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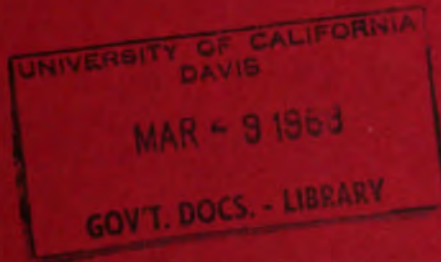


MINISTRY OF  
AGRICULTURE, FISHERIES AND FOOD

# Household Food Consumption and Expenditure: 1965

WITH PROVISIONAL ESTIMATES FOR 1966 AND  
A COMMENTARY ON THE TEN YEARS 1956 TO 1965

Annual Report of the  
National Food Survey Committee



LONDON  
HER MAJESTY'S STATIONERY OFFICE  
PRICE £1 1s. 0d. NET



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1967

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# Preface

WHEN the National Food Survey was started by the Ministry of Food in 1940 its purpose was to provide an independent check on the food consumption and nutrition of the population during the war, and thus to assess the effectiveness of the Government's wartime food policy. In those years the Survey was conducted mainly among urban working-class households. In 1948 the National Food Survey Committee was appointed to consider the use of the Survey material and to advise on ways of making the Survey more effective in the post-war era. Since that time the results of the National Food Survey have been published in detail in the Committee's Reports, and since 1950 the Survey has covered all types of household in Great Britain. A continuous check is now maintained on the average food consumption, expenditure and nutrition of the population in all household groups in order to provide a factual basis for national estimates and for administrative decisions on food policy.

As the Survey is concerned essentially with food purchases by family units it cannot at the same time provide detailed information on the diet and nutrition of individual persons. Moreover, following the derationing of food and the de-control of prices, emphasis has tended to shift from the nutritional to the economic aspects of the Survey. Thus the results are increasingly used for demand analysis and for making short and medium-term projections of consumer demand. On the nutritional side less interest attaches to the relatively minor changes in the estimates that occur from year to year, than to the study of longer term trends. The results are also of importance in enabling calculations to be made of the probable consequences of a change in Government policy concerning the fortification of foods with certain nutrients. With regard to the assessment of the nutritional condition of the individual, it has always been recognised that the Survey is an inappropriate instrument; nevertheless, the Survey can be of considerable value in drawing attention to sections of the community which may merit closer investigation, for example, by the technique of the individual dietary survey. Responsibility for such follow-up enquiries rests with the Ministry of Health which has its own programme of studies in this field.

The present Annual Report lays special emphasis on the results obtained over the past decade, that is to say, since 1956 when the pattern of demand for food was beginning to adjust to freedom of supply and consumer choice after the end of food rationing. There is evidence of a narrowing over this period in the range of average food expenditure and consumption, and of average nutrient intake, between groups of households in different regions, of different social class and of different household composition; this has taken the form of a general levelling-up of consumption standards. There have also been appreciable changes in the consumption of certain foods, notably increases in poultry meat, pork, quick-frozen vegetables and fish, soups, instant coffee and other convenience foods, and decreases in bread, preserves and margarine. One is left, however, with the impression of a remarkable stability in the broad pattern of food consumption. This is evidence of the important role that tradition still plays in our national eating habits. It may well be that, in the absence of major external influences, a period of at least a generation will be needed to bring about any really significant changes in the average consumer's preference scale for the major food groups, such as meats, dairy products, cereals, fruit and vegetables, etc. But, in the meantime, one



can expect to see further changes for particular foods within these broad groups, stimulated by innovation, competition and the progressive adoption of modern retailing methods.

In view of the time needed for the preparation and publication of Annual Reports, some provisional results for the year 1966 are presented in a Supplement to the present Report. Summary estimates of expenditure and consumption for the main food groups are 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 quarterly at greater length in the *Board of Trade Journal*, together with nutritional data for families of different composition, at half-yearly intervals. Applications for more detailed analyses relating to particular foods can be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex.

The Committee is indebted to the Secretaries and their colleagues for analysing the material and preparing the Report; to the officers of the Government Social Survey, and to the British Market Research Bureau. The Committee also wishes to thank the many housewives who provided the records on which this Report is based.

LEONARD NAPOLITAN  
*Chairman, National Food Survey Committee*

*August, 1967*



# Contents

	<i>Paragraphs</i>
<b>PART I</b>	
Chapter 1	<b>General Economic Background, 1956-1965</b>
1.1	Personal Income, Expenditure and Retail Prices . . . . . 1-4
1.2	National Food Supplies Moving into Consumption . . . . . 5-6
1.3	Energy Value and Nutrient Content of National Food Supplies . . . . . 7
Chapter 2	<b>Household Food Consumption and Expenditure: National Averages</b>
2.1	Main Changes in 1965 . . . . . 8-11
2.2	Longer-term Trends, 1956-1965:
2.2.1	Consumption, Expenditure and Prices . . . . . 12-15
2.2.2	Individual Foods . . . . . 16-36
2.2.3	Energy Value and Nutrient Content . . . . . 37-44
Chapter 3	<b>Geographical Differences in Household Food Consumption and Expenditure</b>
3.1	Classification Used . . . . . 45-46
3.2	Main Changes in 1965:
3.2.1	Consumption, Expenditure and Prices . . . . . 47-50
3.2.2	Energy Value and Nutrient Content . . . . . 51
3.3	The Pattern of Geographical Differences, 1956-1965:
3.3.1	Consumption . . . . . 52-58
3.3.2	Energy Value and Nutrient Content . . . . . 59-69
Chapter 4	<b>Household Food Consumption and Expenditure according to Social Class</b>
4.1	Classification Used . . . . . 70
4.2	Main Changes in 1965:
4.2.1	Consumption, Expenditure and Prices . . . . . 71-73
4.2.2	Energy Value and Nutrient Content . . . . . 74-76
4.3	Longer-term Trends, 1956-1965:
4.3.1	Consumption, Expenditure and Prices . . . . . 77-80
4.3.2	Energy Value and Nutrient Content . . . . . 81-85
Chapter 5	<b>Household Food Consumption and Expenditure according to Family Composition</b>
5.1	Classification Used . . . . . 86
5.2	Main Changes in 1965:
5.2.1	Consumption, Expenditure and Prices . . . . . 87-90
5.2.2	Energy Value and Nutrient Content . . . . . 91-95
5.3	Longer-term Trends, 1956-1965:
5.3.1	Consumption, Expenditure and Prices . . . . . 96-97
5.3.2	Energy Value and Nutrient Content . . . . . 98
5.3.3	Significance of the Nutritional Estimates . . . . . 99-102
5.4	Household Food Consumption and Expenditure according to Family Composition within Social Classes, 1956-1965:
5.4.1	Classification Used . . . . . 103
5.4.2	Consumption and Expenditure . . . . . 104-107
5.4.3	Energy Value and Nutrient Content . . . . . 108-110
	<i>Pages</i>
<b>PART II (tables)</b>	<b>60-95</b>

INDEX TO TABLES

**PART I**

Table 1	Changes in Earnings, Prices and Consumers' Expenditure, 1956-1965 . . . . .
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	<i>Page</i>
Table 2 Changes in National Supplies of Principal Foods moving into Consumption in the United Kingdom, 1956–1965 . . . . .	6
Table 3 Household Food Expenditure, Value of Free Food and Total Value of Food obtained for Household Consumption, 1964 and 1965 . . . . .	8
Table 4 Percentage Changes in Average Expenditure, Food Prices and Real Value of Food Purchased, Quarters of 1965 compared with Corresponding Quarters of 1964 . . . . .	9
Table 5 Indices of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1956–1965	11
Table 6 Indices of Quantities of Convenience Foods Purchased by Households, 1956–1965 . . . . .	13–14
Table 7 Value of Free Supplies, 1956–1965 . . . . .	16
Table 8 Average Prices, Purchases and Free Supplies of Eggs, 1962–1965 . . . . .	21
Table 9 Mean Seasonal Variation in Average Prices, Purchases and Demand for Certain Types of Vegetables and Fruit . . . . .	24–25
Table 10 Average Intake of Protein in Households of Different Composition, expressed as Percentages of BMA (1950) and NRC (1963) Allowances . . . . .	52
Table 11 Protein, Calcium and Riboflavine Content of the Food Consumption of Large Families in Classes C & D1, 1956–1965 . . . . .	56
CHART Estimated intakes of protein and calcium in certain groups as percentages of allowances based on recommendations of the British Medical Association; moving averages, 1956–1965 . . . . .	51
 <b>PART II</b>	
Table 12 Indices of Expenditure on Main Food Groups, 1956–1965 . . . . .	60
Table 13 Indices of Prices for Main Food Groups, 1956–1965 . . . . .	61
Table 14 Indices of Real Value of Purchases of Main Food Groups, 1956–1965 . . . . .	62
Table 15 Household Food Expenditure and Value of Consumption according to Region and Type of Area, 1965 . . . . .	63
Table 16 Geographical Variations in Household Consumption of the Main Food Groups, 1956–1965 . . . . .	64–67

	<i>Page</i>
Table 17 Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1965 . . . . .	68
Table 18 Household Food Expenditure according to Social Class, 1965 . . . . .	69-71
Table 19 Household Food Consumption according to Social Class, 1965 . . . . .	72-74
Table 20 Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1965 . . . . .	75
Table 21 Household Food Expenditure according to Household Composition, 1965 . . . . .	76-78
Table 22 Household Food Consumption according to Household Composition, 1965 . . . . .	79-81
Table 23 Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1965 . . . . .	82
Table 24 Household Food Consumption by Certain Household Composition Groups within Social Classes, 1965 . . . . .	83-85
Table 25 Average Expenditure on Groups of Commodities as Percentage of Expenditure on All Foods, 1956, 1961, 1965 . . . . .	86-87
Table 26 Energy Value and Nutrient Content of Household Food Consumption: National Averages, 1956-1965 . . . . .	88
Table 27 Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1965 . . . . .	89
Table 28 Geographical Variations in Energy Value and Nutrient Content: Regions and Types of Area in which the average Nutrient Intake deviated by three per cent or more from the National Average in either the first or second half of the decade: 1956-1965 . . . . .	90-91
Table 29 Energy Value and Nutrient Content of Household Food Consumption of Households of Different Social Class, 1965 . . . . .	92
Table 30 Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1965 . . . . .	93
Table 31 Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition within Social Classes, 1965 . . . . .	94
Table 32 Households of Different Composition within Social Classes, 1965: Comparison of Energy Value and Nutrient Content of Household Food Consumption with Allowances based on the British Medical Association's Recommendations . . . . .	95

<b>APPENDICES</b>		<i>Page</i>
<b>A</b>	Composition of the Sample . . . . .	96
<b>B</b>	Tables of Consumption, Expenditure and Prices— National Averages:	
	Table 1 Household Food Consumption, 1956–1965	109
	Table 2 Household Food Expenditure, 1965 . . . . .	117
	Table 2A Percentage of All Households Purchasing Seasonal Types of Food During Survey Week, 1965 . . . . .	122
	Table 3 Household Food Prices, 1965 . . . . .	123
<b>C</b>	Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption—National Averages, 1965 . . . . .	126
<b>D</b>	Household Food Consumption according to Region and Type of Area, 1965 . . . . .	128
<b>E</b>	Income Elasticities of Demand, 1955, 1958, 1960, 1962 and 1965 . . . . .	134
<b>F</b>	Methodology of the National Food Survey . . . . .	144
<b>G</b>	List of Special Studies and Analyses of National Food Survey data undertaken between 1956 and 1965 . . . . .	153
<b>SUPPLEMENT</b>		
	Provisional Estimates of Consumption, Expenditure and Prices for 1966 . . . . .	156
<b>GLOSSARY OF TERMS</b> . . . . .		174
<b>INDEX</b> . . . . .		178

## PART I



# Chapter 1

## GENERAL ECONOMIC BACKGROUND, 1956-1965

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

1. In this Report, particular attention is given to trends in household food consumption and expenditure between 1956 and 1965. From 1952 to 1954 the supplies of basic foodstuffs increased and food controls were progressively removed, and by 1956 (when the price of bread was finally decontrolled) the pattern of demand had largely become adjusted to freedom of supply and consumer choice. Thus the Report relates to a period of predominantly free market conditions, characterised by changes in the system of food retailing and a progressive increase in the variety of foods available, especially of convenience foods.

2. Personal income and retail prices are the main, but not the only, determinants of consumer spending, including expenditure on food, and the principal indicators of movements in incomes and prices are given in Table 1 for each of the ten years from 1956 to 1965. During this period there was an increase of more than 50 per cent in personal disposable income per head<sup>(1)</sup>, an average growth rate of 5 per cent per annum; there was also an expansion of more than 6 per cent in population over the decade. The average yearly rate of increase in *real* incomes (after allowing for price changes) was slightly more than  $2\frac{1}{2}$  per cent per head.

3. At the end of the period disposable money income per head was rising by nearly  $5\frac{1}{2}$  per cent per annum and prices by about  $4\frac{1}{2}$  per cent, giving an increase in real income of nearly 1 per cent per head. In real terms, total consumers' expenditure per head continued to rise in 1965, but at a reduced rate; while expenditure on housing<sup>(2)</sup> and some goods and services increased, there was a contraction over a wide range of other goods and services<sup>(3)</sup>, including consumer durables<sup>(4)</sup>. Food prices rose by about  $3\frac{1}{2}$  per cent between 1964 and 1965, a good deal less than those of other goods and services (nearly  $5\frac{1}{2}$  per cent on average) but food expenditure per head<sup>(5)</sup> did not quite keep pace with higher food prices, so that the real value of the outlay per head on food declined slightly compared with the previous year.

4. A tendency for the income elasticity of demand for food to decline with rising incomes has been observed over a number of years. In this context, the three years from 1956 to 1958 were characterized by a vigorous reaction following rationing and other controls (although real incomes were not then increasing very rapidly) and the data for these years are compatible with an income elasticity exceeding

---

<sup>(1)</sup> This is personal income after deduction of taxes on income, of national insurance and health contributions and remittances abroad.

<sup>(2)</sup> This includes the cost of rent, rates, etc., but does not include capital investment in house purchase.

<sup>(3)</sup> Sales of alcoholic drink and tobacco were affected by increased taxation.

<sup>(4)</sup> Sales of certain durables, including cars, were affected by further hire purchase restriction and higher vehicle duties.

<sup>(5)</sup> This is *total* food expenditure, including that spent on food in catering establishments and other institutions not eligible for the Survey.



+0·5<sup>(1)</sup>. In 1959 and 1960, real incomes increased more rapidly, and when taken over the period from 1956 to 1960, the overall elasticity appears to have been less than +0·4. This diminution has continued since 1960, and the overall value for the period 1960 to 1965 appears to have been approaching +0·2. It is to be expected that this elasticity should tend to diminish as real incomes rise, and the tendency will be accentuated where the age distribution of the population is changing, to produce larger proportions of the very young and of the elderly. The slowing down in the growth in real food expenditure appears to have been mainly associated with the tendency to spend more on consumer durables and on house purchase, although the latter trends have sometimes been affected by special short-run factors. As a corollary to this trend, and partly because food prices have risen less rapidly than those of other goods and services, the proportion of consumers' real expenditure devoted to food declined from about 30 per cent in 1956 to just over 26 per cent in 1965.

### *1.2 National Food Supplies Moving into Consumption*

5. Table 2 contains estimates (expressed in quantities per head per year) of the main food supplies moving into consumption in the United Kingdom for each of the years from 1956 to 1965. More detailed estimates are given in the *Board of Trade Journal*, Vol. 192, No. 3667, pages 1685–1686, 30th June, 1967. These estimates are almost entirely independent of the National Food Survey, and relate to the level of supplies at a primary stage in distribution; they include 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>(2)</sup>. Also, the estimates relate to the whole of the United Kingdom, while those obtained from the National Food Survey relate to Great Britain.

6. The *per caput* estimates given in Table 2 show that consumption of *dairy products* was increasing slowly until 1964. Consumption of milk has expanded only very slightly since 1956, and contracted a little in 1965, but was in that year half as much again as in the pre-war period. Although the consumption of cream in 1965 was also half as much again as pre-war, it has trebled since 1956, the pre-war level having been regained by 1961. Supplies of *beef* per head have been variable in recent years. They reached their highest level in 1957, fell sharply in 1959 and then showed a gradual recovery until 1963, since when they have again fallen. Supplies of *mutton and lamb* were also reduced slightly in 1965, but more *pork and poultry* meat was coming on to the market so that the total availability of meat (in terms of edible weight) was rather greater than the average for the period 1956–61. Consumption of *fish* (excluding shellfish and canned fish) was declining between 1956 and 1963, but since then this trend appears to have been checked. From 1956 to 1961, consumption of *eggs* was tending to increase slowly, but has since been somewhat variable; the uptake in 1965 was substantially above that in 1956, though no higher than the average for 1961–62. *Butter* consumption and

<sup>(1)</sup> Very approximately, an income elasticity of +0·5 for a particular period implies that the rate of increase in real food expenditure per head in that period tended to be about one-half of the rate of increase in real disposable income per head.

<sup>(2)</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.

prices varied quite widely during the first half of the decade, the former ranging from 15·5lb. per head per annum in 1956 to 20·0lb. in 1958; import quotas were in operation for most of the second half of the decade, however, and consumption and prices were much more stable. *Margarine* prices were held steady from 1957 to 1963, so that in real terms, prices were declining, but in the latter part of 1964 and in 1965, prices were increased and there was a reduction of nearly 10 per cent in consumption between the two years; since the consumption of *lard and cooking fats* also fell, the total consumption of oils and fats showed a contraction. Consumption of *sugar* appeared to be growing from 1956 to 1958, but has since contracted somewhat; the estimate for 1965 is almost the same as that for 1956, but some 10 per cent above the pre-war level. Home supplies of *potatoes* (per head) in 1958, 1959 and 1962 were insufficient to meet demand, and although some ware potatoes were imported, average consumption in those years was lower than in the remainder of the decade. The consumption of fresh *fruit* appeared to be increasing in the earlier years but has not gained further ground since 1959. Purchases of canned fruit had been advancing rather rapidly throughout the period, but fell back in 1965. The usage of *flour* and of several other grain products was falling throughout the decade. The consumption of *tea* showed a tendency to decline slowly between 1956 and 1964, followed by an apparent sharp fall in 1965 (which may be partly explained by stock changes), while the consumption of *coffee* has nearly doubled since 1956. The consumption of *sugar confectionery* declined steadily over the ten years, but that of *chocolate confectionery* was comparatively stable between 1956 and 1960 and increased somewhat in 1961 and 1962; following the imposition of purchase tax it fell back in 1963 and 1964, but in 1965 it rose by 6 per cent and was a third greater than before the war.

### 1.3 Energy Value and Nutrient Content of National Food Supplies

7. Estimates are also given in Table 2 of the energy value and nutrient content of food supplies moving into consumption in the United Kingdom in each of the years 1956 to 1965. For the reasons given in paragraph 5, these estimates are not directly comparable with those of the National Food Survey, which relate to food consumed in private households in Great Britain and are discussed in later sections in the Report. The average *energy value* of food supplies showed comparatively little change over the decade; in 1965 it was 3 per cent above the pre-war level, but had decreased by about 1 per cent in the last two years. There was little change over the decade in the supply of *vegetable protein*, which remained at just below the pre-war level. However, supplies of *animal protein* were higher in 1965 than in 1956 and there was a particularly rapid increase between 1959 and 1962; subsequently there was a small decline but the level in 1965 was 19 per cent above the pre-war estimate. Estimates for *total protein* showed little change between 1956 and 1958, then rose until 1962, since when they have shown little further change; in 1965 the estimate was nearly 4 per cent above that for 1956 and about 10 per cent above the pre-war level. Supplies of *fat* were fairly constant over the decade, but lowest in 1959 and 1960 and highest between 1962 and 1964; in 1965 they fell slightly, but were still 8 per cent above the pre-war level. Supplies of *carbohydrate* declined throughout the decade, because of the decreasing consumption of grain products; in 1964 and 1965 estimates for carbohydrate were  $4\frac{1}{2}$  per cent lower than in 1956 and  $2\frac{1}{2}$  per cent below the pre-war estimate. Throughout the decade sugar and syrups have provided rather more than one-third of the total carbohydrate. Supplies of *calcium* remained fairly steady during

the decade, but were 60 per cent greater in 1965 than pre-war, about half of the increase being due to the policy of flour enrichment, and half to the greater consumption of milk. The consumption of *iron* in 1965 was greater than at the start of the decade, and markedly greater (by 16 per cent) than before the war—owing chiefly to flour enrichment; however, after 1962 consumption decreased steadily, reflecting the overall decline in the consumption of meat and of grain products. Supplies of *thiamine* tended to increase over the decade, largely owing to increased consumption of pork and bacon; supplies of *nicotinic acid* were more stable, but the markedly greater consumption of both vitamins in 1965 compared with pre-war (48 per cent and 27 per cent respectively) was mainly due to the fortification of flour. Increasing supplies of *riboflavine*, which in 1965 were 24 per cent above the pre-war level, were largely due to the greater consumption of milk. Supplies of *vitamin A* have also tended to increase over the decade; the increase of 24 per cent between the pre-war years and 1965 was chiefly due to the consumption of more vegetables containing carotene, but also to the increased consumption of margarine (fortified to a greater extent with vitamin A) and to greater consumption of liver and of dairy products. Supplies of *vitamin C* remained fairly stable until 1962 since when there has been a steady increase, due largely to greater supplies of fresh green vegetables.

TABLE I  
*Changes in Earnings, Prices and Consumers' Expenditure, 1956-1965*  
 (1958 = 100)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Index of personal disposable income per head (a):—										
In money terms . . . . .	92	96	100	105	112	119	123	130	139	146
In real terms (b) . . . . .	98	99	100	105	111	114	114	119	123	124
Index of average weekly earnings (a) (c) . . . . .	93	96	100	105	111	118	122	128	139	150
Index of Retail Prices (a):—										
All items . . . . .	94	97	100	101	102	105	110	112	115	121
Food . . . . .	95	98	100	101	100	102	106	108	111	115
Retail food prices:—										
National Food Survey Index . . . . .	96	99	100	102	101	103	106	108	111	115
Household food expenditure per head (National Food Survey):—										
Current prices . . . . .	96	99	100	103	104	108	111	114	116	121
1958 prices . . . . .	100	100	100	101	103	105	105	105	105	105
Total food expenditure per head (d):—										
Current prices . . . . .	95	98	100	103	104	106	110	113	117	120
1958 prices . . . . .	98	100	100	102	103	104	104	105	106	106
Total consumers' expenditure per head (d):—										
Current prices . . . . .	91	95	100	105	109	114	119	126	133	141
1958 prices . . . . .	96	98	100	104	107	109	110	115	118	120
Total food expenditure as percentage of total consumers' expenditure on goods and services (d):—										
Current prices . . . . .	30.9	30.5	29.6	29.0	28.1	27.6	27.3	26.5	25.9	25.3
1958 prices . . . . .	30.2	30.1	29.6	28.9	28.3	28.2	27.9	27.0	26.4	26.1

(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, 1967*. H.M.S.O., 1967.

TABLE 2

*Changes in National Supplies of Principal Foods  
moving into Consumption in the United Kingdom, 1956-1965*

	lb. per head per annum									
	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Dairy products excluding butter (as milk solids) -	53.5	53.0	53.8	53.7	54.6	55.2	55.8	56.0	56.7	55.8
Cheese (also included in dairy products) -	9.3	10.0	9.9	9.3	9.8	10.2	10.3	10.2	10.6	10.1
Meat (edible weight) -	114.3	117.1	116.1	112.4	114.3	117.3	121.0	120.3	117.3	116.3
Poultry, game and rabbits (edible weight) -	5.4	6.0	7.1	8.3	8.6	10.2	10.9	10.8	11.5	12.0
Fish, including canned fish (edible weight) -	22.4	21.8	22.7	22.0	21.4	20.3	21.5	19.7	21.2	20.9
Eggs -	29.4	30.9	31.8	32.8	33.7	33.9	33.7	33.1	34.5	33.8
Oils and Fats:										
Butter -	15.5	17.3	20.0	18.5	18.3	19.8	20.3	19.2	19.8	19.5
Margarine (a) -	17.1	15.5	13.7	14.8	15.0	13.3	13.1	13.3	13.3	12.0
Lard and compound cooking fats -	10.7	10.4	10.8	12.0	12.9	12.0	13.1	14.1	14.7	13.4
Other edible oils and fats -	10.4	11.2	9.8	10.2	9.6	10.9	10.9	11.2	11.1	11.5
Total (fat content) -	48.3	48.6	48.5	49.2	48.9	49.6	50.2	50.3	50.6	49.2
Sugar and syrups (b) -	113.0	115.3	118.8	115.3	115.1	118.5	116.0	115.3	111.3	112.6
Potatoes -	224.5	223.8	212.0	214.8	223.7	227.1	213.6	229.0	226.1	223.1
Pulses, nuts, etc. -	13.1	12.3	11.1	11.7	12.2	10.0	12.0	12.3	11.2	12.1
Fruit, including tomatoes (fresh equivalent) (c) -	131.4	141.1	135.0	147.4	146.2	139.5	146.7	141.7	143.7	144.2
Vegetables, other than potatoes -	98.4	103.1	100.0	98.1	103.9	99.6	102.8	101.1	108.4	112.2
Grain products -	192.9	187.1	186.0	183.4	180.9	179.4	176.8	176.7	171.2	169.6
Tea -	10.1	9.8	9.9	9.7	9.3	9.9	9.4	9.5	9.3	8.9
Coffee -	1.5	1.6	1.7	1.9	2.1	2.1	2.7	2.9	2.5	2.7
Chocolate confectionery (d) -	12.9	12.8	12.9	12.0	13.0	13.4	13.4	13.0	12.9	13.7
Sugar confectionery (d) -	15.4	14.6	14.4	13.7	13.8	13.2	12.7	11.9	11.6	11.2
	(per head per day)									
Total energy value kcal.	3,170	3,180	3,180	3,150	3,140	3,160	3,180	3,180	3,150	3,140
Protein: Total - g.	83.5	83.3	83.5	84.0	85.5	86.0	87.1	86.7	87.2	86.6
Animal - g.	48.2	48.5	49.2	49.2	50.4	51.3	52.4	51.7	52.0	51.1
Vegetable - g.	35.3	34.8	34.3	34.8	35.1	34.7	34.7	35.0	35.2	35.5
Fat - g.	140	141	141	139	138	141	144	143	144	142
Carbohydrate - g.	422	422	421	417	415	415	411	412	403	403
Calcium - mg.	1,120	1,130	1,130	1,120	1,110	1,110	1,120	1,120	1,130	1,120
Iron - mg.	14.7	15.7	15.4	15.5	15.7	15.7	16.0	15.8	15.5	15.0
Vitamin A - i.u.	4,370	4,430	4,470	4,410	4,630	4,620	4,650	4,480	4,600	4,590
Thiamine (e) - mg.	1.60	1.77	1.74	1.76	1.78	1.76	1.80	1.83	1.83	1.92
Riboflavin - mg.	1.80	1.80	1.84	1.83	1.86	1.88	1.91	1.90	1.94	1.97
Nicotinic acid - mg.	15.6	16.5	16.5	16.2	16.4	16.4	16.7	16.8	16.8	16.8
Vitamin C (e) - mg.	95	100	95	98	101	97	97	100	105	108

N.B. More detailed estimates including some for the pre-war period were published in the *Board of Trade Journal*, Vol. 192 No. 3667, Pages 1685-1686, 30th June, 1967.

(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.

## Chapter 2

### HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

#### *Summary*

Average food expenditure per head increased by about a quarter over the ten years from 1956 to 1965, but food prices rose by only about a fifth, so that there was a gain of nearly six per cent in the real value of food purchases per head. Much of this gain was due to increased purchases of convenience foods, and most of it took place between 1959 and 1961. There was little change in consumption of milk over the decade, but demand for cream expanded rapidly. Average consumption of poultry increased more than five-fold, and there was also some increase in the consumption of canned meats, meat products and pork, though little change in that of bacon; demand for mutton and lamb weakened, and consumption of beef fluctuated according to changes in supplies. Consumption of potatoes, green vegetables and fresh fruit showed no pronounced trend over the decade. There was an appreciable decline in purchases of bread and flour, but some increase in the consumption of cakes, biscuits and breakfast cereals. Sugar consumption was slightly lower at the end of the decade than at the beginning, and consumption of preserves showed a marked downward trend. Fluctuations in the consumption and average price of butter were contained within relatively narrow limits after the introduction of import quota arrangements in 1962. In contrast consumption of margarine declined appreciably over the decade and this was the major cause of a decreased intake of vitamin D. Average protein intake was falling until 1959, (when it barely equalled the recommended allowance—recognised as being over-generous), but it subsequently increased. Otherwise, the changes in consumption over the decade have had little noteworthy effect on the energy value and nutrient content of the average diet, though the recommended allowances were exceeded by a greater margin in 1965 than in 1956.

#### *2.1 Main Changes in 1965*

8. According to the National Food Survey, average food expenditure per head in private households in Great Britain rose by  $4\frac{1}{2}$  per cent between 1964 and 1965, while food prices rose by  $3\frac{1}{2}$  per cent. The rise of 1s. 5d. per person per week from 33s. 0d. in 1964 to 34s. 5d. in 1965 was spread over many commodities, particularly carcass meat, which contributed 3d., other meat and meat products  $3\frac{1}{2}$ d., cereals 2d., milk  $1\frac{1}{2}$ d. and eggs  $1\frac{1}{2}$ d. The value attributed to free food (see paragraph 15) fell from just over  $11\frac{1}{2}$ d. to  $10\frac{1}{2}$ d.; free supplies of milk, eggs, meat and fish were all somewhat lower. Thus the total value of food obtained for consumption rose by only 4.1 per cent. Table 3 gives estimates for each quarter of 1964 and 1965. The increase of 3.5 per cent in expenditure between the two winter quarters was largely attributable to higher prices for carcass meat (especially beef), bread, and milk and milk products. Expenditure reached its usual seasonal peak in the spring quarter, but fell only slightly in the second half of the year, when the average price of eggs rose appreciably without depressing purchases.

TABLE 3

Household Food Expenditure, Value of Free Food and Total Value of Food obtained for Household Consumption, 1964 and 1965  
(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1964	1965	Per-centage change	1964	1965	1964	1965	Per-centage change
1st Quarter	s. d. 32 2	s. d. 33 3	+3·5	s. d. 8	s. d. 7	s. d. 32 10	s. d. 33 10	+3·1
2nd Quarter	34 1	35 0	+2·7	9	9	34 10	35 9	+2·6
3rd Quarter	32 10	34 8	+5·5	1 7	1 3	34 5	35 10	+4·2
4th Quarter	32 10	34 11	+6·3	11	11	33 9	35 10	+6·3
Yearly average	33 0	34 5	+4·5	1 0	10	33 11	35 4	+4·1

9. The changes in food expenditure shown in Table 3 can be explained partly by changes in food prices and partly by changes in the quantity (or value at constant prices) of food purchases. An apportionment between these two factors is attempted in Table 4<sup>(1)</sup>. Such an apportionment between price and quantity, however, cannot be precise because the classification of food items in the Survey cannot be infinitely detailed. The average price paid for each item was 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, from a lower to a higher grade of liquid milk, or from small to large eggs) is represented as an increase in the average price paid for the item; conceptually, however, purchase of the more expensive variety should preferably be shown 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 (i.e. an item for which a price relative is calculated) to another; *ceteris paribus*, such a shift is recorded as a change in the standard of food purchases and the price index is not affected.

10. Subject to these qualifications, a rise of 3½ per cent in food prices was recorded in 1965. (The official Index of Retail Prices recorded an identical rise). Further increases in the prices of beef and veal, mutton and lamb, milk and bread together with a rather substantial advance in egg prices<sup>(2)</sup>, much more than offset small reductions in the prices of poultry and sugar. The largest single contribution was again provided by the higher price of beef (which averaged 4s. 4d. per lb. in 1963, 4s. 10d. in 1964 and 5s. 4d. in 1965) accounting for nearly one-quarter of the overall increase of 3·5 per cent. Thus the rise of 4·4 per cent in expenditure per head shown in Table 4 can be explained by an increase of 3·5 per cent in food prices and an apparent increase of 0·8 per cent in the real value of purchases over 1964. However, if the estimate for 1964 is adjusted for some degree of over-representation of the larger families, it would appear that there was little difference in the real value of food purchases in the two years.

<sup>(1)</sup> The changes in prices are indicated by a price index of "Fisher Ideal" type. (See Glossary).

<sup>(2)</sup> Despite this rise, eggs were among the few foods which were cheaper in *money terms* in 1965 than in 1964.



TABLE 4

*Percentage Changes in Average Expenditure, Food Prices and Real Value of Food Purchased: Quarters of 1965 compared with Corresponding Quarters of 1964*

(percentage changes)

	Quarter				1965 on 1964
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a)	+2.5	+0.0	+8.3	+10.6	+5.0
Convenience foods (a)	+2.8	+3.2	+7.1	+5.5	+4.6
All other foods (b)	+4.2	+4.1	+3.5	+4.4	+3.9
All foods (b)	+3.5	+2.7	+5.6	+6.2	+4.4
<i>Food Prices</i>					
Seasonal foods (a)	+2.5	+2.1	+6.1	+6.5	+3.9
Convenience foods (a)	+4.6	+3.8	+3.6	+3.0	+3.8
All other foods (b)	+5.3	+3.4	+2.0	+1.8	+3.2
All foods (b)	+4.4	+3.1	+3.5	+3.3	+3.5
<i>Real Value of Food Purchased</i>					
Seasonal foods (a)	-0.0	-2.0	+2.1	+3.8	+1.0
Convenience foods (a)	-1.7	-0.6	+3.4	+2.4	+0.8
All other foods (b)	-1.1	+0.7	+1.4	+2.6	+0.7
All foods (b)	-0.9	-0.4	+2.0	+2.9	+0.8(c)

(a) See Glossary.

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

(c) See paragraph 10.

11. Table 4 also gives separate indices of expenditure, prices and the real value of purchases for seasonal foods, convenience foods and all other foods. The group of seasonal foods consists of those foods which regularly exhibit a marked seasonal variation in price or in consumption<sup>(1)</sup>. Convenience foods may be defined as those processed foods for which the degree of culinary 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. Although the Survey classification of foods is not sufficiently detailed to itemize separately all of the foods embraced by this definition of convenience foods, it distinguishes most of them<sup>(1)</sup>. Expenditure on these convenience foods continued to advance in 1965, but most of the rise was attributable to higher prices, and the real value of purchases over the year as a whole rose by no more than 0.8 per cent, the same increase as that shown for all foods. Substantial increases in expenditure on seasonal foods in the third and fourth quarters of 1965 was also mainly due to higher prices, particularly for eggs, for which demand is very inelastic at present levels of purchases. The increases shown in Table 4 for expenditure and the real value of purchases of seasonal foods, convenience foods and other foods in the third and fourth quarters of 1965, compared with the corresponding periods of 1964, are somewhat over-stated for the reason given at the end of paragraph 10.

<sup>(1)</sup> See Glossary.

**2.2 Longer-term Trends, 1956–1965****2.2.1 CONSUMPTION, EXPENDITURE AND PRICES**

**12.** Index numbers of expenditure, prices and real value of purchases are shown in Table 5 for each of the years from 1956 to 1965.<sup>(1)</sup> Average food expenditure increased by slightly more than one-quarter over the decade, but food prices rose by only one-fifth, so that there was an advance of approximately 5 per cent in the real value of food purchases per head. From 1956 to 1958, the real value appeared to be increasing hardly at all, but between 1959 and 1961 it was increasing by about 1½ per cent per annum, and subsequently appears to have shown very little further gain. Between 1962 and 1965, food prices tended to rise more rapidly than in the previous five years.

**13.** The index numbers given in Table 5 show that expenditure on seasonal foods increased fairly steadily after 1956, but price movements for this group were rather variable, so that the real value of purchases of seasonal foods from 1963 to 1965 was little above that in 1956 and 1957. Expenditure on the residual group of foods barely kept pace with rising prices; consequently the higher overall real value of purchases of all foods in 1965, compared with that in 1956, was mainly attributable to an estimated increase of rather more than one-quarter in the real value of purchases of convenience foods. Until 1963, this rise had been greatly facilitated by the relative stability in the average price level for this group of foods; in the two later years, however, prices of many of these foods had risen much more rapidly. Separate index numbers for the main foods, and groups of foods, are given in Tables 12 to 14 of Part II, and these show some divergent trends within the three broad categories of seasonal, convenience and other foods over the decade since 1956. Among seasonal foods, for example, the real value of purchases of liquid milk remained rather stable in this period, while that for eggs tended to rise after 1958. Largely because of the supply situation, the real value of purchases of beef and veal and of mutton and lamb was lower at the end of the decade than at the beginning, but in contrast, purchases of pork and of bacon and ham increased, while the index for poultry rose approximately six-fold.

**14.** Similarly, certain divergent trends among convenience foods are revealed by the index numbers of purchases given in Table 6. From 1956 to 1963, purchases of corned meat declined, and demand collapsed in 1964, as previously reported<sup>(2)</sup>, consumption in 1965 showing little recovery. Purchases of other canned meats tended to move ahead over the decade, but fell back a little in 1965. Household purchases of quick-frozen peas and beans were more than four times as great in 1965 as in 1956, but the rate of increase seemed to be slackening; the market for these products appeared to be extending rapidly from 1956 to 1960, as indicated by the increase in the proportion of Survey households buying them, but this proportion had not increased to any great extent by the end of the decade. The consumption of canned peas showed no definite trend in this period but that of canned beans (including baked beans) gained some ground despite the rising popularity of the quick-frozen varieties. Purchases of other canned vege-

<sup>(1)</sup> The adoption of 1958 as a base period for these indices facilitates comparison with other statistical series published for this period.

<sup>(2)</sup> *Domestic Food Consumption and Expenditure: 1964*, paragraph 24. H.M.S.O., 1966.

TABLE 5  
*Indices (a) of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1956-1965*  
 (1958 = 100)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
<i>Expenditure Indices</i>										
Seasonal foods (a)	98.3	98.8	100.0	101.6	103.9	109.0	112.3	113.5	112.7	118.2
Convenience foods (a)	89.7	93.8	100.0	104.4	106.4	111.8	113.3	116.8	121.5	127.1
All other foods (b)	97.0	100.6	100.0	103.7	104.1	105.6	109.9	113.1	116.2	120.7
All foods (b)	96.0	98.8	100.0	103.2	104.5	107.7	111.2	113.9	116.1	121.2
<i>Indices of Average Prices</i>										
Seasonal foods (a)	94.7	94.5	100.0	96.6	96.3	101.9	106.8	108.6	105.8	109.8
Convenience foods (a)	97.6	99.3	100.0	100.5	99.3	101.1	101.1	101.4	104.3	108.2
All other foods (b)	97.1	100.9	100.0	105.0	105.1	104.4	107.4	110.3	116.6	120.4
All foods (b)	96.5	98.7	100.0	101.7	101.4	103.0	106.0	108.1	111.1	115.0
<i>Indices of Real Value of Food Purchases</i>										
Seasonal foods (a)	103.8	104.5	100.0	105.2	107.9	107.0	105.2	104.4	106.5	107.7
Convenience foods (a)	92.0	94.5	100.0	103.8	107.2	110.6	112.1	115.1	116.5	117.5
All other foods (b)	99.9	99.7	100.0	98.7	99.1	101.1	102.3	102.5	99.7	100.3
All foods (b)	99.6	100.1	100.0	101.4	103.0	104.5	104.9	105.3	104.6	105.4

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

tables have more than doubled since 1956. The relative increase in purchases of dehydrated and powdered soups was rather greater than that for canned soups, although the latter was very large (nearly 90 per cent). In recent years, about 40 per cent of the expenditure on the Survey group of convenience foods has been devoted to canned foods. The marked gain in the popularity of fruit juices<sup>(1)</sup> over the decade may offer a partial explanation for the lack of any substantial growth in purchases of oranges and other fresh citrus fruit (a similar trend has been noted in the U.S.A.). In money terms, the proportion of household food expenditure devoted to convenience foods increased rather slowly from 17·1 per cent to 19·1 per cent over the decade, mainly because the average price level for the latter group rose much less than that for other foods until 1963, as already explained in paragraph 13. At constant (1958) prices, however, the proportion had risen from 16·9 per cent in 1956 to 20·4 per cent in 1964, falling back slightly in 1965 to 20·3 per cent when the price level for the group rose substantially and the advance in the real value of purchases of these foods lost some momentum.

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<sup>(1)</sup> Canned, bottled or quick-frozen fruit juices, including syrups and purees, but excluding soft drinks, squashes and cordials.

TABLE 6  
*Indices of Quantities of Convenience Foods Purchased by Households, 1956-1965*  
 (1958 = 100)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
<i>Quick-frozen peas and beans</i> . . . . .	59	65	100	135	185	191	226	300(a)	244	247
<i>Canned convenience foods</i>										
Corned meat . . . . .	92	94	100	85	81	73	74	79	48	52
Bacon and ham, cooked and canned . . . . .	94	100	100	105	106	116	110	111	119	113
Other cooked and canned meats . . . . .	89	91	100	99	109	108	115	117	129	126
Canned and bottled fish (b) . . . . .	86	91	100	144	120	130	124	123	126	121
Canned peas . . . . .	101	92	100	102	96	105	101	102	97	93
Canned beans . . . . .	93	84	100	99	102	106	107	116	122	126
Other canned vegetables . . . . .	76	81	100	107	95	119	136	160	148	186
Canned and bottled tomatoes . . . . .	95	68	100	82	70	75	64	66	80	75
Canned peaches, pears and pineapples . . . . .	90	101	100	117	115	121	124	123	129	117
Other canned and bottled fruit . . . . .	85	93	100	100	108	116	115	126	122	132
Canned soups . . . . .	85	93	100	107	125	131	134	140	141	159
Total above canned foods . . . . .	92	92	100	104	105	110	110	115	116	117
<i>Other convenience foods</i>										
Meat products (c) . . . . .	85	86	100	102	109	116	116	120	123	126
Cooked fish . . . . .	91	90	100	77	88	98	91	102	102	103
Fruit juices . . . . .	86	103	100	124	141	155	152	166	186	217
Cakes and pastries . . . . .	98	100	100	101	109	108	113	112	110	110
Biscuits . . . . .	95	99	100	100	102	100	103	100	103	104
Puddings, and ice-cream served as part of a meal . . . . .	64	83	100	136	134	151	158	183	199	199
Breakfast cereals . . . . .	101	101	100	97	100	106	107	108	112	109
Other cereals . . . . .	103	109	100	91	97	86	91	88	83	89
Dehydrated and powdered soups . . . . .	56	68	100	117	110	92	108	119	131	139
Total, other convenience foods . . . . .	93	97	100	101	106	108	111	113	115	116
TOTAL—ALL CONVENIENCE FOODS . . . . .	92	94	100	103	106	110	112	115	117	118

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

(b) Excludes fish paste.

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

TABLE 6—continued  
(1958 = 100)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Total expenditure on convenience foods	4s. 8d.	4s. 11d.	5s. 3d.	5s. 5d.	5s. 6d.	5s. 10d.	5s. 11d.	6s. 1d.	6s. 4d.	6s. 7d.
Total expenditure on all foods	27s. 3d.	28s. 1d.	28s. 5d.	29s. 3d.	29s. 8d.	30s. 7d.	31s. 7d.	32s. 4d.	33s. 0d.	34s. 5d.
Expenditure on convenience foods as a percentage of total household food expenditure:					per cent					
At current prices	17.1	17.4	18.4	18.6	18.7	19.0	18.7	18.8	19.2	19.1
At constant (1958) prices	16.9	17.3	18.4	18.8	19.1	19.4	19.6	20.0	20.4	20.3

15. Details of the estimates of the value of *free food*<sup>(1)</sup> in each of the years from 1956 to 1965 are shown in Table 7. The value of free food estimated for rural areas is usually a good deal higher than that elsewhere, and the values shown in Table 7 are therefore affected to some extent by small year-to-year variations in the representation of rural areas. Subject to this qualification, it appears that the contribution made by free food to the overall value of consumption has tended to decline very slightly over the decade. Free supplies of potatoes, other vegetables and fruit have accounted for between 55 and 64 per cent of the total value of free supplies during the decade; there appears to be no well-defined trend.

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<sup>(1)</sup> See Glossary.



TABLE 7  
*Value of Free Supplies*<sup>(1)</sup>, 1956-1965  
 (pence per person per week)

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Milk and cream . . . . .	1.36	1.95	2.22	1.77	1.43	1.67	1.74	2.06	1.93	1.65
Eggs . . . . .	1.54	1.72	1.80	1.46	1.20	1.38	1.24	1.64	1.32	1.30
Carcass Meat . . . . .	0.20	0.13	0.24	0.29	0.19	0.14	0.20	0.42	0.34	0.24
Potatoes . . . . .	1.15	1.74	1.68	1.62	1.21	1.24	1.53	1.52	1.29	1.10
All other vegetables . . . . .	2.75	3.04	2.77	3.01	2.88	2.59	3.20	3.07	3.09	2.98
Fruit . . . . .	1.80	1.97	1.72	2.54	2.46	2.04	2.73	2.72	2.45	2.40
All other foods . . . . .	0.76	0.88	0.79	1.05	0.91	0.79	1.14	1.03	1.16	0.77
<i>All foods</i> . . . . .	9.62	11.41	11.30	11.80	10.30	9.94	11.81	12.45	11.68	10.50
Total expenditure on foods purchased . . . . .	327.47 (27s. 3d.)	337.38 (28s. 1d.)	340.72 (28s. 5d.)	351.49 (29s. 3d.)	355.77 (29s. 8d.)	367.02 (30s. 7d.)	379.02 (31s. 7d.)	388.09 (32s. 4d.)	395.76 (33s. 0d.)	413.47 (34s. 5d.)
Value of free food as percentage of total expenditure . . . . .	2.9	3.4	3.3	3.3	2.9	2.7	3.1	3.2	3.0	2.5

<sup>(1)</sup> See Glossary.

2.2.2 INDIVIDUAL FOODS <sup>(1)</sup>*Milk and Cheese*

16. There was very little change in average household purchases of full-price liquid milk over the decade; purchases fell slightly after the increase in the price of welfare milk in 1957, and although there was some evidence of a rising trend between 1959 and 1963, this did not continue in 1964 and 1965, when the Survey estimates were very slightly lower than in 1956. There was no appreciable change in the contribution from free supplies of milk or school milk over the period, but some slight increase in that from welfare milk, so that total weekly domestic milk consumption in 1965 (4.85 pints per person) appeared to be much the same as in 1956 (4.83 pints) but slightly less than in 1961-63. Although the retail price of liquid milk rose by 27 per cent between 1956 and 1965, this was slightly less than the increase in the Index of Retail Prices; in real terms, the price of milk fluctuated within quite narrow limits throughout most of the decade. Any concomitant variation which this might have caused in average purchases was so small that it has been obscured by sampling fluctuations, and therefore attempts to determine from the Survey data the own-price elasticity of demand for milk and any shifts in the underlying demand<sup>(2)</sup> have proved abortive.

17. Over the decade there was a pronounced displacement of National dried milk by commercial varieties; in 1956, consumption of the latter was little more than half that of the former, but by 1958 it had begun to preponderate, and in 1965, provided nearly 90 per cent of the total consumption (0.12 equivalent pints per person per week) of dried milk, which was then very little higher than in 1956. The consumption of sweetened condensed milk declined sharply during the first half of the decade, and that of unsweetened evaporated milk (which is sometimes purchased as a cheap substitute for cream) rose correspondingly, but there was little further change during the second half of the decade; the proportion of households purchasing evaporated milk during the week of the Survey in 1965 was the same as in 1956 (23 per cent). The substantial rise in the consumption of cream, on the other hand (from an estimated 0.26oz. per person per week in 1956 to 0.54oz. in 1964 and 0.58oz. in 1965) is the result of a growth of the market both in breadth and in depth. In 1956, some 13 per cent of households bought cream during the average Survey week (an average weekly purchase of about 6oz. per buying household), while in 1965, 24 per cent did so (about 7½oz. per household). The demand for cream appears to be rather more elastic to changes in income than to those in price, and about one-quarter of the increase in average consumption over the 10 years appears to have resulted directly from the rise of 26 per cent in real personal disposable income per head and about one-fifth from the decrease of 29 per cent in the deflated average price<sup>(2)</sup>. The decline in this price and the growth in average purchases of cream are shown by the following indices (average 1956-1965=100).

