.3	99.6
Fruit juices (c) . . . . .	100.5	100.0	95.1	95.3	98.7	93.8
Total above canned foods (c) . . . . .	100.5	100.0	102.3	105.0	109.7	109.8
<i>Quick-frozen convenience foods</i>						
Meat (other than poultry) and meat products . . . . .	98.1	100.0	106.7	107.8	104.3	106.8
Fish and fish products . . . . .	98.4	100.0	103.2	108.9	110.7	110.5
Peas and beans (d) . . . . .	109.7	100.0	106.4	107.6	103.1	103.4
Other vegetables and vegetable products . . . . .	99.8	100.0	96.0	95.8	97.4	98.1
Other quick-frozen convenience foods . . . . .	114.6	100.0	97.2	103.7	105.2	104.1
Total quick-frozen convenience foods . . . . .	103.5	100.0	104.4	107.2	105.5	106.2
<i>Other convenience foods</i>						
Meat products (e) . . . . .	98.4	100.0	102.9	111.8	118.1	121.7
Cooked fish . . . . .	96.3	100.0	105.8	108.8	121.0	124.8
Fish products (f) . . . . .	95.1	100.0	97.3	116.8	115.0	102.4
Chips (f) . . . . .	102.4	100.0	97.7	98.8	99.3	105.6
Other potato and vegetable products . . . . .	89.0	100.0	113.4	111.6	118.1	113.5
Welfare orange juice . . . . .	110.2	100.0	110.8	110.8	117.0	111.0
Cakes and pastries . . . . .	98.7	100.0	104.7	107.8	111.6	114.9
Biscuits . . . . .	98.4	100.0	101.4	106.4	106.7	109.8
Puddings, and ice-cream served as part of a meal . . . . .	102.9	100.0	97.8	102.2	100.7	102.9
Invalid and infant foods . . . . .	87.1	100.0	98.0	108.2	100.4	109.6
Breakfast cereals . . . . .	96.1	100.0	104.8	107.0	108.6	109.4
Other cereals . . . . .	98.9	100.0	101.5	106.0	109.9	110.9
Instant coffee and coffee essences . . . . .	104.1	100.0	107.9	106.5	108.8	108.5
Dehydrated and powdered soups . . . . .	102.5	100.0	98.5	111.1	105.3	108.8
Total, other convenience foods . . . . .	98.6	100.0	103.2	107.4	110.5	112.6
<b>TOTAL—ALL CONVENIENCE FOODS</b> . . . . .	<b>99.7</b>	<b>100.0</b>	<b>102.9</b>	<b>106.4</b>	<b>109.8</b>	<b>111.0</b>
<b>TOTAL—All Foods</b> . . . . .	<b>98.3</b>	<b>100.0</b>	<b>102.9</b>	<b>106.5</b>	<b>109.9</b>	<b>111.9</b>

(a) See Glossary and footnote (1) to paragraph 12.

(b) Excludes fish paste.

(c) Canned strained fruits and vegetables for babies are included throughout in the totals for canned foods; prior to 1966 they were also included with the respective details for canned vegetables and (mainly) canned fruit juices.

(d) Purchases of quick-frozen legumes were particularly high in the early months of 1963, owing to the shortage of fresh vegetables.

(e) Includes cooked sausages, liver sausage, etc. but excludes uncooked sausages.

(f) Excludes quick-frozen.

TABLE 13

*Indices of Real Value of Purchases (a) of Convenience Foods (b), 1962-1967*

(1963 = 100)

	1962	1963	1964	1965	1966	1967
<i>Canned convenience foods</i>						
Corned meat . . . . .	94.3	100.0	64.2	66.0	68.8	76.7
Bacon and ham, cooked and canned . . . . .	98.6	100.0	105.2	100.7	107.5	109.2
Other cooked and canned meats . . . . .	99.8	100.0	109.9	112.1	105.2	113.9
Canned and bottled fish (c) . . . . .	101.8	100.0	107.4	100.8	108.3	111.1
Canned peas . . . . .	98.3	100.0	94.7	90.7	89.2	91.8
Canned beans . . . . .	91.6	100.0	104.3	108.1	109.0	117.5
Other canned vegetables . . . . .	82.3	100.0	90.8	113.6	131.4	128.3
Canned and bottled tomatoes . . . . .	94.9	100.0	120.5	114.0	124.1	131.4
Canned peaches, pears and pineapples . . . . .	101.8	100.0	105.4	96.4	94.8	98.9
Other canned and bottled fruit . . . . .	91.9	100.0	97.4	100.7	104.4	102.6
Canned soups . . . . .	95.3	100.0	101.1	112.2	116.0	116.1
Fruit juices (d) . . . . .	91.7	100.0	112.3	130.6	104.3	100.0
<b>Total above canned foods (d) . . . . .</b>	<b>97.2</b>	<b>100.0</b>	<b>101.9</b>	<b>102.7</b>	<b>104.9</b>	<b>110.7</b>
<i>Quick-frozen convenience foods</i>						
Meat (other than poultry) and meat products . . . . .	79.4	100.0	109.6	130.1	184.3	197.7
Fish and fish products . . . . .	98.2	100.0	114.7	118.3	136.0	136.2
Peas and beans (e) . . . . .	73.1	100.0	80.3	81.0	108.6	105.1
Other vegetables and vegetable products . . . . .	78.5	100.0	70.4	98.7	141.5	127.6
Other quick-frozen convenience foods . . . . .	118.4	100.0	95.5	117.0	135.8	142.7
<b>Total quick-frozen convenience foods . . . . .</b>	<b>83.8</b>	<b>100.0</b>	<b>95.8</b>	<b>102.8</b>	<b>131.8</b>	<b>131.6</b>
<i>Other convenience foods</i>						
Meat products (f) . . . . .	97.6	100.0	101.4	101.0	103.5	114.9
Cooked fish . . . . .	90.3	100.0	99.6	104.2	102.2	107.2
Fish products (g) . . . . .	124.4	100.0	121.6	99.6	106.5	132.0
Chips (g) . . . . .	88.0	100.0	108.2	109.1	118.5	127.9
Other potato and vegetable products . . . . .	91.8	100.0	112.0	117.7	142.1	166.2
Welfare orange juice . . . . .	99.8	100.0	108.3	108.3	85.5	141.7
Cakes and pastries . . . . .	100.6	100.0	98.5	97.7	98.5	93.1
Biscuits . . . . .	104.1	100.0	104.0	106.5	102.6	107.6
Puddings, and ice-cream served as part of a meal . . . . .	87.6	100.0	109.1	107.9	122.0	128.2
Invalid and infant foods . . . . .	109.9	100.0	103.5	110.7	106.6	114.5
Breakfast cereals . . . . .	99.0	100.0	103.3	101.2	116.1	121.8
Other cereals . . . . .	99.1	100.0	99.0	98.0	105.7	113.6
Instant coffee and coffee essences . . . . .	84.0	100.0	94.3	102.7	113.1	116.0
Dehydrated and powdered soups . . . . .	88.0	100.0	111.4	116.4	125.0	112.7
<b>Total, other convenience foods . . . . .</b>	<b>97.8</b>	<b>100.0</b>	<b>101.9</b>	<b>103.0</b>	<b>106.4</b>	<b>110.7</b>
<b>TOTAL—ALL CONVENIENCE FOODS . . . . .</b>	<b>96.7</b>	<b>100.0</b>	<b>101.5</b>	<b>102.9</b>	<b>107.4</b>	<b>112.0</b>
<b>TOTAL—All Foods . . . . .</b>	<b>99.3</b>	<b>100.0</b>	<b>99.1</b>	<b>100.0</b>	<b>101.1</b>	<b>102.0</b>

(a) The index numbers of expenditure divided by the corresponding index numbers of prices.

(b) See Glossary and footnote (1) to paragraph 12.

(c) Excludes fish paste.

(d) Canned strained fruits and vegetables for babies are included throughout in the totals for canned foods; prior to 1966 they were also included with the respective details for canned vegetables and (mainly) canned fruit juices.

(e) Purchases of quick-frozen legumes were particularly high in the early months of 1963, owing to the shortage of fresh vegetables.

(f) Includes cooked sausages, liver sausage, etc., but excludes uncooked sausages

(g) Excludes quick-frozen.

TABLE 14  
Estimates of Price Elasticities of Demand

	Estimated price elasticity (a)	Significant seasonal (S) or annual (A) shifts in demand	Proportion of variation in monthly average purchases explained		Monthly averages			
			by the price elasticity (b)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (c)		Purchases (d)	
					Mean	Standard deviation	Mean	Standard deviation
Condensed milk . . . . .	-2.36 (0.62)	S.A.	0.21	0.51	6.7 (e)	0.4 (e)	0.2 (f)	... (f)
Cream . . . . .	-0.68 (0.31)	S.A.	0.08	0.78	52.3 (g)	3.4 (g)	... (h)	... (h)
Cheese, natural . . . . .	-0.32 (0.10) (1)	S.A.	0.11	0.64	33.3	3.0	2.7	0.2
Cheese, processed . . . . .	-0.84 (0.52)	S.A.	0.05	0.40	44.9	1.7	0.4	...
Beef and veal . . . . .	-1.02 (0.10)	S.	0.64	0.83	46.2	2.8	8.6	0.9
Mutton and lamb . . . . .	-0.14 (0.27)	S.A.	0.01	0.60	35.6	1.5	6.2	0.5
Pork . . . . .	-1.06 (0.28)	S.A.	0.21	0.82	41.5	1.6	2.5	0.3
All carcass meat . . . . .	-0.89 (0.09)	S.	0.64	0.79	41.7	1.8	17.3	1.0
Offals (including liver) . . . . .	-0.82 (0.33)	S.A.	0.10	0.73	36.8	1.5	1.4	0.2
Bacon and ham, uncooked . . . . .	-0.65 (0.18)	S.	0.18	0.42	40.5	1.4	5.3	0.3
Bacon and ham, cooked (incl. canned)	-0.96 (0.40)	S.A.	0.10	0.79	77.6	2.0	0.9	0.1
Chicken, cooked . . . . .	-2.16 (0.36)	S.A.	0.40	0.73	52.1	6.1	0.1	0.1
Other cooked meat (not canned) . . . . .	-0.57 (0.22)	S.	0.10	0.66	58.6	2.8	0.7	0.1
Other canned meat (excl. corned meat) . . . . .	-1.03 (0.37)	S.A.	0.13	0.67	32.7	1.3	1.6	0.2
Poultry, uncooked . . . . .	-0.47 (0.55)	S.	0.01	0.68	33.4	2.9	2.9	0.8
Meat products . . . . .	-0.56 (0.29)	S.A.	0.06	0.74	31.0	1.3	2.7	0.3
All meat . . . . .	-0.45 (0.19)	S.A.	0.09	0.56	39.2	0.9	37.5	1.0
Herrings and processed fish . . . . .	-0.88 (0.28)	S.A.	0.16	0.80	26.1	1.9	0.8	0.2
Fish products (excl. quick-frozen)	-1.31 (0.16)	S.	0.49	0.49	49.3	6.4	0.1	...
Canned salmon . . . . .	-1.29 (0.31)	S.	0.22	0.77	74.9	3.5	0.5	0.1
Other canned or bottled fish . . . . .	-0.78 (0.17)	S.	0.27	0.49	43.8	4.8	0.3	0.1
Eggs, shell . . . . .	-0.08 (0.05)	A.	0.05	0.37	3.1 (j)	0.4 (j)	4.4 (k)	0.2 (k)
Butter . . . . .	-0.19 (0.06)	S.A.	0.12	0.12	33.0	2.4	6.1	0.2
Margarine . . . . .	+0.23 (0.27) (l)	S.A.	0.01	0.64	33.0	2.4	3.1	0.3

TABLE 14—continued

	Estimated price elasticity (a)	Significant seasonal or annual (A) shifts in demand	Proportion of variation in monthly average purchases explained		Monthly averages			
			by the price elasticity (b)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (c)		Purchases (d)	
					Mean	Standard deviation		Mean
Sugar	-0.04 (0.09)	S.A.	0.05	0.60	6.9	0.7	17.7	0.8
Jams, jellies and fruit curds	-0.82 (0.47)	S.A.	0.03	0.64	18.2	0.5	1.4	0.2
Marmalade	-0.69 (0.46)	A.	0.04	0.18	15.6	0.5	1.0	0.1
Syrup, treacle and honey	-0.50 (0.35)	S.A.	...	0.62	17.4	0.4	0.5	0.1
All preserves	-0.03 (0.43)	S.A.	0.06	0.63	17.1	0.4	2.9	0.3
Potatoes	-0.08 (0.04)	S.	0.32	0.84	3.6	1.4	47.7	5.7
Cabbage	-0.61 (0.12)	S.	0.60	0.70	5.9	1.7	3.6	0.9
Cauliflower	-2.43 (0.26)	S.	0.45	0.80	9.4	2.1	2.2	1.0
Brussels sprouts	-1.31 (0.27)(m)	S.	0.64	0.76	7.6	1.4	3.6	1.2
Brassicac (excl. quick-frozen)	-1.18 (0.11)	S.	0.16	0.79	7.2	1.5	7.7	1.5
Leafy salads	-0.85 (0.27)	S.A.	0.57	0.96	25.0	9.1	1.0	0.6
Quick-frozen peas	-1.59 (0.18)	S.	0.25	0.86	26.8	2.3	0.8	0.2
Carrots	-0.35 (0.08)	S.A.	0.16	0.92	6.3	1.9	2.7	0.7
Other root vegetables	-0.72 (0.23)	S.A.	0.14	0.96	6.4	2.1	11.8	0.9
Onions, shallots, etc.	-0.31 (0.10)	S.A.	0.19	0.87	7.6	1.4	2.8	0.4
Canned peas	-2.05 (0.58)	S.A.	0.62	0.67	10.1	0.5	3.0	0.5
Canned beans	-0.11 (0.58)	S.A.	0.17	0.68	11.2	0.6	3.1	0.3
Other canned vegetables	-2.27 (0.23)	S.A.	0.06	0.73	14.1	1.6	0.7	0.2
Dried pulses (excl. air-dried)	-1.17 (0.36)	S.A.	0.06	0.80	15.3	1.1	0.5	0.1
Oranges	-0.60 (0.33)	S.A.	0.39	0.91	10.4	0.6	3.3	1.1
Other citrus fruit	-1.53 (0.44)	S.A.	0.49	0.71	12.1	1.3	1.0	0.4
Apples	-0.53 (0.09)	S.A.	0.60	0.85	12.2	2.4	5.8	0.9
Pears	-1.57 (0.23)	S.A.	0.42	0.86	13.2	1.8	0.7	0.3
Stone fruit	-1.80 (0.30)(n)	S.	0.42	0.88	17.0	4.2	1.2	1.0
Rhubarb, forced	-1.33 (0.42)(o)	S.	0.01	0.72	13.7	2.7	0.3	0.1
Rhubarb, outdoor crop	-0.24 (0.59)(p)	S.A.	0.03	0.86	6.3	1.7	0.3	0.2
Tomatoes	-0.16 (0.12)	S.A.	0.03	0.97	20.9	4.3	3.8	1.5

TABLE 14—continued

	Estimated price elasticity(a)	Significant seasonal(S) or annual(A) shifts in demand	Proportion of variation in monthly average purchases explained		Monthly averages			
			by the price elasticity (b)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices(c)		Purchases(d)	
					Mean	Standard deviation		Mean
Tomatoes, canned and bottled	-1.55 (0.37)	S.A.	0.24	0.66	13.2	1.1	0.7	0.2
Canned peaches, pears and pineapples	-2.13 (0.86)	S.A.	0.10	0.77	14.4	0.9	2.7	0.4
Other canned and bottled fruit	-1.30 (0.23)	S.	0.34	0.66	17.3	0.8	2.1	0.3
Canned fruit (excl. tomatoes)	-0.35 (0.18)	S.	0.06	0.75	15.6	0.7	4.8	0.6
Bread	-0.32 (0.20)	S.A.	0.04	0.86	7.7	0.3	41.3	2.1
Flour	-0.69 (0.72)	S.A.	0.02	0.67	5.9	0.3	6.1	0.6
Oatmeal and oat products	-1.52 (0.26)	S.A.	0.40	0.90	11.7	1.1	0.9	0.4
Breakfast cereals	-0.15 (0.51)	S.A.	..	0.82	23.3	0.7	2.1	0.3
Puddings	-0.79 (0.24)	S.A.	0.16	0.83	12.3	1.5	1.5	0.3
Rice	-0.75 (0.53)	S.A.	0.04	0.56	11.3	0.5	0.6	0.1
Canned soups	-1.32 (0.19)	S.	0.45	0.89	12.6	0.9	2.8	0.8
Pickles and sauces	-1.26 (0.18)	S.	0.45	0.71	22.9	1.5	1.1	0.2

(a) Calculated from monthly Survey data from 1962 to 1967 except where otherwise stated. The figures in parenthesis are estimates of the standard errors.

(b) This is the proportion of the variation in monthly average purchases explained by the price elasticity, once any variability due to seasonal or annual shifts in demand has been removed.

(c) Pence per lb. (unless otherwise stated) deflated to January 1956 general price level.

(d) Ounces per person per week (unless otherwise stated).

(e) Pence per equivalent pint.

(f) Equivalent pints.

(g) Pence per pint.

(h) Fluid ounces.

(i) Calculated from data from 1958 to 1966.

(j) Pence per egg.

(k) Number of eggs.

(l) Elasticity with respect to the price of butter.

(m) Calculated from data for October to March, 1962 to 1968.

(n) Calculated from data for June to October, 1962 to 1967.

(o) Calculated from data for January to March, 1962 to 1967.

(p) Calculated from data for April to August, 1962 to 1967.



TABLE 15  
 Annual Indices of Average Deflated Prices(a), Purchases and Demand(b)  
 (Average for the whole period = 100)(c)

		1962	1963	1964	1965	1966	1967
Condensed milk . . . . .	Prices	108	104	102	98	93	96
	Purchases	98	102	97	100	98	105
	Demand(d)	117	112	102	95	83	96
	Demand(e)	116	112	102	96	83	96
Cream . . . . .	Prices	103	101	101	99	99	97
	Purchases	87	88	100	108	112	107
	Demand(d)	89	89	101	107	111	105
	Demand(e)	94	91	100	105	109	103
Cheese, processed . . . . .	Prices	104	102	100	100	97	98
	Purchases	101	98	109	100	96	96
	Demand(d)	104	100	109	100	94	94
	Demand(e)	104	100	109	100	94	94
Beef and veal . . . . .	Prices	94	93	100	105	106	103
	Purchases	105	110	98	94	95	99
	Demand(d)	98	102	98	99	100	102
	Demand(e)	99	102	98	99	100	102
Mutton and lamb . . . . .	Prices	96	96	102	103	103	99
	Purchases	108	102	101	95	99	95
	Demand(d)	107	102	102	96	99	95
	Demand(e)	109	102	101	95	98	95
Pork . . . . .	Prices	100	98	101	97	100	104
	Purchases	93	100	94	114	108	93
	Demand(d)	93	98	95	111	108	97
	Demand(e)	95	98	95	110	107	96
All carcase meat . . . . .	Prices	95	95	100	103	104	103
	Purchases	104	106	99	97	98	97
	Demand(d)	100	101	99	100	101	99
	Demand(e)	101	101	99	100	101	98
All offals (including liver) . . . . .	Prices	99	101	99	99	102	99
	Purchases	105	102	102	97	99	96
	Demand(d)	104	103	102	97	100	95
	Demand(e)	106	103	102	96	99	94
Bacon and ham, uncooked . . . . .	Prices	97	99	103	98	101	102
	Purchases	104	99	100	101	99	97
	Demand(d)	102	99	102	100	100	98
	Demand(e)	103	99	101	100	100	98
Bacon and ham, cooked (including canned) . . . . .	Prices	100	99	102	100	100	100
	Purchases	96	96	102	98	103	105
	Demand(d)	96	95	104	98	102	105
	Demand(e)	97	96	104	98	102	104
Chicken, cooked . . . . .	Prices	98	98	108	100	98	99
	Purchases	68	73	82	105	133	173
	Demand(d)	65	70	96	106	128	169
	Demand(e)	69	72	95	104	125	165
Other cooked meat (not canned) . . . . .	Prices	100	98	101	100	98	103
	Purchases	104	102	101	98	98	97
	Demand(d)	104	101	102	98	97	99
	Demand(e)	101	100	102	98	98	101
Other canned meat (excluding corned meat) . . . . .	Prices	101	98	101	99	102	98
	Purchases	89	92	106	112	96	107
	Demand(d)	90	90	107	111	98	106
	Demand(e)	89	90	107	111	98	106
Poultry, uncooked . . . . .	Prices	111	104	107	97	94	89
	Purchases	71	82	88	115	129	130
	Demand(d)	75	83	91	114	126	123
	Demand(e)	78	84	91	112	124	121
Meat products . . . . .	Prices	96	97	98	102	104	104
	Purchases	90	97	96	98	105	116
	Demand(d)	89	95	95	99	107	118
	Demand(e)	88	95	95	99	107	119
All meat . . . . .	Prices	98	98	101	101	101	101
	Purchases	100	100	98	100	101	101
	Demand(d)	99	99	99	100	102	101
	Demand(e)	100	99	99	100	101	101

TABLE 15—continued

		1962	1963	1964	1965	1966	1967
Herrings and processed fish . . . . .	Prices	98	96	97	98	105	106
	Purchases	103	102	123	104	88	85
	Demand( <i>d</i> )	101	98	119	102	92	89
	Demand( <i>e</i> )	104	99	119	101	92	88
Fish products (excluding quick-frozen).	Prices	98	101	97	111	105	90
	Purchases	112	89	107	88	92	116
	Demand( <i>d</i> )	109	90	103	101	97	102
	Demand( <i>e</i> )	108	90	103	101	97	102
Canned salmon . . . . .	Prices	105	104	99	100	97	95
	Purchases	95	95	108	96	99	107
	Demand( <i>d</i> )	102	99	107	97	95	101
	Demand( <i>e</i> )	104	100	106	96	94	100
Other canned or bottled fish . . . . .	Prices	97	98	106	106	95	99
	Purchases	103	99	89	98	107	105
	Demand( <i>d</i> )	101	97	93	102	103	104
	Demand( <i>e</i> )	103	98	93	101	102	103
Eggs, shell . . . . .	Prices	104	117	95	99	96	91
	Purchases	99	95	100	102	102	102
	Demand( <i>d</i> )	99	97	100	102	101	101
	Demand( <i>e</i> )	100	97	100	101	101	101
Butter . . . . .	Prices	99	108	108	102	93	90
	Purchases	102	98	98	100	100	102
	Demand( <i>d</i> )	102	99	100	101	98	100
	Demand( <i>e</i> )	103	100	99	100	98	100
Margarine( <i>f</i> ) . . . . .	Purchases	101	107	107	97	91	97
	Demand( <i>d</i> )	101	105	105	97	93	100
	Demand( <i>e</i> )	99	104	106	97	93	101
Sugar . . . . .	Prices	101	108	112	100	92	89
	Purchases	104	104	98	99	96	98
	Demand( <i>d</i> )	104	105	99	99	96	98
	Demand( <i>e</i> )	104	104	99	99	96	98
Jams, jellies and fruit curds . . . . .	Prices	99	101	101	101	98	100
	Purchases	108	104	97	102	92	97
	Demand( <i>d</i> )	107	105	98	103	91	97
	Demand( <i>e</i> )	106	105	98	103	91	98
Marmalade . . . . .	Prices	101	100	101	102	98	97
	Purchases	106	105	100	97	96	96
	Demand( <i>d</i> )	107	105	101	98	95	95
	Demand( <i>e</i> )	108	106	101	98	94	94
Syrup, treacle and honey . . . . .	Prices	96	98	100	105	99	102
	Purchases	116	104	89	96	102	95
	Demand( <i>d</i> )	114	103	89	98	102	96
	Demand( <i>e</i> )	114	103	89	98	102	96
All preserves . . . . .	Prices	99	100	101	102	98	100
	Purchases	109	104	97	99	95	96
	Demand( <i>d</i> )	109	104	97	99	95	96
	Demand( <i>e</i> )	109	104	97	99	95	96
Potatoes . . . . .	Prices	122	103	90	88	99	101
	Purchases	98	103	101	101	97	100
	Demand( <i>d</i> )	99	103	100	100	97	100
	Demand( <i>e</i> )	99	103	100	101	97	100
Cabbage . . . . .	Prices	101	115	93	92	105	96
	Purchases	103	90	105	101	103	99
	Demand( <i>d</i> )	104	98	100	96	106	96
	Demand( <i>e</i> )	104	98	100	96	106	96
Cauliflower . . . . .	Prices	99	117	100	91	101	94
	Purchases	109	61	98	118	108	121
	Demand( <i>d</i> )	106	89	99	94	110	104
	Demand( <i>e</i> )	109	90	98	93	109	102
Brussels sprouts ( <i>g</i> ) . . . . .	Prices	117	87	105	87	101	106
	Purchases	74	123	107	112	90	103
	Demand( <i>d</i> )	91	103	113	93	91	111
Brassicas . . . . .	Prices	102	112	95	92	103	97
	Purchases	102	81	103	110	102	104
	Demand( <i>d</i> )	105	93	97	99	106	101
	Demand( <i>e</i> )	106	94	96	98	105	100
Leafy salads . . . . .	Prices	101	100	101	96	100	101
	Purchases	95	87	105	101	110	105
	Demand( <i>d</i> )	96	87	106	97	110	106
	Demand( <i>e</i> )	100	88	105	96	108	104

TABLE 15—continued

		1962	1963	1964	1965	1966	1967
Quick-frozen peas . . . . .	Prices	115	100	104	100	92	90
	Purchases	83	102	92	93	119	117
	Demand( <i>d</i> )	103	102	98	93	104	99
	Demand( <i>e</i> )	112	106	96	91	101	95
Carrots . . . . .	Prices	115	117	92	91	101	87
	Purchases	88	97	103	107	98	110
	Demand( <i>d</i> )	92	102	100	103	98	105
	Demand( <i>e</i> )	92	102	100	103	98	105
Other root vegetables . . . . .	Prices	102	106	93	99	103	98
	Purchases	93	110	110	109	89	92
	Demand( <i>d</i> )	94	115	105	108	91	90
	Demand( <i>e</i> )	92	114	105	108	92	91
Onions, shallots, etc. . . . .	Prices	106	99	92	96	98	109
	Purchases	97	102	102	102	99	97
	Demand( <i>d</i> )	99	102	99	101	99	100
	Demand( <i>e</i> )	100	103	99	101	98	99
Canned peas . . . . .	Prices	106	105	101	98	96	95
	Purchases	104	104	102	97	95	98
	Demand( <i>d</i> )	118	115	104	93	88	87
	Demand( <i>e</i> )	114	114	105	94	89	88
Canned beans . . . . .	Prices	107	105	101	97	96	94
	Purchases	88	96	100	104	103	111
	Demand( <i>d</i> )	88	96	100	104	102	110
	Demand( <i>e</i> )	87	96	101	104	103	111
Other canned vegetables . . . . .	Prices	112	110	104	95	91	90
	Purchases	75	84	88	113	129	124
	Demand( <i>d</i> )	96	105	97	100	104	98
	Demand( <i>e</i> )	97	105	96	100	104	98
Dried pulses (excluding air-dried). . . . .	Prices	92	103	101	100	99	106
	Purchases	102	109	98	99	89	104
	Demand( <i>d</i> )	93	112	99	98	88	111
	Demand( <i>e</i> )	87	109	101	100	90	115
Oranges . . . . .	Prices	101	106	100	99	98	96
	Purchases	100	92	101	93	106	109
	Demand( <i>d</i> )	101	95	101	93	105	106
	Demand( <i>e</i> )	105	97	100	91	103	104
Other citrus fruit . . . . .	Prices	100	111	100	96	96	99
	Purchases	91	78	97	112	111	116
	Demand( <i>d</i> )	91	92	96	104	104	114
	Demand( <i>e</i> )	98	94	96	102	101	110
Apples . . . . .	Prices	114	93	91	92	96	117
	Purchases	85	99	103	108	111	96
	Demand( <i>d</i> )	91	95	98	104	108	104
	Demand( <i>e</i> )	95	97	98	103	106	102
Pears . . . . .	Prices	109	100	95	97	91	110
	Purchases	103	88	114	95	123	83
	Demand( <i>d</i> )	117	88	105	91	105	96
	Demand( <i>e</i> )	124	91	105	89	102	93
Stone fruit ( <i>h</i> ) . . . . .	Prices	90	77	106	101	105	129
	Purchases	130	139	103	115	76	61
	Demand( <i>d</i> )	107	86	114	117	84	97
	Demand( <i>e</i> )	117	90	112	114	81	92
Rhubarb, forced ( <i>i</i> ) . . . . .	Prices	126	122	105	93	80	83
	Purchases	98	58	93	97	160	122
	Demand( <i>d</i> )	133	75	99	89	119	95
	Demand( <i>e</i> )	137	76	98	88	118	94
Rhubarb, outdoor crop( <i>j</i> ) . . . . .	Prices	117	103	91	79	106	108
	Purchases	118	139	78	88	87	100
	Demand( <i>d</i> )	123	140	77	83	89	102
	Demand( <i>e</i> )	126	142	77	83	88	101
Tomatoes . . . . .	Prices	97	99	102	100	103	100
	Purchases	107	97	102	98	97	99
	Demand( <i>d</i> )	107	97	103	98	97	99
	Demand( <i>e</i> )	110	98	102	97	96	98
Tomatoes, canned and bottled . . . . .	Prices	94	95	106	110	100	96
	Purchases	86	87	105	103	108	115
	Demand( <i>d</i> )	76	81	116	119	107	108
	Demand( <i>e</i> )	76	80	116	120	108	110

TABLE 15—continued

		1962	1963	1964	1965	1966	1967
Canned peaches, pears and pineapples . . . . .	Prices	111	104	99	97	96	94
	Purchases	102	100	106	96	96	100
	Demand(d)	127	109	105	90	88	87
	Demand(e)	130	110	105	90	87	86
Other canned and bottled fruit . . . . .	Prices	107	103	100	96	96	99
	Purchases	92	99	98	104	105	103
	Demand(d)	100	103	97	99	99	101
	Demand(e)	103	105	96	98	98	100
Canned fruit (excluding tomatoes) . . . . .	Prices	108	103	99	97	96	96
	Purchases	98	100	102	100	100	101
	Demand(d)	100	101	102	99	98	100
	Demand(e)	103	102	102	98	97	99
Bread . . . . .	Prices	96	97	99	100	103	105
	Purchases	105	105	101	98	93	97
	Demand(d)	104	104	101	98	94	99
	Demand(e)	102	103	102	99	95	100
Flour . . . . .	Prices	106	103	105	98	93	95
	Purchases	101	106	99	99	99	95
	Demand(d)	106	108	102	98	95	92
	Demand(e)	104	107	103	99	95	93
Oatmeal and oat products . . . . .	Prices	107	103	107	98	90	96
	Purchases	99	116	108	113	87	82
	Demand(d)	109	122	119	110	75	76
	Demand(e)	105	120	120	111	76	78
Breakfast cereals . . . . .	Prices	100	102	103	100	99	97
	Purchases	93	93	98	95	109	114
	Demand(d)	93	93	99	95	109	113
	Demand(e)	94	94	98	95	108	113
Puddings . . . . .	Prices	115	108	98	97	92	92
	Purchases	78	94	101	102	111	120
	Demand(d)	87	99	100	99	104	112
	Demand(e)	86	99	100	100	104	113
Rice . . . . .	Prices	101	101	102	99	97	100
	Purchases	114	120	95	103	86	87
	Demand(d)	115	121	96	102	84	87
	Demand(e)	114	121	96	102	84	87
Canned soups . . . . .	Prices	110	107	101	98	95	92
	Purchases	90	93	94	107	109	109
	Demand(d)	101	101	95	104	102	97
	Demand(e)	101	101	95	104	102	97
Pickles and sauces . . . . .	Prices	107	107	103	99	95	91
	Purchases	91	92	97	101	107	113
	Demand(d)	99	100	101	100	101	100
	Demand(e)	100	100	100	100	100	100

(a) Deflated by the official Index of Retail Prices.

(b) See paragraph 16.

(c) Measured over the period from January 1962 to December 1967 except where otherwise stated.

(d) Including changes in demand due to changes in real personal disposable incomes.

(e) After removal of the effects due to changes in real personal disposable incomes.

(f) The elasticity of demand for margarine has been calculated with respect to the price of butter.

(g) Calculated from data for October to March, 1962 to 1968.

(h) Calculated from data for June to October, 1962 to 1967.

(i) Calculated from data for January to March, 1962 to 1967.

(j) Calculated from data for April to August, 1962 to 1967.

TABLE 16  
*Household Food Expenditure, Value of Consumption and Price Indices according to Region and Type of Area, 1967*

	Expenditure per person per week	Value of free food per person per week	Value of consumption per person per week	Expenditure as percentage of that in households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
	s. d.	s. d.	s. d.				
<i>All households</i>	36 11	9	37 8	100.0	100.0	100.0	100.0
<i>Region:</i>							
Wales . . . . .	37 3	1 4	38 7	100.9	102.4	102.6	96.9
Scotland . . . . .	34 10	1 3	36 2	94.5	96.0	105.1	98.9
North . . . . .	36 5	6	36 11	98.7	98.1	100.7	95.2
Yorkshire and Humberside . . . . .	37 1	3	37 4	100.6	99.2	99.3	97.7
North West . . . . .	37 7	5	38 1	101.9	101.0	100.4	99.1
East Midlands . . . . .	35 10	8	36 6	97.1	96.8	99.5	96.6
West Midlands . . . . .	37 9	10	38 6	102.2	102.4	100.7	98.6
South West . . . . .	35 2	2 1	37 3	95.3	98.9	98.9	100.0
South East(b)/East Anglia . . . . .	37 3	1 0	38 3	101.1	101.7	99.3	104.0
<i>Type of Area:</i>							
Conurbations—London . . . . .	38 9	5	39 2	105.1	104.1	100.0	107.5
—Provincial . . . . .	36 6	2	36 8	98.9	97.4	99.8	98.6
Other urban areas—Larger towns . . . . .	36 10	4	37 2	99.9	98.8	100.3	98.6
—Smaller towns . . . . .	36 5	9	37 2	98.8	98.8	99.5	98.8
Semi-rural areas . . . . .	36 11	1 7	38 6	100.0	102.2	100.2	99.4
Rural areas . . . . .	34 8	3 6	38 1	93.9	101.2	103.3	96.8

(a) Money value of consumption divided by the energy value of consumption, expressed as percentage of the corresponding quotient for all households (see footnote, (2) to paragraph 55).

(b) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 17

*Geographical Variations (a) in Household Consumption of the  
Main Food Groups, 1967*

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
<b>REGION</b>		
<b>WALES</b>		
Butter + 52	Liquid milk	Beef and veal - 10
"Other" fats + 22	Fish	"Other" meat - 10
Potatoes + 22	Eggs	Fresh fruit - 10
Bread + 20	"Other" fruit	Fresh green vegetables - 15
Cooking fats + 18	Flour	Cakes and biscuits - 18
Tea + 16	"Other" cereals	Cheese - 21
Mutton and lamb + 11		Pork - 21
"Other" vegetables + 10		Margarine - 27
Sugar + 9		Coffee - 44
Bacon and ham, uncooked + 8		
Poultry, uncooked + 8		
Preserves + 7		
<b>SCOTLAND</b>		
Preserves + 33	Liquid milk	Sugar - 7
Margarine + 27	Potatoes	Cheese - 12
Cakes and biscuits + 18		"Other" vegetables - 13
"Other" meat + 17		Fish - 14
"Other" cereals + 17		Tea - 14
Beef and veal + 16		"Other" fruit - 19
Bread + 11		Fresh fruit - 22
"Other" fats + 8		Butter - 23
Eggs + 7		Coffee - 25
		Bacon and ham, uncooked - 27
		Poultry, uncooked - 37
		Flour - 39
		Cooking fats - 44
		Mutton and lamb - 57
		Pork - 58
		Fresh green vegetables - 58
<b>NORTH</b>		
Flour + 46	Beef and veal	Sugar - 9
Cooking fats + 26	Preserves	Pork - 9
"Other" meat + 24	"Other" cereals	Butter - 11
Margarine + 23	Tea	"Other" fruit - 15
"Other" vegetables + 23		Fresh fruit - 16
"Other" fats + 22		Liquid milk - 17
Cakes and biscuits + 19		Coffee - 17
Potatoes + 15		Mutton and lamb - 27
Eggs + 14		Poultry, uncooked - 30
Fish + 13		Cheese - 31
Bacon and ham, uncooked + 12		Fresh green vegetables - 34
Bread + 7		
<b>YORKSHIRE AND HUMBERSIDE</b>		
Flour + 36	Beef and veal	Preserves - 7
Cooking fats + 33	Bacon and ham, uncooked	"Other" fruit - 9
Fish + 30	Eggs	Liquid milk - 10
Margarine + 21	Sugar	Fresh fruit - 10
"Other" vegetables + 15	Potatoes	"Other" fats - 14
Pork + 15	Fresh green vegetables	Butter - 16
Cakes and biscuits + 8	Bread	Cheese - 17
Tea + 8	"Other" cereals	Mutton and lamb - 20
"Other" meat + 6	Coffee	Poultry, uncooked - 26
<b>NORTH WEST</b>		
Margarine + 37	Liquid milk	Preserves - 7
Mutton and lamb + 20	Beef and veal	Fresh fruit - 8

(a) The variations are affected by sampling fluctuations, but many of the divergencies from the national averages are well established; see paragraph 51 and the results for previous years.

TABLE 17—continued

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
Sugar	+15	"Other" meat	"Other" fruits	-9
Bacon and ham, uncooked	+12	Fish	Cheese	-15
"Other" vegetables	+10	Eggs	Flour	-19
Poultry, uncooked	+9	Butter	Pork	-31
Tea	+8	Cooking fats	"Other" fats	-31
Coffee	+6	Potatoes	Fresh green vegetables	-33
		Bread		
		Cakes and biscuits		
		"Other" cereals		
<b>EAST MIDLANDS</b>				
Flour	+49	Liquid milk	Margarine	-7
Cooking fats	+40	Cheese	Bread	-7
Fresh green vegetables	+17	Pork	"Other" cereals	-7
Bacon and ham, uncooked	+12	"Other" meat	Beef and veal	-9
"Other" fruit	+7	Fish	"Other" vegetables	-10
		Eggs	Cakes and biscuits	-11
		Butter	Mutton and lamb	-13
		"Other" fats	Fresh fruit	-13
		Sugar	Poultry, uncooked	-30
		Preserves		
		Potatoes		
		Tea		
		Coffee		
<b>WEST MIDLANDS</b>				
Cheese	+42	Liquid milk	Fresh green vegetables	-7
Bacon and ham, uncooked	+25	Eggs	"Other" meat	-8
Sugar	+16	Butter	Beef and veal	-9
Poultry, uncooked	+16	Margarine	Cakes and biscuits	-14
Bread	+14	Cooking fats	Flour	-18
Pork	+13	Preserves	Fish	-19
Mutton and lamb	+9	"Other" vegetables	"Other" fats	-33
"Other" fruit	+7	Fresh fruit		
Potatoes	+6	"Other" cereals		
Tea	+6			
Coffee	+6			
<b>SOUTH WEST</b>				
Fresh green vegetables	+53	Beef and veal	Bacon and ham, uncooked	-7
Pork	+27	Mutton and lamb	Tea	-8
Cheese	+22	Poultry, uncooked	Flour	-10
Butter	+19	Eggs	"Other" cereals	-10
Coffee	+17	"Other" fats	"Other" meat	-12
Liquid milk	+8	Sugar	Fish	-15
		Preserves	"Other" vegetables	-19
		Potatoes	Cooking fats	-22
		Fresh fruit	Margarine	-37
		"Other" fruit		
		Bread		
		Cakes and biscuits		
<b>SOUTH EAST/EAST ANGLIA</b>				
Fresh green vegetables	+34	Liquid milk	"Other" vegetables	-7
Pork	+28	Beef and veal	Cakes and biscuits	-7
Poultry, uncooked	+27	Fish	Bacon and ham, uncooked	-9
Mutton and lamb	+21	Eggs	"Other" meat	-9
"Other" fats	+20	Butter	Cooking fats	-9
Fresh fruit	+20	Sugar	Potatoes	-12
"Other" fruit	+15	Preserves	Bread	-12
Coffee	+15	Flour	Margarine	-24
Cheese	+12	"Other" cereals		
		Tea		
<b>TYPE OF AREA</b>				
<b>LONDON CONURBATION</b>				
Mutton and lamb	+37	Liquid milk	"Other" cereals	-6
Poultry, uncooked	+36	Beef and veal	Bacon and ham, uncooked	-7
"Other" fats	+34	"Other" meat	"Other" vegetables	-7
Fresh green vegetables	+28	Fish	Sugar	-8

TABLE 17—continued

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average		More than 5 per cent below the national average	
Fresh fruit	+ 25	Eggs		Cakes and biscuits	- 8
Pork	+ 24	Tea		Potatoes	- 9
"Other" fruit	+ 11			Bread	- 12
Coffee	+ 10			Preserves	- 14
Cheese	+ 7			Cooking fats	- 15
Butter	+ 7			Flour	- 21
				Margarine	- 35
<b>PROVINCIAL CONURBATIONS</b>					
Margarine	+ 14	Liquid milk		Mutton and lamb	- 6
"Other" vegetables	+ 13	Beef and veal		Poultry, uncooked	- 7
"Other" meat	+ 8	Bacon and ham, uncooked		Cooking fats	- 7
Bread	+ 7	Eggs		Fresh fruit	- 9
Fish	+ 6	Sugar		Butter	- 10
		Preserves		Coffee	- 12
		Potatoes		"Other" fats	- 14
		Cakes and biscuits		"Other" fruit	- 15
		"Other" cereals		Cheese	- 16
		Tea		Pork	- 18
				Flour	- 20
				Fresh green vegetables	- 30
<b>URBAN AREAS (LARGER TOWNS)</b>					
Margarine	+ 9	Liquid milk		Mutton and lamb	- 6
Cooking fats	+ 6	Cheese		Flour	- 6
		Beef and veal		Pork	- 7
		Bacon and ham, uncooked		Fresh fruit	- 8
		Poultry, uncooked		"Other" fats	- 9
		"Other" meat		Fresh green vegetables	- 11
		Fish			
		Eggs			
		Butter			
		Sugar			
		Preserves			
		Potatoes			
		"Other" vegetables			
		"Other" fruit			
		Bread			
		Cakes and biscuits			
		"Other" cereals			
		Tea			
		Coffee			
<b>URBAN AREAS (SMALLER TOWNS)</b>					
"Other" fats	+ 11	Liquid milk		Cheese	- 6
Cakes and biscuits	+ 10	Mutton and lamb		Margarine	- 6
Fish	+ 9	Bacon and ham, uncooked		Coffee	- 6
Flour	+ 9	"Other" meat		Beef and veal	- 8
Pork	+ 8	Eggs		Poultry, uncooked	- 14
		Butter			
		Cooking fats			
		Sugar			
		Preserves			
		Potatoes			
		Fresh green vegetables			
		"Other" vegetables			
		Fresh fruit			
		"Other" fruit			
		Bread			
		"Other" cereals			
		Tea			
<b>SEMI-RURAL AREAS</b>					
Flour	+ 38	Mutton and lamb		Poultry, uncooked	- 6
Fresh green vegetables	+ 29	Pork		"Other" fats	- 6
Cheese	+ 18	Eggs		Fish	- 7
Coffee	+ 15	Margarine		Cakes and biscuits	- 8
Beef and veal	+ 12	Sugar		"Other" meat	- 9
Cooking fats	+ 11	Bread		"Other" vegetables	- 12
Butter	+ 9	"Other" cereals			
Preserves	+ 9	Tea			
"Other" fruit	+ 9				
Bacon and ham, uncooked	+ 8				
Fresh fruit	+ 8				
Liquid milk	+ 6				
Potatoes	+ 6				



TABLE 17—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
<b>RURAL AREAS</b>		
Preserves +39	Cheese	Pork - 7
Flour +20	Bacon and ham, uncooked	Cakes and biscuits - 7
Sugar +16	Poultry, uncooked	"Other" vegetables - 9
Margarine +15	"Other" fats	"Other" meat -10
Butter +14	Potatoes	Fresh fruit -10
Eggs +13	"Other" fruit	Fresh green vegetables -14
Beef and veal +10	Tea	Fish -17
Bread + 9	Coffee	Cooking fats -18
"Other" cereals + 7		Mutton and lamb -24
Liquid milk + 6		

TABLE 18  
Household Consumption of Convenience Foods (a) according to Region and Type of Area  
Average, 1966-1967  
(oz. per person per week)

	Region										Type of Area					
	All households	Wales	Scotland	North	Yorkshire & Humber-side	North-West	East Midlands	West Midlands	South-West	South East(5)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
<i>Canned convenience foods</i>	0.51	0.78	0.70	0.68	0.50	0.42	0.52	0.50	0.54	0.40	0.56	0.60	0.50	0.40	0.56	
Corned meat	0.96	0.96	0.80	0.82	1.02	0.97	0.98	1.06	0.99	1.06	1.00	1.04	0.85	0.84	0.78	
Bacon and ham, cooked and canned	2.49	2.72	2.70	3.70	3.20	2.68	2.82	2.57	2.14	1.74	2.67	2.79	2.72	2.38	2.02	
Other cooked and canned meats	0.88	1.15	0.48	4.46	0.94	0.93	1.02	1.11	0.75	0.86	0.88	1.00	0.73	0.90	0.69	
Canned and bottled fish	2.96	2.67	2.28	4.46	3.32	3.44	2.94	3.05	2.62	2.48	3.48	3.08	3.23	2.50	2.10	
Canned peas	3.36	3.24	3.28	3.50	3.86	3.14	3.59	3.14	2.92	3.32	3.78	3.53	3.23	3.03	2.50	
Other canned vegetables	0.90	0.66	0.52	1.18	1.10	0.98	0.88	0.78	0.68	0.96	0.97	0.94	0.96	0.76	0.46	
Canned and bottled tomatoes	0.76	0.84	0.07	0.72	1.24	0.46	1.92	1.26	0.47	0.60	0.59	1.10	0.59	0.84	0.22	
Canned peaches, pears and pine-apples	2.66	2.76	2.62	2.68	2.38	2.60	2.45	2.48	2.76	2.96	2.32	2.72	2.66	2.66	2.68	
Other canned and bottled fruit	2.19	2.33	1.70	1.82	1.80	1.93	2.06	2.21	2.19	2.80	1.80	2.12	2.21	2.24	2.06	
Fruit juices	0.49	0.39	0.66	0.42	0.39	0.44	0.38	0.30	0.54	0.62	0.39	0.46	0.52	0.52	0.56	
Canned soups	3.10	2.34	5.42	3.94	3.42	3.34	2.93	2.44	1.97	2.24	3.99	3.02	3.40	2.74	2.68	
Baby foods, canned and bottled	0.70	0.66	0.82	0.61	0.59	0.80	0.48	0.74	0.48	0.86	1.05	0.56	0.58	0.57	0.37	
<i>Total above canned foods</i>	21.96	21.50	22.05	25.35	23.76	22.13	22.97	21.64	19.05	20.90	23.48	22.96	22.18	20.38	17.68	
<i>Quick-frozen convenience foods</i>	0.38	0.50	0.18	0.26	0.26	0.18	0.40	0.48	0.46	0.48	0.37	0.42	0.38	0.32	0.18	
Meat (other than poultry) and meat products	0.51	0.61	0.34	0.56	0.44	0.46	0.50	0.46	0.58	0.62	0.44	0.50	0.54	0.54	0.45	
Fish and fish products	1.13	1.22	0.20	0.39	0.86	0.56	1.11	1.30	1.36	2.15	0.72	1.16	0.86	1.09	0.52	
Peas and beans	0.19	0.23	0.18	0.14	0.14	0.17	0.16	0.18	0.16	0.29	0.16	0.20	0.16	0.15	0.13	
Other vegetables and vegetable products	0.08	0.04	0.10	0.08	0.04	0.08	0.04	0.06	0.08	0.08	0.06	0.08	0.08	0.07	0.06	
Other quick-frozen convenience foods	2.29	2.60	1.00	1.43	1.74	1.65	2.21	2.48	2.64	3.62	1.75	2.36	2.02	2.17	1.34	
<i>Total quick-frozen convenience foods</i>	2.54	1.82	3.90	3.73	2.78	3.06	2.52	1.86	2.10	1.84	2.83	2.60	3.08	2.26	2.32	
<i>Other convenience foods</i>	1.04	0.84	0.34	1.40	2.15	1.04	1.27	0.78	0.68	0.97	1.36	1.06	1.15	0.74	0.43	
Cooked fish	0.16	0.08	0.12	0.31	0.36	0.12	0.22	0.08	0.11	0.08	0.20	0.14	0.21	0.14	0.10	
Fish products	1.46	1.38	0.76	1.78	2.72	1.84	1.72	1.30	1.01	1.02	1.94	1.68	1.66	0.98	0.60	

TABLE 18—continued (oz. per person per week)

	All house-holds	Region								Type of Area						
		Wales	Scotland	North	York-shire & Humber-side	North-West	East Mid-lands	West Mid-lands	South-West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provin-cial	Larger towns	Smaller towns		
Other potato and vegetable pro-ducts . . . . .	0.54	0.66	0.70	0.53	0.59	0.52	0.44	0.46	0.52	0.52	0.50	0.60	0.64	0.56	0.48	0.34
Welfare orange juice . . . . .	0.04	0.04	0.03	0.04	0.04	0.05	0.06	0.02	0.05	0.06	0.06	0.04	0.04	0.04	0.05	0.03
Cakes and pastries . . . . .	4.74	5.34	4.56	4.76	4.81	4.24	4.43	5.03	4.66	4.68	4.79	4.89	5.22	5.22	4.22	3.88
Biscuits . . . . .	5.73	7.49	6.57	5.98	5.40	5.46	4.78	5.83	5.49	5.44	5.44	5.56	5.82	6.18	5.50	6.15
Puddings and ice cream served as part of a meal . . . . .	2.39	2.14	2.71	2.88	2.57	2.67	2.11	2.03	2.27	2.37	2.48	2.48	2.57	2.50	2.08	1.70
Invalid and infant foods . . . . .	0.34	0.41	0.38	0.29	0.31	0.27	0.41	0.43	0.32	0.30	0.37	0.37	0.39	0.37	0.37	0.42
Breakfast cereals . . . . .	2.30	1.60	2.10	2.22	2.48	2.40	2.32	2.36	2.47	2.39	2.18	2.36	2.36	2.26	2.35	2.14
Other cereals . . . . .	1.36	1.80	1.32	1.12	1.00	1.28	1.24	1.18	1.58	1.60	1.35	1.29	1.29	1.40	1.24	1.30
Instant cereals . . . . .	0.30	0.21	0.31	0.28	0.32	0.26	0.30	0.30	0.34	0.34	0.28	0.28	0.28	0.30	0.30	0.23
Coffee essences . . . . .	0.08	0.04	0.06	0.12	0.06	0.18	0.11	0.10	0.07	0.04	0.04	0.09	0.09	0.08	0.12	0.12
Dehydrated and powdered soups . . . . .	0.08	0.12	0.06	0.08	0.10	0.07	0.06	0.06	0.08	0.08	0.08	0.08	0.08	0.09	0.09	0.09
<i>Total other convenience foods</i> . . . . .	23.10	24.97	26.02	26.31	23.74	23.13	20.28	21.70	21.76	21.71	24.10	23.83	25.10	20.92	19.85	

(a) For definitions, see Glossary.  
 (b) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 19  
Household Expenditure on Convenience Foods (a) according to Region and Type of Area  
Average, 1966-1967  
(pence per person per week)

	Region										Type of Area					
	All households	Wales	Scotland	North	Yorkshire & Humber-side	North-West	East Midlands	West Midlands	South-West	South East (b) East Anglia	Conurbations	Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns		
<i>Canned convenience foods</i>																
Corned meat	2.04	3.08	2.92	2.79	2.00	1.69	2.07	2.02	2.07	1.58	1.61	2.20	2.37	2.03	1.66	2.28
Bacon and ham, cooked and canned	6.40	6.56	5.47	5.69	6.77	7.00	6.26	7.26	6.36	6.00	6.74	6.96	6.91	5.71	5.66	5.12
Other cooked and canned meats	8.90	9.84	10.75	12.60	11.51	10.34	9.78	9.43	7.07	5.62	5.76	10.02	10.03	9.55	8.30	7.51
Canned and bottled fish	4.58	6.24	2.84	4.77	5.26	5.35	5.52	6.24	3.46	3.66	3.95	4.85	5.40	3.82	4.66	3.33
Canned peas	2.44	2.26	2.04	3.40	2.62	2.99	2.40	2.62	2.06	2.04	2.02	2.84	2.54	2.64	2.11	1.84
Canned beans	3.08	3.18	3.13	3.22	3.42	2.96	3.26	2.94	2.70	2.87	2.94	3.48	3.26	2.96	2.80	2.38
Other canned vegetables	0.98	0.76	0.64	1.22	1.18	1.10	0.88	0.85	0.73	1.04	1.06	1.04	0.98	1.06	0.89	0.56
Canned and bottled tomatoes	0.84	0.92	0.08	0.76	1.47	0.50	2.25	1.44	0.48	0.57	0.66	0.66	1.24	0.63	0.97	0.23
Canned peaches, pears and pine-apples	3.12	3.24	3.26	3.22	2.76	3.16	2.82	2.92	3.18	3.30	3.38	2.72	3.20	3.16	3.11	3.28
Other canned and bottled fruit	3.10	3.52	2.48	2.57	2.53	2.88	3.02	3.22	2.96	3.70	3.92	2.62	3.06	3.08	3.04	2.84
Fruit juices	1.00	1.10	1.08	0.86	0.68	0.96	0.90	0.73	1.07	1.25	1.24	0.74	1.00	0.98	1.13	1.13
Canned soups	3.13	2.29	5.57	3.96	3.40	3.38	2.92	2.46	1.99	2.34	2.28	4.00	3.06	3.44	2.76	2.74
Baby foods, canned and bottled	1.35	1.47	1.60	1.20	1.14	1.48	0.91	1.49	0.95	1.29	1.65	1.98	1.10	1.16	1.10	0.74
<i>Total above canned foods</i>	40.96	44.46	41.86	46.26	44.74	43.79	42.99	43.62	35.08	35.26	37.21	44.11	44.15	40.22	36.19	33.98
<i>Quick-frozen convenience foods</i>																
Meat (other than poultry) and meat products	1.56	1.89	0.72	1.08	1.11	1.62	1.63	1.67	1.74	1.85	2.04	1.46	1.66	1.54	1.29	0.72
Fish and fish products	1.79	2.08	1.12	2.01	1.48	1.64	1.73	1.58	2.00	2.11	2.18	1.52	1.68	1.84	1.92	1.55
Peas and beans	2.50	2.84	0.45	0.94	2.01	1.34	2.52	2.97	2.94	3.87	4.60	1.65	2.61	1.94	2.38	1.18
Other vegetables and vegetable products	0.48	0.58	0.44	0.34	0.39	0.42	0.40	0.44	0.44	0.60	0.74	0.43	0.53	0.41	0.38	0.34
Other quick-frozen convenience foods	0.20	0.12	0.24	0.21	0.12	0.23	0.12	0.19	0.20	0.24	0.24	0.16	0.22	0.20	0.22	0.14
<i>Total quick-frozen convenience foods</i>	6.53	7.51	2.97	4.58	5.11	5.25	6.40	6.85	7.32	8.67	9.80	5.22	6.70	5.93	6.19	3.93
<i>Other convenience foods</i>																
Meat products	6.61	4.62	9.90	8.88	7.46	7.55	7.30	4.79	5.36	5.05	5.10	7.28	6.75	7.70	6.00	5.89
Cooked fish	3.36	2.64	1.12	4.56	6.83	3.26	4.18	2.54	2.23	2.90	3.26	4.32	3.38	3.74	2.40	1.37
Fish products	0.63	0.47	0.38	0.88	1.08	0.60	0.83	0.56	0.54	0.51	0.51	0.75	0.58	0.74	0.61	0.38
Chips	1.78	1.58	0.84	2.40	3.26	2.36	2.18	1.50	1.22	1.22	1.26	2.32	2.04	2.06	1.20	0.70

TABLE 19—continued (pence per person per week)

	Region										Type of Area					
	All household	Wales	Scotland	North	Yorkshire & Humberside	North-West	East Midlands	West Midlands	South-West	South-East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Other potato and vegetable products . . . . .	2.05	1.97	2.25	2.26	1.75	1.88	2.37	2.02	2.03	2.00	1.90	1.94	2.20	2.06	2.17	1.73
Welfare orange juice . . . . .	0.13	0.08	0.12	0.08	0.12	0.12	0.14	0.17	0.08	0.16	0.19	0.14	0.10	0.12	0.14	0.09
Cakes and pastries . . . . .	11.41	9.68	12.88	12.42	11.42	12.16	10.52	10.55	11.42	10.84	10.84	11.86	11.80	12.60	10.14	9.32
Biscuits . . . . .	11.32	10.21	16.43	13.60	11.51	10.67	10.62	9.15	10.89	10.36	10.34	11.31	11.36	12.34	10.77	12.54
Puddings and ice cream served as part of a meal . . . . .	2.85	2.58	2.66	3.14	3.11	2.90	2.98	2.61	2.35	2.89	3.04	2.79	2.97	2.95	2.56	2.24
Invalid and infant foods . . . . .	0.83	0.85	0.83	0.82	0.79	0.78	0.71	1.04	0.98	0.86	0.84	0.93	0.75	0.89	0.83	0.90
Breakfast cereals . . . . .	4.52	4.78	3.48	4.24	4.22	4.83	4.79	4.54	4.65	4.78	4.58	4.28	4.60	4.46	4.67	4.45
Other cereals . . . . .	2.24	2.18	2.80	2.12	1.86	1.70	2.22	2.30	1.94	2.52	2.50	2.18	2.16	2.34	2.14	2.24
Instant coffee . . . . .	4.11	2.21	3.02	4.30	3.81	4.44	3.53	4.10	4.15	4.75	4.77	3.82	3.95	4.21	4.21	3.38
Coffee essences . . . . .	0.28	0.22	0.14	0.20	0.38	0.20	0.62	0.40	0.36	0.26	0.15	0.16	0.33	0.26	0.44	0.43
Dehydrated and powdered soups . . . . .	0.52	0.54	0.83	0.42	0.45	0.60	0.44	0.40	0.40	0.56	0.52	0.52	0.46	0.58	0.56	0.67
Total other convenience foods . . . . .	52.64	44.61	57.68	60.32	58.05	54.05	53.43	46.67	48.60	49.66	49.80	54.60	53.43	57.05	48.84	46.33
Total expenditure on convenience foods . . . . .	100.13 (8s. 4d.)	96.60 (8s. 1d.)	102.52 (8s. 7d.)	111.18 (9s. 3d.)	107.89 (9s. 0d.)	103.07 (8s. 7d.)	102.82 (8s. 7d.)	97.14 (8s. 1d.)	91.02 (7s. 7d.)	93.60 (7s. 10d.)	96.80 (8s. 7d.)	103.97 (8s. 8d.)	104.28 (8s. 8d.)	103.21 (8s. 7d.)	93.20 (7s. 9d.)	84.22 (7s. 0d.)
Expenditure on convenience foods as a percentage of total food expenditure . . . . .	22.9	21.6	24.5	25.7	24.8	23.4	24.3	21.9	21.7	21.1	21.1	24.0	23.8	23.9	21.7	20.6

(a) For definitions see Glossary.

(b) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 25  
Household Food Expenditure, Value of Consumption and Price Indices  
according to Household Composition, 1967

	Expenditure per person per week	Value of free food per person per week	Value of consumption per person per week	Expenditure as percentage of that in all households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
<i>All Households</i> . . . . .	s. d. 36 11	s. d. 9	s. d. 37 8	100.0	100.0	100.0	100.0
<i>Households with one man and one woman and:</i>							
no other (one or both 55 or over)	44 10	1 3	46 1	121.4	122.4	101.7	105.1
no other (both under 55)	50 7	1 3	51 10	137.0	137.6	103.3	112.8
1 child . . . . .	38 0	9	38 9	103.0	103.0	100.9	101.8
2 children . . . . .	31 8	7	32 3	85.8	85.6	98.9	95.9
3 children . . . . .	27 8	8	28 4	75.0	75.3	97.6	91.0
4 or more children . . . . .	24 1	7	24 8	65.2	65.3	95.4	80.3
adolescents only . . . . .	42 8	11	43 8	115.7	115.9	101.0	104.1
adolescents and children . . . . .	32 3	8	33 0	87.5	87.5	97.5	90.9
<i>Other households with:</i>							
adults only . . . . .	42 7	1 1	43 8	115.4	115.9	101.8	106.2
adolescents but no children . . . . .	41 1	1 4	42 5	111.4	112.6	100.5	104.3
one or more children with or without adolescents . . . . .	32 4	10	33 2	87.5	88.0	100.0	95.7

(a) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the corresponding quotient for all households. See footnote (2) to paragraph 55.

TABLE 21 Household Food (a) Consumption according to Social Class, 1967  
 (oz. per person per week except where otherwise stated)

	Class										All households	
	A					C	D		O.A.P.			
	A1	A2	All	B			with earners (D1)	without earners (D2)				
MILK AND CREAM:												
Liquid milk—full price	4-80	4-60	4-64	3-88	3-76	3-68	4-14	5-93	5-93	3-97		
Liquid milk—welfare and school	0-72	1-01	0-94	1-10	0-90	0-66	0-58	0-01	0-01	0-92		
Total Liquid Milk	5-52	5-61	5-58	4-98	4-66	4-34	4-72	5-94	5-94	4-89		
Condensed milk	0-14	0-16	0-16	0-18	0-18	0-26	0-24	0-22	0-22	0-18		
Dried and other milk	0-13	0-13	0-13	0-17	0-17	0-19	0-23	0-09	0-09	0-17		
Cream	0-08	0-05	0-06	0-03	0-02	0-02	0-03	0-02	0-02	0-03		
Total Milk and Cream	5-87	5-95	5-93	5-36	5-03	4-81	5-22	6-27	6-27	5-27		
CHEESE:												
Natural	4-30	3-36	3-58	2-98	2-82	2-52	3-17	3-36	3-36	3-00		
Processed	0-54	0-30	0-36	0-33	0-37	0-36	0-30	0-30	0-30	0-35		
Total Cheese	4-84	3-66	3-94	3-31	3-19	2-88	3-47	3-66	3-66	3-35		
MEAT:												
Beef and veal	14-22	9-78	11-00	8-37	8-12	8-14	8-14	8-90	8-90	8-61		
Mutton and lamb	9-08	6-06	6-84	5-74	5-39	6-24	6-06	8-54	8-54	6-06		
Pork	3-55	2-45	2-74	2-36	2-10	2-08	1-62	2-54	2-54	2-29		
Total Carcass Meat	26-85	18-29	20-58	16-47	15-61	16-46	15-82	19-98	19-98	16-96		
Bacon and ham, uncooked	6-72	5-40	5-74	5-05	5-02	5-35	4-63	5-17	5-17	5-17		
Poultry, uncooked	6-17	4-96	5-27	3-85	3-42	3-08	3-51	3-47	3-47	3-79		
Other meat	11-43	11-49	11-46	12-26	13-00	12-73	12-31	10-36	10-36	12-37		
Total Meat	51-17	40-14	43-05	37-63	37-05	37-62	36-27	39-48	39-48	38-29		
FISH:												
Fresh	3-25	2-69	2-81	2-09	2-13	2-30	3-08	3-66	3-66	2-33		
Processed and shell	1-04	0-79	0-86	0-53	0-54	0-64	0-57	0-84	0-84	0-61		
Prepared	1-44	1-67	1-60	2-04	2-16	2-79	2-04	2-07	2-07	2-11		
Quick-frozen	0-96	0-85	0-88	0-77	0-72	0-67	0-73	0-57	0-57	0-74		
Total Fish	6-60	6-00	6-15	5-43	5-55	6-40	6-42	7-14	7-14	5-79		
EGGS:												
Eggs purchased	5-59	5-13	5-25	4-65	4-64	4-71	4-84	4-92	4-92	4-72		
Eggs purchased (no.)	5-06	4-71	4-79	4-48	4-34	4-62	4-67	4-69	4-69	4-52		
FATS:												
Butter	7-44	7-00	7-10	6-17	5-74	5-92	7-20	7-63	7-63	6-19		
Margarine	2-27	2-11	2-15	2-69	3-51	3-54	3-28	3-02	3-02	3-00		
Lard and compound cooking fat	1-19	1-66	1-54	2-07	2-22	2-16	2-19	2-05	2-05	2-09		
Other fats	0-88	0-84	0-86	0-72	0-86	0-48	0-49	0-65	0-65	0-64		
Total Fats	11-78	11-61	11-65	11-65	12-03	12-10	13-16	13-35	13-35	11-92		

TABLE 26—continued (oz. per person per week except where otherwise stated)

	Households with one man and one woman and						Other households with				
	no other		children only			adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents		
	one or both adults aged 55 or over	both adults under 55	1	2	3					4 or more	
<b>FATS:</b>											
Butter	8.30	8.38	6.32	5.04	4.31	3.72	6.92	4.82	7.95	7.01	5.57
Margarine	3.31	3.23	2.43	2.64	2.54	3.56	3.33	3.86	2.90	3.04	2.82
Lard and compound cooking fat	2.41	2.42	2.26	1.94	1.66	1.54	2.59	1.94	2.04	2.20	2.00
Other fats	0.85	1.10	0.61	0.60	0.56	0.39	0.95	0.60	0.61	0.67	0.44
<i>Total fats</i>	14.87	15.13	11.62	10.22	9.07	9.21	13.79	11.22	13.50	12.92	10.83
<b>SUGAR AND PRESERVES:</b>											
Sugar	20.66	20.19	17.37	14.84	14.19	14.39	18.28	17.72	19.22	18.41	16.36
Honey, preserves, syrup and treacle	4.43	3.21	2.41	2.17	2.46	2.60	2.76	2.59	3.81	2.69	2.31
<i>Total Sugar and Preserves</i>	25.09	23.40	19.78	17.01	16.65	16.99	21.04	20.31	23.03	21.10	18.67
<b>VEGETABLES:</b>											
Potatoes	48.85	60.42	52.47	46.91	50.58	45.96	56.79	60.11	46.74	60.94	54.33
Fresh green	20.25	18.02	12.99	10.29	8.01	6.55	15.64	10.08	16.92	14.06	9.80
Quick-frozen	1.19	2.24	1.59	1.22	0.96	0.44	1.81	0.90	1.18	1.79	1.10
Other vegetables	19.64	26.23	21.37	18.65	16.81	16.63	21.88	19.61	19.41	21.59	18.74
<i>Total Vegetables</i>	89.93	106.91	88.42	77.07	76.36	69.58	96.12	90.70	84.25	98.38	83.97
<b>FRUIT:</b>											
Fresh	27.18	31.61	21.66	18.22	16.03	11.04	26.35	17.70	26.03	25.37	17.61
Other	8.76	10.55	8.49	6.86	5.43	4.66	8.19	6.80	7.75	8.75	6.40
<i>Total Fruit</i>	35.94	42.16	30.15	25.08	21.46	15.70	34.54	24.50	33.78	34.12	24.01
<b>CEREALS:</b>											
Brown bread	5.06	3.55	2.24	1.73	1.28	1.62	3.00	1.82	4.56	2.49	2.08
White bread	32.95	36.91	34.26	29.89	30.26	34.64	37.93	38.40	33.55	38.40	33.44
Wholewheat and wholemeal bread	1.19	0.80	0.52	0.47	0.22	0.25	0.46	0.43	0.89	0.47	0.34
Other bread	3.65	4.17	3.00	2.11	1.93	1.54	3.28	2.62	3.67	2.94	2.44
<i>Total Bread</i>	42.85	45.43	40.02	34.20	33.69	38.05	44.67	43.27	42.67	44.30	38.30
Flour	10.05	6.87	5.11	4.32	3.59	5.36	6.74	5.09	6.72	5.74	4.36
Cakes	6.91	7.41	6.34	5.45	4.50	3.42	7.68	5.30	7.10	6.40	5.64
Biscuits	6.42	6.65	6.04	6.16	5.47	5.34	6.36	5.14	6.24	5.87	5.27
Oatmeal and oat products	1.10	1.07	0.46	0.55	0.50	0.71	0.65	0.68	0.90	0.74	0.62
Breakfast cereals	1.53	2.03	2.43	2.86	2.92	2.74	1.96	2.74	1.84	1.82	2.65
Other cereals	4.90	4.56	4.72	4.33	4.19	3.36	4.09	3.89	4.81	4.06	4.03
<i>Total Cereals</i>	73.76	74.02	65.12	57.87	54.76	59.14	72.15	66.11	70.28	68.93	60.87
<b>BEVERAGES:</b>											
Tea	3.94	3.73	2.58	1.95	1.68	1.65	3.08	2.40	3.53	2.75	2.22
Coffee	0.66	0.81	0.31	0.39	0.29	0.24	0.50	0.33	0.57	0.41	0.58
Cocoa	0.21	0.29	0.16	0.15	0.15	0.14	0.17	0.12	0.18	0.30	0.16
Branded food drinks	0.43	0.21	0.22	0.16	0.11	0.10	0.22	0.09	0.34	0.18	0.16
<i>Total Beverages</i>	5.24	5.04	3.47	2.65	2.23	2.13	3.97	2.94	4.62	3.81	2.95

(a) For detailed classification of foods, see Glossary.



TABLE 2 /

*Household Food Expenditure (a) according to Household Composition, 1967*  
 (pence per person per week)

	Households with one man and one woman and children only										Other households with					
	no other		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
	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					
<b>MILK AND CREAM:</b>																
Liquid milk—full price	51.01	48.68	35.41	30.46	26.63	22.48	45.50	36.67	50.19	42.52	31.58					
Liquid milk—welfare	0.02	1.06	5.76	6.78	6.84	6.38	0.08	1.68	0.05	0.28	3.74					
<i>Total Liquid Milk</i>	<i>51.03</i>	<i>49.74</i>	<i>41.17</i>	<i>37.24</i>	<i>33.47</i>	<i>28.86</i>	<i>45.58</i>	<i>38.35</i>	<i>50.24</i>	<i>42.80</i>	<i>35.32</i>					
Condensed milk	1.83	1.72	1.56	1.39	1.24	1.17	1.47	1.55	1.74	1.64	1.68					
Dried and other milk	0.68	1.18	2.83	2.34	2.24	2.69	1.10	1.13	0.94	0.91	2.37					
Cream	2.48	3.93	2.05	1.52	0.99	0.76	2.55	1.44	3.02	2.74	1.68					
<i>Total Milk and Cream</i>	<i>56.02</i>	<i>56.57</i>	<i>47.77</i>	<i>42.66</i>	<i>38.09</i>	<i>33.88</i>	<i>50.70</i>	<i>42.47</i>	<i>55.94</i>	<i>48.09</i>	<i>41.05</i>					
<b>CHEESE:</b>																
Natural	11.60	12.40	8.53	6.57	5.32	4.39	10.41	7.57	11.04	9.98	6.81					
Processed	1.16	1.69	1.56	1.23	1.10	0.80	1.73	1.14	1.54	1.31	1.36					
<i>Total Cheese</i>	<i>12.76</i>	<i>14.09</i>	<i>10.09</i>	<i>7.80</i>	<i>6.42</i>	<i>5.19</i>	<i>12.14</i>	<i>8.71</i>	<i>12.58</i>	<i>11.29</i>	<i>8.17</i>					
<b>MEAT:</b>																
Beef and veal	47.27	55.42	35.74	27.45	23.81	20.58	42.82	27.65	44.11	43.99	29.34					
Mutton and lamb	28.46	26.59	17.94	13.40	9.65	8.89	22.08	14.01	25.70	21.50	13.11					
Pork	11.53	15.67	9.22	6.76	5.33	2.99	11.30	5.83	10.64	10.65	7.13					
<i>Total Carcase Meat</i>	<i>87.26</i>	<i>97.68</i>	<i>62.90</i>	<i>47.61</i>	<i>38.79</i>	<i>32.46</i>	<i>76.20</i>	<i>47.49</i>	<i>80.45</i>	<i>76.14</i>	<i>49.58</i>					
Bacon and ham, uncooked	25.18	28.96	18.46	14.82	12.84	9.47	24.77	15.06	22.12	21.68	16.00					
Poultry, uncooked	12.18	16.83	10.41	8.01	5.80	4.19	11.38	6.22	11.81	10.70	8.32					
Other meat	43.79	56.08	42.65	34.67	30.12	27.09	49.23	38.21	43.27	49.02	36.59					
<i>Total Meat</i>	<i>168.41</i>	<i>199.55</i>	<i>134.42</i>	<i>105.11</i>	<i>87.55</i>	<i>73.21</i>	<i>161.58</i>	<i>106.98</i>	<i>157.65</i>	<i>157.54</i>	<i>110.49</i>					
<b>FISH:</b>																
Fresh	12.01	8.81	5.61	4.13	3.97	2.58	7.95	4.43	10.48	6.64	4.46					
Processed and shell	3.10	2.96	1.51	1.18	1.04	0.52	2.05	0.93	2.43	1.66	1.47					
Prepared	10.90	12.19	9.55	7.39	5.74	4.72	11.31	7.95	9.63	9.07	7.37					
Quick-frozen	2.45	4.06	3.38	2.54	2.66	1.79	2.34	2.24	2.43	3.71	2.91					
<i>Total Fish</i>	<i>28.46</i>	<i>28.02</i>	<i>20.05</i>	<i>15.24</i>	<i>13.41</i>	<i>9.61</i>	<i>23.65</i>	<i>15.55</i>	<i>24.97</i>	<i>21.08</i>	<i>16.21</i>					
<b>EGGS:</b>																
	21.08	23.09	17.62	15.00	14.59	13.08	19.47	16.09	20.05	18.88	15.04					
<b>FATS:</b>																
Butter	22.14	22.20	16.22	12.85	10.82	9.46	17.91	12.22	21.33	18.46	14.28					
Margarine	5.25	5.10	3.66	3.77	3.65	4.92	5.04	5.16	4.55	4.59	4.12					
Lard and compound cooking fat	2.81	2.91	1.91	2.16	2.54	1.77	2.16	2.16	2.43	2.56	2.32					
Other fats	1.61	2.38	1.16	1.07	0.97	0.64	1.62	0.98	1.16	1.23	0.79					
<i>Total Fats</i>	<i>31.81</i>	<i>32.59</i>	<i>23.58</i>	<i>19.85</i>	<i>17.35</i>	<i>16.79</i>	<i>27.51</i>	<i>20.92</i>	<i>29.47</i>	<i>26.84</i>	<i>21.51</i>					

TABLE 27—continued  
(pence per person per week)

	Households with one man and one woman and						Other households with			
	no other		children only				adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults aged under 55	1	2	3	4 or more				
<b>SUGAR AND PRESERVES:</b>										
Sugar	11.35	11.19	9.33	7.90	7.59	7.70	9.77	9.41	9.85	8.82
Honey, preserves, syrup and treacle	6.60	4.86	3.51	3.15	3.41	3.36	3.96	3.62	3.80	3.27
<i>Total Sugar and Preserves</i>	17.95	16.05	12.84	11.05	11.00	11.06	13.73	13.03	13.65	12.09
<b>VEGETABLES:</b>										
Potatoes	13.69	17.19	14.92	13.28	13.06	13.01	16.65	15.77	16.58	14.80
Fresh green	10.76	11.85	7.38	6.08	4.52	3.44	9.84	5.79	8.13	5.70
Quick-frozen	2.78	5.46	3.63	2.75	2.21	0.99	4.14	1.95	3.90	2.42
Other vegetables	16.18	25.36	19.70	17.51	15.79	14.33	21.04	17.82	20.54	17.29
<i>Total Vegetables</i>	43.41	59.86	45.63	39.62	35.58	31.77	51.67	41.33	49.15	40.21
<b>FRUIT:</b>										
Fresh	30.22	36.76	25.02	20.90	17.52	11.43	30.15	19.76	29.35	20.47
Other	12.94	15.88	12.56	10.25	8.00	6.32	11.31	9.19	12.38	9.43
<i>Total Fruit</i>	43.16	52.64	37.58	31.15	25.52	17.75	41.46	28.95	41.73	29.90
<b>CEREALS:</b>										
Brown bread	4.21	2.98	1.86	1.38	1.03	1.25	2.46	1.49	2.02	1.71
White bread	22.14	24.38	22.22	19.28	19.36	21.83	24.48	24.39	24.79	21.43
Wholewheat and wholemeal	0.87	0.58	0.38	0.36	0.18	0.17	0.34	0.33	0.36	0.28
Other bread	4.72	5.82	3.94	2.78	2.81	2.17	4.62	3.60	4.22	3.32
<i>Total bread</i>	31.94	33.76	28.40	23.80	23.38	25.42	31.90	29.81	31.39	26.74
Flour	5.00	3.41	2.54	2.08	1.72	2.50	3.32	2.42	2.86	2.13
Cakes	15.20	17.44	14.57	12.15	9.86	7.47	17.64	11.69	14.59	12.63
Biscuits	12.28	14.12	12.52	12.40	10.68	9.65	13.59	10.26	12.00	11.09
Oatmeal and oat products	1.07	1.00	0.46	0.58	0.48	0.65	0.63	0.72	0.71	0.62
Breakfast cereals	3.07	4.12	4.87	5.62	5.74	5.57	3.85	5.33	3.62	5.26
Other cereals	6.10	6.27	6.85	6.06	6.02	4.70	5.41	4.93	5.65	5.70
<i>Total Cereals</i>	74.66	80.12	70.21	62.69	57.88	55.96	76.34	65.16	70.95	64.17
<b>BEVERAGES:</b>										
Tea	18.71	17.66	11.59	8.80	7.61	7.31	14.15	10.95	13.01	10.26
Coffee	6.19	7.90	5.31	4.34	3.33	2.67	5.55	3.80	5.87	4.32
Cocoa	0.64	0.92	0.47	0.41	0.37	0.37	0.49	0.36	0.60	0.49
Branded food drinks	1.88	0.92	0.93	0.66	0.45	0.40	0.98	0.38	1.46	0.67
<i>Total Beverages</i>	27.42	27.40	18.30	14.21	11.83	10.75	21.17	15.49	24.64	15.74
<b>MISCELLANEOUS:</b>										
Soups, canned, dehydrated and powdered	3.20	4.55	3.99	3.64	3.74	2.67	3.24	3.96	3.66	3.67
Other foods	9.37	12.18	14.12	11.71	9.23	7.02	9.68	8.54	7.87	9.23
<i>Total Miscellaneous</i>	12.57	16.73	18.11	15.35	12.97	9.69	12.92	12.50	11.53	12.90
<b>TOTAL EXPENDITURE</b>	537.67 (44s. 10d.)	606.66 (50s. 7d.)	456.20 (38s. 0d.)	379.65 (31s. 8d.)	332.22 (27s. 8d.)	288.72 (24s. 1d.)	512.33 (42s. 8d.)	387.20 (32s. 3d.)	510.97 (42s. 7d.)	387.54 (32s. 4d.)



TABLE 29  
Household Expenditure on Convenience Foods (a) according to Household Composition  
Average, 1966-1967  
(pence per person per week)

	Households with one man and one woman and						Other households with			
	no other		children only				adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more				
<i>Canned convenience foods</i>										
Corned meat . . . . .	1.90	2.58	2.01	1.89	1.72	1.91	2.58	2.14	1.96	2.11
Bacon and ham, cooked and canned . . . . .	9.06	9.47	5.82	4.28	3.44	2.97	8.70	4.79	8.45	5.28
Other cooked and canned meats . . . . .	9.43	13.26	9.81	7.88	6.27	5.60	11.30	7.95	9.33	7.99
Canned and bottled fish . . . . .	6.44	7.89	4.46	3.47	2.44	1.61	5.84	3.33	5.97	3.24
Canned peas . . . . .	2.06	2.94	2.67	2.36	2.08	1.61	2.70	2.22	2.80	2.53
Canned beans . . . . .	1.56	3.28	3.48	3.34	3.34	3.40	3.39	3.88	3.53	3.38
Other canned vegetables . . . . .	0.92	1.90	1.33	0.94	0.73	0.60	0.94	0.78	0.88	0.88
Canned and bottled tomatoes . . . . .	0.60	1.16	1.10	0.86	0.76	0.98	0.84	0.94	1.06	0.78
Canned peaches, pears and pineapples . . . . .	3.51	4.45	3.20	2.86	2.44	1.98	3.56	3.04	3.32	2.74
Other canned and bottled fruit . . . . .	3.34	5.40	3.49	2.88	2.19	1.61	3.84	2.44	3.27	2.62
Fruit juices . . . . .	0.85	1.43	1.62	1.54	0.96	0.64	0.86	0.55	0.85	0.99
Canned soups . . . . .	2.94	3.76	3.44	3.18	2.99	2.36	2.80	3.20	3.15	3.10
Baby foods, canned and bottled . . . . .	0.09	0.17	4.60	2.46	2.12	1.50	0.04	0.54	0.05	1.80
<i>Total above canned foods</i> . . . . .	42.70	57.69	47.03	37.94	31.48	27.18	47.39	36.07	41.95	37.44
<i>Quick-frozen convenience foods</i>										
Meat (other than poultry) and meat products . . . . .	0.72	2.76	2.16	1.47	1.10	0.90	1.66	1.62	1.30	1.62
Fish and fish products . . . . .	1.50	2.13	2.30	1.94	2.05	1.38	1.63	1.67	1.35	2.03
Peas and beans . . . . .	2.40	4.21	2.94	2.36	1.87	0.75	3.48	1.82	2.30	2.08
Other vegetables and vegetable products . . . . .	0.38	1.20	0.68	0.46	0.28	0.29	0.68	0.31	0.46	0.36
Other quick-frozen convenience foods . . . . .	0.18	0.40	0.21	0.32	0.12	0.09	0.24	0.14	0.20	0.14
<i>Total quick-frozen convenience foods</i> . . . . .	5.18	10.70	8.29	6.55	5.42	3.41	7.69	5.56	5.61	6.23
<i>Other convenience foods</i>										
Meat products . . . . .	6.18	8.54	6.85	5.97	5.76	5.29	8.14	7.09	6.33	6.46
Cooked fish . . . . .	3.02	3.74	3.74	2.85	2.76	2.50	4.30	3.34	3.12	3.36
Fish products . . . . .	0.50	0.68	0.72	0.65	0.60	0.54	0.68	0.76	0.52	0.56
Chips . . . . .	1.08	1.74	1.98	1.64	1.70	1.24	2.06	2.26	1.24	2.01
Other potato and vegetable products . . . . .	1.55	2.68	2.37	2.19	1.94	1.44	2.35	2.04	1.71	2.07
Welfare orange juice . . . . .	—	0.06	2.37	0.42	0.18	0.12	0.06	0.06	0.02	0.16
Cakes and pastries . . . . .	12.38	15.10	12.08	9.86	8.91	5.78	15.21	10.30	12.52	10.86
Biscuits . . . . .	12.26	14.16	12.28	11.65	10.35	9.21	12.60	10.40	11.52	10.32

TABLE 29—continued  
 (pence per person per week)

	Households with one man and one woman and						Other households with			
	no other		children only				adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more				
Puddings and ice cream served as part of a meal . . . . .	3.13	3.55	3.47	2.86	2.77	1.62	2.44	2.72	2.95	2.57
Invalid and infant foods . . . . .	0.76	0.32	1.33	1.02	1.12	1.23	0.46	0.82	0.63	1.04
Breakfast cereals . . . . .	3.02	4.10	4.78	5.53	5.92	5.80	5.21	3.28	3.59	4.86
Other cereals . . . . .	1.86	2.74	2.76	2.62	2.42	2.04	2.10	1.90	2.25	2.15
Instant coffee . . . . .	4.34	6.30	4.48	3.64	2.87	2.51	3.48	4.60	4.96	3.52
Coffee essences . . . . .	0.44	0.34	0.30	0.25	0.18	0.16	0.22	0.38	0.30	0.25
Dehydrated and powdered soups . . . . .	0.54	0.89	0.52	0.54	0.40	0.52	0.55	0.51	0.52	0.46
<i>Total other convenience foods</i> . . . . .	51.06	64.94	58.08	51.55	47.88	40.80	50.71	51.17	56.50	50.65
<i>Total expenditure on convenience foods</i> . . . . .	98.94 (85.3d.)	133.32 (115.1d.)	113.37 (95.5d.)	96.02 (85.0d.)	84.78 (75.1d.)	71.38 (55.11d.)	92.37 (75.8d.)	98.74 (83.3d.)	111.08 (95.3d.)	94.33 (75.10d.)
<i>Expenditure on convenience foods as a percentage of total food expenditure</i> . . . . .	18.7	22.4	25.3	25.7	25.8	24.9	24.0	19.8	23.1	24.7

(a) For definitions, see Glossary.



TABLE 30—continued  
 (oz. per person per week, except where otherwise stated)

	Class A							Class B							Classes C & D1						
	Households with one man and one woman and							Households with one man and one woman and							Households with one man and one woman and						
	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and only child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and only child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and only child- ren			
<b>FISH:</b>																					
Fresh . . . . .	4.00	2.67	2.28	1.64	0.83	2.57	2.66	1.78	1.50	1.34	1.01	2.71	1.70	1.40	1.57	1.04	2.19	1.40			
Processed and shell . . . . .	1.55	0.67	0.57	0.95	0.95	0.69	0.81	0.39	0.40	0.24	0.26	0.80	0.23	0.37	0.37	0.19	0.63	0.34			
Prepared . . . . .	1.98	2.26	1.67	1.04	0.95	2.10	2.35	2.22	1.71	1.55	1.26	2.87	2.01	2.47	2.00	1.43	2.69	1.98			
Quick-frozen . . . . .	1.51	0.90	0.69	1.03	0.52	0.96	0.50	0.95	0.73	0.74	0.65	0.73	0.78	0.96	0.71	0.65	0.51	0.58			
<b>Total Fish . . . . .</b>	<i>9.04</i>	<i>6.49</i>	<i>5.21</i>	<i>4.65</i>	<i>2.29</i>	<i>7.62</i>	<i>6.08</i>	<i>5.34</i>	<i>4.36</i>	<i>3.88</i>	<i>3.18</i>	<i>7.11</i>	<i>4.71</i>	<i>5.77</i>	<i>4.48</i>	<i>3.10</i>	<i>6.04</i>	<i>4.31</i>			
<b>EGGS:</b>																					
Eggs purchased . . . . .	6.01	5.71	4.18	4.37	4.52	6.04	5.38	4.44	4.07	4.28	3.65	5.12	4.30	4.74	4.17	3.85	4.99	4.44			
. . . . . (no.)	5.72	5.52	4.14	3.97	3.96	5.92	5.09	4.36	3.97	4.11	3.58	5.03	4.14	4.42	3.89	3.63	4.67	4.16			
<b>FATS:</b>																					
Butter . . . . .	8.91	7.09	5.69	5.80	5.14	7.11	5.90	6.75	5.12	4.41	4.61	7.23	5.32	5.70	4.73	3.82	6.42	4.24			
Margarine . . . . .	2.33	1.84	1.59	1.63	1.64	1.62	2.75	2.08	2.40	2.32	3.17	2.92	3.59	2.93	3.31	2.97	4.45	4.26			
Lard and compound cooking fat . . . . .	2.00	1.39	1.53	0.94	1.00	1.78	1.42	2.36	1.91	1.77	1.56	2.54	2.00	2.58	2.09	1.73	2.95	1.98			
Other fats . . . . .	2.80	0.72	0.53	0.61	1.86	0.62	0.39	0.83	0.77	0.70	0.34	1.22	0.67	0.47	0.40	0.21	0.67	0.58			
<b>Total Fats . . . . .</b>	<i>16.04</i>	<i>11.04</i>	<i>9.34</i>	<i>8.98</i>	<i>9.64</i>	<i>11.13</i>	<i>10.46</i>	<i>14.38</i>	<i>10.21</i>	<i>9.20</i>	<i>9.68</i>	<i>13.92</i>	<i>11.59</i>	<i>15.63</i>	<i>10.52</i>	<i>8.94</i>	<i>14.48</i>	<i>11.06</i>			
<b>SUGAR AND PRESERVES:</b>																					
Sugar . . . . .	18.07	18.06	13.18	13.63	11.29	15.61	12.96	20.88	14.00	13.64	15.58	18.32	17.52	18.27	16.65	14.91	19.44	18.69			
Honey, preserves, syrup and treacle . . . . .	3.24	3.06	2.03	3.00	2.26	3.38	3.18	3.07	2.33	2.34	2.32	2.79	2.45	2.26	1.98	2.51	2.62	2.55			
<b>Total Sugar and Preserves . . . . .</b>	<i>21.30</i>	<i>21.12</i>	<i>15.20</i>	<i>16.63</i>	<i>13.54</i>	<i>19.00</i>	<i>16.15</i>	<i>23.95</i>	<i>16.34</i>	<i>15.98</i>	<i>17.91</i>	<i>21.11</i>	<i>19.97</i>	<i>20.52</i>	<i>18.63</i>	<i>17.42</i>	<i>22.06</i>	<i>21.24</i>			
<b>VEGETABLES:</b>																					
Potatoes . . . . .	44.71	38.70	38.37	38.97	24.36	41.00	41.02	57.57	47.93	54.04	47.37	61.08	60.61	57.94	47.94	48.13	55.27	63.98			
Fresh green . . . . .	20.34	16.34	11.65	8.76	5.91	16.85	11.82	17.27	10.11	8.73	7.54	16.92	11.12	18.90	10.35	7.06	5.89	9.24			
Quick-frozen . . . . .	3.16	2.51	2.26	1.17	1.15	2.50	1.90	2.42	1.87	0.97	0.65	2.01	1.00	1.55	0.87	0.89	1.40	0.63			
Other vegetables . . . . .	24.89	20.27	17.21	13.77	11.96	18.73	18.51	27.01	18.31	16.77	15.96	22.57	19.59	21.99	19.57	17.72	22.06	19.95			
<b>Total Vegetables . . . . .</b>	<i>93.09</i>	<i>77.81</i>	<i>69.48</i>	<i>62.67</i>	<i>43.38</i>	<i>79.09</i>	<i>73.25</i>	<i>104.24</i>	<i>77.55</i>	<i>80.52</i>	<i>71.54</i>	<i>102.59</i>	<i>92.33</i>	<i>114.35</i>	<i>78.72</i>	<i>73.79</i>	<i>71.15</i>	<i>92.57</i>			

TABLE 30—continued  
(oz. per person per week, except where otherwise stated)

	Class A						Class B						Classes C & D1						
	Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and			
	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and only child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and only child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and only child- ren	
FRUIT:																			
Fresh	43.78	30.50	29.42	24.06	18.19	36.03	30.99	21.88	18.04	17.04	12.52	27.75	19.41	18.91	15.26	13.14	8.68	22.07	13.86
Other	14.90	12.20	9.75	7.51	5.22	10.40	10.50	8.24	6.71	5.33	5.50	8.77	6.92	7.67	6.13	4.97	3.81	6.55	5.91
Total Fruit	58.68	42.70	39.17	31.57	23.41	46.43	41.42	30.12	24.75	22.37	18.02	36.52	26.33	26.58	21.39	18.11	12.49	28.62	19.77
CEREALS:																			
Brown bread	3.57	1.90	3.39	1.86	2.94	2.20	3.24	2.75	1.74	1.11	1.67	3.04	2.06	1.76	1.16	1.31	1.25	3.19	1.41
White bread	28.00	28.15	21.65	22.95	17.75	27.66	24.89	32.82	29.19	29.10	34.06	37.22	35.30	37.37	33.44	33.83	37.33	42.11	43.23
Wholewheat and wholemeal bread	1.24	0.55	0.38	0.43	0.75	1.22	1.43	0.70	0.59	0.23	0.27	0.37	0.49	0.88	0.36	0.16	0.14	0.38	0.16
Other bread	2.76	3.19	2.06	1.68	2.82	3.45	3.22	2.82	2.24	1.82	0.96	3.34	2.79	4.43	1.93	2.10	1.74	3.04	2.44
Total Bread	35.57	34.70	27.49	26.91	24.26	34.54	32.75	39.10	33.76	32.25	36.96	43.96	40.63	49.73	36.89	37.40	40.47	48.72	47.24
Flour	6.00	5.90	3.49	3.62	4.00	5.10	3.49	4.77	4.30	4.12	6.48	6.93	5.62	7.11	5.07	3.12	4.52	7.25	4.99
Cakes	5.63	5.79	5.36	5.11	3.82	5.43	5.34	6.44	5.56	4.15	2.60	7.37	5.28	8.45	5.36	4.64	4.06	8.43	5.35
Biscuits	6.09	4.81	6.13	5.36	5.83	6.91	5.13	6.17	6.12	5.41	4.70	6.53	5.35	6.44	6.37	5.34	5.65	5.89	5.04
Oatmeal and oat products	0.41	0.46	0.41	0.37	0.69	0.17	0.52	0.43	0.53	0.35	0.71	0.71	0.65	1.92	0.50	0.66	0.58	0.72	0.74
Breakfast cereals	2.08	2.38	3.00	3.19	2.08	1.98	3.07	2.12	2.61	2.95	3.24	3.17	2.03	1.99	2.27	2.72	2.36	1.91	2.43
Other cereals	5.80	4.63	3.50	3.27	3.53	2.88	4.25	4.53	4.45	4.39	2.99	4.50	4.02	3.90	4.41	4.16	3.55	3.96	3.80
Total Cereals	61.58	57.74	49.19	47.82	44.94	57.00	54.56	64.05	57.68	53.92	57.62	72.03	64.55	68.19	60.92	57.88	61.48	76.88	69.61
BEVERAGES:																			
Tea	2.86	2.17	1.62	1.49	0.96	2.11	1.98	2.42	1.86	1.59	1.87	3.26	2.35	2.85	2.19	1.82	1.58	3.22	2.50
Coffee	1.84	0.79	0.67	0.41	0.27	0.81	0.56	0.51	0.40	0.31	0.28	0.51	0.35	0.67	0.44	0.25	0.21	0.40	0.26
Cocoa	0.28	0.40	0.06	0.35	0.02	0.09	0.15	0.30	0.14	0.10	0.18	0.11	0.09	0.12	0.18	0.14	0.08	0.23	0.15
Branded food drinks	0.30	0.28	0.25	—	—	0.15	0.11	0.22	0.15	0.14	0.14	0.22	0.09	0.19	0.14	0.12	0.07	0.22	0.08
Total Beverages	5.29	3.65	2.61	2.24	1.25	3.16	2.80	3.30	2.54	2.14	2.47	4.10	2.89	3.61	2.84	2.33	1.94	4.07	2.99
Expenditure—All Foods	56.8	43.2	36.5	29.9	24.7	44.10	39.0	38.1	31.6	27.11	25.0	44.10	32.10	36.7	30.4	26.11	22.11	39.8	30.6

(e) For detailed classification of foods, see Glossary.



TABLE 31  
 Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1967  
 (per week)

	Class			All households (a) Per head	Class			All households (a) Per household
	A	B	C & D1		A	B	C & D1	
	Per head	Per head	Per head		Per household	Per household	Per household	
<i>Households with one man and one woman and:</i>								
no other (both under 55)	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
1 child	56 8	50 0	48 10	50 7	113 4	100 0	97 8	101 1
2 children	43 2	38 1	36 7	38 0	129 7	114 3	109 9	114 1
3 children	36 5	31 6	30 4	31 8	145 9	125 10	121 5	126 7
4 or more children	29 9	27 11	26 11	27 8	148 7	139 8	134 5	138 5
adolescents only	(24 7)	25 0	22 11	24 1	(153 0)	164 8	151 6	158 1
adolescents and children	44 10	44 10	39 8	42 8	142 7	146 1	132 6	140 0
	39 0	32 10	30 6	32 3	180 3	170 1	164 3	168 5
<i>All Households (a)</i>	41 11	36 7	35 4	36 11	139 7	128 0	117 1	113 3

(a) Including household types not shown elsewhere in this table.  
 Figures in parenthesis are averages based on a sample of only 18 households.

TABLE 32  
*Classification of Households according to Age of Housewife, 1967*

Age of housewife	No. of households	Percent- age of house- holds	No. of persons	Percent- age of persons	Average number of persons per household						Average number of earners per household	Average net family income		Average food expenditure		Average food expenditure as percentage of net family income
					Adult Males	Adult Females	Adoles- cents	Children 5-14	Children 1-4	Infants		Total	per household per week	per person per week	per household per week	
Under 25	555	6.9	1,691	6.9	0.91	0.79	0.30	0.08	0.65	0.31	3.05	£ 20.2	£ 6.6	£ 102.10	£ 33.9	26
25-34	1,452	18.2	5,736	23.3	0.97	1.02	0.02	1.00	0.80	0.15	3.95	21.6	5.5	122.2	30.11	28
35-44	1,503	18.8	6,168	25.1	0.99	1.05	0.51	1.25	0.27	0.04	4.10	25.3	6.1	141.4	34.5	28
45-54	1,546	19.4	5,021	20.4	1.10	1.14	0.55	0.40	0.05	0.01	3.25	25.9	8.1	132.11	41.0	26
55-64	1,413	17.7	3,268	13.3	0.98	1.14	0.13	0.04	0.02	0.01	2.31	17.6	8.0	101.3	43.10	29
65-74	1,086	13.6	2,011	8.2	0.70	1.09	0.02	0.03	0.01	—	1.85	10.7	6.1	75.7	40.10	35
75 and over	433	5.4	684	2.8	0.47	1.07	0.01	0.03	—	—	1.58	8.6	5.9	57.1	36.1	33
All Households(a)	7,983	100	24,579	100	0.93	1.07	0.25	0.51	0.25	0.06	3.08	20.1	6.6	112.11	36.9	28

(a) Excluding 33 households where the housewife did not state her age.

TABLE 33

*Energy Value and Nutrient Content of Household Food Consumption:  
National Averages, 1962-1967*

	1962	1963	1964	1965	1966(a)	1967(a)
	<i>Consumption per person per day</i>					
Energy value . . . . . (kcal.)	2,640	2,650	2,600	2,590	2,560	2,590
Total protein . . . . . (g.)	75.3	76.5	75.1	75.2	75.6	75.8
Animal protein . . . . . (g.)	45.6	46.0	45.1	45.5	46.3	46.7
Fat . . . . . (g.)	117	118	116	116	117	119
Carbohydrate . . . . . (g.)	342	343	333	332	321	324
Calcium . . . . . (mg.)	1,030	1,050	1,030	1,020	1,020	1,040
Iron . . . . . (mg.)	14.2	14.4	14.1	13.9	13.6	14.0
Vitamin A . . . . . (i.u.)	4,310	4,420	4,420	4,370	4,850	4,670
Thiamine . . . . . (mg.)	1.26	1.28	1.26	1.27	1.32	1.30
Riboflavine . . . . . (mg.)	1.72	1.75	1.71	1.70	1.83	1.81
Nicotinic acid . . . . . (mg.)	13.8	14.0	13.7	13.9	14.5	15.1
Vitamin C . . . . . (mg.)	50	49	51	52	53	52
Vitamin D . . . . . (i.u.)	126	127	130	125	126	129
	<i>As a percentage of allowances based on the British Medical Association's recommendations</i>					
Energy value . . . . .	108	109	108	108	106	108
Total protein . . . . .	103	105	104	105	105	106
Calcium . . . . .	109	110	108	109	109	110
Iron . . . . .	117	118	118	116	114	117
Vitamin A . . . . .	185	190	193	191	209	202
Thiamine . . . . .	130	132	131	133	139	136
Riboflavine . . . . .	116	118	116	116	125	124
Nicotinic acid . . . . .	143	145	143	145	151	158
Vitamin C . . . . .	233	226	236	244	248	244
	<i>Percentage of energy value derived from protein fat, and carbohydrates</i>					
Protein . . . . .	11.4	11.5	11.6	11.6	11.8	11.7
Fat . . . . .	40.0	39.8	40.3	40.4	41.0	41.3
Carbohydrate . . . . .	48.6	48.5	48.0	47.9	47.0	47.0
<i>Animal protein as percentage of total protein</i> . . . . .	60.6	60.2	60.1	60.5	61.3	61.6

(a) Figures in some respects not comparable with earlier years, especially those for vitamin A and the B vitamins. See paragraph 98, and also *Household Food Consumption and Expenditure: 1966*, paragraphs 63 and 68, HMSO, 1968.

TABLE 34  
Consumption of Nutrients per 1,000 kcal :  
National Averages, 1962-1967

	1962	1963	1964	1965	1966(a)	1967(a)
Total protein . . . . . (g.)	28.6	28.8	28.9	29.0	29.6	29.3
Animal protein . . . . . (g.)	17.3	17.3	17.4	17.5	18.1	18.1
Fat . . . . . (g.)	44	44	45	45	46	46
Carbohydrate . . . . . (g.)	130	129	128	128	126	125
Calcium . . . . . (mg.)	392	394	396	393	400	401
Iron . . . . . (mg.)	5.4	5.4	5.4	5.4	5.3	5.4
Vitamin A . . . . . (i.u.)	1,634	1,664	1,703	1,685	1,898	1,806(b)
Thiamine . . . . . (mg.)	0.48	0.48	0.48	0.49	0.52	0.50
Riboflavine . . . . . (mg.)	0.65	0.66	0.66	0.65	0.71	0.70
Nicotinic acid . . . . . (mg.)	5.2	5.3	5.3	5.3	5.7	5.8(c)
Vitamin C . . . . . (mg.)	19	18	20	20	21	20
Vitamin D . . . . . (i.u.)	48	48	50	48	49	50(d)

(a) Figures in some respects not comparable with those for earlier years, especially for vitamin A and the B vitamins. See footnote (a) to table 33.