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Deflated price of cream	122	115	107	106	105	105	99	91	88	80
Purchases of cream	62	68	81	88	95	109	122	124	140	151

<sup>(1)</sup> Detailed estimates are given in Appendix B, tables 1 to 3.

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

18. Purchases of natural cheese tended to rise slowly over the decade; average prices (in real terms) were more stable towards the end of the decade than at the beginning. Demand appears to be rather inelastic to changes in price or in income<sup>(1)</sup>, and has tended to become slightly stronger since 1956, when purchases averaged 2·4oz. per person per week, compared with 2·8oz. in 1965. Consumption of processed cheese showed no pronounced trend over the decade; the annual averages were very stable, increasing slightly to 0·40oz. per person per week in those years when the higher prices of natural cheese gave rise to some substitution.

#### *Meat and Poultry*

19. Total consumption of meat and meat products expanded from 35·4oz. per person per week in 1956 to 37·6oz. in 1965; between 1956 and 1959, consumption was stable, but it subsequently rose steadily to 38·1oz. in 1963, thereafter falling back slightly. Throughout the decade, consumption of poultry, canned meat and meat products was expanding: between 1956 and 1959 this was offset by falling purchases of carcass meat (principally due to decreasing supplies of beef), while from 1960 to 1963 (when beef supplies improved), consumption of carcass meat also rose before falling back again in 1964 and 1965. The consumption of mutton and lamb tended to decline over the decade, although it rose from 6·0oz. per person per week in 1958 to 7·0oz. in 1959, offsetting a corresponding reduction in purchases of beef. Pork consumption was fairly steady at about 2oz. per person per week in the first half of the decade, but rose rather sharply after 1961. In contrast to carcass meat, poultry showed a very marked growth in consumption, from 0·6oz. per person per week in 1956 to 3·4oz. in 1965.

20. One of the dominant factors in the demand for carcass meat and poultry appears to be the level of beef supplies. This in turn influences beef prices, but since retail butchers often adjust prices of meats together, beef prices in the short run are not entirely determined by the free operation of the price mechanism, hence the true substitution relationships between beef and other carcass meats are disguised to some extent. Nevertheless, demand for beef remains rather elastic, because of the availability of these and other substitutes, and relatively large variations in supplies can therefore be accommodated without excessive variation in price at the retail level. Thus in 1956 and 1957, when beef purchases were respectively 10 per cent and 15 per cent above the average for the decade, beef prices were only 6 per cent and 7 per cent below the average, in real terms. Beef supplies fell sharply after 1963 and in 1965 were at their lowest level since 1954; averaged over the whole of 1965, the real price was nearly 6 per cent higher than in 1964, and this is about the increase which might be expected in view of the reduction in supplies and the most recent estimate of about  $-1\cdot1$  for the own-price elasticity of demand for beef and veal. Indeed, over the whole decade, when changes in beef prices and in real incomes are taken into account, the underlying demand appears to have been very stable.

21. There was a slight fall in supplies of mutton and lamb between 1964 and 1965 and average purchases declined from 6·3oz. per person per week to 5·9oz. This decrease is rather greater than could be expected in view of the partly compensatory effects of a small increase of about  $1\frac{1}{2}$  per cent in the real price and the

<sup>(1)</sup> Recent estimates of the elasticities of demand with respect to price and income have been of the order of  $-0\cdot2$  and  $+0\cdot2$  respectively.

improvement in purchasers' real income<sup>(1)</sup>, and therefore there appears to have been a slight weakening of the underlying demand in 1965, resuming the downward trend observed over most of the decade.

22. In 1965, the reduction in beef supplies coincided with a substantial increase in pork supplies. The market for pork has expanded appreciably since 1956, and this is only partly attributable to the fall in beef supplies in more recent years. The proportion of Survey households buying pork rose from 24 per cent in 1956 to 31 per cent in 1963 (both peak years for beef supplies) and to 35 per cent in 1965, while purchases increased from 1·9oz. per person per week in 1956 to 2·8oz. in 1965, so that the average weekly purchase per buying household was much the same in the two years. The real price of pork has followed a downward trend since 1960, but as demand is only moderately elastic to changes in price, and much less so to those in income<sup>(2)</sup>, the growth in purchases implies a strengthening of underlying demand, particularly in 1965, although the shift in that year was no doubt stimulated by the reductions in supplies of beef and lamb.

23. If the three carcase meats are treated as a single commodity, the own-price elasticity of demand appears to have been stable at about  $-0\cdot9$  throughout the decade. Such a value implies that purchasers are able to find acceptable substitutes outside the group and the most important of these is poultry. In 1956, the average price recorded for poultry was 5s. per lb., a good deal higher than that for beef and veal (3s. 6d.), mutton and lamb (3s. 1d.) and pork (3s. 8d.). Following a marked fall over the decade in the real price of poultry and, indeed, in its money price, the relativity had completely changed by 1964, when poultry was cheaper than any of the carcase meats. Since demand for poultry is quite elastic to changes in its own price<sup>(3)</sup>, a further reduction of nearly 10 per cent in the real price of poultry in 1965, combined with the increase in beef prices, was bound to give some stimulus to purchases of poultry; in fact, these increased by no less than 30 per cent, from 2·5oz. per person per week in 1964 to 3·3oz. in 1965 (compared with 0·6oz. in 1956), reflecting a significant gain in the strength of the underlying demand. The growth in sales over the decade was achieved very largely by an extension of the market, the proportion of households buying poultry during the week of Survey increasing from 4 per cent in 1956 to 18 per cent in 1964 and 22 per cent in 1965.

24. The consumption of uncooked bacon and ham rose very slowly from 5·1oz. per person per week in 1956 to 5·4oz. in 1965 in response to some fall in the real price<sup>(4)</sup>; the underlying demand has been quite stable. Consumption of cooked bacon and ham increased a little more rapidly, at an overall growth rate of about 2 per cent per annum over the decade to 0·9oz. per person per week in 1965. Over the decade, consumption of beef sausages did not exhibit any pronounced trend but purchases of pork sausages increased from 1·9oz. per person per week in 1956 to 2·2oz. in 1965. The consumption of meat products (which are classified as convenience foods and include cooked sausages, liver sausage, meat pies,

<sup>(1)</sup> Recent estimates of the elasticities of demand with respect to price and income have been of the order of  $-0\cdot5$  and  $+0\cdot2$  respectively.

<sup>(2)</sup> Recent estimates of the elasticities of demand with respect to price and income have been of the order of  $-0\cdot9$  and  $+0\cdot3$  respectively.

<sup>(3)</sup> An estimate of the own-price elasticity over the period 1956–1965 is  $-1\cdot3$ ; since 1960, however, the elasticity has fallen to about  $-0\cdot5$ .

<sup>(4)</sup> A recent estimate of the own-price elasticity is of the order  $-0\cdot5$ .

meat paste, etc.) rose fairly steadily from 1·8oz. per person per week in 1956 to 2·6oz.<sup>(1)</sup> in 1965.

### *Fish*

**25.** The overall consumption of fish declined from 6·1oz. per person per week in 1956 to 5·7oz. in 1961, and although it recovered somewhat to 5·9oz. in 1964, it again fell slightly to 5·8oz. in 1965. Quick-frozen filleted white fish<sup>(2)</sup> was first separately distinguished in the Survey in 1958, since when its consumption increased fairly rapidly; in contrast, consumption of other fresh white fish has tended to decline, so that purchases of white fish in total remained steady at about 2½oz. per person per week: as real prices rose in this period, the underlying demand may have strengthened a little. Purchases of processed white fish (e.g. smoked haddock) and of processed fat fish (e.g. kippers, bloaters) and of shellfish all declined over the decade, but consumption of cooked fish increased slightly in 1963, since when it has averaged 1oz. per person per week. The average real price of canned salmon has declined since 1960 (when separate estimates were first obtained from the Survey), and as purchases are highly elastic to price changes<sup>(3)</sup> the failure of consumption to expand reflects a weakening in the underlying demand. Demand was apparently not transferred to other canned fish, real prices and purchases of which have been fairly steady since 1961. The rising trend for consumption of fish products (fish paste, fish cakes, etc.) between 1956 and 1960 has not since continued; consumption averaged 0·18oz.<sup>(4)</sup> per person per week in 1965 compared with 0·14oz. in 1956.

### *Eggs*

**26.** Supplies of eggs have increased since 1956 and average consumption rose from 4·35 eggs per person per week to 4·78 eggs in 1965, while there was a fall of about one-third in the real price. Over the decade, demand became more inelastic to changes in price and income<sup>(5)</sup>, and purchases have responded only slowly to the fall in real prices and improvement in consumers' purchasing power. The underlying demand was fairly stable in the more recent years. There was little change between 1964 and 1965 in total supplies of eggs moving into consumption. However, in the second half of 1965 the seasonal reduction in the supplies of stamped eggs<sup>(6)</sup> available for the shops was somewhat greater than usual, and prices rose considerably. The average price recorded by the Survey in December 1965 was 5s. 4d. per dozen, compared with 3s. 11d. a year earlier, and 4s. 5d. in December 1963. Nevertheless, even in December 1965, purchases fell away only slightly compared with those a year earlier, and over the final quarter of the year, recorded purchases were about the same as in the corresponding quarter of 1964. Stamped eggs have been distinguished from unstamped eggs in the Survey classification since 1962, and estimates are given in Table 8 below. The differential in average price between the two categories has varied; indeed, it vanished altogether for a time early in 1963, when the usual flush of supplies was held back

<sup>(1)</sup> This average includes 0·13 oz. for prepared meat or poultry meals, 0·05 oz. of which were quick-frozen products.

<sup>(2)</sup> Including fish fingers, fish sticks, bites, etc.

<sup>(3)</sup> A recent estimate of the own-price elasticity is  $-1·4$ .

<sup>(4)</sup> Of this amount, 0·05 oz. was quick-frozen.

<sup>(5)</sup> Recent estimates of the own-price elasticity and income elasticity of demand are  $-0·1$  and  $+0·2$  respectively.

<sup>(6)</sup> Stamped eggs include imported eggs.

by severe weather, and for a short period at the end of 1965. However, purchases of unstamped eggs rose fairly steadily from about 32 per cent of total purchases in 1962 to nearly 37 per cent in 1965.

TABLE 8  
*Average Prices, Purchases and Free Supplies of Eggs<sup>(a)</sup>, 1962-1965*

	1962		1963		1964		1965	
<i>Average prices</i>	per dozen							
	s.	d.	s.	d.	s.	d.	s.	d.
Stamped	3	7	4	4	3	6	3	10
Unstamped	4	3	4	6	4	1	4	3
<i>Purchases</i>	number per person per week							
Stamped	2.95		2.77		2.88		2.82	
Unstamped	1.39		1.44		1.52		1.65	
<i>Free Supplies</i>	0.34		0.37		0.33		0.31	
<b>Total</b>	4.68		4.58		4.73		4.78	

(a) Purchases of eggs other than hen eggs are too small to be shown separately.

#### *Fats*

27. From 1956 to 1958, consumption of butter increased rapidly with expanding supplies and the easing of real prices. In 1959, supplies suffered a setback, prices rose considerably and purchases fell, although the delay in consumer reaction appeared to defer some of the reduction to the following year, when prices eased.<sup>(1)</sup> These lags in reaction are a complicating factor in the very short run, but appear to have had little significance in the longer run. Supplies have been less variable since 1960, and following the introduction of import quota arrangements in April 1962, both supplies and prices have fluctuated within quite narrow limits. Average consumption which had fallen to 5.7oz. per person per week in 1960 varied only between 6.0 and 6.2oz. for the remainder of the decade. The own-price elasticity for butter is small (barely -0.4) and this may imply that margarine is not in general an acceptable substitute for the best grades of butter, although there may well be substitution between the other grades of butter and the higher grades of margarine, both for table use and for cooking. Until the end of 1964, margarine prices were held almost constant by the manufacturers, and no significant own-price elasticity could be estimated. The cross-price elasticity of demand for margarine with respect to the price of butter has usually been greater in magnitude than the own-price elasticity for butter, and is now about +0.5. After the end of 1964, margarine prices rose in real terms and butter prices fell, and purchases of margarine declined by about 10 per cent to 3.0oz. per person per week in 1965, a fall which was rather greater than the increase for butter (from 6.0oz. to 6.1oz.). The underlying demand for butter appears to have been very stable since 1960, but that for margarine seemed to be weakening slightly even before the increase in prices: the income elasticity of

<sup>(1)</sup> See *Domestic Food Consumption and Expenditure: 1960*, paragraph 24. H.M.S.O., 1962.

demand for margarine is negative, of the order of  $-0.3$ . Consumption of lard and compound cooking fat (and the underlying demand) was stable for much of the decade, but purchases of suet and dripping declined, while the consumption of other fats, oils and creams (mainly vegetable oils, salad oils and synthetic cream) grew rapidly, by some 24 per cent per annum on average, from 0.06oz. per person per week in 1956 to 0.30oz. in 1965.

#### *Sugar and Preserves*

28. The consumption of sugar fluctuated within narrow limits (between  $17\frac{1}{2}$  and  $18\frac{1}{2}$ oz. per person per week) throughout the decade, with perhaps a slight downward trend becoming apparent in 1964 and 1965. Neither changes in prices nor in incomes appear to have any significant effect on demand. Consumption of jams, jellies and fruit curds declined slowly over the decade at an average annual rate of about 2 per cent, and averaged 1.6oz. per person per week in 1965 compared with 1.9oz. in 1956; real prices changed little, and the income elasticity is negative, so that underlying demand fell away at much the same rate as that for purchases. The average real price of marmalade also barely changed over the decade, but purchases appear to be more elastic to changes in income, and the slight decline in consumption from 1.1oz. per person per week in 1956 to 0.9oz. in 1965 suggests a decline in the underlying demand of about the same order as that observed for jams, jellies and fruit curds. The consumption of syrup, treacle and honey appeared to be losing ground rather more quickly, from 0.8oz. per person per week in 1956 to 0.5oz. in 1965.

#### *Vegetables and Fruit*

29. Consumption of potatoes declined slightly over the decade from 57oz. per person per week to 53oz. in 1965, and was particularly low in 1958, 1959 and 1962 because supplies were short. From 1963 to 1965, supplies were well above the level of 1962, and the average real price eased a good deal: on the whole, demand seems to be very inelastic to price changes<sup>(1)</sup> and the slight decline in household purchases in 1964 and 1965 does not imply any major weakening in the underlying demand<sup>(2)</sup>. Pre-packed potatoes have been separately itemized in the Survey classification since 1961, and in this period the quantity of old and new potatoes<sup>(3)</sup> sold in this way increased from 8 per cent of the total to 13 per cent. Over the decade, there appears to have been some substitution of new potatoes for old, subject to variations in supplies. Purchases of chips have increased slowly but consumption of crisps has quadrupled since 1956.

30. Total consumption of fresh green vegetables exhibited no pronounced trend over the decade and varied between 13.6oz. per person per week to 16.0oz. according to the availability of supplies. There have been few important changes in consumption in this group since 1956 other than those for quick-frozen peas and beans discussed in paragraph 14. Certain substitution relationships among the vegetable group are exemplified by the index numbers of monthly prices, pur-

<sup>(1)</sup> The overall own-price elasticity appears to be about  $-0.1$ .

<sup>(2)</sup> The overall income elasticity of demand for old and new potatoes is of the order of  $+0.1$ .

<sup>(3)</sup> Potatoes from the current year's crop are classified as "new" until 31st August and as "old" from 1st September onwards.

chases and demand given in Table 9<sup>(1)</sup>. For example, in December and January, when brussels sprouts are in good supply at relatively low prices, housewives will often choose these rather than cauliflower, but as the season for sprouts begins to come to an end in March, they turn back to cauliflower, although the prices of the latter are then still somewhat above average. Over the year as a whole, demand for these vegetables is highly responsive to price changes and recent estimates of the overall own-price elasticities are of the order of  $-1.4$  for brussels sprouts and  $-2.4$  for cauliflower. The monthly elasticities for the latter show considerable variation, ranging from about  $-4$  in January when brussels sprouts are plentiful to about  $-1$  in July. Demand for cabbages appears to be rather inelastic, a recent estimate of the own-price elasticity being about  $-0.4$ ; the income elasticity has tended to become negative in recent years. Thus, there appears to be no strong substitution relationship with cauliflower, and when early spring cabbages are coming on to the market in April and May at relatively high prices, purchases of both cabbages and cauliflower increase substantially, although prices of the latter are then falling. The supply of quick-frozen and canned vegetables at virtually constant prices throughout the year also helps to generate conditions for the strengthening of substitution relationships. For example, supplies of fresh legumes<sup>(2)</sup> reach their peak in August and September, and in those months, purchases of quick-frozen peas and beans, canned peas and beans, and other canned vegetables are all reduced, thereafter increasing steadily into the winter months, but not usually reaching a peak until the critical period in the late winter and early spring, when fresh vegetables other than roots are in short supply. For the residual group of "other canned vegetables", which include canned carrots, the peak of purchases (and demand) is not reached until early summer, when fresh carrots and other root vegetables are somewhat scarce. Despite these opportunities for substitution, total consumption of vegetables (including potatoes) is invariably lower in the second quarter than in other quarters of the year.

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<sup>(1)</sup> The mean seasonal changes which have been recorded in deflated prices over the ten year period from 1956 to 1965 are illustrated in Table 9 by indices which express the averages for each month as a percentage of the average for the year; mean monthly purchases per head are similarly expressed, and the indices of demand have been derived from a comparison of the indices for purchases with a series (not shown in Table 9) indicating what the seasonal variation in purchases might have been expected to be in view of the observed seasonality in prices and what is known about the price elasticity of demand. For example, Table 9 shows that in April, the price of cabbage is, on average, 35 per cent higher than its average over the whole year; because the price elasticity of demand for cabbage is  $-0.43$  it follows, therefore, that *ceteris paribus*, average weekly purchases per head in April could be expected to be some 12 per cent [i.e.  $100 - (100 \times 1.35^{-0.43})$  cf. Appendix E, paragraph 2] lower than the average over the whole year. But weekly average purchases per head in that month are in fact 25 per cent greater than they average over the whole year, and therefore they are 42 per cent [i.e.  $100 \left( \frac{100 + 25}{100 - 12} \right) - 100$ ] greater than the higher price would lead one to expect, and the index of demand in April is thus 142.

<sup>(2)</sup> Index numbers for fresh peas are not available for inclusion in Table 9.



TABLE 9  
 Mean Seasonal Variation (a) in Average Prices (b),  
 Purchases and Demand for Certain Types of Vegetables and Fruit  
 (annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
<b>Cabbages:</b>													
Prices . . . . .	97	103	124	135	121	112	98	85	82	85	86	88	
Purchases . . . . .	85	86	96	125	149	137	110	91	88	92	86	80	
Demand . . . . .	84	87	106	142	162	144	109	85	81	85	80	76	
<b>Brussels sprouts (c):</b>													
Prices . . . . .	103	100	112	}		n.a.				108	91	87	
Purchases . . . . .	122	108	46								82	133	151
Demand . . . . .	128	108	54								92	116	125
<b>Cauliflower:</b>													
Prices . . . . .	117	118	120	112	103	110	95	87	84	80	87	101	
Purchases . . . . .	54	68	96	147	149	113	107	95	112	141	105	68	
Demand . . . . .	78	100	147	191	160	141	94	69	73	82	75	70	
<b>Leafy salads:</b>													
Prices . . . . .	158	157	162	133	101	70	57	59	68	85	107	124	
Purchases . . . . .	31	41	81	172	256	288	240	189	141	78	47	33	
Demand . . . . .	44	58	118	215	257	220	157	127	106	69	50	38	
<b>Beans, fresh (d):</b>													
Prices . . . . .						110	98	101	87	105		n.a.	
Purchases . . . . .			n.a.			25	131	265	241	48			
Demand . . . . .						30	125	272	183	53			
<b>Carrots:</b>													
Prices . . . . .	84	89	94	106	131	163	148	103	87	80	77	78	
Purchases . . . . .	143	134	126	108	76	60	59	72	96	116	134	135	
Demand . . . . .	131	126	123	111	86	75	70	73	90	105	119	120	
<b>Other root vegetables:</b>													
Prices . . . . .	75	77	86	100	129	171	162	124	93	82	77	78	
Purchases . . . . .	182	185	151	99	48	33	47	60	104	143	168	172	
Demand . . . . .	153	158	137	99	56	46	64	69	99	126	143	148	
<b>Onions, shallots, etc.:</b>													
Prices . . . . .	90	93	103	114	120	119	114	101	93	90	87	85	
Purchases . . . . .	120	123	111	105	94	81	73	81	94	107	115	111	
Demand . . . . .	115	120	112	110	100	86	77	82	91	103	110	105	
<b>Peas, quick-frozen (e):</b>													
Prices . . . . .	102	102	101	102	99	99	100	101	100	100	97	96	
Purchases . . . . .	111	112	123	139	137	131	63	59	72	91	102	105	
Demand . . . . .	144	116	126	143	136	129	63	59	72	91	98	99	
<b>Peas, canned (f):</b>													
Prices . . . . .	101	100	101	103	102	98	100	101	99	100	98	99	
Purchases . . . . .	109	114	119	120	115	111	81	74	85	94	96	95	
Demand . . . . .	110	114	120	125	119	107	81	75	84	94	94	93	
<b>Beans, canned (f):</b>													
Prices . . . . .	100	100	101	101	101	100	99	100	100	99	99	99	
Purchases . . . . .	106	108	106	107	97	98	95	90	90	100	104	102	
Demand . . . . .	106	108	107	107	97	98	95	90	90	99	103	102	
<b>Other canned vegetables:</b>													
Prices . . . . .	104	103	100	99	101	98	97	103	101	97	98	99	
Purchases . . . . .	89	110	114	126	136	140	100	79	74	81	87	90	
Demand . . . . .	96	117	114	123	139	136	95	83	76	76	83	89	
<b>Oranges (g):</b>													
Prices . . . . .	97	95	95	98	102	105	101	101	101	102	102	100	
Purchases . . . . .	124	155	168	149	116	92	85	76	71	70	69	90	
Demand . . . . .	119	143	156	145	119	98	87	78	72	72	72	89	
<b>Apples (h):</b>													
Prices . . . . .	100	102	107	114	116	121	125	103	78	79	83	87	
Purchases . . . . .	94	110	105	97	98	89	77	86	108	119	116	111	
Demand . . . . .	93	111	109	105	107	99	87	88	94	104	105	103	
<b>Tomatoes, fresh:</b>													
Prices . . . . .	95	94	102	121	146	132	104	88	78	84	89	88	
Purchases . . . . .	54	57	67	90	126	164	180	180	152	107	78	64	
Demand . . . . .	52	55	67	100	156	192	185	168	133	97	73	59	
<b>Tomatoes, canned and bottled (f):</b>													
Prices . . . . .	101	99	99	100	99	100	102	101	103	97	99	99	
Purchases . . . . .	118	147	123	96	107	100	80	81	75	87	99	96	
Demand . . . . .	121	143	120	110	106	100	84	83	80	81	98	94	

TABLE 9—*continued*

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Fruit, canned, other than tomatoes (f):												
Prices . . . . .	103	101	101	100	100	100	101	100	100	99	98	97
Purchases . . . . .	81	87	100	106	105	110	109	112	104	97	92	105
Demand . . . . .	82	88	100	106	105	110	109	112	103	96	91	102

(a) Measured over the period from January, 1956 to December, 1965, except where otherwise specified. See also footnote 1 to paragraph 30.

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

(c) For the period October, 1960 to March, 1966.

(d) For the period June, 1960 to October, 1964.

(e) For the period January, 1960 to December, 1965.

(f) For the period January, 1958 to December, 1963.

(g) For the period January, 1956 to December, 1963.

(h) For the period January, 1958 to December, 1965.

31. Purchases of fresh fruit (including tomatoes) have not advanced in recent years from the level of about 23oz. per person per week attained in 1959–60, despite the fact that most types of fresh fruit have high positive income elasticities. The substitution relationship between apples and oranges is apparently not very strong on the whole, but from March to May, when apples (almost entirely imported) are more expensive than oranges, the own-price elasticity for the former increases rapidly, and purchases of the latter reach their peak (Table 9). When home-grown apples come on to the market in September and October, and prices fall abruptly, purchases increase very quickly, while purchases of oranges fall slightly below the relatively low summer level. On the whole, there was no evidence of any trend in consumption of apples and pears in the latter part of the decade, but a slight tendency for the consumption of citrus fruit (other than oranges) to increase. Consumption of soft fruit did not advance significantly after reaching a level of 1.2oz. per person per week in 1959. Since 1961, when grapes were first separately itemized in the Survey classification, consumption has averaged about 0.4oz. per person per week. Grapes were rather cheaper in 1965 than in 1964, and as demand is highly elastic to changes in price and income, the rise in purchases of about one-quarter does not necessarily establish any strengthening of the underlying demand, which has in fact tended to weaken a little since 1961. Purchases of fresh tomatoes have tended to diminish since 1961; demand is moderately elastic to changes in price or income<sup>(1)</sup> and the relative stability in real prices suggests that the underlying demand has weakened.

32. Demand for other fruit and fruit products is influenced by rather different factors from those determining purchases of fresh fruit, since canned or dried fruits are usually purchased to form part of a meal, and total consumption in this category (supported by brand advertising) did not encounter the same check as that observed for most fresh fruit, but continued to increase slowly to about 7½oz. per person per week in 1964–65, compared with 6½oz. in 1956. The increase was most apparent for canned and bottled fruit, other than canned peaches, pears and pineapples (taken together); consumption of canned and bottled tomatoes tended to fall slightly over the decade, as a result of some diminution of the

<sup>(1)</sup> Recent estimates of the own-price elasticity and the income elasticity have been of the order of  $-0.3$  and  $+0.4$  respectively.

underlying demand. The demand for dried fruit also tended to decline, consumption falling from 1·2oz. per person per week in 1956 to 0·8oz. in 1965. The rapid growth in the consumption of fruit juices over the decade reflects a notable strengthening of the underlying demand, and is in sharp contrast to the uptake of welfare orange juice, which at the close of the decade had fallen to one-third of its initial level.

*Cereal foods, beverages and miscellaneous foods*

33. Consumption of bread declined from 51·1oz. per person per week in 1956 to 40·6oz. in 1965. The income elasticity of demand for bread (but not for certain types of bread) has consistently been observed to be negative, and in addition, there was a continuous rise in real prices over the decade. The underlying demand fell away more rapidly in 1964 and 1965 than in most earlier years of this period. For white bread, the income elasticity is more strongly negative than the combined estimate for all bread, and the underlying demand did not fall very substantially, the improvement in real incomes accounting for most of the fall in purchases. The trends for brown bread and other types of bread are somewhat obscured by changes in Survey coding practice over the decade, but it is clear that brown bread has more than maintained its position in recent years. Although the diminution of bread consumption is thus largely confined to white loaves, purchases of wrapped white loaves (particularly small loaves) have been maintained, and it appears that the overall contraction of bread consumption has affected mainly the large unwrapped white loaf, for which the Survey estimate of weekly consumption fell from 15·0oz. per person in 1957 (when the distinction was first made) to 7·8oz. in 1965.

34. Although real prices of flour have tended to decline over the decade, the shift in consumer preference towards convenience foods weakened the underlying demand and consumption fell from 7·9oz. per person per week in 1956 to 6·1oz. in 1965, most of this decline being in purchases of self-raising flour. The consumption of cakes and pastries rose and their real prices fell until 1962–63, but subsequently these trends were checked. The consumption of biscuits rose from 5·3oz. per person per week in 1956 to 5·8oz. in 1965, but the increase since 1958 is entirely explained by the rising popularity of chocolate biscuits; consumption of other biscuits was very steady at approximately 4 $\frac{3}{4}$ oz. per person per week. The greatly increased use of prepared puddings (including canned milk puddings) may explain the fall in purchases of rice, which by 1965 had fallen to 0·6oz. per person per week compared with 0·8oz. in 1956. Purchases of oatmeal and oat products tended to fall over the decade, while those of breakfast cereals rose slightly.

35. In the years immediately preceding the end of tea rationing in October 1952, the average normal entitlement for an adult was usually 2oz. per week (2·3oz. in 1950). In 1953, consumption rose to 2·8oz. per person per week, and remained at very much the same level until 1964, when this stability in effective demand at last appeared to be breaking down, the estimate falling to 2·7oz., and to 2·6oz. in 1965. Between 1956 and 1965, real prices fell fairly steadily, but demand appeared to have no significant association with changes in prices or incomes. However, there is little doubt that the underlying demand was weaker in 1964 and 1965, in the face of the rising demand for instant coffee, which had exhibited a rapid rate of growth since it was first separately itemized by the Survey in 1960. However, this growth derives largely from the substantial fall in real prices and the

improvement in real incomes<sup>(1)</sup>, so that the growth in underlying demand may be less than that in effective demand. Consumption of bean and ground coffee remained fairly stable over the decade. Between 1960 and 1965, consumption of instant coffee almost doubled, while that of coffee essences halved; the Survey did not classify these items separately before 1960.

36. Purchases of canned soups<sup>(2)</sup> and dehydrated soups increased over the decade, but at rather different rates. Demand for canned soups appears to be fairly elastic to price changes, but hardly at all to variations in income; purchases in 1965, at 3·0oz. per person per week, were nearly double those in 1956, and this advance was achieved by an almost continuous fall in real prices and a substantial gain in the strength of underlying demand. The demand for dehydrated and powdered soups is much more elastic to income changes, and as real prices were held fairly steady, the increase in purchases from 0·03oz. (product weight) per person per week in 1956 to 0·08oz. in 1965 derived partly from the growth in real income, but mainly from a remarkably vigorous growth in underlying demand even greater than that observed for canned soups. Although the number of Survey households buying dehydrated soups has doubled since 1956, it was still only 6 per cent in 1965, compared with 34 per cent for canned soups (24 per cent in 1956).

### 2.2.3 ENERGY VALUE AND NUTRIENT CONTENT

37. In general, the annual changes in the nutritional averages<sup>(3)</sup> recorded by the Survey in recent years have been slight: more interest attaches to the trends that have been observed over a longer period of time. Table 26 shows national averages for the years 1956 to 1965, while the contributions made to these by groups of foods in 1965 are given in Appendix C. Estimates of nutrient intake have been compared with estimates of need<sup>(4)</sup>, using allowances based on the recommendations of the Committee on Nutrition of the British Medical Association (Appendix F, Table 1). It is now recognised that in certain respects the BMA allowances, particularly those for protein and calcium, are too high, and that the average intake of such nutrients in sections of the population may be rather less than the recommended allowance without cause for concern. While it is not permissible to deduce the existence of malnutrition from such findings alone, the ratios obtained by expressing estimates of intake as a percentage of the allowances provide a useful and valid measure of trends over time (see further discussion in section 5.3.3).

<sup>(1)</sup> Recent estimates of the own-price elasticity and the income elasticity are  $-1.7$  and  $+0.8$  respectively.

<sup>(2)</sup> The Survey does not obtain separate estimates for canned condensed soups.

<sup>(3)</sup> For the methods used for estimating the energy value and nutrient content of the food obtained for household consumption, and for comparing these estimates of consumption with estimates of need, see Appendix F, paragraphs 13 to 19.

<sup>(4)</sup> Amongst the adjustments made when the nutritional value of the diet is compared with recommended allowances is one to take account of meals served to visitors, and of meals consumed outside the home. For this purpose different meals are allotted relative weights, and these weights were revised in 1960 (Appendix F, paragraph 16), in recognition of changing eating habits. As a result, the comparative percentages before that time, as shown in the appropriate tables, are slightly less than they would have been if calculated by the later method. This effect is partially offset by a change in the definition of a "person" in 1961. It is not possible to make any precise correction for these two changes in method, but the net effect is insubstantial. There is evidence from the Survey that since at least 1959 there has been some increase in the number of meals eaten outside the home. This trend is shown by all sizes of family, though the tendency to eat out is more marked for younger childless couples than it is for families with children, and least marked for other wholly-adult households, particularly the elderly.

38. The daily *energy value* of the average household food consumption in 1965 was 2,590 kcal. per person, the lowest value recorded during the decade, but well in excess of the average need based on the BMA's recommended allowances. There was little change in energy value between 1956 and 1963, but a reduction of 2 per cent occurred in 1964, and a further slight decrease was recorded in 1965. Throughout the decade, declining bread consumption reduced the contribution made by this food to the total calorie value of the diet from 20·4 per cent in 1956 to 15·9 per cent in 1965, though bread remained the largest single contributor, followed by meat and meat products, which together contributed 15·4 per cent (Appendix C). Cereal products other than bread also provided 15·4 per cent of the total calories in 1965, a somewhat greater relative contribution than at the beginning of the decade, though the consumption of flour had also declined. The calorie contribution from carcass meat decreased in importance throughout the period, except between 1960 and 1963, but that from other meat tended to increase. The contribution from liquid milk increased between 1959 and 1963, but declined in 1964 with little change in 1965. The contribution from fats declined slightly between 1958 and 1960, and again in 1964 and 1965; that from sugar and preserves, which tended to increase until 1962, fell in 1964, and amounted in 1965 (when it remained at about the level of 1964) to 12·0 per cent of total calories. The contribution from potatoes fluctuated slightly over the decade, providing about 6 per cent of the calories. Estimates of household calorie requirements (per head) have been declining since 1956 because of the increasing proportions of young children and elderly persons in the sample, the decrease in the relative number of persons classified as active or very active, and the increasing tendency to eat out, as discussed in footnote 4 to paragraph 37. The extent to which the energy value of the average food consumption exceeded estimated household requirements tended to increase between 1959 and 1963, although in view of the considerations discussed in footnote 4 to paragraph 37, the increase in the earlier years may not have been quite as great as suggested by the figures in Table 26. There was no further increase in 1964 and 1965 when consumption exceeded requirements on average by 8 per cent.

39. The consumption of total *protein* has remained fairly constant over the decade. The consumption of vegetable protein tended to decline, while that of animal protein, after remaining constant for the first four years, increased between 1959 and 1963. In consequence the pattern of total protein consumption can be described in three phases: initially a period of slow decline until 1959, followed by one of slow increase until 1963, since when there has been no significant change. This pattern is rather more evident when consumption is compared with recommended allowances: in 1959 average protein consumption hardly equalled estimated household allowances, but in 1963 and 1965 it exceeded them by 5 per cent. There was a steady increase in the proportion of the total energy value of household food consumption provided by protein from 11·2 per cent in 1959 to 11·6 per cent in 1965, and since 1962 animal protein has supplied just over 60 per cent of the total protein in the diet<sup>(1)</sup>. Non-carcass meat provided increasing amounts of protein throughout the decade, as did liquid milk between 1959 and 1963, but the contribution of carcass meat was significantly less in the last two years of the period than in the first two. The contribution from cheese

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<sup>(1)</sup> In 1953, the last complete year in which many foods (including carcass meat) were rationed, the proportion was 51 per cent.

and eggs increased very slightly, and that from fish rather more. On the other hand, the contribution from bread and from all other cereals (as a group) declined, although in 1965 bread nevertheless supplied 18·5 per cent of the protein in the diet.

40. The consumption of *fat* increased slowly from 111g. per person per day in 1956 to 118g. in 1963, though in 1964 and 1965 it fell back to 116g. because of reduced consumption of dairy products and meat. In general the amount of fat contributed by dairy products (including butter) and by meat tended to increase over the decade, while that from margarine tended to decline. The contribution from lard, cooking and other fats showed little change.

41. Consumption of *carbohydrate* steadily declined, and in 1965 was 9 per cent less than in 1956. Sugar consumption fluctuated irregularly (though in 1964 and 1965 it was rather less than in the other years of the decade), and the proportion of the total carbohydrate provided by sugar (purchased as such) tended to increase, from 21 per cent in 1956 to just under 23 per cent in 1965. Carbohydrate provided a progressively smaller proportion of the total calories of the diet over the decade, falling at the end to just under 48 per cent, while the proportion from fat increased to just over 40 per cent in 1965<sup>(1)</sup>.

42. Average *calcium* consumption remained relatively constant during the period under review, increased quantities from liquid milk tending to balance the declining contribution from bread and from other cereals. The relatively small contribution from vegetables remained about the same. The contribution from liquid milk was least in 1959, when it nevertheless supplied 45·0 per cent of the total calcium in the diet. Calcium consumption was greatest in 1963 and in that year the contribution from milk, at 47·8 per cent, was largest. In 1964 and 1965 there were slight reductions in calcium consumption, which in the first year was chiefly due to a fall in milk consumption, and in the second to the continued decline in bread consumption. The calcium level of the diet, when compared with estimated household allowances, showed a slight tendency to increase over the decade, and in 1965 it was 9 per cent above the recommended allowance.

43. The increase in the value for *iron* consumption recorded between 1956 and 1957 was chiefly due to the higher level of this nutrient in flour and bread following the introduction of the new Flour Regulations in September 1956<sup>(2)</sup>. (The same comment holds for thiamine and nicotinic acid.) Thereafter iron consumption remained fairly stable. The slight increase between 1959 and 1963 was due to greater meat consumption, the decrease of 2 per cent in 1964 to meat and bread, and the decrease of 1 per cent in 1965 to bread and other cereals. The excess of iron consumption over recommended allowances tended to increase during the decade to 18 per cent in 1964, though in 1965 it fell slightly and allowances were exceeded by 16 per cent.

44. Throughout the period under review the level of *vitamin A* in the diet remained very stable, and average consumption was 80 to 90 per cent above recommended allowances. There was little change in the proportion, about 65 per cent, of the total vitamin A activity (as shown in Table 26) provided by the preformed

<sup>(1)</sup> The proportions in 1953 were 52 per cent for carbohydrate and 36 per cent for fat.

<sup>(2)</sup> Recent work has suggested that iron in the form at present added to flour is not efficiently absorbed in the body (see Elwood, P. C., "Bread and other foods of plant origin as a source of iron". *Proc. Nut. Soc.* (1965). 24, 112-120; and Ministry of Health (to be published) "Iron in Flour". Reports on Public Health and Medical Subjects).

vitamin; precursors of vitamin A in the diet provided about 35 per cent of the total activity. Consumption of *thiamine* showed no marked trend, increasing contributions from meat (especially pork) offsetting declining contributions from bread and other cereals. Recommended allowances for thiamine were exceeded on average by 33 per cent in 1965; the proportion had been slowly increasing since 1958. *Riboflavine* consumption tended to increase slowly from 1956 to 1963, largely because of greater consumption of liquid milk, meat and eggs. In 1964 and 1965 there were slight decreases, following reduced consumption of milk, meat and cereal foods. Recommended allowances were exceeded by 9 per cent in 1956, and 16 per cent in 1965. *Nicotinic acid* consumption increased slightly between 1956 and 1960 (see sentence in parentheses in paragraph 43) and thereafter showed little change, increasing quantities from meat balancing reduced amounts from bread. In 1960 and subsequently, recommended allowances were exceeded by rather more than 40 per cent. Over the decade as a whole, levels of *vitamin C* in the diet showed no regular trend, and were more than twice as great as average household recommended allowances, although only about three-quarters of the allowances used by the National Research Council of the United States. The contribution from potatoes tended to fall (though they still provided 30 per cent in 1965), and that from fruit to rise; green vegetables provided a smaller but more constant amount. Average consumption of *vitamin D* declined over the decade, from 150 i.u. in 1956 to 125 i.u. in 1965. Three-quarters of this decrease was due to the reduced consumption of margarine, and the other major factor was the change in fortification of dried milk<sup>(1)</sup>. The absolute contributions to vitamin D consumption of fat fish, eggs and (after 1958) butter were reasonably constant throughout the period, though the relative importance of these foods as sources of the vitamin tended to increase.

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<sup>(1)</sup> Following a recommendation of the Joint Sub-Committee on Welfare Foods in 1957. (Ministry of Health and Department of Health for Scotland; H.M.S.O., 1957).

# Chapter 3

## GEOGRAPHICAL DIFFERENCES IN HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE

### *Summary*

Average food expenditure per head in both 1964 and 1965 was 6–7 per cent above the national average in London and 7 per cent below in rural areas, but these differences were partly offset by different levels of free supplies; the averages in other regions and types of area were much closer to the national average. Regional patterns of consumption differ more widely than regional averages of total food expenditure per head, and there are some very marked variations in pattern between Wales and Scotland and between the North, the Midlands and the South of England; these patterns have shown very little change in the ten years from 1956 to 1965. In contrast to the marked geographical differences in food consumption, the regional pattern of nutrient consumption is not at all pronounced. Variations in energy value and intakes of iron and total protein are particularly small, but there is a progressive increase in the intake of animal protein from a low value in Wales, through Scotland and the north of England, to higher values in the Midlands and the South and finally in London. Although Wales sometimes occupies an anomalous position this pattern is also seen in the consumption of riboflavine, nicotinic acid, calcium, vitamin A and vitamin C, while the reverse trend, with high values in the North, is shown for carbohydrate and vitamin D. The consumption of fat and of thiamine, although lower in Scotland than elsewhere, does not show any such regular pattern of regional variation.

### *3.1 Classification Used*

**45.** The trends in the national averages of household food consumption and expenditure discussed in Chapter 2 are not necessarily common to all parts of Great Britain, and throughout the decade under review two entirely separate analyses of Survey data have been maintained in order to reveal differences between areas. The first analysis classifies households according to geographic region, the second according to the degree of urbanization of the polling districts in which they are located<sup>(1)</sup>. The two classifications are formally independent of each other and no cross-classification according to degree of urbanization within each region has been attempted, although an important characteristic of each region is of course the extent to which its population is concentrated in large towns.

**46.** The Survey is designed to be representative of Great Britain as a whole, but practical restrictions on the size of the sample and on the number and mobility of fieldworkers place limits on the number of localities which can be included in each regional sub-sample. Although the sample design cannot therefore ensure that the localities selected from any one region *in a single year* are fully representative of that region, the results obtained over a period of years show a fair degree of consistency and enable conclusions to be drawn about broad regional changes in patterns of consumption. For reasons of economy, the number of parliamentary constituencies in the national sample was reduced from 60 in 1956 to 50 in 1957–1962 (except that in 1960 it was reduced to 48) and to 44 in 1963–1965. As a result, towards the end of the decade the sample from each region was less widely dispersed than previously and the regional averages are therefore likely to

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



show greater variation from one year to another. This applies particularly to the results from Wales, where since 1963 only two constituencies have been included in the sample. Details of the sample drawn in 1965 from each region and from each type of area are given in Appendix A.

### 3.2 Main Changes in 1965

#### 3.2.1 CONSUMPTION, EXPENDITURE AND PRICES

47. Table 15 gives estimates of average household food expenditure in 1964 and 1965 in each region and type of area together with estimates of food obtained for consumption in the home (i.e. purchases plus free supplies). Between 1964 and 1965 the Survey estimate of average weekly food expenditure per head in Great Britain rose by 1s. 5d., but rather greater increases than this average were recorded for the three regions in the north of England and rather smaller increases for the Midlands, East Anglia and the south of England. The exceptionally large increase recorded for the South-West appears to have been due mainly to a sampling fluctuation. Expenditure continued to be about 6 per cent above the average in London, but was very close to the national average in all other urban areas. In semi-rural areas expenditure was 3 per cent below the average and in wholly rural districts, 7 per cent below, but these differences were offset by greater consumption of free supplies.

48. Table 15 also gives index numbers of food prices paid by households in each region and type of area. These 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 indices take no account of variation in the *pattern* of food purchases in different localities, but only of price-differences which are presumably due to variations in quality of otherwise similar commodities or to differences in the services (in the widest sense) offered by different shops. Differences between these index numbers were rather smaller in 1965 than in 1964. In the regional analysis the price index ranged from 2 per cent below the national average in the east, south, south-east and south-west of England to 3 per cent above the average in Wales and in Scotland.

49. The "price of energy" indices<sup>(1)</sup> which are also shown in Table 15 differ from the price indices discussed in the previous paragraph, because they take into account the regional variations in consumer *choice* of food. These indices therefore display much greater variation than the food price index, being affected not only by variations in the prices paid for food, but also (and mainly) by differences in dietary patterns. In any one region or type of area, these two factors may or may not be complementary. For example, although the *national* diet would have cost rather more in Wales and Scotland than in London, the patterns of food consumption by Welsh and Scottish households were markedly different from that found in London, and their cost per calorie was appreciably lower. Similarly, although there was very little difference in the food price indices for different types of area in 1965, the actual diet in rural areas was as in previous years much cheaper than that in London, rural housewives buying more sugar, margarine, bread and flour—all very cheap sources of energy.

<sup>(1)</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.

50. Detailed 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. Although the sampling considerations mentioned in paragraph 46 above have affected these estimates, they continue to illustrate the broad differences in regional patterns of consumption.

### 3.2.2 ENERGY VALUE AND NUTRIENT CONTENT

51. The energy value and nutrient content of the average household food consumption in each region and type of area is shown for 1965 in Table 27. Compared with the recommended allowances of the British Medical Association all the estimates of consumption were satisfactory, though those for total protein and calcium in Wales barely reached the recommendations<sup>(1)</sup>. The analysis by type of area showed that the proportions of the energy value of the diet derived from protein and from fat continued to be the highest in London and least in the rural areas, and the proportion derived from carbohydrate greatest in the rural areas, where it was still less than 50 per cent. With the exception of London, which continued to enjoy a greater proportion of its protein from animal sources than did any other type of area, this proportion declined with increasing size of urban area, and in the provincial conurbations was slightly less than in the rural areas.

## 3.3 *The Pattern of Geographical Differences, 1956–1965*

### 3.3.1 CONSUMPTION

52. Broadly speaking, the separate regional averages for total food expenditure per head and value of food obtained for consumption were becoming more disparate between 1956 and 1963, but there has since been a tendency for them to become more uniform. Thus, average food expenditure per head in London was about 6 per cent above the national average in 1956–57 and rose to more than 8 per cent above it in 1961–63, but fell back to only 6 per cent above in 1965; the average value of food obtained for consumption fluctuated in a similar way but within a rather narrower range. In contrast, average expenditure in Scotland moved from about 2 or 3 per cent below the average for Great Britain in 1956–57 to between 4 and 5 per cent below in 1959–1961, and then increased to a level closer to the national average in 1964 and 1965. The averages for the Midland region followed a pattern similar to that for London, but at a rather lower level, though still above the national average. In most other regions and in provincial conurbations and other urban areas the pattern was less clear, but throughout the decade average expenditure per head in rural areas moved closer to the national average and was only 7 per cent below it in 1965 compared with 14 per cent below in 1956. There was also a tendency for average expenditure on convenience foods to become more uniform between different regions and types of area, the averages for the more rural regions tending to catch up with those for the urban areas, though the provincial conurbations and the northern regions of England retained their lead. This general tendency parallels the developments in retail distribution (the spread of self-service outlets and supermarkets) and more extensive marketing efforts by many food manufacturers. Over most of the decade there was a movement towards greater regional uniformity in food prices, those in Wales and in Scotland in particular becoming closer to the average for the whole of Great

<sup>(1)</sup> See paragraph 37.

Britain; differences in food price levels between town and country, however, showed no discernible trend.