(b) or 540  $\mu$ g. retinol equivalents.

(c) or 10.9 mg. nicotinic acid equivalents.

(d) or 1.2  $\mu$ g.

TABLE 35  
*Contributions made by Convenience Foods to the Energy Value and Nutrient Content of Household Food Consumption:*  
*National Averages, 1966-1967*  
 (per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (a)		Riboflavin		Nicotinic acid		Vitamin C (a)		Vitamin D		
	kcal.	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	
Canned convenience foods																							
Canned meat	5	0.2	0.5	0.6	0.3	0.3	...	...	0.2	1.6	—	—	0.02	1.6	0.01	0.5	0.2	...	...	—	—	—	
Bacon and ham, cooked and canned	16	0.6	0.6	0.8	1.5	1.3	1	0.1	0.1	0.7	—	—	0.02	1.6	0.01	0.5	0.2	...	...	—	—	—	
Other cooked and canned meats	24	0.9	1.5	2.0	1.8	1.5	1	0.1	0.2	1.5	0.4	0.02	1.8	0.01	0.8	0.8	2.6	0.4	0.4	—	—	—	
Canned and bottled fish(b)	6	0.2	0.7	0.9	0.3	0.3	10	1.0	0.1	0.6	0.1	0.2	0.2	0.01	0.4	0.4	1.4	0.2	0.2	—	—	—	
Canned peas	5	0.2	0.5	0.6	—	—	3	0.3	0.1	0.8	7	0.2	0.01	0.8	0.01	0.4	0.3	0.4	0.4	0.8	—	—	
Canned beans	12	0.5	0.8	1.1	...	...	8	0.7	0.3	2.5	0.5	0.2	0.01	0.5	0.1	0.3	0.7	0.4	0.4	0.8	—	—	
Other canned vegetables	...	...	...	...	...	...	1	0.1	...	...	128	2.7	0.01	0.1	...	0.1	0.1	0.1	0.1	0.2	—	—	
Canned and bottled tomatoes	...	...	...	...	...	...	...	...	...	...	31	0.6	...	0.1	...	0.1	0.5	0.9	...	...	—	—	
Canned peaches, pears and pineapples	7	0.3	...	...	...	...	1	0.1	0.1	0.5	9	0.2	...	0.1	...	0.2	1.0	...	...	—	—	—	
Other canned and bottled fruit	7	0.3	...	...	...	...	1	0.1	0.1	0.5	7	0.1	...	0.1	...	0.2	2.8	...	...	—	—	—	
Fruit juices	3	0.1	...	...	...	...	...	...	...	...	4	0.1	...	...	...	1.2	2.3	...	...	—	—	—	
Canned soups	9	0.3	0.2	0.3	0.4	0.4	2	0.2	...	0.3	97	2.0	...	0.1	...	0.2	0.4	0.1	0.5	0.2	0.4	—	
Baby foods, canned and bottled	2	0.1	0.1	0.1	0.1	0.1	1	0.1	...	0.1	18	0.4	...	0.1	...	0.1	0.2	...	...	0.1	0.2	—	
Total above canned foods	97	3.8	5.0	6.6	4.5	3.9	30	2.9	1.3	9.4	350	7.3	0.07	5.6	0.06	3.3	7.8	1.2	5.0	9.4	24	18.5	
Quick-frozen convenience foods																							
Meat (other than poultry) and meat products	4	0.2	0.2	0.2	0.3	0.2	...	0.2	...	0.3	2	0.1	...	0.1	...	0.1	0.3	0.3	...	...	...	0.1	
Fish and fish products	5	0.2	0.4	0.5	0.3	0.3	3	0.1	...	0.6	4	0.2	...	1.1	0.01	0.4	0.6	0.1	0.3	0.6	1	0.9	
Peas and beans	3	0.1	0.2	0.3	—	—	1	0.1	0.1	0.6	8	0.2	0.01	1.1	...	0.3	0.2	...	0.3	0.6	—	—	
Other vegetables and vegetable products	...	...	...	...	...	...	...	...	...	0.1	6	0.1	...	0.1	...	...	...	...	0.1	0.2	...	...	
Other quick-frozen convenience foods	1	...	...	...	...	...	...	...	...	...	1	...	...	...	...	...	...	...	...	0.1	0.1	0.1	
Total quick-frozen convenience foods	12	0.5	0.8	1.1	0.7	0.6	4	0.4	0.2	1.2	21	0.4	0.02	1.3	0.01	0.8	1.2	0.2	0.5	0.9	1	1.0	

TABLE 35—continued  
(per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (g)		Riboflavin		Nicotinic acid		Vitamin C (g)		Vitamin D		
	kcal.	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	i.u.	Per cent of total	mg.	Per cent of total	
<i>Other convenience foods</i>																							
Meat products(c)	27	1.1	1.3	1.7	1.8	1.5	3	0.3	0.3	0.3	2.1	0.5	0.01	0.8	0.02	0.9	0.2	1.4	0.1	0.1	0.2	0.1	
Cooked fish	8	0.3	0.8	1.1	0.4	0.4	3	0.3	...	0.3	0.3	...	...	0.1	...	0.2	0.1	0.5	...	...	...	...	
Fish products(d)	1	0.0	0.1	0.1	0.1	0.1	...	...	0.1	0.1	0.6	...	...	0.3	...	0.1	...	0.1	...	...	...	...	
Chips(d)	14	0.5	0.2	0.3	0.5	0.5	1	0.1	...	...	...	...	...	...	...	...	...	0.3	...	...	...	...	
Other potato and vegetable products	8	0.3	0.1	0.2	0.5	0.4	1	0.1	0.1	0.4	0.4	0.3	...	0.2	...	0.1	0.1	0.3	0.4	0.4	0.4	...	
Welfare orange juice	74	2.9	1.0	1.3	3.0	2.5	13	1.2	0.3	2.0	...	1.0	0.02	1.2	0.02	1.0	0.1	0.7	0.4	0.8	0.1	3.5	
Cakes and pastries	119	4.6	1.6	2.2	5.9	5.0	20	2.0	0.4	2.8	...	...	0.02	1.7	...	0.3	0.3	1.8	4	4	...	...	
Biscuits and ice-cream served as part of a meal	17	0.7	0.4	0.5	0.8	0.7	14	1.3	...	...	13	0.3	...	0.3	0.02	0.8	...	0.1	1	1	0.5	...	
Invalid and infant foods	4	0.1	0.1	0.1	...	...	4	0.4	0.2	1.2	1	...	...	0.3	0.01	0.4	...	0.4	2	2	1.2	...	
Breakfast cereals	34	1.3	0.7	1.0	0.1	0.1	2	0.2	0.3	2.0	...	0.04	0.04	3.3	0.08	4.4	0.6	4.0	...	...	...	...	
Other cereals	12	0.5	0.1	0.2	0.2	0.1	2	0.2	...	...	3	0.1	...	0.1	...	0.1	...	0.3	...	...	...	0.1	
Instant coffee and coffee essences	2	0.1	0.2	0.2	...	...	2	0.2	0.1	0.5	...	...	...	...	...	0.1	...	0.1	...	...	...	...	
Dehydrated and powdered soups	1	...	0.1	0.1	...	...	...	...	...	0.1	10	0.2	...	0.1	...	...	...	0.1	0.1	0.1	...	...	
<i>Total other convenience foods</i>	322	12.5	6.7	8.9	13.3	11.3	66	6.4	1.7	12.3	110	2.3	0.11	8.5	0.15	8.5	1.5	10.1	7	7	2.2	5.4	
<i>Total convenience foods</i>	431	16.8	12.6	16.6	18.5	15.7	100	9.7	3.2	22.9	480	10.1	0.20	15.4	0.23	12.6	2.8	19.2	32	32	6.6	24.9	
<b>TOTAL ALL FOODS</b>	2,572	100	75.7	100	117.7	100	1,030	100	13.8	100	4,763	100	1.31	100	1.32	100	14.8	100	128	128	52.5	100	

(a) Cooking losses have been taken into account; the intake figures for thiamine allow for a loss of 15 per cent overall, and those for vitamin C from quick-frozen green vegetables and other quick-frozen vegetables for losses of 75 and 50 per cent respectively.

(b) Excludes fish paste.

(c) Includes cooked sausages, liver sausage etc., but excludes uncooked sausage.

(d) Excludes quick-frozen.

TABLE 36  
*Indices of Price of Energy and of Nutrients (a): All Households, 1967*  
 (All foods = 100)

	Energy value	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Nicotinic Acid	Vitamin C	Vitamin D
<i>Food groups</i>										
Milk, cream and cheese	99	56	21	350	89	101	33	395	151	150
Carcass meat	197	112	(b)	104	(b)	179	189	77	(b)	(b)
Total meat	184	108	(b)	102	124	120	147	77	(b)	(b)
Fish	(392)	91	(b)	213	(b)	(b)	224	105	(b)	16
Eggs	201	78	210	58	22	123	50	(b)	(b)	23
Fats	37	(b)	(b)	(b)	22	(b)	(b)	(b)	(b)	16
Sugar and preserves	25	(b)	(b)	(b)	(b)	(b)	(b)	(b)	(b)	13
Vegetables	142	117	170	58	51	104	104	63	(b)	(b)
Fruit	387	(b)	(b)	227	161	281	(b)	333	21	(b)
Cereals	50	54	63	47	(b)	43	137	55	(b)	287
Beverages	(b)	(b)	(b)	(b)	(b)	(b)	71	87	(b)	(b)
<i>Individual foods</i>										
Liquid milk, full price	109	62	23	364	113	92	32	392	136	334
Cheese	105	50	22	422	60	463	71	(c)	(c)	148
Beef and veal	234	111	(c)	82	(c)	177	171	76	(c)	(c)
Mutton and lamb	167	101	(c)	134	(c)	51	201	69	(c)	(c)
Pork	154	153	(c)	315	(c)	78	271	106	(c)	(c)
Offals, including liver	(351)	80	(c)	20	4	14	14	23	82	124
Bacon and ham, uncooked	131	152	(c)	281	(c)	50	362	141	(c)	(c)
Poultry, uncooked	374	75	(c)	192	(c)	82	223	52	(c)	(c)
Sausages	111	111	(c)	146	(c)	82	278	103	(c)	(c)
Fat fish, fresh and processed	(243)	(c)	(c)	(c)	(c)	(c)	(c)	(c)	(c)	3
Butter	49	(c)	(c)	(c)	22	(c)	(c)	(c)	(c)	3
Margarine	27	(c)	(c)	(c)	13	(c)	(c)	(c)	(c)	3
Fresh green vegetables	(543)	177	128	79	81	87	140	178	17	(c)
Potatoes	73	84	241	43	(c)	27	56	30	12	(c)
Carrots	(346)	(c)	65	69	2	(c)	(c)	64	32	(c)
Citrus fruit, fresh	(597)	(c)	(c)	(c)	(c)	141	(c)	(c)	7	(c)
Apples and pears, fresh	(545)	(c)	(c)	412	(c)	289	(c)	358	51	(c)
Soft fruit, fresh	(726)	(c)	(c)	(c)	(c)	(c)	(c)	(c)	13	(c)
Bananas, fresh	(301)	(c)	(c)	(c)	(c)	(c)	(c)	(c)	46	(c)
Tomatoes, fresh	(1,776)	(c)	(c)	350	45	255	(c)	(c)	20	(c)
Flour	19	20	20	18	(c)	14	137	24	(c)	(c)
White bread	37	32	39	33	(c)	28	203	40	(c)	(c)
Other bread	63	50	65	38	(c)	37	194	38	(c)	(c)
Cakes and pastries	86	156	165	122	307	166	251	227	(c)	89
Tea	(c)	(c)	(c)	(c)	(c)	(c)	51	64	(c)	(c)
<i>Convenience foods.</i>	135	133	235	97	234	148	178	119	182	92
All other foods	93	93	86	101	86	91	87	96	88	103

(a) Indices obtained by dividing the money value of foods obtained for consumption by their energy value and nutrient content, and expressing the results as percentages of the corresponding value for the total diet.  
 (b) Indicates that the food group contributed less than 2 per cent of the total intake of the nutrient concerned. For energy value, such indices have been given in parenthesis except for beverages.  
 (c) Indicates that the food contributed less than 0.5 per cent of the total intake of the nutrient concerned. For energy value, such indices have been given in parenthesis except for tea. For most of these items it was not possible to calculate a satisfactory index number since they contained only a trace or none of the nutrients concerned.

TABLE 37  
Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1967

	Region										Type of Area					
	All household-holds	Wales	Scotland	North	Yorkshire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (or East Anglia)	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provin- cial	Larger towns	Smaller towns		
Energy value	(kcal.)	2,740	2,510	2,670	2,630	2,640	2,650	2,650	2,560	2,530	2,500	2,590	2,590	2,660	2,700	
Total protein	(g.)	76.7	74.1	77.9	77.0	76.1	73.9	73.9	75.0	75.0	75.7	75.2	75.5	77.2	76.6	
Animal protein	(g.)	45.2	43.7	45.2	46.0	47.5	45.3	47.9	47.1	48.1	49.1	45.8	46.4	47.8	46.3	
Fat	(g.)	119	125	120	120	121	122	118	119	119	120	118	119	123	121	
Carbohydrate	(g.)	348	329	339	332	331	341	319	309	309	300	327	325	332	349	
Calcium	(mg.)	1,030	1,010	980	1,010	1,020	1,040	1,100	1,090	1,060	1,040	1,020	1,030	1,090	1,090	
Iron	(mg.)	14.0	14.2	14.9	14.6	13.9	13.5	14.0	13.6	13.7	13.8	13.9	14.0	14.2	14.0	
Vitamin A	(i.u.)	4,670	4,210	4,420	4,690	4,870	4,410	4,960	4,540	4,720	4,690	4,610	4,710	4,690	4,880	
Thiamine	(mg.)	1.30	1.21	1.35	1.33	1.29	1.30	1.37	1.30	1.42	1.29	1.29	1.30	1.34	1.33	
Riboflavin	(mg.)	1.81	1.68	1.72	1.78	1.81	1.76	1.84	1.87	1.88	1.88	1.76	1.77	1.81	1.80	
Nicotinic acid	(mg.)	15.1	13.9	15.3	15.6	15.4	14.3	15.4	14.7	15.1	15.4	14.9	14.8	15.3	14.6	
Vitamin C	(mg.)	52	43	52	50	49	50	52	54	56	58	50	51	56	48	
Vitamin D	(i.u.)	128	128	140	135	139	126	132	120	145	121	132	128	133	135	
As a percentage of allowances based on the British Medical Association's recommendations																
Energy value		110	103	107	110	111	108	108	106	107	108	107	107	109	107	
Protein		104	101	105	108	108	104	105	105	107	109	104	105	107	103	
Calcium		108	104	101	108	110	110	115	117	114	113	108	108	116	114	
Iron		115	117	121	124	117	113	113	113	115	118	116	115	118	113	
Vitamin A		202	183	187	206	213	190	209	195	205	208	199	199	201	205	
Thiamine		136	124	137	140	136	137	139	136	151	139	134	135	140	133	
Riboflavin		124	113	114	123	126	121	122	128	131	133	121	123	127	118	
Nicotinic acid		158	143	155	165	162	151	156	154	161	167	156	154	159	146	
Vitamin C		244	200	229	246	233	238	239	254	266	276	232	237	261	219	
Percentage of energy value derived from protein, fat and carbohydrate																
Protein		11.2	11.8	11.7	11.7	11.5	11.4	11.6	11.7	11.9	12.1	11.6	11.7	11.6	11.3	
Fat		41.3	39.0	40.6	41.0	41.4	42.0	40.8	41.5	42.3	43.0	41.0	41.3	41.5	40.2	
Carbohydrate		47.0	49.2	47.7	47.3	47.1	46.6	47.6	46.8	45.8	45.0	47.4	47.1	46.9	48.4	
Animal protein as percentage of total protein		61.6	59.0	58.0	59.7	62.4	61.2	61.5	62.8	64.1	64.9	60.9	61.4	61.9	60.4	

(a) Including London, for which separate results are shown in the analysis according to type of area.



TABLE 38  
 Consumption of Nutrients per 1,000 kcal:  
 Geographical Variations, 1967

	All house-holds	Region										Type of Area				
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East(a)	London	Conurbations		Other urban areas		
												Provin-cial	Larger towns	Smaller towns	Semi-rural areas	Rural areas
Total protein . . . . .	29.3	28.0	29.6	29.2	29.3	28.9	28.5	29.0	29.3	29.7	30.2	29.6	29.0	29.2	29.0	28.4
Animal protein . . . . .	18.1	16.5	17.4	17.0	17.5	18.0	17.5	17.8	18.4	19.0	19.6	17.9	17.7	17.9	18.0	17.1
Fat . . . . .	46	46	43	45	46	46	47	45	46	47	48	45	46	46	46	45
Carbohydrate . . . . .	125	127	131	127	126	126	124	127	125	122	120	127	126	126	125	129
Calcium . . . . .	401	378	402	366	383	386	400	409	426	419	415	393	394	398	411	403
Iron . . . . .	5.4	5.2	5.6	5.6	5.5	5.3	5.2	5.2	5.3	5.4	5.5	5.5	5.4	5.4	5.3	5.2
Vitamin A . . . . .	1,806	1,963	1,679	1,660	1,786	1,847	1,702	1,849	1,775	1,869	1,871	1,815	1,781	1,821	1,765	1,808
Thiamine . . . . .	0.50	0.50	0.48	0.51	0.51	0.49	0.50	0.51	0.51	0.56	0.51	0.50	0.50	0.50	0.51	0.49
Riboflavin . . . . .	0.70	0.66	0.67	0.65	0.68	0.69	0.68	0.68	0.73	0.74	0.75	0.69	0.68	0.70	0.70	0.67
Nicotinic acid . . . . .	5.8	5.7	5.5	5.7	5.9	5.8	5.5	5.7	5.7	6.0	6.1	5.9	5.8	5.7	5.8	5.4
Vitamin C . . . . .	20	19	17	19	20	19	19	20	21	22	23	20	19	20	21	18
Vitamin D . . . . .	50	47	51	52	52	53	49	49	47	57	48	51	51	50	50	50

(a) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 39  
Geographical Variations in the Contribution made by  
Convenience Foods to Total Energy Value and Nutrient Intake, 1966-1967

	All households	Region										Type of Area				
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East/East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Energy value	431	467	474	468	433	432	396	413	409	442	446	457	399	381		
Total protein	12.6	12.8	15.0	14.4	13.0	12.9	11.8	11.5	11.4	13.4	13.2	13.2	11.4	10.3		
Animal protein	7.0	7.1	8.7	8.3	7.4	7.3	6.6	6.2	6.0	7.6	7.5	7.4	6.2	5.6		
Fat	18	21	21	21	19	19	17	18	17	19	19	20	17	16		
Carbohydrate	57	53	60	60	57	57	53	56	57	58	59	61	54	52		
Calcium	100	94	109	109	100	102	95	92	95	104	103	103	93	83		
Iron	3.2	3.4	3.6	3.3	3.2	3.1	3.0	2.9	2.9	3.3	3.3	3.3	3.0	2.7		
Vitamin A	480	489	567	539	496	504	448	386	445	522	502	497	436	342		
Thiamine	0.20	0.18	0.21	0.22	0.20	0.21	0.20	0.20	0.20	0.20	0.21	0.20	0.19	0.17		
Riboflavin	0.23	0.21	0.24	0.24	0.24	0.23	0.22	0.22	0.23	0.23	0.24	0.23	0.22	0.19		
Nicotinic acid	2.8	2.7	3.1	3.1	2.9	3.0	2.8	2.7	2.6	2.9	3.0	2.9	2.7	2.4		
Vitamin C	7	6	6	7	6	7	6	6	7	6	7	6	7	5		
Vitamin D	32	21	30	34	33	34	38	29	31	32	35	29	32	26		
<i>As a percentage of the total content of household food consumption</i>																
Energy value	17	19	18	18	16	17	15	16	16	17	17	18	15	14		
Total protein	17	17	19	19	17	17	15	16	15	18	18	18	15	13		
Animal protein	15	16	19	18	16	16	14	15	14	17	17	17	13	12		
Fat	16	19	18	17	16	16	14	15	14	15	16	16	13	12		
Carbohydrate	18	15	19	18	17	17	16	18	18	18	18	18	16	14		
Calcium	10	10	11	11	10	10	9	9	9	10	10	10	9	8		
Iron	23	24	25	23	23	23	22	21	22	24	24	24	21	19		
Vitamin A	8	11	12	11	10	11	9	8	9	11	11	10	9	7		
Thiamine	15	15	16	16	15	16	15	15	15	16	16	16	14	12		
Riboflavin	13	12	14	13	13	13	12	12	12	13	13	13	12	11		
Nicotinic acid	20	19	21	20	20	21	19	18	18	20	20	20	18	16		
Vitamin C	13	12	13	13	12	13	11	11	11	13	13	13	12	11		
Vitamin D	25	17	22	25	23	27	30	24	24	25	27	23	24	19		

(a) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 40

*Energy Value and Nutrient Content of the Household Food Consumption of  
Households of Different Social Classes, 1967*

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P. with earners (D1)	without earners (D2)	O.A.P.	
<i>Consumption per person per day</i>									
Energy value . . . . . (kcal)	2,690	2,520	2,560	2,560	2,600	2,640	2,630	2,720	2,590
Total protein . . . . . (g.)	83.3	76.0	77.8	75.1	75.4	76.4	75.6	78.0	75.8
Animal protein . . . . . (g.)	57.8	50.3	52.2	46.4	45.1	45.1	45.9	48.6	46.7
Fat . . . . . (g.)	135	122	126	118	117	117	120	126	119
Carbohydrate . . . . . (g.)	304	297	299	320	334	342	333	342	324
Calcium . . . . . (mg.)	1,130	1,090	1,100	1,040	1,020	1,000	1,050	1,070	1,040
Iron . . . . . (mg.)	15.3	13.8	14.2	13.9	14.0	14.2	13.9	13.8	14.0
Vitamin A . . . . . (i.u.)	5,460	4,920	5,040	4,650	4,600	4,450	5,180	4,700	4,670
Thiamine . . . . . (mg.)	1.38	1.27	1.30	1.29	1.30	1.32	1.29	1.33	1.30
Riboflavine . . . . . (mg.)	2.07	1.92	1.96	1.82	1.76	1.73	1.81	1.84	1.81
Nicotinic acid . . . . . (mg.)	17.2	14.9	15.5	14.9	14.9	15.1	15.0	15.6	15.1
Vitamin C . . . . . (mg.)	72	59	62	53	49	46	53	49	52
Vitamin D . . . . . (i.u.)	136	126	129	124	133	141	136	135	129
<i>As a percentage of allowances based on the British Medical Association's recommendations</i>									
Energy value . . . . .	114	110	111	107	105	109	114	116	108
Total protein . . . . .	118	110	112	105	102	105	112	120	106
Calcium . . . . .	121	117	118	110	107	105	113	119	110
Iron . . . . .	127	119	121	119	117	114	110	104	117
Vitamin A . . . . .	238	220	224	207	200	187	207	171	202
Thiamine . . . . .	148	140	142	137	131	136	140	142	136
Riboflavine . . . . .	145	137	139	126	117	117	129	129	124
Nicotinic acid . . . . .	185	165	170	158	151	156	163	167	158
Vitamin C . . . . .	334	284	296	251	227	209	243	218	244
<i>Percentage of energy value derived from protein, fat and carbohydrate</i>									
Protein . . . . .	12.4	12.1	12.2	11.7	11.6	11.6	11.5	11.5	11.7
Fat . . . . .	45.2	43.7	44.1	41.4	40.4	39.8	41.1	41.6	41.3
Carbohydrate . . . . .	42.4	44.2	43.8	46.9	48.0	48.6	47.4	47.0	47.0
Animal protein as percentage of total protein . . . . .	69.4	66.1	67.1	61.8	59.8	58.9	60.8	62.4	61.6

TABLE 41

Consumption of Nutrients per 1,000 kcal:  
Households of Different Social Classes, 1967

	Class								All house- holds
	A			B	C	D			
	A1	A2	AII			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
Total protein . . . (g.)	31.0	30.2	30.4	29.4	28.9	29.0	28.7	28.6	29.3
Animal protein . . . (g.)	21.5	20.0	20.4	18.2	17.3	17.1	17.5	17.9	18.1
Fat . . . (g.)	50	49	49	46	45	44	46	46	46
Carbohydrate . . . (g.)	113	118	117	125	128	130	126	125	125
Calcium . . . (mg.)	419	432	428	407	390	379	401	394	401
Iron . . . (mg.)	5.7	5.5	5.5	5.4	5.4	5.4	5.3	5.1	5.4
Vitamin A . . . (i.u.)	2,030	1,953	1,971	1,818	1,767	1,684	1,970	1,727	1,806
Thiamine . . . (mg.)	0.51	0.51	0.51	0.51	0.50	0.50	0.49	0.49	0.50
Riboflavin . . . (mg.)	0.77	0.76	0.76	0.71	0.67	0.66	0.69	0.68	0.70
Nicotinic acid . . . (mg.)	6.4	5.9	6.1	5.8	5.7	5.7	5.7	5.7	5.8
Vitamin C . . . (mg.)	27	24	24	21	19	17	20	18	20
Vitamin D . . . (i.u.)	51	50	50	49	51	53	52	50	50

TABLE 42

*Social Class Differences in the Contribution made by Convenience Foods to  
Total Energy Value and Nutrient Intake, 1966-1967*

	Class								All households
	A			B	C	D			
	A1	A2	A11			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
	<i>(per head per day)</i>								
Energy value . . . (kcal.)	400	424	417	438	440	430	410	371	431
Total protein . . . (g.)	10.6	11.6	11.4	12.8	13.1	12.9	11.6	10.1	12.6
Animal protein . . . (g.)	5.4	6.1	6.0	7.0	7.3	7.4	6.6	6.0	7.0
Fat . . . (g.)	16	18	17	19	19	19	18	17	18
Carbohydrate . . . (g.)	56	59	58	59	58	43	54	47	57
Calcium . . . (mg.)	93	98	97	101	101	98	96	86	100
Iron . . . (mg.)	2.9	3.0	3.0	3.3	3.3	3.1	2.7	2.2	3.2
Vitamin A . . . (i.u.)	554	485	502	489	475	480	438	349	480
Thiamine . . . (mg.)	0.20	0.20	0.20	0.21	0.20	0.20	0.18	0.16	0.20
Riboflavine . . . (mg.)	0.22	0.23	0.23	0.24	0.23	0.21	0.21	0.17	0.23
Nicotinic acid . . . (mg.)	2.6	2.7	2.7	2.9	2.9	2.8	2.6	2.2	2.8
Vitamin C . . . (mg.)	13	9	10	7	6	5	6	4	7
Vitamin D . . . (i.u.)	33	32	32	32	30	33	34	31	32
	<i>As a percentage of the total content of household food consumption</i>								
Energy value . . .	15	17	16	17	17	16	16	14	17
Total protein . . .	13	15	15	17	17	17	15	13	17
Animal protein . . .	9	12	12	15	16	17	14	13	15
Fat . . .	12	15	14	16	16	16	15	14	16
Carbohydrate . . .	19	20	19	19	17	13	17	14	18
Calcium . . .	8	9	9	10	10	10	9	8	10
Iron . . .	20	22	22	24	23	22	20	16	23
Vitamin A . . .	10	10	10	10	10	10	9	7	10
Thiamine . . .	15	16	16	16	15	15	14	12	15
Riboflavine . . .	11	12	12	13	13	12	11	9	13
Nicotinic acid . . .	16	18	18	20	19	19	17	15	20
Vitamin C . . .	18	15	16	13	12	11	11	8	13
Vitamin D . . .	24	25	25	26	23	24	25	24	25

TABLE 43

*Indices of Price of Energy and of Nutrients (a) by Social Classes, 1967*

(All households = 100)

	Class							
	A			B	C	D		O.A.P.
	A1	A2	All			excluding O.A.P.		
				with earners (D1)	without earners (D2)			
Energy value . . . . .	127	113	116	100	96	94	96	98
Total protein . . . . .	120	109	112	100	97	95	98	101
Animal protein . . . . .	107	102	103	100	100	99	100	100
Fat . . . . .	116	106	109	100	98	98	97	98
Carbohydrate . . . . .	141	120	125	100	94	91	95	98
Calcium . . . . .	122	104	109	99	98	99	96	100
Iron . . . . .	121	111	114	100	96	95	99	105
Vitamin A . . . . .	113	104	107	100	98	101	88	103
Thiamine . . . . .	125	112	115	100	96	94	99	101
Riboflavine . . . . .	116	103	106	99	99	100	98	102
Nicotinic acid . . . . .	116	110	112	100	98	96	99	100
Vitamin C . . . . .	96	96	97	98	103	109	96	111
Vitamin D . . . . .	125	112	116	103	94	88	93	99
<i>Energy value(b)</i> . . . . .	120	109	112	100	96	95	98	99

(a) Indices obtained by dividing the total money value of all the foods obtained for consumption by their total energy value and nutrient content, and expressing the results as percentages of the corresponding values for the average national diet.

(b) Indices adjusted to a constant level of food prices in all types of household, on the assumption that the prices paid for all foods by each class were the same as those paid by the "average" household.

TABLE 44  
 Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1967

	Households with one man and one woman and										Other households with		
	no other		children only				adolescents and children				adults only	adolescents but no children	one or more children with or without adolescents
	one or both aged 55 or over	both under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents and children				
Energy value	3,010	3,160	2,620	2,310	2,140	2,110	2,880	2,490	2,820	2,790	2,380		
Total protein	87.8	94.1	77.4	67.5	62.6	60.4	84.4	71.2	83.0	82.9	68.7		
Animal protein	55.6	60.0	48.3	41.8	38.0	34.1	52.0	41.2	52.8	51.1	41.2		
Fat	143	153	120	105	94	88	136	108	133	130	106		
Carbohydrate	366	374	328	292	279	287	351	329	344	344	306		
Calcium	1,160	1,200	1,080	990	930	900	1,090	980	1,110	1,040	950		
Iron	16.0	17.5	14.4	12.4	11.7	11.3	15.6	13.4	14.9	15.7	12.8		
Vitamin A	5,410	6,380	5,030	4,210	3,870	3,520	5,030	4,340	5,070	5,070	4,120		
Thiamine	1.50	1.62	1.31	1.15	1.09	1.05	1.46	1.25	1.40	1.42	1.19		
Riboflavin	2.04	2.20	1.88	1.69	1.61	1.48	1.91	1.69	1.94	1.88	1.64		
Nicotinic acid	18.0	19.6	15.3	13.0	11.9	11.2	16.9	14.0	16.6	16.8	13.4		
Vitamin C	59	70	55	46	43	37	59	47	56	57	47		
Vitamin D	156	155	131	117	106	110	143	123	139	129	120		
<i>As a percentage of allowances based on the British Medical Association's recommendations</i>													
Energy value	118	118	112	106	104	103	106	98	113	102	101		
Total protein	124	126	112	102	98	93	101	87	120	100	95		
Calcium	130	140	116	105	99	92	112	94	129	107	97		
Iron	120	140	116	116	114	111	118	107	116	117	109		
Vitamin A	196	248	222	204	200	192	203	206	190	199	189		
Thiamine	147	152	142	135	134	130	134	122	140	129	128		
Riboflavin	131	137	133	128	128	119	116	109	128	113	115		
Nicotinic acid	177	184	165	152	147	140	155	138	167	154	144		
Vitamin C	266	327	269	237	228	193	248	200	258	237	218		
<i>Percentage of energy value derived from protein, fat and carbohydrate</i>													
Protein	11.7	11.9	11.8	11.7	11.7	11.5	11.7	11.4	11.8	11.9	11.6		
Fat	42.8	43.6	41.2	40.9	39.4	37.5	42.6	39.0	42.5	42.0	40.2		
Carbohydrate	45.6	44.5	47.0	47.4	48.9	51.0	45.7	49.5	45.7	46.2	48.2		
Animal protein as a percentage of total protein	63.4	63.8	62.3	61.8	60.7	56.5	61.6	57.8	63.5	61.6	60.0		

TABLE 45  
Consumption of Nutrients per 1,000 kcal:  
Households of Different Composition, 1967

	Households with one man and one woman and										Other households with		
	no other		children only				adolescents and children				adolescents only	adolescents but no children	one or more children with or without adolescents
	one or both aged 55 or over	both under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents only	adolescents but no children	one or more children with or without adolescents		
Total protein . . . . .	29.1	29.8	29.6	29.3	29.3	28.6	29.3	28.6	29.4	29.7	28.9		
Animal protein . . . . .	18.5	19.0	18.5	18.1	17.8	16.2	18.1	16.5	18.7	18.3	17.3		
Fat . . . . .	48	48	46	45	44	42	44	43	47	47	45		
Carbohydrate . . . . .	122	119	125	126	130	136	126	132	122	123	129		
Calcium . . . . .	384	381	414	428	436	425	436	392	394	373	401		
Iron . . . . .	5.3	5.5	5.5	5.4	5.5	5.4	5.4	5.4	5.3	5.6	5.4		
Vitamin A . . . . .	1,795	2,021	1,923	1,824	1,807	1,667	1,748	1,744	1,798	1,817	1,730		
Thiamine . . . . .	0.50	0.51	0.50	0.50	0.51	0.50	0.51	0.50	0.50	0.51	0.50		
Riboflavin . . . . .	0.68	0.70	0.72	0.73	0.75	0.70	0.75	0.68	0.69	0.68	0.69		
Nicotinic acid . . . . .	6.0	6.2	5.8	5.6	5.6	5.3	5.9	5.6	5.9	6.0	5.7		
Vitamin C . . . . .	20	22	21	20	20	17	21	19	20	20	20		
Vitamin D . . . . .	52	49	50	51	49	52	50	49	49	46	51		



TABLE 46  
 Household Composition Differences in the Contribution made by  
 Convenience Foods to Total Energy Value and Nutrient Intake, 1966-1967

	Households with one man and one woman and						Other households with				
	no other		children only				adults only	adolescents but no children	adolescents and children	adolescents only	one or more children with or without adolescents
	one or both aged 55 or over	both under 55	1	2	3	4 or more					
Energy value . . . . .	430	527	471	425	393	352	483	419	417	453	412
Total protein . . . . .	11.6	15.6	14.6	12.1	11.2	10.2	14.5	12.6	11.8	13.9	12.2
Animal protein . . . . .	6.9	9.1	8.4	6.4	5.7	5.0	8.4	6.7	7.0	8.0	6.6
Fat . . . . .	20	23	20	17	16	14	21	18	19	20	17
Carbohydrate . . . . .	55	68	64	59	55	50	62	57	54	58	56
Calcium . . . . .	98	121	114	100	93	79	108	93	95	101	95
Iron . . . . .	2.6	3.7	3.6	3.3	3.1	3.0	3.5	3.2	2.7	3.3	3.2
Vitamin A . . . . .	427	653	610	488	427	357	484	446	424	529	457
Thiamine . . . . .	0.19	0.24	0.22	0.20	0.19	0.18	0.22	0.20	0.19	0.22	0.20
Riboflavin . . . . .	0.20	0.26	0.26	0.24	0.24	0.22	0.23	0.23	0.20	0.22	0.23
Nicotinic acid . . . . .	2.6	3.4	3.1	2.8	2.7	2.5	3.1	2.8	2.6	3.0	2.8
Vitamin C . . . . .	6	10	9	7	6	5	7	6	6	7	6
Vitamin D . . . . .	39	47	31	27	24	17	37	26	36	30	27
<i>As a percentage of the total content of household food consumption</i>											
Energy value . . . . .	14	17	18	18	18	17	17	17	15	16	18
Total protein . . . . .	13	17	18	15	15	15	17	16	14	17	18
Animal protein . . . . .	12	15	17	15	15	15	16	16	13	16	16
Fat . . . . .	14	15	17	17	17	16	16	16	14	16	16
Carbohydrate . . . . .	15	18	20	20	20	18	18	17	16	17	19
Calcium . . . . .	9	10	11	10	10	9	10	10	9	10	10
Iron . . . . .	17	22	26	27	27	27	27	24	19	22	25
Vitamin A . . . . .	8	10	12	11	11	10	9	10	8	10	11
Thiamine . . . . .	12	15	17	17	17	17	15	16	13	15	16
Riboflavin . . . . .	10	12	14	14	15	15	12	14	10	12	14
Nicotinic acid . . . . .	15	18	21	22	23	23	19	20	16	18	21
Vitamin C . . . . .	10	14	16	16	14	13	11	12	10	12	13
Vitamin D . . . . .	25	30	24	24	23	16	27	21	26	24	23

TABLE 47  
*Indices of Price of Energy and of Nutrients (a):  
 Households of Different Composition, 1967*  
 (All households = 100)

	Households with one man and one woman and										Other households with			
	no other					children only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both aged 55 or over	both under 55	1	2	3	4 or more	adolescents only							
Energy value	105	113	102	96	91	80	104	91	106	104	104	96		
Total protein	106	111	101	96	91	82	104	93	106	103	104	97		
Animal protein	103	107	100	96	93	90	104	99	103	103	103	100		
Fat	101	107	102	97	95	89	101	96	103	103	103	98		
Carbohydrate	108	119	102	95	87	74	107	86	109	106	106	93		
Calcium	110	119	98	90	84	76	110	93	108	112	112	96		
Iron	107	110	100	96	90	81	104	91	109	100	100	96		
Vitamin A	106	101	96	95	91	87	108	94	107	104	104	100		
Thiamine	106	111	102	96	90	81	103	91	108	103	103	96		
Riboflavin	109	113	99	92	85	80	110	94	108	108	108	97		
Nicotinic acid	103	106	102	99	95	88	103	94	105	101	101	99		
Vitamin C	108	103	97	97	91	93	102	97	109	103	103	98		
Vitamin D	101	115	102	95	92	77	105	92	108	113	113	95		
Energy value (b)	104	109	101	97	93	84	103	93	104	104	104	96		

(a) Indices obtained by dividing the total money value of all the foods obtained for consumption by their total energy value and nutrient content, and expressing the results as percentages of the corresponding values for the average national diet.

(b) Indices adjusted to a constant level of food prices in all types of household, on the assumption that the prices paid for all foods by each household type were the same as those paid by the 'average' household.

TABLE 48

*Energy Value and Nutrient Content of the Household Food Consumption of  
Households of Different Composition within Social Classes, 1967*

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value (kcal.)	A	3,100	2,630	2,250	2,090	(1,960)	2,650	2,430
	B	3,120	2,580	2,290	2,140	2,140	2,940	2,500
	C & D1	3,220	2,640	2,350	2,150	2,070	2,870	2,490
Total protein (g.)	A	95.8	80.6	68.5	62.0	(56.0)	81.7	74.3
	B	93.3	76.8	67.4	62.2	61.2	87.1	71.5
	C & D1	94.9	77.2	67.3	63.0	59.6	82.5	70.5
Animal protein (g.)	A	66.4	53.8	45.8	40.3	(37.0)	55.6	49.0
	B	59.4	48.2	41.8	37.7	34.8	54.2	42.0
	C & D1	58.6	46.9	40.4	37.5	32.7	48.5	39.1
Fat (g.)	A	163	123	108	96	(98)	133	119
	B	150	120	105	95	89	140	111
	C & D1	153	118	104	91	83	132	104
Carbohydrate (g.)	A	337	319	268	261	(227)	301	284
	B	375	319	288	277	291	355	326
	C & D1	389	339	304	286	289	361	340
Calcium (mg.)	A	1,250	1,150	1,030	950	(900)	1,140	1,080
	B	1,210	1,090	990	930	910	1,110	1,000
	C & D1	1,180	1,060	960	930	880	1,040	940
Iron (mg.)	A	17.4	14.8	12.4	11.2	(9.7)	14.4	13.5
	B	17.3	14.2	12.4	11.7	11.3	16.2	13.3
	C & D1	17.7	14.4	12.4	11.7	11.3	15.4	13.5
Vitamin A (i.u.)	A	6,730	5,540	4,620	3,820	(2,850)	4,760	4,900
	B	6,390	4,980	4,150	3,940	3,530	5,290	4,320
	C & D1	6,200	4,960	4,160	3,760	3,540	4,830	4,260
Thiamine (mg.)	A	1.55	1.32	1.16	1.04	(0.96)	1.38	1.26
	B	1.60	1.30	1.15	1.11	1.06	1.52	1.26
	C & D1	1.67	1.32	1.15	1.07	1.02	1.41	1.23
Riboflavine (mg.)	A	2.35	2.03	1.81	1.65	(1.44)	1.94	1.90
	B	2.21	1.88	1.70	1.63	1.52	1.99	1.72
	C & D1	2.15	1.86	1.65	1.57	1.44	1.80	1.62
Nicotinic acid (mg.)	A	20.0	15.7	13.4	11.6	(9.8)	15.8	14.5
	B	19.3	15.2	13.0	12.0	11.5	17.8	14.2
	C & D1	19.8	15.2	12.9	11.9	11.1	16.3	13.9
Vitamin C (mg.)	A	79	67	57	46	(37)	68	60
	B	70	56	47	47	40	63	50
	C & D1	70	52	44	40	35	53	45
Vitamin D (i.u.)	A	148	145	111	103	(84)	148	124
	B	152	120	115	100	107	137	125
	C & D1	162	140	120	112	117	149	120

Figures in brackets are based on a sample of only 18 households.

TABLE 49

*Households of Different Composition within Social Classes, 1967*  
*Comparison of Energy Value and Nutrient Content of Household Food*  
*Consumption with Allowances based on the British Medical*  
*Association's Recommendations*  
 (per cent)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value	A	123	118	108	105	(102)	108	98
	B	117	113	107	105	105	107	99
	C & D1	117	110	105	103	101	103	96
Total protein	A	136	122	107	99	(91)	110	94
	B	125	113	103	98	93	104	89
	C & D1	124	109	99	97	91	96	85
Calcium	A	147	123	111	103	(96)	126	107
	B	140	118	105	98	93	113	97
	C & D1	139	114	101	97	89	106	89
Iron	A	140	131	117	111	(99)	114	107
	B	138	125	116	114	111	122	107
	C & D1	142	125	115	114	111	115	107
Vitamin A	A	263	246	228	206	(163)	203	228
	B	247	221	201	203	193	213	207
	C & D1	240	219	200	194	191	193	201
Thiamine	A	156	151	142	133	(127)	142	127
	B	151	144	136	138	132	138	125
	C & D1	152	138	131	130	126	126	119
Riboflavine	A	154	151	142	136	(122)	131	126
	B	138	135	130	130	122	120	113
	C & D1	130	127	121	123	115	107	104
Nicotinic acid	A	202	179	164	148	(129)	162	145
	B	182	168	154	149	143	162	140
	C & D1	181	160	147	144	136	146	134
Vitamin C	A	371	327	298	248	(199)	301	253
	B	323	276	244	248	206	264	216
	C & D1	330	252	221	211	183	218	190

Percentages in brackets are based on a sample of only 18 households.

TABLE 50

Consumption of Nutrients per 1,000 kcal:  
Households of Different Composition within Social Classes, 1967

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Total protein (g.)	A	30.8	30.7	30.5	29.7	(28.6)	30.9	30.6
	B	29.9	29.7	29.4	29.1	28.6	29.6	28.6
	C & D1	29.5	29.2	28.7	29.4	28.8	28.6	28.3
Animal protein (g.)	A	21.4	20.5	20.4	19.3	(18.9)	21.0	20.2
	B	19.0	18.7	18.2	17.6	16.3	18.4	16.8
	C & D1	18.2	17.8	17.2	17.5	15.8	16.9	15.7
Fat . . (g.)	A	52	47	48	46	(50)	50	49
	B	48	47	46	44	42	48	44
	C & D1	48	45	44	43	40	46	42
Carbohydrate (g.)	A	108	121	120	125	(116)	114	117
	B	120	124	126	129	136	121	130
	C & D1	121	128	130	133	140	126	137
Calcium . (mg.)	A	403	437	459	455	(459)	430	445
	B	388	421	434	435	427	377	399
	C & D1	367	403	411	433	423	363	378
Iron . . (mg.)	A	5.6	5.6	5.5	5.4	(5.0)	5.4	5.5
	B	5.5	5.5	5.4	5.5	5.3	5.5	5.3
	C & D1	5.5	5.5	5.3	5.5	5.5	5.4	5.4
Vitamin A . (i.u.)	A	2,168	2,109	2,057	1,830	(1,459)	1,800	2,019
	B	2,044	1,930	1,812	1,841	1,651	1,798	1,727
	C & D1	1,927	1,876	1,772	1,753	1,710	1,680	1,711
Thiamine . (mg.)	A	0.50	0.50	0.52	0.50	(0.49)	0.52	0.52
	B	0.51	0.50	0.50	0.52	0.50	0.52	0.50
	C & D1	0.52	0.50	0.49	0.50	0.49	0.49	0.50
Riboflavine . (mg.)	A	0.76	0.78	0.80	0.79	(0.74)	0.73	0.78
	B	0.71	0.73	0.74	0.76	0.71	0.68	0.69
	C & D1	0.67	0.70	0.70	0.73	0.70	0.63	0.65
Nicotinic acid (mg.)	A	6.4	6.0	6.0	5.5	(5.0)	6.0	6.0
	B	6.2	5.9	5.7	5.6	5.4	6.0	5.7
	C & D1	6.2	5.8	5.5	5.5	5.3	5.7	5.6
Vitamin C . (mg.)	A	25	25	25	22	(19)	26	25
	B	22	22	21	22	18	22	20
	C & D1	22	20	19	19	17	18	18
Vitamin D . (i.u.)	A	48	55	50	50	(43)	56	51
	B	49	47	50	47	50	47	50
	C & D1	51	53	51	52	56	52	48

Figures in brackets are based on a sample of only 18 households.

## APPENDIX A

### Composition of the Sample

1. A three-stage stratified sampling scheme was again used to select the National Food Survey sample for 1967; details of this scheme are given in paragraphs 3 to 8 of Appendix G. At the first stage, 44 parliamentary constituencies were selected, the same number as in each of the four previous years; these 44 constituencies are listed in Table 1 of this Appendix in order of the standard region in which they occur. At the second stage of sampling, 866 polling districts were selected, and at the third stage, 14,799 addresses. When visited, a few of these addresses were found to be those of institutions or other establishments not eligible for inclusion in the Survey. At some other addresses which were visited, it was impossible to obtain any interview at all within the limited time available for making calls, and the number of households resident at some of these addresses has been estimated. Subject to this qualification, and after allowing for adjustments brought about by the presence of more than one household at an address, the effective number of households in the sample was 14,122. When visited, it proved impossible to obtain any contact at all within the time available with 1,955 (14 per cent) of these households; at another 1,523 (11 per cent) households, the housewife was seen but refused to give any information. A further 1,449 (10 per cent) households answered a questionnaire<sup>(1)</sup> but declined to keep a log-book<sup>(2)</sup>, while 1,055 housewives (8 per cent) who undertook to keep a log-book did not in fact complete it; finally 119 log-books were rejected at the editing stage, leaving an effective sample of 8,021 households (57 per cent) compared with 7,131 households (55 per cent) in 1966<sup>(3)(4)</sup>. Because of the limited number of first-stage units, some imbalance between types of area can be expected to occur in any one year, and in 1967 rural households were over-represented in the sample. The national averages presented in this report have been adjusted to correct the bias caused by this over-representation.

2. The average household size in the sample in 1967 was 3·07 persons compared with 3·05 in 1966 (Table 2). Although there were some small variations in average household size between the four quarters of the year in several of the types of area, the average household size in the whole sample in each of the four quarters varied only between 3·06 and 3·08 persons. In the 1967 sample, households in rural areas and conurbations were on average slightly larger and in other urban households slightly smaller than in the 1966 sample. Further details of the composition of the sample in each region and type of area are given in Tables 3, 4 and 5. The latter table also gives the social class distribution

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<sup>(1)</sup> The questionnaire relates to family composition, occupation, etc.

<sup>(2)</sup> See Appendix G, paragraph 9.

<sup>(3)</sup> A supplementary analysis carried out in 1961 indicated that at that time, the households which answered a questionnaire but declined or failed to complete a log-book (more than 20 per cent of the households drawn in the sample) were not distributed geographically or according to the Registrars-General's Social Classes in a significantly different manner from the fully participating households; they were, however, very slightly differently distributed according to family composition (they included relatively fewer large families but relatively more wholly adult households), but the difference would have increased the estimate of the national average food expenditure by less than one per cent.

<sup>(4)</sup> The fieldwork of the Survey was suspended from 5th March to 3rd April 1966 while the General Election campaign was in progress.

of the urban and rural samples, and illustrates that households in Class A form a larger proportion—and those in Class D a smaller proportion—of the community in London and in semi-rural areas than elsewhere, and that in smaller towns and rural areas pensioner households formed a greater proportion of the community than in other types of areas. The income ranges used to define social classes in 1967 are set out in paragraph 64 of the Report, together with the distribution of households obtained. Further details of the samples from each social class are given in Tables 6, 7 and 8 of this Appendix, the two latter tables also giving some details of the distribution of the sample according to household composition.

TABLE 1

Constituencies (a) Surveyed in 1967

Region (b)	Constituency (a)	Region (b)	Constituency (a)
North	The Hartlepoons *Workington (Cumberland) Blyth	East Anglia	South Norfolk (Norfolk)
Yorkshire and Humberside	†Pudsey †Leeds South East Sheffield, Park *Rother Valley (Yorkshire, West Riding)	South East	†Uxbridge †Barons Court †Kensington South †Southwark †Enfield East †Barking †Chislehurst †East Surrey Bournemouth West *Wycombe (Buckinghamshire) *Chichester (Sussex) *Folkestone and Hythe (Kent) Watford *Harwich (Essex)
North West	Preston South †Farnworth (Lancashire) *Runcorn (Cheshire) †Wallasey Blackburn *North Fylde (Lancashire)		
East Midlands	*North East Derbyshire (Derbyshire) Lincoln *Rushcliffe (Nottinghamshire)		
West Midlands	Stoke-on-Trent South (Staffordshire) *Oswestry (Shropshire) †Birmingham, Hall Green *Newcastle-under-Lyme	Wales	*Caernarvon (Caernarvonshire) Caerphilly (Glamorgan-shire)
South West	*Honiton (Devon) Bristol North East *North Somerset (Somerset)	Scotland	Dundee West *East Fife (Fife) †Glasgow, Provan *Kinross and West Perthshire (Perthshire and Kinross-shire)

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

(b) These are the standard regions as defined by the Registrars-General in mid-1965 and are listed below. The North, North West, West Midlands and South West Regions are coterminous with, respectively, the former Northern, North Western, Midland and South Western regions. The new Yorkshire and Humberside region is an amalgamation of the former East and West Ridings region and the Parts of Lindsey (excluding the County Borough of Lincoln). The new East Midlands region is the former North Midland region except that it excludes the Soke of Peterborough (which has been transferred to East Anglia region) and the Parts of Lindsey (other than Lincoln C.B.) which have been transferred to the Yorkshire and Humber-side region. The former Eastern region included the whole of the present East Anglia region (except the Soke of Peterborough) together with Bedfordshire, Essex (except the urban districts of Chigwell and Waltham Holy Cross), Hertfordshire (except the urban districts of Bushey, Cheshunt and Potters Bar, and the rural district of Elstree) and the London Borough of Havering. The new South East region comprises the former London and South Eastern region and Southern region, together with Bedfordshire and those parts of Essex and Hertfordshire previously included in the Eastern region.