53. The main regional characteristics which have been revealed over the period from 1956 to 1965 are given in Table 16, together with separate estimates for each of the two five-year periods within the decade. One of the principal features which emerges is the sharp contrast between the *Welsh* and *Scottish* dietary patterns. Averaged over the whole decade, purchases of butter, cooking fats, flour and sugar in Wales were above the national average, but below it in Scotland, where purchases of margarine, suet, dripping, preserves, cakes, biscuits and some other cereal products were at relatively high levels. In both countries purchases of ready-made bread and consumption of potatoes were above the average for Great Britain. The average Scot, however, ate less than two-fifths of the quantity of fresh green vegetables consumed by his Welsh counterpart, but rather more carrots, onions and dried pulses. Consumption of fresh fruit and of other fruit was well below average in Scotland, but near average in Wales. Consumption of poultry, mutton and lamb, pork and bacon was relatively low in Scotland but that of beef and veal and of other meats relatively high, in direct contrast to the pattern in Wales. In both countries consumption of fish was below the average for Great Britain. Consumption of milk was average in Scotland, but below average in Wales, while tea consumption was average in Wales but below average in Scotland; coffee consumption was well below average in both countries.

54. Some characteristics noted in the Scottish diet were also present in the *north of England*; among these features were the relatively high level of consumption of cakes and biscuits and low consumption of fresh fruit, green vegetables, butter, cheese and pork. The consumption of bacon and canned vegetables in the north of England contrasted, however, with that in Scotland by being well above the national average. There were some differences in pattern between the separate regions in the north of England. Thus, consumption of mutton and lamb and of poultry was relatively high in the North-West but low in Yorkshire and the North-East where consumption of beef was comparatively high. The pre-war characteristics of a relatively low milk consumption and a high consumption of flour and of suet and dripping persisted in the North-East.

55. In the *Midlands* and *East Anglia* average consumption of pork, pork sausages and green vegetables was relatively high and that of beef sausages, other meat products and root vegetables low; usage of cooking fats and of sugar was also above average and purchases of cakes and biscuits below average. Purchases of flour, however, were quite high in the North Midlands and East Anglia, but very low in the Midland region. Consumption of mutton and lamb and of poultry, but not of beef, was appreciably higher in the Midland than in the North Midland and Eastern region.

56. The diet in the *south and south-east of England* (including London) was characterized by a high average consumption of fruit and green vegetables but not of potatoes or other vegetables; it also contained relatively large quantities of poultry, pork and mutton and lamb, but not of beef, bacon or other meat. It included rather more milk and cheese than average and slightly more butter, but less margarine, cooking fat, cakes and biscuits, and bread. The diet in the *South-West* contained above average amounts of cooking fats, suet and dripping and lower-than-average amounts of mutton and lamb, but otherwise it had much in

common with that in the South and South-East. Consumption of meat and fish was higher in London than in the remainder of the South and South-East and that of fish much higher than in the South-West.

57. The analysis according to *type of area* shows that households in provincial conurbations had higher than average consumption of those foods of which consumption was low in London, and vice versa. Households in other towns had a dietary pattern which was very close to the national average, and those in semi-rural areas differed from that pattern in only a few respects. In rural areas average consumption of flour, margarine, butter, preserves, sugar, eggs, milk, cheese and bread was comparatively high, but that of vegetables and fruit was below average. Rural households also consumed higher than average quantities of beef and veal and of bacon, but lower-than-average quantities of pork, mutton and lamb, other meat, and fish.

58. The separate results for the two quinquennia, which are also given in Table 16, show a remarkable consistency, implying that consumption trends in each region and type of area have not differed widely over the decade from the national trends. The most noteworthy exception to this appears to be that while consumption of poultry in rural households at the beginning of the decade was above the national average, and equal to the level in London, the subsequent expansion of the broiler industry and the concentration of marketing arrangements in the urban centres of population resulted in average consumption in rural areas moving ahead less rapidly than elsewhere; the rural average was overtaken by London in 1958, and by all other types of area around 1961, and at the end of the 10-year period *per caput* consumption in London was nearly double that in the rural areas. Some other changes which were recorded over the period are perhaps more notable for their nutritional interest than their economic significance and are discussed in paragraphs 59 to 69 below.

### 3.3.2 ENERGY VALUE AND NUTRIENT CONTENT

59. Although it is not possible to establish characteristic dietary patterns for the different regions from the results obtained for any given year, such patterns do emerge when the results are averaged over a number of years. Variations from the average for the whole sample in the regional intake of nutrients, however, are generally only slight, in spite of the pronounced regional patterns of food consumption. Table 28 summarises the extent to which the average energy value and nutrient intake in each region and type of area deviated from the national average during the 10 years 1956 to 1965. In just over half the instances the nutrient deviations were less than 3 per cent from the national average, and only deviations of 3 per cent or more are shown in the table. Even so, none of the deviations, apart from those for vitamin C in Scotland and London, was more than 10 per cent from the average, and most were appreciably less. By contrast deviations of 30 per cent or more in the consumption of different foods were not uncommon (see Table 16).

60. Comparing the nutrient deviations in the first and second halves of the decade gives an indication of how the regional patterns have changed over time. Thus in *Wales*, where the consumption of beef and veal, milk and fish was markedly less than the national average and protein as a whole provided a smaller proportion (4 per cent below the average) of the total calories in the diet than in any other region, the intake of animal protein fell from 3 per cent below the average in 1956

–1960 to 6 per cent below in 1961–1965. The low consumption of milk, 9 and 12 per cent below the national average in the first and second halves of the decade respectively, was chiefly responsible for the declining levels of calcium and riboflavine intake. The unpopularity of margarine compared with butter resulted in a vitamin D intake rather lower than the average, while increasing consumption of potatoes and fresh green vegetables raised the vitamin C intake from a value near the national average in the early years of the decade to one 3 per cent above it in the latter half.

**61.** In *Scotland* the proportion of energy value derived from carbohydrate was higher (5 per cent above the national average) and that from fat lower (7 per cent below the average) than in any other region, and there was no tendency for these proportions to change over the decade. These characteristics were due to a higher than average consumption of cakes and biscuits, “other” cereals, preserves and bread, and to a lesser extent potatoes, and to a low consumption of butter and especially cooking fats. The lower than average intakes of thiamine and nicotinic acid were chiefly due to low consumption of pork, mutton and lamb. Although consumption of liquid milk was about the same as the national average that of dairy products, including butter, was less, contributing to the low values for vitamin A. The low vitamin C values were due to low consumption of fresh fruit and green vegetables.

**62.** In the *Northern, and East and West Ridings* region the intake of vitamin D during the decade fell less markedly than elsewhere, because margarine consumption decreased to a smaller extent; in consequence intakes were 5 per cent above the national average in 1956–1960 but 10 per cent above in the following quinquennium. Although the consumption of fish and beef and veal was above the national average the intake of animal protein was below, because of lower consumption of milk, cheese, pork, mutton and lamb, and poultry. The low milk consumption was chiefly responsible for the low calcium and riboflavine values.

**63.** In the *North Western* region the high vitamin D intake was due to consumption of margarine being greater than elsewhere. The low vitamin C value was due to the low consumption of fresh green vegetables and, to a lesser extent, fresh fruit; increased consumption of these foods over the decade in the *North Midland and Eastern* region raised the vitamin C intake in this region to 5 per cent above the national average in the period 1961–1965.

**64.** In the *Midland* region the high value for thiamine was chiefly due to the exceptionally high consumption of pork, and also of bacon and ham, particularly in the first half of the decade. This, together with higher than average mutton and lamb consumption, which also was greater in the first five years of the decade than in the second, contributed to the high intake of animal protein. Greater consumption of fresh green vegetables and of potatoes in the second half of the decade increased the vitamin C intake to a value 4 per cent above the national average in 1961–1965.

**65.** In the *South Western* region the calcium intake was maintained slightly above the national average by a markedly greater than average consumption of flour and cheese, and a slightly greater consumption of milk. Low vitamin D values were due to the low consumption of fatty fish and margarine. Increased consumption of fresh green vegetables raised the vitamin C intake to 3 per cent above the national average in the second half of the decade.

66. In the *South Eastern and Southern* region (excluding London) the consumption of animal protein provided a greater proportion (4 per cent above the average) of the total protein than in any region other than London. This arose, despite the consumption of beef and veal being 12 per cent below the national average, because of greater consumption of mutton and lamb, poultry, pork and dairy products. Calcium and riboflavine intakes were above average because of the dairy products, and vitamin D fell in the second half of the decade following a decline in margarine consumption. The intakes of vitamins A and C in relation to the national average increased slightly over the decade chiefly as a result of a greater consumption of butter and milk, and of fresh fruit, respectively. The consumption of carbohydrate decreased because of the declining popularity of potatoes, bread and, to a much smaller extent, sugar.

67. The intakes of most nutrients in *London* exceeded the national average. Indeed, because of the high consumption of milk, cheese and meat, the consumption of animal protein, nicotinic acid and riboflavine was higher than in any other region. The intake of vitamin C was also higher than elsewhere, because consumption of fresh green vegetables was well above average and that of fresh fruit (29 per cent above the national average) was higher than in any other region. Although bread was less popular than in all other regions, and consumption of flour was also below average, calcium intake was maintained slightly above the national average because milk consumption was higher than elsewhere. Over the decade the average consumption of margarine in London declined to a level almost as low as that obtaining in Wales, while that of butter increased; this largely explains the low vitamin D intake, which was less in the second half of the decade than the first, and the fact that the intake of vitamin A was more evenly maintained.

68. In the *provincial conurbations* the intake of vitamin D was rather greater than the national average because margarine consumption was relatively high. For all other nutrients intakes were similar to or less than average; deviations were greatest for vitamin C and calcium, due respectively to relatively low consumption of fruit and fresh green vegetables, and milk. In the *other urban areas* nutrient intakes were close to the national average; this was also true of the *semi-rural areas*, although for calories and a few nutrients the average was slightly exceeded. In the *rural areas*, however, relatively large intakes of calories and many nutrients were shown, due particularly to high consumption of bread, flour and other cereal foods, margarine, cheese and milk. Vitamin C was the only nutrient for which the intake was notably less than average, owing to the low consumption of fruit and vegetables. In some respects the dietary patterns characteristic of the rural areas and of London represent two extremes, though both provide a majority of nutrients in excess of the national average; for example, carbohydrate, vitamin D and energy value were low in the capital, and the intake of vitamin C high, while in the rural areas these characteristics were reversed (see also paragraph 51).

69. While differences between one region or type of area and another in the average energy value and fat and protein consumption have been quite small over the decade, those for vitamins A and C and for riboflavine have been relatively two or three times as large. For most nutrients there is some evidence that these differences were increasing up to 1962 or 1963, but since then the different regional averages have tended to move closer to each other. In relation to calorie and nutrient needs there was in all cases rather less variation between the different regions and types of area at the end than at the beginning of the decade.

# Chapter 4

## HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE ACCORDING TO SOCIAL CLASS

### *Summary*

Class differences in total food expenditure *per head* are generally not very large; in 1965, the averages for each class were within 5 per cent of the overall average except in the highest income group, which contained about 3 per cent of the households in the sample, and where expenditure was more than a fifth as much again as the overall average. Since 1956, average expenditures in the lowest income group and by pensioner households have increased relatively more rapidly than in other classes and are now closer to the national average. Class differences in the consumption of many individual items of food are much greater than those in total food expenditure, and for some near-luxury foods consumption decreases very rapidly with declining income, while for some cheap filler-foods it increases. Apart from at the upper end of the income scale, there are no very marked social class differences in the pattern of calorie and nutrient intake. Although this pattern has not changed much between 1956 and 1965 it has tended, particularly towards the end of the decade, to a greater uniformity, the lowest income groups and old age pensioners improving their position in relation to the average.

### *4.1 Classification Used*

70. The definition of social class used in the National Food Survey is in terms of the gross weekly income (i.e. before deduction of income tax, etc.) 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 have to be re-defined periodically; moreover, the revision must be made in advance of the field-work 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<sup>(2)</sup> which were adopted at the beginning of 1965 for use throughout the year were:—

Class A: £26 per week and over (Class A1, £43 and over)

Class B: £16 and under £26

Class C: £10 and under £16

Class D<sup>(3)</sup>: Under £10

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<sup>(1)</sup> See Appendix F.

<sup>(2)</sup> The rise in money incomes in 1965 proved greater than had been allowed for when these ranges were determined. In consequence, about a tenth of the households which would otherwise have been allocated to Class C were placed in Class B because the income of the head fell within the range which had been adopted for that class. Similarly, about an eighth of the households which would otherwise have been allocated to Class B were placed in Class A2 and about an eighth of those properly belonging to Class A2 were allocated to Class A1. Since the households thus incorrectly pre-classified spent on average rather less on food than households which had correctly been allocated to each class, this has contributed to some slight understatement of the estimates of average food expenditure for Classes A, B and C in 1965. For similar reasons there was also some understatement of the corresponding estimates in the previous year's sample. The averages for the sample as a whole, and for households grouped according to any other classification are, of course, not affected.

<sup>(3)</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 O.A.P.).

Further details of the composition of the sample of households from each class in 1965 are given in Tables 4, 5, 8 and 9 of Appendix A; Table 3 in the same Appendix gives details of the class distribution of the samples, and of the income ranges used in each year since 1956.

#### 4.2 Main Changes in 1965

##### 4.2.1 CONSUMPTION, EXPENDITURE AND PRICES

71. Estimates are given in Table 17 of the average food expenditure in each social class in 1964 and 1965. Except in Class A1 the estimates for each class in 1965 were within 5 per cent of the overall average of 34s. 5d. per person per week. The average recorded for the small group of households in Class A1 was well outside this range, being, as usual, more than 20 per cent above the overall average; it was, however, appreciably lower than the estimate recorded in 1964, which had been aberrantly high owing to a sampling fluctuation.

72. The class differences in average food expenditure can be partly accounted for by differences in the average prices which housewives paid for food. A food price index<sup>(1)</sup>, which is given in Table 17, shows that in 1965 households in Class A1 paid prices which on average were 8 per cent above the national level, while pensioner households paid prices which were 2 per cent below. This range was slightly narrower than that recorded in the previous year. A similar contraction was shown in 1965 by the "price of energy" index<sup>(2)</sup>, also given in Table 17. Class differences in this "price of energy" index are of the same order of magnitude as those shown by the indices of expenditure and value of consumption. They arise mainly because of different dietary patterns, households in the higher income groups spending more on fresh fruit and other low energy foods and less on such high energy foods as bread and potatoes.

73. Details of average expenditure on the main foods in 1965 by households of different class are given in Table 18; corresponding estimates of consumption are shown in Table 19. Many of these estimates, in contrast to those of total food expenditure, differ quite widely between the various classes. Thus, average consumption of cream, veal, poultry, fruit and coffee was greatest in Class A1, and fell very sharply with declining income to much lower levels in Class D1; for eggs, pork and breakfast cereals the gradation was less steep, while for liquid milk, butter, cheese, mutton and lamb, processed fish, fresh green vegetables and wholemeal bread consumption declined from Class A to Class C but rose in Class D1. The gradation was in the reverse direction, consumption being highest in Class D1 and lowest in Class A1, for condensed milk, prepared fish, margarine, cooking fats, sugar, potatoes, white bread, oatmeal and tea. The gradients for expenditure were, in general, similar to those for consumption. The gradients for both expenditure and consumption rarely extend to households in Class D2 (without earners) or to the pensioner group, where the patterns of consumption are affected not only by the low current income, but also by the predominantly adult composition of the households within these groups and by habits acquired earlier in life when their incomes were higher. Thus they consume relatively large amounts of fresh fish, veal, butter, sugar and preserves, brown bread, biscuits, oat products, tea and cocoa but relatively small amounts of fruit, potatoes, breakfast

<sup>(1)</sup> Derived by valuing the national diet at average prices paid by each class (cf. paragraph 48).

<sup>(2)</sup> i.e. relative cost per calorie (cf. paragraph 49).



cereals, canned meat and canned vegetables, while their consumption of pork, bacon, eggs and coffee is close to the overall average. Average consumption of certain non-perishable foods by these households is, however, known to be somewhat over-estimated because both groups contain a number of elderly women living alone and other single persons who, on average, tend to build up their stocks of these foods while they are taking part in the Survey<sup>(1)</sup>. Although the pensioner group's consumption of carcase meat and of fresh green vegetables was comparatively high, their expenditure on these items was closer to the overall average because they bought relatively more of the cheaper varieties and also more of the cheaper grades within each variety. Thus they purchased almost as much mutton as beef but concentrated their purchases on the cheaper cuts; they bought appreciably larger amounts of cabbage and brussels sprouts than of cauliflower, leafy salads, and other fresh green vegetables, and their purchases of fresh peas and beans were somewhat above the overall average although their consumption of quick-frozen vegetables was well below.

#### 4.2.2 ENERGY VALUE AND NUTRIENT CONTENT

74. The average energy value and nutrient content of the food obtained for consumption by households of different social class in 1965 is shown in Table 29. The allowances recommended by the British Medical Association for calories and each nutrient were exceeded in each social class, and the usual pattern was seen of a downward gradient in the percentages from Class A to Class C, with the gradients for iron and vitamin A extending to minimum values in old age pensioner households. This pattern was modified, however, in the estimates of intake. For example, average calorie consumption per person increased progressively from Class A1 to Class D1, but calorie requirements increased more rapidly to a maximum in Class C, which contained relatively few adults in sedentary occupations<sup>(2)</sup>. Apart from the heterogeneous Class D2 the lowest consumption of protein was seen in Class A2 in which the consumption of meat was similar to that in Classes B, C and D1 but that of bread was substantially less. There was little variation in the consumption of fat, though that of carbohydrate showed the usual reverse gradient with social class. Reverse gradients were also shown for iron, thiamine and nicotinic acid (all nutrients required by legislation to be added to flour and bread) with intakes increasing from low values in Class A2 to high values in Class D1, but the intake of riboflavine showed a downward gradient following the pattern of milk consumption. Vitamin C intakes were greatest in Classes A1 and A2 chiefly owing to their large consumption of fresh fruit, and despite their relatively small potato consumption. The intake of vitamin D differed little in Classes A1, A2 and B, but was greater in Classes C and D1 in consequence of their larger margarine consumption.

75. The proportion of energy value derived from each of the three major nutrients in 1965 exhibited the usual more regular class gradients. Thus, the proportion of calories supplied by protein ranged from 12·3 per cent in Class A1 to 11·2 per cent in Class D2; the range in the proportion supplied by fat was from 43·9 per cent in Class A1 to 38·9 per cent in Class D1. The contribution from carbohydrate varied in the reverse direction, and was less than 50 per cent in all classes: the last occasion on which carbohydrate was recorded as providing *more* than

<sup>(1)</sup> See Appendix F, paragraph 10.

<sup>(2)</sup> See Table 5 in Appendix A.

half the calories in the diet was in 1963 for Class D1. The usual class gradient was also shown for the proportion of protein derived from animal sources; animal protein accounted for substantially more than half in the lower income groups, as it has throughout the decade, and for over two-thirds in Class A1.

76. The average intakes of all nutrients in Classes B and C, and, with the few exceptions listed below, for almost all nutrients in Classes A2 and D1 and in old age pensioner households, were within 5 per cent of the national average. Intakes in excess of 5 per cent of the average were shown for calcium and riboflavine in Class A1, on account of high milk consumption, and for vitamin D and carbohydrate in Class D1, which had the highest consumption of margarine, potatoes, bread and sugar. In Class A1, intakes in excess of 10 per cent were shown for animal protein and vitamins A and C, but only for vitamin C in Class A2. In old age pensioner and Class D2 households average intakes of vitamin C were nearly 10 per cent less than the national average because of their low potato consumption, although their consumption of fruit and of fresh green vegetables was greater than that in Classes C and D1; indeed, pensioners' consumption of fresh green vegetables was higher than that in every other class except Class A1 (see paragraph 73). In the small, and rather variable, Class D2, consumption of animal protein, iron, riboflavine and nicotinic acid was also more than 5 per cent below the average. Carbohydrate consumption was more than 5 per cent below the national average in Class A2 and more than 10 per cent below in Class A1.

### 4.3 Longer-term Trends, 1956–1965

#### 4.3.1 CONSUMPTION, EXPENDITURE AND PRICES

77. The longer term trends in average food consumption, expenditure and prices by households of each class are to some extent obscured by unavoidable year to year changes in the composition of the samples placed in each class. The income ranges which have been used to define social class in each year of the decade, together with the relative number of households in the sample which were allocated to each class, are shown in Table 3 of Appendix A. Despite these changes in composition, however, it is possible to draw some broad conclusions as to whether class differences in expenditure, consumption and other variables have tended to narrow or to widen over the decade. For average food expenditure and the total value of food obtained for consumption it appears that the relative differences between classes barely changed except in Class D1 and in the pensioner group. The averages for both these groups were about 9 per cent lower than the overall average in 1956 but rose to within 5 per cent of that average by about 1961; since then no further relative gain was recorded for Class D1 (if an aberrant value in 1965 is discounted) but the averages for the pensioner group continued to rise and were very close to the overall average in 1965. Although the results for the pensioner group are known to be somewhat overstated, there is no firm evidence that the degree of overstatement has increased over the decade, and the explanation for the relative improvement in their position more probably lies in the increase in pension rates<sup>(1)</sup> from £2 per week for a single pensioner and

<sup>(1)</sup> The standard rates of pension over the decade were as follows:—

	<i>Single pensioners</i>	<i>Pensioner couples</i>
25th April, 1955	£2 0 0	£3 5 0
27th January, 1958	2 10 0	4 0 0
3rd April, 1961	2 17 6	4 12 6
27th May, 1963	3 7 6	5 9 0
30th March, 1965	4 0 0	6 10 0

£3 5s. 0d. for a couple in 1956 to £4 and £6 10s. 0d. respectively in 1965, compared with a rise of about 60 per cent in personal disposable income per head in the community as a whole.

78. Throughout the decade, households in Class A1 paid prices which, for a comparable basket of foods, were about 8 per cent higher than the national average, but in Classes A2 and B the corresponding levels in the early years of the decade were respectively 4 and 1 per cent above the national average and each fell by about 1 per cent over the decade. The corresponding averages for households in Class C were consistently only 1 per cent below the national level, while in all sections of Class D the averages rose by about 2 to 3 per cent over the decade and were very close to the overall average in 1965. The indices for the price of energy<sup>(1)</sup> varied irregularly throughout the decade (but within fairly narrow limits) except for the pensioner households where the cost per calorie rose from around 7 per cent below the national level to 3 per cent below, nearly half of this rise being due to changes in their dietary pattern.

79. One of the notable changes has been in the pensioners' increased use of convenience foods. In 1956 their average expenditure on these foods was about two-thirds of the national level, but by 1965 the ratio had risen to four-fifths. Differences between other classes in their expenditure on convenience foods have also narrowed as consumption of these foods has spread within the lower income groups. This expansion has been more pronounced for convenience vegetables and fish than for convenience meats, being particularly noticeable for quick-frozen peas and beans, canned vegetables and canned fish. It was also well marked for puddings and soups.

80. Apart from these convenience foods, there are comparatively few other foods for which class differences in consumption have altered over the decade. (Changes in average consumption in each class are discussed in connection with their nutritional effect in paragraphs 81 to 85 below). All classes have offset reduced consumption of carcass meat by increasing their consumption of other meat, particularly of poultry, for which class differences in consumption have narrowed considerably as the market has extended to the lower income groups and the elderly. Class differences in sugar consumption have widened and the pattern has changed considerably. Thus, average consumption in Classes A and B decreased over the decade, that in Classes C and D2 changed but little, while that in Class D1 and the pensioner group rose, so that by 1965 there was a much more pronounced reverse class gradient in sugar consumption than there had been in 1956. Consumption of eggs increased more in the lower income groups than in the higher, so that class differences diminished; consumption of fresh fruit by the lower income groups also moved upwards towards the average for other classes. All classes reduced their consumption of dried peas over the decade but only Classes A1 and A2 curtailed their purchases of canned peas. Quick-frozen peas were not separately itemized in the Survey until 1960, and since then consumption in Class A1 has barely changed, but it has expanded fairly rapidly in all other classes except Class D1, and particularly in the pensioner group. Throughout this period, consumption of fresh peas has generally been as high in Class D2 and the pensioner group as in Class A1 and somewhat lower in all other classes, with no pronounced trend. Average consumption of bread in Class D2 rose

<sup>(1)</sup> i.e. relative cost per calorie (cf. paragraph 49).

slightly between 1956 and 1959 but thereafter steadied at 42oz. per person per week; in all other classes, consumption fell by about 10oz. per head per week over the decade so that class differences narrowed and ranged from 29·1oz. in Class A1 to 46·7oz. in Class D1 in 1965 compared with a range from 38·6oz. to 56·3oz. in 1956. Nearly all this decrease was in the consumption of white bread, particularly of large loaves, though consumption of brown, wholewheat and wholemeal bread also declined a little in all except Class D2 and the pensioner group. All classes reduced their consumption of flour, and all increased their purchases of cakes and pastries.

#### 4.3.2 ENERGY VALUE AND NUTRIENT CONTENT

**81.** While inter-class variations did not in general alter much during the decade under review, intakes of calories and of many nutrients, particularly in the lower income groups, tended to increase. In *Class A* the average energy value of the diet increased gradually in relation to the estimate of calorie needs until 1963, and subsequently declined to the same value as at the beginning of the decade. The consumption of fat and of animal protein showed a similar pattern, though intakes of total protein in the class as a whole showed little change between 1956 and 1959; during the same period, however, there was an increase in total protein intake in Class A1 which was not seen in any other class. Calcium intakes also tended to increase, particularly in Class A1 between 1956 and 1961, when liquid milk consumption for this class reached its highest level during the decade, but declined after 1963; a similar but more pronounced pattern was shown for iron, the intake of which in Class A1 in 1965 was little above that in 1956 before the fortification of flour was increased<sup>(1)</sup>. Intakes of vitamin A, and thiamine after 1957, showed little change, but those of riboflavine and nicotinic acid tended to increase from 1956 to maximum values in 1964 and 1963 in Classes A1 and A2 respectively. Intake of vitamin C was relatively stable, but that of vitamin D decreased more than in the other classes.

**82.** These nutrient changes in Class A may be seen in relation to certain trends in food consumption. Average liquid milk consumption in this class as a whole decreased between 1962 and 1965 to a value close to (and in Class A1 actually less than) that recorded in 1956. The consumption of carcass meat by households in Class A decreased between 1956 and 1960, then increased until 1963, after which it fell in 1965 to a level which was lower than in any previous year of the decade, corresponding to the lowest point in the *per caput* beef supplies. In that year too their total consumption of meat and meat products was lower than in any year since 1960, and their consumption of fish, which in general had been well maintained throughout the period, was also lower in 1965 than in the previous years. The consumption of butter by these households increased rapidly until 1958 and subsequently showed little variation, but that of margarine declined throughout the decade, contributing to the decrease in vitamin D. Potato consumption in Class A remained fairly constant for most of the time, but decreased after 1963; consumption of fresh green vegetables and fresh fruit was also well maintained, but consumption of bread and flour declined fairly steadily, though more rapidly during the first five years of the decade than towards the end.

**83.** *Classes B and C* showed marked stability over the decade. There was little change in the average energy value of the diet, though in relation to requirements

<sup>(1)</sup> See paragraph 43.

the values fell slightly between 1956 and 1959 and then increased so that at the close of the decade they were much the same as at the beginning. In relation to requirements protein tended to fall until 1959, (when the average intake was 2 per cent and 5 per cent below recommended allowances in Classes B and C respectively)<sup>(1)</sup>, and thereafter to rise, although the allowance was not actually reached in Class C until 1962. However, the absolute values for protein intake did not exhibit so regular a pattern: indeed, the intake in 1959 in Class B was higher than in any other year in the decade except 1963, and in the former year protein provided a maximum recorded proportion of the calories in the diet of 11.7 per cent. Intakes of animal protein and fat tended to increase until about 1962, and then to remain steady. Intake of carbohydrate in Class B decreased throughout the decade, but in Class C it was fairly steady between 1957 and 1963. In relation to requirements the values for calcium remained fairly stable over the decade, tending in Class B to increase slightly until 1963 and then to fall, following the reduced milk consumption; the values for iron also tended to increase until 1963 (although most of the rise had taken place by 1958), and then declined slightly. Vitamin A in relation to requirements slowly increased, rather more so in Class C than in Class B; vitamin C showed little change, while intakes of vitamin D declined. In relation to requirements thiamine intakes increased in 1957 following the higher level of fortification of flour, but thereafter showed little regular trend. Riboflavine intakes remained very steady between 1956 and 1959, and then increased slowly until 1963, since when, in Class B, they have fallen slightly, while intakes of nicotinic acid increased until 1960 and then levelled off.

**84.** Compared with the trends discussed above for Classes A, B, and C, those for *Class D1* were in most cases much more marked largely because of year to year variation in the composition of the group. The average energy value of the diet, which in 1957 had fallen to 1 per cent below recommended allowances, increased during the decade to a value 10 per cent above them in 1965. The protein value of the diet, which in most years of the decade was just below recommended allowances, had fallen to 7 per cent below in 1957, but subsequently rose fairly steadily to 7 per cent above in 1965. Consumption of animal protein and of fat tended to increase throughout the decade, and so to a lesser extent did carbohydrate, which in the other classes either remained relatively stable or decreased. Calcium and vitamin A levels showed a slight tendency to increase, and those of iron increased from a level 1 per cent below the allowance in 1956 to 16 per cent above in 1965. Intakes of the B vitamins increased and in 1965 allowances were exceeded by at least 12 per cent more than they had been in 1956. Intakes of vitamin C, however, showed no very regular trend, though they were increasing towards the end of the decade; those of vitamin D, in contrast to the pattern shown by the other classes, were little different at the end of the decade. The consumption of milk in Class D1 tended to be higher in the second half of the period than in the first, but that of carcase meat was lower in 1964 and 1965 than in 1956 and 1957. Consumption of total meat and meat products, however, increased over the decade, as did that of cheese, fish and eggs. Although after 1957 butter consumption was greater than that of margarine, the consumption of the latter was perhaps better maintained than in the other classes, supporting the levels of vitamin D. In contrast to the other classes the consumption of potatoes was greater in the last three years of the decade than in the first three, and that of bread and flour, which declined in the

<sup>(1)</sup> See discussion in section 5.3.3

first half of the decade, thereafter hardly changed. In view of the heterogeneous nature of the *Class D2* samples, much regularity in the trends over the decade is hardly to be expected, but in general those for nutrients were similar to, but not so pronounced as, those in *Class D1*.

85. In the *Old Age Pensioner* households the trends over the decade for all nutrients were closely parallel to those already discussed for *Class D1*. This group of households was discussed at some length in the previous Annual Report<sup>(1)</sup>, where it was concluded that "the recorded trends over time in dietary averages for pensioner households as a whole are broadly acceptable, even though the absolute levels are overstated". The only nutrient for which the recorded intake in these households was close to or below the recommended allowance during the decade was iron: in the middle years of the decade the value did not vary greatly, but it increased overall from being 8 per cent below the allowance in 1956 to 4 per cent above in 1965. The energy value of the diet increased over the decade by some 3 per cent, and that of total protein by about twice as much; the intake of animal protein alone was 16 per cent greater in 1965 than in 1956. Calcium intakes increased slightly, but those of iron and all vitamins (except vitamin D, which showed little change) increased by 10 per cent or more, the average intake of vitamin C being about a fifth greater in 1965 than in 1956.

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<sup>(1)</sup> *Domestic Food Consumption and Expenditure 1964: Paragraphs 85 to 93.*

# Chapter 5

## HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE ACCORDING TO FAMILY COMPOSITION

### *Summary*

Average food expenditure *per person* differs quite widely in small families from that in large families, partly because of economic factors, but mainly because the physiological needs of children are different from those of adults. Income per head, average energy requirements and average consumption per head of most foods decrease as the size of family increases. For potatoes and white bread, however, consumption per head is least in the medium-sized families and for margarine in the smallest. Over the period from 1956 to 1965, expenditure per head on convenience foods, and average consumption of poultry, eggs and flour became more uniform in the different family size groups but consumption of meat and visible fats more diverse. Younger childless couples at the beginning of the decade devoted on average about a fifth of their net income to expenditure on food for consumption in the home, but in large families in the lower income groups the proportion was about a half; by the end of the decade these proportions had declined slightly. Chiefly because of their pattern of food consumption, the larger families obtained better value for money in terms of nutrients than the smaller, although the range of nutrient intake between families of different size did not alter much during the decade. Compared with recommended allowances the average intake of nutrients declined with increasing family size; for large families the values for protein and calcium reached their lowest levels in 1959, and have subsequently increased. Size of family had more influence than social class on the nutrient values, which were lowest in the larger families in the lower income groups and, in some instances, decreased in 1965. Nutritional status cannot be assessed, however, from household dietary data alone and these results must be interpreted in the knowledge of the limitations of the allowances, but they direct attention to vulnerable groups which may merit individual dietary surveys and medical studies. Some further investigations of this kind, which are the province of the Ministry of Health, are being undertaken by that department.

### *5.1 Classification Used*

**86.** Households participating in the National Food Survey are divided into 11 types, according to their size and composition. Eight of these, in which the adult element consists of one man and one woman<sup>(1)</sup> (a "couple"), are described as "classified" (or, where they include minors, as "family households"). Couples without children are subdivided into "younger" (both adults under 55) and "older" (one or both 55 or over). The remaining "unclassified" households, in which the adult element is other than one man and one woman, are subdivided into three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents. Five of the eight types of classified household are of fixed size and composition, and this facilitates comparison of their food purchasing habits over time, although other characteristics of the samples in these sub-groups, notably their average income, may fluctuate

<sup>(1)</sup> In 1965 such households accounted for 64 per cent of the households surveyed; they included 68 per cent of all persons in the sample, 66 per cent of the adolescents (aged 15–20 inclusive) and 82 per cent of the children under 15.

from year to year. Details of the sample in 1965 according to household composition are given in Tables 4 and 9 and paragraphs 3 and 8 of Appendix A.

## 5.2 *Main Changes in 1965*

### 5.2.1 CONSUMPTION, EXPENDITURE AND PRICES

87. Table 20 gives estimates of the average household food expenditure and value of consumption per person per week in 1964 and 1965 in each of the 11 types of household. The averages for each group are governed by many factors, not least their differing physiological needs (see paragraph 92), and the range in expenditure in 1965 was from 22s. 10d. per person per week in families with four or more children to 46s. 1d. per person for younger childless couples, a range not significantly different from that recorded in the previous year. When the value of free supplies is also taken into account the range is only very slightly greater.

88. Table 20 also shows a price index which compares the level of food prices paid by each of the 11 types of household with the average for all households, but which takes no account of the variation in the pattern of food purchases between the household groups<sup>(1)</sup>. The level of food prices paid by each group of classified households varied inversely with household size. The range of this variation was rather less than in 1964, the highest prices (3·5 per cent above the national average in both 1964 and 1965) being paid by younger childless couples and the lowest (3·9 per cent below the average compared with 5·4 per cent below in 1964) by the families with four or more children.

89. A "price of energy" index<sup>(2)</sup>, which is also shown in Table 20, takes account of variation in the *pattern* of purchases between the different household groups and shows a steeper gradation than that in food prices. About three-quarters of the range in this index (from 111·5 for younger childless couples to 82·4 for the largest families) was due to different patterns of food consumption. Thus, the younger childless couples devoted a *greater proportion* of their expenditure to meat, fresh vegetables and fresh fruit; in contrast, the largest families (with four or more children) were more dependent on the cheaper sources of energy such as bread, potatoes and margarine. The remaining one-quarter of the range was attributable to different prices paid for comparable foods, in so far as the Survey classification of foods enables such comparisons to be made. The range in the cost per calorie, as measured by this index, was slightly less than in 1964, but almost the same as in 1963.

90. Estimates of average expenditure on each of the main foods in 1965 by households of different composition are given in Table 21; corresponding estimates of consumption are shown in Table 22. As usual, the expenditure and consumption per head for most foods decreased with increasing family size, exhibiting a particularly steep gradation for cream, natural cheese, meat (especially pork and poultry), fish, butter, fresh green vegetables, fruit, brown and wholemeal bread, cakes, coffee and branded beverages. Average declared net family income per head and average energy requirements per head also declined with increasing family size. For welfare milk, margarine, oatmeal and breakfast cereals, average consumption per head tended to increase with increasing family size. For potatoes

<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 48).

<sup>(2)</sup> i.e. relative cost per calorie (cf. paragraph 49).



and white bread, however, consumption per head declined with increasing family size until there were two children in the family, and rose thereafter.

### 5.2.2 ENERGY VALUE AND NUTRIENT CONTENT

**91.** The energy value and nutrient content of the household food consumption of households of different composition in 1965 is shown in Table 30. Compared with the estimates for 1964 changes were generally small. Intakes of calcium decreased in the younger childless couple households, in families consisting of one man, one woman and one child, and more particularly in those containing adolescents and children, to the lowest values recorded since 1956. The main sources of calcium in the diet are milk and bread, and reduced consumption of both of these foods accounted for the decrease in the first two types of household mentioned, which therefore also showed lower riboflavine intakes; a marked fall in bread consumption was responsible for the low calcium intake in the third type. Older childless couples and families with three children consumed more fresh fruit than in any previous year in the decade, and their vitamin C intakes rose in 1965 to values higher than any recorded since 1956. Because of a smaller consumption of fatty fish and margarine in 1965, the intake of vitamin D in families with adolescents and children fell from the unusually high value of the year before to the lowest recorded value. Although the decreases in vitamin D intake between 1964 and 1965 shown for all the other types of household were generally not so great, intakes in all types were amongst the lowest found since 1956, and substantially lower in households with children or adolescents than those obtaining at the beginning of the decade (see paragraph 44).

**92.** Because physiological requirements for calories and nutrients vary widely with age, sex and activity it is not appropriate to compare groups of families of different composition with regard to their absolute levels of nutrient intake. However, comparison of certain ratios is legitimate. Thus, in 1965, the proportion of the total calories in the diet provided by protein followed the usual pattern, decreasing as the number of children in the family increased, though in all types of household it was between 11 and 12 per cent, as indeed it was virtually throughout the decade. The contribution of fat also varied inversely with family size, while that of carbohydrate varied directly, providing more than half the calories in the diet in households with four or more children; in families with three children carbohydrate provided less than half the calories only since 1964, and in those with two, since 1960. The proportion of protein derived from animal sources decreased with increasing number of children in the family and ranged from over 62 per cent in wholly adult households to 56 per cent in the largest families. In these large families the proportion had been as low as 50 per cent at the beginning of the decade, and, as in all other families, had increased until 1962 with little change thereafter.

**93.** The "price of energy" indices, shown for each type of household in Table 20, have already been discussed (see paragraph 89). An alternative way of considering these is to say that the younger couple households, for example, obtained fewer calories per penny than the average household chiefly because of their particular choice of foods, while families with four or more children obtained, in 1965, 21 per cent "more energy value for money", though not necessarily a corresponding increase in consumer satisfaction. Similar gradations in "value for money" were shown for each nutrient except thiamine and riboflavine. Thus, in terms of vitamin

C, the largest families obtained 5 per cent better value for money than the average household and 10 per cent or more better value in terms of all other nutrients, indeed 19 per cent in the case of protein and, partly because of their relatively greater dependence on bread, 27 per cent in terms of calcium. The dietary pattern of families with one child gave the same value for calcium as in the average household, while that of the younger couple households gave 14 per cent poorer value.

94. A further type of ratio which may appropriately be compared between households of different composition is one in which nutrient intake is expressed as a proportion of nutrient need. For this purpose allowances based on recommendations of the British Medical Association are used (see Appendix F, paragraphs 15–17 and Table 1), and Table 30 shows calorie and nutrient intakes expressed as a percentage of such recommended allowances for each type of household in 1965. The average energy value of food consumed in each type of household virtually equalled or exceeded the recommended allowances; in families with one child the allowances for all nutrients were exceeded by more than 10 per cent, and in wholly adult households by more than 20 per cent. As usual, the percentages for each nutrient declined with increasing family size, and those for protein and calcium were below 100 in families with three or more children or with adolescents and children, and in the unclassified households containing children. A similar, though not so steep, decline was shown by the percentages for the energy value of the diet.

95. The decline in the percentages with increasing family size could arise for any of three main reasons, though all are probably operative to varying, but unascertainable, degrees. Firstly, the recommended allowances themselves may overestimate the requirements of children in relation to those of adults, though they are less likely to do this for energy than for nutrients (see paragraph 100). (Secondly, the arbitrary allowance of 10 per cent for wastage of edible food (see Appendix F, paragraph 15) may well be unrealistically small for the smaller households, and perhaps too large for the largest. The effect of the use of graduated wastage factors was examined in the Annual Report for 1956<sup>(1)</sup>, but the exercise has not been repeated because of the lack of external evidence to support their use, and from which to derive them. Thirdly, there may in fact be a diminution in nutrient intake in relation to need with increasing family size. To the extent that the first two mechanisms are operative, this diminution will be less than that suggested by the figures in Table 30.

### 5.3 Longer-term Trends, 1956–1965

#### 5.3.1 CONSUMPTION, EXPENDITURE AND PRICES

96. Differences in average food expenditure and value of consumption per head between households of different composition are much more pronounced than those between classes or areas. Although these differences were tending to become smaller between 1956 and 1961, they subsequently widened because families with several children or with children and adolescents did not increase their expenditure at the same rate as other households, particularly those containing adults only. Expenditure on convenience foods, however, became more uniform over the decade, the larger families increasing their purchases, particularly of quick-frozen peas and beans and of soups, to levels closer to those recorded by smaller families. At the beginning of the decade the prices paid for comparable baskets of

<sup>(1)</sup> *Domestic Food Consumption and Expenditure: 1956*. Paragraphs 141–142. H.M.S.O. 1958.

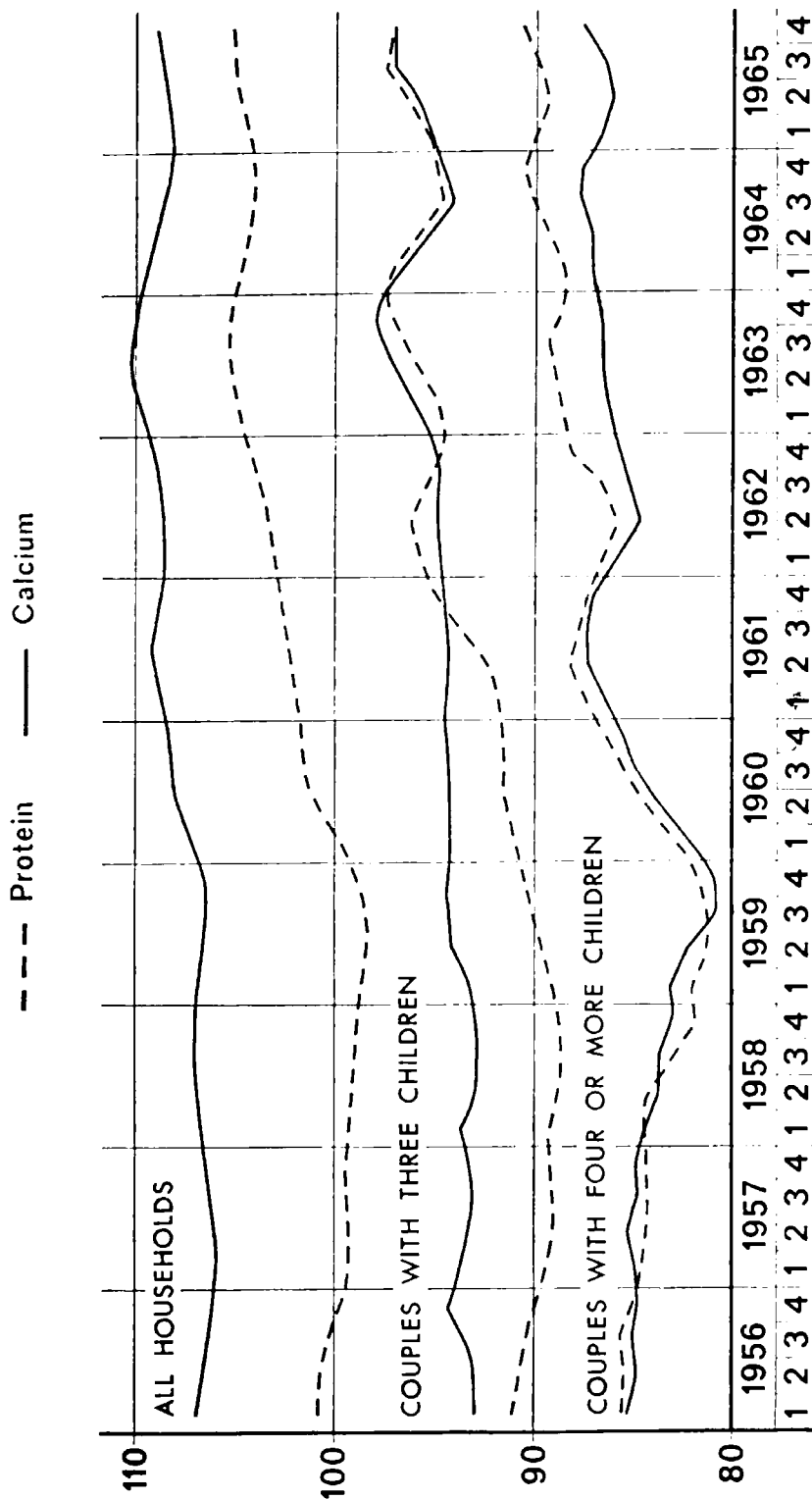
food by the younger childless couples were some 10 per cent higher than those which were paid by the largest families, but by the middle of the decade this range had narrowed to 7 per cent, and subsequently it has barely changed.

97. In general, the trends in consumption of the main foods which were shown by each type of family over the decade were broadly similar. There was a slight tendency for consumption of liquid milk to increase in the larger families but to remain fairly steady in wholly adult households. Consumption of cheese, however, increased more in adult households than in those with several children. Consumption of beef and veal and of mutton and lamb was lower in all types of family at the end of the decade than at the beginning (as were available supplies of beef), but purchases of pork were higher (reflecting a greatly increased home production), particularly in small families. All groups increased their consumption of other kinds of meat, and consumption of poultry rose relatively more rapidly in the larger than in the smaller families so that the range in average consumption per head between different sizes of family narrowed; for meat as a whole, however, group differences in consumption tended to widen. For fish there was no clear pattern, but for eggs the differences narrowed although *per caput* consumption in the larger families was still appreciably lower than that in adult households. Although average consumption of fats over the whole sample was at about the same level in 1965 as in 1956, group differences widened, the larger families consuming rather less at the end of the period and older couples and unclassified wholly adult households rather more. Average consumption of butter in all groups was steadier and at generally higher levels after 1961 than before; the ratio of butter purchases to those of margarine increased in all groups and tended to become less unequal between groups. Usage of vegetable and salad oils expanded less rapidly in larger than in smaller families. A downward trend in consumption of potatoes was more clearly marked for families with children than for others, but group differences in consumption of other fresh vegetables and fresh fruit remained much the same. All groups reduced their average consumption of bread by about 10 ounces per head per week and all reduced their purchases of flour, for which there was some narrowing of group differences.

### 5.3.2 ENERGY VALUE AND NUTRIENT CONTENT

98. Differences between households of different composition in the nutritive value of their diets have always been larger than those between social classes, regions and types of area. The average age of children in family households has tended to decrease over the decade, so that group differences in calorie requirements have widened. Differences in calorie consumption, however, have also increased, so that differences in the percentages which measure the adequacy of the energy value of the diet have tended to narrow. However, the overall range of nutrient intake between types of family has not altered much during the decade. Chief interest attaches to the percentages for protein and calcium in the larger families, which throughout the decade were below 100. The trends between 1956 and 1965 for these types of household are shown in the Chart on page 51, together with the corresponding national averages. The percentages for families with four or more children were declining in the first few years of the decade and reached their lowest levels (82 per cent for protein and 81 per cent for calcium) in 1959. Despite a falling bread consumption they have increased since then, because of a greater consumption of milk and meat.

Estimated intakes of protein and calcium in certain groups as percentages of allowances based on recommendations of the British Medical Association  
**Moving averages 1956-1965**



## 5.3.3 SIGNIFICANCE OF THE NUTRITIONAL ESTIMATES

99. Nutritional status cannot be assessed from dietary data alone, nor can data collected at the *household* level be broken down to give information about individual persons. The Annual Report for 1959, in reporting the low values mentioned in paragraph 98 above, stated that "the present evidence is inadequate to assess the nutritional significance of the downward trends", and went on to say that "in the last analysis, recourse has to be made to the nutritional condition of the individual"<sup>(1)</sup>. The Ministry of Health's Committee on Medical and Nutritional Aspects of Food Policy concurred with these statements. At an earlier date, when the downward trends became apparent, this Committee's guidance had been sought on the significance which should be attached to the apparent inadequacies of the diets of large families as judged by the British Medical Association (BMA) allowances. A special Panel was appointed by the Committee to consider the problem, and in 1960, pointing out that the BMA allowances included margins of safety, it advised that "we need not be unduly perturbed when there is evidence that the intake of particular nutrients by certain sections of the community is somewhat less than the recommended allowances. If, however, there is a fall to 80–85 per cent of the allowances recommended by the BMA Committee this should be regarded as a signal for watchful concern".

100. Since that time further knowledge has accumulated which suggests that the BMA allowances may in certain respects be too high. For example, the allowances for protein are some 30 to 50 per cent higher than, and those for calcium about double, those recommended by Expert Groups appointed jointly by the Food and Agriculture and World Health Organizations of the United Nations. The BMA allowances for protein are in the main also substantially greater than those recommended by the National Research Council (NRC) in the United States. The protein intake in households of different composition is compared with both the BMA and the NRC allowances in Table 10, which shows that

TABLE 10  
*Average Intake of Protein in Households of Different Compositions in 1965,  
Expressed as Percentages of BMA (1950) and NRC (1963) Allowances*

Type of household	BMA	NRC
All households . . . . .	105	122
Households with one man and one woman and:—		
No other (one or both 55 or over) . . . . .	125	125
No other (both under 55) . . . . .	126	141
One child . . . . .	112	130
Two children . . . . .	105	124
Three children . . . . .	97	117
Four or more children . . . . .	89	110
Adolescents only . . . . .	100	125
Adolescents and children . . . . .	87	112
Other households with:—		
Adults only . . . . .	121	126
Adolescents but no children . . . . .	98	121
Children with or without adolescents . . . . .	94	113

<sup>(1)</sup> *Domestic Food Consumption and Expenditure: 1959*. Paragraph 82. H.M.S.O., 1961.

the NRC allowances were exceeded by 10 per cent or more in each type of family<sup>(1)</sup>. Nevertheless, the gradient in the percentages with increasing family size was similar to that obtained by the use of the BMA allowances.

101. The values obtained by comparing estimates of intake with need (see paragraph 94) must therefore be interpreted with informed caution. However, regarded as indices for measuring trends over time, and also—subject to the reservations discussed in paragraph 95—for comparing households of different type, they can reveal valid patterns. An obviously inadmissible interpretation is to conclude that, because the percentages are below 100, malnutrition must be widespread. The *reductio ad absurdum* of this notion is shown by the fact that in 1964 those categories of household for which the average intake of protein and calcium fell below allowances based on the BMA recommendations contained two-thirds of all the children in the Survey<sup>(2)</sup>. Yet, in that year, of nearly two million school children, of all age groups, examined by the school health service, fewer than one-half of 1 per cent were classified as of “unsatisfactory physical condition” from any cause<sup>(3)</sup>. These findings are not inconsistent with the Ministry of Social Security’s estimate<sup>(4)</sup> that up to 1½ million children are in families whose incomes were at or below the Supplementary Benefit level.

102. On the other hand, the nutritional indices provided by the National Food Survey have been shown to be compatible with information derived from other sources<sup>(5)(6)(7)(8)</sup>, such as records of growth of children. Such comparisons are a means to a better understanding of scales of nutrient allowances and ultimately to their improvement. Although, as implied in paragraph 99 above, the Survey cannot be used to assess nutritional status, nor its findings related to individuals, its results can direct attention to sections of the community which may merit closer investigation by appropriate methods. The responsibility for undertaking such detailed studies lies with the Ministry of Health, which, as was pointed out in the Annual Report for 1962<sup>(9)</sup>, has initiated individual dietary and medical studies in pre-school children.<sup>(10)</sup> This study is the first in a programme of surveys<sup>(11)</sup>, including one on the elderly and one on pregnant women, for which the essential methodological work has been done to enable a start to be made on

<sup>(1)</sup> The fact that on both scales the percentages for older couple households were identical was because while the NRC protein allowances for adults make no distinction for age, the BMA allowances effectively do, because they are based on energy requirements.

<sup>(2)</sup> House of Commons, Official Report (*Hansard*), 2nd December 1966, col. 168.

<sup>(3)</sup> *The Health of the School Child*. Report of the Chief Medical Officer of the Department of Education and Science for the years 1964 and 1965. H.M.S.O., 1966.

<sup>(4)</sup> Ministry of Social Security, *Circumstances of Families*, H.M.S.O., 1967.

<sup>(5)</sup> Berry, W. T. C., and Hollingsworth, D. F., “The indices of nutritional change in Great Britain”. *Proc. Nutr. Soc.* (1963), 22, 48–55.

<sup>(6)</sup> Baines, A. H. J., Hollingsworth, D. F., and Leitch, I., “Diets of working-class families with children before and after the second world war”. *Nutr. Abstr. and Rev.* (1963), 33, 653–668.

<sup>(7)</sup> Harries, J. M., and Hollingsworth, D. F., “Food supply, body weight and activity in Great Britain, 1943–1949”. *Brit. Med. J.* (1953), i, 75–83.

<sup>(8)</sup> Leitner, Z. A., Moore, T., and Sharman, I. M., “Vitamin A and Vitamin E in human blood I. Levels of Vitamin A and carotenoids in British men and women, 1948–57”. *Brit. J. Nutr.* (1960), 14, 157–169.

<sup>(9)</sup> *Domestic Food Consumption and Expenditure: 1962*. Chairman’s preface. H.M.S.O. (1964).

<sup>(10)</sup> Ministry of Health *Report of the pilot survey of the nutritio of pre-school children*, H.M.S.O. (1967). (to be published).

<sup>(11)</sup> Berry, W. T. C., “Nutritional aspects of food policy”. *Proc. Nutr. Soc.* (1968), 27 (to be published).

the field work in 1967. There still remains the important problem (which as far as we are aware has not been solved by any large country) of making limited numbers of studies in depth (i.e. with all the necessary anthropometric, biochemical and other information) in such a way that the findings can be extrapolated to apply to the nation as a whole.

#### *5.4 Household Food Consumption and Expenditure according to Family Composition within Social Classes, 1956–1965*

##### 5.4.1 CLASSIFICATION USED

**103.** In order to examine the relative effects of the composition of the family and 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. Households in Class D2 and those of old age pensioners have been excluded from this analysis because they contain few children. The number of households with children in Classes A1 and D1 in the sample are 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 three broad income groups, A, B and C & D1, and to seven classified types of household, namely, younger childless couples and couples with different numbers of children, with or without adolescents. Details of the composition of the sample in 1965 according to social class and family composition are given in Table 4 of Appendix A.

##### 5.4.2 CONSUMPTION AND EXPENDITURE

**104.** Estimates of the average weekly food expenditure per person and per household for each of the 21 sub-groups in 1965 are given in Table 23, and details of average consumption (per head) of the main foods in Table 24. For households in Class A, average weekly food expenditure ranged from 49s. 7d. per person for younger childless couples to 26s. 2d. in the largest families; the corresponding ranges were from 46s. 3d. to 23s. 2d. in Class B and from 44s. 2d. to 21s. 4d. in Classes C & D1. The relative differences in average expenditure between families of different size in Class A were rather narrower at the end of the decade than at the beginning, whereas within Class B and Classes C & D1 there was no clear evidence of any narrowing. However, differences in expenditure on convenience foods between different sizes of family in each class have narrowed, particularly in Class A.

**105.** Further details of the range of average food expenditure between the 21 household groups in 1956, 1961 and 1965 are shown at the foot of Table 25, where the averages are expressed as a percentage of the average for all households in the sample. Table 25 also shows the average expenditure on food as a percentage of the declared net family income per head. The estimates of income used in the compilation of these percentages are approximate and may be slightly understated, especially for the higher income groups. Nevertheless, they are sufficiently accurate for the broad conclusions to be drawn that the proportion of family income spent on food at the beginning of the decade ranged from about a fifth for younger childless couples in Class A to about a half for the largest families in Classes C & D1, and that for all groups the proportion declined over the decade by about 5 per cent.

**106.** Table 25 also gives the average expenditure on each of the main foods or groups of foods as a percentage of total food expenditure in each of the 21 house-

hold groups in 1956, 1961 and 1965. In Classes A and B the proportion of total food expenditure which was devoted to dairy products other than butter tended to be greater in families with several children than in smaller families or those containing adolescents, but for families in Classes C & D1 this pattern was barely noticeable. The percentage spent on meat and meat products decreased as the number of children in the family increased, but rose when adolescents were present in the family; in each type of family, the percentages hardly varied with social class. There was a slight tendency for the proportion of food expenditure devoted to vegetables to increase with increasing family size, and to be greater in the lower income groups than in the higher in each type of family, but these differences can be attributed almost entirely to potatoes. In contrast, the proportion devoted to fruit fell with increasing family size, and was greater in the higher income groups than in the lower. The most marked differences, however, were shown for cereals, where the proportion increased with family size but decreased with income.

107. Generally, there was very little change over the decade in the proportion of food expenditure devoted to each of the main foods by the 21 household groups. However, the proportions spent on dairy products and on meat and meat products showed some increases in almost all groups, those for dairy products being on the whole larger, and those for meat and meat products smaller, for households in Class A than for those with lower incomes.

#### 5.4.3 ENERGY VALUE AND NUTRIENT CONTENT

108. The respective influences of household composition and of social class on the energy value and nutrient content of household food consumption are shown in Table 31; corresponding values in terms of recommended allowances are shown in Table 32. For most nutrients family composition had much the greater influence, and results of the Survey have consistently shown that of all the different types of household identified those in which nutrient intakes compared least favourably with recommended allowances have been those with four or more children or with adolescents and children in the lower income groups. In 1965 the average energy value of the diet in these families, and their average riboflavine intakes, were just below the recommended allowances. Average intakes of protein were below the recommended allowances in families with four or more children or with adolescents and children in each social class, but in families with three children, only in Classes B and C & D1; a similar pattern was shown for calcium.

109. The protein, calcium and riboflavine consumption of large families in Classes C & D1 are shown in Table 11 for each year from 1956 to 1965. In each of the three types of family (those with three children, or with four or more children, or with children and adolescents), riboflavine values were lowest in 1956 and have subsequently tended to increase. However, average intakes of calcium in 1965 were among the lowest recorded during the decade, and in families with four or more children they fell to 80 per cent of the recommended allowance; the lowest percentage recorded for this type of household was 77, in 1959, though for the other two types of household the lowest percentages were at the start of the decade. The percentages for protein were also at their lowest in 1959 in families with four or more children (78 per cent) or with children and adolescents (79 per cent), but in families with three children they increased between 1956 and 1963, although the lowest *intake* was actually recorded in 1960. While there was little



TABLE 11  
*Protein, Calcium and Riboflavine content of the Food Consumption of Large Families in Classes C & D1, 1956-1965*

	Households with one man and one woman and														
	3 children						4 or more children						children and adolescents		
	Protein	Calcium	Ribo-flavine	Protein	Calcium	Ribo-flavine	Protein	Calcium	Ribo-flavine	Protein	Calcium	Ribo-flavine			
Consumption per person per day:	g.	mg.	mg.	g.	mg.	mg.	g.	mg.	mg.	g.	mg.	mg.			
1956	60.9	890	1.33	58.9	850	1.19	69.6	920	1.40	81	85	86			
1957	60.8	890	1.34	57.3	840	1.28	68.3	920	1.45	79	85	88			
1958	62.6	910	1.41	57.0	840	1.22	69.5	960	1.46	81	88	90			
1959	61.4	930	1.40	55.0	800	1.21	68.0	930	1.42	79	86	87			
1960	60.7	890	1.40	56.1	820	1.24	68.9	940	1.45	81	88	90			
1961	61.7	920	1.43	60.2	890	1.33	70.4	950	1.51	83	90	94			
1962	63.4	930	1.46	57.4	830	1.28	72.3	960	1.53	85	91	95			
1963	64.3	930	1.45	60.5	860	1.33	70.0	920	1.46	85	91	92			
1964	63.3	900	1.45	60.2	850	1.33	70.7	940	1.52	87	90	92			
1965	62.8	890	1.43	58.4	820	1.29	68.1	900	1.45	87	86	93			
As a percentage of recommended allowances:	%	%	%	%	%	%	%	%	%	%	%	%			
1956	87	87	98	85	82	90	81	85	86	81	85	86			
1957	87	88	99	80	79	94	79	85	88	79	85	88			
1958	89	90	103	83	81	93	81	88	90	81	88	90			
1959	90	93	104	78	77	91	79	86	87	79	86	87			
1960	90	89	106	82	86	95	81	88	90	81	88	90			
1961	90	92	107	87	86	102	83	90	94	83	90	94			
1962	93	93	109	84	81	99	85	91	95	85	91	95			
1963	95	94	109	87	83	102	84	87	92	84	87	92			
1964	93	92	109	90	84	105	87	90	99	87	90	99			
1965	95	91	111	86	80	99	82	86	86	82	86	93			

change between 1964 and 1965 in the percentages for each of the three nutrients in families with three children, in both the other types of household they all fell by at least 4 per cent: in families with four or more children a slight decrease in consumption of meat and cheese accounted for the fall in riboflavine intake and contributed to that in protein and in iron, but the fall in calcium, which occurred despite a slight increase in milk consumption, was due to a markedly lower consumption of bread; in families with children and adolescents milk consumption also increased, and the reduction in intake of protein, calcium and riboflavine, and of iron, was due to smaller consumption of cheese, eggs, fish, meat, bread and potatoes.

**110.** The relative differences in the nutritive adequacy of the diet between families of different size in Class A tended to widen between 1956 and 1961, and subsequently to narrow. In Class B the differences were more stable, and there was little evidence of change, whereas in Classes C & D1 differences were generally smaller in the second half of the decade than in the first. In Classes C & D1 the relative differences for calcium and riboflavine were greater than in Class A, in accordance with the greater variation in milk consumption with family size.



## PART II

TABLE 12

## Indices of Expenditure on Main Food Groups, 1956-1965

(1958 = 100)

	Indices of Expenditure									
	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Liquid milk (excluding school milk)	92.0	102.3	100.0	101.1	103.2	106.9	110.7	112.9	115.5	120.4
Other milk and cream	80.5	86.6	100.0	104.3	106.1	109.4	115.8	121.9	123.4	143.2
Cheese	116.6	104.1	100.0	131.3	128.2	125.7	129.2	133.7	140.4	147.4
<b>Milk, cheese and cream</b>	<b>94.7</b>	<b>101.3</b>	<b>100.0</b>	<b>105.7</b>	<b>107.1</b>	<b>109.9</b>	<b>113.8</b>	<b>116.7</b>	<b>119.8</b>	<b>126.1</b>
Beef and veal	95.5	103.6	100.0	94.7	98.8	104.0	105.5	111.3	111.9	117.2
Mutton and lamb	108.2	102.4	100.0	110.0	110.1	110.0	112.2	107.9	116.5	116.7
Pork	86.7	92.7	100.0	99.5	104.3	102.0	117.8	126.6	126.8	153.7
<b>Carcase meat</b>	<b>98.4</b>	<b>101.9</b>	<b>100.0</b>	<b>100.1</b>	<b>103.0</b>	<b>105.6</b>	<b>109.1</b>	<b>112.1</b>	<b>115.2</b>	<b>121.6</b>
Bacon and ham, uncooked	99.2	96.4	100.0	101.8	104.5	102.2	107.0	106.9	114.6	117.3
Poultry	68.5	81.2	100.0	131.5	163.4	217.0	210.1	221.7	256.5	315.2
Other meat, and meat products	92.5	94.6	100.0	102.9	107.6	111.6	114.0	115.9	121.5	126.8
<b>Meat other than carcase meat</b>	<b>93.3</b>	<b>94.4</b>	<b>100.0</b>	<b>104.3</b>	<b>109.9</b>	<b>114.8</b>	<b>117.5</b>	<b>119.3</b>	<b>127.3</b>	<b>134.9</b>
<b>All meat</b>	<b>95.9</b>	<b>98.2</b>	<b>100.0</b>	<b>102.1</b>	<b>106.4</b>	<b>110.1</b>	<b>113.2</b>	<b>115.6</b>	<b>121.1</b>	<b>128.1</b>
Fresh fish	100.2	100.7	100.0	109.3	115.9	117.3	127.9	130.2	137.4	144.8
Other fish	87.2	89.9	100.0	112.1	108.4	114.2	107.6	110.1	121.8	122.4
<b>Fish</b>	<b>92.7</b>	<b>94.5</b>	<b>100.0</b>	<b>110.9</b>	<b>111.6</b>	<b>115.5</b>	<b>116.3</b>	<b>118.8</b>	<b>128.4</b>	<b>132.0</b>
Eggs	106.1	92.8	100.0	96.0	108.4	107.7	97.9	109.9	95.8	105.1
Butter	106.4	104.2	100.0	129.1	117.7	110.9	122.9	130.7	135.9	138.0
Margarine	127.2	119.8	100.0	108.4	108.4	97.3	92.4	98.1	99.4	97.7
Other fats	100.0	100.6	100.0	93.9	90.7	92.1	93.9	95.6	95.6	102.6
<b>Fats</b>	<b>110.1</b>	<b>107.2</b>	<b>100.0</b>	<b>118.4</b>	<b>111.0</b>	<b>104.6</b>	<b>111.0</b>	<b>117.2</b>	<b>120.7</b>	<b>122.7</b>
Sugar	101.6	108.0	100.0	103.3	98.6	100.0	103.4	114.1	113.6	108.5
Preserves	98.5	102.7	100.0	92.1	88.9	87.4	98.5	98.3	94.3	103.2
Potatoes (including chips and crisps)	85.1	78.2	100.0	95.9	82.6	95.0	114.4	106.6	95.1	97.2
Fresh green vegetables	95.2	99.4	100.0	115.6	122.4	132.6	132.9	133.0	135.0	140.9
Other vegetables	96.9	93.3	100.0	97.4	100.0	105.0	110.3	122.2	120.5	125.9
<b>Vegetables</b>	<b>91.2</b>	<b>87.7</b>	<b>100.0</b>	<b>100.4</b>	<b>96.6</b>	<b>106.1</b>	<b>116.8</b>	<b>117.3</b>	<b>111.8</b>	<b>115.8</b>
Fresh fruit	101.3	109.0	100.0	106.8	107.9	118.0	118.0	112.8	121.8	126.5
Other fruit	95.8	99.6	100.0	101.3	97.1	101.6	104.1	104.8	108.3	112.2
<b>Fruit</b>	<b>99.4</b>	<b>105.8</b>	<b>100.0</b>	<b>104.9</b>	<b>104.2</b>	<b>112.5</b>	<b>113.3</b>	<b>110.1</b>	<b>117.2</b>	<b>121.7</b>
Bread	88.1	101.0	100.0	101.7	101.4	107.1	111.0	113.4	116.7	118.8
Other cereals	92.9	98.2	100.0	99.9	101.6	102.1	108.5	109.6	113.6	118.7
<b>Cereals</b>	<b>91.0</b>	<b>99.3</b>	<b>100.0</b>	<b>100.7</b>	<b>101.5</b>	<b>104.1</b>	<b>109.5</b>	<b>111.1</b>	<b>114.8</b>	<b>118.7</b>
Beverages	96.0	100.4	100.0	97.8	98.7	98.7	99.1	101.4	98.1	98.0
Miscellaneous foods	80.5	90.4	100.0	106.7	112.3	118.9	121.0	125.5	127.7	140.8
<b>ALL FOODS (a)</b>	<b>96.0</b>	<b>98.8</b>	<b>100.0</b>	<b>103.2</b>	<b>104.5</b>	<b>107.7</b>	<b>111.2</b>	<b>113.9</b>	<b>116.1</b>	<b>121.2</b>

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

TABLE 13  
*Indices of Prices for Main Food Groups, 1956-1965*  
 (1958 = 100)

	Indices of Prices									
	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Liquid milk (excluding school milk)	88.9	99.2	100.0	100.3	99.7	102.8	105.2	106.9	112.3	116.4
Other milk and cream	93.3	99.8	100.0	99.1	98.2	97.7	94.7	94.4	96.0	98.8
Cheese	120.8	107.3	100.0	133.2	125.2	122.5	124.3	127.3	132.5	138.6
Milk, cheese and cream	93.8	100.4	100.0	105.0	103.3	105.2	107.1	108.7	113.8	118.0
Beef and veal	91.7	94.1	100.0	105.8	108.8	109.6	112.4	113.0	125.5	139.3
Mutton and lamb	91.5	98.4	100.0	96.0	100.1	98.3	101.0	102.8	111.9	119.2
Pork	96.7	99.7	100.0	105.8	110.2	111.8	109.8	109.1	116.0	117.7
Carcass meat	92.2	96.1	100.0	102.4	106.1	106.1	108.3	109.3	119.8	129.7
Bacon and ham, uncooked	101.2	98.1	100.0	103.1	101.6	101.0	99.9	103.6	111.6	111.7
Poultry	110.5	103.4	100.0	90.2	86.8	80.6	80.5	76.7	82.1	77.8
Other meat, and meat products	98.0	98.4	100.0	104.1	104.8	107.8	106.9	107.3	111.9	116.7
Meat other than carcass meat	99.7	98.6	100.0	102.7	102.3	102.9	102.1	103.0	108.6	110.2
All meat	95.7	97.3	100.0	102.6	104.2	104.5	105.2	106.1	114.0	119.5
Fresh fish	88.8	93.3	100.0	104.0	110.3	118.3	121.5	123.6	132.1	137.3
Other fish	91.6	95.4	100.0	100.0	102.5	105.8	103.4	105.2	110.4	117.2
Fish	90.3	94.5	100.0	101.7	105.9	111.0	111.2	113.1	119.5	125.8
Eggs	105.7	93.1	100.0	92.2	99.5	99.5	90.3	104.5	86.9	94.1
Butter	137.7	117.7	100.0	136.6	125.8	108.5	120.0	133.0	137.9	137.3
Margarine	98.5	103.7	100.0	101.0	102.6	102.2	101.8	102.7	103.3	111.7
Other fats	99.4	105.2	100.0	97.2	92.2	94.8	92.2	90.6	90.2	94.8
Fats	120.2	112.1	100.0	121.4	114.5	104.8	111.2	118.7	121.7	124.2
Sugar	104.6	113.2	100.0	103.3	102.8	102.3	104.0	114.2	121.1	114.6
Preserves	93.7	100.6	100.0	98.0	98.6	100.5	107.2	110.7	114.6	122.1
Potatoes (including chips and crisps)	81.8	76.8	100.0	95.9	78.8	86.8	113.5	101.8	89.6	90.6
Fresh green vegetables	103.8	98.5	100.0	103.9	101.1	109.9	112.3	118.2	113.5	113.8
Other vegetables	99.0	99.7	100.0	100.4	99.1	101.4	108.9	113.0	110.0	112.4
Vegetables	91.9	88.8	100.0	99.1	90.3	96.6	111.7	109.0	101.6	102.9
Fresh fruit	95.0	98.2	100.0	91.5	94.0	103.3	106.7	104.9	107.6	110.3
Other fruit	100.3	99.8	100.0	98.2	94.0	94.8	96.0	95.1	97.1	100.6
Fruit	96.7	98.7	100.0	93.7	94.0	100.5	103.1	101.6	104.1	107.1
Bread	86.0	102.5	100.0	100.6	104.2	110.6	120.6	127.3	135.8	141.6
Other cereals	96.2	99.3	100.0	99.8	98.4	100.1	102.4	103.1	103.3	109.6
Cereals	92.0	100.6	100.0	100.1	100.7	104.2	109.4	112.4	117.5	121.6
Beverages	95.6	101.2	100.0	100.2	100.2	98.9	99.8	99.4	100.4	101.8
Miscellaneous foods	89.9	96.7	100.0	100.0	100.9	102.8	103.2	104.8	104.0	108.6
ALL FOODS (a)	96.5	98.7	100.0	101.7	101.4	103.0	106.0	108.1	111.1	115.0

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

TABLE 14

## Indices of Real Value of Purchases (a) of Main Food Groups, 1956-1965

(1958 = 100)

	Indices of Real Value of Purchases									
	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
Liquid milk (excluding school milk)	103.4	103.1	100.0	100.8	103.6	104.0	105.2	105.7	102.9	103.4
Other milk and cream	86.4	86.8	100.0	105.2	108.0	112.0	122.3	129.1	128.5	144.8
Cheese	96.5	97.0	100.0	98.6	102.4	102.6	103.9	105.1	105.9	106.3
Milk, cheese and cream	100.9	100.9	100.0	100.8	103.7	104.4	106.3	107.3	105.2	106.9
Beef and veal	104.1	110.1	100.0	89.5	90.8	94.9	93.9	98.4	89.2	84.1
Mutton and lamb	118.2	104.1	100.0	114.6	110.0	111.9	111.1	104.9	104.1	97.9
Pork	89.6	93.0	100.0	94.0	94.6	91.2	107.2	116.0	109.3	130.6
Carcass meat	106.7	106.0	100.0	97.7	97.1	99.5	100.8	102.6	96.2	93.7
Bacon and ham, uncooked	98.1	98.2	100.0	98.8	102.9	101.2	107.2	103.2	102.7	105.0
Poultry	62.0	78.5	100.0	145.8	188.4	269.3	261.1	288.9	312.5	405.0
Other meat, and meat products	94.4	96.1	100.0	98.9	102.7	103.5	106.7	108.1	108.6	108.7
Meat other than carcass meat	93.6	95.7	100.0	101.5	107.4	111.6	115.1	115.8	117.3	122.4
All meat	100.2	101.0	100.0	99.6	102.1	105.4	107.6	109.0	106.2	107.2
Fresh fish	112.8	107.9	100.0	105.0	105.2	99.2	105.3	105.4	104.0	105.5
Other fish	95.2	94.2	100.0	112.1	105.7	108.0	104.1	104.7	110.4	104.5
Fish	102.7	100.0	100.0	109.1	105.4	104.1	104.6	105.0	107.4	104.9
Eggs	100.3	99.7	100.0	104.1	108.9	108.2	108.4	105.1	110.2	111.7
Butter	77.2	88.5	100.0	94.5	93.6	102.2	102.5	98.3	98.6	100.5
Margarine	129.0	115.5	100.0	107.3	105.7	95.2	90.8	95.5	96.2	87.5
Other fats	100.6	95.6	100.0	96.6	98.3	97.1	101.8	105.6	106.0	108.2
Fats	91.6	95.7	100.0	97.5	97.0	99.8	99.8	98.7	99.2	98.8
Sugar	97.1	95.5	100.0	100.0	95.9	97.8	99.4	99.9	93.8	94.6
Preserves	105.1	102.1	100.0	94.0	90.1	86.9	91.9	88.7	82.3	84.5
Potatoes (including chips and crisps)	104.1	101.9	100.0	99.9	104.9	109.5	100.8	104.7	106.1	107.4
Fresh green vegetables	91.6	100.9	100.0	111.3	121.1	120.6	118.3	112.6	119.0	123.8
Other vegetables	97.8	93.6	100.0	97.0	100.9	103.5	101.3	108.1	109.6	112.0
Vegetables	99.2	98.8	100.0	101.3	107.0	109.8	104.6	107.6	110.1	112.5
Fresh fruit	106.6	111.1	100.0	116.7	114.7	114.2	110.6	107.6	113.2	114.7
Other fruit	95.5	99.8	100.0	103.1	103.2	107.3	108.4	110.2	111.5	111.5
Fruit	102.8	107.2	100.0	112.0	110.8	111.9	109.9	108.4	112.6	113.6
Bread	102.4	98.5	100.0	101.1	97.3	96.9	92.0	89.1	86.0	83.9
Other cereals	96.6	98.8	100.0	100.1	103.2	102.0	105.9	106.3	109.9	108.3
Cereals	98.9	98.7	100.0	100.5	100.7	99.9	100.0	98.9	97.8	97.6
Beverages	100.4	99.2	100.0	97.5	98.5	99.8	99.3	101.9	97.7	96.2
Miscellaneous foods	89.6	93.5	100.0	106.8	111.4	115.6	117.3	119.8	122.8	129.7
ALL FOODS (b)	99.6	100.1	100.0	101.4	103.0	104.5	104.9	105.3	104.6	105.4

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

(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 15  
*Household Food Expenditure and Value of Consumption according to Region and Type of Area, 1965*

	Region													Type of Area					
	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern (a)	Conurbations		Other urban areas		Semi-rural areas	Rural areas		
		s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	London	Provincial	Larger towns	Smaller towns	s. d.	s. d.	
1964 Expenditure (b)	33 0	33 6	33 3	31 11	33 3	32 1	32 7	32 8	31 0	32 9	32 9	35 5	33 1	32 11	32 11	32 11	31 10	30 8	
Value of free food (b)	1 0	10 1	1 3	1 6	3 9	4 4	1 7	1 0	2 4	1 2	1 2	6 6	3 3	7 7	9 9	2 2	2 2	3 10	
Value of consumption (b)	33 11	34 3	34 6	33 5	34 0	32 11	34 2	33 7	33 4	34 0	34 0	35 11	33 4	33 6	33 8	33 11	34 7	34 7	
1965 Expenditure (b)	34 5	34 11	33 7	33 10	35 4	33 1	33 4	33 8	34 5	33 11	33 11	36 7	34 1	34 6	34 10	33 7	32 2	32 2	
Value of free food (b)	10	6	11	9	5	1 3	1 7	1 3	1 11	1 2	1 2	5 5	3 3	4 4	10	1 11	3 8	3 8	
Value of consumption (b)	35 4	35 4	34 6	34 7	35 9	34 5	34 11	34 11	36 3	35 0	35 0	37 0	34 4	34 11	35 8	35 6	35 10	35 10	
Expenditure as percentage of that in all households	100	101.5	100.8	96.7	100.8	97.4	98.7	99.0	94.0	99.4	99.4	107.4	100.2	99.8	99.7	96.4	93.1	93.3	
Value of consumption as percentage of that in all households	100	101.2	97.4	98.2	102.5	101.0	96.8	97.7	99.9	98.4	98.4	106.2	99.0	100.2	101.0	97.4	93.3	93.3	
Price index (all foods)	100	100.9	101.7	98.3	100.1	96.9	100.5	99.0	98.1	100.0	100.0	105.8	98.2	98.7	99.1	100.0	101.8	101.8	
"Price of energy" index (all foods) (c)	100	100.1	97.5	97.9	101.2	97.3	98.8	98.8	102.7	99.1	99.1	104.8	97.2	98.8	100.8	100.4	101.4	101.4	
Price index (all foods)	100	104.3	105.3	99.5	100.8	100.5	98.2	101.6	99.5	98.0	98.0	99.9	99.3	99.8	100.4	100.9	102.6	102.6	
"Price of energy" index (all foods) (c)	100	102.6	103.1	99.4	101.6	99.9	98.3	100.5	98.1	98.2	98.2	100.0	101.0	99.4	99.6	100.4	100.9	100.9	
Price index (all foods)	100	98.8	101.9	94.5	99.1	96.1	100.8	100.2	98.5	101.4	101.4	109.5	97.2	100.6	99.1	98.2	96.1	96.1	
"Price of energy" index (all foods) (c)	100	98.2	95.9	96.7	98.4	96.7	99.4	99.5	99.4	102.6	102.6	108.7	98.2	98.4	101.1	99.5	92.8	92.8	

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

(b) per person per week.

(c) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the corresponding quotient for all households. See footnote (1) to paragraph 49.



TABLE 16

*Geographical Variations in Household Consumption of the Main Food Groups, 1956-1965*

(Expressed as percentage deviations from the national average)

REGION	More than 5 per cent above the national average for the decade			Between 95 and 105 per cent of the national average for the decade			More than 5 per cent below the national average for the decade				
	Percentage deviations			Percentage deviations			Percentage deviations				
	1956 to 1965	1956 to 1960	1961 to 1965	1956 to 1965	1956 to 1960	1961 to 1965	1956 to 1965	1956 to 1960	1961 to 1965		
<b>WALES</b>											
Butter	+50	+58	+42	Pork	+5	+12	-1	Fish	-8	-9	-6
Cooking fats	+18	+15	+21	"Other" fruit	+3	+5	+1	Cakes and biscuits	-11	-11	-11
Bread	+15	+16	+14	Tea	+2	+1	+3	Milk	-11	-9	-12
Mutton and lamb	+13	+13	+13	"Other" vegetables	-1	-1	-	Preserves	-15	-16	-15
Bacon and ham (uncooked)	+12	+13	+11	Fresh fruit	-1	+2	-4	Beef and veal	-18	-14	-23
Poultry (uncooked)	+9	+10	+8	Cheese	-2	+3	-6	"Other" cereals	-22	-20	-24
Flour	+9	+18	-2	Eggs	-2	+1	-4	Margarine	-28	-24	-32
Potatoes	+7	-	+14	"Other" meat	-3	-5	-1	Coffee	-44	-51	-37
Fresh green vegetables	+7	+5	+8					Suet and dripping	-47	-58	-33
Sugar	+6	+8	+4								
<b>SCOTLAND</b>											
Cakes and biscuits	+30	+34	+25	Margarine	+5	+4	+6	Sugar	-6	-4	-8
"Other" cereals	+29	+33	+25	"Other" vegetables	+4	+4	+5	Fish	-7	-6	-9
Suet and dripping	+26	+38	+8	Milk	-	+1	-1	Butter	-8	-10	-6
Preserves	+24	+21	+28					Tea	-11	-12	-11
Beef and veal	+24	+24	+24					Cheese	-12	-12	-11
"Other" meat	+21	+22	+20					Fresh fruit	-22	-21	-24
Eggs	+11	+13	+9					"Other" fruit	-25	-28	-23
Bread	+10	+7	+14					Bacon and ham (uncooked)	-31	-36	-27
Potatoes	+8	+10	+7					Poultry (uncooked)	-36	-33	-38
								Flour	-39	-39	-40
								Cooking fats	-46	-49	-44
								Coffee	-51	-54	-49
								Mutton and lamb	-55	-61	-49
								Fresh green vegetables	-60	-61	-59
								Pork	-71	-72	-70
<b>NORTHERN, AND EAST AND WEST RIDINGS</b>											
Flour	+46	+48	+44	Eggs	+4	+4	+4	Sugar	-8	-11	-6
Suet and dripping	+26	+26	+28	Potatoes	-2	-2	-1	Fresh fruit	-8	-8	-7
Margarine	+22	+16	+30	Bread	-2	-	-4	"Other" cereals	-9	-12	-6
Fish	+19	+16	+21	Tea	-2	-1	-2	Pork	-10	-10	-9
Cooking fats	+16	+17	+16	"Other" fruit	-4	-5	-4	Butter	-12	-10	-13
Cakes and biscuits	+13	+11	+15					Milk	-13	-15	-11
Bacon and ham (uncooked)	+13	+15	+12					Coffee	-15	-23	-7
"Other" meat	+10	+13	+7					Fresh green vegetables	-22	-24	-21
"Other" vegetables	+9	+12	+6					Mutton and lamb	-24	-24	-25
Beef and veal	+7	+8	+6					Cheese	-26	-29	-24
Preserves	+7	+5	+10					Poultry (uncooked)	-31	-44	-25

TABLE 16—continued

More than 5 per cent above the national average for the decade	Between 95 and 105 per cent of the national average for the decade						More than 5 per cent below the national average for the decade				
	Percentage deviations			Percentage deviations			Percentage deviations				
	1956 to 1965	1956 to 1960	1961 to 1965	1956 to 1965	1956 to 1960	1961 to 1965	1956 to 1965	1956 to 1960	1961 to 1965		
<b>NORTH WESTERN</b>											
Margarine	+27	+25	+29	Sugar	+4	+3	+5	"Other" cereals	-6	-5	-6
Mutton and lamb	+18	+20	+16	Potatoes	+2	+1	+2	Butter	-8	-6	-9
Bacon and ham (uncooked)	+10	+11	+9	Preserves	—	+4	-4	Beef and veal	-9	-10	-9
Poultry (uncooked)	+9	+16	+6	"Other" meat	—	—	—	Eggs	-9	-7	-10
"Other" vegetables	+6	+8	-3	Fish	—	+2	-2	Fresh fruit	-10	-8	-13
Bread	+6	+6	+5	Milk	-1	-1	-2	Suet and dripping	-12	-10	-11
Cakes and biscuits	+6	+5	+6	Cooking fats	-2	-4	—	Cheese	-12	-12	-12
Tea	+6	+8	+5				"Other" fruit	-14	-14	-14	
							Coffee	-15	-21	-7	
							Flour	-20	-20	-21	
							Fresh green vegetables	-34	-33	-35	
							Pork	-35	-40	-30	
<b>NORTH MIDLAND AND EASTERN</b>											
Flour	+29	+29	+29	Suet and dripping	+5	-2	+11	"Other" meat	-6	-7	-5
Cooking fats	+26	+27	+26	Milk	+1	+1	+1	"Other" vegetables	-6	-7	-5
Coffee	+20	+21	+14	Margarine	+1	+5	-3	Cakes and biscuits	-12	-13	-11
Pork	+19	+24	+15	Beef and veal	-1	-2	—	Poultry (uncooked)	-13	-15	-13
Fresh green vegetables	+17	+14	+19	Potatoes	-1	-1	-2	Mutton and lamb	-16	-17	-15
"Other" fruit	+14	+16	+12	Fresh fruit	-1	-5	+3				
Cheese	+8	+8	+7	Bread	-1	—	-3				
Sugar	+6	+6	+6	Tea	-1	-1	-1				
				Preserves	-2	-1	-3				
				"Other" cereals	-2	-4	—				
				Butter	-4	-5	-3				
				Eggs	-4	-4	-3				
				Fish	-4	-5	-2				
				Bacon and ham (uncooked)	-5	-3	-7				
<b>MIDLAND</b>											
Pork	+45	+52	+38	Potatoes	+5	+4	+7	"Other" meat	-7	-7	-7
Bacon and ham (uncooked)	+20	+23	+17	Milk	+3	+3	+2	Eggs	-8	-10	-6
Mutton and lamb	+17	+21	+13	"Other" fruit	+3	+4	+1	Fish	-8	-6	-9
Cheese	+16	+15	+16	Poultry (uncooked)	+1	—	+2	"Other" vegetables	-9	-11	-8
Fresh green vegetables	+16	+15	+18	Butter	—	+2	-1	Beef and veal	-9	-9	-9
Sugar	+12	+13	+11	Fresh fruit	-1	-1	-1	Margarine	-9	-11	-7
Bread	+11	+12	+11				"Other" cereals	-10	-8	-12	
Cooking fats	+9	+11	+8				Cakes and biscuits	-16	-15	-17	
Tea	+7	+8	+7				Preserves	-24	-27	-21	
Coffee	-7	+5	+7				Flour	-27	-32	-22	
							Suet and dripping	-47	-48	-44	
<b>SOUTH WESTERN</b>											
Pork	+38	+41	+36	Milk	+3	+4	+3	Mutton and lamb	-6	-10	-3
Fresh green vegetables	+38	+34	+42	Cakes and biscuits	+3	+4	+2	"Other" meat	-7	-8	-7
Coffee	+27	+33	+19	Potatoes	+2	+4	-1	"Other" cereals	-7	-11	-4
Flour	+20	+20	+20	"Other" fruit	+2	+1	+3	Bacon and ham (uncooked)	-8	-8	-7
Butter	+15	+14	+15	Beef and veal	+1	+4	-3	"Other" vegetables	-9	-12	-6
Suet and dripping	+14	+8	+22	Eggs	-2	-3	—	Preserves	-10	-6	-16
Cheese	+13	+12	+15	Bread	-2	-3	-1	Fish	-17	-19	-15
Cooking fats	+10	+13	+7	Tea	-2	-5	—	Margarine	-19	-17	—
Poultry (uncooked)	+8	+11	+6	Sugar	-3	-5	—				
				Fresh fruit	-4	-6	-2				

TABLE 16—continued

	More than 5 per cent above the national average for the decade			Between 95 and 105 per cent of the national average for the decade			More than 5 per cent below the national average for the decade				
	Percentage deviations			Percentage deviations			Percentage deviations				
	1956 to 1965	1956 to 1960	1961 to 1965	1956 to 1965	1956 to 1960	1961 to 1965	1956 to 1965	1956 to 1960	1961 to 1965		
<b>SOUTH EASTERN AND SOUTHERN</b>											
Coffee	+37	+36	+35	Suet and dripping	+5	+2	+8	Fish	-6	-6	-6
Fresh green vegetables	+32	+32	+32	Flour	+3	+3	+3	Cakes and biscuits	-7	-8	-7
Cheese	+20	+20	+19	Butter	+3	+1	+4	Cooking fats	-9	-7	-10
Mutton and lamb	+16	+15	+15	Eggs	+1	+1	+1	Bread	-9	-6	-12
Poultry (uncooked)	+14	+7	+17	Sugar	+1	+3	-1	Potatoes	-10	-6	-13
Fresh fruit	+11	+7	+15	"Other" vegetables	—	-1	+2	Beef and veal	-12	-10	-13
"Other" fruit	+11	+7	+14	Tea	-4	-3	-5				
Pork	+7	+2	+12	Margarine	-5	-2	-10				
Preserves	+7	+9	+5	Bacon and ham (uncooked)	-5	-5	-6				
Milk	+7	+6	+8	"Other" meat	-5	-6	-5				
"Other" cereals	+6	+4	+6								
<b>TYPE OF AREA</b>											
<b>LONDON CONURBATION</b>											
Poultry (uncooked)	+46	+49	+44	Butter	+4	+2	+7	"Other" meat	-6	-7	-6
Mutton and lamb	+39	+38	+41	Eggs	+4	+4	+3	Suet and dripping	-9	-4	-14
Fresh green vegetables	+30	+28	+31	Tea	+3	+2	+5	Cakes and biscuits	-12	-10	-13
Fresh fruit	+29	+30	+28	Beef and veal	+3	+1	+5	Bread	-13	-14	-12
Pork	+24	+15	+31	Preserves	-2	-2	-3	Cooking fats	-15	-16	-15
Coffee	+20	+21	+21	Sugar	-3	-3	-4	Flour	-20	-22	-17
Cheese	+11	+10	+12	"Other" vegetables	-3	-3	-3	Margarine	-23	-20	-28
"Other" fruit	+11	+10	+12	Bacon and ham (uncooked)	-4	-6	-2				
"Other" cereals	+9	+12	+5	Potatoes	-4	-4	-5				
Milk	+8	+8	+8								
Fish	+8	+9	+7								
<b>PROVINCIAL CONURBATIONS</b>											
Margarine	+13	+10	+16	Bacon and ham (uncooked)	+4	+6	+1	Poultry (uncooked)	-6	-2	-8
Cakes and biscuits	+8	+6	+10	Potatoes	+3	+3	+3	Fresh fruit	-8	-5	-11
"Other" meat	+7	+6	+7	Tea	+3	+6	—	Butter	-9	-8	-11
Fish	+6	+6	+6	Mutton and lamb	+3	+9	-3	Cooking fats	-9	-9	-9
"Other" vegetables	+6	+8	+5	Sugar	-2	-1	-3	Suet and dripping	-9	-10	-11
Bread	+6	+7	+5	Beef and veal	-2	-3	-2	Cheese	-14	-13	-16
				Eggs	-3	-2	-3	"Other" fruit	-14	-13	-16
				Preserves	-3	-3	-3	Pork	-18	-16	-20
				"Other" cereals	-4	-4	-5	Flour	-20	-21	-18
				Liquid milk	-5	-4	-7	Coffee	-20	-28	-16
								Fresh green vegetables	-27	-26	-29

TABLE 16—continued

More than 5 per cent above the national average for the decade				Between 95 and 105 per cent of the national average for the decade				More than 5 per cent below the national average for the decade			
Percentage deviations				Percentage deviations				Percentage deviations			
1956 to 1965	1956 to 1960	1956 to 1965		1956 to 1965	1956 to 1960	1956 to 1965		1956 to 1965	1956 to 1960	1956 to 1965	
<b>OTHER URBAN AREAS</b>											
Suet and dripping	+ 7	+ 4	+ 8	Cooking fats	+ 5	+ 6	+ 5	Mutton and lamb	- 9	- 10	- 7
				Flour	+ 3	+ 3	+ 2	Poultry (uncooked)	- 12	- 21	- 8
				"Other" meat	+ 2	+ 2	+ 1				
				"Other" fruit	+ 2	+ 2	+ 2				
				Cakes and biscuits	+ 2	+ 3	+ 1				
				Fish	+ 1	+ 1	+ 1				
				Potatoes	+ 1	—	+ 1				
				"Other" vegetables	+ 1	—	+ 1				
				Cheese	- 1	- 1	- 1				
				Margarine	- 1	- 1	- 2				
				Preserves	- 1	—	- 2				
				Liquid milk	- 2	- 2	- 1				
				Eggs	- 2	- 2	- 2				
				"Other" cereals	- 2	- 2	- 2				
				Coffee	- 2	—	- 2				
				Beef and veal	- 3	- 3	- 3				
				Bacon and ham (uncooked)	- 3	- 2	- 4				
				Fresh fruit	- 4	+ 6	- 3				
				Butter	—	—	—				
				Fresh green vegetables	—	- 1	+ 1				
				Bread	—	- 1	—				
				Tea	—	- 1	+ 1				
				Pork	—	—	—				
				Sugar	—	—	—				
<b>SEMI-RURAL AREAS</b>											
Flour	+ 24	+ 26	+ 21	Margarine	+ 5	- 7	- 2	Fish	- 12	- 11	- 12
Coffee	+ 12	+ 8	+ 14	Suet and dripping	- 5	- 8	—	Mutton and lamb	- 13	- 15	- 11
Cooking fats	+ 11	+ 11	+ 11	Preserves	- 5	+ 7	+ 4				
Fresh green vegetables	+ 8	+ 6	+ 11	Sugar	+ 4	+ 3	+ 4				
Cheese	+ 7	+ 3	+ 11	Bacon and ham (uncooked)	+ 4	+ 4	+ 5				
Butter	+ 6	+ 4	+ 9	Bread	+ 3	+ 5	+ 2				
"Other" fruit	+ 6	+ 4	+ 7	Liquid milk	+ 2	+ 1	+ 3				
				Beef and veal	+ 2	+ 5	- 1				
				Eggs	+ 1	—	+ 2				
				Pork	- 1	- 1	+ 4				
				Potatoes	- 1	—	- 3				
				"Other" cereals	- 2	- 2	- 2				
				Poultry (uncooked)	- 3	- 3	- 3				
				"Other" meat	- 3	- 2	- 4				
				Fresh fruit	- 3	- 7	+ 2				
				"Other" vegetables	- 5	- 5	- 5				
				Cakes and biscuits	- 5	- 5	- 6				
				Tea	- 5	- 6	- 4				
<b>RURAL AREAS</b>											
Flour	- 45	+ 49	+ 40	Cooking fats	+ 1	+ 4	—	Pork	- 6	+ 4	- 14
Preserves	+ 20	+ 12	+ 29	Cakes and biscuits	+ 1	- 3	+ 4	"Other" meat	- 7	- 7	- 6
Beef and veal	+ 16	+ 14	+ 18	Potatoes	- 3	- 2	- 5	"Other" vegetables	- 8	- 11	- 6
Margarine	+ 15	+ 10	+ 20	Fresh green vegetables	- 4	- 3	- 6	Tea	- 9	- 10	- 8
"Other" cereals	+ 15	+ 6	+ 23	"Other" fruit	- 4	- 4	- 5	Fresh fruit	- 11	- 11	- 11
Cheese	+ 12	+ 16	+ 7	Suet and dripping	- 5	- 6	- 3	Fish	- 21	- 25	- 17
Eggs	+ 12	+ 10	+ 13	Poultry (uncooked)	- 5	+ 31	- 21	Mutton and lamb	- 23	- 27	- 19
Sugar	+ 11	+ 9	+ 13	Coffee	—	+ 5	- 2				
Bread	+ 10	+ 11	+ 8								
Butter	+ 9	+ 14	+ 4								
Bacon and ham (uncooked)	+ 8	—	+ 15								
Liquid milk	+ 6	+ 6	+ 7								

TABLE 17  
Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1965

	Class										All house- holds	
	A			B	C	D		O.A.P.	s. d.	All house- holds		
	A1	A2	All			Excluding with earners (D1)	O.A.P. without earners (D2)					
1964	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure (a)	44 10	35 4	37 7	33 0	31 4	31 6	32 7	32 4	32 4	33 0	33 0	33 0
Value of free food (a)	2 0	1 3	1 5	11	10	6	1 2	10	10	1 0	1 0	1 0
Value of consumption (a)	46 10	36 7	39 0	33 11	32 3	32 0	33 8	33 2	33 2	33 11	33 11	33 11
1965	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure (a)	41 9	36 2	37 6	34 2	33 5	34 1	33 3	34 9	34 9	34 5	34 5	34 5
Value of free food (a)	1 5	1 1	1 2	9	11	1 0	8	10	10	1 0	1 0	1 0
Value of consumption (a)	43 2	37 3	38 8	34 11	34 4	35 1	33 11	35 7	35 7	35 4	35 4	35 4
Expenditure as percentage of that in all households, 1964	136.0	107.2	113.9	100.0	95.0	95.5	98.8	97.9	97.9	100	100	100
1965	121.1	104.9	108.9	99.2	97.0	99.0	96.5	100.8	100.8	100	100	100
Value of consumption as percentage of that in all households, 1964	138.0	107.8	114.8	100.0	94.9	94.3	99.3	97.7	97.7	100	100	100
1965	122.2	105.4	109.5	98.8	97.2	99.3	96.1	100.6	100.6	100	100	100
Price index (all foods)	108.6	102.8	104.3	100.1	98.6	97.4	97.9	97.9	97.9	100	100	100
1965	107.9	102.2	103.6	99.8	99.0	99.1	100.2	98.3	98.3	100	100	100
*Price of energy' index (b) (all foods)	132.2	110.4	115.6	100.5	94.3	93.3	97.4	96.9	96.9	100	100	100
1965	127.4	109.1	113.5	99.7	95.4	94.8	97.3	97.6	97.6	100	100	100

(a) Per person per week.