**NORTH**

Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire.

**YORKSHIRE AND HUMBERSIDE**

The East and West Ridings of Yorkshire (including the City of York), and Lincolnshire (Parts of Lindsey excluding Lincoln C.B.).

**NORTH WEST**

Cheshire; Derbyshire (those areas not included in the East Midlands Region), and Lancashire.

**EAST MIDLANDS**

Derbyshire (all except Buxton M.B., Glossop M.B., New Mills U.D., Whaley Bridge U.D. and Chapel-en-le-Frith R.D., which are included in the North West Region); Leicestershire; Lincolnshire (Parts of Holland, Parts of Kesteven, and Lincoln C.B.); Northamptonshire; Nottinghamshire, and Rutland.

**WEST MIDLANDS**

Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.

**SOUTH WEST**

Cornwall (including the Isles of Scilly); Devonshire; Dorset (all except Poole M.B.); Gloucestershire; Somerset, and Wiltshire.

**EAST ANGLIA**

Cambridgeshire and the Isle of Ely; Huntingdonshire and the Soke of Peterborough; Norfolk, and Suffolk.

**SOUTH EAST**

Bedfordshire; Berkshire; Buckinghamshire; Dorset (Poole M.B. only); Essex; Hampshire (including the Isle of Wight); Hertfordshire; Kent; London (Greater London Council area); Oxfordshire; Surrey, and Sussex.

**WALES**

The whole of Wales and Monmouthshire.

**SCOTLAND**

The whole of Scotland.

TABLE 2

## Composition of the Sample, 1967

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
<b>HOUSEHOLDS IN CONURBATIONS</b>					
<b>LONDON</b>					
Households . . . . .	279	297	266	232	1,074
Persons . . . . .	844	898	801	726	3,269
Persons per household . . . . .	3·03	3·02	3·01	3·13	3·04
<b>PROVINCIAL</b>					
Households . . . . .	309	296	301	291	1,197
Persons . . . . .	965	959	936	908	3,768
Persons per household . . . . .	3·12	3·24	3·11	3·12	3·15
<b>OTHER URBAN HOUSEHOLDS</b>					
Households . . . . .	1,054	1,009	1,023	888	3,974
Persons . . . . .	3,266	3,016	3,113	2,665	12,060
Persons per household . . . . .	3·10	3·00	3·04	3·00	3·03
<b>LARGER TOWNS</b>					
Households . . . . .	642	603	631	544	2,420
Persons . . . . .	2,007	1,793	1,989	1,675	7,464
Persons per household . . . . .	3·13	2·97	3·15	3·08	3·08
<b>SMALLER TOWNS</b>					
Households . . . . .	412	406	392	344	1,554
Persons . . . . .	1,259	1,223	1,124	990	4,596
Persons per household . . . . .	3·06	3·01	2·87	2·88	2·96
<b>SEMI-RURAL HOUSEHOLDS</b>					
Households . . . . .	291	242	251	215	999
Persons . . . . .	873	778	813	695	3,159
Persons per household . . . . .	3·00	3·21	3·24	3·23	3·16
<b>RURAL HOUSEHOLDS</b>					
Households . . . . .	188	204	232	153	777
Persons . . . . .	581	625	715	483	2,404
Persons per household . . . . .	3·09	3·06	3·08	3·16	3·09
<b>ALL HOUSEHOLDS</b>					
Households . . . . .	2,121	2,048	2,073	1,779	8,021
Persons . . . . .	6,529	6,276	6,378	5,477	24,660
Persons per household . . . . .	3·08	3·06	3·08	3·08	3·07

TABLE 3  
 Composition of the Sample: Analysis by Region and Type of Area, 1967

	No. of households	No. of persons	Average no. of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1967 estimates).
Wales	441	1,370	3.11	5.5	5.6	5.1
Scotland	879	2,955	3.36	11.0	12.0	9.7
North	603	1,903	3.16	7.5	7.7	6.2
Yorkshire & Humberside	810	2,467	3.05	10.1	10.0	8.9
North West	1,140	3,332	2.92	14.2	13.5	12.6
East Midlands	529	1,615	3.05	6.6	6.5	6.2
West Midlands	740	2,242	3.03	9.2	9.1	9.5
South West	533	1,685	3.16	6.6	6.8	6.8
South East & East Anglia	2,346	7,091	3.02	29.2	28.8	35.1
<i>All households</i>	8,021	24,660	3.07	100	100	100
London conurbation	1,074	3,269	3.04	13.4	13.3	14.7
Provincial conurbations	1,197	3,768	3.15	14.9	15.3	19.8
Other urban: Larger towns	2,420	7,464	3.08	30.2	30.3	27.3
Smaller towns	1,554	4,596	2.96	19.4	18.6	16.8
Semi-rural	999	3,159	3.16	12.5	12.8	17.0
Rural	777	2,404	3.09	9.7	9.7	4.4
<i>All households</i>	8,021	24,660	3.07	100	100	100

TABLE 4  
Age and Sex Distribution of Persons in the Samples from each Region and Type of Area, 1967  
(per cent)

	All households	Region								Type of Area						
		Wales	Scotland	North	Yorks and Humberside	North West	East Midlands	West Midlands	South West	South East (a) East Anglia	London	Conurbations	Larger towns	Smaller towns	Semi-rural areas	Rural areas
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Men, 21-64	10.6	9.3	9.0	10.1	10.0	10.2	10.6	11.4	12.1	13.1	11.1	11.0	9.9	10.3	7.3	
Sedentary	11.4	10.1	10.2	13.5	12.9	13.6	12.0	10.7	10.7	11.9	12.6	11.9	11.7	10.5	7.9	
Moderately active	3.8	5.0	6.5	3.9	2.4	3.3	4.2	4.1	2.7	1.4	1.9	3.3	3.0	5.8	10.3	
Active or very active	4.4	3.7	4.8	3.4	5.0	4.0	4.1	4.7	4.8	3.5	3.5	4.1	6.0	4.3	5.5	
Men, 65 and over	16.0	16.0	16.4	14.3	14.3	19.1	14.9	17.2	15.9	14.4	14.7	15.4	16.0	18.6	18.4	
Sedentary	7.9	6.9	6.8	10.5	9.3	6.0	9.5	5.9	8.1	10.8	9.3	8.7	6.7	5.8	4.7	
Moderately active	1.2	1.7	1.3	1.3	1.3	0.9	1.3	0.9	1.1	1.0	1.2	1.2	1.1	1.2	1.7	
Active or pregnant	9.6	8.0	9.2	7.6	10.9	8.5	9.9	10.8	10.2	8.2	8.3	9.1	12.2	8.7	11.2	
Women, 60 and over	1.9	2.3	2.4	2.1	1.8	1.9	1.8	1.8	1.8	1.6	2.3	1.8	2.1	2.0	1.5	
Adolescents and children:	8.3	8.9	6.9	9.6	7.2	10.0	7.3	7.5	8.6	8.7	8.7	8.3	7.5	8.7	7.6	
Under 1	16.7	20.2	16.8	15.3	16.5	15.0	15.8	17.2	16.1	16.0	18.3	16.6	16.1	16.0	17.2	
5-14	4.1	3.9	5.1	3.9	4.1	3.7	4.2	4.0	4.1	5.1	4.1	4.2	3.7	4.2	3.0	
15-20 (female)	4.1	4.1	4.5	4.5	4.3	3.7	4.4	3.7	3.9	4.3	4.0	4.3	4.0	3.9	3.9	
15-20 (male)	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

(n) Including London, for which separate details are shown in the analysis according to type of area.

TABLE 5

*Social Class Distribution of Urban and Rural Samples, 1967*  
(per cent)

Class	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
		<i>Proportion of households</i>					
A1 . . . . .	2.6	4.0	1.6	1.9	1.8	4.8	2.8
A2 . . . . .	7.4	11.5	7.5	6.3	5.7	10.1	5.1
B . . . . .	32.0	43.7	37.5	29.9	28.1	32.7	21.4
C . . . . .	35.9	25.0	33.3	39.3	38.2	33.5	43.2
D1 (with earners) . . . . .	4.0	1.9	5.0	4.7	4.1	2.7	4.6
D2 (without earners) . . . . .	3.1	2.4	3.1	2.6	4.2	3.3	3.5
O.A.P.. . . . .	14.9	11.5	11.9	15.5	18.0	12.8	19.3
<i>All</i> . . . . .	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
No. of households . . . . .	8,021	1,074	1,197	2,420	1,554	999	777
		<i>Proportion of persons</i>					
A1 . . . . .	2.7	4.0	1.5	2.1	2.1	4.8	3.2
A2 . . . . .	8.1	12.2	8.3	6.8	6.2	10.9	6.2
B . . . . .	36.5	50.5	42.7	33.8	32.5	37.0	22.9
C . . . . .	39.3	24.4	35.1	43.6	43.0	36.2	50.3
D1 (with earners) . . . . .	3.6	1.7	4.3	4.3	3.7	2.4	4.4
D2 (without earners) . . . . .	2.0	1.4	2.3	1.8	2.7	1.7	2.4
O.A.P.. . . . .	7.7	5.9	5.7	7.6	9.8	7.0	10.6
<i>All</i> . . . . .	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
No. of persons . . . . .	24,660	3,269	3,768	7,464	4,596	3,159	2,404

TABLE 6

*Age and Sex Distribution of Persons in Households of Different  
Social Class, 1967*

(per cent)

	All house- holds	Class						O.A.P.
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	
Men, 21-64:								
Sedentary . . . . .	10·6	23·8	20·4	11·7	7·7	14·9	16·8	1·7
Moderately active . . . . .	11·4	2·8	5·5	13·3	14·9	3·0	—	0·2
Active or very active . . . . .	3·8	1·9	2·3	3·3	5·8	2·4	—	0·2
Men, 65 and over . . . . .	4·4	1·6	1·7	1·3	2·6	4·5	12·3	30·5
Women, 21-59:								
Sedentary . . . . .	16·0	24·4	22·1	17·3	14·9	16·3	22·8	3·7
Moderately active . . . . .	7·9	6·1	5·2	8·3	9·5	12·9	—	1·4
Active or pregnant . . . . .	1·2	0·6	1·3	1·2	1·5	1·1	0·4	0·2
Women, 60 and over . . . . .	9·6	3·7	4·0	3·5	6·0	10·2	24·2	60·5
Adolescents and children:								
Under 1 . . . . .	1·9	0·7	1·5	2·3	2·1	1·8	1·6	—
1-4 . . . . .	8·3	7·5	9·8	10·2	8·0	6·7	5·5	0·3
5-14 . . . . .	16·7	15·6	18·9	18·9	17·8	13·0	12·7	0·8
15-20 female . . . . .	4·1	5·7	3·8	4·1	4·7	6·4	1·8	0·3
15-20 male . . . . .	4·1	5·5	3·7	4·4	4·4	6·7	2·0	0·3
	100	100	100	100	100	100	100	100

TABLE 7  
 Composition of the Sample: Analysis by Social Class and Household Composition, 1967  
 (Households)

	Class														All households				Average number of persons per household			
	A1		A2		B		C		D				O.A.P.		No.	per cent	All persons	Adults	Children	Adolescents		
	No.	per cent	No.	per cent	No.	per cent	No.	per cent	Excluding O.A.P.		No.	per cent	No.	per cent								
									with earners (D1)	without (D2)												
<i>Households with one man and one woman and:</i>																						
no other																						
(i) older couples (one or both 55 or over)	31	15.1	69	11.6	250	9.7	468	16.2	72	22.4	78	31.2	463	38.6	1,431	17.8	2	2	—	—	—	—
(ii) younger couples (both under 55)	19	9.3	73	12.3	266	10.4	247	8.6	9	2.8	4	1.6	—	—	618	7.7	2	2	—	—	—	—
1 child	14	6.8	80	13.4	323	12.6	305	10.6	12	3.7	7	2.8	4	0.3	745	9.3	3	2	1	—	—	—
2 children	20	9.8	82	13.8	422	16.4	314	10.9	6	1.9	3	1.2	—	—	847	10.6	4	2	2	—	—	—
3 children	7	3.4	39	6.6	171	6.7	146	5.1	10	3.1	2	0.8	—	—	375	4.7	2	2	3	—	—	—
4 or more children	2	1.0	16	2.7	88	3.4	87	3.0	5	1.6	2	0.8	—	—	200	2.5	2	2	4	—	—	—
adolescents only	22	10.7	43	7.2	219	8.5	167	5.8	21	6.5	1	0.4	3	0.3	476	5.9	3	2	5	—	—	—
adolescents and children	24	11.7	37	6.2	209	8.1	238	8.3	21	6.5	3	1.2	1	0.1	533	6.6	2	2	4	—	—	—
<i>Total of above households</i>	139	67.8	439	73.8	1,948	75.8	1,972	68.4	156	48.6	100	40.0	471	39.3	5,225	65.1	3	2	1	—	—	—
<i>Other households with:</i>																						
adults only	30	14.6	72	12.1	319	12.4	504	17.5	99	30.8	112	44.8	710	59.3	1,846	23.0	1	1	—	—	—	—
adolescents but no children	11	5.4	24	4.0	99	3.9	145	5.0	24	7.5	9	3.6	5	0.4	317	4.0	3	2	—	—	—	—
one or more children with or without adolescents	25	12.2	60	10.1	204	7.9	261	9.1	42	13.1	29	11.6	12	1.0	633	7.9	4	2	1	—	—	—
<i>Total unclassified households</i>	66	32.2	156	26.2	622	24.2	910	31.6	165	51.4	150	60.0	727	60.7	2,796	34.9	2	1	—	—	—	—
<i>Total all household types</i>	205	100	595	100	2,570	100	2,882	100	321	100	250	100	1,198	100	8,021	100	3	2	—	—	—	—
<i>Average number of persons per household:</i>																						
adults	2.12	2.09	2.10	2.12	2.12	2.10	2.12	2.12	1.81	1.81	1.54	1.54	1.56	1.56	2.00	2.00	1.85	1.85	—	—	—	—
adolescents	0.37	0.25	0.30	0.31	0.30	0.30	0.31	0.31	0.36	0.36	0.08	0.08	0.01	0.01	0.25	0.25	3.44	3.44	—	—	—	—
children	0.78	1.02	1.10	0.94	1.10	1.10	0.94	0.94	0.60	0.60	0.40	0.40	0.02	0.02	0.83	0.83	2.29	2.29	—	—	—	—
<i>Total</i>	3.26	3.35	3.50	3.37	3.50	3.50	3.37	3.37	2.78	2.78	2.02	2.02	1.59	1.59	3.07	3.07	4.59	4.59	—	—	—	—

TABLE 8  
Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1967

	All households	Class										
		A			B	C	D					
		A1	A2	All			with earners (D1)	Excluding O.A.P. without earners (D2)	O.A.P.			
<i>Households of one man and one woman and:</i>												
no other (both under 55)	1.60	1.37	1.37	1.37	1.65	1.66	1.56	—	—	—	—	—
1 child	1.26	1.15	1.14	1.14	1.24	1.33	1.58	—	—	—	—	—
2 children	1.21	1.18	1.18	1.18	1.18	1.27	1.00	—	—	—	—	—
3 children	1.16	1.08	1.09	1.09	1.16	1.20	1.20	—	—	—	—	—
4 or more children	1.09	1.00	1.00	1.00	1.11	1.10	1.00	—	—	—	—	—
adolescents only	2.37	1.72	1.71	1.71	2.47	2.58	2.00	—	—	—	—	1.33
adolescents and children	2.20	1.57	1.54	1.54	2.24	2.33	2.48	—	—	—	—	1.00
no other (one or both 55 or over)	0.71	1.01	1.04	1.04	1.13	1.07	1.29	—	—	—	—	0.08
<i>Other households with:</i>												
adults only	0.88	1.44	1.44	1.44	1.63	1.52	1.21	—	—	—	—	0.10
adolescents but no children	2.39	2.08	2.09	2.09	2.60	2.59	2.00	—	—	—	—	0.80
children	1.73	1.65	1.62	1.62	1.86	1.89	1.95	—	—	—	—	0.17
<i>All households</i>	1.30	1.40	1.35	1.36	1.59	1.60	1.54	0.01	0.10	0.17	0.10	0.10



## APPENDIX B

### Tables of Consumption, Expenditure and Prices

TABLE I

*Household Food Consumption and Purchases, 1967: National Averages*  
(oz. per person per week, except where otherwise stated)

	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . . (pt.)	4·00	3·89	4·09	3·89	3·97	3·85
Welfare . . . . . (pt.)	0·73	0·78	0·72	0·72	0·74	0·72
School . . . . . (pt.)	0·20	0·19	0·13	0·20	0·18	—
<i>Total Liquid Milk</i> . . . . . (pt.)	4·92	4·86	4·93	4·82	4·89	4·57
Condensed milk . . . . . (eq. pt.)	0·16	0·17	0·20	0·18	0·18	0·18
Dried Milk						
National . . . . . (eq. pt.)	0·02	0·02	0·01	0·01	0·02	0·02
Branded . . . . . (eq. pt.)	0·11	0·09	0·08	0·11	0·10	0·10
Other milk (a) . . . . . (pt.)	0·04	0·05	0·06	0·06	0·05	0·05
Cream . . . . . (pt.)	0·03	0·03	0·04	0·03	0·03	0·03
<i>Total Milk and Cream (pt. or eq. pt.)</i> . . . . .	5·28	5·23	5·31	5·20	5·27	4·95
<b>CHEESE:</b>						
Natural . . . . .	2·90	3·03	3·03	3·03	3·00	3·00
Processed . . . . .	0·38	0·33	0·37	0·30	0·35	0·34
<i>Total Cheese</i> . . . . .	3·28	3·36	3·40	3·33	3·35	3·34
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	8·96	7·94	7·90	9·65	8·61	8·54
Mutton and lamb . . . . .	5·87	5·99	6·49	5·88	6·06	6·02
Pork . . . . .	2·58	2·17	2·03	2·38	2·29	2·28
<i>Total Carcase Meat</i> . . . . .	17·41	16·10	16·42	17·90	16·96	16·84
Other meat and meat products						
Bones . . . . .	0·20	0·12	0·18	0·21	0·18	0·18
Liver . . . . .	0·80	0·85	0·83	0·89	0·84	0·84
Offals, other than liver . . . . .	0·66	0·49	0·43	0·62	0·55	0·54
Bacon and ham, uncooked . . . . .	5·12	5·13	5·43	4·99	5·17	5·16
Bacon and ham, cooked, including canned . . . . .	0·87	0·97	1·11	0·90	0·96	0·96
Cooked chicken . . . . .	0·14	0·22	0·32	0·22	0·22	0·22
Corned meat . . . . .	0·53	0·55	0·55	0·51	0·54	0·54
Other cooked meat, not purchased in cans . . . . .	0·62	0·74	0·76	0·60	0·68	0·68
Other canned meat . . . . .	1·55	1·66	1·79	1·80	1·70	1·70
Broiler chicken, uncooked (b) . . . . .	2·69	2·73	3·06	3·09	2·89	2·87
Other poultry, uncooked, not quick-frozen . . . . .	0·63	0·40	0·56	0·71	0·58	0·54
Other poultry, uncooked, quick-frozen . . . . .	0·28	0·32	0·27	0·41	0·32	0·32
Rabbit, game and other meat . . . . .	0·18	0·11	0·06	0·17	0·13	0·12
Sausages, uncooked, pork . . . . .	2·09	2·03	2·00	2·06	2·04	2·04
Sausages, uncooked, beef . . . . .	1·49	1·44	1·35	1·55	1·46	1·46
Meat pies and sausage rolls, ready to eat . . . . .	0·69	0·62	0·80	0·64	0·69	0·69

(a) Including skimmed milk powder.

(b) Plucked roasting fowl, each less than 4 lbs. in dressed weight, or parts of any uncooked chicken.

TABLE 1—continued

(oz. per person per week, except where otherwise stated)

	1967					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
Other meat and meat products— <i>contd.</i>						
Quick-frozen meat, (other than uncooked poultry) and quick-frozen meat products	0·39	0·37	0·46	0·36	0·40	0·40
Other meat products	1·97	1·92	1·88	2·15	1·98	1·98
<b>Total Other Meat and Meat Products</b>	<b>20·90</b>	<b>20·70</b>	<b>21·84</b>	<b>21·89</b>	<b>21·33</b>	<b>21·24</b>
<b>Total Meat and Meat Products</b>	<b>38·31</b>	<b>36·80</b>	<b>38·26</b>	<b>39·79</b>	<b>38·29</b>	<b>38·08</b>
<b>FISH:</b>						
White, filleted, fresh	1·29	1·27	1·11	1·28	1·24	1·24
White, unfileted, fresh	0·80	0·85	0·81	0·97	0·86	0·84
White, uncooked, quick-frozen (c)	0·24	0·24	0·20	0·20	0·22	0·22
Herrings, filleted, fresh	0·01	0·01	0·03	...	0·01	0·01
Herrings, unfileted, fresh	0·13	0·03	0·10	0·14	0·10	0·10
Fat, fresh, other than herrings	0·09	0·13	0·15	0·10	0·12	0·10
White processed	0·28	0·31	0·29	0·31	0·30	0·30
Fat, processed, filleted	0·08	0·07	0·07	0·09	0·08	0·08
Fat, processed, unfileted	0·22	0·14	0·15	0·18	0·17	0·17
Shell	0·04	0·07	0·04	0·07	0·06	0·05
Cooked	0·95	1·09	1·25	0·96	1·06	1·06
Salmon, canned	0·44	0·58	0·68	0·51	0·55	0·55
Other canned or bottled fish	0·30	0·35	0·33	0·33	0·33	0·33
Fish products, not quick-frozen	0·16	0·16	0·21	0·16	0·17	0·17
Quick-frozen fish products, and quick-frozen fish not specified above (d)	0·55	0·54	0·52	0·49	0·52	0·52
<b>Total Fish</b>	<b>5·58</b>	<b>5·84</b>	<b>5·94</b>	<b>5·80</b>	<b>5·79</b>	<b>5·74</b>
<b>EGGS:</b>						
Eggs, hen, stamped (no.)	2·55	2·62	2·54	2·34	2·51	2·51
Eggs, shell, other (no.)	2·05	2·21	2·26	2·31	2·21	2·01
<b>Total Eggs (no.)</b>	<b>4·60</b>	<b>4·83</b>	<b>4·79</b>	<b>4·65</b>	<b>4·72</b>	<b>4·52</b>
<b>FATS:</b>						
Butter	6·16	6·12	6·14	6·33	6·19	6·18
Margarine	3·11	3·05	3·00	2·82	3·00	3·00
Lard and compound cooking fat	2·12	2·06	1·97	2·20	2·09	2·08
Suet	0·11	0·07	0·07	0·17	0·10	0·10
Vegetable and salad oils (fl. oz.)	0·42	0·34	0·37	0·37	0·38	0·38
All other fats	0·17	0·15	0·15	0·19	0·16	0·16
<b>Total Fats</b>	<b>12·08</b>	<b>11·78</b>	<b>11·68</b>	<b>12·08</b>	<b>11·92</b>	<b>11·90</b>

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.

TABLE 1—continued

(oz. per person per week, except where otherwise stated)

	1967					Purchases
	Consumption					
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	Yearly average
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	17.70	17.10	17.38	16.66	17.21	17.21
Jams, jellies and fruit curds . . . . .	1.32	1.65	1.38	1.45	1.45	1.37
Marmalade . . . . .	0.91	0.91	0.89	1.00	0.93	0.92
Syrup, treacle and honey . . . . .	0.58	0.41	0.37	0.53	0.47	0.47
<i>Total Sugar and Preserves . . . . .</i>	<i>20.50</i>	<i>20.07</i>	<i>20.02</i>	<i>19.65</i>	<i>20.06</i>	<i>19.97</i>
<b>VEGETABLES:</b>						
Old potatoes						
January-August, not pre-packed . . . . .	41.02	26.41	0.29	—	16.93	16.07
pre-packed . . . . .	12.85	7.39	0.02	—	5.06	5.06
New potatoes						
January-August, not pre-packed . . . . .	0.53	15.01	27.53	—	10.77	9.94
pre-packed . . . . .	0.11	0.57	2.84	—	0.88	0.88
Potatoes						
September-December, not pre-packed . . . . .	—	—	15.68	47.84	15.88	13.96
pre-packed . . . . .	—	—	2.54	8.32	2.72	2.71
<i>Total Fresh Potatoes . . . . .</i>	<i>54.51</i>	<i>49.38</i>	<i>48.90</i>	<i>56.15</i>	<i>52.24</i>	<i>48.62</i>
Cabbages, fresh . . . . .	3.86	5.35	4.71	4.41	4.58	3.66
Brussels sprouts, fresh . . . . .	3.99	0.03	0.30	4.34	2.16	1.84
Cauliflowers, fresh . . . . .	2.14	4.22	2.93	2.23	2.88	2.60
Leafy salads . . . . .	0.53	1.70	2.30	0.53	1.26	1.04
Peas, fresh . . . . .	0.01	0.15	3.03	0.02	0.80	0.56
Peas, quick-frozen . . . . .	0.91	1.13	0.75	0.92	0.93	0.92
Beans, fresh . . . . .	0.04	0.21	4.44	0.54	1.31	0.56
Beans, quick-frozen . . . . .	0.17	0.25	0.14	0.18	0.18	0.18
Other fresh green vegetables . . . . .	0.23	0.30	0.07	0.12	0.18	0.07
<i>Total Fresh Green Vegetables . . . . .</i>	<i>11.88</i>	<i>13.33</i>	<i>18.66</i>	<i>13.29</i>	<i>14.28</i>	<i>11.43</i>
Carrots, fresh . . . . .	3.71	2.58	2.54	3.97	3.20	2.96
Turnips and swedes, fresh . . . . .	1.84	0.58	0.56	2.00	1.24	1.07
Other root vegetables, fresh . . . . .	0.86	0.48	0.89	0.98	0.80	0.59
Onions, shallots, leeks, fresh . . . . .	3.19	2.70	2.67	3.36	2.98	2.73
Cucumbers, fresh . . . . .	0.27	0.84	0.93	0.22	0.56	0.54
Mushrooms, fresh . . . . .	0.38	0.37	0.39	0.38	0.38	0.37
Miscellaneous fresh vegetables . . . . .	0.45	0.24	1.19	0.81	0.67	0.58
Canned peas . . . . .	3.16	3.15	2.90	2.77	3.00	3.00
Canned beans . . . . .	3.70	3.55	3.28	3.43	3.49	3.49
Canned vegetables, other than pulses or potatoes . . . . .	0.90	1.01	0.79	0.86	0.89	0.89
Dried pulses, other than air-dried . . . . .	0.57	0.42	0.32	0.57	0.47	0.47
Air-dried vegetables . . . . .	0.04	0.05	0.03	0.03	0.04	0.04
Chips, excluding quick-frozen . . . . .	1.39	1.52	1.79	1.35	1.51	1.51

TABLE 1—continued

(oz. per person per week, except where otherwise stated)

	1967					
	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
<b>VEGETABLES—contd.</b>						
Other potato products, not quick-frozen . . . . .	0·44	0·48	0·42	0·55	0·47	0·47
Other vegetable products . . . . .	0·09	0·08	0·10	0·07	0·08	0·08
All quick-frozen vegetables and vegetable products, not specified above (e) . . . . .	0·14	0·24	0·19	0·16	0·18	0·18
<i>Total Other Vegetables</i> . . . . .	<i>21·13</i>	<i>18·28</i>	<i>19·00</i>	<i>21·51</i>	<i>19·96</i>	<i>18·97</i>
<i>Total Vegetables</i> . . . . .	<i>87·52</i>	<i>80·99</i>	<i>86·56</i>	<i>90·95</i>	<i>86·48</i>	<i>79·02</i>
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	4·82	4·39	2·74	2·57	3·63	3·62
Other citrus fruit . . . . .	1·68	1·43	0·94	0·81	1·22	1·21
Apples . . . . .	6·96	5·73	5·53	7·36	6·40	5·78
Pears . . . . .	0·43	0·58	0·72	0·89	0·66	0·63
Stone fruit . . . . .	0·07	0·17	1·22	0·03	0·37	0·36
Grapes . . . . .	0·28	0·20	0·32	0·56	0·34	0·34
Soft fruit, other than grapes . . . . .	0·01	0·25	2·37	0·07	0·68	0·40
Bananas . . . . .	3·08	3·56	3·73	3·12	3·37	3·37
Rhubarb . . . . .	0·47	1·57	0·63	0·01	1·67	0·20
Tomatoes . . . . .	2·20	4·14	6·41	3·49	4·06	3·80
Other fresh fruit . . . . .	0·10	0·16	0·57	0·51	0·34	0·34
<i>Total Fresh Fruit</i> . . . . .	<i>20·10</i>	<i>22·18</i>	<i>25·18</i>	<i>19·43</i>	<i>21·74</i>	<i>20·05</i>
Tomatoes, canned or bottled . . . . .	0·90	0·82	0·69	0·69	0·78	0·77
Canned peaches, pears and pineapples . . . . .	2·37	2·96	2·87	2·65	2·71	2·71
Other canned or bottled fruit . . . . .	1·94	2·12	2·46	2·13	2·16	2·11
Dried fruit and dried fruit products . . . . .	0·83	0·74	0·79	1·75	1·03	1·03
Nuts and nut products . . . . .	0·14	0·14	0·16	0·38	0·20	0·20
Fruit juices (fl. oz.) . . . . .	0·43	0·52	0·53	0·45	0·48	0·48
Welfare orange juice (fl. oz.) . . . . .	0·04	0·06	0·05	0·07	0·06	0·06
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>6·65</i>	<i>7·35</i>	<i>7·55</i>	<i>8·13</i>	<i>7·42</i>	<i>7·36</i>
<i>Total Fruit</i> . . . . .	<i>26·75</i>	<i>29·53</i>	<i>32·73</i>	<i>27·56</i>	<i>29·16</i>	<i>27·41</i>
<b>CEREALS:</b>						
Brown bread . . . . .	2·79	2·74	2·70	2·95	2·80	2·79
White bread, large loaves, unwrapped . . . . .	7·37	6·81	7·46	6·84	7·12	7·12
White bread, large loaves, wrapped . . . . .	20·92	21·77	22·37	21·27	21·58	21·56
White bread, small loaves, unwrapped . . . . .	3·67	3·71	3·27	3·43	3·52	3·52
White bread, small loaves, wrapped . . . . .	1·69	1·66	1·63	1·52	1·62	1·62
Wholewheat and wholemeal bread . . . . .	0·59	0·65	0·58	0·48	0·58	0·58
Other bread . . . . .	2·57	2·84	2·81	2·99	2·80	2·79
<i>Total Bread</i> . . . . .	<i>39·60</i>	<i>40·19</i>	<i>40·83</i>	<i>39·48</i>	<i>40·02</i>	<i>39·98</i>

(e) Including quick-frozen brussels sprouts.

TABLE 1—continued

(oz. per person per week, except where otherwise stated)

	1967					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly Average	Yearly Average
<b>CEREALS—contd.</b>						
Flour . . . . .	6.05	5.15	5.68	6.29	5.79	5.78
Buns, scones and teacakes . . . . .	1.61	1.30	1.20	1.61	1.43	1.43
Cakes and pastries . . . . .	4.15	4.72	4.72	4.86	4.61	4.60
Biscuits, other than chocolate biscuits . . . . .	4.49	4.85	4.97	4.86	4.79	4.79
Chocolate biscuits . . . . .	0.99	1.08	1.04	1.19	1.08	1.08
Oatmeal and oat products . . . . .	0.86	0.46	0.44	0.92	0.67	0.67
Breakfast cereals . . . . .	2.20	2.49	2.67	2.05	2.35	2.35
Canned milk puddings . . . . .	1.57	1.45	1.38	1.67	1.52	1.52
Other puddings . . . . .	0.29	0.21	0.24	0.54	0.32	0.32
Rice . . . . .	0.46	0.46	0.41	0.55	0.47	0.47
Invalid foods, including slim- ming foods . . . . .	0.17	0.16	0.19	0.22	0.18	0.18
Infant foods, not canned or bottled . . . . .	0.16	0.15	0.17	0.19	0.17	0.17
Cereal convenience foods, in- cluding canned, not specified above (f) . . . . .	1.48	1.37	1.35	1.43	1.41	1.41
Other cereal foods . . . . .	0.35	0.20	0.21	0.30	0.26	0.26
<b>Total Cereals</b> . . . . .	<b>64.44</b>	<b>64.27</b>	<b>65.50</b>	<b>66.16</b>	<b>65.07</b>	<b>65.01</b>
<b>BEVERAGES:</b>						
Tea . . . . .	2.79	2.72	2.67	2.64	2.70	2.70
Coffee, bean and ground . . . . .	0.13	0.09	0.09	0.10	0.10	0.10
Coffee, instant . . . . .	0.29	0.30	0.30	0.30	0.30	0.30
Coffee, essences . . . . . (fl. oz.)	0.08	0.10	0.05	0.07	0.08	0.08
Cocoa and drinking chocolate . . . . .	0.18	0.17	0.15	0.19	0.17	0.17
Branded food drinks . . . . .	0.25	0.18	0.17	0.25	0.21	0.21
<b>Total Beverages</b> . . . . .	<b>3.71</b>	<b>3.56</b>	<b>3.43</b>	<b>3.55</b>	<b>3.56</b>	<b>3.56</b>
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled . . . . .	0.55	0.65	0.87	0.75	0.70	0.70
Soups, canned . . . . .	3.59	2.72	2.47	3.63	3.10	3.10
Soups, dehydrated and powdered . . . . .	0.10	0.07	0.06	0.10	0.08	0.08
Spreads and dressings . . . . .	0.14	0.28	0.32	0.10	0.21	0.21
Pickles and sauces . . . . .	1.24	1.27	1.27	1.43	1.30	1.29
Meat and vegetable extracts . . . . .	0.17	0.13	0.13	0.15	0.14	0.14
Table jellies, squares and crystals (pt.) . . . . .	0.07	0.09	0.10	0.07	0.08	0.08
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	0.32	0.78	0.99	0.40	0.62	0.62
All quick-frozen foods not specified above . . . . .	0.08	0.08	0.08	0.05	0.07	0.07
Salt . . . . .	0.86	0.85	0.86	0.97	0.88	0.88

(f) Including cake and pudding mixes, custard powder, "instant" puddings, etc.

TABLE 2

## Household Food Expenditure, 1967: National Averages

(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . .	37·55	38·67	40·39	38·56	38·79	96
Welfare . . . . .	3·05	3·27	2·93	3·11	3·09	23
<i>Total Liquid Milk</i> . . . . .	<i>40·60</i>	<i>41·94</i>	<i>43·32</i>	<i>41·66</i>	<i>41·88</i>	
Condensed milk . . . . .	1·42	1·55	1·79	1·62	1·60	26
Dried milk						
National . . . . .	0·09	0·11	0·04	0·07	0·08	...
Branded . . . . .	0·98	0·74	0·68	0·90	0·82	3
Other milk (a) . . . . .	0·60	0·92	0·92	0·78	0·80	8
Cream . . . . .	1·91	2·01	2·58	1·78	2·07	24
<i>Total Milk and Cream</i> . . . . .	<i>45·60</i>	<i>47·27</i>	<i>49·33</i>	<i>46·81</i>	<i>47·25</i>	
<b>CHEESE:</b>						
Natural . . . . .	8·19	8·58	8·72	8·75	8·56	72
Processed . . . . .	1·38	1·28	1·43	1·15	1·31	19
<i>Total Cheese</i> . . . . .	<i>9·58</i>	<i>9·86</i>	<i>10·15</i>	<i>9·89</i>	<i>9·87</i>	
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	36·60	33·12	32·82	39·20	35·44	79
Mutton and lamb . . . . .	17·75	18·44	19·89	18·24	18·58	56
Pork . . . . .	9·51	8·18	7·86	8·94	8·62	31
<i>Total Carcase Meat</i> . . . . .	<i>63·86</i>	<i>59·74</i>	<i>60·57</i>	<i>66·38</i>	<i>62·64</i>	
Other meat and meat products						
Bones . . . . .	0·12	0·07	0·19	0·16	0·14	2
Liver . . . . .	2·87	3·15	2·99	3·30	3·08	27
Offals, other than liver . . . . .	1·54	1·27	1·07	1·49	1·34	20
Bacon and ham, uncooked . . . . .	18·69	18·30	19·61	18·20	18·70	83
Bacon and ham, cooked, including canned . . . . .	5·85	6·58	7·57	6·07	6·52	43
Cooked chicken . . . . .	0·67	0·94	1·32	0·95	0·97	4
Corned meat . . . . .	2·10	2·23	2·32	2·27	2·23	20
Other cooked meat, not purchased in cans . . . . .	3·23	3·93	3·95	3·32	3·61	31
Other canned meat . . . . .	4·37	4·75	4·99	5·02	4·78	30
Broiler chicken, uncooked (b) . . . . .	6·77	7·21	7·89	7·53	7·35	20
Other poultry, uncooked, not quick-frozen . . . . .	1·35	1·02	1·42	1·76	1·39	2
Other poultry, uncooked, quick-frozen . . . . .	0·70	0·84	0·68	1·07	0·82	1
Rabbit, game and other meat . . . . .	0·59	0·30	0·19	0·52	0·40	2
Sausages, uncooked, pork . . . . .	5·49	5·34	5·18	5·39	5·35	42
Sausages, uncooked, beef . . . . .	3·24	3·15	2·92	3·37	3·17	27
Meat pies and sausage rolls, ready to eat . . . . .	1·76	1·59	2·05	1·60	1·75	18

(a) Including skimmed milk powder.

(b) Plucked roasting fowl, each less than 4 lbs. in dressed weight, or parts of any uncooked chicken.

TABLE 2—continued  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
Other meat and meat products <i>contd.</i>						
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products . . . . .	1·61	1·56	1·87	1·44	1·62	12
Other meat products . . . . .	5·22	5·07	5·04	5·86	5·30	42
<i>Total Other Meat and Meat Products</i> . . . . .	<i>66·17</i>	<i>67·30</i>	<i>71·22</i>	<i>69·32</i>	<i>68·52</i>	
<i>Total Meat and Meat Products</i> . . . . .	<i>130·03</i>	<i>127·04</i>	<i>131·79</i>	<i>135·70</i>	<i>131·16</i>	
<b>FISH:</b>						
White, filleted, fresh . . . . .	3·94	3·70	3·27	3·87	3·70	24
White, unfileted, fresh . . . . .	2·21	2·40	2·21	2·77	2·40	15
White, uncooked, quick-frozen (c) . . . . .	0·96	0·96	0·80	0·78	0·88	6
Herrings, filleted, fresh . . . . .	0·02	0·03	0·06	0·01	0·03	...
Herrings, unfileted, fresh . . . . .	0·19	0·05	0·13	0·20	0·14	2
Fat, fresh, other than herrings . . . . .	0·25	0·48	0·36	0·24	0·33	2
White, processed . . . . .	0·78	0·85	0·77	0·89	0·82	7
Fat, processed, filleted . . . . .	0·36	0·25	0·17	0·25	0·26	2
Fat, processed, unfileted . . . . .	0·47	0·29	0·28	0·33	0·34	4
Shell . . . . .	0·20	0·43	0·32	0·35	0·32	2
Cooked . . . . .	3·11	3·63	3·98	3·23	3·49	24
Salmon, canned . . . . .	2·83	3·63	4·17	3·15	3·44	22
Other canned or bottled fish . . . . .	1·11	1·28	1·25	1·31	1·24	14
Fish products, not quick-frozen . . . . .	0·63	0·60	0·79	0·63	0·66	11
Quick-frozen fish products, and quick-frozen fish not specified above (d) . . . . .	1·95	1·83	1·80	1·73	1·83	18
<i>Total Fish</i> . . . . .	<i>19·00</i>	<i>20·39</i>	<i>20·36</i>	<i>19·73</i>	<i>19·88</i>	
<b>EGGS:</b>						
Eggs, hen, stamped . . . . .	10·39	9·01	8·53	9·37	9·32	52
Eggs, shell, other . . . . .	8·02	8·03	8·24	9·02	8·33	43
<i>Total Eggs</i> . . . . .	<i>18·41</i>	<i>17·04</i>	<i>16·77</i>	<i>18·38</i>	<i>17·65</i>	
<b>FATS:</b>						
Butter . . . . .	16·11	15·89	15·88	16·45	16·08	87
Margarine . . . . .	4·74	4·56	4·39	4·14	4·46	51
Lard and compound cooking fat . . . . .	2·55	2·43	2·20	2·42	2·40	47
Suet . . . . .	0·22	0·14	0·13	0·35	0·21	5
Vegetable and salad oils . . . . .	0·89	0·67	0·78	0·77	0·78	5
All other fats . . . . .	0·19	0·16	0·18	0·23	0·19	4
<i>Total Fats</i> . . . . .	<i>24·69</i>	<i>23·85</i>	<i>23·56</i>	<i>24·36</i>	<i>24·12</i>	

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.

TABLE 2—continued  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	9·51	9·20	9·25	9·06	9·26	82
Jams, jellies and fruit curds . . . . .	1·94	2·42	2·09	2·22	2·17	24
Marmalade . . . . .	1·18	1·17	1·22	1·34	1·23	16
Syrup, treacle and honey . . . . .	0·88	0·60	0·54	0·86	0·72	7
<i>Total Sugar and Preserves</i> . . . . .	<i>13·51</i>	<i>13·40</i>	<i>13·10</i>	<i>13·49</i>	<i>13·38</i>	
<b>VEGETABLES:</b>						
Old potatoes						(e)
January-August, not pre-packed . . . . .	9·84	7·54	0·05	—	4·36	
pre-packed . . . . .	3·61	2·33	0·01	—	1·49	
New potatoes						
January-August, not pre-packed . . . . .	0·37	9·53	8·51	—	4·60	
pre-packed . . . . .	0·06	0·32	1·07	—	0·36	
Potatoes						
September-December, not pre-packed . . . . .	—	—	3·41	9·42	3·21	
pre-packed . . . . .	—	—	0·64	2·20	0·71	
<i>Total Fresh Potatoes</i> . . . . .	<i>13·88</i>	<i>19·72</i>	<i>13·70</i>	<i>11·62</i>	<i>14·73</i>	
Cabbages, fresh . . . . .	1·64	2·70	1·55	1·33	1·80	35
Brussels sprouts, fresh . . . . .	2·10	0·02	0·25	2·52	1·22	20
Cauliflowers, fresh . . . . .	1·65	2·78	1·83	1·37	1·91	28
Leafy salads . . . . .	1·53	3·28	2·14	0·90	1·96	37
Peas, fresh . . . . .	—	0·13	1·15	—	0·32	(e)
Peas, quick-frozen . . . . .	1·92	2·37	1·55	1·93	1·94	22
Beans, fresh . . . . .	—	0·11	1·79	0·10	0·50	(e)
Beans, quick-frozen . . . . .	0·48	0·72	0·38	0·53	0·53	7
Other fresh green vegetables . . . . .	0·06	0·10	0·01	0·02	0·05	1
<i>Total Fresh Green Vegetables</i> . . . . .	<i>9·38</i>	<i>12·20</i>	<i>10·66</i>	<i>8·70</i>	<i>10·23</i>	
Carrots, fresh . . . . .	1·46	1·27	1·14	1·47	1·34	39
Turnips and swedes, fresh . . . . .	0·52	0·19	0·16	0·53	0·35	12
Other root vegetables, fresh . . . . .	0·44	0·42	0·42	0·45	0·43	12
Onions, shallots, leeks, fresh . . . . .	1·83	2·46	1·81	1·68	1·94	44
Cucumbers, fresh . . . . .	0·57	1·43	1·24	0·40	0·91	19
Mushrooms, fresh . . . . .	1·32	1·24	1·10	1·32	1·24	17
Miscellaneous fresh vegetables . . . . .	0·47	0·33	0·62	0·67	0·52	10
Canned peas . . . . .	2·56	2·60	2·39	2·35	2·48	41
Canned beans . . . . .	3·41	3·28	3·00	3·17	3·22	47
Canned vegetables, other than pulses or potatoes . . . . .	0·97	1·17	0·87	0·94	0·99	16
Dried pulses, other than air-dried . . . . .	0·76	0·60	0·51	0·80	0·67	13
Air-dried vegetables . . . . .	0·43	0·49	0·36	0·34	0·40	5
Chips, not quick-frozen . . . . .	1·64	1·85	2·34	1·78	1·90	24
Other potato products, not quick-frozen . . . . .	1·44	1·61	1·60	1·82	1·62	23

(e) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 2A below.



TABLE 2—continued  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>VEGETABLES—contd.</b>						
Other vegetable products . . . . .	0·15	0·13	0·20	0·13	0·15	3
All quick-frozen vegetables and vegetable products, not specified above (f) . . . . .	0·34	0·63	0·47	0·41	0·46	6
<i>Total Other Vegetables</i> . . . . .	<i>18·32</i>	<i>19·69</i>	<i>18·23</i>	<i>18·25</i>	<i>18·62</i>	
<i>Total Vegetables</i> . . . . .	<i>41·58</i>	<i>51·61</i>	<i>42·59</i>	<i>38·57</i>	<i>43·58</i>	
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	3·91	3·68	2·40	2·39	3·10	36
Other citrus fruit . . . . .	1·49	1·34	1·00	1·07	1·22	16
Apples . . . . .	6·88	7·32	6·37	7·39	6·99	54
Pears . . . . .	0·55	0·75	0·88	0·94	0·78	9
Stone fruit . . . . .	0·16	0·37	2·03	0·05	0·65	6
Grapes . . . . .	0·59	0·48	0·57	0·91	0·64	6
Soft fruit, other than grapes . . . . .	—	0·59	2·59	0·03	0·80	5
Bananas . . . . .	2·87	3·60	3·59	3·14	3·30	42
Rhubarb . . . . .	0·33	0·23	0·03	0·01	0·15	3
Tomatoes . . . . .	4·12	9·01	9·24	4·72	6·77	63
Other fresh fruit . . . . .	0·11	0·24	0·61	0·53	0·37	3
<i>Total Fresh Fruit</i> . . . . .	<i>21·02</i>	<i>27·60</i>	<i>29·31</i>	<i>21·18</i>	<i>24·77</i>	
Tomatoes, canned or bottled . . . . .	0·99	0·90	0·78	0·77	0·86	15
Canned peaches, pears and pineapples . . . . .	2·76	3·49	3·35	3·11	3·18	34
Other canned or bottled fruit . . . . .	2·72	3·25	3·54	3·11	3·16	30
Dried fruit and dried fruit products . . . . .	1·43	1·29	1·33	3·02	1·77	17
Nuts and nut products . . . . .	0·45	0·43	0·50	1·34	0·68	7
Fruit juices . . . . .	0·95	0·92	0·98	0·98	0·96	8
Welfare orange juice . . . . .	0·12	0·17	0·14	0·21	0·16	2
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>9·42</i>	<i>10·45</i>	<i>10·62</i>	<i>12·52</i>	<i>10·77</i>	
<i>Total Fruit</i> . . . . .	<i>30·44</i>	<i>38·05</i>	<i>39·93</i>	<i>33·70</i>	<i>35·54</i>	
<b>CEREALS:</b>						
Brown bread . . . . .	2·29	2·26	2·21	2·39	2·29	31
White bread, large loaves, unwrapped . . . . .	4·57	4·28	4·67	4·29	4·45	29
White bread, large loaves, wrapped . . . . .	13·02	13·71	14·09	13·35	13·54	57
White bread, small loaves, unwrapped . . . . .	2·81	2·81	2·53	2·64	2·70	30
White bread, small loaves, wrapped . . . . .	1·37	1·34	1·32	1·23	1·32	18

(f) Including quick-frozen brussels sprouts.

TABLE 2—continued  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>CEREALS—contd.</b>						
Wholewheat and wholemeal bread . . . . .	0·43	0·50	0·44	0·37	0·44	6
Other bread . . . . .	3·43	3·81	3·94	4·00	3·80	38
<i>Total Bread</i> . . . . .	<i>27·91</i>	<i>28·70</i>	<i>29·20</i>	<i>28·28</i>	<i>28·54</i>	
Flour . . . . .	2·96	2·54	2·81	3·01	2·83	36
Buns, scones and teacakes . . . . .	2·50	2·10	1·95	2·50	2·26	32
Cakes and pastries . . . . .	10·14	11·26	11·63	12·09	11·28	65
Biscuits, other than chocolate biscuits . . . . .	7·77	8·47	8·61	8·63	8·37	74
Chocolate biscuits . . . . .	3·12	3·39	3·25	3·77	3·38	32
Oatmeal and oat products . . . . .	0·83	0·46	0·42	0·90	0·65	9
Breakfast cereals . . . . .	4·24	5·00	5·27	4·03	4·64	41
Canned milk puddings . . . . .	1·20	1·10	1·05	1·28	1·16	19
Other puddings . . . . .	0·61	0·47	0·49	1·08	0·66	8
Rice . . . . .	0·44	0·45	0·41	0·56	0·46	9
Invalid foods, including slimming foods . . . . .	0·35	0·40	0·43	0·52	0·42	2
Infant foods, not canned or bottled . . . . .	0·42	0·43	0·49	0·54	0·47	5
Cereal convenience foods, including canned, not specified above (g) . . . . .	2·31	2·35	2·34	2·34	2·34	33
Other cereal foods . . . . .	0·40	0·24	0·26	0·35	0·31	6
<i>Total Cereals</i> . . . . .	<i>65·21</i>	<i>67·36</i>	<i>68·62</i>	<i>69·90</i>	<i>67·77</i>	
<b>BEVERAGES:</b>						
Tea . . . . .	12·91	12·57	12·40	12·16	12·51	82
Coffee, bean and ground . . . . .	0·77	0·50	0·58	0·58	0·61	4
Coffee, instant . . . . .	4·01	4·20	4·16	4·19	4·14	25
Coffee, essences . . . . .	0·29	0·35	0·19	0·28	0·28	3
Cocoa and drinking chocolate . . . . .	0·53	0·51	0·43	0·57	0·51	6
Branded food drinks . . . . .	1·09	0·79	0·70	1·06	0·91	6
<i>Total Beverages</i> . . . . .	<i>19·60</i>	<i>18·93</i>	<i>18·47</i>	<i>18·85</i>	<i>18·96</i>	
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled . . . . .	1·07	1·25	1·61	1·44	1·34	7
Soups, canned . . . . .	3·62	2·72	2·51	3·66	3·13	33
Soups, dehydrated and powdered . . . . .	0·63	0·43	0·35	0·61	0·50	6
Spreads and dressings . . . . .	0·37	0·67	0·82	0·29	0·54	7
Pickles and sauces . . . . .	2·19	2·28	2·33	2·59	2·35	26
Meat and vegetable extracts . . . . .	1·93	1·56	1·54	1·79	1·70	19
Table jellies, squares and crystals . . . . .	0·65	0·81	0·87	0·61	0·74	16

(g) Including cake and pudding mixes, custard powder, "instant" puddings, etc.