(b) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the corresponding quotient for all households. See footnote (1) to paragraph 49.

**TABLE 18**  
**Household Food Expenditure according to Social Class, 1965**  
 (pence per person per week)

	Class									
	A			B	C	D		O.A.P.	All households	
	A1	A2	All			with earners (D1)	without earners (D2)			
<b>MILK AND CREAM</b>										
Liquid milk—full price	46.23	39.71	41.33	34.67	32.90	35.99	36.52	45.57	35.87	
Liquid milk—wellfare	2.42	3.74	3.42	3.74	2.96	1.56	1.34	0.05	3.08	
<b>Total Liquid Milk</b>	<b>48.65</b>	<b>43.45</b>	<b>44.75</b>	<b>38.41</b>	<b>35.86</b>	<b>37.55</b>	<b>37.86</b>	<b>45.62</b>	<b>38.95</b>	
Condensed Milk	0.92	1.18	1.11	1.45	1.61	1.83	2.33	1.48	1.48	
Dried and other milk	1.54	1.62	1.59	1.37	1.17	1.22	0.78	0.24	1.26	
Cream	6.77	3.05	3.96	1.82	1.42	1.12	1.51	1.45	1.97	
<b>Total Milk and Cream</b>	<b>57.88</b>	<b>49.30</b>	<b>51.41</b>	<b>43.05</b>	<b>40.06</b>	<b>41.72</b>	<b>42.48</b>	<b>48.79</b>	<b>43.66</b>	
<b>CHEESE:</b>										
Natural	10.45	9.05	9.38	7.36	7.24	8.04	7.60	8.99	7.77	
Processed	1.95	1.28	1.45	1.26	1.32	1.36	1.90	1.22	1.32	
<b>Total Cheese</b>	<b>12.40</b>	<b>10.33</b>	<b>10.83</b>	<b>8.62</b>	<b>8.56</b>	<b>9.40</b>	<b>9.50</b>	<b>10.21</b>	<b>9.09</b>	
<b>MEAT:</b>										
Beef	42.87	34.42	36.51	30.89	31.00	33.71	30.20	31.95	31.98	
Veal	1.32	0.22	0.48	0.23	0.11	0.03	0.32	0.28	0.23	
Mutton and lamb	24.78	19.40	20.72	17.08	16.58	18.28	16.08	22.21	17.82	
Pork	10.72	9.80	10.00	9.66	8.94	6.97	8.94	8.48	9.27	
<b>Total Carcase Meat</b>	<b>79.69</b>	<b>63.84</b>	<b>67.71</b>	<b>57.86</b>	<b>56.63</b>	<b>58.99</b>	<b>55.54</b>	<b>62.92</b>	<b>59.30</b>	
Bacon and ham, uncooked	19.12	17.61	18.00	17.59	17.69	17.85	17.06	18.47	17.72	
Poultry	13.54	11.14	11.76	8.67	7.70	5.94	7.17	8.74	8.70	
Other meat (a)	37.10	33.18	34.14	36.41	37.86	36.80	30.42	29.20	35.96	
<b>Total Meat</b>	<b>149.45</b>	<b>125.77</b>	<b>131.61</b>	<b>120.53</b>	<b>119.88</b>	<b>119.58</b>	<b>110.19</b>	<b>119.33</b>	<b>121.68</b>	
<b>FISH:</b>										
Fresh	14.05	9.75	10.79	8.09	8.08	8.46	9.49	11.52	8.71	
Processed and shell (b)	4.15	2.76	3.10	1.71	1.55	1.84	1.69	2.09	1.91	
Prepared (c)	4.50	7.04	6.42	7.89	8.67	9.41	6.31	7.80	7.92	
<b>Total Fish</b>	<b>22.70</b>	<b>19.55</b>	<b>20.31</b>	<b>17.69</b>	<b>18.30</b>	<b>19.71</b>	<b>17.49</b>	<b>21.41</b>	<b>18.54</b>	

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

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.

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

TABLE 18—continued  
(pence per person per week)

	Class									
	A				C	D		All households		
	A1	A2	All	B		with earners (D1)	without earners (D2)		O.A.P.	
EGGS	22.07	18.58	19.46	17.78	17.23	17.30	18.76	18.14	17.87	
FATS:										
Butter	20.72	17.70	18.44	16.52	15.90	16.92	19.34	20.74	16.92	
Margarine	3.60	3.93	3.86	4.48	5.26	5.26	4.74	3.92	4.63	
Lard and compound cooking fat	2.05	2.36	2.30	2.54	2.49	2.60	2.49	2.26	2.48	
Other fats	1.81	1.18	1.33	1.12	1.02	0.75	0.86	0.69	1.06	
Total Fats	28.18	25.17	25.93	24.66	24.72	25.53	27.43	27.61	25.09	
SUGAR AND PRESERVES:										
Sugar	9.13	9.35	9.30	9.61	10.38	10.80	10.80	11.31	9.98	
Honey, preserves, syrup and treacle	4.78	4.44	4.50	3.94	3.91	4.37	5.54	5.31	4.16	
Total Sugar and Preserves	13.91	13.79	13.80	13.55	14.29	15.17	16.34	16.62	14.14	
VEGETABLES:										
Potatoes (including chips and crisps)	11.38	11.96	11.84	14.95	15.20	16.10	12.08	11.22	14.29	
Fresh green	14.27	11.84	12.46	9.36	7.79	8.53	8.90	8.39	9.21	
Other vegetables (d)	16.86	14.51	15.08	14.32	13.36	13.46	11.80	9.77	13.73	
Total vegetables	42.51	38.31	39.38	38.63	36.35	38.09	32.78	29.38	37.23	
FRUIT: (f)										
Fresh	41.05	28.93	31.85	22.91	19.11	19.67	21.67	19.84	22.71	
Other (e)	15.58	13.65	14.12	10.71	9.02	7.88	8.65	7.95	10.37	
Total Fruit	56.63	42.58	45.97	33.62	28.13	27.55	30.32	27.79	33.08	
CEREALS:										
Brown bread	2.82	2.01	2.21	1.89	1.90	2.88	3.24	3.50	2.10	
White bread	12.39	16.25	15.29	19.69	22.31	22.82	19.81	19.48	19.96	
Wholewheat and wholemeal bread	1.22	0.77	0.88	0.38	0.31	0.40	0.58	0.69	0.46	
Other bread (g)	3.30	3.11	3.16	3.24	3.15	3.90	3.89	3.50	3.23	
Total Bread	19.73	22.14	21.54	25.20	27.67	30.00	27.52	27.17	25.75	

(d) Includes dried and canned vegetables, and vegetable products.  
 (e) Includes dried, canned or bottled fruit.  
 (f) Including tomatoes.  
 (g) Includes rolls, fruit bread, sandwiches and milk bread.

**TABLE 18—continued**  
 (pence per person per week)

	Class										All households
	A			B	C	D		O.A.P.			
	A1	A2	All			with earners (D1)	Excluding O.A.P. without earners (D2)				
<b>CEREALS:—contd.</b>											
Flour . . . . .	2.60	2.90	2.84	2.74	2.93	3.49	2.96	3.52			2.90
Cakes (h) . . . . .	13.31	12.74	12.86	14.00	14.16	13.72	13.39	14.63			13.90
Biscuits . . . . .	12.86	11.89	12.15	11.26	11.04	10.36	11.65	10.91			11.29
Oatmeal and oat products . . . . .	0.81	0.74	0.75	0.82	0.96	1.20	1.34	1.64			0.93
Breakfast cereals . . . . .	5.27	4.35	4.56	4.12	3.51	2.98	2.03	2.19			3.79
Other cereals . . . . .	4.15	4.51	4.43	4.41	4.18	4.32	3.48	3.87			4.27
<b>Total Cereals</b> . . . . .	<b>58.73</b>	<b>59.27</b>	<b>59.13</b>	<b>62.55</b>	<b>64.45</b>	<b>66.07</b>	<b>62.37</b>	<b>63.93</b>			<b>62.83</b>
<b>BEVERAGES:</b>											
Tea . . . . .	9.50	9.99	9.88	11.24	12.78	15.19	14.17	17.24			12.08
Coffee . . . . .	9.11	6.42	7.09	4.29	3.74	2.89	4.96	3.85			4.49
Cocoa . . . . .	0.91	0.62	0.69	0.54	0.49	0.32	0.79	0.74			0.56
Branded food drinks . . . . .	1.03	0.98	0.99	0.80	0.82	0.81	0.60	1.77			0.88
<b>Total Beverages</b> . . . . .	<b>20.55</b>	<b>18.01</b>	<b>18.65</b>	<b>16.87</b>	<b>17.83</b>	<b>19.21</b>	<b>20.52</b>	<b>23.60</b>			<b>18.01</b>
<b>MISCELLANEOUS:</b>											
Soups, canned, dehydrated and powdered . . . . .	3.96	3.29	3.45	3.69	3.58	3.32	2.62	3.01			3.55
Other foods (i) . . . . .	11.48	10.01	10.40	8.91	7.85	6.59	8.12	7.10			8.59
<b>Total Miscellaneous</b> . . . . .	<b>15.44</b>	<b>13.30</b>	<b>13.85</b>	<b>12.60</b>	<b>11.43</b>	<b>9.91</b>	<b>10.74</b>	<b>10.11</b>			<b>12.14</b>
<b>TOTAL EXPENDITURE</b> . . . . .	<b>500.56</b> (41s. 9d.)	<b>433.88</b> (36s. 2d.)	<b>450.41</b> (37s. 6d.)	<b>410.14</b> (34s. 2d.)	<b>401.27</b> (33s. 5d.)	<b>409.24</b> (34s. 1d.)	<b>398.98</b> (33s. 3d.)	<b>416.94</b> (34s. 9d.)			<b>413.47</b> (34s. 5d.)

(i) Spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, ice-cream (served as part of a meal) and items on which expenditure only was recorded.

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



TABLE 19  
Household Food Consumption according to Social Class, 1965  
(oz. per person per week except where otherwise stated)

	Class										All households	
	A			B	C	D			O.A.P.			
	A1	A2	All			Excluding O.A.P. with earners (D1)	O.A.P. without earners (D2)					
MILK AND CREAM:												
Liquid milk—full price (pt.)	4.86	4.34	4.47	3.80	3.67	4.06	4.00	4.91	3.94			
Liquid milk—welfare and school (pt.)	0.73	1.08	0.99	1.08	0.89	0.54	0.61	0.02	0.91			
Total Liquid Milk (pt.)	5.59	5.42	5.46	4.88	4.56	4.60	4.61	4.93	4.85			
Condensed milk (eq. pt.)	0.11	0.14	0.13	0.17	0.18	0.21	0.25	0.17	0.17			
Dried and other milk (pt. or eq. pt.)	0.07	0.14	0.12	0.16	0.16	0.16	0.08	0.03	0.14			
Cream (pt.)	0.08	0.04	0.05	0.03	0.02	0.02	0.03	0.02	0.03			
Total Milk and Cream (pt. or eq. pt.)	5.85	5.74	5.76	5.24	4.92	4.99	4.97	5.15	5.19			
CHEESE:												
Natural	3.38	3.23	3.26	2.72	2.69	2.94	2.77	3.34	2.84			
Processed	0.49	0.35	0.38	0.34	0.36	0.36	0.50	0.34	0.36			
Total Cheese	3.87	3.58	3.64	3.06	3.05	3.30	3.27	3.68	3.20			
MEAT:												
Beef	9.48	8.19	8.52	7.78	7.90	8.84	7.33	8.58	8.02			
Veal	0.23	0.05	0.10	0.06	0.04	0.01	0.14	0.09	0.06			
Mutton and lamb	7.64	6.15	6.52	5.63	5.62	5.94	5.37	7.80	5.90			
Pork	3.20	2.89	2.95	2.88	2.74	2.09	2.86	2.70	2.80			
Total Carcass Meat	20.55	17.28	18.09	16.35	16.30	16.88	15.70	19.17	16.78			
Bacon and ham, uncooked	5.44	5.30	5.35	5.38	5.46	5.37	5.42	5.89	5.43			
Poultry	5.21	4.16	4.43	3.44	3.02	2.29	2.46	3.32	3.38			
Other meat (a)	11.56	10.83	10.99	12.15	12.86	12.53	10.36	9.67	12.01			
Total Meat	42.76	37.57	38.86	37.32	37.64	37.07	33.94	38.05	37.60			

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

**TABLE 19—continued**  
 (oz. per person per week except where otherwise stated)

	Class										All households	
	A			B	C	D		O.A.P.				
	A1	A2	All			Excluding O.A.P. with earners (D1)	without earners (D2)					
<b>FISH:</b>												
Fresh	4.19	3.24	3.48	2.84	2.93	3.26	3.36	4.32	3.07			
Processed and shell (b)	1.44	0.88	1.01	0.66	0.60	0.81	0.68	0.90	0.73			
Prepared (c)	1.03	1.72	1.53	1.94	2.25	2.33	1.62	1.89	1.98			
<b>Total Fish</b>	<b>6.66</b>	<b>5.84</b>	<b>6.02</b>	<b>5.44</b>	<b>5.78</b>	<b>6.40</b>	<b>5.66</b>	<b>7.11</b>	<b>5.78</b>			
<b>EGGS (No.)</b>	<b>5.50</b>	<b>5.00</b>	<b>5.12</b>	<b>4.70</b>	<b>4.70</b>	<b>4.91</b>	<b>4.71</b>	<b>4.73</b>	<b>4.78</b>			
Eggs purchased (No.)	5.15	4.62	4.75	4.48	4.34	4.29	4.60	4.48	4.47			
<b>FATS:</b>												
Butter	7.22	6.41	6.62	6.01	5.74	6.02	6.91	7.37	6.10			
Margarine	2.20	2.56	2.48	2.96	3.47	3.55	2.95	2.51	3.04			
Lard and compound cooking fat	1.43	1.90	1.80	2.18	2.20	2.34	2.16	1.99	2.12			
Other fats	0.88	0.60	0.66	0.62	0.62	0.42	0.54	0.43	0.60			
<b>Total Fats</b>	<b>11.73</b>	<b>11.47</b>	<b>11.56</b>	<b>11.77</b>	<b>12.03</b>	<b>12.33</b>	<b>12.56</b>	<b>12.30</b>	<b>11.86</b>			
<b>SUGAR AND PRESERVES:</b>												
Sugar	14.60	15.98	15.64	17.06	18.40	18.98	18.48	20.06	17.56			
Honey, preserves, syrup and treacle	3.16	3.14	3.14	2.82	2.88	3.48	3.77	3.94	2.99			
<b>Total Sugar and Preserves</b>	<b>17.76</b>	<b>19.12</b>	<b>18.78</b>	<b>19.88</b>	<b>21.28</b>	<b>22.46</b>	<b>22.25</b>	<b>24.00</b>	<b>20.55</b>			
<b>VEGETABLES:</b>												
Potatoes (including chips and crisps)	42.66	46.06	45.41	56.04	59.15	63.75	44.29	45.82	54.78			
Fresh green	18.84	16.69	17.26	14.84	14.55	14.59	15.13	16.87	15.22			
Other vegetables (d)	18.45	17.33	17.64	18.39	18.36	19.85	16.19	15.21	18.04			
<b>Total Vegetables</b>	<b>79.95</b>	<b>80.08</b>	<b>80.31</b>	<b>89.27</b>	<b>92.06</b>	<b>98.19</b>	<b>75.61</b>	<b>77.90</b>	<b>88.04</b>			
<b>FRUIT: (f)</b>												
Fresh	40.96	29.98	32.67	22.86	18.76	18.62	20.80	20.18	22.71			
Other (e)	10.19	9.50	9.70	7.68	6.63	5.86	6.37	5.79	7.43			
<b>Total Fruit</b>	<b>51.15</b>	<b>39.48</b>	<b>42.37</b>	<b>30.54</b>	<b>25.39</b>	<b>24.48</b>	<b>27.17</b>	<b>25.97</b>	<b>30.14</b>			

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.  
 (c) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish) and fish products.  
 (d) Includes dried and canned vegetables, and vegetable products.  
 (e) Includes dried, canned or bottled fruit.  
 (f) Including tomatoes.

TABLE 19—continued  
(oz. per person per week except where otherwise stated)

	Class										All households	
	A			B	C	D		O.A.P.				
	A1	A2	All			Excluding O.A.P. with earners (D1)	O.A.P. without earners (D2)					
<b>CEREALS:</b>												
Brown bread . . . . .	3.82	2.69	2.97	2.57	2.60	3.54	4.35	4.73	2.84			2.84
White bread . . . . .	20.96	27.89	26.18	33.96	38.63	39.26	33.60	31.80	34.32			34.32
Wholewheat and wholemeal bread . . . . .	1.74	1.14	1.29	0.58	0.46	0.59	0.86	1.04	0.69			0.69
Other bread (g) . . . . .	2.61	2.59	2.59	2.74	2.68	3.31	3.34	3.20	2.75			2.75
<b>Total Bread . . . . .</b>	<b>29.13</b>	<b>34.31</b>	<b>33.03</b>	<b>39.85</b>	<b>44.37</b>	<b>46.70</b>	<b>42.15</b>	<b>40.77</b>	<b>40.60</b>			<b>40.60</b>
Flour . . . . .	5.46	6.22	6.07	5.83	6.07	7.17	6.07	7.30	6.09			6.09
Cakes (h) . . . . .	5.52	5.80	5.72	6.77	6.94	6.85	6.43	7.84	6.73			6.73
Biscuits . . . . .	5.70	5.71	5.73	5.81	5.80	5.45	6.43	6.26	5.83			5.83
Oatmeal and oat products . . . . .	0.78	0.78	0.78	0.80	1.05	1.32	1.48	1.95	0.99			0.99
Breakfast cereals . . . . .	2.58	2.26	2.33	2.14	1.82	1.61	1.07	1.20	1.97			1.97
Other cereals . . . . .	2.96	3.51	3.37	3.58	3.60	4.14	3.19	3.98	3.58			3.58
<b>Total Cereals . . . . .</b>	<b>52.13</b>	<b>58.59</b>	<b>57.03</b>	<b>64.78</b>	<b>69.65</b>	<b>73.44</b>	<b>66.82</b>	<b>69.30</b>	<b>65.79</b>			<b>65.79</b>
<b>BEVERAGES:</b>												
Tea . . . . .	1.88	2.13	2.07	2.43	2.80	3.29	3.02	3.68	2.61			2.61
Coffee . . . . .	1.05	0.62	0.73	0.41	0.37	0.31	0.48	0.45	0.44			0.44
Cocoa . . . . .	0.30	0.21	0.23	0.18	0.16	0.10	0.26	0.23	0.18			0.18
Branded food drinks . . . . .	0.24	0.23	0.23	0.19	0.19	0.18	0.13	0.41	0.21			0.21
<b>Total Beverages . . . . .</b>	<b>3.47</b>	<b>3.19</b>	<b>3.26</b>	<b>3.21</b>	<b>3.52</b>	<b>3.88</b>	<b>3.89</b>	<b>4.77</b>	<b>3.44</b>			<b>3.44</b>

(g) Includes buns, scones, teacakes and crumpets.

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

TABLE 20  
 Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1965

	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	s. d.	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	s. d.	s. d.	s. d.	s. d.							
1964																				
Expenditure (a)	39 8	46 0	46 0	35 2	28 8	25 1	21 11	38 9	28 11	38 3	36 10	28 9								
Value of free food (a)	1 3	1 4	1 4	11	9	10	6	1 1	11	1 2	1 3	11								
Value of consumption (a)	40 11	47 4	47 4	36 1	29 5	25 11	22 5	39 11	29 11	39 6	38 1	29 8								
1965																				
Expenditure (a)	42 5	46 1	46 1	35 10	30 2	26 7	22 10	40 6	30 3	40 4	38 3	29 7								
Value of free food (a)	1 2	1 1	1 1	11	9	7	8	1 0	9	1 1	8	11								
Value of consumption (a)	43 8	47 2	47 2	36 9	30 11	27 3	23 6	41 7	31 0	41 5	38 11	30 6								
Expenditure as percentage of that in all households	120.3	139.5	139.5	106.6	87.0	76.0	66.4	117.6	87.8	116.1	111.6	87.3								
Value of consumption as percentage of that in all households	123.2	133.7	133.7	104.0	87.5	77.2	66.3	117.6	87.8	117.1	111.0	85.8								
Price index (all foods)	120.5	139.5	139.5	106.2	86.7	76.2	65.9	117.5	88.1	116.3	112.1	87.4								
"Price of energy" index (all foods)	123.5	133.5	133.5	104.0	87.4	77.0	66.5	117.6	87.7	117.2	110.2	86.2								
Price index (all foods)	101.0	103.5	103.5	101.3	99.7	97.3	94.6	100.7	97.4	102.9	101.4	99.0								
"Price of energy" index (all foods)	101.1	103.5	103.5	101.0	99.3	98.7	96.1	100.5	98.1	101.1	100.5	99.2								
Price index (all foods)	105.6	113.8	113.8	103.4	96.6	89.8	81.2	104.0	90.9	108.4	104.2	95.4								
"Price of energy" index (all foods)	105.9	111.5	111.5	103.0	96.4	91.7	82.4	104.2	92.1	106.0	103.5	96.4								

(a) Per person per week.  
 (b) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the corresponding quotient for all households. See footnote (1) to paragraph 49.

TABLE 21  
Household Food Expenditure according to Household Composition, 1965

(pence per person per week)

	Households with one man and one woman and						Other households with			
	no other		children only				adults only	adolescents but no children	adolescents and 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				
MILK AND CREAM:										
Liquid milk—full price	47.88	45.02	34.78	28.34	25.42	19.93	42.54	33.97	46.18	30.04
Liquid milk—welfare	—	1.05	5.30	7.04	7.62	6.72	0.02	1.65	0.10	3.53
Total Liquid Milk	47.88	46.07	40.08	35.38	33.04	26.65	42.56	33.62	46.28	33.57
Condensed milk	1.70	2.06	1.67	1.45	1.18	1.47	1.65	1.10	1.58	1.32
Dried and other milk	0.33	0.65	2.09	2.36	2.27	2.07	0.70	0.45	0.48	1.73
Cream	2.78	3.37	1.87	1.56	1.30	0.88	2.83	1.17	2.59	1.56
Total Milk and Cream	52.69	52.15	45.71	40.75	37.79	31.07	47.74	38.34	50.93	38.18
CHEESE:										
Natural	10.99	11.17	7.09	6.41	5.00	4.17	9.90	6.46	9.88	6.40
Processed	1.31	1.51	1.50	1.32	1.14	0.92	1.40	1.14	1.60	1.04
Total Cheese	12.30	12.68	8.59	7.73	6.14	5.09	11.30	7.60	11.48	7.44
MEAT:										
Beef	43.46	45.30	32.18	24.13	21.12	18.72	42.51	25.07	41.01	25.45
Veal	0.46	0.45	0.34	0.06	0.05	0.20	0.39	0.11	0.38	0.07
Mutton and lamb	27.70	24.33	17.42	13.53	11.98	9.46	20.45	14.26	23.87	14.54
Pork	12.67	16.31	9.84	8.70	4.48	3.58	11.12	6.52	11.48	7.29
Total Carcase Meat	84.29	86.39	59.78	46.42	37.63	31.96	74.47	45.96	76.74	47.35
Bacon and ham, uncooked	23.94	24.52	17.80	14.25	11.48	8.90	22.18	15.36	22.64	15.27
Poultry	13.96	13.54	8.94	7.42	6.32	3.52	9.69	6.27	10.70	6.32
Other meat (a)	38.57	48.61	39.87	32.42	28.34	25.61	43.08	32.90	38.13	33.62
Total Meat	160.76	173.06	126.39	100.51	83.77	69.99	149.42	100.49	148.21	102.56
FISH:										
Fresh	14.06	11.10	8.14	6.57	5.40	4.57	10.76	6.73	11.84	7.24
Processed and shell (b)	3.10	2.97	1.75	1.37	1.33	0.98	2.52	1.46	2.48	1.44
Prepared (c)	9.58	12.24	9.88	6.60	5.41	4.15	9.68	7.05	9.12	6.41
Total Fish	26.74	26.31	19.77	14.54	12.14	9.70	22.96	15.24	23.44	15.09

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

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.

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

TABLE 21—continued  
 (pence per person per week)

	Households with one man and one woman and										Other households with		
	no other		children only				adolescents and children	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							
<b>EGGS</b>	21.76	23.34	17.00	16.39	14.80	13.56	19.75	16.23	20.46	19.08	15.61		
<b>FATS:</b>													
Butter	22.44	23.18	16.80	14.72	12.00	9.23	19.38	13.25	22.23	19.40	13.97		
Margarine	5.09	4.85	3.81	4.02	4.20	4.90	5.32	5.88	4.18	5.14	4.39		
Lard and compound cooking fat	3.07	3.10	2.91	2.41	2.19	1.66	2.81	2.32	2.39	2.50	2.11		
Other fats	1.32	1.87	1.41	1.00	0.91	0.76	1.19	0.71	1.21	1.13	0.73		
<b>Total Fats</b>	31.92	33.00	24.95	22.15	19.30	16.55	28.70	22.16	30.01	28.17	21.20		
<b>SUGAR AND PRESERVES:</b>													
Sugar	12.10	11.35	9.79	8.89	8.26	8.29	11.28	9.58	11.78	9.58	8.62		
Honey, preserves, syrup and treacle	5.46	4.63	3.58	3.22	3.45	3.46	5.04	3.82	5.86	4.09	3.09		
<b>Total Sugar and Preserves</b>	17.56	15.98	13.37	12.11	11.71	11.75	16.32	13.40	17.64	13.67	11.71		
<b>VEGETABLES:</b>													
Potatoes (including chips and crisps)	13.38	16.17	15.01	13.21	13.55	13.84	16.64	15.24	13.04	16.98	13.90		
Fresh green	12.05	14.22	9.72	7.50	6.28	3.84	11.92	7.35	11.54	11.94	7.35		
Other vegetables (d)	13.23	19.41	15.79	13.04	11.98	10.76	16.06	13.10	13.47	15.36	12.66		
<b>Total Vegetables</b>	38.66	49.80	40.52	33.75	31.81	28.44	44.62	35.69	38.05	44.28	33.91		
<b>FRUIT: (f)</b>													
Fresh	27.52	33.05	24.04	19.61	16.70	10.69	27.81	19.72	28.34	26.63	18.56		
Other (e)	12.06	14.17	13.40	10.44	8.09	5.89	11.91	8.31	10.97	11.90	8.73		
<b>Total Fruit</b>	39.58	47.22	37.44	30.05	24.79	16.58	39.72	28.03	39.31	38.53	27.29		

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

(e) Includes dried, canned or bottled fruit.

(f) Including tomatoes.

TABLE 21—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	adolescents only							
<b>CREAKS:</b>	3.46	3.00	1.79	1.17	1.05	1.04	2.54	1.68	3.41	2.30	1.61			
Brown bread	20.28	22.86	19.26	16.95	17.09	19.02	22.01	22.32	20.75	22.30	19.36			
White bread	0.84	0.75	0.38	0.30	0.22	0.15	0.59	0.32	0.78	0.39	0.27			
Wholewheat and wholemeal bread	3.99	4.12	2.70	2.59	2.37	2.24	4.09	2.67	4.23	4.17	2.92			
<b>Other bread (g)</b>														
<b>Total Bread</b>	28.57	30.73	24.73	21.01	20.73	22.45	29.23	26.99	29.17	29.16	24.16			
Flour	4.79	2.97	2.42	2.47	2.16	2.23	3.37	2.59	3.48	2.92	2.25			
Cakes (h)	15.44	21.21	14.74	12.20	10.25	8.18	16.88	12.82	16.03	15.42	12.17			
Biscuits	11.74	14.49	12.66	11.36	9.97	9.08	12.96	9.98	11.98	12.05	9.65			
Oatmeal and oat products	1.04	0.96	0.77	0.89	0.96	1.01	0.81	0.69	1.22	0.82	0.92			
Breakfast cereals	2.42	3.10	3.97	4.58	5.11	5.11	3.51	4.71	2.76	2.80	3.65			
Other cereals	4.51	5.52	5.20	4.68	4.35	3.32	4.50	3.45	4.12	4.18	3.66			
<b>Total Cereals</b>	68.51	78.98	63.89	57.19	53.58	51.38	71.26	61.23	68.76	67.35	56.46			
<b>BEVERAGES:</b>														
Tea	18.25	15.47	11.22	8.88	8.17	7.58	14.25	9.60	16.51	12.90	10.06			
Coffee	5.63	6.90	5.06	3.63	3.05	1.84	5.90	4.01	5.38	4.78	3.85			
Cocoa	1.59	1.50	0.74	0.56	0.53	0.38	0.67	0.50	0.59	0.67	0.41			
Branded food drinks	1.59	1.50	0.94	0.67	0.42	0.26	0.80	0.48	1.33	0.78	0.78			
<b>Total Beverages</b>	26.03	24.46	17.96	13.74	12.17	10.05	21.62	14.59	23.81	19.13	15.10			
<b>MISCELLANEOUS:</b>														
Soups, canned, dehydrated and powdered	3.39	4.80	4.42	3.39	3.29	3.03	3.52	3.09	3.66	3.85	3.31			
Other foods (i)	9.29	11.24	9.94	9.63	7.99	6.90	9.41	7.09	8.54	8.72	7.04			
<b>Total Miscellaneous</b>	12.68	16.04	14.36	13.02	11.28	9.93	12.93	10.18	12.20	12.57	10.35			
<b>TOTAL EXPENDITURE</b>	509.22 (42s. 5d.)	553.00 (46s. 1d.)	430.06 (35s. 10d.)	361.97 (30s. 2d.)	319.28 (26s. 7d.)	274.17 (22s. 10d.)	486.39 (40s. 6d.)	363.19 (30s. 3d.)	484.32 (40s. 4d.)	458.76 (38s. 3d.)	354.89 (29s. 7d.)			

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

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

(i) Includes spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, ice-cream (served as part of a meal) and items on which expenditure only was recorded.

TABLE 22

Household Food Consumption according to Household Composition, 1965

(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	adolescents only	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>MILK AND CREAM:</b>	5.10	4.94	3.82	3.16	2.79	2.34	4.68	5.00	4.41	3.38	
Liquid milk—full price (pt.)	—	0.26	1.39	1.90	2.17	2.06	0.07	0.02	0.13	1.12	
Liquid milk—welfare and school (pt.)											
<b>Total Liquid Milk (pt.)</b>	5.10	5.20	5.21	5.06	4.96	4.40	4.75	5.02	4.54	4.50	
Condensed milk (eq. pt.)	0.20	0.23	0.20	0.17	0.13	0.18	0.19	0.18	0.17	0.16	
Dried and other milk (pt. or eq. pt.)	0.03	0.04	0.24	0.29	0.28	0.27	0.03	0.04	0.02	0.21	
Cream (pt.)	0.04	0.05	0.03	0.03	0.02	0.02	0.04	0.04	0.04	0.02	
<b>Total Milk and Cream (pt. or eq. pt.)</b>	5.37	5.52	5.68	5.55	5.39	4.87	5.01	5.28	4.77	4.89	
<b>CHEESE:</b>	3.96	4.02	2.57	2.34	1.84	1.56	3.65	3.58	3.20	2.35	
Natural	0.35	0.40	0.42	0.36	0.32	0.26	0.37	0.44	0.32	0.28	
Processed											
<b>Total Cheese</b>	4.31	4.42	2.99	2.70	2.16	1.82	4.02	4.02	3.72	2.63	
<b>MEAT:</b>	10.81	10.61	7.98	6.14	5.49	5.08	10.62	10.16	10.03	6.67	
Beef	0.13	0.15	0.10	0.01	0.01	0.03	0.12	0.09	0.02	0.02	
Veal	9.01	7.57	5.77	4.56	4.17	3.37	6.50	8.07	5.58	4.78	
Mutton and lamb	3.93	4.68	2.91	2.63	1.26	1.19	3.34	3.37	3.50	2.32	
Pork											
<b>Total Carcass Meat</b>	23.88	23.01	16.76	13.34	10.93	9.67	20.58	21.69	19.13	13.79	
Bacon and ham, uncooked	7.40	7.20	5.36	4.39	3.64	3.04	6.74	6.86	5.60	4.66	
Poultry	5.34	5.40	3.62	2.92	2.39	1.31	3.81	4.01	4.06	2.38	
Other meat (a)	12.33	15.21	13.32	11.01	10.25	9.76	13.91	12.21	13.59	11.66	
<b>Total Meat</b>	48.95	50.82	39.06	31.66	27.21	23.78	45.04	44.77	42.38	33.69	
<b>FISH:</b>	4.97	3.57	2.80	2.29	1.93	1.78	3.88	4.20	3.00	2.53	
Fresh	1.18	1.04	0.62	0.52	0.47	0.40	0.95	1.01	0.70	0.53	
Processed and shell (b)	2.19	2.82	2.47	1.75	1.48	1.18	2.27	2.19	2.18	1.71	
Prepared (c)											
<b>Total Fish</b>	8.34	7.43	5.89	4.56	3.88	3.36	7.10	7.40	5.88	4.77	

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

(b) Includes smoked, dried and salted fish, but not canned or bottled shell fish.

(c) Includes cooked fish, canned or bottled fish (including canned or bottled shell fish) and fish products.



TABLE 22—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 with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more				
EGGS (No.)	5.55	5.88	4.60	4.40	4.00	3.76	5.32	5.40	5.19	4.30
Eggs purchased (No.)	5.26	5.65	4.25	4.18	3.76	3.52	4.90	5.02	4.81	3.94
FATS:										
Butter	7.98	8.26	6.08	5.36	4.38	3.40	7.02	7.89	7.02	5.10
Margarine	3.23	3.08	2.56	2.66	2.86	3.47	3.46	2.62	3.24	2.88
Lard and compound cooking fat	2.60	2.57	2.46	2.04	1.86	1.49	2.40	2.03	2.08	1.83
Other fats	0.70	0.98	0.86	0.54	0.45	0.43	0.69	0.67	0.63	0.44
Total Fats	14.51	14.89	11.96	10.60	9.55	8.79	13.57	13.21	12.97	10.25
SUGAR AND PRESERVES:										
Sugar	21.26	19.76	17.34	15.73	14.60	14.55	19.93	20.36	16.84	15.26
Honey, preserves, syrup and treacle	4.05	3.14	2.60	2.37	2.52	2.60	3.64	4.09	3.02	2.17
Total Sugar and Preserves	25.31	22.90	19.94	18.10	17.12	17.15	23.57	24.45	19.86	17.43
VEGETABLES:										
Potatoes (including chips and crisps)	54.80	56.26	53.80	50.25	52.27	52.33	65.62	51.11	63.56	53.92
Fresh green	22.02	20.80	15.04	11.99	9.95	7.52	19.28	19.95	17.78	12.07
Other vegetables (d)	19.19	22.60	19.59	16.51	15.75	15.26	20.45	18.24	19.71	16.77
Total Vegetables	96.01	99.66	88.43	78.75	77.97	75.11	105.35	89.30	101.05	82.76
FRUIT: (f)										
Fresh	28.63	30.67	24.00	20.18	16.82	11.61	27.41	28.05	25.36	18.03
Other (e)	8.47	10.12	9.03	7.19	5.68	4.35	9.02	7.85	8.96	6.29
Total Fruit	37.10	40.79	33.03	27.37	22.50	15.96	36.43	35.90	34.32	24.32
CEREALS:										
Brown bread	4.72	4.04	2.44	1.57	1.44	1.55	3.34	4.58	3.04	2.15
White bread	33.82	38.49	32.93	29.50	29.92	33.41	37.81	34.54	38.63	33.93
Wholewheat and wholemeal bread	1.24	1.06	0.56	0.46	0.37	0.26	0.90	1.15	0.64	0.38
Other bread (g)	3.47	3.33	2.26	2.21	2.06	1.76	3.44	3.63	3.63	2.39
Total Bread	43.25	46.92	38.19	33.74	33.79	36.98	45.49	43.90	45.94	38.85

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

(e) Includes dried, canned or bottled fruit.

(f) Including tomatoes.

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

TABLE 22 -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	adolescents only	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>CEREALS—contd.</b>	9.92	6.21	5.04	5.31	4.55	4.91	7.12	5.55	7.18	6.04	4.70		
Flour	7.76	9.88	6.88	5.73	5.14	3.98	8.04	6.16	7.93	7.69	5.93		
Cakes (h)	6.28	7.05	6.16	5.80	5.13	4.98	6.41	5.32	6.32	6.04	5.07		
Biscuits	1.26	1.08	0.74	0.85	0.83	1.11	0.90	0.68	1.33	1.16	0.96		
Oatmeal and oat products	1.29	1.60	2.02	2.29	2.63	2.76	1.87	2.50	1.45	1.36	1.92		
Breakfast cereals	4.19	4.40	4.14	3.70	3.58	2.94	3.64	2.85	3.59	3.58	3.12		
Other cereals													
<b>Total Cereals</b>	73.95	77.14	63.17	57.42	55.65	57.66	73.47	67.54	71.70	71.81	60.55		
<b>BEVERAGES:</b>	3.86	3.29	2.44	1.98	1.84	1.69	3.08	2.09	3.49	2.76	2.18		
Tea	0.62	0.69	0.48	0.31	0.28	0.21	0.54	0.42	0.55	0.47	0.38		
Coffee	0.17	0.21	0.25	0.19	0.18	0.13	0.22	0.17	0.19	0.23	0.14		
Cocoa	0.38	0.35	0.22	0.16	0.10	0.07	0.18	0.12	0.30	0.19	0.17		
Branded food drinks													
<b>Total Beverages</b>	5.03	4.54	3.39	2.64	2.40	2.10	4.02	2.80	4.53	3.65	2.87		

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

TABLE 23  
Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1965  
(per week)

	Class			All households	Class			All households
	A	B	C & DI		A	B	C & DI	
	Per head	Per head	Per head		Per household	Per household	Per household	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	
Households with one man and one woman and:								
no other (both under 55)	49 7	46 3	44 2	46 1	99 1	88 3	92 2	
1 child . . . . .	39 2	35 8	34 3	35 10	117 5	106 11	107 6	
2 children . . . . .	33 0	29 10	28 8	30 2	131 11	119 4	120 8	
3 children . . . . .	29 6	26 9	24 5	26 7	147 5	133 11	133 0	
4 or more children . . . . .	26 2	23 2	21 4	22 10	172 9	150 6	149 5	
adolescents only . . . . .	43 7	39 11	40 0	40 6	140 8	133 0	132 11	
adolescents and children . . . . .	35 2	30 6	27 9	30 3	170 0	152 1	154 1	
<i>All households</i> . . . . .	37 6	34 2	33 4	34 5	131 0	119 7	107 10	

TABLE 24  
*Household Food Consumption by Certain Household Composition Groups within Social Classes, 1965*  
 (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-	3 child-	4 or more child-	adolescents and only child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and only child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and only child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and only child-	
<b>MILK AND CREAM:</b>																									
Liquid milk—full price (pt.)	5.70	4.36	3.60	3.54	3.09	5.45	4.44	3.62	3.14	2.75	2.52	4.66	3.86	3.85	2.92	2.30	1.87	4.43	4.54	3.85	3.33	2.10	2.16	4.43	0.70
Liquid milk—welfare and school (pt.)	0.06	1.19	1.84	2.15	1.76	0.10	0.72	1.51	1.97	2.27	2.12	0.06	0.81	1.33	1.83	2.10	2.16	0.08	0.35	1.33	1.83	2.10	2.16	0.08	0.70
<b>Total Liquid Milk (pt.)</b>	5.77	5.55	5.45	5.69	4.84	5.55	5.16	5.13	5.11	5.02	4.63	4.72	4.67	5.18	4.73	4.39	4.03	4.51	4.89	5.18	4.73	4.39	4.03	4.51	4.12
Condensed milk (eq. pt.)	0.12	0.27	0.13	0.10	0.15	0.14	0.11	0.19	0.18	0.09	0.20	0.16	0.13	0.17	0.16	0.18	0.17	0.24	0.31	0.31	0.31	0.16	0.17	0.24	0.15
Dried and other milk (pt. or eq. pt.)	0.04	0.16	0.29	0.12	0.22	0.07	0.03	0.26	0.26	0.31	0.29	0.01	0.07	0.26	0.30	0.37	0.26	0.04	0.06	0.26	0.30	0.37	0.26	0.04	0.04
Cream (pt.)	0.08	0.04	0.04	0.03	0.03	0.06	0.03	0.03	0.03	0.02	0.01	0.04	0.02	0.03	0.02	0.01	0.01	0.03	0.03	0.02	0.02	0.01	0.01	0.03	0.01
<b>Total Milk and Cream (pt. or eq. pt.)</b>	6.01	6.02	5.92	5.94	5.24	5.82	5.33	5.60	5.57	5.46	5.14	4.93	4.90	5.64	5.24	4.96	4.46	4.83	5.29	5.64	5.24	4.96	4.46	4.83	4.31
<b>CHEESE:</b>																									
Natural	5.10	3.04	3.07	2.24	1.63	4.24	2.79	2.38	2.09	1.88	1.66	3.75	2.35	2.50	2.25	1.48	1.46	3.34	3.51	2.50	2.25	1.48	1.46	3.34	2.25
Processed	0.33	0.43	0.36	0.31	0.38	0.42	0.43	0.32	0.34	0.29	0.31	0.38	0.32	0.46	0.38	0.30	0.19	0.34	0.46	0.57	0.38	0.30	0.19	0.34	0.28
<b>Total Cheese</b>	5.44	3.47	3.43	2.56	2.01	4.67	3.22	2.70	2.43	2.17	1.97	4.13	2.67	3.07	2.63	1.79	1.64	3.67	3.97	3.07	2.63	1.79	1.64	3.67	2.53
<b>MEAT:</b>																									
Beef	11.10	8.58	6.83	6.49	4.68	9.95	7.22	7.76	6.03	5.53	5.08	10.72	6.56	8.03	5.93	4.83	5.25	10.84	10.61	8.03	5.93	4.83	5.25	10.84	5.75
Veal	0.13	0.14	0.02	0.04	0.14	0.07	0.01	0.12	0.01	0.01	0.03	0.16	0.07	0.12	0.01	0.01	0.06	0.06	0.12	0.12	0.01	0.01	0.06	0.06	0.06
Mutton and lamb	8.41	5.71	5.23	5.16	5.31	7.08	6.13	5.88	4.84	4.08	3.32	6.77	4.76	5.78	3.71	3.81	5.52	5.88	7.71	5.78	3.71	3.81	5.52	5.88	4.43
Pork	5.25	2.67	3.13	1.44	1.32	3.33	2.28	2.94	2.50	1.36	1.32	3.24	2.13	2.85	2.47	1.05	3.69	3.69	4.00	2.85	2.47	1.05	3.69	3.69	1.69
<b>Total Carcass Meat</b>	24.90	17.10	15.21	13.12	11.45	20.42	15.67	16.70	13.38	10.97	9.74	20.89	13.32	16.67	12.12	9.69	8.84	20.46	22.43	16.67	12.12	9.69	8.84	20.46	11.86
Bacon and ham, uncooked	6.14	5.36	4.54	4.10	2.73	7.44	5.58	5.44	4.50	3.47	2.98	6.48	4.88	5.21	4.11	3.54	3.26	6.89	7.49	5.21	4.11	3.54	3.26	6.89	4.37
Poultry	7.03	4.41	3.74	2.31	2.09	6.09	3.46	4.06	3.04	2.60	1.48	3.66	2.57	5.28	2.61	2.23	0.89	2.96	5.28	5.28	2.61	2.23	0.89	2.96	1.94
Other meat (a)	13.29	13.13	9.77	9.70	8.78	11.57	10.41	13.10	10.90	9.86	9.57	13.79	11.74	13.47	12.18	11.36	10.05	15.05	15.50	13.47	12.18	11.36	10.05	15.05	11.18
<b>Total Meat</b>	51.35	40.00	33.36	29.22	25.03	45.51	35.12	39.30	31.80	26.90	23.76	44.82	32.70	37.94	30.54	26.80	23.05	45.37	50.70	37.94	30.54	26.80	23.05	45.37	29.36

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

TABLE 24—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	adole- scents and only child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adole- scents and only child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adole- scents and only child- ren	
<b>FISH:</b>																			
Fresh	4.65	3.76	2.90	2.74	3.79	3.07	3.43	2.68	2.24	2.07	1.91	3.60	2.37	2.47	1.93	1.28	1.49	4.28	2.25
Processed and shell (b)	1.30	0.87	0.60	0.91	1.18	1.04	1.07	0.51	0.46	0.43	0.46	0.86	0.63	0.66	0.53	0.29	0.27	1.00	0.33
Prepared (c)	2.26	1.87	1.75	1.08	1.84	1.39	2.87	2.53	1.54	1.20	1.25	2.26	1.87	3.00	2.09	2.07	1.39	2.54	2.00
<b>Total Fish</b>	8.21	6.51	5.26	4.72	6.83	5.50	7.36	5.70	4.25	3.71	3.63	6.72	4.86	7.10	4.55	3.66	3.15	7.82	4.59
<b>EGGS (No.)</b>	5.99	5.15	4.51	4.42	6.28	5.22	5.95	4.41	4.38	4.01	3.71	4.90	4.52	5.71	4.60	3.72	3.63	5.37	4.20
Eggs purchased (No.)	5.83	4.65	4.30	4.09	5.88	4.88	5.73	4.30	4.19	3.87	3.40	4.62	4.24	5.44	4.01	3.40	3.36	4.78	3.89
<b>FATS:</b>																			
Butter	8.64	6.62	5.90	5.24	7.12	6.12	8.43	5.88	5.47	4.68	3.42	7.15	4.99	7.80	6.04	4.77	2.83	6.77	4.24
Margarine	3.13	2.08	2.21	1.80	3.19	3.42	2.66	2.25	2.48	2.93	3.35	2.91	3.80	3.66	3.19	3.28	3.86	4.25	4.38
Lard and compound cooking fat	2.44	2.06	1.66	1.67	2.05	1.66	2.52	2.51	2.08	1.95	1.74	2.48	2.07	2.70	2.58	2.29	1.87	2.57	2.18
Other fats	0.75	0.86	0.77	0.24	0.97	0.48	1.21	0.90	0.54	0.32	0.51	0.56	0.48	0.76	0.74	0.73	0.25	0.70	0.38
<b>Total Fats</b>	14.95	11.63	10.54	8.96	9.51	13.33	14.81	11.55	10.58	9.88	9.06	13.11	11.34	14.92	12.56	10.76	8.27	14.29	11.17
<b>SUGAR AND PRESERVES:</b>																			
Sugar	17.64	13.65	14.65	13.04	13.58	18.62	19.81	17.43	15.42	14.23	14.88	18.34	16.93	20.63	18.94	17.02	14.75	22.02	17.68
Honey, preserves, syrup and treacle	3.07	2.69	2.74	2.24	3.30	3.79	2.96	2.35	2.22	2.92	2.77	3.67	2.77	3.44	2.90	2.38	2.15	3.55	2.46
<b>Total Sugar and Preserves</b>	20.71	16.33	17.39	15.28	16.88	22.41	22.76	19.77	17.64	17.14	17.65	22.00	19.70	24.08	21.85	19.39	16.90	25.57	20.15
<b>VEGETABLES:</b>																			
Potatoes (including chips and crisps)	51.27	41.08	39.25	51.75	41.76	55.49	55.89	55.11	51.76	51.02	52.81	65.36	59.28	59.23	58.84	55.72	57.04	69.24	61.55
Fresh green	25.11	16.29	13.94	10.84	8.14	22.40	20.18	15.17	11.46	10.34	7.96	20.10	11.96	19.64	14.17	11.18	8.57	7.17	16.34
Other vegetables (d)	21.61	19.07	15.12	15.15	15.08	21.32	24.43	19.30	16.59	15.59	16.03	18.92	17.88	20.49	19.83	17.40	16.74	14.28	21.50
<b>Total Vegetables</b>	97.99	76.44	68.31	77.74	64.98	99.21	100.50	89.58	79.81	76.95	76.80	104.38	89.12	99.36	92.84	84.30	78.99	107.08	90.78

(b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.

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

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

TABLE 24—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										
	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren	
<b>FRUIT: (e)</b>																									
Fresh	40-19	33-93	29-34	25-12	18-71	38-10	31-23	26-95	20-78	13-23	26-95	20-78	24-73	19-18	14-69	11-10	7-23	23-57	14-40						
Other (f)	11-97	12-19	8-59	6-80	5-66	10-02	8-95	8-59	6-43	4-47	8-59	6-43	8-41	7-49	6-06	4-39	3-83	8-92	4-94						
<b>Total Fruit</b>	<b>52-16</b>	<b>46-12</b>	<b>37-93</b>	<b>31-92</b>	<b>24-37</b>	<b>48-12</b>	<b>40-18</b>	<b>32-76</b>	<b>27-21</b>	<b>17-70</b>	<b>35-54</b>	<b>27-21</b>	<b>33-14</b>	<b>26-67</b>	<b>20-75</b>	<b>15-49</b>	<b>11-06</b>	<b>32-49</b>	<b>19-34</b>						
<b>CEREALS:</b>																									
Brown bread	3-91	2-34	2-03	2-15	1-70	3-42	2-55	4-04	2-44	1-62	3-41	2-44	4-09	2-21	1-07	1-10	1-43	3-06	2-03						
White bread	27-81	25-31	23-32	25-08	24-48	29-30	30-08	37-93	37-79	33-29	37-67	37-79	44-44	37-31	34-39	34-69	37-30	41-82	44-84						
Wholewheat and bread	2-57	1-11	1-06	0-33	0-42	2-49	0-94	0-79	0-47	0-62	0-64	0-47	0-70	0-50	0-24	0-06	0-17	0-54	0-37						
Other bread (g)	2-72	2-11	2-21	2-11	2-67	2-98	3-52	3-81	3-34	2-07	3-34	3-31	2-96	2-31	2-08	2-07	1-65	3-71	1-83						
<b>Total Bread</b>	<b>37-02</b>	<b>31-06</b>	<b>28-62</b>	<b>29-67</b>	<b>29-28</b>	<b>38-20</b>	<b>37-10</b>	<b>46-57</b>	<b>43-01</b>	<b>32-65</b>	<b>45-07</b>	<b>43-01</b>	<b>52-19</b>	<b>42-33</b>	<b>37-78</b>	<b>37-92</b>	<b>40-54</b>	<b>49-15</b>	<b>49-09</b>						
Flour	5-77	4-38	5-87	4-23	7-48	7-52	6-14	6-13	4-98	4-50	6-29	6-22	6-54	5-82	5-48	4-62	3-66	7-73	4-44						
Cakes (h)	8-11	6-45	5-10	5-19	4-11	5-29	6-10	10-50	6-93	5-71	3-98	8-33	9-86	6-79	6-09	4-82	4-03	8-89	5-53						
Biscuits	6-62	5-72	6-02	4-82	4-99	6-10	5-72	7-39	6-12	5-74	5-26	6-09	6-82	6-37	5-79	5-12	4-52	6-80	5-28						
Oatmeal and oat products	0-85	0-45	0-99	0-77	1-16	0-84	0-62	1-01	0-47	0-77	0-93	0-66	1-32	1-23	0-92	0-80	1-24	1-09	0-73						
Breakfast cereals	1-80	2-48	2-41	2-67	3-77	2-14	2-79	1-66	1-92	2-37	1-83	2-70	1-45	1-91	2-10	2-31	2-23	1-77	2-07						
Other cereals	3-42	3-32	3-48	3-60	2-98	3-53	2-71	4-58	3-93	3-23	3-59	2-89	4-66	4-58	3-40	4-00	2-22	3-70	2-94						
<b>Total Cereals</b>	<b>63-60</b>	<b>53-88</b>	<b>52-51</b>	<b>50-95</b>	<b>53-78</b>	<b>63-59</b>	<b>61-19</b>	<b>77-83</b>	<b>61-91</b>	<b>57-02</b>	<b>58-23</b>	<b>67-11</b>	<b>82-84</b>	<b>69-03</b>	<b>61-55</b>	<b>59-57</b>	<b>58-44</b>	<b>79-32</b>	<b>70-09</b>						
<b>BEVERAGES:</b>																									
Tea	3-06	1-92	1-70	1-47	1-30	2-51	1-69	3-19	2-43	1-99	2-80	2-03	3-54	2-73	2-21	2-22	1-90	3-65	2-32						
Coffee	1-07	0-76	0-48	0-44	0-26	0-73	0-78	0-61	0-45	0-30	0-19	0-38	0-60	0-40	0-26	0-14	0-18	0-51	0-30						
Cocoa	0-15	0-38	0-16	0-16	0-12	0-27	0-22	0-14	0-24	0-21	0-14	0-21	0-33	0-21	0-15	0-21	0-14	0-21	0-11						
Branded food drinks	0-38	0-18	0-21	0-19	0-17	0-38	0-15	0-37	0-25	0-18	0-08	0-15	0-31	0-20	0-10	0-12	0-01	0-04	0-07						
<b>Total Beverages</b>	<b>4-67</b>	<b>3-25</b>	<b>2-54</b>	<b>2-26</b>	<b>1-86</b>	<b>3-89</b>	<b>2-84</b>	<b>4-31</b>	<b>3-37</b>	<b>2-67</b>	<b>2-03</b>	<b>2-77</b>	<b>4-77</b>	<b>3-53</b>	<b>2-73</b>	<b>2-69</b>	<b>2-23</b>	<b>4-40</b>	<b>2-80</b>						
<b>EXPENDITURE—ALL FOODS</b>	<b>49-7</b>	<b>39-1</b>	<b>33-0</b>	<b>29-6</b>	<b>26-2</b>	<b>43-7</b>	<b>35-2</b>	<b>46-3</b>	<b>35-8</b>	<b>29-10</b>	<b>23-2</b>	<b>30-6</b>	<b>44-2</b>	<b>34-3</b>	<b>28-8</b>	<b>24-5</b>	<b>21-4</b>	<b>40-0</b>	<b>27-9</b>						

(e) Including tomatoes.  
(f) Includes dried, canned or bottled fruit.  
(g) Includes rolls, fruit bread, sandwiches and milk bread.  
(h) Includes buns, scones, teacakes and crumpets.

TABLE

## Average Expenditure on Groups of Commodities as Percentage of

		All households	CLASS A <sup>(1)</sup>							no other (both under 55)
			Households with one man, one woman and							
			no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	
Dairy products (excluding butter)	1956	12	11	12	13	14	13	11	12	11
	1961	12	12	13	14	15	14	12	13	12
	1965	13	13	14	14	15	15	14	13	12
Meat and meat products	1956	28	30	28	26	25	24	29	28	29
	1961	28	31	28	27	24	25	30	27	30
	1965	29	31	29	28	27	25	30	28	31
Fish	1956	4	4	4	4	4	4	4	4	4
	1961	4	6	4	4	4	5	4	5	5
	1965	4	5	5	4	4	3	4	4	5
Eggs	1956	5	6	6	6	5	6	6	5	6
	1961	5	5	5	5	6	6	5	5	5
	1965	4	4	4	4	5	5	5	5	4
Fats (including butter)	1956	7	6	6	7	7	7	7	7	6
	1961	6	5	5	5	6	5	5	6	6
	1965	6	6	6	6	6	6	6	6	6
Sugar and preserves	1956	4	3	4	4	4	5	4	4	3
	1961	3	3	3	3	3	3	3	3	3
	1965	3	3	2	3	3	4	3	3	3
Vegetables	1956	9	8	8	8	8	9	9	8	9
	1961	9	9	10	9	8	10	9	9	9
	1965	9	9	9	8	9	10	9	9	9
Fruit	1956	8	11	11	11	10	8	10	10	9
	1961	8	10	11	11	11	9	11	11	9
	1965	8	10	11	10	9	8	10	10	9
Cereals	1956	15	12	13	14	15	17	13	15	14
	1961	15	11	13	15	16	15	12	14	14
	1965	15	12	13	14	15	17	12	14	15
Beverages	1956	5	5	5	5	4	5	6	5	6
	1961	5	5	4	4	4	4	5	4	5
	1965	4	5	4	4	4	3	4	4	4
Other foods	1956	2	2	2	3	3	2	2	2	2
	1961	3	3	3	3	3	3	2	3	3
	1965	3	3	4	4	3	3	3	3	3
Each year		100	100	100	100	100	100	100	100	100
Expenditure on food as % of declared net family income	1956	33	21	26	27	27	31	24	27	28
	1961	31	18	22	25	26	30	22	25	25
	1965	28	16	21	22	22	25	19	23	21
Food expenditure per head as % of all households expenditure per head on food	1956	100	152	121	96	88	71	129	97	142
	1961	100	160	118	97	84	81	137	103	137
	1965	100	144	114	96	86	76	126	102	134

<sup>(1)</sup> See Table 3, Appendix A

## Expenditure on all Foods 1956, 1961, 1965

CLASS B <sup>(1)</sup>						CLASSES C & D1 <sup>(1)</sup>						
Households with one man, one woman and						Households with one man, one woman and						
1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
12	12	12	12	11	12	12	12	12	11	11	12	12
12	13	13	13	12	12	11	12	13	13	13	11	12
12	13	14	14	12	13	11	13	13	13	12	11	12
27	25	25	23	29	26	30	27	26	24	24	29	26
29	26	25	24	30	27	31	28	26	25	24	30	26
30	28	26	25	31	28	32	29	28	27	26	31	27
4	3	4	3	4	4	4	4	4	3	3	4	4
4	4	4	3	4	4	5	4	4	3	3	5	4
5	4	4	4	5	4	5	5	4	4	4	5	4
6	6	6	6	5	6	5	5	6	5	6	5	5
5	5	5	5	5	5	5	5	5	6	6	5	5
4	5	5	5	4	4	4	4	4	4	5	4	4
7	7	7	7	7	7	7	7	7	7	7	7	7
5	6	6	6	6	6	6	6	6	6	6	6	6
6	6	6	6	6	6	6	6	6	6	6	6	6
4	4	5	5	4	4	3	4	5	5	6	4	5
3	3	4	4	3	4	3	4	4	4	4	3	4
3	3	4	4	3	4	3	4	4	4	4	4	4
10	10	10	11	9	10	9	9	9	12	12	8	10
10	10	10	11	10	10	9	10	10	10	11	10	10
10	10	10	10	9	10	8	9	10	11	11	9	11
9	9	8	6	9	8	8	8	8	7	5	8	7
9	9	8	7	9	8	7	8	7	6	6	8	7
9	8	8	7	8	8	7	7	7	6	5	7	6
15	16	17	18	15	16	14	15	17	18	20	15	17
15	16	17	18	14	16	15	16	17	18	20	16	18
15	16	17	19	15	17	15	16	17	18	20	16	18
5	5	5	5	5	5	6	5	5	5	5	6	5
5	5	4	4	5	5	5	5	5	5	4	5	5
4	4	4	3	4	4	5	4	4	4	4	5	4
3	3	2	2	2	2	2	2	2	2	2	2	2
3	3	3	3	2	3	3	3	3	3	3	2	2
3	4	3	4	3	3	3	3	3	4	4	3	2
100	100	100	100	100	100	100	100	100	100	100	100	100
35	38	40	43	32	38	32	42	47	49	51	36	41
33	35	38	40	28	32	31	42	43	46	51	34	37
28	31	34	37	26	30	27	36	40	43	48	32	36
107	88	79	67	122	91	131	100	82	68	57	112	82
108	90	79	69	117	90	130	101	80	71	62	110	84
103	87	78	67	116	88	128	99	83	71	62	116	81



TABLE 26

*Energy Value and Nutrient Content of Household Food Consumption:  
National Averages, 1956-1965 (a)*

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965
<b>CONSUMPTION PER PERSON PER DAY:</b>										
Energy value (kcal.)	2,660	2,620	2,630	2,620	2,630	2,630	2,640	2,650	2,600	2,590
Total protein (g.)	75.1	74.1	74.1	73.2	74.7	75.1	75.3	76.5	75.1	75.2
Animal protein (g.)	42.7	42.7	42.7	42.7	44.1	44.9	45.7	46.0	45.1	45.5
Fat (g.)	111	113	114	113	115	116	117	118	116	116
Carbohydrate (g.)	364	351	351	350	345	343	342	343	333	332
Calcium (mg.)	1,030	1,030	1,040	1,030	1,040	1,040	1,030	1,050	1,030	1,020
Iron (mg.)	13.3	14.1	14.2	13.9	14.1	14.2	14.2	14.4	14.1	13.9
Vitamin A (i.u.)	4,310	4,290	4,350	4,280	4,360	4,320	4,310	4,420	4,420	4,370
Thiamine (mg.)	1.21	1.29	1.25	1.27	1.27	1.26	1.26	1.28	1.26	1.27
Riboflavine (mg.)	1.65	1.66	1.64	1.65	1.70	1.70	1.72	1.75	1.71	1.70
Nicotinic acid (mg.)	13.0	13.8	13.6	13.8	14.0	13.9	13.8	14.0	13.7	13.9
Vitamin C (mg.)	50	52	49	52	52	51	50	49	51	52
Vitamin D (i.u.)	150	145	133	145	130	128	126	127	130	125
<b>AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (b):</b>										
Energy value . . . . .	105	103	104	103	106	107	108	109	108	108
Total protein . . . . .	102	100	100	99	101	102	103	105	104	105
Calcium . . . . .	107	106	107	106	108	109	109	110	108	109
Iron . . . . .	108	113	115	113	115	116	117	118	118	116
Vitamin A . . . . .	182	180	184	181	186	186	185	190	193	191
Thiamine . . . . .	122	129	126	128	130	130	130	132	131	133
Riboflavine . . . . .	109	109	108	109	114	115	116	118	116	116
Nicotinic acid . . . . .	132	138	137	139	142	143	143	145	143	145
Vitamin C (c) . . . . .	226	234	222	235	240	237	233	226	236	244
<b>PERCENTAGE OF ENERGY VALUE DERIVED FROM:</b>										
Protein . . . . .	11.3	11.3	11.3	11.2	11.4	11.4	11.4	11.5	11.6	11.6
Fat . . . . .	37.4	38.7	38.5	38.8	39.3	39.6	40.0	39.8	40.3	40.4
Carbohydrate . . . . .	51.2	50.1	50.0	50.1	49.3	49.0	48.6	48.5	48.0	47.9
<b>ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN</b>										
	56.8	57.6	57.6	58.3	59.1	59.8	60.6	60.2	60.1	60.5

(a) Revised methods of evaluating protein, fat and carbohydrate were introduced in 1960 (see Appendix F, paragraph 13), but retrospective adjustments have been made to the figures for 1956-1959.

(b) Owing to changes introduced in 1960 and 1961 there is a small discontinuity in this series of percentages, those for 1956-1959 being slightly less than they would otherwise have been (see footnote 4 to paragraph 37).

(c) Use of the Vitamin C allowances recommended by the National Research Council of the U.S.A., which are over three times those of the British Medical Association, would give much lower figures here (73 per cent, for example, in 1964) and in Tables 27, 29, 30 and 32.

TABLE 27  
 Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1965

	Region										Type of Area						
	All household	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (a) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Energy value (kcal.)	2,590	2,640	2,620	2,670	2,610	2,580	2,570	2,680	2,510	2,500	2,570	2,600	2,590	2,840	2,620	2,840	
Total protein (g.)	75.2	74.6	76.6	75.2	74.8	74.4	74.6	77.5	73.4	75.2	74.7	75.1	74.9	79.6	74.9	79.6	
Animal protein (g.)	45.5	41.8	45.0	43.9	45.4	46.3	44.7	47.9	46.5	48.5	43.8	44.8	46.2	45.1	45.1	47.1	
Fat (g.)	116	111	118	121	117	116	113	122	115	116	113	116	118	118	118	123	
Carbohydrate (g.)	332	345	336	340	334	327	334	338	313	307	334	334	327	335	335	374	
Calcium (mg.)	1,020	940	990	980	1,000	1,060	1,020	1,100	1,060	1,040	980	1,000	1,040	1,050	1,050	1,090	
Iron (mg.)	13.9	14.1	14.4	14.3	13.6	13.5	13.5	14.2	13.4	13.8	13.9	13.9	13.8	13.8	13.8	14.6	
Vitamin A (i.u.)	4,370	3,980	4,250	4,380	4,610	4,430	4,300	4,500	4,660	4,570	4,270	4,290	4,480	4,400	4,400	4,230	
Vitamin B <sub>1</sub> (mg.)	1.27	1.31	1.29	1.30	1.26	1.26	1.31	1.33	1.23	1.27	1.25	1.29	1.26	1.27	1.27	1.33	
Thiamine (mg.)	1.70	1.53	1.66	1.67	1.67	1.76	1.69	1.81	1.77	1.80	1.63	1.67	1.73	1.70	1.70	1.73	
Riboflavin (mg.)	13.9	14.0	14.0	14.0	13.9	13.7	13.8	14.1	13.6	14.6	13.7	13.9	13.7	13.7	13.7	13.7	
Nicotinic acid (mg.)	52	54	51	50	52	55	54	52	54	57	49	53	52	52	52	46	
Vitamin C (mg.)	125	109	137	141	131	131	120	117	117	115	129	126	122	123	123	139	
Vitamin D (i.u.)																	
<i>As a percentage of allowances based on British Medical Association's recommendations</i>																	
Energy value	108	106	108	109	110	108	106	108	105	109	108	107	107	108	108	112	
Protein	105	100	106	103	106	102	102	106	103	110	105	103	105	104	104	106	
Calcium	109	107	103	101	109	113	107	116	112	114	114	106	110	111	110	114	
Iron	115	121	120	119	116	114	112	114	112	112	112	116	114	115	115	118	
Vitamin A	160	173	183	191	203	192	187	189	203	205	189	187	192	190	192	178	
Thiamine	132	129	134	133	134	133	135	135	130	140	132	134	132	132	132	133	
Riboflavin	101	113	113	108	116	112	114	120	122	129	113	113	118	115	115	113	
Nicotinic acid	145	141	145	143	148	145	142	144	144	160	145	144	144	142	144	137	
Vitamin C	244	247	240	236	238	243	248	239	251	278	232	247	244	243	243	211	
<i>Percentage of energy value derived from protein, fat, and carbohydrate</i>																	
Protein	11.6	11.3	11.7	11.3	11.5	11.4	11.6	11.6	11.7	12.0	11.6	11.5	11.6	11.4	11.4	11.2	
Fat	40.4	39.7	40.3	40.8	40.3	40.7	39.6	41.0	41.4	41.9	39.5	40.2	40.9	40.5	40.5	39.2	
Carbohydrate	47.9	48.9	47.9	47.9	48.1	47.6	48.6	47.3	46.8	46.0	48.7	48.1	47.4	48.0	48.0	49.5	
Animal protein as percentage of total protein	60.5	56.0	58.8	58.4	60.7	62.2	60.0	61.8	63.3	64.5	58.6	59.6	61.6	60.2	60.2	59.1	

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

TABLE 28

*Geographical Variations in Energy Value and Nutrient Intake:*

*Regions and Types of Area in which the average Nutrient Intake deviated by three per cent or more from the National Average in either the first or second half of the decade: 1956 to 1965*

(Expressed as Percentage Deviations from the National Average)

REGION	10 years: 1956-1965	5 years: 1956-1960	5 years: 1961-1965
<b>WALES</b>			
Energy value . . . . .	+ 4	+ 5	+ 2
Fat . . . . .	+ 4	+ 6	+ 3
Carbohydrate . . . . .	+ 4	+ 5	+ 3
Thiamine . . . . .	+ 3	+ 4	+ 3
Vitamin C . . . . .	+ 1	...	+ 3
Vitamin D . . . . .	- 3	- 3	- 3
Calcium . . . . .	- 3	- 1	- 5
Animal protein . . . . .	- 5	- 3	- 6
Riboflavine . . . . .	- 6	- 5	- 7
<b>SCOTLAND</b>			
Carbohydrate . . . . .	+ 4	+ 4	+ 4
Iron . . . . .	+ 2	+ 2	+ 3
Riboflavine . . . . .	- 3	- 3	- 4
Vitamin D . . . . .	- 4	- 3	- 4
Animal protein . . . . .	- 4	- 4	- 4
Thiamine . . . . .	- 5	- 6	- 5
Nicotinic acid . . . . .	- 5	- 6	- 4
Fat . . . . .	- 7	- 8	- 7
Vitamin A . . . . .	- 8	- 7	- 9
Vitamin C . . . . .	- 11	- 12	- 9
<b>NORTHERN, AND EAST &amp; WEST RIDINGS</b>			
Vitamin D . . . . .	+ 8	+ 5	+ 10
Iron . . . . .	+ 2	+ 3	+ 2
Animal protein . . . . .	- 3	- 3	- 3
Vitamin C . . . . .	- 3	- 5	- 2
Vitamin A . . . . .	- 4	- 4	- 3
Riboflavine . . . . .	- 5	- 6	- 5
Calcium . . . . .	- 6	- 6	- 5
<b>NORTH WESTERN</b>			
Vitamin D . . . . .	+ 6	+ 7	+ 6
Vitamin A . . . . .	+ 3	+ 5	...
Calcium . . . . .	- 2	- 2	- 3
Iron . . . . .	- 3	- 3	- 3
Riboflavine . . . . .	- 3	- 2	- 4
Vitamin C . . . . .	- 5	- 5	- 5
<b>NORTH MIDLAND AND EASTERN</b>			
Vitamin C . . . . .	+ 2	...	+ 5
<b>MIDLAND</b>			
Thiamine . . . . .	+ 5	+ 5	+ 5
Vitamin C . . . . .	+ 3	+ 2	+ 4
Calcium . . . . .	+ 3	+ 3	+ 2
Animal protein . . . . .	+ 2	+ 4	+ 1
Vitamin A . . . . .	- 2	- 4	- 1

TABLE 28—continued

	10 years: 1956-1965	5 years: 1956-1960	5 years: 1961-1965
<b>SOUTH WESTERN</b>			
Calcium . . . . .	+ 3	+ 3	+ 3
Vitamin A . . . . .	+ 2	...	+ 3
Vitamin C . . . . .	+ 1	- 1	+ 3
Vitamin D . . . . .	- 8	- 8	- 9
<b>SOUTH EASTERN AND SOUTHERN</b>			
Vitamin A . . . . .	+ 6	+ 5	+ 7
Vitamin C . . . . .	+ 4	+ 3	+ 5
Calcium . . . . .	+ 4	+ 4	+ 4
Riboflavine . . . . .	+ 4	+ 4	+ 4
Animal protein . . . . .	+ 3	+ 1	+ 2
Vitamin D . . . . .	- 1	...	- 3
Carbohydrate . . . . .	- 3	- 1	- 4
<b>TYPE OF AREA</b>			
<b>LONDON CONURBATION</b>			
Vitamin C . . . . .	+14	+13	+15
Animal protein . . . . .	+ 8	+ 8	+ 9
Riboflavine . . . . .	+ 7	+ 6	+ 8
Vitamin A . . . . .	+ 5	+ 4	+ 6
Nicotinic acid . . . . .	+ 5	+ 3	+ 6
Calcium . . . . .	+ 2	+ 1	+ 3
Energy value . . . . .	- 3	- 3	- 2
Vitamin D . . . . .	- 4	- 3	- 5
Carbohydrate . . . . .	- 6	- 6	- 6
<b>PROVINCIAL CONURBATIONS</b>			
Vitamin D . . . . .	+ 3	+ 3	+ 3
Animal protein . . . . .	- 2	...	- 3
Fat . . . . .	- 2	- 1	- 3
Vitamin A . . . . .	- 3	- 2	- 5
Riboflavine . . . . .	- 3	- 2	- 5
Vitamin C . . . . .	- 3	- 2	- 3
Calcium . . . . .	- 4	- 2	- 5
<b>SEMI-RURAL AREAS</b>			
Calcium . . . . .	+ 3	+ 2	+ 3
Carbohydrate . . . . .	+ 3	+ 4	+ 2
Energy value . . . . .	+ 2	+ 3	+ 2
Fat . . . . .	+ 2	+ 2	+ 3
<b>RURAL AREAS</b>			
Carbohydrate . . . . .	+ 9	+ 9	+10
Calcium . . . . .	+ 8	+ 8	+ 7
Energy value . . . . .	+ 7	+ 7	+ 7
Vitamin D . . . . .	+ 5	+ 3	+ 7
Thiamine . . . . .	+ 4	+ 4	+ 4
Fat . . . . .	+ 4	+ 4	+ 5
Total protein . . . . .	+ 4	+ 4	+ 4
Iron . . . . .	+ 3	+ 3	+ 4
Vitamin C . . . . .	- 7	- 9	- 6

TABLE 29

Energy Value and Nutrient Content of Household Food Consumption of Households of Different Social Class, 1965

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
<b>CONSUMPTION PER PERSON PER DAY:</b>									
Energy value (kcal)	2,490	2,500	2,500	2,570	2,640	2,720	2,560	2,670	2,590
Total protein (g.)	76.5	74.5	75.1	74.6	75.8	78.1	71.6	76.4	75.2
Animal protein (g.)	51.4	47.5	48.5	45.1	44.5	45.2	42.6	47.2	45.5
Fat (g.)	121	116	117	116	116	117	116	120	116
Carbohydrate (g.)	290	310	306	328	344	359	329	342	332
Calcium (mg.)	1,080	1,070	1,070	1,020	1,000	1,030	990	1,040	1,020
Iron (mg.)	14.1	13.6	13.8	13.8	14.1	14.6	13.0	13.7	13.9
Vitamin A (i.u.)	4,860	4,530	4,610	4,400	4,250	4,460	4,150	4,240	4,370
Thiamine (mg.)	1.27	1.24	1.25	1.27	1.29	1.33	1.21	1.27	1.27
Riboflavine (mg.)	1.84	1.75	1.77	1.70	1.66	1.73	1.61	1.73	1.70
Nicotinic acid (mg.)	14.6	13.6	13.9	13.8	13.9	14.3	12.9	14.0	13.9
Vitamin C (mg.)	66	58	60	53	49	52	47	47	52
Vitamin D (i.u.)	122	123	123	123	127	136	119	122	125
<b>AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:</b>									
Energy value . . . . .	110	110	110	108	106	110	114	115	108
Total protein . . . . .	112	108	109	104	102	107	119	119	105
Calcium . . . . .	117	114	115	108	105	109	108	116	109
Iron . . . . .	121	118	119	118	116	116	105	104	116
Vitamin A . . . . .	219	206	209	197	185	183	167	155	191
Thiamine . . . . .	142	138	139	134	130	136	136	138	133
Riboflavine . . . . .	134	126	128	117	110	115	117	123	116
Nicotinic acid . . . . .	163	150	154	146	140	146	145	152	145
Vitamin C . . . . .	316	281	290	250	226	233	222	212	244
<b>PERCENTAGE OF ENERGY VALUE DERIVED FROM:</b>									
Protein . . . . .	12.3	11.9	12.0	11.6	11.5	11.5	11.2	11.4	11.6
Fat . . . . .	43.9	41.6	42.2	40.4	39.6	38.9	40.6	40.5	40.4
Carbohydrate . . . . .	43.7	46.4	45.8	47.8	48.8	49.5	48.1	48.0	47.9
<b>ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN</b>									
	67.2	63.8	64.6	60.4	58.7	57.8	59.6	61.8	60.5

TABLE 30

Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1965

CONSUMPTION PER PERSON PER DAY:	Households with one man and one woman and children only						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 55 or over	both under 55	1	2	3	4 or more					adolescents only
Energy value (kcal.)	3,030	3,110	2,620	2,350	2,180	2,090	2,930	2,470	2,870	2,760	2,320
Protein (g.)	88.0	91.5	76.7	68.0	63.1	59.6	84.8	70.1	83.6	80.9	67.8
Animal protein (g.)	55.4	56.8	47.5	41.7	37.6	33.2	51.1	39.6	52.0	48.0	40.3
Fat (g.)	141	146	120	106	94	86	132	106	131	125	102
Carbohydrate (g.)	375	379	329	301	288	288	372	330	361	349	300
Calcium (mg.)	1,140	1,180	1,060	990	930	860	1,060	950	1,100	1,030	930
Iron (mg.)	16.1	17.0	14.1	12.3	11.6	11.0	16.1	13.3	15.3	15.4	12.5
Vitamin A (i.u.)	5,060	5,610	4,600	3,930	3,710	3,230	4,880	4,060	4,730	4,840	3,970
Thiamine (mg.)	1.50	1.55	1.28	1.14	1.05	1.00	1.45	1.20	1.41	1.40	1.15
Riboflavin (mg.)	1.96	2.02	1.76	1.60	1.51	1.37	1.85	1.54	1.86	1.77	1.54
Nicotinic acid (mg.)	17.0	17.3	14.1	12.0	11.2	10.4	16.1	12.8	15.6	15.3	12.2
Vitamin C (mg.)	60	65	56	47	44	36	61	48	58	58	45
Vitamin D (i.u.)	150	150	127	115	109	107	140	118	132	127	110
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:											
Energy value	118	119	113	111	105	100	105	98	115	102	99
Total protein	125	126	112	105	97	89	100	87	121	98	94
Calcium	128	140	114	106	97	86	109	93	128	106	96
Iron	121	139	124	117	111	106	119	107	120	116	107
Vitamin A	183	223	204	192	189	173	199	195	179	197	183
Thiamine	147	150	139	136	128	121	130	119	143	128	123
Riboflavin	126	128	125	123	119	107	110	101	123	107	108
Nicotinic acid	167	168	153	143	137	126	144	126	158	141	131
Vitamin C	272	310	274	247	229	184	253	207	269	241	211
PERCENTAGE OF ENERGY VALUE DERIVED FROM:											
Protein	11.6	11.8	11.7	11.6	11.6	11.4	11.6	11.3	11.7	11.7	11.7
Fat	41.8	42.4	41.1	40.5	38.8	36.8	40.7	38.5	41.1	40.7	39.7
Carbohydrate	46.5	45.7	47.1	47.9	49.5	51.7	47.6	50.0	47.1	47.4	48.5
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN											
	62.9	62.1	61.9	61.4	59.5	55.7	60.2	56.5	62.2	59.3	59.5

TABLE 31

*Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition within Social Classes, 1965*

(per person per day)

	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		
<b>Energy value (kcal.)</b>	A	2,950	2,470	2,320	2,150	2,110	2,840	2,480
	B	3,120	2,580	2,330	2,170	2,130	2,840	2,490
	C & D I	3,150	2,730	2,400	2,200	2,040	3,050	2,420
<b>Total protein (g.)</b>	A	89.9	75.7	69.2	65.5	60.8	85.2	72.8
	B	92.1	75.8	67.6	62.7	60.7	83.5	71.1
	C & D I	91.8	78.2	68.3	62.8	58.4	86.5	68.1
<b>Animal protein (g.)</b>	A	59.8	50.2	44.9	41.6	35.8	54.6	44.8
	B	56.8	46.8	41.4	37.5	34.3	50.4	40.5
	C & D I	55.5	46.8	40.1	35.1	31.1	50.7	36.6
<b>Fat (g.)</b>	A	147	119	108	96	90	134	113
	B	148	117	105	95	88	129	107
	C & D I	145	122	105	91	81	136	101
<b>Carbohydrate (g.)</b>	A	338	293	286	273	280	345	313
	B	382	326	298	283	293	359	331
	C & D I	394	350	316	302	287	394	332
<b>Calcium (mg.)</b>	A	1,210	1,080	1,040	990	900	1,170	1,020
	B	1,180	1,040	980	930	900	1,070	960
	C & D I	1,150	1,080	970	890	820	1,080	900
<b>Iron (mg.)</b>	A	16.4	14.0	12.3	11.9	11.3	15.9	13.6
	B	17.1	14.0	12.3	11.4	11.1	15.7	13.4
	C & D I	17.2	14.3	12.5	11.6	10.8	16.5	12.9
<b>Vitamin A (i.u.)</b>	A	5,460	4,930	4,060	4,070	3,430	5,090	4,670
	B	5,790	4,570	3,960	3,870	3,480	4,660	4,200
	C & D I	5,440	4,390	3,820	3,310	2,870	5,100	3,710
<b>Thiamine (mg.)</b>	A	1.50	1.22	1.14	1.08	1.00	1.45	1.24
	B	1.57	1.27	1.14	1.04	1.01	1.43	1.22
	C & D I	1.55	1.31	1.14	1.04	0.99	1.49	1.17
<b>Riboflavine (mg.)</b>	A	2.08	1.81	1.65	1.64	1.42	1.96	1.68
	B	2.02	1.75	1.60	1.51	1.43	1.81	1.58
	C & D I	1.98	1.75	1.55	1.43	1.29	1.86	1.45
<b>Nicotinic acid(mg.)</b>	A	17.2	13.8	12.2	11.6	10.5	16.2	13.2
	B	17.3	14.1	12.0	11.1	10.6	15.9	13.1
	C & D I	17.3	13.9	11.8	11.2	10.1	16.2	12.2
<b>Vitamin C (mg.)</b>	A	75	64	56	53	37	73	57
	B	65	55	47	45	39	60	48
	C & D I	58	51	42	37	32	56	42
<b>Vitamin D (i.u.)</b>	A	156	128	117	105	98	140	125
	B	146	124	110	110	112	126	118
	C & D I	151	130	120	110	108	155	115

TABLE 32

*Households of Different Composition within Social Classes, 1965*  
*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	124	113	113	106	100	107	102
	B	121	112	110	105	103	103	98
	C & D1	114	111	109	104	96	108	94
Total protein	A	136	117	110	103	89	105	94
	B	128	112	105	97	92	98	88
	C & D1	120	108	101	95	86	100	82
Calcium	A	152	120	112	104	89	119	102
	B	143	112	105	97	91	108	94
	C & D1	132	114	102	91	80	108	86
Iron	A	141	126	117	116	107	121	111
	B	142	124	117	111	108	117	108
	C & D1	136	123	116	111	103	121	103
Vitamin A	A	226	223	200	210	184	211	222
	B	232	203	194	197	188	186	199
	C & D1	209	193	184	168	151	201	178
Thiamine	A	161	142	140	136	120	137	127
	B	153	140	136	128	123	129	119
	C & D1	142	135	131	125	117	131	112
Riboflavine	A	145	136	131	133	110	122	113
	B	130	125	124	120	113	108	102
	C & D1	119	118	115	111	99	108	93
Nicotinic acid	A	184	162	151	146	126	153	136
	B	169	156	145	137	130	143	128
	C & D1	158	143	135	134	120	143	118
Vitamin C	A	378	328	292	279	187	305	249
	B	316	275	246	236	200	249	207
	C & D1	268	243	215	195	162	228	177



## APPENDIX A

### Composition of the Sample

1. A three-stage stratified sampling scheme was again used to obtain the National Food Survey sample for 1965; details of this scheme are given in paragraphs 3 to 8 of Appendix F. At the first stage, 44 parliamentary constituencies were selected, the same number as in the two previous years<sup>(1)</sup>; at the second stage, 836 polling districts, and at the third stage, 14,960 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 14,215. When visited, it proved impossible to obtain any contact at all within the time available with 1,916 (13 per cent) of these households; at another 1,895 (13 per cent) households, the housewife was seen but refused to give any information. A further 1,275 households (9 per cent) answered a questionnaire<sup>(2)</sup> but declined to keep a log-book<sup>(3)</sup>, while 1,240 housewives (9 per cent) who undertook to keep a log-book did not in fact complete it; finally 107 log-books were rejected at the editing stage, leaving an effective sample of 7,782 households (55 per cent) compared with 6,989<sup>(4)</sup> households (52 per cent) in 1964<sup>(5)</sup>.

2. The 44 parliamentary constituencies selected at the first stage of sampling are classified in Table 1, according to the standard regions defined by the Registrars-General until mid-1965. This rather small number of first-stage units tends to increase the sampling variation between years, and in Table 2 it is shown, for example, that the average household size in the sample fell from a somewhat high level of 3·19 persons in 1964 to 3·13 in 1965, the reduction being greatest in provincial conurbations (3·26 to 3·13 persons).

3. The income ranges used to define social classes since 1956 are set out in Table 3, with the distribution of households obtained; the increase of more than a tenth in the qualifying money income for Class A1 in 1965 (from £39 to £43) left the proportion of households falling in this group unchanged at 3·5 per cent. In Table 4, households are classified according to family composition within social class. In 1965, as in the previous year, the sample included relatively more families with four or more children but the average size of these families in the

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<sup>(1)</sup> From 1950 to 1956, 60 constituencies were selected each year; from 1957 to 1962 this number was reduced to 50 (temporarily to 48 in 1960).

<sup>(2)</sup> The questionnaire relates to family composition, occupation and income of earners, etc.

<sup>(3)</sup> See Appendix F, paragraph 2.

<sup>(4)</sup> This total was reduced by the suspension of fieldwork during the General Election campaign in 1964. By replicating results from certain log-books the total was increased to 7,464. See *Domestic Food Consumption and Expenditure 1964*, Appendix A. H.M.S.O., 1966.

<sup>(5)</sup> A supplementary analysis carried out in 1961 indicated that at the time, the households which answered a questionnaire but failed to complete a log-book (more than 20 per cent of the households selected 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, but the difference would not affect the estimate of the national average food expenditure by more than one per cent.

sample was slightly smaller in 1965. The sample in 1965 also contained relatively more older couples and other wholly adult households (except younger couples) but relatively fewer families with adolescents. The representation of pensioners in 1965 was somewhat greater than in the previous year but much the same as in 1963. In Class A, the number of families with four or more children increased from 24 (2·3 per cent) in 1964 to 35 (3·2 per cent) in 1965, nearly as high a proportion as in Classes B and C.

4. The age and sex distributions of persons in the sample within each social class is given in Table 5. The increased representation of pensioners compared with 1964 is reflected in the greater proportion of men and women of pensionable age in the sample as a whole; relatively, there were slightly more men in the pensioner group and fewer women. Although the proportion of adolescents and of children of school age in the sample fell compared with the previous year, there were relatively more infants and very young children.

5. The regional distribution of the Survey sample may be affected by the sampling fluctuations mentioned in paragraph 2 of this Appendix, but the distribution in 1965, which is given in Table 6, shows relatively little departure from the Registrars-General's estimates of the total population (which include persons resident in hotels, institutions, etc.), apart from the usual over-representation in Scotland. This over-representation, which appears to arise at least in part from a higher response rate, tends to increase the average household size in the sample, since households there are on average larger than those in London and the South, which were again slightly under-represented. The second classification in Table 6, which is independent of the first (except that London appears in both classifications), gives the distribution of households in the Survey sample according to degree of urbanization. Since only 44 first-stage sampling units are drawn in the sampling scheme, it is impossible to impose constraints to ensure correct representation according to this criterion, but in this respect also, the sample in 1965 was reasonably close to the Registrars-General's estimates of the total population distribution, except that it may have contained rather too few from semi-rural areas and correspondingly rather too many from wholly rural areas. A re-weighting of Survey estimates of average weekly food expenditure per person for each type of area to take account of the implied correct distribution would result in an increase of only one penny in the national average.

6. The age and sex distribution of persons included in the sub-samples from each region and type of area is given in Table 7. Sedentary men were relatively most numerous in London, and active men in rural areas. The elderly were most numerous in the South-West, possibly as a result of migration, while very young children were relatively more numerous in Scotland than elsewhere.

7. In Table 8, the sample is classified according to social class (income group) within type of area. Relatively more households in the three upper income groups were found in London than elsewhere, while households in Class C (which contained most agricultural workers) were relatively most numerous in rural areas. The incidence of pensioner *households* in the sample ranged from 10·1 per cent in London to 13·5 per cent in wholly rural areas, but as there were relatively more pensioners living alone in London, the corresponding range for *persons* in pensioner households was 4·6 per cent to 7·5 per cent.

D\*

8. In Table 9, the classification of numbers of earners illustrates a tendency for the average number of earners per household to vary inversely with the income of the head of the household and with the number of children: thus in Class A1, none of the mothers of the largest families was in paid employment. The apparent exception to this rule is provided by the small group of households in Class D1, which are subject to certain special factors. For example, the principal earner may be temporarily unemployed during the Survey week. There were also fewer adolescents, on average, in the households of this group than in the higher income groups.

9. Details of the samples obtained in previous years have been given in previous Annual Reports.

TABLE I  
Constituencies (a) Surveyed in 1965

Region (b)	Constituency (a)	Region (b)	Constituency (a)
Northern	†Newcastle-upon-Tyne North Stockton-on-Tees *Whitehaven (Cumberland)	Eastern	Billericay (Essex) *St. Albans (Herts) *Eye (Suffolk)
East and West Ridings	Dearne Valley (Yorkshire—West Riding) *†Wakefield †Huddersfield East †Colne Valley (Yorkshire—West Riding)		
North Western	†Stockport North †Manchester, Openshaw *†Ormskirk (Lancashire) Blackpool North †Salford West *City of Chester (Cheshire)	South Eastern and Southern	†Epsom (Surrey) (part) *East Grinstead (East Sussex) *Guildford (Surrey) Southampton, Itchen *Aylesbury (Buckinghamshire)
North Midland	*Horncastle (Lincolnshire—Parts of Lindsey) Leicester *Ashfield (Nottinghamshire)	South Western	*South Dorset (Dorset) Bath *Tiverton (Devon)
Midland	Stoke-on-Trent Central *South Worcestershire (Worcestershire) †Walsall South *†Cannock (Staffordshire)	Wales	Rhondda East *Neath (Glamorgan)
London (Conurbation)	†Harrow Central †Paddington North †Twickenham †Islington South-West †Woolwich East †Epsom (Surrey) (part) †Ilford South †Bromley	Scotland	†Glasgow, Kelvingrove *Caithness and Sutherland (Caithness and Sutherland) †Coatbridge and Airdrie *Kilmarnock (Ayrshire)

(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 until mid-1965, except that the London conurbation has been treated separately and the remainder of the London and South-Eastern region has been combined with the Southern region, giving 11 regions, as defined below.

**NORTHERN**

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

**EAST AND WEST RIDINGS**

The East and West Ridings of Yorkshire, and the City of York.

**NORTH WESTERN**

Cheshire; Derbyshire, part (those areas not included in the North Midland Region), and Lancashire.

**NORTH MIDLAND**

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 Western region); Leicestershire; Lincolnshire; Northamptonshire (including the Soke of Peterborough); Nottinghamshire, and Rutland.

**MIDLAND**

Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.

**LONDON (conurbation)**

London (whole county); Middlesex (whole county); Essex, part (county boroughs of East Ham and West Ham, municipal boroughs of Barking, Chingford, Dagenham, Ilford, Leyton, Walthamstow, and Wanstead and Woodford, and the urban districts of Chigwell and Waltham Holy Cross); Hertfordshire, part (urban districts of Barnet, Bushey, Cheshunt and East Barnet, and the rural district of Elstree); Kent, part (municipal boroughs of Beckenham, Bexley, Bromley, and Erith, and the urban districts of Chislehurst and Sidcup, Crayford, Orpington and Penge); Surrey, part (county borough of Croydon, municipal boroughs of Barnes, Beddington and Wallington, Epsom and Ewell, Kingston-upon-Thames, Malden and Coombe, Mitcham, Richmond, Surbiton, Sutton and Cheam, and Wimbledon, and the urban districts of Banstead, Carshalton, Coulsdon and Purley, Esher, and Merton and Morden).

**EASTERN**

Bedfordshire; Cambridgeshire (including the Isle of Ely); Essex (except those areas included in the London conurbation); Hertfordshire (except those areas included in the London conurbation); Huntingdonshire; Norfolk, and Suffolk.

**SOUTH EASTERN AND SOUTHERN**

Berkshire; Buckinghamshire; Dorset, part (Poole M.B. only); Hampshire (including the Isle of Wight); Oxfordshire; Kent (except those areas included in the London conurbation); Surrey (except those areas included in the London conurbation), and Sussex.

**SOUTH WESTERN**

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

**WALES**

The whole of Wales and Monmouthshire.

**SCOTLAND**

The whole of Scotland.