TABLE 2—continued

(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	
<i>MISCELLANEOUS—contd.</i>						
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	0·59	1·40	1·82	0·70	1·13	12
All quick-frozen foods not specified above . . . . .	0·22	0·24	0·23	0·15	0·21	3
Salt . . . . .	0·36	0·35	0·36	0·41	0·37	11
Artificial sweeteners (expendi- ture only) . . . . .	0·07	0·05	0·07	0·10	0·07	1
Miscellaneous (expenditure only) . . . . .	1·52	1·37	1·60	1·65	1·54	27
<i>Total Miscellaneous</i> . . . . .	<i>13·21</i>	<i>13·12</i>	<i>14·12</i>	<i>14·00</i>	<i>13·62</i>	
<b>TOTAL EXPENDITURE</b> . . . . .	<b>430·85</b> <i>(35s.11d)</i>	<b>447·93</b> <i>(37s.4d)</i>	<b>448·79</b> <i>(37s. 5d)</i>	<b>443·39</b> <i>(36s.11d)</i>	<b>442·74</b> <i>(36s.11d)</i>	

TABLE 2A  
 Percentage of All Households Purchasing Seasonal Types of  
 Food During Survey Week, 1967

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
CREAM . . . . .	23	25	28	22
BACON AND OTHER MEAT:				
Bacon and ham, cooked, including canned . . . . .	39	44	48	40
Sausages, uncooked, pork (a) . . . . .	44	41	40	41
FISH:				
Herrings, fresh, filleted (a) . . . . .	...	...	...	...
Herrings, fresh, unfilleted (a) . . . . .	2	1	1	2
Fat, processed, filleted (a) . . . . .	2	2	2	3
Fat, processed, unfilleted (a) . . . . .	5	3	3	4
EGGS—stamped . . . . .	55	52	52	50
—other . . . . .	40	43	44	46
VEGETABLES:				
Old potatoes				
January-August, not pre-packed . . . . .	58	44	...	—
January-August, pre-packed . . . . .	22	15	...	—
New potatoes				
January-August, not pre-packed . . . . .	4	50	51	—
January-August, pre-packed . . . . .	...	2	6	—
Potatoes				
September-December, not pre-packed . . . . .	—	—	22	62
September-December, pre-packed . . . . .	—	—	5	16
Cabbages, fresh . . . . .	33	44	31	30
Brussels sprouts, fresh . . . . .	36	...	4	43
Cauliflowers, fresh . . . . .	23	38	28	22
Leafy salads . . . . .	26	55	44	20
Peas, fresh . . . . .	—	1	16	—
Peas, quick-frozen . . . . .	21	27	19	22
Beans, fresh . . . . .	—	2	22	2
Beans, quick-frozen . . . . .	6	10	5	7
Carrots, fresh . . . . .	45	34	31	45
Onions, shallots, leeks, fresh . . . . .	44	47	42	44
Miscellaneous fresh vegetables (a) . . . . .	8	8	12	13
Canned peas . . . . .	43	43	38	40
Canned beans . . . . .	50	47	44	48
Dried pulses, other than air-dried . . . . .	15	12	11	15
Other canned vegetables . . . . .	16	19	14	16
Other quick-frozen vegetables . . . . .	4	8	6	5
FRUIT:				
Oranges, fresh . . . . .	44	41	29	28
Other citrus fruit, fresh . . . . .	20	17	13	13
Apples, fresh . . . . .	59	56	49	52
Pears, fresh . . . . .	7	9	11	12
Tomatoes, fresh . . . . .	45	73	77	55
Tomatoes, canned and bottled . . . . .	17	16	13	14
Dried fruit and dried fruit products . . . . .	16	14	14	25
Oatmeal and oat products . . . . .	12	7	6	12
Breakfast cereals . . . . .	38	44	45	37
Cocoa and drinking chocolate . . . . .	6	6	5	6
Branded food drinks . . . . .	7	5	5	7
Soups, canned . . . . .	38	29	27	38
Soups, dehydrated and powdered . . . . .	7	6	4	7
Spreads and dressings . . . . .	5	8	10	4
Meat and vegetable extracts . . . . .	21	17	17	20
Table jellies, squares and crystals . . . . .	14	17	18	14
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	7	15	18	7

(a) Excluding purchases of quick-frozen foods.

TABLE 3  
Household Food Prices (a) 1967: National Averages

	Average prices paid in 1967				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>MILK AND CREAM:</b>					
Liquid Milk					
Full price . . . . .	9·7	10·2	10·2	10·3	10·1
Welfare . . . . .	4·2	4·2	4·2	4·4	4·2
<i>Total Liquid Milk Purchased</i> . . . . .	8·8	9·2	9·3	9·3	9·2
Condensed milk . . . . .	8·8	8·9	9·0	9·0	8·9
Dried milk					
National . . . . .	4·6	5·5	5·3	5·6	5·2
Branded . . . . .	8·6	8·1	8·9	8·6	8·6
Other milk (b) . . . . .	17·4	18·4	16·6	15·6	17·0
Cream . . . . .	75·1	69·0	72·5	70·9	71·9
<b>CHEESE:</b>					
Natural . . . . .	45·2	45·3	46·0	46·1	45·6
Processed . . . . .	60·1	61·7	61·7	61·9	61·3
<b>MEAT AND MEAT PRODUCTS:</b>					
Carcase meat					
Beef and veal . . . . .	66·3	67·4	66·9	65·1	66·4
Mutton and lamb . . . . .	48·8	49·6	49·2	50·0	49·4
Pork . . . . .	59·2	60·6	62·0	60·2	60·4
Other meat and meat products					
Bones . . . . .	9·9	9·5	16·6	11·7	12·1
Liver . . . . .	58·0	59·0	57·7	59·6	58·6
Offals, other than liver . . . . .	37·9	41·5	39·6	39·1	39·4
Bacon and ham, uncooked . . . . .	58·5	57·1	57·8	58·4	57·9
Bacon and ham, cooked, including canned . . . . .	107·0	109·0	109·4	108·0	108·4
Cooked chicken . . . . .	78·1	70·3	66·6	69·3	70·0
Corned meat . . . . .	64·0	64·7	67·9	70·7	66·6
Other cooked meat, not purchased in cans . . . . .	83·0	85·4	83·7	88·0	84·9
Other canned meat . . . . .	45·1	45·7	44·6	44·6	45·0
Broiler chicken, uncooked (c) . . . . .	40·6	42·2	41·6	39·6	41·0
Other poultry, uncooked, not quick- frozen . . . . .	39·2	42·5	42·1	42·2	41·4
Other poultry, uncooked, quick-frozen . . . . .	40·4	42·2	40·7	41·5	41·3
Rabbit, game and other meat . . . . .	53·7	49·6	49·2	56·6	53·0
Sausages, uncooked, pork . . . . .	42·0	42·2	41·5	42·0	41·9
Sausages, uncooked, beef . . . . .	34·8	35·0	34·7	34·7	34·8
Meat pies and sausage rolls, ready to eat . . . . .	40·5	40·6	40·9	40·3	40·6
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat pro- ducts . . . . .	65·9	67·5	64·5	63·6	65·4
Other meat products . . . . .	42·5	42·2	43·0	43·5	42·8

(a) Pence per lb., except pence per pint of milk, cream, fruit juices, welfare orange juice, vegetable and salad oils, coffee essences and made-up jelly, pence per equivalent pint of condensed and dried milk, pence per egg.

(b) Including skimmed milk powder.

(c) Plucked roasting fowl, each less than 4 lb. in dressed weight, or parts of any uncooked chicken.

TABLE 3—continued

	Average prices paid in 1967				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>FISH:</b>					
White, filleted, fresh . . . . .	48·9	46·8	47·2	48·4	47·8
White, unfileted, fresh . . . . .	44·4	46·9	44·5	46·2	45·5
White, uncooked, quick-frozen (d) . . . . .	64·0	64·5	63·2	62·8	63·7
Herrings, filleted, fresh . . . . .	31·2	31·3	36·4	29·4	33·5
Herrings, unfileted, fresh . . . . .	23·1	28·0	21·1	23·3	23·0
Fat, fresh, other than herrings . . . . .	46·2	64·6	52·2	39·0	51·7
White, processed . . . . .	44·7	43·5	43·4	45·5	44·3
Fat, processed, filleted . . . . .	74·1	55·2	41·6	45·0	54·7
Fat, processed, unfileted . . . . .	34·2	32·5	30·2	30·4	32·1
Shell . . . . .	73·0	111·7	130·8	80·1	97·7
Cooked . . . . .	52·6	53·2	51·5	53·9	52·7
Salmon, canned . . . . .	102·3	100·3	97·9	97·9	99·5
Other canned or bottled fish . . . . .	59·3	59·2	60·1	63·4	60·4
Fish products, not quick-frozen . . . . .	65·0	58·9	60·2	63·2	61·7
Quick-frozen fish products, and quick- frozen fish not specified above (e) . . . . .	56·2	54·4	55·2	55·8	55·4
<b>EGGS:</b>					
Eggs, hen, stamped . . . . .	4·1	3·4	3·4	4·0	3·7
Eggs, shell, other . . . . .	4·4	4·0	3·9	4·3	4·1
<i>Total Eggs</i> . . . . .	<i>4·2</i>	<i>3·7</i>	<i>3·6</i>	<i>4·2</i>	<i>3·9</i>
<b>FATS:</b>					
Butter . . . . .	41·9	41·6	41·4	41·6	41·6
Margarine . . . . .	24·4	23·9	23·4	23·5	23·8
Lard and compound cooking fat . . . . .	19·2	18·9	17·9	17·7	18·4
Suet . . . . .	31·9	31·4	32·5	32·7	32·2
Vegetable and salad oils . . . . .	42·5	40·0	41·9	41·3	41·5
All other fats . . . . .	18·3	17·3	19·5	19·6	18·7
<b>SUGAR AND PRESERVES:</b>					
Sugar . . . . .	8·6	8·6	8·5	8·7	8·6
Jams, jellies and fruit curds . . . . .	25·0	24·6	25·9	26·0	25·3
Marmalade . . . . .	20·8	20·8	21·9	21·4	21·2
Syrup, treacle and honey . . . . .	24·4	23·8	23·8	26·4	24·6
<b>VEGETABLES:</b>					
Old potatoes . . . . .					
January-August, not pre-packed . . . . .	4·1	4·7	3·8	—	4·3
January-August, pre-packed . . . . .	4·5	5·0	5·5	—	4·7
New potatoes . . . . .					
January-August, not pre-packed . . . . .	11·1	10·2	5·6	—	7·4
January-August, pre-packed . . . . .	8·8	9·1	6·0	—	6·6
Potatoes . . . . .					
September-December, not pre-packed . . . . .	—	—	4·1	3·6	3·7
September-December, pre-packed . . . . .	—	—	4·1	4·2	4·2
Cabbages, fresh . . . . .	8·1	9·0	7·4	6·6	7·9
Brussels sprouts, fresh . . . . .	10·5	11·7	14·5	10·5	10·6
Cauliflowers, fresh . . . . .	13·2	11·8	11·1	11·0	11·8
Leafy salads . . . . .	46·9	33·8	21·2	29·3	30·1
Peas, fresh . . . . .	—	14·0	8·7	—	9·0
Peas, quick-frozen . . . . .	33·7	33·6	33·5	33·6	33·6
Beans, fresh . . . . .	—	11·0	14·4	15·8	14·2
Beans, quick-frozen . . . . .	46·7	46·0	44·9	46·0	46·0
Other fresh green vegetables . . . . .	10·0	10·8	12·4	13·9	10·9

(d) Excluding fish fingers, fish sticks, fish bites.

(e) Including fish fingers, fish sticks, fish bites.

TABLE 3—continued

	Average prices paid in 1967				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>VEGETABLES—Contd.</b>					
Carrots, fresh . . . . .	6·7	8·0	8·3	6·5	7·2
Turnips and swedes, fresh . . . . .	5·1	5·4	6·1	5·1	5·2
Other root vegetables, fresh . . . . .	10·0	14·5	13·1	10·5	11·7
Onions, shallots, leeks, fresh . . . . .	10·1	15·0	11·9	9·0	11·5
Cucumbers, fresh . . . . .	33·4	27·3	24·3	29·5	27·2
Mushrooms, fresh . . . . .	56·6	53·7	50·3	56·0	54·2
Miscellaneous fresh vegetables . . . . .	18·3	25·4	10·5	14·4	14·5
Canned peas . . . . .	13·0	13·2	13·2	13·6	13·2
Canned beans . . . . .	14·8	14·8	14·6	14·8	14·8
Canned vegetables, other than pulses or potatoes . . . . .	17·3	18·5	17·6	17·5	17·8
Dried pulses, other than air-dried . . . . .	21·6	22·9	25·6	22·2	22·8
Air-dried vegetables . . . . .	166·4	163·6	165·6	157·4	163·6
Chips, excluding quick-frozen . . . . .	18·8	19·5	21·1	21·2	20·2
Other potato products, not quick-frozen . . . . .	51·9	53·7	60·7	52·9	54·7
Other vegetable products . . . . .	27·0	27·3	34·0	28·2	29·3
All quick-frozen vegetables and vegetable products not specified above (f) . . . . .	39·3	42·0	40·6	42·2	41·1
<b>FRUIT:</b>					
Fresh					
Oranges . . . . .	13·0	13·4	14·0	14·9	13·6
Other citrus fruit . . . . .	14·2	15·0	17·2	21·0	16·0
Apples . . . . .	16·8	20·6	21·0	19·4	19·3
Pears . . . . .	20·5	20·6	20·4	18·5	19·9
Stone fruit . . . . .	40·0	35·4	27·3	31·7	28·9
Grapes . . . . .	33·2	37·3	28·2	26·5	30·1
Soft fruit, other than grapes . . . . .	—	53·7	29·2	39·3	31·9
Bananas . . . . .	15·0	16·2	15·4	16·1	15·6
Rhubarb . . . . .	15·2	9·8	8·2	26·7	12·2
Tomatoes . . . . .	30·0	35·0	26·0	24·0	28·7
Other fresh fruit . . . . .	19·0	23·9	17·2	16·5	17·9
Tomatoes, canned or bottled . . . . .	18·0	17·7	18·1	17·7	17·9
Canned peaches, pears and pineapples . . . . .	18·7	18·9	18·7	18·7	18·8
Other canned or bottled fruit . . . . .	23·4	24·9	23·7	23·8	24·0
Dried fruit and dried fruit products . . . . .	27·4	27·8	26·9	27·6	27·4
Nuts and nut products . . . . .	50·5	48·0	50·4	55·7	52·2
Fruit juices . . . . .	44·8	35·6	37·1	43·6	39·8
Welfare orange juice . . . . .	60·1	60·1	60·1	60·0	60·1

(f) Including quick-frozen brussels sprouts.

TABLE 3—continued

	Average prices paid in 1967				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>CEREALS:</b>					
Brown bread . . . . .	13·2	13·2	13·1	13·0	13·1
White bread, large loaves, unwrapped . . . . .	9·9	10·0	10·0	10·0	10·0
White bread, large loaves, wrapped . . . . .	10·0	10·1	10·1	10·1	10·0
White bread, small loaves, unwrapped . . . . .	12·2	12·1	12·4	12·3	12·2
White bread, small loaves, wrapped . . . . .	12·9	12·9	13·0	13·0	12·9
Wholewheat and wholemeal bread . . . . .	11·6	12·2	12·1	12·4	12·0
Other bread . . . . .	21·4	21·5	22·5	21·6	21·8
Flour . . . . .	7·8	7·9	7·9	7·7	7·8
Buns, scones and teacakes . . . . .	24·8	25·9	26·2	25·0	25·4
Cakes and pastries . . . . .	39·2	38·2	39·6	39·8	39·2
Biscuits, other than chocolate biscuits . . . . .	27·6	27·9	27·7	28·4	27·9
Chocolate biscuits . . . . .	50·4	50·1	50·2	50·9	50·4
Oatmeal and oat products . . . . .	15·5	16·0	15·5	15·7	15·7
Breakfast cereals . . . . .	30·8	32·0	31·6	31·4	31·5
Canned milk puddings . . . . .	12·2	12·1	12·1	12·3	12·2
Other puddings . . . . .	33·1	34·9	32·9	32·1	33·0
Rice . . . . .	15·4	15·7	16·0	16·5	15·9
Invalid foods, including slimming foods . . . . .	32·5	39·1	36·7	37·8	36·5
Infant foods, not canned or bottled . . . . .	43·1	44·5	45·9	45·8	44·8
Cereal convenience foods, including can- ned, not specified above (g) . . . . .	25·0	27·4	27·6	26·2	26·5
Other cereal foods . . . . .	18·3	19·0	19·5	18·8	18·8
<b>BEVERAGES:</b>					
Tea . . . . .	74·1	73·9	74·4	73·7	74·0
Coffee, bean and ground . . . . .	97·4	91·6	99·0	94·8	96·0
Coffee, instant . . . . .	223·3	221·8	220·6	221·0	221·7
Coffee, essences . . . . .	73·4	71·5	72·3	75·4	73·0
Cocoa and drinking chocolate . . . . .	47·5	48·4	46·7	48·0	47·7
Branded food drinks . . . . .	68·5	68·9	66·4	69·1	68·3
<b>MISCELLANEOUS:</b>					
Baby foods, canned or bottled . . . . .	31·2	30·6	29·6	30·5	30·4
Soups, canned . . . . .	16·1	16·0	16·3	16·1	16·1
Soups, dehydrated and powdered . . . . .	102·1	102·0	99·5	101·9	101·6
Spreads and dressings . . . . .	43·0	38·5	41·1	45·6	41·1
Pickles and sauces . . . . .	28·8	29·0	29·5	29·1	29·1
Meat and vegetable extracts . . . . .	184·5	190·0	184·2	190·5	187·1
Table jellies, squares and crystals . . . . .	8·8	8·8	8·5	8·7	8·7
Ice cream (served as part of a meal), mousse, soufflé . . . . .	29·6	28·8	29·4	28·0	29·0
All quick-frozen foods not specified above . . . . .	42·9	45·6	45·2	44·5	44·5
Salt . . . . .	6·6	6·6	6·7	6·8	6·7

(g) Including cake and pudding mixes, custard powder, "instant" puddings, etc.



**APPENDIX C**  
**TABLE 1**  
*Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption*  
*National Averages, 1967*  
 (per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A (a)		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D (a)	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	258	10.0	13.3	17.5	14.7	12.3	488	47.1	0.4	3.0	9.7	0.15	11.8	0.61	33.9	0.4	2.8	4.2	8.0	4	3.2	
Dried milk	6	0.2	0.4	0.5	0.4	0.3	11	1.1	...	0.1	0.3	...	0.3	0.02	0.8	...	0.1	0.1	0.2	5	3.5	
Other milk and cream	20	0.8	0.7	0.9	1.4	1.1	24	2.4	...	0.1	1.0	0.01	0.4	0.03	1.7	...	0.2	0.2	0.3	...	0.4	
Cheese	54	2.1	3.3	4.4	4.5	3.8	103	9.9	0.1	0.5	3.7	...	0.3	0.06	3.1	...	0.3	...	...	...	2	1.5
<i>Total Milk, Cream and Cheese</i>	<i>339</i>	<i>13.1</i>	<i>17.6</i>	<i>23.3</i>	<i>20.9</i>	<i>17.6</i>	<i>627</i>	<i>60.5</i>	<i>0.5</i>	<i>3.7</i>	<i>14.6</i>	<i>0.17</i>	<i>12.8</i>	<i>0.72</i>	<i>39.6</i>	<i>0.5</i>	<i>3.3</i>	<i>4.5</i>	<i>8.6</i>	<i>11</i>	<i>8.6</i>	
Beef and veal	87	3.4	5.4	7.1	7.3	6.1	4	0.4	1.4	9.7	0.4	0.02	1.7	0.08	4.6	1.6	10.4	...	...	...	...	
Mutton and lamb	64	2.5	3.1	4.1	5.7	4.8	3	0.3	0.4	3.1	0.2	0.03	2.3	0.04	2.1	0.9	6.0	...	...	...	...	
Pork	32	1.2	0.9	1.3	3.1	2.6	1	0.1	0.1	0.6	...	0.05	3.8	0.01	0.7	0.3	1.8	...	...	...	...	
Bacon (uncooked)	82	3.2	2.1	2.7	8.2	6.9	2	0.2	0.2	1.5	...	0.11	8.2	0.02	1.1	0.4	2.9	...	...	...	...	
Liver	5	0.2	0.6	0.8	0.3	0.2	...	...	...	...	21.8	0.01	0.9	0.10	5.7	0.5	3.0	0.5	1.0	1	0.8	
Poultry (uncooked)	15	0.6	2.2	2.9	0.7	0.6	1	0.1	0.2	1.1	...	...	0.3	0.02	1.0	0.6	4.1	...	...	...	...	
Sausages	44	1.7	1.3	1.7	3.5	2.9	3	0.3	0.2	1.3	...	0.03	2.3	0.01	0.7	0.3	1.8	...	...	...	...	
Other meat	82	3.2	4.8	6.4	6.0	5.1	5	0.5	1.1	8.0	1.1	0.06	4.8	0.07	4.0	1.1	7.5	0.2	0.4	...	0.1	
<i>Total Meat</i>	<i>411</i>	<i>15.9</i>	<i>20.4</i>	<i>27.0</i>	<i>34.8</i>	<i>29.3</i>	<i>19</i>	<i>1.9</i>	<i>4.0</i>	<i>28.7</i>	<i>23.6</i>	<i>0.32</i>	<i>24.4</i>	<i>0.36</i>	<i>19.8</i>	<i>5.7</i>	<i>37.7</i>	<i>0.7</i>	<i>1.4</i>	<i>1</i>	<i>0.9</i>	
Fat fish(c)	9	0.3	1.0	1.3	0.5	0.4	12	1.1	0.1	0.7	0.2	...	0.2	0.01	0.7	0.3	1.7	...	...	35	27.2	
Other fish(d)	21	0.8	2.7	3.6	1.0	0.8	8	0.8	0.2	1.4	0.1	0.01	0.8	0.02	1.3	0.4	2.5	...	...	1	0.9	
<i>Total Fish</i>	<i>29</i>	<i>1.1</i>	<i>3.7</i>	<i>4.9</i>	<i>1.5</i>	<i>1.2</i>	<i>20</i>	<i>1.9</i>	<i>0.3</i>	<i>2.1</i>	<i>0.3</i>	<i>0.01</i>	<i>1.1</i>	<i>0.04</i>	<i>2.0</i>	<i>0.6</i>	<i>4.2</i>	...	...	<i>36</i>	<i>28.1</i>	
Eggs	53	2.0	4.0	5.2	4.0	3.4	20	2.0	1.0	7.1	7.2	0.04	3.3	0.15	8.2	...	0.2	...	...	20	15.6	
Butter	186	7.2	0.1	0.1	20.7	17.4	4	0.3	...	0.2	16.1	...	...	...	...	...	...	...	...	15	11.6	
Margarine	93	3.6	...	...	10.3	8.7	...	...	...	0.3	7.8	...	...	...	...	...	...	...	...	38	29.7	
Other fats	98	3.8	...	...	10.9	9.2	...	...	...	...	0.1	...	...	...	...	...	...	...	...	...	...	
<i>Total Fats</i>	<i>378</i>	<i>14.6</i>	<i>0.1</i>	<i>0.1</i>	<i>42.0</i>	<i>35.3</i>	<i>4</i>	<i>0.4</i>	<i>0.1</i>	<i>0.5</i>	<i>23.9</i>	...	...	...	...	...	...	...	...	<i>54</i>	<i>41.5</i>	
Sugar and Preserves	307	11.9	...	...	...	...	3	0.3	0.1	0.9	...	...	...	...	...	...	...	...	...	...	...	...
Potatoes	122	4.7	3.2	4.2	...	...	15	1.4	1.1	8.1	...	0.17	12.7	0.11	6.2	1.7	11.5	14.8	28.3	...	...	
Cabbage, brussels sprouts and cauliflower	8	0.3	0.7	1.0	...	...	14	1.4	0.3	2.0	1.0	0.02	1.7	0.02	1.1	0.1	0.9	5.4	10.3	...	...	
Leafy salads	1	...	0.1	0.1	...	...	1	0.1	...	...	1.2	...	0.2	...	0.2	...	...	0.8	1.5	...	...	

Appendix C—continued  
(per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A (a)		Thiamine (b)		Riboflavine		Nicotinic acid		Vitamin C (b)		Vitamin D (a)		
	kcal.	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 legumes, including quick-frozen	4	0.2	0.4	0.5	—	—	2	0.2	0.1	0.9	18	0.4	0.02	1.6	0.01	0.5	0.1	0.4	0.6	1.1	—	—	
Other fresh green vegetables	...	0.1	0.1	0.1	—	—	5	0.5	0.1	0.5	12	0.3	...	0.4	...	...	0.1	0.5	0.1	0.2	—	—	
Carrots	1	0.1	0.1	0.1	—	—	3	0.3	...	0.2	654	14.0	...	0.2	...	...	...	0.3	0.6	1.0	—	—	
Other root vegetables	...	0.1	0.1	0.1	—	—	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	
Other vegetables and vegetable products(e)	52	2.0	2.3	3.1	1.2	1.1	19	1.9	0.8	5.9	171	3.7	0.04	3.0	0.03	1.8	0.4	2.8	2.3	4.5	...	...	
Total Vegetables	191	7.4	6.8	9.0	1.2	1.1	61	5.8	2.5	18.0	959	20.5	0.26	19.9	0.18	10.1	2.5	16.5	25.1	48.1	...	...	
Oranges	4	0.1	0.1	0.1	—	—	5	0.4	...	0.2	11	0.2	0.01	0.6	...	0.2	...	0.3	6.0	11.5	—	—	
Other citrus fruit	1	...	...	...	—	—	...	...	...	...	...	...	...	...	...	...	...	...	1.1	2.1	—	—	
Apples and pears	9	0.3	0.1	0.1	—	—	1	0.1	0.1	0.5	3	0.1	0.01	0.7	0.01	0.4	0.1	0.5	1.9	3.7	—	—	
Soft fruit	2	0.1	0.1	0.1	—	—	1	0.1	...	0.1	2	...	...	0.1	...	...	...	0.1	1.7	3.3	—	—	
Bananas	6	0.2	0.1	0.1	—	—	...	...	...	0.2	2	0.1	...	0.3	...	...	...	0.1	0.8	1.6	—	—	
Fresh tomatoes	2	0.1	0.2	0.2	—	—	2	0.2	0.1	0.5	165	3.5	0.01	0.6	0.01	0.3	0.1	0.4	4.1	7.9	—	—	
Other fresh fruit	1	...	...	...	—	—	2	0.2	0.1	0.1	6	0.1	...	0.1	...	...	...	0.1	0.5	0.9	—	—	
Other fruit(f)	32	1.2	0.3	0.4	0.5	0.4	7	0.7	0.3	2.0	52	1.1	0.01	0.5	0.01	0.6	0.1	0.7	4.1	7.9	—	—	
Total Fruit	56	2.2	0.9	1.1	0.5	0.4	19	1.9	0.5	3.7	242	5.2	0.04	3.0	0.03	1.9	0.4	2.5	20.3	38.9	—	—	
White bread	343	13.3	11.6	15.3	1.5	1.2	131	12.6	2.1	14.9	—	—	0.23	17.5	0.04	2.4	1.8	12.2	—	—	—	—	
Other bread	59	2.3	2.2	2.9	0.4	0.3	23	2.2	0.5	3.8	—	—	0.05	3.9	0.01	0.7	0.6	3.8	—	—	—	—	
Flour	84	3.3	2.4	3.2	0.2	0.2	32	3.1	0.5	3.4	—	—	0.06	4.4	0.01	0.5	0.4	2.6	—	—	—	—	
Cakes and pastries	90	3.5	1.5	1.9	3.3	2.8	19	1.8	0.3	2.5	46	1.0	0.02	1.8	0.02	1.2	0.2	1.3	0.1	0.1	4	3.4	
Biscuits	122	4.7	1.7	2.2	6.0	5.1	21	2.0	0.4	2.9	—	—	0.02	1.7	0.01	0.3	0.3	1.8	—	—	—	—	
Other cereals	83	3.2	1.8	2.3	1.0	0.8	20	2.0	0.6	4.4	20	0.4	0.07	5.3	0.11	5.9	0.9	5.7	—	—	—	—	
Total Cereals	782	30.2	21.1	27.9	12.4	10.5	246	23.7	4.5	31.9	65	1.4	0.45	34.6	0.20	10.9	4.1	27.4	0.1	0.2	7	5.2	
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other beverages	8	0.3	0.4	0.5	0.2	0.2	4	0.4	0.2	1.2	3	0.1	...	0.2	0.01	0.4	0.1	0.5	—	—	—	—	
Total Beverages	8	0.3	0.4	0.5	0.2	0.2	4	0.4	0.2	1.2	3	0.1	...	0.2	0.11	5.9	0.7	4.8	—	—	—	—	
Other foods(g)	33	1.3	0.8	1.0	1.2	1.0	13	1.3	0.3	2.4	149	3.2	0.01	0.8	0.03	1.6	0.5	3.2	0.7	1.3	...	0.1	
TOTAL ALL FOODS	2,586	100	75.8	100	118.7	100	1,037	100	14.0	100	4,671	100	1.30	100	1.81	100	15.1	100	52.1	100	129	100	

(a) Welfare fish liver oil and vitamin A and D tablets excluded.  
 (b) Cooking losses have been taken into account; the intake figures for thiamine allow for a loss of 15 per cent overall, and those for vitamin C from fresh green vegetables and other vegetables for losses of 75 and 50 per cent respectively.  
 (c) Includes canned salmon and other canned fish, excludes quick-frozen fat fish.  
 (d) Includes quick-frozen fat fish.  
 (e) Including chips and crisps.  
 (f) Including welfare orange juice.  
 (g) Spreads and dressings, soups and extracts, pickles and sauces, baby foods (canned or bottled) table jellies, salt and ice-cream (served as part of a meal).

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**APPENDIX D**  
*Household Food Consumption according to Region and Type of Area, 1967(a)*  
 (oz. per person per week except where otherwise stated)

	All household	Region										Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (5)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
<b>MILK AND CREAM:</b>																	
Liquid milk	3.97	3.78	3.21	3.39	4.16	3.94	4.19	4.48	4.24	4.19	3.65	3.84	3.90	4.24	4.57		
Full price	0.74	0.80	0.66	0.85	0.64	0.87	0.64	0.64	0.73	0.73	0.83	0.73	0.70	0.74	0.51		
Welfare	0.18	0.19	0.21	0.17	0.17	0.17	0.17	0.18	0.18	0.19	0.20	0.18	0.18	0.18	0.12		
School																	
Total Liquid Milk	4.89	4.77	4.08	4.41	4.97	4.98	5.01	5.30	5.15	5.11	4.68	4.75	4.78	5.16	5.20		
Condensed milk	0.18	0.12	0.23	0.18	0.18	0.16	0.17	0.16	0.21	0.17	0.16	0.17	0.22	0.17	0.23		
Dried milk	0.02	0.02	0.02	0.04	0.01	0.01	0.01	0.01	0.02	0.06	0.02	0.01	0.02	0.01	0.02		
National	0.10	0.14	0.16	0.10	0.10	0.09	0.08	0.08	0.08	0.06	0.11	0.09	0.14	0.09	0.09		
Branded	0.05	0.02	0.05	0.06	0.04	0.03	0.04	0.07	0.06	0.05	0.04	0.05	0.05	0.06	0.06		
Other milk	0.03	0.02	0.02	0.02	0.03	0.03	0.03	0.04	0.04	0.04	0.04	0.03	0.03	0.03	0.03		
Cream																	
Total Milk and Cream (pt. or eq. pt.)	5.27	5.09	4.56	4.81	5.33	5.29	5.34	5.65	5.56	5.43	5.05	5.10	5.24	5.52	5.63		
<b>CHEESE:</b>																	
Natural	3.00	2.49	2.01	2.40	2.50	2.85	4.42	3.83	3.44	3.29	2.44	3.02	2.80	3.57	2.98		
Processed	0.35	0.46	0.30	0.38	0.36	0.38	0.34	0.25	0.32	0.31	0.36	0.31	0.36	0.38	0.44		
Total Cheese	3.35	2.95	2.31	2.78	2.86	3.23	4.76	4.08	3.76	3.60	2.80	3.33	3.16	3.95	3.42		
<b>MEAT AND MEAT PRODUCTS:</b>																	
Carcass meat	8.61	9.98	8.37	8.98	9.08	7.86	7.87	8.34	8.32	8.77	8.58	8.17	7.93	9.66	9.43		
Beef and veal	6.06	2.59	4.41	4.84	7.30	5.30	6.61	6.03	7.32	8.31	5.69	5.68	5.74	5.82	4.61		
Mutton and lamb	2.29	0.96	2.08	2.63	1.58	2.41	2.58	2.91	2.92	2.84	1.88	2.14	2.48	2.36	2.14		
Pork																	
Total Carcass Meat	16.96	13.53	14.86	16.45	17.96	15.57	17.06	17.28	18.56	19.92	16.15	15.99	16.15	17.84	16.18		

Appendix D—continued

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

	All households	Region								Type of Area							
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
MEAT AND MEAT PRODUCTS—contd.																	
Other meat	0.18	0.37	0.18	0.15	0.26	0.08	0.10	0.15	0.13	0.14	0.35	0.13	0.11	0.16	0.19		
Bones	0.81	0.67	0.80	0.91	0.72	0.73	0.83	0.85	0.97	0.95	0.80	0.82	0.94	0.79	0.67		
Liver	0.55	0.29	0.32	0.67	0.73	0.46	0.49	0.74	0.59	0.68	0.54	0.56	0.49	0.55	0.34		
Offals, other than liver	5.17	3.77	5.77	5.42	5.78	5.81	6.44	4.80	4.68	4.80	4.96	5.32	5.13	5.56	5.06		
Bacon and ham, uncooked																	
Bacon and ham, cooked, including canned	0.96	0.78	0.86	1.10	0.98	1.00	1.13	1.02	0.93	1.10	1.02	1.01	0.86	0.85	0.81		
Cooked chicken	0.22	0.29	0.34	0.23	0.40	0.28	0.21	0.12	0.09	0.13	0.24	0.25	0.20	0.27	0.14		
Corned meat	0.54	0.74	0.81	0.51	0.48	0.55	0.47	0.44	0.43	0.45	0.56	0.64	0.54	0.43	0.52		
Other cooked meat, not canned	0.68	1.04	0.73	0.76	0.68	0.79	0.76	0.53	0.52	0.60	0.73	0.77	0.66	0.57	0.64		
Other canned meat	1.70	1.34	3.25	2.32	1.71	1.87	1.90	1.45	1.09	1.01	1.71	1.90	2.04	1.76	1.27		
Broiler chicken, uncooked	2.89	1.78	1.80	2.28	3.20	2.38	3.12	2.94	3.55	4.14	2.56	2.92	2.49	2.72	2.24		
Other poultry, uncooked, not quick-frozen	0.58	0.50	0.41	0.28	0.70	0.16	0.90	0.68	0.72	0.46	0.70	0.54	0.38	0.64	1.09		
Other poultry, uncooked, quick-frozen	0.32	0.12	0.46	0.25	0.23	0.13	0.38	0.20	0.53	0.56	0.26	0.25	0.38	0.20	0.45		
Rabbit, game and other meat	0.13	0.04	0.16	0.25	0.10	0.17	0.07	0.05	0.14	0.17	0.12	0.12	0.12	0.17	0.05		
Sausages, uncooked, pork	2.04	2.17	1.56	1.39	1.62	2.16	2.49	1.90	2.84	2.79	1.46	1.81	2.16	2.26	2.38		
Sausages, uncooked, beef	1.46	3.26	1.70	1.84	1.13	0.91	0.62	1.38	1.13	1.26	2.28	1.37	1.29	0.98	1.45		
Meat pies and sausage rolls, ready to eat	0.69	0.56	0.69	1.00	0.40	1.26	0.74	0.55	0.68	0.66	0.68	0.59	0.80	0.80	0.60		
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0.40	0.16	0.24	0.34	0.44	0.38	0.42	0.41	0.47	0.52	0.36	0.42	0.39	0.36	0.19		
Other meat products	1.98	3.64	3.70	1.64	2.74	1.36	1.16	1.29	1.30	1.33	2.46	2.16	2.34	1.35	1.90		
<b>Total Other Meat and Meat Products</b>	<b>21.33</b>	<b>20.60</b>	<b>23.78</b>	<b>21.34</b>	<b>22.30</b>	<b>20.48</b>	<b>22.23</b>	<b>19.50</b>	<b>20.79</b>	<b>21.75</b>	<b>21.79</b>	<b>21.58</b>	<b>21.32</b>	<b>20.42</b>	<b>19.99</b>		
<b>Total Meat and Meat Products</b>	<b>38.29</b>	<b>37.03</b>	<b>38.64</b>	<b>37.79</b>	<b>40.26</b>	<b>36.05</b>	<b>39.29</b>	<b>36.78</b>	<b>39.35</b>	<b>41.67</b>	<b>37.94</b>	<b>37.57</b>	<b>37.47</b>	<b>38.26</b>	<b>36.17</b>		
FISH:																	
White, filleted, fresh	1.24	2.38	1.24	1.22	1.34	1.24	0.90	0.66	1.08	0.96	1.61	1.18	1.23	1.19	1.14		
White, unfileted, fresh	0.86	0.48	1.27	1.00	1.12	0.58	0.62	0.78	0.78	0.82	0.66	0.96	1.12	0.70	0.83		
White, uncooked, quick-frozen	0.22	0.41	0.14	0.16	0.19	0.24	0.33	0.25	0.28	0.29	0.14	0.22	0.22	0.27	0.20		
Herrings, filleted, fresh	0.01	0.05	0.01	0.01	0.01	0.02	—	—	—	0.01	0.04	—	0.02	0.01	0.02		

Appendix D—continued

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

	All households	Region										Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
<i>FISH—contd.</i>																	
Herrings, unfileted, fresh . . .	0.10	0.08	0.05	0.04	0.06	0.04	0.07	0.06	0.16	0.19	0.13	0.08	0.07	0.12	0.10	0.15	
Fat, fresh, other than herrings . . .	0.12	0.10	0.07	0.13	0.04	0.04	0.08	0.08	0.35	0.14	0.13	0.06	0.08	0.16	0.17	0.14	
White, processed . . .	0.30	0.23	0.44	0.18	0.29	0.18	0.18	0.18	0.18	0.38	0.43	0.26	0.25	0.29	0.33	0.28	
Fat, processed, fileted . . .	0.08	0.05	0.06	0.10	0.12	0.06	0.06	0.06	0.10	0.08	0.07	0.08	0.08	0.09	0.08	0.03	
Fat, processed, unfileted . . .	0.17	0.14	0.18	0.13	0.08	0.12	0.05	0.05	0.14	0.26	0.33	0.12	0.12	0.17	0.12	0.14	
Shell . . .	0.06	0.02	0.06	0.07	0.08	0.06	0.02	0.02	0.04	0.08	0.09	0.04	0.06	0.04	0.04	0.05	
Cooked . . .	1.06	0.64	0.30	0.99	2.53	1.36	0.90	0.90	0.76	0.86	0.95	1.56	0.92	1.29	0.69	0.50	
Salmon, canned . . .	0.55	0.72	0.36	0.62	0.64	0.38	0.90	0.90	0.42	0.42	0.44	0.56	0.72	0.54	0.44	0.44	
Other canned or bottled . . .	0.33	0.34	0.15	0.28	0.32	0.34	0.30	0.30	0.36	0.44	0.46	0.25	0.28	0.32	0.41	0.32	
Fish products not quick-frozen . . .	0.17	0.11	0.12	0.14	0.42	0.29	0.09	0.09	0.10	0.08	0.08	0.23	0.16	0.26	0.13	0.09	
Quick-frozen fish products and quick-frozen fish, not specified above . . .	0.52	0.66	0.32	0.48	0.53	0.50	0.46	0.60	0.60	0.61	0.67	0.44	0.50	0.52	0.59	0.45	
<i>Total Fish . . .</i>	5.79	5.66	4.98	5.84	7.50	5.79	4.69	4.92	4.92	5.68	5.86	6.13	5.65	6.30	5.37	4.78	
<i>EGGS:</i>																	
Eggs, hen, stamped . . . (No.)	2.51	1.30	2.75	1.64	2.72	2.10	1.72	2.06	2.06	3.01	3.79	3.09	2.48	2.33	1.39	0.90	
Eggs, shell, other . . . (No.)	2.21	3.66	2.32	2.83	2.01	2.56	2.77	2.57	2.57	1.64	0.94	1.59	2.01	2.50	3.45	4.42	
<i>Total Eggs . . . (No.)</i>	4.72	4.96	5.07	4.47	4.73	4.66	4.49	4.63	4.63	4.65	4.73	4.68	4.49	4.83	4.84	5.32	
<i>Total Eggs Purchased . . . (No.)</i>	4.52	4.43	4.61	4.32	4.68	4.57	4.19	4.15	4.15	4.44	4.71	4.66	4.44	4.68	4.36	3.84	
<i>FATS:</i>																	
Butter . . .	6.19	9.43	4.79	5.98	5.20	6.42	6.53	7.37	7.37	6.46	6.62	5.60	6.02	5.97	6.74	7.05	
Margarine . . .	3.00	2.18	3.80	4.12	3.64	2.78	3.00	1.89	1.89	2.28	1.95	3.42	3.28	2.83	2.97	3.46	
Lard and compound cooking fat . . .	2.09	2.47	1.16	2.08	2.78	2.92	2.08	1.63	1.63	1.90	1.78	1.94	2.21	2.20	2.33	1.71	
Suet . . .	0.10	0.08	0.05	0.16	0.11	0.08	0.02	0.11	0.11	0.18	0.16	0.05	0.08	0.15	0.11	0.13	
Vegetable and salad oils . . .	0.38	0.58	0.35	0.29	0.24	0.39	0.32	0.28	0.28	0.48	0.59	0.34	0.31	0.38	0.34	0.26	
All other fats . . .	0.16	0.12	0.29	0.14	0.20	0.16	0.09	0.22	0.22	0.11	0.11	0.16	0.19	0.18	0.15	0.25	
<i>Total Fats . . .</i>	11.92	14.86	10.44	12.62	12.17	12.75	12.04	11.50	11.50	11.41	11.21	11.51	12.09	11.71	12.64	12.86	
<i>SUGAR AND PRESERVES:</i>																	
Sugar . . .	17.21	18.80	16.08	19.81	16.48	17.70	19.93	17.34	17.34	16.54	15.86	16.38	17.78	17.02	17.92	19.97	
Jams, jellies and fruit curds . . .	1.45	1.42	2.01	1.32	1.46	1.41	1.39	1.43	1.43	1.30	1.18	1.55	1.42	1.49	1.50	1.77	
Marmalade . . .	0.93	1.14	0.92	0.90	0.74	0.94	1.00	1.10	1.10	1.00	0.98	0.84	0.84	0.99	0.96	1.24	
Syrup, treacle and honey . . .	0.47	0.49	0.87	0.44	0.45	0.59	0.36	0.42	0.42	0.48	0.30	0.32	0.47	0.52	0.66	0.95	
<i>Total Sugar and Preserves . . .</i>	20.06	21.85	19.88	22.47	19.13	20.64	22.68	20.29	20.29	19.32	18.32	19.09	20.51	20.02	21.04	23.93	

Appendix D—continued  
(oz. per person per week except where otherwise stated)

	All households	Region										Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
VEGETABLES:																	
Old potatoes	16.93	19.64	16.31	17.29	17.28	18.73	15.23	21.72	14.92	15.17	15.76	17.31	17.30	18.42	18.68		
January–August, not pre-packed	5.06	6.83	7.44	4.99	5.56	3.36	7.88	1.32	3.52	3.67	7.07	5.77	4.80	3.59	3.13		
January–August, pre-packed																	
New potatoes	10.77	11.27	7.03	12.19	11.20	11.68	8.90	11.10	10.55	11.50	10.33	11.11	11.08	10.59	7.80		
January–August, not pre-packed	0.88	0.17	3.80	0.56	0.38	—	0.93	0.05	0.53	0.41	2.36	0.79	0.52	0.08	0.79		
January–August, pre-packed																	
September–December, not pre-packed	15.88	21.24	11.64	15.75	16.61	15.16	18.91	17.52	14.25	14.29	14.48	14.66	15.09	20.93	18.66		
September–December, pre-packed	2.72	4.48	3.84	2.46	2.72	1.94	3.60	1.00	2.44	2.63	3.36	3.04	2.75	1.94	0.94		
Total Potatoes	52.24	63.63	50.05	53.24	53.75	50.87	55.45	52.71	46.21	47.67	53.36	52.68	51.54	55.55	50.00		
Total Potatoes purchased	48.62	56.36	41.42	52.20	52.45	48.01	51.78	43.06	42.00	46.54	52.76	50.93	47.77	47.61	30.76		
Cabbages	4.58	4.30	2.36	4.64	2.69	4.39	3.70	6.76	6.20	6.50	3.17	4.23	4.48	5.49	3.68		
Brussels sprouts, fresh	2.16	1.00	0.88	2.25	1.64	2.72	2.04	2.91	2.98	2.74	1.70	1.87	2.54	2.47	1.54		
Cauliflower, fresh	2.88	2.93	1.49	3.28	2.75	3.69	3.09	4.30	2.84	2.29	2.60	2.77	3.04	3.76	2.78		
Leafy salads	1.26	0.89	0.67	1.29	1.08	1.62	1.20	1.35	1.61	1.56	1.07	1.18	1.17	1.53	0.98		
Peas, fresh	0.80	0.67	0.32	0.80	0.43	1.42	0.66	1.10	1.13	1.07	0.48	0.54	0.87	1.23	0.97		
Peas, quick-frozen	0.93	0.77	0.15	0.21	0.76	0.97	0.85	1.31	1.54	1.93	0.56	0.82	0.68	1.04	0.39		
Beans, fresh	1.31	1.37	0.08	0.24	0.60	1.52	1.46	3.51	2.20	1.46	0.34	1.08	1.49	2.39	1.60		
Beans, quick-frozen	0.18	0.23	0.03	0.15	0.10	0.20	0.16	0.16	0.31	0.41	0.10	0.18	0.15	0.16	0.05		
Other fresh green vegetables	0.18	0.02	0.06	0.04	0.02	0.16	0.16	0.43	0.39	0.30	0.02	0.10	0.18	0.37	0.34		
Total Fresh Green Vegetables	14.28	12.18	6.06	13.81	9.57	16.69	13.32	21.83	19.20	18.26	10.04	12.77	14.60	18.44	12.33		
Carrots, fresh	3.20	6.10	2.97	3.15	4.70	2.61	4.23	2.40	2.51	2.48	3.59	3.24	3.03	2.99	4.95		
Turnips and swedes, fresh	1.24	1.56	1.97	1.44	0.95	0.58	0.77	0.88	0.72	0.61	1.76	1.18	1.68	0.92	1.04		
Other root vegetables, fresh	0.80	0.65	0.15	0.42	0.48	0.86	0.94	1.04	1.39	1.42	0.37	0.71	0.84	0.88	0.75		
Onions, shallots, leeks, fresh	2.98	3.05	2.83	3.44	3.84	2.85	3.05	2.51	2.44	2.47	3.38	3.05	3.05	2.79	2.89		
Cucumbers, fresh	0.56	0.53	0.12	0.44	0.26	0.67	0.51	0.33	0.96	1.03	0.32	0.48	0.58	0.62	0.42		
Mushrooms, fresh	0.38	0.30	0.14	0.38	0.38	0.36	0.42	0.33	0.48	0.52	0.32	0.34	0.34	0.44	0.31		
Miscellaneous fresh vegetables	0.67	0.22	0.10	0.58	0.49	0.51	0.65	0.60	1.22	1.17	0.51	0.48	0.64	0.44	0.30		
Canned peas	3.00	2.73	2.28	3.36	3.48	2.63	3.06	2.40	2.61	2.64	3.57	3.04	3.35	2.40	2.24		
Canned beans	3.49	3.56	3.48	4.38	3.08	3.24	3.18	2.82	3.36	3.45	4.17	3.49	3.36	3.06	2.70		
Canned vegetables, other than pulses or potatoes	0.89	0.73	0.53	1.22	0.98	0.76	0.84	0.65	0.87	0.88	1.09	0.84	0.96	0.80	0.47		
Dried pulses, other than air-dried	0.47	0.74	1.21	0.41	0.62	0.48	0.28	0.14	0.12	0.14	0.57	0.60	0.53	0.32	0.64		
Air-dried vegetables	0.04	0.06	0.05	0.04	0.02	0.04	0.04	0.03	0.05	0.04	0.04	0.04	0.04	0.04	0.06		