TABLE 2  
Composition of the Sample, 1965

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year		
					1963	1964	1965
<b>HOUSEHOLDS IN CONURBATIONS</b>							
<b>LONDON</b>							
Households . . . . .	296	296	275	257	1,139	1,079	1,124
Persons . . . . .	883	875	837	816	3,361	3,324	3,411
Persons per household . . . . .	2.98	2.96	3.04	3.18	2.95	3.08	3.03
<b>PROVINCIAL</b>							
Households . . . . .	515	486	458	380	1,435	1,772	1,839
Persons . . . . .	1,625	1,533	1,382	1,212	4,412	5,776	5,752
Persons per household . . . . .	3.16	3.15	3.02	3.19	3.07	3.26	3.13
<b>OTHER URBAN HOUSEHOLDS</b>							
Households . . . . .	888	870	778	705	3,687	3,128	3,241
Persons . . . . .	2,865	2,710	2,440	2,099	11,478	9,855	10,114
Persons per household . . . . .	3.23	3.11	3.14	2.98	3.11	3.15	3.12
<b>LARGER TOWNS</b>							
Households . . . . .	509	499	407	395	2,066	1,306	1,810
Persons . . . . .	1,661	1,596	1,272	1,201	6,217	4,244	5,730
Persons per household . . . . .	3.26	3.20	3.13	3.04	3.01	3.25	3.17
<b>SMALLER TOWNS</b>							
Households . . . . .	379	371	371	310	1,621	1,822	1,431
Persons . . . . .	1,204	1,114	1,168	898	5,261	5,611	4,384
Persons per household . . . . .	3.18	3.00	3.15	2.90	3.25	3.08	3.06
<b>SEMI-RURAL HOUSEHOLDS</b>							
Households . . . . .	321	285	245	244	702	1,050	1,095
Persons . . . . .	1,045	904	801	759	2,261	3,447	3,509
Persons per household . . . . .	3.26	3.17	3.27	3.11	3.22	3.28	3.20
<b>RURAL HOUSEHOLDS</b>							
Households . . . . .	115	134	129	105	569	435	483
Persons . . . . .	329	459	459	332	1,940	1,415	1,579
Persons per household . . . . .	2.86	3.43	3.56	3.16	3.41	3.25	3.27
<b>ALL HOUSEHOLDS</b>							
Households . . . . .	2,135	2,071	1,885	1,691	7,532	7,464	7,782
Persons . . . . .	6,747	6,481	5,919	5,218	23,452	23,817	24,365
Persons per household . . . . .	3.16	3.13	3.14	3.09	3.11	3.19	3.13

TABLE 3  
Income Ranges used to Define Social Classes, 1956-65

Class	Gross weekly income of head of household (a)										Percentage of households in sample									
	1956	1957	1958-59	1960	1961	1962	1963	1964	1965	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	
A: A1	£27 or more	£30 or more	£32 or more	£34 or more	£36 or more	£39 or more	£39 or more	£39 or more	£43 or more	2.9	2.6	2.5	3.2	2.4	2.2	2.0	2.0	3.5	3.5	
A2	£16 and under £27	£18 and under £30	£19 and under £32	£20 and under £34	£21 and under £36	£23 and under £39	£23 10s. and under £39	£24 and under £39	£26 and under £43	10.1	7.7	6.6	8.4	7.6	8.7	8.9	8.6	10.5	10.7	
B	£10 and under £16	£10 10s. and under £18	£11 10s. and under £19	£12 and under £20	£12 10s. and under £21	£14 10s. and under £23	£14 10s. and under £23 10s.	£15 and under £24	£16 and under £26	37.5	38.1	34.3	35.0	38.5	41.8	31.7	34.3	35.4	35.5	
C(b)	£6 10s. and under £10	£7 and under £10 10s.	£7 10s. and under £11 10s.	£8 and under £12	£8 10s. and under £12 10s.	£9 and under £14 10s.	£9 and under £14 10s.	£9 10s. and under £15	£10 and under £16	33.1	32.8	38.2	35.5	32.4	28.6	36.8	34.5	31.6	30.3	
D(b)(c)	Under £6 10s.	Under £7	Under £7 10s.	Under £8	Under £8 10s.	Under £9	Under £9	Under £9 10s.	Under £10	16.5	18.9	18.4	18.0	19.2	18.7	20.6	20.6	19.1	20.0	

(a) Or of the principal earner if the income of the household was below the upper limit for Class D.

(b) Adult male agricultural workers have been included in Class C (or a higher class if appropriate) throughout the period, even though their statutory minimum weekly wage rate has some times been slightly below the lower limit for Class C.

(c) Sub-divided into D1 (with earners), D2 (without earners), and old age pensioner households.

TABLE 4  
 Composition of the Sample: Analysis by Social Class and Household Composition, 1965  
 (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	with earners (D1)		Excluding O.A.P. without earners (D2)		No.	per cent								
									No.	per cent	No.	per cent										
Households containing one man and one woman and:																						
No other	40	14.5	68	8.2	273	9.9	345	14.6	81	20.2	67	32.1	331	35.0	1,205	15.5	2	2	—	—	—	
(i) Older couples (one or both 55 or over)	23	8.3	87	10.5	313	11.3	209	8.9	15	3.7	1	0.5	—	—	648	8.3	2	2	—	—	—	
(ii) Younger couples (both under 55)	15	5.4	103	12.4	326	11.8	216	9.2	11	2.7	1	0.5	2	0.2	674	8.7	3	2	1	—	—	
1 child (0-14)	32	11.6	143	17.2	427	15.5	241	10.2	11	2.7	4	1.9	—	—	858	11.0	4	2	2	—	—	
2 children (0-14)	17	6.2	50	6.0	150	5.4	100	4.2	8	2.0	3	1.4	—	—	328	4.2	5	2	3	—	—	
3 children (0-14)	9	3.3	26	3.1	97	3.5	79	3.4	11	2.7	4	1.9	—	—	226	2.9	6.54	2	4	54	—	
4 or more children (0-14)	29	10.5	58	7.0	216	7.8	178	7.6	22	5.5	—	—	3	0.3	506	6.5	3.28	2	—	—	1.28	
Adolescents only (15-20)	22	8.0	67	8.1	242	8.8	183	7.8	12	3.0	—	—	2	0.2	528	6.8	5.09	2	1.80	—	1.28	
Adolescents and children																						
Total of above households	187	67.8	602	72.4	2,044	74.0	1,551	65.8	171	42.6	80	38.3	338	35.7	4,973	63.9	3.34	2	1.08	—	0.27	
Other households:																						
Adults only	41	14.9	111	13.3	354	12.8	453	19.2	156	38.9	104	49.8	600	63.4	1,819	23.4	1.89	1.89	—	—	—	
With adolescents (15-20) but no children	15	5.4	31	3.7	113	4.1	117	5.0	38	9.5	3	1.4	4	0.4	321	4.1	3.40	2.16	—	—	1.24	
With children (0-14)	33	12.0	88	10.6	250	9.1	235	10.0	36	9.0	22	10.5	5	0.5	669	8.6	4.82	2.55	1.80	—	0.46	
Total unclassified households	89	32.2	230	27.6	717	26.0	805	34.2	230	57.4	129	61.7	609	64.3	2,809	36.1	2.76	2.08	0.43	—	0.25	
Total all household types	276	100	832	100	2,761	100	2,356	100	401	100	209	100	947	100	7,782	100	3.13	2.03	0.84	—	0.26	
Average number of persons per household:																						
Adults	2.16		2.12		2.13		2.15		1.77		1.58		1.50		2.03		1.89	1.89	—	—	—	—
Adolescents (15-20)	0.33		0.28		0.30		0.32		0.26		0.01		0.01		0.26		3.40	2.16	—	—	—	—
Children (0-14)	0.98		1.10		1.07		0.91		0.46		0.37		0.02		0.84		4.82	2.55	1.80	—	—	—
Total	3.46		3.50		3.50		3.38		2.49		1.96		1.53		3.13		2.76	2.08	0.43	—	—	—



TABLE 5

## Age and Sex Distribution of Persons in Households of Different Social Class, 1965

(per cent)

	All households	Class						O.A.P.
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	
<b>Men, 21-64:</b>								
Sedentary . . . . .	10.3	22.5	18.4	10.8	6.5	11.6	15.9	1.3
Moderately active . . . . .	11.5	1.7	6.5	14.1	15.0	3.5	—	—
Active or very active . . . . .	4.1	2.6	2.3	3.7	6.4	3.2	—	—
<b>Men, 65 and over . . . . .</b>	<b>4.2</b>	<b>2.0</b>	<b>1.6</b>	<b>1.5</b>	<b>3.0</b>	<b>7.6</b>	<b>10.7</b>	<b>30.7</b>
<b>Women, 21-59:</b>								
Sedentary . . . . .	16.5	24.9	20.4	17.1	15.2	16.2	24.6	3.7
Moderately active . . . . .	8.0	4.3	6.4	8.5	9.4	14.3	—	0.5
Active or pregnant . . . . .	1.1	0.4	1.1	1.1	1.5	1.0	—	—
<b>Women, 60 and over . . . . .</b>	<b>9.1</b>	<b>4.0</b>	<b>3.9</b>	<b>3.9</b>	<b>6.6</b>	<b>13.7</b>	<b>29.3</b>	<b>62.1</b>
<b>Adolescents and children:</b>								
15-20 male . . . . .	4.3	4.8	4.1	4.3	5.0	4.7	0.5	0.3
15-20 female . . . . .	4.1	4.6	3.9	4.3	4.4	5.6	0.2	0.3
5-14 . . . . .	16.6	19.5	18.9	18.4	16.8	11.9	11.5	0.8
1-4 . . . . .	8.4	6.9	10.2	9.8	8.1	5.1	6.3	0.2
Under 1 . . . . .	2.0	1.9	2.3	2.3	2.0	1.4	1.0	—
	100	100	100	100	100	100	100	100

TABLE 6  
 Composition of the Sample: Analysis by Region and Type of Area, 1965

	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-1965 estimates)
Wales . . . . .	319	1,091	3.42	4.1	4.5	5.1
Scotland . . . . .	948	3,143	3.32	12.2	12.9	9.8
Northern . . . . .	509	1,587	3.12	6.5	6.5	6.2
East and West Ridings . . . . .	840	2,525	3.01	10.8	10.4	8.1
North Western . . . . .	1,110	3,334	3.00	14.3	13.7	12.7
North Midland . . . . .	492	1,602	3.26	6.3	6.6	7.2
Eastern . . . . .	510	1,610	3.16	6.6	6.6	7.6
Midland . . . . .	605	1,929	3.19	7.8	7.9	9.4
South Western . . . . .	541	1,618	2.99	7.0	6.6	6.8
South Eastern and Southern . . . . .	784	2,515	3.21	10.1	10.3	11.8
London . . . . .	1,124	3,411	3.03	14.4	14.0	15.4
All households . . . . .	7,782	24,365	3.13	100	100	100
London conurbation . . . . .	1,124	3,411	3.03	14.4	14.0	15.4
Provincial conurbations . . . . .	1,839	5,752	3.13	23.6	23.6	20.0
Other urban: Larger towns . . . . .	1,810	5,730	3.17	23.3	23.5	26.4
Smaller towns . . . . .	1,431	4,384	3.06	18.4	18.0	17.1
Semi-rural . . . . .	1,095	3,509	3.20	14.1	14.4	16.6
Rural . . . . .	483	1,579	3.27	6.2	6.5	4.6
All households . . . . .	7,782	24,365	3.13	100	100	100

TABLE 7  
Age and Sex Distribution of Persons in the Samples from Each Region and Type of Area, 1965  
(per cent)

	Region											Type of Area																		
	All house-holds	Wales		Scotland		Northern		East and West Ridings		North Western		Eastern		North Midland		Midland		South Western		South Eastern and Southern (a)		Conurbations			Other urban areas		Semi-rural areas		Rural areas	
																							London	Provincial	Larger towns	Smaller towns				
Men, 21-64:	10.3	8.2	9.0	9.1	8.9	10.4	10.6	8.6	10.6	10.6	10.6	11.2	10.6	11.2	11.2	11.2	11.2	11.2	11.2	11.2	11.2	13.5	9.1	9.8	11.7	10.2	6.6			
Sedentary . . . . .	11.5	12.6	11.7	11.3	11.5	14.2	11.1	9.3	11.1	11.1	9.3	10.2	9.8	10.2	10.2	10.2	10.2	10.2	10.2	10.2	10.2	11.4	13.2	11.8	11.4	9.9	7.7			
Active or very active . . . . .	4.1	6.0	4.3	4.7	6.5	2.3	3.7	7.0	4.0	4.0	4.0	3.7	4.9	3.7	3.7	3.7	3.7	3.7	3.7	3.7	3.6	1.6	3.0	4.5	2.8	5.8	11.4			
Men, 65 and over . . . . .	4.2	4.7	3.7	5.0	4.0	4.0	4.5	4.1	3.8	3.8	4.1	4.3	5.7	4.3	4.3	4.3	4.3	4.3	4.3	4.3	3.6	3.7	4.0	4.7	4.7	5.2				
Women, 21-59:	16.5	19.2	17.6	16.1	14.9	14.5	18.3	16.4	16.3	16.3	16.4	17.1	16.7	17.1	17.1	17.1	17.1	17.1	17.1	17.1	16.7	14.5	17.1	17.0	17.2	18.4				
Sedentary . . . . .	8.0	5.5	6.7	7.6	9.5	10.8	6.3	5.6	7.9	7.9	5.6	7.4	7.1	7.4	7.4	7.4	7.4	7.4	7.4	7.4	9.3	9.7	7.6	7.4	7.2	3.9				
Active or pregnant . . . . .	1.1	0.6	1.1	1.3	0.9	1.4	0.7	1.6	1.3	1.3	1.6	1.2	0.4	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.1	1.1	1.2	0.9	1.1	1.4				
Women, 60 and over . . . . .	9.1	8.2	7.9	8.8	8.4	9.0	9.6	10.1	8.4	8.4	10.1	8.7	13.4	8.7	8.7	8.7	8.7	8.7	8.7	8.7	9.1	8.5	8.4	10.3	8.9	11.1				
Adolescents and children:	4.3	4.9	3.7	4.1	4.4	4.2	3.4	3.6	4.4	4.4	3.6	4.3	4.4	4.3	4.3	4.3	4.3	4.3	4.3	4.3	5.2	4.2	4.5	3.9	3.7	3.7				
15-20, Male . . . . .	4.1	5.1	3.3	3.9	5.4	4.1	4.2	3.2	4.0	4.0	3.2	3.8	4.0	3.8	3.8	3.8	3.8	3.8	3.8	3.8	4.0	4.4	4.2	3.8	4.2	3.0				
15-20, Female . . . . .	16.6	16.2	18.1	17.1	16.5	14.7	16.4	18.2	18.2	18.2	18.2	17.7	16.4	17.7	17.7	17.7	17.7	17.7	17.7	17.7	14.4	17.4	16.5	16.2	17.0	18.2				
5-14 . . . . .	8.4	7.8	10.1	8.4	7.8	8.0	8.9	11.1	8.2	8.2	11.1	8.2	5.1	8.2	8.2	8.2	8.2	8.2	8.2	8.2	8.1	8.9	8.5	7.8	8.6	7.9				
1-4 . . . . .	2.0	1.0	2.8	2.6	1.5	2.2	2.3	1.2	1.5	1.5	1.2	2.0	1.5	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.3	2.0	2.1	1.5				
Under 1 . . . . .	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			

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

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TABLE 8  
*Social Class Distribution of Urban and Rural Samples, 1965*

	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
		<i>Proportion of households</i>					
A1 . . . . .	3.5	6.9	1.8	2.7	3.6	4.7	3.1
A2 . . . . .	10.7	16.3	8.0	9.4	11.3	11.8	8.3
B . . . . .	35.5	41.2	36.5	34.2	36.9	35.4	19.0
C . . . . .	30.3	20.8	32.6	32.3	28.8	28.9	43.1
D1 (with earners) . . . . .	5.2	2.2	6.3	6.1	3.7	4.5	9.7
D2 (without earners) . . . . .	2.7	2.6	1.8	3.4	3.2	2.1	3.3
O.A.P. . . . .	12.2	10.1	13.0	11.8	12.5	12.6	13.5
<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 . . . . .	7,782	1,124	1,839	1,810	1,431	1,095	483
		<i>Proportion of persons</i>					
A1 . . . . .	3.9	7.7	2.2	3.0	4.0	5.0	3.0
A2 . . . . .	12.0	18.6	9.2	10.8	13.0	12.3	8.4
B . . . . .	39.7	46.3	41.2	37.5	41.8	39.2	23.2
C . . . . .	32.7	20.2	35.8	35.5	30.2	32.0	46.7
D1 (with earners) . . . . .	4.1	1.3	4.5	5.3	2.9	3.8	8.3
D2 (without earners) . . . . .	1.7	1.4	1.3	2.0	1.9	1.3	2.9
O.A.P. . . . .	5.9	4.6	5.9	6.0	6.2	6.3	7.5
<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 . . . . .	24,365	3,411	5,752	5,730	4,384	3,509	1,579

TABLE 9  
Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1965

	All households	Class								
		A			B	C	D			
		A1	A2	All			Excluding O.A.P. with earners (D1)	without earners (D2)	O.A.P.	
<i>Households of one man and one woman and no other (both under 55)</i>	1.63	1.30	1.55	1.50	1.67	1.67	1.67	1.53	—	—
1 child . . . . .	1.27	1.00	1.17	1.15	1.26	1.37	1.37	1.27	—	—
2 children . . . . .	1.19	1.09	1.13	1.13	1.21	1.24	1.24	1.27	—	—
3 children . . . . .	1.11	1.18	1.06	1.09	1.13	1.11	1.11	1.37	—	—
4 or more children . . . . .	1.09	1.00	1.12	1.09	1.09	1.16	1.16	1.00	—	—
Adolescents only . . . . .	2.28	1.45	2.07	1.86	2.38	2.43	2.43	1.86	—	1.33
Adolescents and children . . . . .	2.18	1.77	1.91	1.88	2.19	2.36	2.36	2.08	—	0.50
No other (one or both 55 or over) . . . . .	0.77	0.97	1.00	0.99	1.13	1.13	1.13	1.15	—	0.07
<i>Other households with</i>										
Adults only . . . . .	0.96	1.39	1.68	1.61	1.72	1.49	1.49	1.16	—	0.07
Adolescents but no children . . . . .	2.36	2.13	2.19	2.17	2.60	2.47	2.47	1.95	—	0.50
Children . . . . .	1.82	1.55	1.61	1.60	2.02	1.96	1.96	1.53	—	0.60
<i>All households</i> . . . . .	1.35	1.34	1.46	1.43	1.62	1.62	1.62	1.35	—	0.08

**APPENDIX B**  
 Tables of Consumption, Expenditure and Prices  
**TABLE I**  
*Household Food Consumption, 1956-1965: All Households*  
 (oz. per head per week, except where otherwise stated)

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.- March 1965	April- June 1965	July- Sept. 1965	Oct.- Dec. 1965	Purchases Yearly Average 1965
<b>MILK AND CREAM:</b>															
Liquid milk															
Full price (pt.)	3.83	3.83	3.68	3.72	3.84	3.82	3.86	3.90	3.77	3.78	3.79	3.78	3.80	3.75	3.78
Purchases	0.16	0.22	0.26	0.20	0.16	0.19	0.18	0.22	0.19	0.16	0.10	0.19	0.16	0.19	—
Free															
Welfare (pt.)	4.00	4.05	3.94	3.92	4.00	4.00	4.05	4.12	3.96	3.94	3.90	3.97	3.96	3.94	3.78
School (pt.)	0.61	0.59	0.65	0.64	0.64	0.70	0.70	0.66	0.70	0.72	0.74	0.74	0.72	0.70	0.72
Total	0.22	0.20	0.20	0.20	0.20	0.20	0.20	0.19	0.19	0.19	0.22	0.18	0.13	0.22	—
<b>Total Liquid Milk</b>	<b>4.83</b>	<b>4.84</b>	<b>4.80</b>	<b>4.76</b>	<b>4.84</b>	<b>4.90</b>	<b>4.95</b>	<b>4.98</b>	<b>4.85</b>	<b>4.85</b>	<b>4.85</b>	<b>4.89</b>	<b>4.82</b>	<b>4.87</b>	<b>4.50</b>
Condensed milk															
Sweetened (eq. pt.)	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02
Unsweetened (eq. pt.)	0.12	0.12	0.13	0.15	0.14	0.14	0.15	0.16	0.15	0.15	0.14	0.15	0.16	0.16	0.15
Dried milk															
National (eq. pt.)	0.07	0.05	0.05	0.04	0.05	0.03	0.02	0.03	0.02	0.02	0.01	0.01	0.02	0.02	0.02
Branded (eq. pt.)	0.04	0.04	0.07	0.06	0.06	0.08	0.09	0.09	0.08	0.10	0.11	0.09	0.11	0.11	0.10
Other milk (pt.)	...	...	0.01	...	0.01	...	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.03	0.02
Cream (pt.)	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.03	0.02	0.03	0.02	0.03	0.04	0.03	0.03
<b>Total Milk and Cream (pt. or eq. pt.)</b>	<b>5.11</b>	<b>5.10</b>	<b>5.10</b>	<b>5.07</b>	<b>5.14</b>	<b>5.20</b>	<b>5.26</b>	<b>5.31</b>	<b>5.16</b>	<b>5.19</b>	<b>5.18</b>	<b>5.22</b>	<b>5.18</b>	<b>5.24</b>	<b>4.84</b>
<b>CHEESE:</b>															
Natural	2.45	2.52	2.60	2.52	2.64	2.70	2.76	2.81	2.77	2.84	2.71	2.76	2.91	2.99	2.84
Processed	0.40	0.37	0.38	0.40	0.40	0.37	0.36	0.35	0.40	0.36	0.36	0.40	0.35	0.36	0.36
<b>Total Cheese</b>	<b>2.85</b>	<b>2.89</b>	<b>2.98</b>	<b>2.92</b>	<b>3.04</b>	<b>3.07</b>	<b>3.12</b>	<b>3.16</b>	<b>3.17</b>	<b>3.20</b>	<b>3.07</b>	<b>3.16</b>	<b>3.25</b>	<b>3.33</b>	<b>3.20</b>

TABLE 1—continued  
(oz. per head per week, except where otherwise stated)

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.- March 1965	April- June 1965	July- Sept. 1965	Oct.- Dec. 1965	Purchases Yearly Average 1965
	MEAT AND MEAT PRODUCTS:														
Carcass meat															
Beef and veal	10.00	10.54	9.57	8.55	8.74	9.10	9.01	9.47	8.53	8.08	8.62	7.92	7.43	8.36	8.04
Mutton and lamb	7.16	6.28	6.04	6.97	6.63	6.75	6.72	6.36	6.30	5.90	5.93	5.87	5.97	5.81	5.88
Pork	1.90	1.98	2.13	2.01	2.02	1.95	2.29	2.48	2.33	2.80	2.92	2.51	2.76	3.01	2.79
Total Carcass Meat	19.06	18.80	17.74	17.53	17.39	17.80	18.02	18.32	17.16	16.78	17.47	16.30	16.17	17.18	16.71
Other meat															
Corned meat	0.83	0.84	0.89	0.76	0.72	0.65	0.66	0.70	0.43	0.46	0.34	0.52	0.56	0.43	0.46
Bones	0.41	0.42	0.49	0.40	0.42	0.20	0.21	0.19	0.26	0.22	0.29	0.17	0.17	0.23	0.22
Bacon and ham, un- cooked	5.11	5.08	5.16	5.14	5.32	5.24	5.56	5.35	5.32	5.43	5.32	5.78	5.37	5.24	5.41
Bacon and ham, cooked (including canned)	0.74	0.79	0.79	0.83	0.84	0.92	0.87	0.88	0.94	0.89	0.76	0.99	0.94	0.88	0.89
Cooked chicken (a)															
Other cooked meat (not canned) (a)	0.44	0.43	0.44	0.44	0.09	0.10	0.09	0.09	0.11	0.13	0.12	0.13	0.14	0.14	0.13
Other canned meat (a)	1.29	1.34	1.51	1.50	1.31	1.27	1.43	1.49	1.70	1.78	1.73	1.69	1.87	1.84	1.78
Liver	0.88	0.84	0.84	0.79	0.82	0.81	0.85	0.92	0.88	0.82	0.87	0.84	0.75	0.84	0.82
Offals (other than liver)	0.73	0.66	0.66	0.66	0.60	0.60	0.66	0.58	0.59	0.58	0.72	0.45	0.43	0.72	0.58
Poultry	0.59	0.80	0.97	1.35	1.68	2.32	2.29	2.50	2.71	3.38	3.27	3.45	3.38	3.44	3.28
Rabbit, game and other meat	0.05	0.11	0.13	0.14	0.10	0.13	0.12	0.13	0.11	0.12	0.19	0.07	0.08	0.15	0.10
Sausages, uncooked, pork	1.94	2.08	2.05	1.92	2.14	2.12	2.34	2.29	2.11	2.23	2.36	2.17	2.17	2.21	2.22
Sausages, uncooked, beef	1.52	1.46	1.43	1.60	1.48	1.47	1.49	1.46	1.60	1.50	1.57	1.34	1.50	1.57	1.49
Other meat products	1.76	1.79	2.07	2.12	2.26	2.40	2.41	2.50	2.56	2.60	2.63	2.54	2.51	2.73	2.60
Total Other Meat and Meat Products	16.29	16.64	17.43	17.65	18.50	18.96	19.70	19.78	20.03	20.82	20.76	20.91	20.63	21.04	20.66
Total Meat and Meat Pro- ducts	35.35	35.44	35.17	35.18	35.89	36.76	37.72	38.10	37.19	37.60	38.23	37.21	36.80	38.22	37.37

TABLE 1—continued  
 (oz. per head per week, except where otherwise stated)

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.— March 1965	April— June 1965	July— Sept. 1965	Oct.— Dec. 1965	Purchases Yearly Average 1965
<b>FISH:</b>															
White, filleted, fresh	} 3.10	2.98	} 2.63	2.54	{ 1.51 0.86	1.52 0.71	1.72 0.70	1.60 0.75	1.52 0.71	1.51 0.74	1.61 0.77	1.49 0.73	1.44 0.66	1.49 0.82	1.50 0.73
White, unfileted, fresh															
White, filleted, quick-frozen															
Herrings, fresh	0.25	0.23	0.12	0.29	0.43	0.44	0.44	0.47	0.55	0.56	0.53	0.57	0.56	0.56	0.56
Fat, fresh, other	0.12	0.11	0.12	0.12	0.12	0.12	0.11	0.13	0.17	0.16	0.14	0.14	0.18	0.16	0.16
White, processed	0.52	0.48	0.40	0.40	0.44	0.34	0.36	0.33	0.36	0.34	0.43	0.31	0.25	0.36	0.34
Fat, processed	0.42	0.44	0.32	0.36	0.34	0.32	0.33	0.34	0.42	0.33	0.38	0.27	0.30	0.37	0.33
Shell	0.12	0.10	0.12	0.11	0.09	0.06	0.06	0.07	0.07	0.06	0.06	0.06	0.05	0.06	0.06
Cooked	0.89	0.88	0.97	0.76	0.86	0.96	0.89	1.00	1.00	1.00	0.89	1.10	1.09	0.93	1.00
Salmon, canned	} 0.57	0.60	0.66	0.95	{ 0.50 0.29	0.53 0.33	0.50 0.32	0.50 0.31	0.56 0.27	0.50 0.30	0.43 0.30	0.58 0.31	0.55 0.32	0.46 0.26	0.50 0.30
Canned, other															
Fish products	0.14	0.12	0.17	0.21	0.23	0.22	0.22	0.17	0.20	0.18	0.18	0.16	0.20	0.19	0.18
<b>Total Fish</b>	6.13	5.94	5.70	5.93	5.86	5.69	5.79	5.81	5.94	5.78	5.79	5.81	5.76	5.72	5.76
<b>EGGS (NO.):</b>															
Consumption	4.35	4.41	4.42	4.54	4.64	4.66	4.68	4.58	4.73	4.78	4.78	4.91	4.75	4.67	
Purchases	4.01	3.98	4.00	4.17	4.36	4.32	4.34	4.21	4.40	4.47	4.47	4.55	4.46	4.39	4.47
<b>FATS:</b>															
Butter	4.70	5.37	6.10	5.74	5.68	6.20	6.20	5.98	5.98	6.10	5.89	6.00	6.19	6.34	6.10
Margarine	4.48	4.02	3.46	3.74	3.66	3.30	3.15	3.32	3.35	3.04	3.07	3.10	2.96	3.04	3.04
Lard and compound cooking fat	2.08	1.98	2.15	2.04	2.06	2.07	2.14	2.19	2.12	2.12	2.26	1.99	1.99	2.22	2.11
Suet	} 0.52	0.55	0.49	0.44	{ 0.18 0.30	0.14 0.24	0.14 0.22	0.16 0.24	0.13 0.21	0.12 0.18	0.15 0.20	0.08 0.15	0.07 0.16	0.19 0.21	0.12 0.18
Dripping															
Other fats, oils and creams	0.06	0.04	0.04	0.07	0.09	0.11	0.14	0.15	0.24	0.30	0.26	0.23	0.31	0.40	0.30
<b>Total Fats</b>	11.84	11.96	12.24	12.03	11.97	12.06	11.99	12.04	12.03	11.86	11.82	11.55	11.69	12.39	11.85



TABLE 1—continued  
(oz. per head per week, except where otherwise stated)

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.— March 1965	April— June 1965	July— Sept. 1965	Oct.— Dec. 1965	Purchases Yearly Average 1965
<b>SUGAR AND PRESERVES:</b>															
Sugar	18.00	17.70	18.55	18.50	17.76	18.10	18.40	18.49	17.37	17.56	17.14	17.02	17.88	18.18	17.56
Jams, jellies and fruit curds	1.88	1.82	1.80	1.74	1.60	1.56	1.65	1.60	1.52	1.55	1.58	1.70	1.49	1.44	1.44
Marmalade	1.10	1.09	1.03	1.00	1.00	0.98	1.03	1.03	0.97	0.94	0.94	0.95	0.99	0.89	0.94
Syrup, treacle and honey	0.71	0.68	0.66	0.56	0.61	0.49	0.60	0.53	0.47	0.50	0.53	0.45	0.36	0.68	0.50
<i>Total Sugar and Preserves</i>	21.69	21.29	22.04	21.80	20.97	21.13	21.68	21.64	20.33	20.55	20.20	20.12	20.72	21.19	20.44
<b>VEGETABLES:</b>															
Old potatoes	44.95	43.64	40.63	39.23	42.00	38.41	35.49	38.22	34.18	33.62	46.17	25.63	13.91	48.78	30.34
Not pre-packed						4.43	4.40	5.45	6.08	6.32	9.73	4.67	2.13	8.74	6.32
Pre-packed															
New potatoes (b)	12.35	13.74	13.52	14.76	14.03	13.67	12.30	11.58	13.07	12.77	0.90	16.58	33.59	—	11.20
Not pre-packed						0.18	0.17	0.33	0.78	0.53	—	0.18	1.94	—	0.53
Pre-packed	1.08	1.03	1.17	0.98	1.07	1.29	1.06	1.23	1.33	1.34	1.12	1.50	1.44	1.32	1.34
Chips	0.05	0.06	0.07	0.08	0.10	0.10	0.14	0.15	0.18	0.20	0.16	0.19	0.22	0.24	0.20
Crisps															
<i>Total Potatoes</i>	58.43	58.47	55.39	55.05	57.20	58.08	53.56	56.95	55.62	54.78	58.08	48.75	53.24	59.07	49.92
Cabbages	5.52	6.12	5.30	5.44	4.90	5.48	5.02	4.49	5.08	4.85	3.81	6.00	5.05	4.54	3.70
Brussels sprouts, quick-frozen	2.32	2.47	2.30	2.01	2.62	2.06	2.28	0.05	0.04	0.04	0.03	0.06	0.05	0.03	0.04
Brussels sprouts	1.72	2.50	2.11	2.50	2.50	2.61	2.58	1.80	2.26	2.66	5.08	0.14	0.46	4.96	2.14
Cauliflower	1.21	1.20	1.23	1.36	1.31	1.32	1.22	1.91	2.36	2.75	1.50	3.99	2.70	2.82	2.46
Leafy salads	3.15	3.09	3.19	3.13	2.07	1.34	1.53	1.23	1.30	1.23	0.41	1.99	2.01	0.51	0.95
Peas, fresh	0.20	0.22	0.34	0.47	0.54	1.51	1.49	1.37	1.08	1.09	..	0.50	3.80	0.05	0.78
Beans, fresh						1.39	1.49	1.52	1.58	1.54	0.04	0.31	4.96	0.86	0.72
Peas, quick-frozen						0.56	0.65	0.84	0.70	0.70	0.72	0.94	0.49	0.67	0.70
Beans, quick-frozen						0.09	0.12	0.18	0.13	0.14	0.15	0.21	0.10	0.11	0.14
Other fresh green vegetables	0.22	0.35	0.26	0.26	0.27	0.24	0.25	0.16	0.20	0.22	0.13	0.51	0.15	0.08	0.08
<i>Total Fresh Green Vegetables</i>	14.34	15.95	14.73	15.17	15.81	15.09	15.14	13.56	14.73	15.22	11.86	14.64	19.77	14.64	11.71

TABLE 1---continued  
 (oz. per head per week, except where otherwise stated)

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.- March 1965	April- June 1965	July- Sept. 1965	Oct.- Dec. 1965	Purchases Yearly Average 1965
<b>Vegetables---continued</b>															
Carrots . . . . .	3.20	2.82	2.98	2.64	3.32	2.96	2.77	2.97	3.10	3.15	3.88	2.32	2.74	3.65	2.84
Other root vegetables . . . . .	2.42	2.47	2.45	2.27	2.39	2.16	2.31	2.44	2.58	2.44	3.56	1.07	1.52	3.63	1.93
Onions, shallots, etc. . . . .	3.27	3.21	3.25	3.07	3.23	3.05	3.04	3.14	3.13	3.10	3.46	2.72	2.58	3.64	2.83
Miscellaneous fresh veg- etables . . . . .	1.33	1.47	1.43	1.58	1.61	1.53	1.52	1.60	1.64	1.72	0.82	1.85	2.37	1.83	1.56
Dried pulses . . . . .	0.71	0.63	0.64	0.52	0.58	0.54	0.48	0.48	0.47	0.46	0.57	0.41	0.36	0.50	0.46
Canned peas . . . . .	3.23	2.94	3.18	3.24	3.06	3.34	3.21	3.24	3.09	2.95	3.21	3.16	2.59	2.84	2.95
Canned beans . . . . .	2.36	2.15	2.55	2.52	2.60	2.70	2.72	2.96	3.10	3.22	3.31	3.02	3.33	3.20	3.21
Other canned vegetables . . . . .	0.32	0.34	0.42	0.45	0.40	0.50	0.57	0.67	0.62	0.78	0.72	0.95	0.74	0.73	0.78
Vegetable products . . . . .	0.05	0.10	0.07	0.07	0.11	0.15	0.18	0.21	0.23	0.22	0.26	0.24	0.21	0.19	0.22
<b>Total Other Vegetables . . . . .</b>	<b>16.89</b>	<b>16.13</b>	<b>16.97</b>	<b>16.36</b>	<b>17.30</b>	<b>16.93</b>	<b>16.80</b>	<b>17.71</b>	<b>17.96</b>	<b>18.04</b>	<b>19.79</b>	<b>15.74</b>	<b>16.44</b>	<b>20.22</b>	<b>16.78</b>
<b>Total Vegetables . . . . .</b>	<b>89.66</b>	<b>90.55</b>	<b>87.09</b>	<b>86.58</b>	<b>90.31</b>	<b>90.10</b>	<b>85.50</b>	<b>88.22</b>	<b>88.31</b>	<b>88.04</b>	<b>89.73</b>	<b>79.13</b>	<b>89.45</b>	<b>93.93</b>	<b>78.41</b>
<b>FRUIT:</b>															
<b>Fresh</b>															
Oranges . . . . .	2.90	3.06	2.76	3.20	3.44	3.16	3.30	3.00	3.38	3.18	4.47	3.68	2.10	2.46	3.18
Other citrus fruit . . . . .	0.82	0.79	0.66	0.83	0.92	0.82	0.90	0.80	0.99	1.14	1.31	1.21	0.87	1.15	1.13
Apples . . . . .	6.58	7.29	5.66	7.36	7.20	6.40	6.27	7.00	7.07	7.36	7.23	6.47	6.46	9.29	6.26
Pears . . . . .	0.89	0.48	0.70	0.81	0.92	0.70	0.88	0.79	0.88	0.78	0.52	0.58	0.73	1.27	0.72
Stone fruit . . . . .	0.89	0.48	0.57	0.94	0.64	0.72	0.68	0.97	0.52	0.55	0.03	0.22	1.75	0.20	0.52
Soft fruit (including quick-frozen) . . . . .	0.98	0.89	1.04	1.23	0.95	1.09	1.18	1.10	1.14	1.29	0.20	1.07	2.81	1.07	0.93
Bananas . . . . .	3.40	3.40	3.08	3.37	3.39	3.56	3.64	3.31	3.31	3.56	3.16	3.73	3.84	3.51	3.55
Other fresh fruit . . . . .	0.85	0.73	0.79	0.80	0.95	0.87	1.02	0.94	1.06	0.93	0.33	1.75	1.15	0.49	0.49
Tomatoes . . . . .	4.14	4.58	4.16	4.75	4.50	4.52	4.20	3.96	4.22	3.92	1.98	4.47	5.65	3.59	3.69
<b>Total Fresh Fruit . . . . .</b>	<b>20.56</b>	<b>21.22</b>	<b>19.42</b>	<b>23.29</b>	<b>22.91</b>	<b>21.84</b>	<b>22.07</b>	<b>21.87</b>	<b>22.57</b>	<b>22.71</b>	<b>19.23</b>	<b>23.19</b>	<b>25.37</b>	<b>23.03</b>	<b>20.47</b>

TABLE 1—continued  
(oz. per head per week, except where otherwise stated)

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.- March 1965	April- June 1965	July- Sept. 1965	Oct.- Dec. 1965	Purchases Yearly Average 1965
<i>Fruit—continued</i>															
Other fruit															
Tomatoes, canned and bottled	0.85	0.62	0.88	0.72	0.63	0.66	0.56	0.59	0.70	0.66	0.79	0.66	0.56	0.65	0.66
Canned peaches, pears and pineapples	3.69	4.16	2.25	2.65	2.60	2.74	2.80	2.76	2.90	2.64	2.22	2.89	2.93	2.54	2.64
Other canned and bottled fruit	0.97	0.91	1.74	1.76	1.90	1.99	1.98	2.14	2.14	2.28	2.09	2.70	2.31	2.03	2.16
Dried vine fruit	0.24	0.26	0.80	0.75	0.71	0.67	0.72	0.70	0.64	0.66	0.52	0.53	0.55	1.05	0.66
Other dried fruit	0.39	0.39	0.26	0.18	0.20	0.15	0.22	0.19	0.16	0.18	0.17	0.13	0.15	0.25	0.18
Nuts, and fruit and nut products	0.25	0.30	0.36	0.36	0.32	0.32	0.35	0.38	0.37	0.34	0.27	0.20	0.16	0.74	0.34
Fruit juices	0.12	0.10	0.29	0.36	0.41	0.45	0.44	0.48	0.54	0.63	0.56	0.64	0.68	0.65	0.63
Welfare orange juice			0.08	0.08	0.07	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.06	0.04	0.04
<i>Total Other Fruit and Fruit Products</i>	6.51	6.74	6.66	6.86	6.84	7.03	7.11	7.28	7.49	7.43	6.65	7.79	7.38	7.94	7.31
<i>Total Fruit</i>	27.07	27.96	26.08	30.15	29.75	28.87	29.18	29.15	30.06	30.14	25.88	30.98	32.75	30.97	27.78
<i>CEREALS:</i>															
Brown bread, unwrapped	2.38	1.50	1.11	1.07	1.54	1.35	1.38	1.56	1.49	1.60	1.53	1.50	1.57	1.78	1.60
(c)															
Brown bread, wrapped		0.78	0.78	0.65	0.88	1.04	1.06	1.04	1.15	1.24	1.12	1.26	1.27	1.31	1.24
White bread, large loaves, unwrapped		15.00	11.64	11.16	9.40	9.37	9.61	9.62	7.55	7.79	8.11	7.61	7.58	7.87	7.79
White bread, large loaves, wrapped	44.36	21.18	23.15	23.14	22.97	23.09	21.81	22.16	23.66	21.66	21.26	22.21	22.53	20.65	21.66
White bread, small loaves, unwrapped		3.34	2.52	2.72	2.89	2.49	3.14	3.77	3.23	3.30	3.39	3.38	3.41	3.04	3.30
White bread, small loaves wrapped		1.34	1.12	1.02	1.38	1.15	1.51	1.54	1.58	1.56	1.59	1.60	1.57	1.46	1.56

TABLE 1—continued  
 (oz. per head per week, except where otherwise stated)

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.- March 1965	April- June 1965	July- Sept. 1965	Oct.- Dec. 1965	Purchases Yearly Average 1965
<i>Cereals—continued</i>															
Wholewheat and whole- meal bread (c) . . . . .	1.60	1.44	1.54	1.56	0.92	0.84	0.83	0.63	0.58	0.69	0.70	0.75	0.62	0.69	0.69
Malt bread . . . . .	0.20	0.20	0.24	0.22	0.21	0.22	0.21	0.26	0.28	0.22	0.21	0.25	0.22	0.20	0.22
Other bread (d) . . . . .	2.54	3.22	5.11	5.75	5.28	5.62	4.04	2.70	2.44	2.53	2.54	2.38	2.71	2.48	2.52
<i>Total Bread</i> . . . . .	51.08	48.00	47.21	47.29	45.47	45.17	43.57	43.26	41.97	40.60	40.45	40.93	41.49	39.49	40.58
Self-raising flour . . . . .	6.03	5.78	5.72	5.18	5.18	4.84	4.84	4.83	4.42	4.34	4.36	4.22	4.08	4.69	4.34
Other flour . . . . .	1.86	2.03	2.03	1.56	1.58	1.53	1.38	1.68	1.65	1.75	1.56	1.58	1.67	2.19	1.75
Buns, scones and tea-cakes . . . . .	1.34	1.41	1.40	1.51	1.49	1.33	1.61	1.60	1.58	1.88	1.93	1.89	1.76	1.95	1.88
Cakes and pastries . . . . .	4.33	4.42	4.42	4.48	4.82	4.76	5.00	4.97	4.89	4.85	4.52	5.06	5.08	4.73	4.84
Chocolate biscuits . . . . .	5.30	5.50	0.80	0.86	0.92	1.02	0.94	0.83	0.96	1.07	1.00	1.07	1.06	1.15	1.07
Other biscuits . . . . .	0.68	0.88	4.78	4.74	4.75	4.58	4.81	4.75	4.77	4.76	4.51	4.89	4.82	4.82	4.76
Puddings . . . . .	0.68	0.88	1.07	1.44	0.80	1.00	1.19	1.43	1.57	1.57	1.64	1.50	1.52	1.63	1.57
Ice-cream (served as part of a meal) . . . . .	0.68	0.88	1.07	1.44	0.62	0.60	0.48	0.51	0.54	0.54	0.28	0.67	0.81	0.39	0.54
Oatmeal and oat pro- ducts . . . . .	1.11	1.04	1.15	1.02	0.94	0.78	0.92	0.96	0.96	0.99	1.23	0.71	0.71	1.30	0.99
Breakfast cereals . . . . .	1.81	1.82	1.80	1.74	1.80	1.90	1.92	1.94	2.02	1.97	1.69	1.97	2.33	1.89	1.97
Rice . . . . .	0.85	0.78	0.71	0.63	0.66	0.60	0.62	0.66	0.52	0.56	0.58	0.65	0.46	0.56	0.56
Cereals, flour base . . . . .	0.76	0.74	0.75	0.73	0.88	0.86	0.86	0.90	0.90	0.86	0.83	0.81	0.94	0.84	0.86
Other cereals . . . . .	0.68	0.72	0.66	0.60	0.64	0.57	0.60	0.58	0.55	0.59	0.60	0.60	0.58	0.59	0.59
<i>Total Cereals</i> . . . . .	75.83	73.12	72.50	71.78	70.56	69.54	68.74	68.92	67.30	66.33	65.16	66.55	67.30	66.22	66.30

TABLE 1—continued

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

Commodity	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	Jan.- March 1965	April- June 1965	July- Sept. 1965	Oct.- Dec. 1965	Purchases Yearly Average 1965
<b>BEVERAGES:</b>															
Tea . . . . .	2.88	2.81	2.84	2.80	2.80	2.84	2.79	2.82	2.69	2.61	2.68	2.62	2.54	2.59	2.61
Coffee, bean and ground . . . . .	0.12	0.11	0.10	0.11	0.10	0.08	0.10	0.09	0.11	0.10	0.11	0.09	0.09	0.12	0.10
Coffee, powders and crystals . . . . .	0.26	0.29	0.30	0.28	0.14	0.16	0.20	0.25	0.23	0.26	0.23	0.26	0.24	0.31	0.26
Coffee, essences . . . . .					0.15	0.14	0.10	0.10	0.11	0.08	0.10	0.06	0.08	0.08	0.08
Cocoa and drinking chocolate . . . . .	0.21	0.20	0.20	0.16	0.16	0.16	0.16	0.18	0.18	0.18	0.23	0.14	0.16	0.21	0.18
Branded food drinks . . . . .	0.20	0.20	0.20	0.19	0.22	0.22	0.21	0.22	0.17	0.21	0.19	0.16	0.19	0.29	0.21
<i>Total Beverages</i> . . . . .	3.67	3.61	3.64	3.54	3.57	3.60	3.56	3.66	3.49	3.44	3.54	3.32	3.31	3.60	3.44
<b>MISCELLANEOUS:</b>															
Spreads and dressings . . . . .	0.16	0.16	0.17	0.19	0.18	0.19	0.18	0.19	0.22	0.21	0.11	0.34	0.28	0.12	0.21
Soups, canned . . . . .	1.61	1.75	1.89	2.03	2.36	2.48	2.53	2.64	2.67	3.00	3.59	2.30	2.63	3.48	3.00
Soups, dehydrated and powdered . . . . .	0.03	0.04	0.06	0.07	0.06	0.06	0.06	0.07	0.08	0.08	0.09	0.07	0.07	0.10	0.08
Meat and vegetable extracts . . . . .	0.14	0.11	0.10	0.10	0.12	0.12	0.13	0.14	0.12	0.14	0.16	0.12	0.12	0.16	0.14
Pickles and sauces . . . . .	n.a.	n.a.	0.94	1.02	1.00	1.07	1.03	1.05	1.11	1.15	1.12	1.07	1.16	1.26	1.14
Table jellies, squares and crystals (pt.) . . . . .	n.a.	n.a.	0.08	0.09	0.09	0.09	0.09	0.08	0.09	0.08	0.06	0.10	0.10	0.07	0.08
Salt . . . . .	n.a.	n.a.	0.98	0.98	0.91	0.84	0.85	0.90	0.95	0.87	0.97	0.71	0.80	1.01	0.87
Invalid and baby foods . . . . .	0.19	0.32	0.28	0.32	0.31	0.33	0.34	0.30	0.32	0.34	0.35	0.30	0.38	0.34	0.34

(a) From 1960 onwards, canned meats (other than corned meat) which were removed from the can and sliced by the retailer before sale are classified as "other cooked meat", and only meat actually purchased in the can by the housewife is classified as "canned meat".

(b) Potatoes from the current year's crop are classified as "new" until 31st August and as "old" from 1st September onwards.

(c) Prior to 1960, certain breads were classified as wholewheat bread but subsequently as brown bread.

(d) Prior to mid-1962, the estimate for "other bread" included a small quantity of bread for which a detailed description had not been given by the housewife.