Appendix D—continued

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

	Region										Type of Area					
	All house-holds	Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provin-cial	Larger towns	Smaller towns		
<b>VEGETABLES—contd</b>																
Chips, excluding quick-frozen	1.51	1.18	0.63	2.11	3.09	1.88	1.72	1.43	0.97	1.05	1.01	2.12	1.63	1.85	0.95	0.63
Other potato products, not quick-frozen	0.47	0.33	0.64	0.54	0.41	0.56	0.48	0.43	0.40	0.40	0.41	0.57	0.51	0.47	0.41	0.30
Other vegetable products	0.08	0.04	0.06	0.26	0.06	0.08	0.04	0.04	0.04	0.10	0.12	0.06	0.10	0.11	0.05	0.02
All quick-frozen vegetables and vegetable products, not specified above	0.18	0.16	0.17	0.11	0.19	0.19	0.14	0.20	0.14	0.21	0.23	0.18	0.18	0.14	0.18	0.15
<i>Total Other Vegetables and Vegetable Products</i>	19.96	21.94	17.33	24.53	22.97	21.99	17.97	20.07	16.07	18.49	18.62	22.62	19.91	20.97	17.65	18.07
<i>Total Vegetables</i>	86.48	97.75	73.45	94.13	90.02	85.31	85.53	88.84	90.61	83.90	84.55	86.02	85.36	87.11	91.64	80.40
<b>FRUIT:</b>																
<i>Fresh:</i>																
Oranges	3.63	3.75	3.25	3.58	3.64	3.45	2.49	3.87	2.83	4.02	4.36	3.91	3.37	3.34	3.50	3.13
Other citrus fruit	1.22	1.28	0.84	1.13	1.06	1.13	1.04	1.31	1.12	1.48	1.56	1.14	1.16	1.10	1.22	1.16
Apples	6.40	5.73	4.22	4.40	5.58	6.19	5.69	6.42	7.84	7.84	8.28	5.43	5.83	5.94	7.43	5.64
Pears	0.66	0.67	0.42	0.66	0.69	0.64	0.48	0.58	0.46	0.83	0.90	0.55	0.64	0.73	0.57	0.48
Stone fruit	0.37	0.24	0.12	0.19	0.28	0.31	0.31	0.29	0.55	0.58	0.65	0.25	0.32	0.28	0.46	0.28
Grapes	0.34	0.41	0.28	0.31	0.40	0.25	0.27	0.22	0.26	0.44	0.50	0.31	0.32	0.34	0.32	0.27
Soft fruit, other than grapes	0.68	0.24	0.64	0.46	0.62	0.46	0.72	0.67	1.00	0.90	0.80	0.45	0.52	0.74	0.94	0.96
Bananas	3.37	3.22	3.00	3.27	3.14	2.74	2.96	3.41	3.43	3.90	3.90	3.28	3.23	3.43	3.36	2.78
Rhubarb	0.67	0.42	1.01	0.42	0.31	0.50	0.57	0.62	1.07	0.88	0.70	0.46	0.57	0.66	0.92	1.23
Tomatoes	4.06	3.38	2.82	3.62	3.66	3.94	4.02	4.20	4.16	4.77	5.08	3.70	3.75	4.04	4.28	3.33
Other fresh fruit	0.34	0.17	0.43	0.26	0.18	0.44	0.44	0.34	0.16	0.36	0.34	0.31	0.28	0.41	0.38	0.30
<i>Total Fresh Fruit</i>	21.74	19.51	17.03	18.30	19.56	20.05	18.99	21.93	22.88	26.00	27.07	19.79	19.99	21.01	23.38	19.56
<i>Other Fruit</i>																
Tomatoes, canned and bottled	0.78	0.93	0.08	0.85	1.43	0.53	1.88	1.37	0.36	0.50	0.56	0.59	1.10	0.66	0.94	0.18
Canned peaches, pears and pine-apples	2.71	2.81	2.83	2.68	2.25	2.67	2.64	2.69	2.59	2.97	2.88	2.40	2.78	2.75	2.74	2.88
Other canned or bottled fruit	2.16	2.27	1.63	1.60	1.69	1.95	1.74	2.40	2.38	2.76	2.74	1.81	2.04	2.14	2.28	2.20
Dried fruit and dried fruit products	1.03	1.14	0.80	0.71	0.84	0.88	0.98	0.95	1.23	1.36	1.04	0.84	0.94	0.98	1.32	1.45
Nuts and nut products	0.20	0.08	0.15	0.19	0.14	0.17	0.19	0.35	0.64	0.34	0.34	0.14	0.18	0.23	0.20	0.20
Fruit juices	0.48	0.36	0.46	0.24	0.37	0.48	0.46	0.35	0.64	0.58	0.63	0.47	0.40	0.40	0.58	0.48
Welfare orange juice	0.06	0.06	0.05	0.03	0.05	0.04	0.08	0.06	0.02	0.06	0.08	0.05	0.05	0.04	0.06	0.04
<i>Total Other Fruit and Fruit Products</i>	7.42	7.65	6.00	6.30	6.77	6.72	7.97	7.96	7.40	8.57	8.27	6.30	7.49	7.20	8.12	7.43
<i>Total Fruit</i>	29.16	27.16	23.03	24.60	26.33	26.77	26.96	29.89	30.28	34.57	35.34	26.09	27.48	28.21	31.50	26.99

## Appendix D—continued

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

	All households	Region										Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
CEREALS:																	
Brown bread	2.80	2.44	3.48	3.48	3.12	2.27	2.56	2.24	2.69	2.85	3.07	2.61	2.68	2.88	2.65		
White bread, large loaves unwrapped	7.12	1.62	2.56	4.94	5.16	6.04	7.94	12.85	9.86	9.42	3.70	5.98	6.70	9.65	13.46		
White bread, large loaves wrapped	21.58	31.95	28.35	23.33	22.06	20.40	27.70	15.53	14.92	15.30	27.19	23.97	20.20	18.83	18.88		
White bread, small loaves unwrapped	3.52	0.50	3.12	4.56	4.32	3.61	2.97	3.72	3.47	3.47	3.06	3.47	3.57	3.92	4.37		
White bread, small loaves wrapped	1.62	1.08	2.60	1.86	2.87	2.05	1.40	1.06	1.18	1.44	2.07	1.88	1.83	0.96	0.52		
Wholewheat and wholemeal bread	0.58	0.11	0.19	0.25	0.68	0.62	0.61	0.95	0.81	0.71	0.44	0.53	0.57	0.69	0.65		
Other bread	2.80	6.62	2.61	3.00	2.08	2.42	2.38	2.44	2.16	2.02	3.32	3.02	3.04	2.19	3.11		
Total bread	40.02	44.32	42.91	41.42	40.29	37.41	45.56	38.79	35.09	35.21	42.85	41.46	38.59	39.12	43.64		
Flour	5.79	3.55	8.46	7.87	4.69	8.60	4.74	5.20	5.75	4.58	4.62	5.42	6.33	8.00	6.94		
Buns, scones and teacakes	1.43	1.93	2.76	2.26	2.09	1.01	0.70	1.08	0.79	0.85	2.01	1.37	1.70	1.11	1.30		
Cakes and pastries	4.61	4.94	4.64	4.55	4.73	4.14	4.34	4.81	4.63	4.50	4.58	4.76	5.19	4.15	3.84		
Biscuits other than chocolate biscuits	4.79	5.28	5.23	4.85	4.38	4.56	4.18	5.50	4.94	4.89	4.44	4.76	5.19	4.76	4.92		
Chocolate biscuits	1.08	1.94	1.51	1.26	1.00	0.94	0.98	0.71	0.72	0.76	1.45	1.11	1.06	0.88	1.02		
Outmeal and oat products	0.67	2.04	0.54	0.42	0.57	0.40	1.10	0.48	0.48	0.42	0.68	0.74	0.61	0.60	1.55		
Breakfast cereals	2.35	1.65	2.12	2.18	2.66	2.15	2.43	2.45	2.84	2.34	2.32	2.40	2.34	2.40	2.18		
Canned milk puddings	1.52	1.33	1.79	2.20	1.70	1.88	1.39	1.44	1.18	1.09	1.76	1.74	1.60	1.30	1.12		
Other puddings	0.32	0.28	0.43	0.62	0.38	0.38	0.40	0.11	0.20	0.16	0.35	0.43	0.32	0.30	0.18		
Rice	0.47	0.46	0.52	0.38	0.47	0.32	0.38	0.34	0.60	0.64	0.37	0.42	0.49	0.46	0.60		
Invalid foods, including slimming foods	0.18	0.14	0.14	0.14	0.18	0.16	0.26	0.32	0.19	0.16	0.16	0.16	0.22	0.25	0.24		
Infant foods, other than canned or bottled	0.17	0.19	0.16	0.20	0.18	0.16	0.22	0.12	0.14	0.13	0.20	0.15	0.18	0.19	0.13		
Cereal convenience foods, including canned, not specified above	1.41	1.90	1.23	1.20	1.03	1.27	1.21	1.12	1.66	1.65	1.44	1.37	1.31	1.33	1.33		
Other cereal foods	0.26	0.61	0.23	0.16	0.19	0.12	0.11	0.20	0.34	0.34	0.26	0.23	0.22	0.24	0.56		
Total Cereals	65.07	70.56	72.67	69.71	64.54	63.50	68.00	62.67	59.25	57.72	67.49	66.52	65.35	65.09	69.55		



Appendix D—continued

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

	All households	Region								Type of Area							
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East(6)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
<b>BEVERAGES:</b>																	
Tea . . . . .	2.70	3.14	2.31	2.92	2.92	2.84	2.86	2.49	2.58	2.71	2.68	2.77	2.68	2.68	2.68	2.58	
Coffee, bean and ground . . . . .	0.10	0.06	0.10	0.11	0.09	0.06	0.05	0.14	0.14	0.13	0.09	0.09	0.08	0.14	0.12	0.12	
Coffee, instant . . . . .	0.30	0.17	0.22	0.35	0.25	0.26	0.32	0.33	0.33	0.36	0.29	0.28	0.30	0.30	0.23	0.23	
Coffee, essences . . . . .	0.08	0.04	0.04	0.05	0.13	0.14	0.14	0.09	0.08	0.04	0.04	0.10	0.07	0.11	0.12	0.12	
Cocoa and drinkine chocolate . . . . .	0.17	0.11	0.12	0.12	0.16	0.15	0.16	0.25	0.24	0.24	0.12	0.16	0.18	0.18	0.20	0.20	
Branded food drinks . . . . .	0.21	0.19	0.06	0.15	0.15	0.26	0.30	0.33	0.26	0.26	0.13	0.22	0.20	0.26	0.21	0.21	
<b>Total Beverages</b> . . . . .	3.56	3.71	2.85	3.70	3.78	3.71	3.83	3.63	3.63	3.74	3.51	3.62	3.51	3.67	3.46	3.46	
<b>MISCELLANEOUS:</b>																	
Baby foods, canned or bottled . . . . .	0.70	0.57	0.73	0.70	0.78	0.60	0.58	0.56	0.69	0.93	0.65	0.65	0.49	0.54	0.39	0.39	
Soups, canned . . . . .	3.10	2.32	5.72	3.22	3.36	2.72	2.66	1.75	2.21	2.28	3.08	3.08	3.15	2.65	2.88	2.88	
Soups, dehydrated or powdered . . . . .	0.08	0.10	0.12	0.07	0.08	0.08	0.06	0.04	0.10	0.08	0.08	0.08	0.08	0.07	0.11	0.11	
Spreads and dressings . . . . .	0.21	0.17	0.28	0.15	0.16	0.20	0.16	0.30	0.26	0.26	0.17	0.17	0.20	0.22	0.30	0.30	
Pickles and sauces . . . . .	1.30	1.20	1.33	1.57	0.93	1.14	1.35	1.13	1.32	1.52	1.29	1.29	1.20	1.04	0.95	0.95	
Meat and vegetable extracts . . . . .	0.14	0.10	0.10	0.19	0.09	0.10	0.11	0.14	0.22	0.20	0.13	0.13	0.14	0.14	0.12	0.12	
Table jellies, squares and crystals . . . . .	0.08	0.08	0.08	0.07	0.08	0.07	0.09	0.09	0.10	0.10	0.08	0.08	0.08	0.09	0.08	0.08	
Ice cream (served as part of a meal), mousse, souffe . . . . .	0.62	0.43	0.65	0.29	0.45	0.50	0.48	0.80	0.92	0.97	0.56	0.56	0.63	0.64	0.58	0.58	
All quick-frozen foods not specified above . . . . .	0.07	0.02	0.11	0.04	0.08	0.05	0.08	0.08	0.09	0.10	0.08	0.08	0.06	0.06	0.05	0.05	
Salt . . . . .	0.88	0.80	0.94	0.78	0.79	0.94	0.86	0.92	0.92	1.04	0.90	0.90	0.85	0.89	0.84	0.84	

(a) See footnote (b) to Table 1 of Appendix A.

(b) Including London, for which separate results are shown in the analysis according to type of area.

## APPENDIX E

### Income Elasticities of Demand

#### *Introduction*

1. The income elasticity of food expenditure (or of the quantity purchased) can be regarded, *in simplified terms*, as the percentage change in average expenditure (or purchases) associated with a 1 per cent change in average net income. Estimates of the income elasticity of total household food expenditure per head in 1967<sup>(1)</sup> for each of twelve household types, and for the twelve groups combined, are given in Table 1. The overall estimate of the income elasticity of household food expenditure per head has decreased from 0·30 in 1955 to 0·25 in 1960 and to 0·20 in 1967 as living standards have risen. Estimates of the income elasticities of expenditure and of purchases for individual foods as classified in the Survey in 1967<sup>(1)</sup>, are given in Table 2. Most of the estimates given in Table 2 are positive in sign and indicate that, *ceteris paribus*, the expenditure on that food (or the quantity of it purchased) increases when real incomes rise; the few negative signs indicate food items on which, *ceteris paribus*, expenditure (or quantity purchased) decreases with increasing income. For most of the foods for which the income elasticity is positive the elasticity of expenditure is greater than that for quantity because as income rises not only is more food bought but there is also a tendency to buy varieties of better quality or at least higher price. As with the elasticity of total food expenditure the elasticities for individual foods tend to decrease as living standards rise. Estimates of the standard errors of the elasticity coefficients are shown in parenthesis in Tables 1 and 2. These estimates, however, are compiled from the data for a single year and are probably understated because they do not take into account the year-to-year variation which arises from yearly changes in the constituencies included in the sample; consequently, estimates of income elasticities derived in different years may vary more than the calculated standard errors would imply.

#### *Method of Calculating the Estimates*

2. More formally, the income elasticity of demand can be defined as the ratio of the relative change in demand (whether measured in terms of expenditure or in terms of the quantity purchased) to the relative change in income, *ceteris paribus*, and it may be represented in the notation of the calculus as  $\frac{Y}{E} \cdot \frac{dE}{dY}$  where

E=expenditure (or, in the case of elasticities of quantity, the amount purchased) and Y=net family income. Although elasticity of demand may not be the same at all income levels and may decline as income increases, in practice it has been found preferable to demonstrate this by obtaining estimates of the elasticity from cross-sectional analysis of the data in each of several years rather than from cross-sectional analysis of the data for a single year, since in the latter case, the consequences of the income effect being confounded with the purely social class effect are greater. Moreover, it has been found in practice that the fitting of demand functions which allow the elasticity to vary with income is rarely justified owing to the variability of the data. For these reasons a constant-

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<sup>(1)</sup> Estimates obtained in 1955, 1958, 1960, 1962 and 1965 were given in *Household Food Consumption and Expenditure: 1965*, Appendix E, Tables 1 and 2, HMSO, 1967.

elasticity function has been used in deriving the elasticity coefficients given in this Appendix; this function is of the form

$$E = kY^\eta$$

where  $E$  and  $Y$  are as defined above,  $k$  is a constant and  $\eta$  is the elasticity. If the data on incomes and on expenditure (or quantity) are transformed into logarithms and then expressed as deviations from their respective means, the demand relationship becomes

$$\log E = \eta \log Y$$

and the elasticity is seen to be the linear regression coefficient when log expenditure (or quantity) is regressed on log income.

3. Cross-sectional methods of analysis were used throughout and so that the relationship between income and expenditure could be ascertained without being affected by differences in family composition, separate estimates of the income elasticity of total household food expenditure were obtained for each of the twelve types of household shown in Table 1. The estimates for each of the groups in 1967 were obtained by fitting double logarithmic linear regressions to the individual observations from each household within each group. An overall estimate was then obtained by forming a weighted average of these twelve estimates, using as weights the sums of squared deviations of income. About a third of the households in the sample either did not fall into one of the twelve categories or did not disclose their income, and were excluded from the calculations. Although the twelve selected types of household therefore are not fully representative of the whole sample, there is evidence from earlier studies that the inclusion of the more complex household types would not materially affect the results.

4. To obtain estimates of the income elasticities of expenditure and purchases for each food in the Survey classification shown in Table 2, data from the households in each of the twelve groups of households were ranked in order of declared net family income and divided into eight approximately equal sub-groups. Averages of income per head, and of expenditure and quantity purchased, were calculated for each of the resultant 96 groups. These averages of income, expenditure and quantity were then arranged into tables of twelve rows (one row for each household type) and eight columns (one column for each octile). Weighted averages were then formed of the entries in each column, the weights being the total number of persons in each of the twelve household types. The resulting weighted averages were then arranged into sets of eight pairs of income/expenditure co-ordinates and eight pairs of income/quantity co-ordinates. Double logarithmic linear regressions were then fitted to each of these two sets to provide estimates of, respectively, the income elasticity of expenditure and the income elasticity of the quantity purchased. This procedure of fitting regressions to the logarithms of averages for groups of households avoids the difficulties inherent in fitting logarithmic regressions to individual household observations, some of which may be zero simply because the household participates in the Survey only for one week and happens not to buy the food during that week. The averages of expenditure and quantity for the groups are taken over a range of observations extending from zero upwards and, provided the groups are large enough, constitute a true estimate of the average level of

purchases in each octile of income. To exclude the households which did not record a purchase (whether this is due to the households never buying the food or buying it only infrequently) would give averages relating to the average size of purchase made by *households which made a purchase during the Survey week* and not average purchases by *all households* in the octile; it would therefore not produce income elasticities of average quantity purchased but of average size of purchase, and the latter would have limited practical value unless they were supplemented by an income elasticity of the proportion of households buying.

5. As stated in paragraph 1, the income elasticity of demand for most foods is higher for expenditure than for quantity. The relationship between the two can be readily deduced:

because  $E=PQ$  where  $E$ ,  $P$  and  $Q$  are respectively expenditure, price and quantity purchased, it follows that:

$$\frac{dE}{dY} = P \frac{dQ}{dY} + Q \frac{dP}{dY}, \text{ where } Y \text{ is family income,}$$

$$\text{whence } \frac{Y}{E} \cdot \frac{dE}{dY} = \frac{Y}{Q} \cdot \frac{dQ}{dY} + \frac{Y}{P} \cdot \frac{dP}{dY}$$

Thus the expenditure elasticity is the sum of the quantity elasticity and what may be called the quality elasticity, in so far as quality is measured by price. The difference between the elasticities of expenditure and quantity shown in Table 2 is formally the "income elasticity of price", but may be regarded as meaning the elasticity of quality in a broad sense covering the quality of the food itself and the services associated with its sale.

TABLE I

*Estimated Income Elasticity of Household Food Expenditure, 1967*

(standard errors of the estimates are shown in parenthesis)

Type of Household	
One man and one woman and:— no other (both under 55) . . . . .	0·11 (·04)
no other (pensioner couples) . . . . .	0·20 (·08)
no other (other couples, one or both 55 or over) . . . . .	0·17 (·03)
1 child . . . . .	0·20 (·03)
2 children . . . . .	0·16 (·03)
3 children . . . . .	0·19 (·04)
1 adolescent . . . . .	0·15 (·05)
1 child and 1 adolescent . . . . .	0·24 (·06)
One woman only . . . . .	0·29 (·03)
Two women . . . . .	0·23 (·06)
One man, two women . . . . .	0·17 (·04)
Two men, one woman . . . . .	0·07 (·05)
All above households (weighted average) . . . . .	0·20 (·01)

TABLE 2

## Estimates of Income Elasticities of Demand for Individual Foods, 1967

(Standard errors of the estimates are shown in parenthesis)

	Income Elasticities of Expenditure	Income Elasticities of Quantity Purchased
<b>MILK AND CREAM:</b>		
Liquid milk		
Full price . . . . .	0.23 (0.02)	0.21 (0.02)
Welfare . . . . .	-0.25 (0.06)	-0.27 (0.06)
<i>Total Liquid Milk Purchased</i> . . . . .	<i>0.19 (0.02)</i>	<i>0.13 (0.02)</i>
Condensed milk . . . . .	-0.18 (0.13)	-0.16 (0.14)
Dried milk		
National . . . . .	n.a.	n.a.
Branded . . . . .	n.a.	n.a.
Other milk . . . . .	1.16 (0.23)	0.36 (0.28)
Cream . . . . .	1.02 (0.17)	0.80 (0.12)
<i>Total Other Milk and Cream</i> . . . . .	<i>0.47 (0.10)</i>	<i>0.09 (0.11)</i>
<b>CHEESE:</b>		
Natural . . . . .	0.31 (0.03)	0.28 (0.04)
Processed . . . . .	0.14 (0.13)	0.14 (0.13)
<i>Total Cheese</i> . . . . .	<i>0.29 (0.03)</i>	<i>0.27 (0.04)</i>
<b>MEAT AND MEAT PRODUCTS:</b>		
Carcase meat		
Beef and veal . . . . .	0.24 (0.03)	0.16 (0.02)
Mutton and lamb . . . . .	0.17 (0.07)	0.10 (0.06)
Pork . . . . .	0.35 (0.09)	0.32 (0.09)
<i>Total Carcase Meat</i> . . . . .	<i>0.23 (0.03)</i>	<i>0.16 (0.03)</i>
Other meat and meat products		
Bones . . . . .	-1.64 (0.42)	-1.55 (0.31)
Liver . . . . .	0.15 (0.09)	0.11 (0.09)
Offals, other than liver . . . . .	0.45 (0.13)	0.40 (0.13)
Bacon and ham, uncooked . . . . .	0.20 (0.05)	0.15 (0.05)
Bacon and ham, cooked, including canned . . . . .	0.35 (0.08)	0.38 (0.08)
Cooked chicken . . . . .	0.31 (0.30)	0.35 (0.32)
Corned meat . . . . .	-0.21 (0.11)	-0.21 (0.11)
Other cooked meat, not purchased in cans . . . . .	-0.10 (0.10)	-0.20 (0.09)
Other canned meat . . . . .	-0.36 (0.05)	-0.39 (0.05)
Broiler chicken, uncooked . . . . .	0.52 (0.14)	0.53 (0.14)
Other poultry, uncooked, not quick-frozen . . . . .	0.87 (0.36)	0.72 (0.37)
Other poultry, uncooked, quick-frozen . . . . .	1.71 (0.24)	1.36 (0.21)
Rabbit, game and other meat . . . . .	1.03 (0.17)	0.74 (0.18)
Sausages, uncooked, pork . . . . .	0.19 (0.07)	0.16 (0.07)
Sausages, uncooked, beef . . . . .	-0.25 (0.12)	-0.26 (0.12)
Meat pies and sausage rolls, ready to eat . . . . .	0.30 (0.05)	0.20 (0.05)
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products . . . . .	0.28 (0.16)	0.27 (0.17)
Other meat products . . . . .	-0.15 (0.05)	-0.29 (0.08)
<i>Total Other Meat and Meat Products</i> . . . . .	<i>0.17 (0.03)</i>	<i>0.11 (0.03)</i>

TABLE 2—continued

	Income Elasticities of Expenditure	Income Elasticities of Quantity Purchased
<b>FISH:</b>		
White, filleted, fresh . . . . .	0·30 (0·13)	0·25 (0·11)
White, unfilleted, fresh . . . . .	—0·01 (0·13)	—0·14 (0·10)
White, uncooked, quick-frozen . . . . .	0·05 (0·18)	0·05 (0·18)
Herrings, filleted, fresh . . . . .	—0·76 (0·91)	—0·50 (0·97)
Herrings, unfilleted, fresh . . . . .	—0·08 (0·36)	—0·02 (0·33)
Fat, fresh, other than herrings . . . . .	1·59 (0·40)	1·14 (0·22)
White, processed . . . . .	0·36 (0·15)	0·28 (0·12)
Fat, processed, filleted . . . . .	1·05 (0·43)	0·53 (0·29)
Fat, processed, unfilleted . . . . .	0·26 (0·33)	0·23 (0·33)
Shell . . . . .	0·97 (0·20)	0·27 (0·39)
Cooked . . . . .	—0·16 (0·17)	—0·18 (0·16)
Salmon, canned . . . . .	—0·02 (0·08)	—0·02 (0·08)
Other canned or bottled fish . . . . .	0·29 (0·14)	0·25 (0·11)
Fish products, not quick-frozen . . . . .	—0·09 (0·08)	—0·56 (0·10)
Quick-frozen fish products, and quick-frozen fish not specified above . . . . .	0·25 (0·16)	0·19 (0·16)
<i>Total Fish</i> . . . . .	<i>0·14 (0·05)</i>	<i>0·07 (0·05)</i>
<b>EGGS:</b>		
Eggs, hen, stamped . . . . .	0·21 (0·05)	0·18 (0·04)
Eggs, shell, other . . . . .	0·11 (0·05)	0·05 (0·05)
<i>Total Eggs</i> . . . . .	<i>0·16 (0·04)</i>	<i>0·12 (0·03)</i>
<b>FATS:</b>		
Butter . . . . .	0·13 (0·02)	0·14 (0·02)
Margarine . . . . .	—0·34 (0·03)	—0·39 (0·03)
Lard and compound cooking fat . . . . .	—0·10 (0·04)	—0·19 (0·06)
Suet . . . . .	—0·11 (0·27)	—0·16 (0·29)
Vegetable and salad oils . . . . .	1·07 (0·19)	1·10 (0·21)
All other fats . . . . .	—0·37 (0·32)	—0·40 (0·32)
<i>Total Fats</i> . . . . .	<i>0·04 (0·02)</i>	<i>—0·03 (0·02)</i>
<b>SUGAR AND PRESERVES:</b>		
Sugar . . . . .	—0·09 (0·02)	—0·10 (0·03)
Jams, jellies and fruit curds . . . . .	—0·11 (0·07)	—0·20 (0·06)
Marmalade . . . . .	0·17 (0·07)	0·14 (0·06)
Syrup, treacle and honey . . . . .	—0·16 (0·23)	—0·18 (0·19)
<i>Total Sugar and Preserves</i> . . . . .	<i>—0·07 (0·02)</i>	<i>—0·10 (0·03)</i>
<b>VEGETABLES:</b>		
Old potatoes . . . . .		
January/August, not prepacked . . . . .	—0·11 (0·13)	—0·17 (0·14)
January/August, prepacked . . . . .	—0·22 (0·23)	—0·27 (0·27)
New potatoes . . . . .		
January/August, not prepacked . . . . .	0·22 (0·06)	0·19 (0·08)
January/August, prepacked . . . . .	0·30 (0·36)	0·35 (0·40)
Potatoes . . . . .		
September/December, not prepacked . . . . .	—0·29 (0·13)	—0·38 (0·20)
September/December, prepacked . . . . .	0·11 (0·22)	—0·01 (0·18)
<i>Total Potatoes</i> . . . . .	<i>—0·04 (0·06)</i>	<i>—0·15 (0·08)</i>

TABLE 2—continued

	Income Elasticities of Expenditure	Income Elasticities of Quantity Purchased
<b>VEGETABLES—Contd.</b>		
Cabbages, fresh . . . . .	0·21 (0·06)	0·14 (0·08)
Brussels sprouts, fresh . . . . .	0·34 (0·07)	0·33 (0·09)
Cauliflowers, fresh . . . . .	0·38 (0·04)	0·32 (0·05)
Leafy salads . . . . .	0·56 (0·08)	0·60 (0·11)
Peas, fresh . . . . .	0·41 (0·17)	0·42 (0·20)
Peas, quick-frozen . . . . .	0·91 (0·07)	0·97 (0·08)
Beans, fresh . . . . .	0·27 (0·30)	0·29 (0·33)
Beans, quick-frozen . . . . .	1·23 (0·15)	1·29 (0·15)
Other fresh green vegetables . . . . .	0·85 (0·87)	0·61 (1·08)
<b>Total Fresh Green Vegetables</b> . . . . .	<b>0·52 (0·03)</b>	<b>0·36 (0·04)</b>
Carrots, fresh . . . . .	−0·13 (0·04)	−0·20 (0·06)
Turnips and swedes, fresh . . . . .	−0·29 (0·06)	−0·46 (0·08)
Other root vegetables, fresh . . . . .	0·58 (0·09)	0·42 (0·07)
Onions, shallots, leeks, fresh . . . . .	0·18 (0·07)	0·12 (0·07)
Cucumbers, fresh . . . . .	0·68 (0·11)	0·70 (0·12)
Mushrooms, fresh . . . . .	0·99 (0·10)	1·03 (0·09)
Miscellaneous fresh vegetables . . . . .	1·08 (0·12)	1·04 (0·16)
Canned peas . . . . .	−0·42 (0·07)	−0·44 (0·08)
Canned beans . . . . .	−0·08 (0·05)	−0·09 (0·05)
Canned vegetables, other than pulses or potatoes . . . . .	0·32 (0·09)	0·21 (0·07)
Dried pulses, other than air-dried . . . . .	−0·51 (0·15)	−0·56 (0·13)
Air-dried vegetables . . . . .	0·42 (0·32)	0·33 (0·29)
Chips, excluding quick-frozen . . . . .	−0·31 (0·16)	−0·29 (0·17)
Other potato products, not quick-frozen . . . . .	0·31 (0·06)	0·45 (0·11)
Other vegetable products . . . . .	1·02 (0·33)	0·83 (0·34)
All quick-frozen vegetables and vegetable products, not specified above . . . . .	0·75 (0·27)	0·69 (0·25)
<b>Total Other Vegetables</b> . . . . .	<b>0·11 (0·03)</b>	<b>−0·05 (0·03)</b>
<b>FRUIT:</b>		
Fresh		
Oranges . . . . .	0·55 (0·07)	0·55 (0·07)
Other citrus fruit . . . . .	0·95 (0·21)	1·00 (0·17)
Apples . . . . .	0·58 (0·06)	0·51 (0·04)
Pears . . . . .	0·65 (0·17)	0·63 (0·16)
Stone fruit . . . . .	1·29 (0·38)	1·34 (0·32)
Grapes . . . . .	0·93 (0·12)	0·88 (0·10)
Soft fruit, other than grapes . . . . .	1·30 (0·44)	1·11 (0·46)
Bananas . . . . .	0·45 (0·08)	0·45 (0·08)
Rhubarb . . . . .	0·39 (0·23)	0·35 (0·28)
Other fresh fruit . . . . .	1·09 (0·30)	1·18 (0·26)
Tomatoes . . . . .	0·40 (0·05)	0·41 (0·05)
<b>Total Fresh Fruit</b> . . . . .	<b>0·59 (0·03)</b>	<b>0·56 (0·03)</b>



TABLE 2—continued

	Income Elasticities of Expenditure	Income Elasticities of Quantity Purchased
<b>Other Fruit</b>		
Tomatoes, canned or bottled . . . . .	-0.25 (0.14)	-0.20 (0.15)
Canned peaches, pears and pineapples . . . . .	0.28 (0.07)	0.33 (0.06)
Other canned or bottled fruit . . . . .	0.34 (0.08)	0.32 (0.09)
Dried fruit and dried fruit products . . . . .	0.04 (0.19)	-0.01 (0.20)
Nuts and nut products . . . . .	0.82 (0.24)	0.90 (0.23)
Fruit juices . . . . .	1.03 (0.16)	1.28 (0.20)
Welfare orange juice . . . . .	0.42 (0.44)	0.42 (0.44)
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>0.32 (0.05)</i>	<i>0.30 (0.05)</i>
<b>CEREALS:</b>		
Brown bread . . . . .	0.19 (0.10)	0.17 (0.09)
White bread		
Large loaves, unwrapped . . . . .	-0.04 (0.09)	-0.04 (0.09)
Large loaves, wrapped . . . . .	-0.38 (0.08)	-0.39 (0.08)
Small loaves, unwrapped . . . . .	0.02 (0.06)	0.00 (0.06)
Small loaves, wrapped . . . . .	-0.01 (0.18)	-0.04 (0.18)
Wholewheat and wholemeal bread . . . . .	0.41 (0.19)	0.37 (0.19)
Other bread . . . . .	0.14 (0.04)	0.11 (0.05)
<i>Total Bread</i> . . . . .	<i>-0.14 (0.04)</i>	<i>-0.19 (0.05)</i>
Flour . . . . .	-0.40 (0.08)	-0.39 (0.07)
Buns, scones and teacakes . . . . .	-0.08 (0.10)	-0.08 (0.11)
Cakes and pastries . . . . .	0.15 (0.05)	0.09 (0.05)
Biscuits, other than chocolate biscuits . . . . .	0.06 (0.03)	-0.02 (0.02)
Chocolate biscuits . . . . .	0.39 (0.06)	0.39 (0.08)
<i>Total Cakes and Biscuits</i> . . . . .	<i>0.13 (0.03)</i>	<i>0.05 (0.03)</i>
Oatmeal and oat products . . . . .	-0.48 (0.19)	-0.55 (0.22)
Breakfast cereals . . . . .	0.13 (0.04)	0.10 (0.04)
Canned milk puddings . . . . .	-0.23 (0.11)	-0.23 (0.11)
Other puddings . . . . .	-0.42 (0.20)	-0.39 (0.15)
Rice . . . . .	0.07 (0.22)	-0.01 (0.22)
Invalid foods, including slimming foods . . . . .	-0.11 (0.09)	-0.09 (0.18)
Infant foods, not canned or bottled . . . . .	-0.41 (0.29)	-0.36 (0.24)
Cereal convenience foods, including canned, not specified above . . . . .	0.10 (0.06)	0.06 (0.09)
Other cereal foods . . . . .	0.26 (0.19)	0.16 (0.14)
<i>Total Other Cereals</i> . . . . .	<i>-0.01 (0.03)</i>	<i>-0.08 (0.04)</i>
<b>BEVERAGES:</b>		
Tea . . . . .	-0.01 (0.02)	-0.05 (0.03)
Coffee, bean and ground . . . . .	1.67 (0.52)	1.65 (0.49)
Coffee, instant . . . . .	0.57 (0.07)	0.57 (0.07)
Coffee, essences . . . . .	-0.79 (0.22)	-0.78 (0.26)
Cocoa and drinking chocolate . . . . .	0.08 (0.17)	0.10 (0.17)
Branded food drinks . . . . .	0.02 (0.21)	0.04 (0.25)
<i>Total Beverages</i> . . . . .	<i>0.16 (0.03)</i>	<i>0.05 (0.03)</i>

TABLE 2—continued

	Income Elasticities of Expenditure	Income Elasticities of Quantity Purchased
<b>MISCELLANEOUS:</b>		
Baby foods, canned or bottled . . . .	-0.31 (0.15)	-0.35 (0.13)
Soups, canned . . . . .	-0.02 (0.06)	-0.04 (0.07)
Soups, dehydrated and powdered . . . .	0.57 (0.14)	0.48 (0.18)
Spreads and dressings . . . . .	0.54 (0.29)	0.59 (0.28)
Pickles and sauces . . . . .	0.35 (0.08)	0.31 (0.09)
Meat and vegetable extracts . . . . .	-0.01 (0.10)	0.01 (0.09)
Table jellies, squares and crystals . . . .	0.00 (0.10)	0.03 (0.10)
Ice cream (served as part of a meal), mousse, soufflé . . . . .	0.68 (0.17)	0.68 (0.16)
All quick-frozen foods not specified above	1.25 (0.78)	1.22 (0.17)
Salt . . . . .	-0.04 (0.15)	-0.05 (0.16)
<i>Total Miscellaneous</i> . . . . .	<i>0.19 (0.04)</i>	<i>0.09 (0.04)</i>
<b>ALL ABOVE FOODS</b> . . . . .	<b>0.20 (0.01)</b>	

## APPENDIX F

### Relationship between National Food Survey Results and Estimates of National Supplies of Food Moving into Consumption

#### *Introduction*

1. The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For many purposes, however, it is necessary to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food consumed in catering establishments and in institutions such as hospitals, boarding schools, and prisons, food consumed by H.M. Forces, and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice, it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user, but by making measurements at an earlier stage in the distributive chain. Such a procedure, of course, entails measuring the various commodities in the form in which they are at this stage in distribution, and while this may be of advantage to some users of the data, particularly those concerned with the production or procurement of basic supplies, it is less useful to other users who may be concerned primarily with quantities of food in the processed form in which they enter the final stage of distribution. The needs of the former are met by the series of estimates of food consumption levels in the United Kingdom prepared annually by the Ministry of Agriculture, Fisheries and Food; a summary of these is given in Table 1 and discussed briefly in paragraphs 4 to 7 below. These estimates also go part of the way to meeting some of the needs of the second of the two classes of user, since for certain foods the measurements are made at an intermediate stage in the distributive chain, frequently at the first stage of processing, as, for example, when flour is milled from wheat. But this is of limited value to those who are concerned to study the market for products made at later stages of processing and distribution; even where statistics are available of the imports and of the output of food products in the form in which they finally reach consumers, these are not broken down according to the category of the consumer.

#### *Assessment of Total Consumption and Expenditure by Private Households in Great Britain*

2. The National Food Survey data are of particular relevance here, and although they cannot be used to derive estimates of total quantities consumed by the nation as a whole, or to obtain estimates of the value of total retail sales, they can be used to provide a broad indication of total quantities of food bought in their processed form by various classes of private households in Great Britain and in each region of the country. However, when attempting to gross-up the Survey results in this way to provide an indication of total *household* usage, it must be borne in mind that the averages are subject to sampling variation<sup>(1)</sup>. Moreover, care must be taken to use suitable multipliers, and these also will often be estimates subject to a margin of error. Thus, in grossing-up the Survey national averages to provide estimates of the total quantities or expenditure for all households in Great Britain, deductions must be made from the de facto

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<sup>(1)</sup> Estimates of the percentage standard errors were given in *Household Food Consumption and Expenditure: 1966*, Appendix E, Table 3 and paragraph 18. HMSO, 1968.

population of Great Britain in respect of the non-household population (people resident in hotels, institutions and other establishments, H.M. Forces fed in mess, etc.). The population multiplier must be further decreased by about 1 per cent to allow for the difference in definition of a person<sup>(1)</sup> in the Survey from that used in the Census of Population. A further deduction should be made to allow for households going on holiday and obtaining their food supplies from the catering sector, but the magnitude of such an adjustment is difficult to quantify, though it may be possible to make an estimate from information given in reports of the British Travel and Holidays Association.

3. In attempting to gross-up the separate regional or type of area estimates, similar considerations apply but in practice it may be impossible to assess the magnitude of the adjustment to the de facto population estimates to allow for non-household population and holidays. Further difficulties will be encountered in attempting to gross-up the household consumption and expenditure by households in each income or family composition group, since the estimates of de facto population are not broken down in this form. Details of the relative size of the different groups included in the Survey are given in Appendix A, Table 7.

*National Food Supplies moving into Consumption in the United Kingdom*

4. Estimates (expressed as averages per head per year) of national supplies of the main foods moving into consumption in the United Kingdom for each of the years from 1962 to 1967<sup>(2)</sup> are given in Table 1. These estimates, as indicated in paragraph 1 above, are derived mainly from statistics of total supplies of food at a primary stage of distribution and are almost entirely independent of the National Food Survey; they include ingredients of certain items excluded from the Survey, namely soft drinks, sweets, food consumed in catering establishments and institutions and by H.M. Forces in the United Kingdom, and ice-cream and other food purchased by individuals but not entering the household supply<sup>(3)</sup>.

5. Changes between 1966 and 1967 were generally small, reflecting the marked stability in the broad pattern of food consumption over the past few years. An increase in average consumption of cheese helped to maintain per caput consumption of dairy products at the level attained in 1966. Per caput supplies of meat, poultry, fish and eggs rose slightly. Consumption of fats was barely maintained, an increase of 2½ per cent in per caput supplies of butter (to the highest level since before the war) being offset by decreases for margarine and other fats. Usage of sugar and syrup was lower in 1967 than at any time (except 1964) in the previous decade. Average consumption of fruit was more than 3 per cent below the average for 1966, partly because of reduced supplies from home orchards. Consumption of potatoes was well maintained and that of other vegetables continued to increase; per caput usage of grain products, however, continued to decline and was nearly 5 per cent less than in 1966. Average con-

<sup>(1)</sup> See paragraph 15 in Appendix E.

<sup>(2)</sup> More detailed estimates for the years from 1965 onwards were published in the *Board of Trade Journal*, Vol. 197, No. 3776, pages 310-311, 30th July, 1969.

<sup>(3)</sup> Foods specifically purchased for domestic pets, such as branded pet foods, are excluded from these estimates but where pets are given milk, for example, from the normal household supply, this is included in the estimates.

sumption of coffee continued to increase and there was some recovery in consumption of tea.

*Energy Value and Nutrient Content of National Food Supplies*

6. Table 1 also shows estimates of the energy value and nutrient content of the food supplies moving into consumption in the United Kingdom. The energy value of food supplies in 1967 was 3,070 kilocalories per person daily, 80 kcal less than that reported for 1966. About half of the decrease was due to the decline in consumption of wheat flour, but about half is an artefact, which arose because the estimation of the nutritive value of flour was put on to an improved basis. These changes with regard to flour were responsible for the decrease recorded for vegetable protein, which more than offset the rise in animal protein; the recorded supplies of total protein, of which animal protein represented just over 60 per cent, therefore fell in 1967 by about  $1\frac{1}{2}$  per cent. The reduced estimate for carbohydrate was partly due to the changes with regard to flour and partly to the reduced consumption of sugar; reductions in the estimates of calcium, iron and thiamine were due chiefly to the flour changes. The apparently marked increase in nicotinic acid between 1966 and 1967, shown in Table 1, is due almost entirely to reassessment of the conversion factors for beverages, and does not represent an appreciable real change in the nicotinic acid content of total food supplies. The increase of 2 per cent in the vitamin A value of food supplies was chiefly due to increased consumption of offals and carrots. The vitamin C level was maintained in 1967, despite the decline in supplies of fruit, other than citrus.

7. Thus the genuine changes between 1966 and 1967 in supplies of most nutrients were slight; the trends over a longer period were discussed in the previous Annual Report (paragraph 6). Since 1963, there appears to have been a tendency for the per caput supplies of food energy (chiefly that from carbohydrate) to diminish slightly. In a society in which too many people are overweight this is no bad thing. The daily per caput energy requirement for the United Kingdom, taking into account the present age and sex structure of the population, is about 2,350 kilocalories (9·8 megajoules) according to the recommendations published recently by the Department of Health and Social Security<sup>(1)</sup>. This figure relates to the actual intake of energy which is, on average, required to maintain health and activity. When making comparison with the energy value of total food supplies, allowance has to be made for inequalities in distribution and for wastage; in practice, a level of about 2,900 kcal per person daily for the national food supply probably represents the lowest value which would be readily tolerated. From such considerations it is evident that the nutritional value of the national food supplies is sufficient, or more than sufficient, for the needs of the population.

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<sup>(1)</sup> Department of Health and Social Security. *Recommended Intakes of Nutrients for the United Kingdom*. Reports on Public Health and Medical Subjects, No. 120, HMSO, 1969.

TABLE 1

## National Supplies of Principal Foods moving into Consumption in the United Kingdom, 1962-1967

lb. per head per annum

	1962	1963	1964	1965	1966	1967
Dairy products, excluding butter (as milk solids)	55.6	55.8	56.4	55.5	56.5	56.4
Cheese (also included in dairy products)	10.3	10.2	10.6	10.1	10.4	10.7
Meat (edible weight)	121.0	120.3	117.3	116.4	116.6	117.8
Poultry, game and rabbits (edible weight)	10.9	10.8	11.5	12.1	13.1	13.7
Fish, including canned fish (edible weight)	20.7	18.7	20.8	20.5	19.4	20.0
Eggs	33.6	33.1	34.5	34.3	34.2	34.9
Oils and fats:						
Butter	20.2	19.1	19.7	19.4	20.0	20.5
Margarine (a)	13.1	13.3	13.3	12.0	12.0	11.7
Lard and compound cooking fats	13.1	14.1	14.7	13.4	12.4	12.2
Other edible oils and fats	11.0	11.2	11.1	11.5	12.0	11.4
Total (fat content)	50.2	50.2	50.6	49.2	50.5	49.9
Sugar and syrups (b) (sugar content)	114.4	115.3	111.3	112.6	114.0	112.2
Fruit, including tomatoes (fresh equivalent) (c)	146.2	141.9	143.7	144.1	146.6	141.4
Pulses, nuts, etc.	12.1	12.3	11.2	12.3	12.3	12.6
Potatoes	213.6	229.0	226.1	223.8	226.0	225.6
Other vegetables (fresh equivalent)	102.7	101.1	108.4	111.7	113.8	114.5
Grain products	176.2	176.7	171.2	169.2	168.8	161.0
Tea	9.5	9.5	9.3	8.9	8.7	9.1
Coffee	2.7	2.9	2.5	2.7	2.9	3.1
Chocolate confectionery (d)	13.3	12.9	12.9	13.7	14.3	14.2
Sugar confectionery (d)	12.7	11.9	11.6	11.2	11.0	11.3
	(per head per day)					
Energy value (kcal.)	3,170	3,180	3,150	3,130	3,150	3,070
Protein:						
Total (g.)	86.9	86.7	87.2	86.5	86.7	85.3
Animal (g.)	52.1	51.7	52.0	51.0	51.6	52.3
Vegetable (g.)	34.8	35.0	35.2	35.5	35.1	33.0
Fat (g.)	144	143	144	142	144	143
Carbohydrate (g.)	407	412	403	403	402	385
Calcium (mg.)	1,120	1,120	1,130	1,120	1,140	1,120
Iron (mg.)	15.8	15.8	15.5	15.0	14.9	14.6
Vitamin A (i.u.)	4,520	4,480	4,600	4,590	4,690	4,770
Thiamine (e) (mg.)	1.80	1.83	1.83	1.91	1.89	1.86
Riboflavin (mg.)	1.90	1.90	1.94	1.97	1.98	1.98
Nicotinic acid (mg.)	16.6	16.8	16.8	16.8	16.8	18.0
Vitamin C (e) (mg.)	97	100	105	108	105	105
Vitamin D (i.u.)	141	130	138	130	130	133

N.B. More detailed estimates for the years from 1965 onwards were published in the *Board of Trade Journal*, Vol. 197, No. 3776, pages 310-311, 30th July, 1969.

- (a) Includes some quantities of fats also shown under other headings.  
 (b) Includes sugar in imported manufactured foods but excludes sugar used in the manufacture of alcoholic drinks.  
 (c) Tomatoes and tomato products have been classified as fruit (in terms of fresh equivalent) to conform with National Food Survey practice.  
 (d) Ingredients of chocolate and sugar confectionery are also included elsewhere.  
 (e) As these estimates relate to the nutrient equivalent of foods moving into consumption, no allowance is made for possible cooking losses.

## APPENDIX G

### Methodology of the National Food Survey<sup>(1)</sup>

1. The National Food Survey is a continuous sampling inquiry into the domestic food consumption and expenditure of private households in Great Britain. The Survey was initiated in July 1940; no preliminary pilot inquiry was undertaken, but much use was made of the experience of the pre-war surveys carried out by Crawford and Broadley<sup>(2)</sup> and by the Carnegie United Kingdom Trust<sup>(3)</sup>. Until January 1950, the main survey was confined to urban working-class households, but thereafter it was extended to all classes and to all parts of Great Britain.

2. Each household which participates in the Survey does so voluntarily, and without payment, for one week only. By completely changing the households surveyed each week, information is obtained continuously throughout the year except for a short break at Christmas. Since the Survey aims to determine what families, rather than individuals, consume, the informant is the housewife, who, as the family caterer, is responsible for buying food, or utilizing free supplies from, say, a garden or farm. Each household is visited by a fieldworker who seeks the housewife's co-operation in the Survey and asks her to provide particulars of the composition of the household. If the housewife agrees to co-operate, the fieldworker, at this first interview, supplies her with a specially designed log-book in which she is asked to keep a record of the description, quantity and cost of all food which enters the household on that and the next six days. The information which the housewife is asked to provide must be within her knowledge. Thus the Survey excludes those items which other members of the family often purchase for themselves, such as chocolates and sugar confectionery, mineral waters, squashes and alcoholic drinks, and also ice-cream and fish and chips if obtained to eat outside the home. It further excludes vitamin preparations, the consumption of which by one or more members of the family might distort the general impression of the nutritional value of the family's food. The housewife is asked to give particulars of the number and type of meals obtained and consumed outside the house by each member of the family, but not of the cost or composition of such meals; she is also asked to record the quantity of milk supplied to her children under the School Milk Scheme. At a second visit, the interviewer clears up any difficulties which may have arisen, and at the final visit, when the log-book is collected, she obtains if possible certain relevant supplementary data such as the income of the head of the household and of the family. In cases of difficulty the interviewer may pay more than three visits to a family. The information obtained from individual housewives is strictly confidential.

#### *Selection of the Sample*

3. The National Food Survey sample is selected by means of a three-stage stratified random sampling scheme. The sampling frame covers the whole of Great Britain. The first stage involves the selection of parliamentary constituencies; the second, the selection of polling districts within the chosen

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<sup>(1)</sup> A general account of the Survey has also been given by D. F. Hollingsworth and A. H. J. Baines in *Family Living Studies* (pages 120-138), International Labour Office, Geneva, 1961.

<sup>(2)</sup> W. Crawford and H. Broadley, *The People's Food*, Heinemann, 1938.

<sup>(3)</sup> Rowett Research Institute, *Family Diet and Health in Pre-War Britain*, Carnegie United Kingdom Trust, 1955. See also A. H. J. Baines, D. F. Hollingsworth and I. Leitch (1963), *Nutrition Abstracts and Reviews* 33, 653-668.

constituencies; and the third, the selection of households within these polling districts.

4. *First stage.* The parliamentary constituencies included in the sampling frame are first stratified according to region and degree of urbanization and are then further classified as follows:—

*Wholly urban constituencies in England and Wales*

By a “juror index”, i.e. the proportion of the electorate qualified for jury service in 1955<sup>(1)</sup>, the constituencies with a high proportion of such persons being listed first.

*Wholly urban constituencies in Scotland*

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

*Mixed urban and rural constituencies*

By the proportion of population living in rural districts (the “percentage rural”), those with a high proportion being listed first.

5. The sampling frame is divided into 44 groups of constituencies by region<sup>(2)</sup>. The population of the groups within a region are approximately equal, and one constituency is selected from each group with probability proportional to its electorate. If a constituency has already been included in either of the two preceding years’ selection it is rejected and the process repeated.

6. *Second stage.* The second-stage units are polling districts, or where the electorate is small, combinations of polling districts together giving a minimum electorate of 350. In selecting the second-stage units in each *wholly urban constituency* the polling districts are listed in the order in which they appear in the electoral register and are then divided into four groups of approximately equal electorate. Four polling districts are selected at a time from each constituency, one being selected from each of the four groups with probability of selection proportional to the size of the electorate. This operation is repeated several times in order to give coverage over the whole year (see paragraph 8 below). In each *mixed urban and rural constituency* the second-stage units are selected in a similar manner except that a slightly different procedure is followed in building up the four groups of polling districts from which the selection is made. This procedure entails listing the urban polling districts in the order in which they appear on the electoral register, and compiling a list, similarly ordered, of the rural polling districts (or combinations of contiguous polling districts together giving a minimum electorate of 350). The percentage of the constituency’s electorate which is resident in rural polling districts is calculated and then this percentage is used to determine how many of the four groups of

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<sup>(1)</sup> In England and Wales liability to serve on a jury depends primarily on occupation of a house or flat exceeding a certain annual value. Successive revaluations have extended this liability to the great majority of dwellings, and the current jury lists do not provide a satisfactory stratification.

<sup>(2)</sup> For reasons of economy, the number of parliamentary constituencies in the national sample was reduced from 60 in 1950-1956, to 50 in 1957-1962 (except that in 1960 the number was 48), and to 44 from 1963 onwards.



polling districts are to be built up from the list of rural polling districts according to the following scheme:—

	Percentage of electorate resident in rural polling districts				
	less than 12·5	12·5–37·4	37·5–62·4	62·5–87·4	87·5 and over
Number of groups of rural polling districts	0	1	2	3	4

In cases where the rural list is divided into two or more groups, the division is made in such a way that each of the groups is of approximately equal electorate and similarly when dividing the urban list into two or more groups. The sequence in which polling districts are used in the field is such that the distribution between urban and rural is as representative as possible.

**7. Third stage.** The design of the sample requires that a uniform overall sampling fraction should be applied, and as the preceding stages are drawn with probability proportional to size this necessitates the selection of a constant number of addresses at the final stage. To meet this requirement, 20 addresses are drawn from the electoral register of each polling district (or combination of districts where they are small) by interval sampling from a random origin. Of the 15,000 addresses thus selected for the year, a few cannot be visited, and some are found to be ineligible (e.g. being institutions), but of the total number of households contained in the remainder between 50 and 60 per cent complete a satisfactory log-book, giving an effective Survey sample of about 7,500 to 8,000 households<sup>(1)</sup>. In a number of cases where a log-book was not completed, some information on household composition and income was obtained from the housewife or from another adult in the household. This information indicates that in respect of social class, household composition and geographical distribution, these partial non-respondents are usually similar to the fully participating households.

**8.** The fieldwork is organized so as to give information throughout the year. For this purpose the year, excluding Christmas, is divided into 17 intervals, each of 21 days. For each interval, two of the selected polling districts are used; one is used in the first part of the interval and another from the same constituency for the second part. In the first polling district the interviewers attempt to place log-books with the pre-selected 20 housewives during the three days Monday to Wednesday. The completed records are collected by the interviewers after a period of seven days. Fieldwork in the second polling district begins in the middle of the 21 days, and the interviewer attempts to place log-books on Wednesday afternoon and during the three days Thursday to Saturday. She collects the completed records seven days later, that is, at the end of the interval. This cycle of operations is repeated throughout the year and in order to facilitate it the 44 constituencies are divided into 2 sets of 22. These two sets are used alternately, so that in one interval, one set of 22 constituencies is used covering 44 polling districts. In the next interval the other set of 22 constituencies is used covering a further 44 polling districts. However, as there are only

<sup>(1)</sup> See also paragraph 1 of Appendix A.

17 such intervals in the year, the two sets of constituencies are not in complete balance, one set normally being used nine times and the other eight.

*Information recorded by housewives*

9. The log-book contains two pages for each day of the survey week. On one page are entered the descriptions, quantity and cost of all items of food bought for the household supply; food obtained from an employer, free of payment, is recorded when it enters the household, but free food from a garden or allotment or from a farm or other business owned by a member of the household is recorded only at the time it is consumed. To avoid double counting, gifts of food received from another household in Great Britain are not recorded if they have been purchased by the donating household. On each facing page are entered particulars of the persons present at each meal and of the foods served, so that it is possible over the week to make an approximate check between the food entering the house and the meals provided.

10. Before June 1951, detailed records were obtained of changes in larder stocks between the beginning and end of the survey week, but such recording was found to involve so much time and trouble as to affect the response rate adversely, to distort the normal pattern of consumption (though not its total volume), and to depress the normal food expenditure by drawing the housewife's attention to her existing stocks; these stocks she thereupon tended to use instead of food which she would otherwise have purchased during the week. The weighing and recording of larder stocks was therefore discontinued in June 1951, with a resulting improvement in survey results except those for elderly women living alone<sup>(1)</sup>, who now, on average, increase their stocks of certain storable foods, particularly sugar and flour, during the survey week. There is evidence that this change in their normal buying habits is confined to the first half of the survey week. Although this "impact effect" is not confined to elderly women living alone, comparison of survey results obtained before and after the change of technique provides no evidence that over-purchasing extends to the survey week as a whole in the other groups; changes in the national averages are consistent with corresponding changes in estimates of food supplies moving into consumption.

11. The Survey thus records the quantity of food entering the household, not the amount actually consumed; it cannot therefore provide frequency distributions of households classified according to levels of food consumption or nutrition. Averaged over a sufficiently large number of households, the average quantity obtained will, however, agree with the average quantity consumed (in the widest sense, including the quantity wasted or fed to pets) provided there is no general accumulation or depletion of larder stocks. Such a general change in larder stocks is possible in the short run, or seasonally, but is very unlikely over a longer period of time.

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<sup>(1)</sup> Cf. *Domestic Food Consumption and Expenditure: 1959*, paragraph 58, HMSO, 1961, and see Platt, Gray, Parr, Baines, Clayton, Hobson, Hollingsworth, Berry and Washington (1964) "The food purchases of elderly women living alone; a statistical inconsistency and its investigation", *British Journal of Nutrition*, 18, 413-429.

*Main Analyses of Survey Data*

12. Apart from the results for the sample as a whole (referred to in the report as “national averages”, “overall averages”, or the results for “all households”) the regular analyses are four in number:—

- (i) *By region*. Nine regions are distinguished, separate results being given for Wales, for Scotland and for each of the standard regions of England, except that East Anglia is not treated separately but is combined with the South East region. Further details are given in footnote (b) to Table 1 of Appendix A.
- (ii) *By type of area*. Six types of area are distinguished according to degree of urbanization, viz. London conurbation, provincial conurbations, larger towns, smaller towns, semi-rural areas and rural areas.
- (iii) *By social class*, which for Survey purposes is defined in terms of the gross weekly income of the head of the household. Four broad classes are distinguished (and described in descending order of the gross income of the head of the household as Classes A, B, C and D), but Class A is divided into two sub-groups (A1 and A2), and Class D into three, viz. households containing one or more earners (Class D1), those containing no earners (Class D2) and households solely or mainly dependent on old age pensions (abbreviated as OAP). As an exception to the general rule, if the gross weekly income of the head of the household is within the income range for Class D and the household contains more than one earner, the income of the principal earner is used to determine the social class, even though that earner is not necessarily the head of the household.
- (iv) *By household composition*. The following types of family are distinguished:—
  - (a) Households of one man and one woman with—
    - no other (one or both 55 years of age or over);
    - no other (both under 55 years of age);
    - one child (under 15 years of age);
    - two children;
    - three children;
    - four or more children;
    - one or more adolescents (15 to 20 years of age, inclusive);
    - adolescents and children.
  - (b) Other households with—
    - adults only;
    - one or more adolescents but no children;
    - one or more children, with or without adolescents.

*Nutritional Analysis of Survey Results*

13. The energy value and nutrient content of the recorded quantities of foods consumed (cf. paragraph 11) are evaluated using tables of food composition which make automatic allowance for the presence of inedible material such as bones, the skins of fruits and vegetables and the outside leaves of such vegetables as cabbage, but not for losses of edible material. In addition to making allowance for inedible waste, allowance is also made in the conversion factors for seasonal changes in the energy and nutrient content of certain foods (for example, potatoes), and for losses of vitamin C and thiamine in cooking: thiamine is reduced by 15 per cent, the vitamin C contribution from green vegetables is

reduced by 75 per cent, and that from other vegetables by 50 per cent. The nutrient conversion factors are specially compiled for application to the 145 categories of foods as classified in the National Food Survey; they are reviewed annually and revised in the light of accumulating knowledge about the composition of foods and the relative contribution of separate food items to the composite codes. The conversion factors, especially the estimates for protein, fat and carbohydrate, are based largely on those given in *The Composition of Foods*<sup>(1)</sup>, although the nutritive value of bread and flour is estimated from continuing analyses of flour made by the Government Chemist, and the calorie conversion factors that are used for protein, fat and available carbohydrate (expressed in terms of monosaccharides) are respectively 4, 9 and 3·75 kcal per g.<sup>(2)</sup>

14. The estimates, thus obtained, of the energy value and nutrient content of food obtained for consumption are then compared with estimates of nutritional requirements in order to assess the adequacy of the average diet, adjustments being made for meals taken outside the home (see paragraph 15) and on the assumption that 10 per cent<sup>(3)</sup> of all foods, and hence of all nutrients available for consumption, is not ingested, but is lost through wastage or spoilage in the kitchen or on the plate or is given to domestic pets. The precision with which the adequacy can be estimated depends on the accuracy of the scales of allowances used, and the exactitude with which these can be applied. The log-book records the sex and age of members of the household, while information about the occupation of working members is also obtained by the interviewer. From this information an assessment of requirements of calories, protein, calcium, iron and some vitamins, using as a basis the recommendations of the Committee on Nutrition of the British Medical Association (1950)<sup>(4)</sup> (Table 1), is made on the assumption that occupation determines activity. No adjustment is made, except in old age, for the decrease in activity of adults with increasing age, nor for variations in body weight. As the British Medical Association made no quantitative recommendations for the requirements of adults for vitamin D, no comparison can be made of the average consumption of this nutrient with estimated need.

15. Since the main purpose of the Survey is to study the pattern of the diet in the home (household), its records relate to quantities of food obtained for consumption in the home, which are expressed "per person per week". For the purpose of the Survey a "person" is defined as an individual eating at least half

<sup>(1)</sup> Medical Research Council Special Report Series No. 297, by R. A. McCance and E. M. Widdowson, HMSO, 1967.

<sup>(2)</sup> In order to make some allowance for losses in digestion and to maintain as much conformity as possible with pre-1960 National Food Survey results. For fuller discussion see *Household Food Consumption and Expenditure: 1965*, Appendix F, paragraph 14, HMSO, 1967.

<sup>(3)</sup> This deduction of 10 per cent is somewhat arbitrary, and the degree of food wastage is likely to be far from uniform among different families. With this conventional deduction, the energy value of the food obtained for consumption by all households, which under rationing was very close to the estimated requirements, has since 1954 been from 3 to 9 per cent above them, and no doubt wastage varies with the scarcity, or otherwise, of food.

<sup>(4)</sup> The Department of Health and Social Security has recently published a report: "*Recommended Intakes of Nutrients for the United Kingdom*" (Reports on Public Health and Medical Subjects, No. 120, HMSO, 1969), which reviews the British Medical Association's recommendations, and to which extensive reference is made in the text of this National Food Survey report. The new DHSS recommendations will be used in the Annual Report of the National Food Survey Committee for 1968.

TABLE 1  
 Nutrient Allowances (based on the British Medical Association's Recommendations, 1950)  
 used in the National Food Survey  
 (per person per day)

Category	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavine	Nicotinic acid	Vitamin C
	kcal.	g.	g.	mg.	i.u.	mg.	mg.	mg.	mg.
Man:									
Over 65 years	2,250	62	0.8	12	2,500	0.9	1.4	9	20
Sedentary	2,500	69	0.8	12	2,500	1.0	1.5	10	20
Moderately active	3,000	82	0.8	12	2,500	1.2	1.8	12	20
Active	3,500	96	0.8	12	2,500	1.4	2.1	14	20
Very active	4,250	117	0.8	12	2,500	1.7	2.6	17	20
Woman:									
Over 60 years	2,000	55	0.8	12	2,500	0.8	1.2	8	20
Sedentary	2,100	58	0.8	12	2,500	0.8	1.3	8	20
Moderately active	2,500	69	0.8	12	2,500	1.0	1.5	10	20
Active	3,000	82	0.8	12	2,500	1.2	1.8	12	20
Pregnancy, latter part.	2,750	96	1.5	15	3,000	1.1	1.6	11	40
Child:									
Under 1 year	800	28	1.0	6	1,500	0.3	0.5	3	10
1-3 years	1,300	46	1.0	7	1,500	0.5	0.8	5	15
4-6 years	1,600	56	1.0	8	1,500	0.6	1.0	6	15
7-9 years	1,950	68	1.0	10	1,500	0.8	1.2	8	20
10-12 years	2,450	86	1.2	12	1,500	1.0	1.5	10	25
Boy:									
13-15 years	3,150	110	1.4	15	1,500	1.3	1.9	13	30
16-20 years	3,400	119	1.4	15	2,500	1.4	2.1	14	30
Girl:									
13-15 years	2,750	96	1.3	15	1,500	1.1	1.6	11	30
16-20 years	2,500	88	1.0	15	2,500	1.0	1.5	10	30

of his meals at home during the survey week, the meals being weighted as in Table 2; anyone eating fewer meals is a "visitor". In comparing the estimates of consumption with estimates of nutritional need, the nutrient requirements of the household are adjusted to allow for visitors' consumption and for outside consumption by members of the household. It is assumed that the normal meal pattern is that of four meals (breakfast, dinner, tea and supper) each day. A person having all his meals at home during the week is said to have a net balance of 1.00. When meals are eaten away from home<sup>(1)</sup> the allowances in Table 2 (which were changed in January, 1960<sup>(2)</sup>) are deducted from 1.00 to give a "net balance" of meals eaten at home by that person. Meals eaten by visitors are similarly weighted and are added to the household total, so that a visitor's meal cancels a corresponding meal taken out by a similar person. Nutritional requirements are calculated by reference to the net balance for each person and for each visitor.

TABLE 2  
*Weighting of Meals for the Calculation  
of Net Balance*

	per day	per week
Breakfast . . . .	.02	.14
Dinner . . . .	.06	.42
Tea . . . .	.02 } (a)	.14 } (a)
Supper . . . .	.04 } (a)	.28 } (a)
	Total	.98 (say 1.00)

(a) These weights are interchangeable, whichever meal is the larger; if only one evening meal is taken the two weights are combined.

16. The procedure adopted for comparing the estimates of the energy value and nutrient content of food obtained for consumption with estimates of nutritional requirements is as follows. For each type of household analysed, the recommended allowances given in Table 1 for each category of person are multiplied by the total net balance for that category; the products are summed over all categories and divided by the total number of persons in that household type, to give average requirements per person for the group of households. Nutrient consumptions per person less 10 per cent (see paragraph 14) are then expressed as percentages of these final values. Thus, if it is assumed that the nutritional value of similar meals eaten at home and elsewhere is the same, it can be said that the nutritional value of food obtained for consumption at home is being related to the nutritional needs of the members of the household when they eat at home; the remainder of the nutritional needs is assumed to be met elsewhere.

#### *Reconciliation of Nutritional Results*

17. The per caput energy requirement of the British population, calculated

<sup>(1)</sup> Packed meals, such as sandwiches, provided by the housewife for consumption away from home, are treated as if they had been eaten at home.

<sup>(2)</sup> For a fuller discussion see *Household Food Consumption and Expenditure: 1965*, Appendix F, paragraph 16 and Table 2, HMSO, 1967.

according to the recommendations of the British Medical Association, is about 2,400 kcal. per day at the physiological level if allowance is made for different degrees of activity in adults. As the total supplies of food available in recent years have been equivalent to more than 3,100 kcal. per head per day, this implies that wastage (including food fed to animals) is of the order of 700 kcal. per head per day, or more than one-fifth of the food supply. Such a large gap between supplies and physiological requirements cannot yet be satisfactorily explained, but its occurrence in all well-developed countries is confirmed by comparing estimates of the calorie value of food supplies in FAO Food Balance Sheets and of calorie requirements according to FAO recommendations. In this country the gap between the total supply and household consumption recorded by the Survey can be bridged; that between either of these estimates of food consumption and estimated physiological requirements cannot, unless wastage between the level of measurement and actual intake is considerably greater than ordinarily assumed<sup>(1)</sup>, or unless intakes are markedly in excess of physiological requirements which themselves may be inaccurately assessed.

#### *Reliability of Survey Results*

**18.** The results obtained from the Survey are subject to chance variations as are all estimates from sampling investigations, but this "sampling error" will not normally be more than two or three times the standard error. Estimates of the standard errors of the yearly national averages of expenditure, purchases and prices for each food in the Survey classification were given in the Annual Report for 1966<sup>(2)</sup>. These estimates were calculated from data for the whole sample in that year except that the standard errors for the sub-totals and for the individual prices were calculated from data for 1967. Usually, the standard errors (and the percentage standard errors) of the *quarterly* averages will be approximately double those for the annual averages, but for some foods which have a marked seasonality the standard errors can also vary throughout the year; some indication of this variation was given in the Annual Report for 1960<sup>(3)</sup>, together with estimates of the standard errors applicable to the results for different types of household. Estimates of the percentage standard errors of average nutrient intake and adequacy in the *larger families* were given and discussed in the Annual Report for 1964<sup>(4)</sup>. The estimates of the standard errors were obtained by applying the formula for a single-stage random sample and take no account of the complex nature of the sample which incorporates a multi-stage, stratified design. The reduction in sampling variance gained from stratification is almost certainly more than offset by the increase in variance caused by the use of several stages in the sample design, especially by the limited number of first-stage units; the estimated standard errors may therefore be understated in some cases.

<sup>(1)</sup> See footnote (1) to paragraph 1 of this Appendix.

<sup>(2)</sup> *Household Food Consumption and Expenditure: 1966*, Appendix E, paragraph 18 and Table 3, HMSO, 1968.

<sup>(3)</sup> *Domestic Food Consumption and Expenditure: 1960*, Appendix A, paragraphs 15, 16 and 17 and Tables 12 and 13, HMSO, 1962.

<sup>(4)</sup> *Domestic Food Consumption and Expenditure: 1964*, Appendix F, paragraph 19 and Table 3, HMSO, 1966.

## SUPPLEMENT

### Preliminary Estimates of Consumption, Expenditure and Prices for 1968

1. Summary data from the Survey for 1968 have been published in the *Monthly Digest of Statistics* and in the *Board of Trade Journal*. Further preliminary results, for the full Survey classification of foods, are given in Tables 2 to 4. These estimates were derived from an effective sample of 7,888 households. Rural households were again over-represented in the sample in 1968 but the national averages which are presented in this supplement have been adjusted to correct the bias caused by this over-representation.

2. The preliminary estimates of average weekly expenditure and value of free food per person for all households in 1968 are given in Table 1. Average expenditure in 1968 was 37s. 11d. per person per week, 1s. 0d. (2·7 per cent) greater than in 1967, most of the increase being due to increased spending on liquid milk (2d.), pork (1d.), poultry (2d.) and processed meats (2d.), vegetables other than potatoes (2d.), fruit (1½d.), and bread and other cereal products (2½d.); average expenditure on potatoes was 2½d. less than in 1967. All of the increase of 2·7 per cent in average food expenditure was absorbed by increases in food prices, so that there was no overall change in the real value of food purchases per head.

TABLE 1

*Household Food Expenditure, Value of Free Food and Total Value of  
Food obtained for Household Consumption, 1967 and 1968*

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1967	1968	Percentage change	1967	1968	1967	1968	Percentage change
	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	
1st Quarter .	35 11	36 11	+2·9	7	5	36 5	37 5	+2·6
2nd Quarter .	37 4	38 4	+2·6	5	9	37 9	39 0	+3·3
3rd Quarter .	37 5	38 3	+2·3	1 3	1 5	38 8	39 8	+2·6
4th Quarter .	36 11	38 0	+2·9	9	9	37 9	38 10	+2·9
Yearly average	36 11	37 11	+2·7	9	10	37 8	38 9	+2·8

3. There was very little change in the broad pattern of household food consumption in 1968. Average household consumption of liquid milk (including welfare and school milk) declined slightly but purchases of processed milk, cream and cheese were fully maintained. Consumption of carcass meat averaged 16·0 oz. per person per week compared with 17·0 oz. in the previous year, decreases of 0·8 oz. for beef and of 0·4 oz. for lamb (which were affected by the foot-and-mouth epidemic) being only partly offset by a rise of 0·2 oz. in the consumption of pork; however, average consumption of poultry increased from 4·0 oz. to 4·8 oz. and there was also some increase in average consumption of sausages and other meat products. Average consumption of eggs was barely



maintained at 4·7 eggs per person per week, and stamped eggs continued to be displaced by unstamped eggs. Stamping of eggs by packing stations was discontinued at the end of the year. There was very little change in average consumption of fish.

4. A small decrease in average consumption of butter and of margarine was recorded, but there was some continued growth in purchases of vegetables and salad oils. Average purchases of sugar fell by 0·9 oz. per person per week and consumption of jams and marmalade continued to decline.

5. Average consumption of potatoes remained at 52 oz. per person per week but free supplies accounted for a slightly greater proportion of the total than in the previous year. There was also very little change in total consumption of other vegetables, decreases recorded for cauliflower and carrots being offset by increases for cabbage, miscellaneous fresh vegetables, canned and quick-frozen vegetables and some potato products. Average consumption of fresh fruit rose from 21·7 oz. per person per week to 22·6 oz., mainly because of increased consumption of pears and stone fruit; there was little change in consumption of canned fruit or fruit products.

6. The downward trend in consumption of bread continued, and purchases averaged 38·3 oz. per person per week compared with 40·0 oz. in the preceding year. Purchases of flour also continued to decline, and averaged 5·4 oz. compared with 5·8 oz. in 1967, but purchases of breakfast cereals, canned milk puddings, rice and some miscellaneous cereal convenience foods showed some increase. Average purchases of tea fell slightly but there was some further increase in purchases of instant coffee.

TABLE 2  
Household Food Consumption and Purchases, 1968: National Averages  
(oz. per person per week, except where otherwise stated)

	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . (pt.)	3.96	3.97	3.97	3.85	3.94	3.79
Welfare . . . . (pt.)	0.75	0.71	0.71	0.73	0.72	0.70
School . . . . (pt.)	0.20	0.17	0.10	0.15	0.16	—
<i>Total Liquid Milk</i> . . . (pt.)	<i>4.91</i>	<i>4.84</i>	<i>4.78</i>	<i>4.72</i>	<i>4.82</i>	<i>4.49</i>
Condensed milk . . . (eq. pt.)	0.18	0.19	0.19	0.15	0.18	0.18
Dried milk						
National . . . . (eq. pt.)	0.02	0.01	0.02	0.01	0.02	0.01
Branded . . . . (eq. pt.)	0.12	0.09	0.09	0.08	0.10	0.10
Other milk (a) . . . (pt.)	0.06	0.06	0.08	0.08	0.07	0.07
Cream . . . . (pt.)	0.02	0.04	0.04	0.03	0.03	0.03
<i>Total Milk and Cream</i> (pt. or eq. pt.)	<i>5.32</i>	<i>5.23</i>	<i>5.20</i>	<i>5.07</i>	<i>5.22</i>	<i>4.88</i>
<b>CHEESE:</b>						
Natural . . . . .	3.06	3.12	3.12	3.00	3.08	3.08
Processed . . . . .	0.30	0.36	0.33	0.32	0.33	0.33
<i>Total Cheese</i> . . . . .	<i>3.36</i>	<i>3.48</i>	<i>3.45</i>	<i>3.32</i>	<i>3.41</i>	<i>3.41</i>
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	7.97	7.21	7.31	8.55	7.76	7.72
Mutton and lamb . . . . .	5.37	5.90	6.14	5.42	5.71	5.67
Pork . . . . .	2.57	2.53	2.31	2.70	2.53	2.51
<i>Total Carcase Meat</i> . . . . .	<i>15.91</i>	<i>15.65</i>	<i>15.76</i>	<i>16.66</i>	<i>16.00</i>	<i>15.90</i>
Other meat and meat products						
Bones . . . . .	0.22	0.08	0.18	0.14	0.16	0.15
Liver . . . . .	0.84	0.82	0.86	0.89	0.85	0.85
Offals, other than liver . . . . .	0.67	0.44	0.38	0.59	0.52	0.52
Bacon and ham, uncooked . . . . .	5.13	5.33	5.06	5.08	5.15	5.13
Bacon and ham, cooked, in- cluding canned . . . . .	0.84	0.95	1.08	0.89	0.94	0.94
Cooked chicken . . . . .	0.20	0.19	0.25	0.15	0.20	0.20
Corned meat . . . . .	0.47	0.57	0.58	0.49	0.53	0.53
Other cooked meat, not pur- chased in cans . . . . .	0.65	0.69	0.73	0.66	0.68	0.68
Other canned meat . . . . .	1.53	1.79	1.85	1.84	1.75	1.75
Broiler chicken, uncooked (b) Other poultry, uncooked, not quick-frozen . . . . .	3.21	3.23	3.29	3.02	3.19	3.15
Other poultry, uncooked, quick-frozen . . . . .	0.84	1.01	1.04	0.74	0.91	0.84
Rabbit, game and other meat. Sausages, uncooked, pork . . . . .	0.54	0.53	0.59	0.37	0.51	0.51
Sausages, uncooked, beef . . . . .	0.20	0.10	0.07	0.21	0.14	0.12
Meat pies and sausage rolls, ready to eat . . . . .	2.22	2.17	2.24	2.30	2.23	2.22
	1.50	1.55	1.39	1.44	1.47	1.47
	0.81	0.76	0.82	0.71	0.78	0.77

(a) Including skimmed milk powder.

(b) Plucked roasting fowl, each less than 4 lbs. in dressed weight, or parts of any uncooked chicken.

TABLE 2—continued

(oz. per person per week, except where otherwise stated)

	1968					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
Other meat and meat products— <i>contd.</i>						
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0·37	0·37	0·47	0·48	0·42	0·42
Other meat products	2·18	2·02	1·85	2·11	2·04	2·04
<b>Total Other Meat and Meat Products</b>	<b>22·43</b>	<b>22·57</b>	<b>22·71</b>	<b>22·11</b>	<b>22·47</b>	<b>22·39</b>
<b>Total Meat and Meat Products</b>	<b>38·34</b>	<b>38·22</b>	<b>38·47</b>	<b>38·77</b>	<b>38·47</b>	<b>38·19</b>
<b>FISH:</b>						
White, filleted, fresh	1·34	1·32	1·25	1·25	1·29	1·29
White, unfileted, fresh	0·69	0·72	0·71	0·70	0·70	0·70
White, uncooked, quick-frozen (c)	0·26	0·34	0·29	0·28	0·29	0·29
Herrings, filleted, fresh	0·01	0·02	0·02	0·01	0·02	0·02
Herrings, unfileted, fresh	0·09	0·08	0·07	0·09	0·08	0·08
Fat, fresh, other than herrings	0·11	0·12	0·13	0·08	0·11	0·10
White, processed	0·38	0·32	0·29	0·25	0·31	0·31
Fat, processed, filleted	0·08	0·08	0·06	0·09	0·08	0·08
Fat, processed, unfileted	0·18	0·11	0·16	0·14	0·15	0·15
Shell	0·07	0·06	0·05	0·08	0·06	0·06
Cooked	1·03	1·03	1·14	1·07	1·07	1·06
Salmon, canned	0·46	0·58	0·64	0·46	0·54	0·54
Other canned or bottled fish	0·30	0·35	0·34	0·30	0·32	0·32
Fish products, not quick-frozen	0·16	0·13	0·15	0·15	0·15	0·15
Quick-frozen fish products, and quick-frozen fish not specified above (d)	0·52	0·52	0·53	0·50	0·52	0·52
<b>Total Fish</b>	<b>5·69</b>	<b>5·78</b>	<b>5·83</b>	<b>5·45</b>	<b>5·69</b>	<b>5·67</b>
<b>EGGS:</b>						
Eggs, hen, stamped (no.)	2·39	2·37	2·11	2·20	2·27	2·27
Eggs, shell, other (no.)	2·19	2·41	2·64	2·31	2·39	2·16
<b>Total Eggs (no.)</b>	<b>4·58</b>	<b>4·79</b>	<b>4·74</b>	<b>4·51</b>	<b>4·66</b>	<b>4·43</b>
<b>FATS:</b>						
Butter	5·98	6·23	6·21	6·15	6·14	6·13
Margarine	3·05	2·82	2·57	2·79	2·81	2·81
Lard and compound cooking fat	2·10	1·94	2·09	2·17	2·08	2·07
Suet	0·13	0·09	0·06	0·17	0·11	0·11
Vegetable and salad oils (fl. oz.)	0·47	0·44	0·56	0·55	0·50	0·50
All other fats	0·16	0·13	0·09	0·14	0·13	0·13
<b>Total Fats</b>	<b>11·87</b>	<b>11·65</b>	<b>11·58</b>	<b>11·97</b>	<b>11·77</b>	<b>11·75</b>

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.

TABLE 2—continued

(oz. per person per week, except where otherwise stated)

	1968					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	16·69	15·88	16·25	16·59	16·35	16·35
Jams, jellies and fruit curds . . . . .	1·36	1·53	1·32	1·31	1·38	1·31
Marmalade . . . . .	0·96	0·84	0·93	0·91	0·91	0·91
Syrup, treacle and honey . . . . .	0·64	0·50	0·41	0·47	0·50	0·50
<i>Total Sugar and Preserves</i> . . . . .	<i>19·65</i>	<i>18·75</i>	<i>18·91</i>	<i>19·28</i>	<i>19·14</i>	<i>19·07</i>
<b>VEGETABLES:</b>						
Old potatoes						
January-August,						
not pre-packed . . . . .	43·68	23·68	1·55	—	17·23	16·12
pre-packed . . . . .	10·50	6·19	0·21	—	4·22	4·22
New potatoes						
January-August,						
not pre-packed . . . . .	1·10	15·11	24·61	—	10·20	9·00
pre-packed . . . . .	0·04	1·07	2·98	—	1·02	1·02
Potatoes						
September-December,						
not pre-packed . . . . .	—	—	16·95	46·20	15·79	13·71
pre-packed . . . . .	—	—	2·16	11·67	3·46	3·46
<i>Total Fresh Potatoes</i> . . . . .	<i>55·32</i>	<i>46·05</i>	<i>48·45</i>	<i>57·86</i>	<i>51·92</i>	<i>47·53</i>
Cabbages, fresh . . . . .	4·28	5·54	4·84	4·47	4·78	3·91
Brussels sprouts, fresh . . . . .	3·89	0·08	0·39	4·32	2·17	1·80
Cauliflowers, fresh . . . . .	1·41	4·24	2·75	1·80	2·55	2·35
Leafy salads . . . . .	0·47	1·94	2·06	0·50	1·24	1·02
Peas, fresh . . . . .	—	0·31	2·60	0·01	0·73	0·53
Peas, quick-frozen . . . . .	1·10	1·08	0·92	0·96	1·02	1·02
Beans, fresh . . . . .	0·04	0·21	4·89	0·42	1·39	0·58
Beans, quick-frozen . . . . .	0·31	0·40	0·19	0·26	0·29	0·29
Other fresh green vegetables . . . . .	0·11	0·49	0·08	0·07	0·19	0·08
<i>Total Fresh Green Vegetables</i> . . . . .	<i>11·60</i>	<i>14·29</i>	<i>18·72</i>	<i>12·82</i>	<i>14·36</i>	<i>11·58</i>
Carrots, fresh . . . . .	3·59	2·18	2·87	3·75	3·10	2·77
Turnips and swedes, fresh . . . . .	2·01	0·49	0·65	1·78	1·23	1·08
Other root vegetables, fresh . . . . .	0·80	0·53	0·94	0·93	0·80	0·58
Onions, shallots, leeks, fresh . . . . .	3·15	2·66	2·62	3·56	3·00	2·73
Cucumbers, fresh . . . . .	0·28	1·06	1·03	0·31	0·67	0·65
Mushrooms, fresh . . . . .	0·45	0·35	0·41	0·44	0·41	0·40
Miscellaneous fresh vegetables . . . . .	0·31	0·29	1·33	1·03	0·74	0·64
Canned peas . . . . .	3·13	3·09	2·69	3·30	3·05	3·05
Canned beans . . . . .	3·69	3·43	3·28	3·53	3·48	3·48
Canned vegetables, other than pulses or potatoes . . . . .	0·97	1·20	0·73	1·03	0·98	0·98
Dried pulses, other than air-dried . . . . .	0·49	0·42	0·29	0·43	0·41	0·41
Air-dried vegetables . . . . .	0·03	0·05	0·03	0·03	0·04	0·04
Chips, excluding quick-frozen . . . . .	1·24	1·30	1·45	1·39	1·34	1·34

TABLE 2—continued

(oz. per person per week, except where otherwise stated)

	1968					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>VEGETABLES—contd.</b>						
Other potato products, not quick-frozen . . . . .	0·61	0·74	0·67	0·69	0·68	0·68
Other vegetable products . . . . .	0·09	0·12	0·12	0·09	0·10	0·10
All quick-frozen vegetables and vegetable products, not speci- fied above (e) . . . . .	0·21	0·30	0·31	0·24	0·26	0·26
<i>Total Other Vegetables</i> . . . . .	<i>21·07</i>	<i>18·21</i>	<i>19·41</i>	<i>22·53</i>	<i>20·29</i>	<i>19·19</i>
<i>Total Vegetables.</i> . . . .	<i>87·99</i>	<i>78·55</i>	<i>86·58</i>	<i>93·21</i>	<i>86·57</i>	<i>78·30</i>
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	4·91	4·14	2·87	2·63	3·64	3·63
Other citrus fruit . . . . .	1·49	1·53	1·30	1·16	1·37	1·37
Apples . . . . .	6·36	5·85	5·77	7·57	6·39	5·66
Pears . . . . .	0·54	0·56	1·01	1·44	0·89	0·82
Stone fruit . . . . .	0·06	0·19	2·87	0·14	0·82	0·77
Grapes . . . . .	0·29	0·17	0·55	0·77	0·44	0·44
Soft fruit, other than grapes . . . . .	...	0·67	1·89	0·06	0·66	0·40
Bananas . . . . .	2·91	3·49	3·60	3·07	3·27	3·27
Rhubarb . . . . .	0·31	1·69	0·47	0·02	0·62	0·19
Tomatoes . . . . .	2·24	4·42	5·99	3·29	3·98	3·75
Other fresh fruit . . . . .	0·11	0·09	1·19	0·57	0·49	0·49
<i>Total Fresh Fruit</i> . . . . .	<i>19·22</i>	<i>22·80</i>	<i>27·51</i>	<i>20·72</i>	<i>22·57</i>	<i>20·79</i>
Tomatoes, canned or bottled . . . . .	0·85	0·90	0·57	0·70	0·76	0·76
Canned peaches, pears and pine- apples . . . . .	2·24	3·11	2·75	2·49	2·65	2·65
Other canned or bottled fruit . . . . .	2·08	2·38	2·10	2·17	2·18	2·13
Dried fruit and dried fruit pro- ducts . . . . .	0·82	0·80	0·64	1·48	0·94	0·94
Nuts and nut products . . . . .	0·17	0·17	0·14	0·39	0·22	0·22
Fruit juices . . . . . (fl. oz.)	0·59	0·51	0·58	0·51	0·55	0·54
Welfare orange juice . . . . . (fl. oz.)	0·07	0·02	0·05	0·04	0·04	0·04
<i>Total Other Fruit and Fruit Products</i>	<i>6·81</i>	<i>7·89</i>	<i>6·83</i>	<i>7·78</i>	<i>7·34</i>	<i>7·28</i>
<i>Total Fruit</i> . . . . .	<i>26·03</i>	<i>30·69</i>	<i>34·34</i>	<i>28·50</i>	<i>29·91</i>	<i>28·07</i>
<b>CEREALS:</b>						
Brown bread . . . . .	2·61	2·81	2·69	2·41	2·63	2·63
White bread, large loaves, un- wrapped . . . . .	6·12	6·72	6·70	5·96	6·38	6·37
White bread, large loaves, wrapped . . . . .	21·67	20·40	20·97	21·54	21·14	21·14
White bread, small loaves, unwrapped . . . . .	3·21	2·91	2·93	2·82	2·97	2·97
White bread, small loaves, wrapped . . . . .	1·64	1·77	2·08	1·81	1·82	1·82
Wholewheat and wholemeal bread . . . . .	0·44	0·44	0·43	0·38	0·42	0·42
Other bread . . . . .	2·78	2·95	2·97	3·09	2·95	2·95
<i>Total Bread</i> . . . . .	<i>38·46</i>	<i>37·99</i>	<i>38·76</i>	<i>38·02</i>	<i>38·31</i>	<i>38·30</i>

(e) Including quick-frozen brussels sprouts.

TABLE 2—continued

(oz. per person per week, except where otherwise stated)

	1968					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>CEREALS—contd.</b>						
Flour . . . . .	5.64	5.32	4.69	5.85	5.38	5.38
Buns, scones and teacakes . . . . .	1.48	1.31	1.13	1.51	1.36	1.36
Cakes and pastries . . . . .	4.45	4.57	4.91	4.79	4.68	4.68
Biscuits, other than chocolate biscuits . . . . .	4.54	5.05	4.72	4.91	4.80	4.80
Chocolate biscuits . . . . .	1.00	1.02	1.02	1.12	1.04	1.04
Oatmeal and oat products . . . . .	0.81	0.41	0.44	0.65	0.58	0.58
Breakfast cereals . . . . .	2.32	2.47	2.55	2.37	2.43	2.43
Canned milk puddings . . . . .	1.80	1.54	1.60	1.71	1.66	1.66
Other puddings . . . . .	0.33	0.20	0.21	0.44	0.30	0.30
Rice . . . . .	0.52	0.54	0.50	0.58	0.54	0.54
Invalid foods, including slimming foods . . . . .	0.12	0.21	0.14	0.16	0.16	0.16
Infant foods, not canned or bottled . . . . .	0.16	0.14	0.14	0.14	0.14	0.14
Cereal convenience foods, in- cluding canned, not specified above (f) . . . . .	1.62	1.45	1.60	1.60	1.57	1.57
Other cereal foods . . . . .	0.36	0.27	0.29	0.23	0.29	0.29
<b>Total Cereals . . . . .</b>	<b>63.59</b>	<b>62.48</b>	<b>62.69</b>	<b>64.09</b>	<b>63.24</b>	<b>63.23</b>
<b>BEVERAGES:</b>						
Tea . . . . .	2.63	2.59	2.50	2.65	2.59	2.59
Coffee, bean and ground . . . . .	0.10	0.09	0.09	0.07	0.09	0.09
Coffee, instant . . . . .	0.39	0.34	0.35	0.38	0.36	0.36
Coffee, essences . . . . . (fl. oz.)	0.08	0.12	0.06	0.07	0.08	0.08
Cocoa and drinking chocolate . . . . .	0.23	0.16	0.17	0.17	0.18	0.18
Branded food drinks . . . . .	0.32	0.21	0.23	0.31	0.27	0.27
<b>Total Beverages . . . . .</b>	<b>3.74</b>	<b>3.51</b>	<b>3.40</b>	<b>3.64</b>	<b>3.57</b>	<b>3.57</b>
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled . . . . .	0.81	0.83	0.69	0.66	0.75	0.75
Soups, canned . . . . .	3.98	2.37	2.37	3.59	3.08	3.08
Soups, dehydrated and powdered . . . . .	0.09	0.06	0.06	0.12	0.08	0.08
Spreads and dressings . . . . .	0.14	0.38	0.35	0.11	0.24	0.24
Pickles and sauces . . . . .	1.21	1.44	1.19	1.49	1.33	1.33
Meat and vegetable extracts . . . . .	0.16	0.12	0.15	0.14	0.14	0.14
Table jellies, squares and crystals (pt.) . . . . .	0.07	0.10	0.10	0.08	0.09	0.09
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	0.52	0.95	1.03	0.52	0.76	0.75
All quick-frozen foods not speci- fied above . . . . .	0.09	0.13	0.09	0.09	0.10	0.10
Salt . . . . .	0.97	0.88	0.95	1.02	0.96	0.96

(f) Including cake and pudding mixes, custard powder, "instant" puddings, etc.

TABLE 3  
Household Food Expenditure, 1968: National Averages  
(pence per person per week)

	1968					Percentage of all households purchasing each type of food during Survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . .	39·22	38·81	41·06	39·95	39·76	95
Welfare . . . . .	3·22	4·01	4·23	4·25	3·93	23
<i>Total Liquid Milk</i> . . . . .	<i>42·44</i>	<i>42·82</i>	<i>45·29</i>	<i>44·20</i>	<i>43·69</i>	
Condensed milk . . . . .	1·54	1·69	1·69	1·34	1·56	24
Dried milk						
National . . . . .	0·08	0·05	0·11	0·02	0·06	...
Branded . . . . .	0·97	0·83	0·79	0·73	0·83	3
Other milk (a) . . . . .	0·92	1·08	1·21	1·08	1·07	11
Cream . . . . .	1·74	2·56	2·72	1·94	2·24	25
<i>Total Milk and Cream</i> . . . . .	<i>47·69</i>	<i>49·03</i>	<i>51·81</i>	<i>49·30</i>	<i>49·45</i>	
<b>CHEESE:</b>						
Natural . . . . .	8·90	9·00	8·82	8·49	8·80	72
Processed . . . . .	1·19	1·41	1·29	1·28	1·29	19
<i>Total Cheese</i> . . . . .	<i>10·08</i>	<i>10·41</i>	<i>10·12</i>	<i>9·78</i>	<i>10·09</i>	
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	35·74	32·94	34·06	38·99	35·43	74
Mutton and lamb . . . . .	17·81	19·37	20·11	18·31	18·90	54
Pork . . . . .	10·06	9·60	8·84	10·66	9·79	33
<i>Total Carcase Meat</i> . . . . .	<i>63·61</i>	<i>61·92</i>	<i>63·01</i>	<i>67·96</i>	<i>64·12</i>	
Other meat and meat products						
Bones . . . . .	0·16	0·06	0·16	0·11	0·12	2
Liver . . . . .	3·18	2·96	3·14	3·27	3·14	25
Offals, other than liver . . . . .	1·63	1·11	1·02	1·53	1·32	18
Bacon and ham, uncooked . . . . .	18·60	19·21	18·71	18·91	18·86	82
Bacon and ham, cooked, including canned . . . . .	5·65	6·55	7·53	6·17	6·48	41
Cooked chicken . . . . .	0·86	0·84	1·08	0·75	0·88	4
Corned meat . . . . .	2·08	2·62	2·74	2·36	2·45	20
Other cooked meat, not purchased in cans . . . . .	3·48	3·71	3·80	3·43	3·60	30
Other canned meat . . . . .	4·28	5·12	5·39	5·16	4·99	31
Broiler chicken, uncooked (b) . . . . .	8·10	8·26	8·13	7·71	8·05	22
Other poultry, uncooked, not quick-frozen . . . . .	1·83	2·34	2·59	1·74	2·12	3
Other poultry, uncooked, quick-frozen . . . . .	1·32	1·36	1·44	0·96	1·27	2
Rabbit, game and other meat . . . . .	0·59	0·20	0·14	0·64	0·39	2
Sausages, uncooked, pork . . . . .	5·89	5·75	5·89	6·13	5·92	45
Sausages, uncooked, beef . . . . .	3·36	3·43	3·14	3·26	3·30	26
Meat pies and sausage rolls, ready to eat . . . . .	2·08	1·96	2·12	1·83	2·00	20

(a) Including skimmed milk powder.

(b) Plucked roasting fowl, each less than 4 lbs. in dressed weight, or parts of any uncooked chicken.

TABLE 3—continued  
(pence per person per week)

	1968					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
Other meat and meat products <i>contd.</i>						
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products . . . . .	1·51	1·53	1·94	1·97	1·74	12
Other meat products . . . . .	6·05	5·73	5·53	6·18	5·87	44
<i>Total Other Meat and Meat Products</i> . . . . .	70·66	72·75	74·50	72·10	72·50	
<i>Total Meat and Meat Products</i> . . . . .	134·27	134·67	137·51	140·06	136·62	
FISH:						
White, filleted, fresh . . . . .	4·15	4·04	3·85	3·96	4·00	24
White, unfilleted, fresh . . . . .	2·04	2·24	2·14	2·18	2·15	12
White, uncooked, quick-frozen (c) . . . . .	1·02	1·29	1·14	1·12	1·14	8
Herrings, filleted, fresh . . . . .	0·01	0·04	0·04	0·02	0·03	...
Herrings, unfilleted, fresh . . . . .	0·14	0·11	0·11	0·16	0·13	1
Fat, fresh, other than herrings . . . . .	0·30	0·48	0·61	0·28	0·42	2
White, processed . . . . .	1·11	0·93	0·85	0·73	0·90	7
Fat, processed, filleted . . . . .	0·25	0·22	0·22	0·28	0·24	2
Fat, processed, unfilleted . . . . .	0·35	0·20	0·29	0·28	0·28	3
Shell . . . . .	0·38	0·40	0·47	0·54	0·45	3
Cooked . . . . .	3·35	3·41	3·91	3·79	3·62	24
Salmon, canned . . . . .	2·86	3·60	3·86	2·92	3·31	20
Other canned or bottled fish . . . . .	1·11	1·21	1·23	1·16	1·18	13
Fish products, not quick-frozen . . . . .	0·61	0·56	0·61	0·65	0·61	10
Quick-frozen fish products, and quick-frozen fish not specified above (d) . . . . .	1·76	1·89	1·95	1·76	1·84	17
<i>Total Fish</i> . . . . .	19·43	20·62	21·29	19·83	20·30	
EGGS:						
Eggs, hen, stamped . . . . .	9·72	8·81	7·96	9·17	8·92	48
Eggs, shell, other . . . . .	8·85	8·88	9·86	9·41	9·25	46
<i>Total Eggs</i> . . . . .	18·58	17·68	17·82	18·58	18·17	
FATS:						
Butter . . . . .	15·34	15·66	15·71	15·54	15·56	85
Margarine . . . . .	4·44	4·25	3·90	4·12	4·18	48
Lard and compound cooking fat . . . . .	2·30	2·12	2·22	2·30	2·24	46
Suet . . . . .	0·27	0·17	0·12	0·34	0·22	5
Vegetable and salad oils . . . . .	0·97	0·88	1·09	1·04	1·00	6
All other fats . . . . .	0·18	0·15	0·10	0·16	0·15	3
<i>Total Fats</i> . . . . .	23·50	23·23	23·15	23·50	23·35	

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.



TABLE 3—continued  
(pence per person per week)

	1968					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	8·99	8·71	8·82	9·14	8·92	80
Jams, jellies and fruit curds . . . . .	2·09	2·35	2·05	2·00	2·12	23
Marmalade . . . . .	1·24	1·12	1·26	1·21	1·21	16
Syrup, treacle and honey . . . . .	0·92	0·73	0·67	0·77	0·77	8
<i>Total Sugar and Preserves</i> . . . . .	<i>13·24</i>	<i>12·90</i>	<i>12·79</i>	<i>13·12</i>	<i>13·02</i>	
<b>VEGETABLES:</b>						
Old potatoes						
January-August, not pre-packed . . . . .	9·29	4·98	0·32	—	3·65	(e)
pre-packed . . . . .	2·74	1·66	0·05	—	1·11	
New potatoes						
January-August, not pre-packed . . . . .	0·68	7·19	5·06	—	3·23	
pre-packed . . . . .	0·02	0·45	0·74	—	0·30	
Potatoes						
September-December, not pre-packed . . . . .	—	—	3·03	8·90	2·98	
pre-packed . . . . .	—	—	0·53	2·94	0·87	
<i>Total Fresh Potatoes</i> . . . . .	<i>12·74</i>	<i>14·28</i>	<i>9·72</i>	<i>11·84</i>	<i>12·14</i>	
Cabbages, fresh . . . . .	2·19	2·76	1·60	1·57	2·03	36
Brussels sprouts, fresh . . . . .	2·27	0·02	0·29	2·46	1·26	20
Cauliflowers, fresh . . . . .	1·40	2·73	1·69	1·31	1·78	25
Leafy salads . . . . .	1·46	3·12	1·98	1·06	1·90	35
Peas, fresh . . . . .	—	0·21	1·12	...	0·33	(e)
Peas, quick-frozen . . . . .	2·24	2·29	2·01	2·06	2·15	23
Beans, fresh . . . . .	—	0·14	1·83	0·18	0·54	(e)
Beans, quick-frozen . . . . .	0·85	1·06	0·55	0·74	0·80	9
Other fresh green vegetables . . . . .	0·04	0·14	0·02	0·04	0·06	1
<i>Total Fresh Green Vegetables</i> . . . . .	<i>10·45</i>	<i>12·47</i>	<i>11·08</i>	<i>9·41</i>	<i>10·85</i>	
Carrots, fresh . . . . .	1·50	1·35	1·18	1·38	1·35	37
Turnips and swedes, fresh . . . . .	0·65	0·17	0·18	0·55	0·39	12
Other root vegetables, fresh . . . . .	0·42	0·47	0·50	0·52	0·48	13
Onions, shallots, leeks, fresh . . . . .	1·71	1·99	1·69	1·78	1·79	42
Cucumbers, fresh . . . . .	0·65	1·86	1·48	0·52	1·13	20
Mushrooms, fresh . . . . .	1·48	1·08	1·26	1·52	1·34	19
Miscellaneous fresh vegetables . . . . .	0·41	0·54	0·75	0·86	0·64	11
Canned peas . . . . .	2·63	2·55	2·24	2·75	2·54	41
Canned beans . . . . .	3·41	3·14	3·02	3·27	3·21	47
Canned vegetables, other than pulses or potatoes . . . . .	1·09	1·34	0·92	1·21	1·14	18
Dried pulses, other than air-dried . . . . .	0·68	0·60	0·45	0·63	0·59	11
Air-dried vegetables . . . . .	0·35	0·43	0·26	0·32	0·34	4
Chips, not quick-frozen . . . . .	1·55	1·76	2·03	1·87	1·80	24
Other potato products, not quick-frozen . . . . .	1·96	2·28	2·32	2·19	2·19	26

(e) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 3A below.

TABLE 3—continued  
(pence per person per week)

	1968					Percentage of all households purchasing each type of food during Survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
<b>VEGETABLES—contd.</b>						
Other vegetable products . . . . .	0·15	0·21	0·16	0·19	0·18	3
All quick-frozen vegetables and vegetable products, not specified above (f) . . . . .	0·56	0·75	0·77	0·62	0·68	7
<i>Total Other Vegetables</i> . . . . .	<i>19·20</i>	<i>20·53</i>	<i>19·23</i>	<i>20·17</i>	<i>19·79</i>	
<i>Total Vegetables</i> . . . . .	<i>42·39</i>	<i>47·28</i>	<i>40·03</i>	<i>41·42</i>	<i>42·78</i>	
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	4·16	3·44	2·57	2·49	3·16	35
Other citrus fruit . . . . .	1·46	1·40	1·28	1·35	1·37	18
Apples . . . . .	7·22	7·32	6·07	6·63	6·81	53
Pears . . . . .	0·66	0·70	0·99	1·11	0·86	11
Stone fruit . . . . .	0·16	0·38	3·17	0·18	0·97	9
Grapes . . . . .	0·67	0·41	0·90	1·15	0·78	8
Soft fruit, other than grapes . . . . .	...	1·35	2·17	0·01	0·88	6
Bananas . . . . .	2·80	3·61	3·70	3·30	3·35	41
Rhubarb . . . . .	0·34	0·24	0·03	0·01	0·16	3
Tomatoes . . . . .	4·21	9·99	9·55	5·21	7·24	62
Other fresh fruit . . . . .	0·14	0·11	1·13	0·59	0·49	4
<i>Total Fresh Fruit</i> . . . . .	<i>21·82</i>	<i>28·94</i>	<i>31·57</i>	<i>22·03</i>	<i>26·07</i>	
Tomatoes, canned or bottled . . . . .	0·90	0·95	0·64	0·82	0·83	14
Canned peaches, pears and pineapples . . . . .	2·66	3·63	3·25	2·99	3·13	33
Other canned or bottled fruit . . . . .	3·00	3·51	3·05	3·12	3·17	30
Dried fruit and dried fruit products . . . . .	1·48	1·47	1·16	2·60	1·68	16
Nuts and nut products . . . . .	0·55	0·57	0·46	1·47	0·76	7
Fruit juices . . . . .	1·28	1·06	1·03	1·10	1·12	9
Welfare orange juice . . . . .	0·21	0·07	0·13	0·11	0·13	1
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>10·09</i>	<i>11·27</i>	<i>9·72</i>	<i>12·21</i>	<i>10·82</i>	
<i>Total Fruit</i> . . . . .	<i>31·91</i>	<i>40·21</i>	<i>41·29</i>	<i>34·24</i>	<i>36·89</i>	
<b>CEREALS:</b>						
Brown bread . . . . .	2·20	2·50	2·38	2·15	2·31	30
White bread, large loaves, unwrapped . . . . .	4·04	4·58	4·53	4·09	4·31	28
White bread, large loaves, wrapped . . . . .	14·36	13·93	14·33	14·79	14·35	58
White bread, small loaves, unwrapped . . . . .	2·60	2·43	2·49	2·38	2·48	28
White bread, small loaves, wrapped . . . . .	1·40	1·57	1·84	1·63	1·61	20

(f) Including quick-frozen brussels sprouts.

TABLE 3—continued  
(pence per person per week)

	1968					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>CEREALS—Contd.</b>						
Wholewheat and wholemeal bread . . . . .	0·36	0·35	0·35	0·32	0·34	5
Other bread . . . . .	3·88	4·21	4·25	4·40	4·18	41
<b>Total Bread</b> . . . . .	<b>28·83</b>	<b>29·58</b>	<b>30·17</b>	<b>29·76</b>	<b>29·58</b>	
Flour . . . . .	2·75	2·63	2·34	2·79	2·63	34
Buns, scones and teacakes . . . . .	2·36	2·26	1·89	2·43	2·24	31
Cakes and pastries . . . . .	10·96	11·56	12·30	12·12	11·74	66
Biscuits, other than chocolate biscuits . . . . .	7·87	9·19	8·60	9·05	8·68	73
Chocolate biscuits . . . . .	3·21	3·38	3·48	3·78	3·46	32
Oatmeal and oat products . . . . .	0·84	0·47	0·46	0·68	0·61	9
Breakfast cereals . . . . .	4·55	4·94	5·14	4·66	4·82	41
Canned milk puddings . . . . .	1·35	1·17	1·22	1·38	1·28	20
Other puddings . . . . .	0·69	0·43	0·48	0·95	0·64	8
Rice . . . . .	0·56	0·59	0·56	0·66	0·59	9
Invalid foods, including slimming foods . . . . .	0·29	0·56	0·34	0·48	0·42	2
Infant foods, not canned or bottled . . . . .	0·49	0·42	0·40	0·48	0·45	4
Cereal convenience foods, including canned, not specified above (g) . . . . .	2·53	2·61	2·84	2·65	2·66	34
Other cereal foods . . . . .	0·41	0·34	0·39	0·34	0·37	6
<b>Total Cereals</b> . . . . .	<b>67·68</b>	<b>70·13</b>	<b>70·62</b>	<b>72·21</b>	<b>70·17</b>	
<b>BEVERAGES:</b>						
Tea . . . . .	12·12	11·75	11·57	12·13	11·89	79
Coffee, bean and ground . . . . .	0·62	0·59	0·58	0·41	0·55	3
Coffee, instant . . . . .	5·09	4·48	4·73	5·18	4·87	27
Coffee, essences . . . . .	0·29	0·43	0·26	0·27	0·31	3
Cocoa and drinking chocolate . . . . .	0·65	0·47	0·47	0·52	0·53	6
Branded food drinks . . . . .	1·37	0·90	0·96	1·27	1·12	7
<b>Total Beverages</b> . . . . .	<b>20·13</b>	<b>18·62</b>	<b>18·58</b>	<b>19·78</b>	<b>19·27</b>	
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled . . . . .	1·44	1·59	1·27	1·18	1·37	7
Soups, canned . . . . .	4·02	2·44	2·48	3·69	3·16	33
Soups, dehydrated and powdered . . . . .	0·61	0·39	0·43	0·81	0·56	7
Spreads and dressings . . . . .	0·40	0·97	0·94	0·31	0·66	8
Pickles and sauces . . . . .	2·23	2·64	2·15	2·73	2·44	27
Meat and vegetable extracts . . . . .	1·85	1·43	1·34	1·69	1·58	17
Table jellies, squares and crystals . . . . .	0·61	0·90	0·86	0·69	0·76	16

(g) Including cake and pudding mixes, custard powder, "instant" puddings, etc.

TABLE 3—continued  
(pence per person per week)

	1968					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<i>MISCELLANEOUS—Contd.</i>						
Ice-cream (served as part of a meal), mousse, soufflé . . .	0·88	1·81	2·01	0·98	1·42	14
All quick-frozen foods not specified above . . .	0·26	0·42	0·27	0·27	0·30	3
Salt . . .	0·41	0·38	0·41	0·42	0·40	12
Artificial sweeteners (expenditure only) . . .	0·10	0·07	0·06	0·03	0·06	1
Miscellaneous (expenditure only) . . .	1·69	1·74	1·96	1·82	1·80	28
<i>Total Miscellaneous</i> . . .	<i>14·51</i>	<i>14·78</i>	<i>14·18</i>	<i>14·62</i>	<i>14·51</i>	
<b>TOTAL EXPENDITURE</b> . . .	<b>443·39</b> (36s.11d)	<b>459·56</b> (38s. 4d)	<b>459·18</b> (38s. 3d)	<b>456·44</b> (38s. 0d)	<b>454·64</b> (37s.11d)	

TABLE 3A

Percentage of All Households Purchasing Seasonal Types of Food  
During Survey Week, 1968

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
CREAM . . . . .	21	27	28	22
<b>BACON AND OTHER MEAT:</b>				
Bacon and ham, cooked, including canned . . . . .	38	43	45	40
Sausages, uncooked, pork (a) . . . . .	44	43	44	48
<b>FISH:</b>				
Herrings, fresh, filleted (a) . . . . .	...	...	...	...
Herrings, fresh, unfileted (a) . . . . .	2	1	1	2
Fat, processed, filleted (a) . . . . .	2	2	2	3
Fat, processed, unfileted (a) . . . . .	4	2	3	3
<b>EGGS—stamped . . . . .</b>	52	47	44	48
—other . . . . .	47	45	50	46
<b>VEGETABLES:</b>				
<b>Old potatoes</b>				
January-August, not pre-packed . . . . .	57	38	3	—
January-August, pre-packed . . . . .	21	12	...	—
<b>New potatoes</b>				
January-August, not pre-packed . . . . .	6	50	40	—
January-August, pre-packed . . . . .	...	3	6	—
<b>Potatoes</b>				
September-December, not pre-packed . . . . .	—	—	22	57
September-December, pre-packed . . . . .	—	—	5	21
Cabbages, fresh . . . . .	35	45	33	32
Brussels sprouts, fresh . . . . .	35	...	5	42
Cauliflowers, fresh . . . . .	17	37	26	20
Leafy salads . . . . .	23	53	40	21
Peas, fresh . . . . .	—	2	14	...
Peas, quick-frozen . . . . .	23	24	21	23
Beans, fresh . . . . .	—	2	21	2
Beans, quick-frozen . . . . .	10	12	7	9
Carrots, fresh . . . . .	44	31	31	41
Onions, shallots, leeks, fresh . . . . .	41	46	39	43
Miscellaneous fresh vegetables . . . . .	6	8	13	16
Canned peas . . . . .	43	42	36	44
Canned beans . . . . .	49	47	43	50
Dried pulses, other than air-dried . . . . .	13	11	8	12
Other canned vegetables . . . . .	17	21	14	18
Other quick-frozen vegetables . . . . .	6	8	7	6
<b>FRUIT:</b>				
Oranges, fresh . . . . .	42	39	29	30
Other citrus fruit, fresh . . . . .	20	19	16	16
Apples, fresh . . . . .	57	56	47	54
Pears, fresh . . . . .	8	9	13	16
Tomatoes, fresh . . . . .	45	72	75	55
Tomatoes, canned and bottled . . . . .	16	16	12	14
Dried fruit and dried fruit products . . . . .	16	15	12	23
Oatmeal and oat products . . . . .	12	7	6	10
Breakfast cereals . . . . .	40	42	44	40
Cocoa and drinking chocolate . . . . .	8	5	5	6
Branded food drinks . . . . .	8	6	6	8
Soups, canned . . . . .	43	26	25	38
Soups, dehydrated and powdered . . . . .	8	5	5	10
Spreads and dressings . . . . .	5	12	12	4
Meat and vegetable extracts . . . . .	20	16	15	18
Table jellies, squares and crystals . . . . .	13	19	18	15
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	9	19	18	10

(a) Excluding purchases of quick-frozen foods.

TABLE 4

## Household Food Prices (a) 1968: National Averages

	Average prices paid in 1968				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>MILK AND CREAM:</b>					
Liquid milk					
Full price . . . . .	10·2	10·3	10·7	10·7	10·5
Welfare . . . . .	4·3	6·0	6·1	6·1	5·6
<i>Total Liquid Milk Purchased</i> . . . . .	9·3	9·6	10·0	10·0	9·7
Condensed milk . . . . .	8·6	9·0	9·0	9·1	8·9
Dried milk					
National . . . . .	3·7	6·3	5·9	4·0	4·8
Branded . . . . .	8·3	8·8	8·9	8·9	8·7
Other milk (b) . . . . .	14·3	17·9	16·1	13·5	15·4
Cream . . . . .	73·7	71·8	72·7	72·9	72·7
<b>CHEESE:</b>					
Natural . . . . .	46·5	46·2	45·2	45·4	45·8
Processed . . . . .	64·1	62·6	62·3	63·8	63·2
<b>MEAT AND MEAT PRODUCTS:</b>					
Carcass meat					
Beef and veal . . . . .	72·2	73·2	74·8	73·5	73·4
Mutton and lamb . . . . .	53·3	53·1	52·7	54·4	53·4
Pork . . . . .	62·8	61·3	61·2	63·9	62·4
Other meat and meat products					
Bones . . . . .	11·7	12·6	13·9	12·2	12·5
Liver . . . . .	60·7	58·7	58·8	58·8	59·2
Offals, other than liver . . . . .	39·2	41·2	43·2	41·4	41·0
Bacon and ham, uncooked . . . . .	58·1	58·0	59·4	59·7	58·8
Bacon and ham, cooked, including canned . . . . .	107·4	110·2	112·0	111·0	110·2
Cooked chicken . . . . .	69·6	72·1	68·6	82·5	72·2
Corned meat . . . . .	71·3	74·0	76·1	77·2	74·7
Other cooked meat, not purchased in cans . . . . .	85·6	86·3	83·6	83·1	84·7
Other canned meat . . . . .	44·8	45·7	46·5	44·9	45·5
Broiler chicken, uncooked (c) . . . . .	40·6	41·2	40·8	41·0	40·9
Other poultry, uncooked, not quick- frozen . . . . .	38·2	38·9	43·2	40·1	40·1
Other poultry, uncooked, quick-frozen . . . . .	38·8	41·2	38·9	41·2	39·9
Rabbit, game and other meat . . . . .	51·5	51·7	41·4	55·7	52·0
Sausages, uncooked, pork . . . . .	42·5	42·6	42·3	42·7	42·5
Sausages, uncooked, beef . . . . .	35·8	35·4	36·1	36·2	35·9
Meat pies and sausage rolls, ready to eat Quick-frozen meat (other than uncooked poultry) and quick-frozen meat pro- ducts . . . . .	41·3	41·6	41·3	41·5	41·4
Other meat products . . . . .	64·6	66·4	66·4	66·3	65·9
	44·4	45·5	48·0	47·0	46·1

(a) Pence per lb. except pence per pint of milk, cream, fruit juices, welfare orange juice, vegetable and salad oils, coffee essences and made up jelly, pence per equivalent pint of condensed and dried milk, pence per egg.

(b) Including skimmed milk powder.

(c) Plucked roasting fowl, each less than 4 lb. in dressed weight, or parts of any uncooked chicken.

TABLE 4—continued

	Average prices paid in 1968				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>FISH:</b>					
White, filleted, fresh . . . . .	49·4	49·1	49·3	50·7	49·6
White, unfilleted, fresh . . . . .	47·0	50·0	49·4	50·6	49·2
White, uncooked, quick-frozen (d) . . . . .	62·9	60·6	64·2	63·5	62·6
Herrings, filleted, fresh . . . . .	31·7	31·8	27·6	28·9	29·8
Herrings, unfilleted, fresh . . . . .	25·8	24·1	24·6	27·6	25·6
Fat, fresh, other than herrings . . . . .	43·9	87·2	78·2	54·0	65·8
White, processed . . . . .	46·3	46·0	46·2	47·5	46·4
Fat, processed, filleted . . . . .	50·1	46·4	59·8	51·1	51·2
Fat, processed, unfilleted . . . . .	31·6	29·3	29·3	31·8	30·6
Shell . . . . .	84·1	103·7	149·7	112·2	108·9
Cooked . . . . .	51·8	53·2	55·0	56·8	54·2
Salmon, canned . . . . .	99·9	99·0	97·2	102·2	99·4
Other canned or bottled fish . . . . .	58·5	55·6	58·6	62·2	58·5
Fish products, not quick-frozen . . . . .	60·2	70·1	65·9	67·5	65·6
Quick-frozen fish products, and quick-frozen fish not specified above (e) . . . . .	53·8	57·8	58·5	56·1	56·5
<b>EGGS:</b>					
Eggs, hen, stamped . . . . .	4·1	3·7	3·8	4·2	3·9
Eggs, shell, other . . . . .	4·4	4·2	4·1	4·4	4·3
<i>Total Eggs</i> . . . . .	<i>4·2</i>	<i>3·9</i>	<i>4·0</i>	<i>4·3</i>	<i>4·1</i>
<b>FATS:</b>					
Butter . . . . .	41·2	40·3	40·5	40·4	40·6
Margarine . . . . .	23·3	24·1	24·2	23·7	23·8
Lard and compound cooking fat . . . . .	17·5	17·4	17·1	17·0	17·2
Suet . . . . .	33·7	31·1	32·2	32·7	32·6
Vegetable and salad oils . . . . .	41·5	40·3	38·8	38·1	39·6
All other fats . . . . .	19·0	18·3	18·2	18·1	18·5
<b>SUGAR AND PRESERVES:</b>					
Sugar . . . . .	8·6	8·8	8·7	8·8	8·7
Jams, jellies and fruit curds . . . . .	25·8	25·5	26·1	26·0	25·8
Marmalade . . . . .	20·6	21·3	21·6	21·2	21·2
Syrup, treacle and honey . . . . .	23·1	23·1	26·1	26·2	24·4
<b>VEGETABLES:</b>					
Old potatoes . . . . .					
January-August, not pre-packed . . . . .	3·6	3·7	3·3	—	3·6
January-August, pre-packed . . . . .	4·2	4·3	3·8	—	4·2
New potatoes . . . . .					
January-August, not pre-packed . . . . .	10·0	7·7	4·0	—	5·8
January-August, pre-packed . . . . .	8·8	6·7	4·0	—	4·8
Potatoes . . . . .					
September-December, not pre-packed . . . . .	—	—	3·3	3·5	3·5
September-December, pre-packed . . . . .	—	—	3·9	4·0	4·0
Cabbages, fresh . . . . .	9·1	9·3	7·1	7·3	8·4
Brussels sprouts, fresh . . . . .	11·8	10·6	12·7	10·6	11·2
Cauliflowers, fresh . . . . .	16·2	11·5	10·9	12·2	12·2
Leafy salads . . . . .	51·2	29·5	21·3	36·3	30·0
Peas, fresh . . . . .	—	12·5	9·6	9·2	10·0
Peas, quick-frozen . . . . .	32·5	34·1	34·8	34·4	33·9
Beans, fresh . . . . .	—	12·5	15·0	15·2	14·8
Beans, quick-frozen . . . . .	44·3	42·4	46·3	46·3	44·4
Other fresh green vegetables . . . . .	12·0	12·2	13·4	12·2	12·2

(d) Excluding fish fingers, fish sticks, fish bites.

(e) Including fish fingers, fish sticks, fish bites.

TABLE 4—continued

	Average prices paid in 1968				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>VEGETABLES—contd.</b>					
Carrots, fresh . . . . .	7·0	10·2	8·6	6·6	7·8
Turnips and swedes, fresh . . . . .	5·6	5·9	6·3	5·8	5·7
Other root vegetables, fresh . . . . .	10·9	15·6	14·5	12·2	13·1
Onions, shallots, leeks, fresh . . . . .	9·4	12·6	11·6	9·0	10·5
Cucumbers, fresh . . . . .	37·0	28·1	25·1	28·3	28·1
Mushrooms, fresh . . . . .	53·0	49·0	51·8	55·9	52·6
Miscellaneous fresh vegetables . . . . .	22·4	38·6	11·7	14·0	16·5
Canned peas . . . . .	13·4	13·2	13·4	13·3	13·3
Canned beans . . . . .	14·8	14·7	14·7	14·8	14·8
Canned vegetables, other than pulses or potatoes . . . . .	17·9	18·0	20·2	18·8	18·6
Dried pulses, other than air-dried . . . . .	22·1	22·8	24·6	23·5	23·1
Air-dried vegetables . . . . .	165·7	148·9	157·5	150·4	155·0
Chips, excluding quick-frozen . . . . .	20·0	21·6	22·4	21·5	21·4
Other potato products, not quick-frozen . . . . .	51·3	49·1	55·5	50·4	51·4
Other vegetable products . . . . .	25·4	29·5	22·8	31·5	27·3
All quick-frozen vegetables and vegetable products, not specified above ( <i>f</i> ) . . . . .	42·7	39·6	39·4	42·4	40·8
<b>FRUIT:</b>					
Fresh					
Oranges . . . . .	13·6	13·3	14·4	15·1	13·9
Other citrus fruit . . . . .	15·6	14·7	15·7	18·7	16·0
Apples . . . . .	18·7	20·1	21·0	17·6	19·2
Pears . . . . .	19·5	20·1	17·3	14·0	17·0
Stone fruit . . . . .	42·1	32·4	18·7	24·6	20·3
Grapes . . . . .	37·4	39·8	26·0	23·9	28·4
Soft fruit, other than grapes . . . . .	21·5	42·0	31·8	87·6	35·4
Bananas . . . . .	15·4	16·5	16·4	17·2	16·4
Rhubarb . . . . .	19·1	10·0	7·4	23·3	13·5
Tomatoes . . . . .	30·2	36·4	28·4	27·6	31·0
Other fresh fruit . . . . .	20·4	20·8	15·2	16·5	16·2
Tomatoes, canned or bottled . . . . .	17·0	16·9	18·0	18·7	17·5
Canned peaches, pears and pineapples . . . . .	19·1	18·7	18·9	19·2	18·9
Other canned or bottled fruit . . . . .	23·6	24·1	23·4	24·1	23·8
Dried fruit and dried fruit products . . . . .	28·8	29·3	29·2	28·1	28·7
Nuts and nut products . . . . .	52·3	54·4	51·6	59·5	55·8
Fruit juices . . . . .	43·9	41·9	35·5	43·0	41·1
Welfare orange juice . . . . .	60·0	60·4	60·0	60·0	60·1

(*f*) Including quick-frozen brussels sprouts.



TABLE 4—continued

	Average prices paid in 1968				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>CEREALS:</b>					
Brown bread . . . . .	13·5	14·2	14·1	14·2	14·0
White bread, large loaves, unwrapped . . . . .	10·6	10·9	10·9	11·0	10·8
White bread, large loaves, wrapped . . . . .	10·6	10·9	10·9	11·0	10·9
White bread, small loaves, unwrapped . . . . .	12·9	13·4	13·6	13·5	13·3
White bread, small loaves, wrapped . . . . .	13·7	14·2	14·2	14·4	14·1
Wholewheat and wholemeal bread . . . . .	13·1	12·8	13·0	13·5	13·1
Other bread . . . . .	22·3	22·9	22·9	22·8	22·7
Flour . . . . .	7·8	7·9	8·0	7·6	7·8
Buns, scones and teacakes . . . . .	25·6	27·7	26·7	25·8	26·4
Cakes and pastries . . . . .	39·4	40·5	40·1	40·5	40·1
Biscuits, other than chocolate biscuits . . . . .	27·7	29·1	29·2	29·5	28·9
Chocolate biscuits . . . . .	51·6	53·1	54·9	53·9	53·3
Oatmeal and oat products . . . . .	16·6	18·3	16·8	16·8	17·0
Breakfast cereals . . . . .	31·4	32·0	32·2	31·5	31·8
Canned milk puddings . . . . .	12·0	12·1	12·3	12·9	12·3
Other puddings . . . . .	33·1	34·5	36·7	34·2	34·4
Rice . . . . .	17·3	17·7	17·8	18·3	17·8
Invalid foods, including slimming foods . . . . .	39·2	43·4	38·1	47·9	42·6
Infant foods, not canned or bottled . . . . .	50·0	48·2	46·6	53·1	49·5
Cereal convenience foods, including canned, not specified above (g) . . . . .	25·0	28·8	28·5	26·5	27·1
Other cereal foods . . . . .	18·3	20·2	21·4	23·3	20·5
<b>BEVERAGES:</b>					
Tea . . . . .	73·6	72·5	73·9	73·3	73·3
Coffee, bean and ground . . . . .	103·1	101·4	103·6	100·7	102·3
Coffee, instant . . . . .	211·1	212·0	219·0	216·2	214·4
Coffee, essences . . . . .	74·7	70·9	81·4	76·2	74·8
Cocoa and drinking chocolate . . . . .	45·3	48·8	44·7	48·4	46·7
Branded food drinks . . . . .	67·8	68·8	67·2	66·8	67·6
<b>MISCELLANEOUS:</b>					
Baby foods, canned or bottled . . . . .	28·4	30·4	29·5	28·7	29·3
Soups, canned . . . . .	16·2	16·5	16·8	16·4	16·4
Soups, dehydrated and powdered . . . . .	103·6	102·7	107·7	107·0	105·3
Spreads and dressings . . . . .	45·4	41·1	42·4	45·9	42·7
Pickles and sauces . . . . .	29·8	29·4	29·1	29·5	29·4
Meat and vegetable extracts . . . . .	188·8	193·3	146·0	195·3	180·7
Table jellies, squares and crystals . . . . .	8·9	9·0	9·0	8·9	9·0
Ice cream (served as part of a meal), mousse, soufflé . . . . .	27·8	30·8	31·2	30·3	30·3
All quick-frozen foods not specified above . . . . .	45·4	50·2	46·2	47·8	47·7
Salt . . . . .	6·8	7·0	6·8	6·6	6·8

(g) Including cake and pudding mixes, custard powder, "instant" puddings, etc.

## Glossary of Terms used in the Survey

*General Note.* The Survey records household food purchases and food obtained “free” during one week (see also below). It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters, squashes and alcoholic drinks; vitamin preparations; food obtained specifically for consumption by domestic animals.

*Adolescent.* A person of 15 to 20 years of age inclusive.

*Adult.* A person of 21 years of age or over.

*Average Consumption.* The aggregate amount of food obtained for consumption (q.v.) by the households in the sample divided by the total number of persons in the sample.

*Average Expenditure.* The aggregate amount spent by the households in the sample divided by the total number of persons in the sample.

*Average Price.* More correctly “average unit value”. The aggregate expenditure on an item in the Survey classification of foods divided by the aggregate quantity of that item purchased by those households.

*Child.* A person under 15 years of age.

*Classified Households.* Those households containing one adult of each sex.

*Consumption.* See “Food Obtained for Consumption”.

*Conurbation.* See “Type of Area”.

*Convenience Foods.* Those processed foods for which the degree of preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly processed products. The convenience foods distinguished by the Survey are cooked and canned meats, meat products, cooked and canned fish, fish products, canned vegetables, vegetable products, canned fruit, fruit juices, cakes and pastries, biscuits, breakfast cereals, puddings (including canned milk puddings), cereal products, instant coffee and coffee essences, baby foods, canned soups, dehydrated soups, ice-cream bought to serve with a meal, and all “cabinet trade” quick-frozen foods but not uncooked poultry or uncooked white fish.

*Deflated Price.* See “Real Price”.

*Elasticity of Demand.* A measure for evaluating the influence of variations in prices (or in incomes) on demand. With some approximation it can be said that the elasticity indicates by how much in percentage terms the demand will change if the price (or income) increases by one per cent; a minus sign attached to the elasticity coefficient indicates that demand will *decrease* if the price (or income) rises. The elasticity of demand for a commodity with respect to changes in its own price is usually called the *price elasticity of demand*, but may be described

as the *own-price elasticity* where it is necessary to avoid confusion with *cross-elasticities of demand* or *cross-price elasticities* which are the terms used to describe the elasticity of the demand for one commodity with respect to changes in the prices of other commodities. The elasticity of demand for a commodity with respect to changes in real income is called the *income elasticity of demand*; if the change in demand for the commodity is measured in terms of the percentage change in the amount of the commodity, the elasticity may be referred to as an *income elasticity of quantity*, but if the change in demand is measured in terms of the percentage change in expenditure, the elasticity is referred to as an *income elasticity of expenditure*. More formally, if the relationship between the demand (Q) for a commodity and the level of income (Y), the price of the commodity (P) and the prices of other commodities  $P_1, P_2 \dots P_i \dots P_n$  is known, then the own-price elasticity is given by  $\frac{P}{Q} \cdot \frac{\partial Q}{\partial P}$ , the cross-price elasticities by  $\frac{P_i}{Q} \cdot \frac{\partial Q}{\partial P_i}$ , and the income elasticity of quantity by  $\frac{Y}{Q} \cdot \frac{\partial Q}{\partial Y}$ .

*Expenditure Index.* The average expenditure at one period in time expressed as a percentage of the corresponding average at another period.

*Family Households.* Classified households (q.v.) containing children or adolescents.

*Foods, Survey classification of—*See note at end of Glossary.

*Food Obtained for Consumption.* Food purchases plus “free” food (q.v.). The average consumption quantities may differ slightly from the sum of the components, owing to rounding.

*Free Food.* Food which enters the household without payment, for consumption during the week of participation in the Survey; it includes supplies obtained from a garden, allotment or farm, or from an employer, but not gifts of food from one household in Great Britain to another if such food has been purchased by the donating household. (See also “Value of free food”).

*Household.* For Survey purposes, this is defined as a group of persons living in the same dwelling and sharing common catering arrangements.

*Index of Real Value of Food Purchased.* The expenditure index (q.v.) divided by the food price index (q.v.); it is thus, in effect, an index of the value of food purchases at constant prices.

*Larger Towns.* See “Type of Area”.

*Net Balance.* The net balance of an individual (a member of the household or a visitor) is a measure of the number of meals eaten in the home by that individual during the Survey week, each meal being given a weight in proportion to its importance. The net balance is used when relating nutrient intake to need. (See paragraphs 15 and 16 of Appendix G).

*Nutrients.* In addition to the energy value of food expressed in terms of kilocalories, the food is evaluated in terms of the following nutrients:

protein (animal and vegetable), fat, carbohydrate, calcium, iron, vitamin A, thiamine (vitamin B<sub>1</sub>), riboflavine, nicotinic acid, vitamins C and D.

Separate figures for animal and vegetable protein are included: as a generalization, proteins of animal origin are of greater value than those of vegetable origin, and are often associated with sources of B vitamins, so that the proportion of animal protein is to some extent an indication of the nutritive value of the diet. All figures for vitamin A are in terms of the pre-formed vitamin; carotene is assumed to be utilized to the extent of one-third of pre-formed vitamin A.

*Nutritional Allowances (Table 1 of Appendix G).* Estimates of requirements consistent with and based on recommendations of the Committee on Nutrition of the British Medical Association (1950). Averages of nutrient intakes are compared with these allowances for each group of households identified in the Survey. (See paragraph 14 of Appendix G.)

*Nutrient Conversion Factors.* Quantities of nutrients available per unit weight of each of the categories into which foods are classified for Survey purposes. (See paragraph 13 of Appendix G.)

*Old Age Pensioner Households (OAP)* Households in which the head of the household is in receipt of a state retirement pension (contributory), or non-contributory old age pension (or pension of a widow over 60 years of age), such a pension forming the sole or the main source of the household income.

*Older Couples.* A man and a woman, one or both aged at least 55 years.

*Person.* An individual of any age who during the week of the Survey has at least half of his meals in the household ("at home"); for this purpose meals taken at different times of the day are weighted according to their relative importance. (See Table 2 of Appendix G.)

*Price.* See "Average Price", also "Real Price".

*Price Index.* Two kinds of price index are used in the tables of Survey results. When comparing food prices over a period of time a price index of Fisher "Ideal" type is used; this index is the geometric mean of two indices with weights appropriate to the earlier and later periods respectively. When comparing the level of prices paid by one group of households with that paid by another at a point in time, a price index is used which compares the cost of the national average basket of food with its cost at the prices paid by each group.

*Provincial Conurbation.* See "Type of Area".

*Real Price.* The price of an item of food in relation to the price of all goods and services. The term is used when referring to changes in the price of an item over a period of time. It is measured by dividing the average price (q.v.) paid at a point in time by the Index of Retail Prices at that time.

*Regions.* The standard regions for statistical purposes (as revised in mid-1965) except that East Anglia is combined with the South East Region: see Table 1 of Appendix A.

*Rural Areas.* See "Type of Area"

*Seasonal Foods.* Those foods which regularly exhibit a marked seasonal variation in price or in consumption; these are (for the purposes of the Survey) liquid milk (full price), cream, eggs, fresh and processed fish, shell fish, potatoes, fresh vegetables and fresh fruit; in the interests of continuity, liquid milk (full price) has been retained in this group, although its price has not varied seasonally in all years.

*Semi-rural Areas.* See "Type of Area".

*Smaller Towns.* See "Type of Area".

*Social Class.* Households are grouped into five social classes (A1, A2, B, C and D) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of the head is less than the amount defining the upper limit to Class D. Agricultural workers are placed in Class C (even though the minimum weekly wage has sometimes been slightly less than the lower limit for that class), so as to keep the occupational composition of Classes C and D1 as closely as possible the same as that in previous years.

*Type of Area.* The following are distinguished:—

*Conurbations.* As defined by the Registrars-General. These are the largest contiguous urban areas in the country, which are, to a greater or lesser extent, focal points of economic and social activity.

*Provincial conurbations.* The largest areas of continuous urban development outside London, centred in Birmingham, Manchester, Liverpool, Leeds, Newcastle-upon-Tyne and Glasgow.

*Larger towns.* Other boroughs and urban districts with a population of 100,000 or more, urban areas adjoining such boroughs and urban districts, and other groups of contiguous urban areas with an aggregate population of 100,000 or more.

*Smaller towns.* All other urban areas.

*Semi-rural areas.* Rural districts which are either contiguous to urban areas with a population of 25,000 or more, or which themselves have a population density exceeding one person per four acres.

*Rural areas.* All other rural districts.

*Unclassified Households.* Households containing one adult, or two adults of the same sex, or more than two adults, with or without children or adolescents.

*Value of Free Food.* The value imputed to the free supplies received by a group of households is derived from the average prices currently paid by the group for corresponding purchases. This appears to be the only practicable method of valuing free supplies, though if the households concerned had not had access to such supplies, they would probably not have replaced them fully by purchases

at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk are not valued, and cheap welfare milk and welfare orange juice are recorded at the prices paid for them.

*Younger Couples.* A man and a woman, both under 55 years of age.

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*Symbols and conventions used*

*Symbols.* The following symbols are used throughout:—

— = nil

... = less than half the final digit shown

n.a. = not available or not applicable

*Rounding of figures.* In tables where figures have been rounded to the nearest final digit, there may be an apparent slight discrepancy between the sum of the constituent items and the total shown.

## Survey Classification of Foods

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<b>MILK AND CREAM:</b> Liquid milk—full price welfare school Condensed milk Dried milk, National Dried milk, branded  Other milk	S	Full cream or half cream dried milk
Cream	S	Fresh, (or processed) bottled or canned (but excluding synthetic cream—see “all other fats”)
<b>CHEESE:</b> Natural		Includes all cheese other than processed e.g., Cheddar, Cheshire, Caerphilly, Lancashire, Dutch Edam, Danish Blue
Processed		Includes cheese spreads, crustless blocks or “loaves” and boxed processed cheeses, cream cheese, shrimp and cheese spread, lobster and cheese spread
<b>MEAT AND MEAT PRODUCTS:</b> Beef and veal Mutton and lamb Pork  Bones  Liver  Offals, other than liver		} Fresh, chilled or frozen, but not quick-frozen, any cut  e.g., bacon ribs, ham bones, bacon knuckles  e.g., kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry
Bacon and ham, uncooked Bacon and ham, cooked, including canned	C	
Cooked chicken	C	Includes cooked chicken removed from can before sale by retailer
Corned meat	C	Includes all corned meat, whether purchased in cans, or sliced
Other cooked meat, not purchased in cans	C	Includes meats removed from can by retailer before sale—e.g., luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn

Description	Seasonal Food(S) or Convenience Food(C)	Notes
Meat and Meat Products— <i>Contd</i> Other canned meat	C	Purchased in a can—e.g., stewed steak, luncheon meat, minced beef, minced steak, steak puddings and steak pies, meat with vegetables, sausages, but not corned meats (see above) or baby foods (see below)
Broiler chicken, uncooked		Plucked roasting fowl under 4 lb. each; parts of any uncooked chicken
Other poultry, uncooked, not quick-frozen		Chicken (of 4 lb. dressed weight or more), or any unplucked chicken or boiling fowl), duck, goose, turkey
Other poultry, uncooked, quick-frozen		Plucked roasting fowl of 4 lb. dressed weight or more, duck, goose, turkey
Rabbit, game and other meat		e.g., rabbit, partridge, pheasant, pigeon, hare
Sausages, uncooked, pork		Includes pork sausage meat
Sausages, uncooked, beef		Includes beef sausage meat
Meat pies and sausage rolls, ready to eat	C	Sausage rolls, pork pies, veal and ham pies, etc. Complete or portions
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	C	e.g., beef slices, steak, pork chops, beef-burgers, steakburgers, porkburgers, steaklets, cheeseburgers, individual dinners, sausages, meat pies, chicken pies
Other meat products	C	Meat pies (except ready to eat varieties—see above), pasties, puddings, paste, spreads, liver sausage, cooked sausage, rissoles, haslett, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs
<b>FISH:</b>		
White, filleted, fresh	S	e.g., cod, haddock, whiting, plaice and other flat fish
White, unfileted, fresh	S	e.g., hake, skate, red mullet
White, uncooked, quick-frozen	S	e.g., cod, haddock, hake, plaice, lemon sole, (but not fish fingers, sticks, bites—see below)
Herrings, filleted, fresh	S	
Herrings, unfileted, fresh	S	



Description	Seasonal Food(S) or Convenience Food(C)	Notes
<b>Fish—Contd.</b>		
Fat, fresh, other than herring	S	e.g., mackerel, sprats, salmon, trout, eel, roe
White, processed	S	i.e., smoked, dried or salted, e.g., haddock, cod
Fat, processed, filleted	S	} i.e. smoked, dried or salted, e.g., kippers, bloaters, soused and pickled herrings, smoked salmon, anchovies, smoked roe
Fat, processed, unfilleted	S	
Shell	S	Fresh, prepared (but not canned or bottled—see below)
Cooked	C	Fried fish, fried roe, cooked or jellied eels
Salmon, canned	C	
Other canned or bottled fish	C	e.g., sardines, pilchards, herrings, brisling, shellfish, roes, anchovies
Fish products, not quick-frozen	C	Fish cakes, fish pastes
Quick-frozen fish products, and quick-frozen fish not specified above	C	Herrings, kippers, buttered kipper fillets, fish fingers, fish sticks, fish bites, fish cakes
<b>EGGS:</b>		
Eggs, hen, stamped	S	Hen eggs bearing a stamp mark of any description
Eggs, shell, other	S	Including duck eggs
<b>FATS:</b>		
Butter		
Margarine		Including margarine containing a proportion of butter
Lard and compound cooking fat		
Suet		
Vegetable and salad oils		Corn oil, groundnut oil, "cooking" oil, olive oil
All other fats		e.g., dripping, synthetic cream
<b>SUGAR AND PRESERVES:</b>		
Sugar		Includes icing sugar (but not instant icing—see "spreads and dressings" below)
Jams, jellies and fruit curds Marmalade		Includes jelly marmalade
Syrup, treacle and honey		Includes honey spreads

Description	Seasonal Food(S) or Convenience Food(C)	Notes
VEGETABLES:		
<i>Old Potatoes</i> January-August, not pre-packed January-August, prepacked	S	Includes all "old" potatoes purchased between January and August inclusive
<i>New Potatoes</i> January-August, not pre-packed January-August, prepacked	S	Includes all "new" potatoes purchased between January and August inclusive
<i>Potatoes</i> September-December, not prepacked September-December, prepacked	S	Includes all potatoes purchased between September and December inclusive
Cabbages, fresh	S	e.g., red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, curly greens, savoy greens
Brussels sprouts, fresh	S	
Cauliflowers, fresh	S	Includes heading broccoli
Leafy salads, fresh	S	e.g., lettuce, endive, watercress, mustard and cress
Peas, fresh	S	
Peas, quick-frozen	C	
Beans, fresh	S	
Beans, quick-frozen	C	
Other fresh green vegetables	S	e.g., spinach, spinach beet, sprouting broccoli, kale, turnip tops
Carrots, fresh	S	
Turnips and swedes, fresh	S	
Other root vegetables, fresh	S	e.g., parsnips, beetroot, kohlrabi, artichokes, horseradish
Onions, shallots, leeks, fresh	S	
Cucumbers, fresh	S	
Mushrooms, fresh	S	
Miscellaneous fresh vegetables	S	e.g., celery, radishes, marrow, asparagus, celeriac, sea-kale, chicory, pimentoes, aubergines, corn on the cob, salsify, pot herbs

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<i>Vegetables—Contd.</i>		
Canned peas	C	Garden, processed
Canned beans	C	Includes baked beans, broad beans, butter beans, etc. but not runner beans or kidney beans (see below)
Canned vegetables (other than pulses or potatoes)	C	e.g., carrots, beetroot, celery, spinach, runner beans, kidney beans, mixed vegetables, sweet corn, mushrooms, asparagus tips, but not baby foods (see below)
Dried pulses, other than air-dried		e.g., lentils, split peas, mixed barley, peas and lentils
Air-dried vegetables	C	e.g., peas, beans, onion flakes
Chips, excluding quick-frozen	C	
Other potato products, not quick-frozen	C	e.g., potato crisps, sticks, puffs, scones, cakes, pies, salad; instant potato, canned potatoes
Other vegetable products	C	e.g., vegetable salad, sauerkraut, peasemeal, pease pudding, cheese and onion pie.
All quick-frozen vegetables and vegetable products, not specified above	C	e.g., asparagus, broccoli, brussels sprout s cauliflower, mixed vegetables, spinach corn on the cob, potato chips
<b>FRUIT:</b>		
<i>Fresh</i>		
Oranges	S	
Other citrus fruit	S	e.g., lemons, grapefruit, tangerines, clementines, limes, ortaniques
Apples	S	
Pears	S	
Stone fruit	S	e.g., plums, greengages, damsons, cherries, peaches, apricots, nectarines
Grapes	S	
Soft fruit, other than grapes	S	e.g., gooseberries, raspberries, strawberries, blackcurrants, redcurrants, loganberries, blackberries, mulberries, bilberries, cranberries
Bananas	S	

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<i>Fruit—Contd.</i>		
Rhubarb	S	
Tomatoes	S	
Other fresh fruit	S	e.g., melon, pineapple, pumpkin, fresh figs, pomegranates
<i>Other Fruit</i>		
Tomatoes, canned or bottled	C	
Canned peaches, pears and pineapples	C	
Other canned or bottled fruit	C	e.g., fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries, but not baby foods (see below)
Dried fruit and dried fruit products		Includes currants, sultanas, raisins, packeted mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallized fruits
Nuts and nut products		Nuts, shelled or unshelled. Shredded coconut, ground almonds, peanut butter, vegetarian nut products
Fruit juices	C	e.g., grapefruit, orange (excluding welfare), pineapple, blackcurrant, rosehip, tomato, lemon, lime, tomato purée, but not baby foods (see below)
Welfare orange juice	C	
CEREALS:		
Brown bread		Excludes wholewheat and wholemeal
White bread, large loaves, unwrapped		} loaves of 28 ounces or more
White bread, large loaves, wrapped		
White bread, small loaves, unwrapped		} loaves of 14 ounces
White bread, small loaves, wrapped		
Wholewheat and wholemeal bread		

Description	Seasonal Food(S) or Convenience Food(C)	Notes
Cereals— <i>Contd.</i> Other bread		Malt bread, fruit bread, French bread, Vienna bread, milk bread, and starch reduced bread, white or brown rolls, bread and butter bought as such
Flour		
Buns, scones and tea-cakes		Includes crumpets, muffins, tea-bread
Cakes and pastries	C	e.g., fruit cakes, fancy cakes, cream cakes, iced cakes, chocolate cakes, swiss rolls, sponge cakes, tarts, flans, shortbread, doughnuts, fruit pies
Biscuits, other than chocolate biscuits	C	Includes cream crackers, crisp-bread, rusks
Chocolate biscuits	C	Includes wafers and marshmallows
Oatmeal and oat products		Porridge oats, oatcakes, oatmeal, oat flakes, white mealy puddings
Breakfast cereals	C	e.g., cornflakes
Canned milk puddings	C	e.g., creamed rice, sago, macaroni, tapioca, semolina
Other puddings	C	e.g., Christmas puddings, fruit puddings, sponge puddings, syrup puddings
Rice		Includes ground rice, flaked rice
Invalid foods, including slimming foods	C	
Infant foods, not canned or bottled	C	e.g., infant rusks, dried cereal preparations for babies
Cereal convenience foods, including canned, not specified above	C	e.g., cake and pudding mixes, custard powder, instant puddings, stuffings, canned pasta, pastry, bread sauce mix
Other cereal foods		e.g., pearl barley, semolina, macaroni, spaghetti, sago, tapioca
<b>BEVERAGES:</b>		
Tea		
Coffee, bean and ground		
Coffee, instant	C	Including accelerated freeze-dried instant coffee

Description	Seasonal Food(S) or Convenience Food(C)	Notes
Beverages— <i>Contd.</i> Coffee essences  Cocoa and drinking chocolate  Branded food drinks	C	e.g., malted milk
<b>MISCELLANEOUS:</b> Baby foods, canned or bottled	C	e.g., strained foods, in jars or cans
Soups, canned  Soups, dehydrated and powdered	C  C	Includes broths and canned condensed soups, but not baby foods (see above)
Spreads and dressings  Pickles and sauces  Meat and vegetable extracts	C	e.g., salad cream, cooking chocolate, sandwich spread, chocolate spread, instant icing  Includes chutneys  Includes beef stock cubes, chicken stock cubes
Table jellies, squares and crystals  Ice-cream, mousse, soufflé  All quick-frozen foods not specified above	C  C	Included only if served as part of a meal  e.g., cream, fruit, fruit pies, chocolate éclairs, sponge
Salt  Artificial sweeteners  Miscellaneous		e.g., saccharine (expenditure only)  e.g., gravy salts, vinegar, forcemeat, mustard, pepper, made-up jellies, flavourings and colourings, gelatine, yeast, herbs, curry powders, spices (expenditure only)

# Index

(Numbers refer to paragraphs; *App.*—*Appendix*; *Sup.*—*Supplement*)

- Age of housewife, classification 81–89  
Apples 40
- Bacon 26, 54, 56, 57, 66  
Bananas 40  
Beans 14, 37, 63, 68, 78  
Beef and veal 21, 22, 56, 57, *Sup.*  
Beverages 13, 47 (*see also* individual foods)  
Biscuits 45, 56, 63, 66, 70, 78  
Bread 10, 43, 55, 56, 57, 65, 66, 75, *Sup.*  
Breakfast cereals 46, 61, 63, 66, 70, 75, 78, *Sup.*  
British Medical Association—Committee on Nutrition, Recommended energy and nutrient allowances 8, 9, 91, 92, 99, 104, 110, 112, 119, 123, 124, *App. E*  
Brussels sprouts 34  
Buns, scones, teacakes 45  
Butter 30, 56, 57, 66, *Sup.*
- Cabbage 34, *Sup.*  
Cakes and pastries 45, 56, 63, 66, 70  
Calcium 9, 92, 98, 99, 104, 107, 108, 111, 114–117, 119, 121, 123  
Calories (*see* Energy value)  
Canned foods (*see* individual foods)  
Carbohydrates 97, 111, 114, 118  
Carotene 100, 108  
Carrots 39, *Sup.*  
Cauliflower 34, *Sup.*  
Cereal foods 11, 13, 43–46, 56, 66, 70, 75, *Sup.* (*see also* individual foods)  
Cheese 10, 19, 56, 57, *Sup.*  
Cocoa 66  
Coffee 47, 56, 57, 63, 66, 70, 78, *Sup.*  
Consumption patterns—  
  family type within social classes 80  
  household type 75, 78  
  national average 10–14, 17–48, *App. B*, *Sup.*  
  regions 8, 50–51, 56, 59–61, *App. D*.  
  social class 65–70  
  type of area 50, 55, 57, 63  
Convenience foods 4–15, 46, 58–63, 67–70, 76–78, 105, 106, 113, 116, 121 (*see also* individual foods)  
Cream 17, 18, 66, *Sup.*
- Eggs 29, 56, 57, 66, *Sup.*  
Energy value  
  family type within social classes 123  
  household type 118, 119  
  national averages 8, 96, 105, 107–109  
  national food supplies *App. F*.  
  regions 8, 111–113  
  social class 114–117  
  type of area 110, 112  
Expenditure on food  
  age of housewife 87, 88  
  family type within social classes 80  
  household type 7, 72, 75–77  
  national average 4, 10–14, *App. B*, *Sup.*  
  regions 5, 52, 58  
  social class 6, 65, 67, 69, 70  
  type of area 5, 53, 62
- Family Composition differences within Social Classes 70, 80, 123, 124  
Fat (content of the diet) 97, 108, 111, 114, 118  
Fats 30, 56, *Sup.* (*see also* individual foods)  
Fish 13, 14, 28, 54, 57, 59–61, 63, 69, 70, 78, *Sup.*  
Flour 44, 56, 57, 75, *Sup.*  
Food consumption levels *App. F*.  
Free food, self supplies 10, 33, 34, 37–41, 52, 53, 65, *Sup.*  
Fruit 10, 11, 13, 14, 40–42, 54–57, 59, 63, 65, 66, *Sup.*
- Geographical differences 5, 50–63, 110–113
- Health and Social Security, Department of—  
  new recommended intakes 8, 9, 92, 99–104, 112, 115, 119, 123, 124  
Household composition differences 71–78, 118–122
- Income  
  elasticities of demand *App. E*.  
  family 86–89  
  head of household *App. G*.  
  personal disposable 2  
  principal earner *App. G*.  
Invalid foods 78  
Iron 98, 104, 107, 108, 110, 111, 114, 116, 119–121
- Jam (*see* Preserves)
- Lamb (*see* Mutton and lamb)  
Lard 66 (*see also* Fats)  
Leafy salads 38
- Margarine 30, 56, 57, 66, 75, *Sup.*

200 *Household Food Consumption and Expenditure: 1967*

- Marmalade (*see* Preserves)  
 Meals taken outside the home App. G (paras. 14–16)  
 Meat, including products 10, 11, 13, 14, 20, 27, 54, 56, 59, 60, 63, 66, 68, 70, Sup. (*see also* individual meats)  
 Methodology App. G.  
 Milk 10, 17, 18, 56, 57, 66, Sup.  
 Mutton and lamb 23, 56, 57, Sup.
- Nicotinic acid 98, 99, 101, 103, 104, 107, 108, 110  
 Nutrient allowances App. G. (*see also* British Medical Association and Health and Social Security, Department of)  
 Nutrient content of the diet (*see also* individual nutrients)  
     family type within social classes 123, 124  
     household type 118–122  
     national averages 96–109  
     national food supplies App. F.  
     regions 111–113  
     social class 114–117  
     type of area 110, 112, 113
- Offals 27  
 Onions 39  
 Oranges 40
- Pears 14, 40, Sup.  
 Peas 14, 35, 36, 63, 68, 78  
 Pensioner households 66–70, 114–117  
 Pork 21, 24, 56, 57, Sup.  
 Potatoes, including products 33, 63, 65, 66, Sup.  
 Poultry 20, 25, 54, 56, 57, 66, Sup.  
 Preserves 32, 56, 57, 75, Sup.  
 Price of energy indices 55, 65, 74, 107, 117, 122  
 Prices of food 3  
     household type 73  
     national averages 4, 11, 12  
     regions 5, 54  
     social class 5, 65  
     type of area 6, 54  
 Protein 9, 92, 97, 99, 104, 107–111, 114–119, 123  
 Puddings, canned 46, 61, 63, 78, Sup.
- Quick-frozen foods (*see* individual foods)
- Rabbit, 27  
 Reconciliation of nutritional results App. G.  
 Regional differences 50–63, 110–113  
 Reliability of Survey results App. G.  
 Response rate App. A.  
 Retinol 100  
 Rhubarb 40  
 Riboflavine 98, 103, 104, 107, 108, 110, 112, 115, 117, 120  
 Rice Sup.
- Sample App. A., App. G., Sup.  
 Scotland 5, 56, 58–61, 111–113, App. A.  
 Seasonal foods 11, 12  
 Social class differences 64–70, 114–117  
 Soups 48, 59, 63, 68, 70, 78  
 Standard errors App. G.  
 Stone fruit 40, Sup.  
 Sugar 31, 56, 66, 75, Sup.  
 Supplies moving into consumption App. F.  
 Sweeteners, artificial 31
- Tea 47, 56, 57, 66, Sup.  
 Thiamine 98, 103, 104, 107, 108, 110  
 Tomatoes 14, 41, 42, 56, 59, 68  
 Tryptophan 101  
 Type of area differences 50–63, 110–113
- Value of consumption 4, 52  
 Veal (*see* Beef and veal)  
 Vegetables 10, 11, 13, 14, 39, 54–57, 59, 60, 63, 66, 69, Sup. (*see also* individual vegetables)  
 Visitors App. G.  
 Vitamin A 98, 100, 104, 107, 108, 110, 111, 116, 117, 120, 121  
 Vitamin C 98, 99, 104, 107–113, 115–117, 119, 120, 122, 124  
 Vitamin D 98, 102, 104, 107, 108, 111, 116, 119–121
- Wales 5, 56, 58–61, 111–113, App. A.  
 Wastage App. G (paras. 13, 14, 17)