TABLE 2  
*Household Food Expenditure, 1965; All Households*  
 (pence per person per week)

	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Percentage of all households purchasing each type of food during Survey week
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . .	35·24	35·13	36·41	36·70	35·87	95
Welfare . . . . .	3·16	3·15	3·07	2·96	3·08	23
<i>Total Liquid Milk</i> . . . . .	<i>38·40</i>	<i>38·28</i>	<i>39·48</i>	<i>39·66</i>	<i>38·95</i>	
Condensed milk						
Sweetened . . . . .	0·19	0·19	0·19	0·17	0·18	2
Unsweetened . . . . .	1·17	1·29	1·36	1·39	1·30	23
Dried milk						
National . . . . .	0·06	0·05	0·08	0·08	0·07	...
Branded . . . . .	0·92	0·76	0·89	0·83	0·85	3
Other milk . . . . .	0·29	0·35	0·24	0·50	0·34	4
Cream . . . . .	1·63	2·07	2·40	1·79	1·97	24
<i>Total Milk and Cream</i> . . . . .	<i>42·66</i>	<i>42·99</i>	<i>44·65</i>	<i>44·41</i>	<i>43·66</i>	
<b>CHEESE:</b>						
Natural . . . . .	7·36	7·52	7·93	8·26	7·77	70
Processed . . . . .	1·26	1·43	1·31	1·28	1·32	20
<i>Total Cheese</i> . . . . .	<i>8·63</i>	<i>8·95</i>	<i>9·24</i>	<i>9·53</i>	<i>9·09</i>	
<b>EAT AND MEAT PRODUCTS</b>						
Carcase meat						
Beef . . . . .	32·72	31·11	30·37	33·72	31·98	77
Veal . . . . .	0·27	0·16	0·21	0·27	0·23	1
Mutton and lamb . . . . .	17·53	17·91	18·04	17·80	17·82	57
Pork . . . . .	9·73	8·35	8·95	10·04	9·27	35
<i>Total Carcase Meat</i> . . . . .	<i>60·25</i>	<i>57·54</i>	<i>57·57</i>	<i>61·84</i>	<i>59·30</i>	
Other meat and meat products						
Corned meat . . . . .	1·24	1·87	2·06	1·60	1·69	16
Bones . . . . .	0·19	0·15	0·11	0·15	0·15	2
Bacon and ham, uncooked	17·27	18·53	17·70	17·36	17·72	84
Bacon and ham, cooked (including canned) . . . . .	4·84	6·31	6·01	5·58	5·68	40
Cooked chicken . . . . .	0·51	0·56	0·59	0·57	0·56	2
Other cooked meat (not canned) . . . . .	2·95	3·54	3·47	3·14	3·28	31
Other canned meat . . . . .	4·44	4·59	5·09	5·01	4·78	31
Liver . . . . .	2·94	2·88	2·62	2·92	2·84	26
Offals (other than liver) . . . . .	1·65	1·05	1·08	1·65	1·36	20
Poultry . . . . .	8·24	9·28	8·81	8·46	8·70	22
Rabbit, game and other meat . . . . .	0·51	0·14	0·22	0·42	0·32	1

TABLE 2—continued

(pence per person per week)

	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Percentage of all households purchasing each type of food during Survey week
Other meat and meat products ( <i>continued</i> ):						
Sausages, uncooked, pork	5·74	5·33	5·35	5·38	5·45	45
Sausages, uncooked, beef	3·16	2·78	3·16	3·30	3·10	27
Other meat products	6·59	6·50	6·61	7·29	6·75	59
<i>Total Other Meat and Meat Products</i>	60·27	63·50	62·88	62·84	62·38	
<i>Total Meat and Meat Products</i>	120·52	121·04	120·45	124·68	121·68	
FISH:						
White, filleted, fresh	4·49	4·32	4·00	4·12	4·23	28
White, filleted, quick-frozen	1·83	2·01	1·98	2·04	1·96	17
White, other, fresh	1·95	1·96	1·86	2·15	1·98	13
Herrings, fresh	0·17	0·20	0·26	0·21	0·21	3
Fat, fresh, other	0·27	0·39	0·47	0·19	0·33	2
White, processed	1·12	0·80	0·65	0·93	0·88	8
Fat, processed	0·80	0·57	0·65	0·79	0·70	8
Shell	0·33	0·38	0·31	0·31	0·33	3
Cooked	2·53	3·10	3·34	2·91	2·97	23
Salmon, canned	2·63	3·50	3·37	2·89	3·10	20
Canned, other	1·11	1·22	1·15	1·03	1·13	14
Fish products	0·71	0·67	0·78	0·74	0·72	13
<i>Total Fish</i>	17·93	19·13	18·82	18·31	18·54	
EGGS	16·86	15·95	17·99	20·69	17·87	96
FATS:						
Butter	16·96	16·79	16·82	17·10	16·92	88
Margarine	4·61	4·75	4·50	4·67	4·63	53
Lard and compound cooking fat	2·60	2·31	2·37	2·63	2·48	50
Suet	0·27	0·15	0·14	0·36	0·23	5
Dripping	0·20	0·15	0·18	0·21	0·18	4
Other fats, oils and creams	0·54	0·56	0·62	0·89	0·65	4
<i>Total Fats</i>	25·19	24·72	24·64	25·87	25·09	
SUGAR AND PRESERVES:						
Sugar	10·37	9·92	9·76	9·89	9·98	84
Jams, jellies and fruit curds	2·17	2·41	2·07	2·03	2·17	25
Marmalade	1·23	1·25	1·29	1·16	1·23	17
Syrup, treacle and honey	0·78	0·67	0·55	1·02	0·76	8
<i>Total Sugar and Preserves</i>	14·55	14·24	13·67	14·10	14·14	

TABLE 2—*continued*  
(pence per person per week)

	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Percentage of all households purchasing each type of food during Survey week
<b>VEGETABLES:</b>						
Old potatoes (1964 crop)						
Not pre-packed	9·00	5·28	0·10	—	3·60	} (b)
Pre-packed	2·35	1·20	0·02	—	0·89	
Old potatoes (1965 crop) (a)						
Not pre-packed	—	—	2·37	8·45	2·70	
Pre-packed	—	—	0·46	2·01	0·62	
New potatoes (a)						
Not pre-packed	0·55	8·17	6·86	—	3·90	
Pre-packed	—	0·09	0·47	—	0·14	
Chips	1·35	1·68	1·85	1·61	1·62	24
Crisps	0·65	0·75	0·90	0·98	0·82	15
<i>Total Potatoes</i>	<i>13·91</i>	<i>17·18</i>	<i>13·03</i>	<i>13·05</i>	<i>14·29</i>	
Cabbages	1·48	2·51	1·41	1·18	1·64	34
Brussels sprouts	2·38	0·04	0·28	2·11	1·20	22
Brussels sprouts, quick-frozen	0·09	0·17	0·14	0·09	0·12	2
Cauliflower	1·24	2·43	1·42	1·49	1·64	26
Leafy salads	1·19	3·08	1·42	0·80	1·62	34
Peas, fresh	—	0·28	1·37	0·01	0·42	(b)
Peas, quick-frozen	1·60	2·07	1·08	1·48	1·56	19
Beans, fresh	0·01	0·12	1·74	0·24	0·53	(b)
Beans, quick-frozen	0·42	0·60	0·27	0·30	0·40	6
Other fresh green vegetables	0·09	0·14	0·04	0·07	0·08	2
<i>Total Fresh Green Vegetables</i>	<i>8·50</i>	<i>11·44</i>	<i>9·17</i>	<i>7·78</i>	<i>9·21</i>	
Carrots	1·43	1·23	1·16	1·24	1·26	40
Other root vegetables	1·09	0·55	0·63	1·11	0·84	27
Onions, shallots, etc.	1·71	1·75	1·44	1·71	1·65	44
Miscellaneous fresh vegetables	1·92	3·30	2·71	2·48	2·60	36
Dried pulses	0·66	0·53	0·46	0·63	0·57	12
Canned peas	2·60	2·53	2·09	2·29	2·38	40
Canned beans	2·91	2·72	2·98	2·87	2·87	46
Other canned vegetables	0·78	1·06	0·81	0·79	0·86	15
Vegetable products	0·78	0·84	0·60	0·59	0·70	11
<i>Total Other Vegetables</i>	<i>13·89</i>	<i>14·50</i>	<i>12·90</i>	<i>13·71</i>	<i>13·73</i>	
<i>Total Vegetables</i>	<i>36·30</i>	<i>43·12</i>	<i>35·10</i>	<i>34·54</i>	<i>37·23</i>	

(a) Potatoes from the 1965 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

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



TABLE 2—*continued*

(pence per person per week)

	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Percentage of all households purchasing each type of food during Survey week
<b>FRUIT:</b>						
Oranges . . . . .	3·47	3·13	1·88	2·12	2·65	32
Other citrus fruit . . . . .	1·17	1·04	0·83	1·21	1·06	16
Apples . . . . .	5·36	6·63	5·32	5·61	5·73	54
Pears . . . . .	0·56	0·70	0·71	0·92	0·72	10
Stone fruit . . . . .	0·07	0·34	2·26	0·22	0·72	8
Soft fruit (including quick- frozen) . . . . .	0·39	1·65	2·91	1·31	1·56	13
Bananas . . . . .	2·81	3·66	3·71	3·39	3·39	44
Other fresh fruit . . . . .	0·34	0·32	0·54	0·46	0·42	5
Tomatoes . . . . .	3·17	9·44	8·77	4·47	6·46	61
<i>Total Fresh Fruit</i> . . . . .	<i>17·33</i>	<i>26·90</i>	<i>26·93</i>	<i>19·71</i>	<i>22·71</i>	
Tomatoes, canned and bottled	0·92	0·85	0·64	0·74	0·79	13
Canned peaches, pears and pineapples . . . . .	2·54	3·30	3·34	2·90	3·02	33
Other canned and bottled fruit	2·58	3·38	3·07	2·75	2·94	30
Dried vine fruit . . . . .	0·77	0·79	0·83	1·57	0·99	11
Other dried fruit . . . . .	0·31	0·26	0·25	0·51	0·33	4
Nuts, and fruit and nut products . . . . .	0·69	0·50	0·42	2·01	0·90	9
Fruit juices . . . . .	1·26	1·24	1·30	1·28	1·27	10
Welfare orange juice . . . . .	0·09	0·12	0·18	0·12	0·13	1
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>9·16</i>	<i>10·44</i>	<i>10·03</i>	<i>11·89</i>	<i>10·37</i>	
<i>Total Fruit</i> . . . . .	<i>26·49</i>	<i>37·34</i>	<i>36·96</i>	<i>31·60</i>	<i>33·08</i>	
<b>CEREALS:</b>						
Brown bread, unwrapped . . . . .	1·12	1·11	1·19	1·33	1·19	20
Brown bread, wrapped . . . . .	0·81	0·91	0·95	0·98	0·91	14
White bread, large loaves, unwrapped . . . . .	4·44	4·18	4·21	4·37	4·30	30
White bread, large loaves, wrapped . . . . .	11·95	12·50	12·76	11·67	12·22	57
White bread, small loaves, unwrapped . . . . .	2·33	2·34	2·37	2·15	2·30	30
White bread, small loaves, wrapped . . . . .	1·14	1·17	1·15	1·07	1·13	17
Wholewheat and wholemeal bread . . . . .	0·47	0·49	0·42	0·46	0·46	7
Malt bread . . . . .	0·23	0·29	0·25	0·24	0·25	5
Other bread . . . . .	2·93	2·78	3·29	2·94	2·98	34
<i>Total Bread</i> . . . . .	<i>25·42</i>	<i>25·78</i>	<i>26·59</i>	<i>25·22</i>	<i>25·75</i>	
Self-raising flour . . . . .	2·07	2·00	1·94	2·21	2·06	31
Other flour . . . . .	0·76	0·74	0·80	1·06	0·84	13
Buns, scones and teacakes . . . . .	2·74	2·92	2·59	2·73	2·74	36
Cakes and pastries . . . . .	10·33	11·77	11·71	10·83	11·16	67
Chocolate biscuits . . . . .	2·80	3·17	3·14	3·42	3·13	31
Other biscuits . . . . .	7·59	8·36	8·28	8·43	8·16	74
Puddings . . . . .	1·64	1·48	1·40	1·75	1·57	24

TABLE 2—continued  
(pence per person per week)

	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Percentage of all households purchasing each type of food during Survey week
Oatmeal and oat products . . .	1·17	0·65	0·69	1·21	0·93	13
Breakfast cereals . . .	3·21	3·82	4·48	3·66	3·79	37
Rice . . .	0·54	0·60	0·42	0·51	0·52	10
Cereals, flour base . . .	1·08	1·08	1·19	1·13	1·12	18
Other cereals . . .	0·94	1·10	1·17	1·03	1·06	20
<i>Total Cereals</i> . . .	<i>60·29</i>	<i>63·46</i>	<i>64·41</i>	<i>63·18</i>	<i>62·83</i>	
<b>BEVERAGES:</b>						
Tea . . .	12·32	12·13	11·78	12·08	12·08	83
Coffee, bean and ground . . .	0·66	0·56	0·54	0·72	0·62	4
Coffee, powders and crystals . . .	3·25	3·54	3·30	4·19	3·57	24
Coffee, essences . . .	0·39	0·21	0·30	0·31	0·30	3
Cocoa and drinking chocolate . . .	0·68	0·43	0·48	0·63	0·56	7
Branded food drinks . . .	0·79	0·69	0·83	1·22	0·88	6
<i>Total Beverages</i> . . .	<i>18·08</i>	<i>17·56</i>	<i>17·23</i>	<i>19·15</i>	<i>18·01</i>	
<b>MISCELLANEOUS:</b>						
Spreads and dressings . . .	0·28	0·82	0·69	0·31	0·52	8
Soups, canned . . .	3·53	2·32	2·70	3·51	3·02	34
Soups, dehydrated and powdered . . .	0·58	0·47	0·46	0·61	0·53	6
Meat and vegetable extracts . . .	1·67	1·35	1·35	1·82	1·55	18
Pickles and sauces . . .	2·05	1·97	2·16	2·31	2·12	26
Table jellies, squares and crystals . . .	0·50	0·86	0·85	0·58	0·70	16
Salt . . .	0·38	0·27	0·32	0·39	0·34	11
Invalid and infant foods . . .	0·85	0·75	0·97	0·86	0·86	7
Ice-cream (served as part of a meal) . . .	0·50	1·23	1·41	0·70	0·96	11
Miscellaneous (expenditure only) . . .	1·39	1·42	1·57	1·78	1·54	28
<i>Total Miscellaneous</i> . . .	<i>11·73</i>	<i>11·46</i>	<i>12·47</i>	<i>12·87</i>	<i>12·14</i>	
<b>TOTAL EXPENDITURE</b> . . .	<b>399·25</b> (33s. 3d.)	<b>420·01</b> (35s. 0d.)	<b>415·66</b> (34s. 8d.)	<b>418·96</b> (34s. 11d.)	<b>413·47</b> (34s. 5d.)	

TABLE 2A

Percentage of All Households Purchasing Seasonal Types of Food  
During Survey Week, 1965

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
CREAM . . . . .	22	26	28	22
BACON AND OTHER MEAT:				
Bacon and ham, cooked (including canned)	36	43	43	40
Sausages, uncooked, pork (a)	47	45	43	44
FISH:				
Herrings, fresh (a)	2	2	3	3
Fat, processed (a)	9	6	6	8
EGGS:	96	94	95	96
VEGETABLES:				
Old potatoes (1964 crop)				
Not pre-packed	63	41	1	—
Pre-packed	19	11	...	—
Old potatoes (1965 crop) (b)				
Not pre-packed	—	—	20	61
Pre-packed	—	—	5	16
New potatoes (b)				
Not pre-packed	6	52	51	—
Pre-packed	—	1	4	—
Cabbages	30	45	31	27
Brussels sprouts	43	1	6	40
Brussels sprouts, quick frozen	1	2	2	1
Cauliflower	18	35	26	26
Leafy salads	23	54	38	20
Peas, fresh	—	3	19	...
Peas, quick-frozen	20	24	14	19
Beans, fresh	...	2	24	4
Beans, quick-frozen	6	8	4	5
Carrots	48	34	34	43
Onions, shallots, etc.	46	45	41	45
Miscellaneous fresh vegetables (a)	25	44	39	30
Dried pulses	14	11	10	13
Canned peas	43	42	34	40
Canned beans	47	45	45	46
Other canned vegetables	13	18	14	13
FRUIT:				
Oranges	40	36	24	27
Other citrus fruit	19	15	13	16
Apples	53	57	52	53
Pears	8	9	10	14
Tomatoes	40	75	76	53
Tomatoes, canned and bottled	15	13	11	12
Dried vine fruit	11	10	11	15
Oatmeal and oat products	17	9	9	16
Breakfast cereals	33	38	42	36
Cocoa and drinking chocolate	8	6	6	7
Branded food drinks	6	5	6	9
Spreads and dressings	4	11	10	5
Soups, canned	40	26	30	39
Soups, dehydrated and powdered	8	5	5	7
Meat and vegetable extracts	21	17	16	19
Table jellies, squares and crystals	12	20	19	14
Ice-cream (served as part of a meal)	6	14	16	8

(a) Excluding purchases of quick-frozen foods.

(b) Potatoes from the 1965 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 3

*Household Food Prices, 1965: All Households*

	Average prices paid (a)				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>MILK AND CREAM:</b>					
Liquid milk					
Full price . . . . .	9.3	9.3	9.6	9.8	9.5
Welfare . . . . .	4.3	4.3	4.3	4.3	4.3
<i>Total Liquid Milk Purchased</i> . . . . .	8.5	8.5	8.8	8.9	8.6
Condensed milk					
Sweetened . . . . .	10.3	9.7	10.0	9.9	10.0
Unsweetened . . . . .	8.5	8.4	8.5	8.4	8.4
Dried milk					
National . . . . .	4.2	5.1	4.4	4.4	4.5
Branded . . . . .	8.5	8.4	8.2	8.0	8.3
Other milk . . . . .	15.7	16.4	15.1	14.9	15.5
Cream . . . . .	70.8	66.8	68.0	67.5	68.1
<b>CHEESE:</b>					
Natural . . . . .	43.5	43.6	43.6	44.2	43.7
Processed . . . . .	56.6	57.0	60.7	60.7	58.5
<b>MEAT AND MEAT PRODUCTS:</b>					
Carcase meat	55.4	56.9	57.2	57.6	56.7
Beef . . . . .	61.7	63.9	65.9	65.2	64.0
Veal . . . . .	54.2	58.1	67.6	62.2	59.6
Mutton and lamb . . . . .	47.4	49.0	48.5	49.0	48.4
Pork . . . . .	53.4	53.3	52.5	53.3	53.1
Other meat					
Corned meat . . . . .	58.4	57.0	58.3	60.3	58.3
Bones . . . . .	10.9	13.8	10.9	10.5	11.4
Bacon and ham, uncooked . . . . .	52.1	51.6	53.0	53.1	52.4
Bacon and ham, cooked (including canned) . . . . .	102.8	102.4	102.0	101.9	102.3
Cooked chicken . . . . .	68.6	70.3	67.0	65.6	67.9
Other cooked meat (not canned) . . . . .	79.1	76.2	73.2	79.2	76.7
Other canned meat . . . . .	40.9	43.4	43.6	43.5	42.8
Liver . . . . .	54.2	54.9	56.0	55.9	55.2
Offals (other than liver) . . . . .	36.7	37.3	40.8	36.6	37.5
Poultry . . . . .	41.4	44.2	42.5	41.7	42.5
Rabbit, game and other meat . . . . .	50.0	47.0	46.3	55.7	50.4
Sausages, uncooked, pork . . . . .	38.9	39.4	39.5	39.0	39.2
Sausages, uncooked, beef . . . . .	32.3	33.1	33.6	33.7	33.1
Other meat products . . . . .	40.1	41.0	42.2	42.6	41.4
<b>FISH:</b>					
White, filleted, fresh . . . . .	44.7	46.7	44.4	44.4	45.1
White, filleted, quick-frozen . . . . .	55.4	56.0	56.8	58.1	56.5
White, other, fresh . . . . .	41.9	43.3	45.1	42.7	43.2
Herrings, fresh . . . . .	20.0	22.0	22.6	20.8	21.4
Fat, fresh, other . . . . .	45.1	70.4	50.4	42.2	52.3
White, processed . . . . .	42.1	42.0	42.3	41.3	41.9
Fat, processed . . . . .	33.3	34.6	35.0	34.4	34.2
Shell . . . . .	86.9	109.8	104.4	80.4	95.0
Cooked . . . . .	45.9	45.5	49.2	50.3	47.5
Salmon, canned . . . . .	98.9	96.1	98.5	101.1	98.4
Canned, other . . . . .	59.6	62.6	57.0	63.7	60.5
Fish products . . . . .	64.6	66.0	63.3	63.2	64.3
<b>EGGS</b> . . . . .	3.8	3.5	4.0	4.7	4.0

TABLE 3—continued

	Average prices paid (a)				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>FATS:</b>					
Butter . . . . .	46.1	44.8	43.5	43.3	44.5
Margarine . . . . .	24.1	24.6	24.4	24.6	24.4
Lard and compound cooking fat . . . . .	18.5	18.6	19.1	19.0	18.8
Suet . . . . .	30.0	31.4	32.6	30.9	30.9
Dripping . . . . .	16.3	16.1	17.7	16.3	16.6
Other fats, oils and creams . . . . .	33.9	38.7	31.9	35.5	34.9
<b>SUGAR AND PRESERVES:</b>					
Sugar . . . . .	9.7	9.3	8.7	8.7	9.1
Jams, jellies and fruit curds . . . . .	23.8	24.1	24.2	24.8	24.2
Marmalade . . . . .	20.9	20.9	20.9	21.0	20.9
Syrup, treacle and honey . . . . .	23.9	23.7	24.7	24.3	24.1
<b>VEGETABLES:</b>					
Old potatoes (1964 crop)					
Not pre-packed . . . . .	3.4	3.5	3.6	—	3.4
Pre-packed . . . . .	3.9	4.1	4.8	—	4.0
Old potatoes (1965 crop) (b)					
Not pre-packed . . . . .	—	—	3.3	3.2	3.2
Pre-packed . . . . .	—	—	3.6	3.7	3.7
New potatoes (b)					
Not pre-packed . . . . .	9.8	8.2	3.9	—	5.7
Pre-packed . . . . .	—	7.8	3.9	—	4.3
Chips . . . . .	19.3	18.0	20.6	19.5	19.3
Crisps . . . . .	63.8	62.8	65.6	64.9	64.3
Cabbages . . . . .	7.3	8.0	6.4	6.3	7.2
Brussels sprouts . . . . .	9.6	9.2	10.1	8.3	9.1
Brussels sprouts, quick-frozen . . . . .	46.4	46.2	45.7	46.6	46.2
Cauliflower . . . . .	13.6	11.0	9.7	9.5	10.8
Leafy salads . . . . .	46.5	29.8	17.5	28.2	27.6
Peas, fresh . . . . .	—	10.1	8.3	11.8	8.6
Peas, quick-frozen . . . . .	35.4	35.4	35.0	35.2	35.3
Beans, fresh . . . . .	21.2	10.6	11.9	11.5	11.8
Beans, quick-frozen . . . . .	45.9	45.6	43.6	45.7	45.4
Other fresh green vegetables . . . . .	17.7	13.6	22.3	24.9	16.8
Carrots . . . . .	6.3	8.8	8.2	6.2	7.2
Other root vegetables . . . . .	5.8	9.6	9.8	6.4	7.0
Onions, shallots, etc. . . . .	8.8	10.8	9.9	8.3	9.4
Miscellaneous fresh vegetables . . . . .	38.4	30.2	20.9	24.4	27.0
Dried pulses . . . . .	18.5	20.7	20.6	20.2	19.8
Canned peas . . . . .	13.0	12.8	13.0	12.9	12.9
Canned beans . . . . .	14.1	14.4	14.3	14.4	14.3
Other canned vegetables . . . . .	17.4	17.8	17.5	17.3	17.5
Vegetable products . . . . .	48.9	56.9	46.5	48.8	50.6
<b>FRUIT:</b>					
Fresh					
Oranges . . . . .	12.4	13.6	14.3	13.8	13.3
Other citrus fruit . . . . .	14.4	13.8	15.3	16.9	14.9
Apples . . . . .	13.7	16.9	15.6	12.7	14.7
Pears . . . . .	17.3	19.4	17.6	13.2	16.4
Stone fruit . . . . .	33.8	24.7	21.9	18.3	22.1
Soft fruit (including quick-frozen) . . . . .	32.0	35.0	25.1	22.8	27.2
Bananas . . . . .	14.3	15.7	15.5	15.5	15.2
Other fresh fruit . . . . .	16.8	11.4	11.9	15.8	13.5
Tomatoes . . . . .	25.7	33.9	27.1	22.6	28.3

TABLE 3—continued

	Average prices paid (a)				
	Jan.— March	April— June	July Sept.	Oct.— Dec.	Yearly average
<b>FRUIT—contd.</b>					
Other fruit					
Tomatoes, canned and bottled . . . . .	18·8	20·4	18·6	18·4	19·1
Canned peaches, pears and pineapples . . . . .	18·3	18·3	18·2	18·4	18·3
Other canned and bottled fruit . . . . .	21·2	21·5	22·2	22·5	21·8
Dried vine fruit . . . . .	23·7	24·0	24·3	24·1	24·0
Other dried fruit . . . . .	28·3	31·4	27·5	32·5	30·1
Nuts and fruit and nut products . . . . .	40·2	39·5	42·7	43·4	42·0
Fruit juices . . . . .	45·5	39·1	38·6	39·6	40·6
Welfare orange juice . . . . .	60·0	60·0	60·0	60·0	60·0
<b>CEREALS:</b>					
Brown bread, unwrapped . . . . .	11·7	11·9	12·0	11·9	11·9
Brown bread, wrapped . . . . .	11·7	11·6	12·0	12·0	11·8
White bread, large loaves, unwrapped . . . . .	8·8	8·8	8·9	8·9	8·8
White bread, large loaves, wrapped . . . . .	9·0	9·0	9·1	9·0	9·0
White bread, small loaves, unwrapped . . . . .	11·1	11·1	11·1	11·3	11·1
White bread, small loaves, wrapped . . . . .	11·5	11·8	11·7	11·7	11·7
Wholewheat and wholemeal bread . . . . .	10·7	10·4	10·9	10·8	10·7
Malt bread . . . . .	17·8	18·8	18·4	18·7	18·5
Other bread . . . . .	18·5	18·8	19·4	19·0	18·9
Self-raising flour . . . . .	7·6	7·6	7·6	7·6	7·6
Other flour . . . . .	7·8	7·5	7·7	7·7	7·7
Buns, scones and teacakes . . . . .	22·9	24·8	23·6	22·4	23·4
Cakes and pastries . . . . .	36·7	37·2	36·9	36·7	36·9
Chocolate biscuits . . . . .	45·0	47·6	47·4	47·6	46·9
Other biscuits . . . . .	26·9	27·4	27·5	28·0	27·4
Puddings . . . . .	16·0	15·9	14·8	17·2	16·0
Oatmeal and oat products . . . . .	15·1	14·6	15·6	14·9	15·0
Breakfast cereals . . . . .	30·5	31·0	30·8	31·0	30·8
Rice . . . . .	15·0	14·7	14·6	14·7	14·8
Cereals, flour base . . . . .	20·8	21·4	20·2	21·5	21·0
Other cereals . . . . .	25·1	29·4	32·7	28·0	28·7
<b>BEVERAGES:</b>					
Tea . . . . .	73·5	74·2	74·1	74·6	74·1
Coffee, bean and ground . . . . .	92·4	96·5	92·8	93·6	93·8
Coffee, powders and crystals . . . . .	223·5	218·6	219·4	219·0	220·1
Coffee essences . . . . .	59·6	61·0	60·8	60·5	60·4
Cocoa and drinking chocolate . . . . .	47·6	48·8	48·7	48·4	48·3
Branded food drinks . . . . .	68·4	69·7	69·8	67·5	68·7
<b>MISCELLANEOUS:</b>					
Spreads and dressings . . . . .	40·5	39·0	39·9	41·6	39·8
Soups, canned . . . . .	15·7	16·1	16·6	16·1	16·1
Soups, dehydrated and powdered . . . . .	99·5	107·6	106·0	102·6	103·5
Meat and vegetable extracts . . . . .	165·9	175·5	178·2	182·2	174·6
Pickles and sauces . . . . .	29·6	29·4	29·9	30·0	29·7
Table jellies, squares and crystals . . . . .	8·5	8·5	8·5	8·4	8·5
Salt . . . . .	6·3	6·2	6·5	6·2	6·3
Invalid and baby foods . . . . .	38·6	39·8	40·6	40·6	39·8
Ice-cream (served as part of a meal) . . . . .	29·2	29·5	27·8	28·3	28·6

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

(b) Potatoes from the 1965 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

APPENDIX C

Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption (a)—All Households, 1965

(per person per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavine		Nicotinic acid		Vitamin C (b)		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
Liquid milk	257	9.9	13.2	17.5	14.6	12.5	486	47.6	0.4	3.0	449	10.3	0.15	12.0	0.61	36.0	0.4	3.0	4.2	8.0	4	3.4
Dried milk	7	0.3	0.4	0.3	0.4	0.3	11	1.1	...	0.1	14	0.3	0.02	0.2	0.02	0.9	...	0.1	0.1	0.1	5	3.9
Other milk and cream	15	0.6	0.6	0.8	1.0	0.8	21	2.1	...	0.1	38	0.9	0.01	0.5	0.03	1.5	...	0.1	0.2	0.3	1	0.6
Cheese	53	2.0	3.2	4.3	4.3	3.9	105	10.3	0.1	0.6	169	3.9	...	0.2	0.06	3.8	...	0.4	...	2	1.6	
Total Milk, Cream and Cheese	332	12.8	17.4	23.1	20.4	17.5	624	61.2	0.5	3.8	671	15.4	0.16	13.0	0.72	42.2	0.5	3.6	4.5	8.6	12	9.4
Beef	74	2.9	5.4	7.2	5.8	5.0	3	0.3	1.3	9.1	16	0.4	0.02	1.8	0.08	4.6	1.5	10.5	...	...	...	...
Veal	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Mutton and lamb	61	2.4	3.0	4.0	5.5	4.7	3	0.3	0.4	2.9	10	0.2	0.03	2.3	0.04	2.2	0.9	6.3	...	...	...	...
Pork	37	1.4	1.2	1.6	3.6	3.1	1	0.1	0.1	0.7	...	...	0.06	4.6	0.02	0.9	0.3	2.5	...	...	...	...
Bacon	86	3.3	2.2	2.9	8.6	7.4	2	0.2	0.2	1.4	...	...	0.10	7.8	0.02	1.2	0.4	3.2	...	...	...	...
Liver	5	0.2	0.6	0.7	0.3	0.2	...	...	0.5	3.3	868	19.9	0.01	0.9	0.10	5.9	0.4	3.2	0.5	1.0	1	0.8
Poultry	13	0.5	1.7	2.3	0.7	0.6	1	0.1	0.4	2.6	...	...	0.01	1.0	0.01	0.6	0.8	5.6	...	...	...	...
Sausages	47	1.8	1.4	1.8	3.7	3.2	4	0.4	0.2	1.4	2	...	0.03	2.5	0.01	0.8	0.3	2.1	...	...	...	...
Other meat	74	2.9	4.0	5.2	5.9	5.0	8	0.8	0.8	5.7	40	0.9	0.05	3.9	0.05	2.9	0.8	5.7	0.1	0.2	...	...
Total Meat	400	15.4	19.5	25.9	34.1	29.3	22	2.2	3.8	27.1	936	21.4	0.32	25.0	0.32	19.1	5.4	39.3	0.6	1.2	1	0.8
Fat Fish (c)	8	0.3	0.9	1.2	0.5	0.4	10	1.0	0.1	0.6	12	0.3	...	0.2	0.01	0.8	0.2	1.7	...	...	32	25.6
Other fish	17	0.7	2.7	3.5	0.6	0.5	8	0.8	0.2	1.4	...	...	0.01	0.6	0.02	1.1	0.3	2.1	...	...	...	...
Total Fish	25	1.0	3.6	4.7	1.1	0.9	18	1.8	0.3	2.1	12	0.3	0.01	0.9	0.03	1.9	0.5	3.7	...	...	32	25.6
Eggs	53	2.0	4.0	5.4	4.1	3.5	22	2.2	1.0	7.2	341	7.8	0.04	3.5	0.15	8.8	...	0.2	...	...	20	16.5
Butter	184	7.1	0.1	0.1	17.5	3	0.3	...	0.2	741	17.0	...	...	...	...	...	...	...	...	...	15	11.9
Margarine	95	3.7	...	10.5	9.0	...	...	...	...	369	8.4	...	...	...	...	...	...	...	...	...	39	31.4
Other fats	96	3.7	0.2	0.2	10.6	9.1	...	...	0.1	4	0.1	...	...	0.1	...	0.1	0.7	...	...	...	...	0.2
Total Fats	375	14.5	0.3	0.3	41.5	35.7	4	0.4	0.1	0.6	1,114	25.5	...	0.1	...	0.1	0.7	...	...	...	54	43.4
Sugar and Preserves	312	12.0	...	...	...	...	3	0.3	0.1	0.9	1	...	...	...	...	...	...	...	...	...	...	...
Potatoes (d)	147	5.7	3.6	4.8	0.8	0.7	16	1.6	1.3	9.2	...	...	0.18	14.2	0.12	7.2	1.9	13.5	0.6	1.2	...	...
Cabbage, brussels sprouts and cauliflower	9	0.3	0.8	1.1	...	...	15	1.5	0.3	2.2	53	1.2	0.02	1.9	0.02	1.3	0.1	1.0	...	...	...	...
Leafy salads	1	...	...	...	...	...	2	0.2	...	0.3	56	1.3	...	0.2	...	0.2	...	...	...	...	...	...

**Appendix C—continued**  
 (per person per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavine		Nicotinic acid		Vitamin C (b)		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	
Fresh legumes (including quick-frozen)	4	0.2	0.4	0.5	—	—	1	0.1	0.1	0.8	18	0.4	0.02	1.5	0.01	0.6	0.1	0.4	0.6	0.1	0.4	—	—
Other fresh green vegetables	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Carrots	2	0.1	0.1	0.1	—	—	5	0.5	0.1	0.4	22	0.5	0.01	0.5	...	...	0.1	0.5	0.1	0.2	—	—	
Other root vegetables	2	0.1	0.1	0.1	—	—	3	0.3	0.2	0.2	641	14.7	0.01	0.2	...	...	0.1	0.4	0.2	0.5	—	—	
Other vegetables	27	1.0	1.8	2.4	0.1	0.1	18	1.8	4.6	4.6	148	3.4	0.03	2.5	0.02	1.5	0.3	1.9	1.4	0.7	1.4	—	
<b>Total Vegetables</b>	<b>191</b>	<b>7.4</b>	<b>6.8</b>	<b>9.0</b>	<b>0.9</b>	<b>0.7</b>	<b>63</b>	<b>6.2</b>	<b>2.5</b>	<b>18.1</b>	<b>937</b>	<b>21.4</b>	<b>0.27</b>	<b>21.1</b>	<b>0.19</b>	<b>11.1</b>	<b>2.5</b>	<b>18.0</b>	<b>25.8</b>	<b>49.7</b>	—	—	
Oranges	3	0.1	0.1	0.1	—	—	4	0.4	...	0.2	10	0.2	0.01	0.5	...	...	...	0.3	5.3	10.1	—	—	
Other citrus fruit	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Apples and pears	10	0.4	0.1	0.1	—	—	...	...	0.1	0.6	...	0.1	0.01	0.8	...	...	...	0.1	1.0	2.0	—	—	
Soft fruit	2	0.1	0.1	0.1	—	—	2	0.2	...	0.2	3	0.1	0.01	0.7	0.01	0.5	0.1	0.6	2.2	4.3	—	—	
Bananas	7	0.3	0.1	0.1	—	—	1	0.1	...	0.3	1	0.1	...	0.3	...	...	...	0.1	2.6	4.9	—	—	
Fresh tomatoes	2	0.1	0.2	0.2	—	—	2	0.2	0.1	0.4	159	3.6	0.01	0.6	0.01	0.2	0.1	0.4	0.9	1.7	—	—	
Other fresh fruit	1	...	...	...	...	...	3	0.3	0.1	0.1	3	0.1	...	0.1	...	...	...	0.1	4.0	7.7	—	—	
Other fruit (F)	29	1.1	0.2	0.3	0.3	0.2	6	0.6	2.1	2.1	50	1.1	0.01	0.6	0.01	0.6	0.1	0.6	4.0	0.8	—	—	
<b>Total Fruit</b>	<b>55</b>	<b>2.1</b>	<b>0.8</b>	<b>1.1</b>	<b>0.3</b>	<b>0.2</b>	<b>19</b>	<b>1.9</b>	<b>4.0</b>	<b>4.0</b>	<b>229</b>	<b>5.2</b>	<b>0.05</b>	<b>3.8</b>	<b>0.04</b>	<b>2.1</b>	<b>0.4</b>	<b>2.7</b>	<b>19.3</b>	<b>37.2</b>	—	—	
White bread	353	13.6	11.8	15.6	1.5	1.3	122	12.0	2.1	14.8	—	—	0.22	17.3	0.04	2.4	1.9	13.8	—	—	—	—	
Other bread	60	2.3	2.2	2.9	0.4	0.3	19	1.9	0.6	4.1	...	...	0.05	3.9	0.01	0.8	0.6	4.0	—	—	—	—	
Flour	87	3.4	2.4	3.2	0.3	0.2	32	3.1	0.5	3.6	...	...	0.06	4.5	0.01	0.6	0.4	3.1	—	—	—	—	
Cakes and pastries	98	3.8	1.8	2.3	3.2	2.8	20	2.0	0.4	2.9	48	1.1	0.03	2.0	0.03	1.5	0.2	1.5	—	—	—	—	
Biscuits	121	4.7	1.7	2.2	6.0	5.1	21	2.1	0.4	2.9	—	—	0.02	1.7	0.03	0.3	0.3	1.9	—	—	—	—	
Other cereals	93	3.6	1.9	2.5	1.8	1.6	13	1.3	0.6	4.7	16	0.4	0.03	2.3	0.03	1.7	0.5	3.5	0.1	0.1	...	...	
<b>Total Cereals</b>	<b>811</b>	<b>31.3</b>	<b>21.7</b>	<b>28.9</b>	<b>13.1</b>	<b>11.3</b>	<b>229</b>	<b>22.4</b>	<b>4.6</b>	<b>33.1</b>	<b>64</b>	<b>1.5</b>	<b>0.40</b>	<b>31.8</b>	<b>0.12</b>	<b>7.2</b>	<b>3.9</b>	<b>27.8</b>	<b>0.1</b>	<b>0.1</b>	<b>3</b>	<b>2.6</b>	
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	0.5	...	...	...	...	...	...	
<b>Total Beverages</b>	<b>8</b>	<b>0.3</b>	<b>0.4</b>	<b>0.5</b>	<b>0.2</b>	<b>0.2</b>	<b>4</b>	<b>0.4</b>	<b>0.2</b>	<b>1.2</b>	<b>3</b>	<b>0.1</b>	<b>...</b>	<b>0.2</b>	<b>0.10</b>	<b>6.2</b>	<b>...</b>	<b>0.2</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	
Other foods (J)	32	1.2	0.8	1.1	0.7	0.6	12	1.2	0.3	2.0	61	1.4	0.01	0.9	0.02	1.4	0.5	3.5	1.0	2.0	2	1.6	
<b>TOTAL ALL FOODS</b>	<b>2,594</b>	<b>100</b>	<b>75.2</b>	<b>100</b>	<b>116.3</b>	<b>100</b>	<b>1,020</b>	<b>100</b>	<b>13.9</b>	<b>100</b>	<b>4,371</b>	<b>100</b>	<b>1.27</b>	<b>100</b>	<b>1.70</b>	<b>100</b>	<b>13.9</b>	<b>100</b>	<b>52.0</b>	<b>100</b>	<b>125</b>	<b>100</b>	

(a) Welfare fish liver oil and Vitamin A and D tablets excluded.  
 (b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.  
 (c) Includes canned salmon and other canned fish.  
 (d) Including chips and crisps.  
 (e) Including welfare orange juice.  
 (f) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).



**APPENDIX D**  
*Household Food Consumption according to Region and Type of Area, 1965 (a)*  
 (oz. per person per week except where otherwise stated)

	Region										Type of Area																	
	All households	Wales		Scotland		East and West Ridings		North Western		North Midland		South Eastern and (b) Southern		South Western		Midland		Eastern		Conurbations		Other urban areas		Semi-rural areas	Rural areas			
																					London	Provincial	Larger towns	Smaller towns				
<b>MILK AND CREAM:</b>																												
Liquid milk	3.94	3.03	3.66	3.61	3.26	3.94	3.74	4.22	3.89	4.72	5.36	5.37	4.54	4.72	4.77	4.72	4.72	4.22	3.89	4.72	5.36	5.37	4.62	4.16	4.30	4.26		
Full price (pt.)	0.72	0.66	0.86	0.73	0.68	0.74	0.84	0.79	0.70	0.46	0.46	0.67	0.54	0.67	0.70	0.46	0.46	0.79	0.70	0.46	0.46	0.67	0.71	0.64	0.64	0.48		
Welfare (pt.)	0.19	0.23	0.23	0.20	0.18	0.17	0.21	0.16	0.18	0.18	0.18	0.16	0.16	0.18	0.18	0.18	0.18	0.16	0.18	0.18	0.18	0.16	0.19	0.18	0.16	0.16	0.22	
School (pt.)																												
<b>Total Liquid Milk (pt.)</b>	4.85	3.92	4.75	4.54	4.12	4.85	4.79	5.17	4.77	5.36	5.37	5.37	4.55	4.62	4.62	4.62	4.62	4.62	4.62	4.62	4.62	4.62	4.62	4.62	4.62	4.62	5.00	
Condensed milk	0.02	0.03	0.01	0.03	0.02	0.02	0.01	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.04	
Sweetened (eq. pt.)	0.15	0.11	0.15	0.17	0.13	0.14	0.19	0.18	0.14	0.16	0.16	0.18	0.16	0.16	0.14	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.16	0.28	
Unsweetened (eq. pt.)																												
Dried milk	0.02	0.01	0.03	0.05	0.01	0.03	0.08	0.13	0.07	0.07	0.07	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	
National (eq. pt.)	0.10	0.09	0.16	0.11	0.17	0.11	0.08	0.13	0.07	0.07	0.07	0.02	0.02	0.01	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.07	
Branded (eq. pt.)	0.02	0.04	0.03	0.02	0.02	0.02	0.01	0.04	0.02	0.02	0.02	0.03	0.04	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.08	
Other milk (pt.)	0.03	0.03	0.01	0.02	0.03	0.02	0.03	0.02	0.03	0.02	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.04	0.02	
Cream (pt.)																												
<b>Total Milk and Cream (pt. or eq. pt.)</b>	5.19	4.23	5.14	4.94	4.48	5.19	5.11	5.57	5.04	5.69	5.74	5.74	4.88	5.01	5.01	5.01	5.01	5.01	5.01	5.01	5.01	5.01	5.01	5.01	5.01	5.01	5.51	
<b>CHEESE:</b>																												
Natural	2.84	2.64	2.46	2.12	2.14	2.46	2.76	3.36	3.66	3.47	3.42	3.42	2.39	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.80	2.81	
Processed	0.36	0.34	0.52	0.28	0.33	0.40	0.35	0.31	0.28	0.27	0.30	0.30	0.33	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.59	
<b>Total Cheese</b>	3.20	2.98	2.98	2.40	2.47	2.86	3.11	3.67	3.94	3.74	3.72	3.72	2.72	3.12	3.12	3.12	3.12	3.12	3.12	3.12	3.12	3.12	3.12	3.12	3.12	3.12	3.40	
<b>MEAT AND MEAT PRODUCTS:</b>																												
Carcase meat	8.02	5.76	10.32	9.07	9.04	7.10	7.76	7.81	6.87	7.78	7.12	7.12	8.03	7.70	7.70	7.70	7.70	7.70	7.70	7.70	7.70	7.70	7.70	7.70	7.70	7.70	10.24	
Beef	0.06	0.03	0.01	0.02	0.02	0.02	0.02	0.07	0.09	0.06	0.06	0.06	0.06	0.06	0.09	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.02	
Veal	5.90	7.08	3.66	4.36	4.36	7.14	4.68	6.06	6.21	5.97	6.55	6.55	8.01	5.79	5.79	5.79	5.79	5.79	5.79	5.79	5.79	5.79	5.79	5.79	5.79	5.79	4.70	
Mutton and lamb	2.80	2.39	0.99	2.15	3.17	2.14	2.89	3.30	3.64	4.26	3.16	3.16	2.10	2.87	2.87	2.87	2.87	2.87	2.87	2.87	2.87	2.87	2.87	2.87	2.87	2.87	2.66	
Pork																												
<b>Total Carcase Meat</b>	16.78	15.26	14.98	15.60	16.57	16.40	15.35	17.24	16.81	18.07	16.89	16.89	15.48	16.40	16.40	16.40	16.40	16.40	16.40	16.40	16.40	16.40	16.40	16.40	16.40	16.40	17.60	

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

	All household-holds	Region										Type of Area					
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provin- cial	Larger towns	Smaller towns		
<b>MEAT AND MEAT PRODUCTS—contd.</b>																	
Other meat	0.46	0.55	0.46	0.48	0.41	0.44	0.36	0.48	0.50	0.32	0.33	0.50	0.52	0.44	0.54	0.34	
Corned meat	0.22	0.53	0.20	0.09	0.33	0.14	0.18	0.14	0.08	0.16	0.15	0.38	0.12	0.14	0.21	0.29	
Bones and ham, uncooked	5.43	4.02	6.09	6.27	6.18	6.13	4.63	5.82	5.24	4.94	5.30	5.25	5.54	5.24	5.56	6.22	
Bacon and ham, cooked (including canned)	0.89	0.78	0.82	0.97	0.94	0.94	0.82	0.96	0.98	0.74	0.98	0.90	0.92	0.94	0.81	0.66	
Other cooked meat (not canned)	0.68	0.84	0.88	0.85	0.86	0.59	0.56	0.59	0.60	0.47	0.48	0.85	0.78	0.63	0.59	0.52	
Other canned meat	1.78	1.56	2.24	2.48	2.25	1.66	1.22	1.65	1.48	1.30	1.33	2.10	2.02	1.48	1.85	1.43	
Liver	0.82	0.54	0.74	0.88	0.77	0.77	0.89	0.94	0.86	1.05	1.01	0.78	0.79	0.86	0.78	0.67	
Offal (other than liver)	0.19	0.29	0.51	0.70	0.57	0.53	0.73	0.57	0.65	0.54	0.87	0.56	0.51	0.57	0.48	0.48	
Poultry	3.38	2.03	2.60	2.01	4.10	3.21	2.99	3.78	3.58	4.08	4.76	3.13	3.22	3.32	3.32	2.46	
Rabbit, game and other meat	0.12	0.02	0.18	0.19	0.10	0.13	0.23	0.09	0.10	0.19	0.15	0.10	0.14	0.11	0.16	0.10	
Sausages, uncooked, pork	2.23	0.89	2.08	1.75	1.56	3.04	3.36	2.79	2.48	3.01	2.73	1.58	2.18	2.28	2.55	2.79	
Sausages, uncooked, beef	1.50	4.18	1.42	0.88	1.34	0.45	0.88	0.64	1.47	1.08	1.20	2.14	1.04	1.66	1.14	1.74	
Other meat products	2.60	3.33	3.69	2.76	2.59	2.53	2.06	2.34	2.43	2.36	1.94	2.98	2.71	2.66	2.41	2.58	
<b>Total Other Meat and Meat Products</b>	20.82	19.76	22.08	20.53	22.19	20.54	18.97	20.85	20.51	20.31	21.33	21.44	20.60	20.47	20.50	20.41	
<b>Total Meat and Meat Products</b>	37.60	34.74	37.68	37.10	38.59	35.89	36.21	37.66	38.58	37.20	41.03	36.92	37.00	37.45	36.57	38.01	
<b>FISH:</b>																	
White, filleted, fresh	1.51	2.72	1.68	1.88	1.55	1.54	0.89	1.19	1.15	1.25	0.99	1.93	1.49	1.56	1.30	1.48	
White, filleted, quick-frozen	0.56	0.12	0.53	0.40	0.58	0.44	0.73	0.62	0.69	0.75	0.71	0.41	0.57	0.56	0.74	0.30	
White, other, fresh	0.74	0.38	0.92	0.50	0.95	0.37	0.92	0.54	1.05	0.50	1.09	0.38	0.70	0.78	0.71	0.79	
Herrings, fresh	0.16	0.28	0.29	0.01	0.07	0.11	0.22	0.14	0.14	0.13	0.20	0.10	0.10	0.18	0.16	0.35	
Fat, fresh, other	0.10	0.06	0.05	0.08	0.10	0.05	0.12	0.08	0.18	0.14	0.20	0.08	0.08	0.11	0.09	0.14	
White, processed	0.34	0.08	0.55	0.24	0.17	0.18	0.54	0.19	0.26	0.38	0.54	0.30	0.24	0.34	0.28	0.53	
Fat, processed	0.33	0.42	0.44	0.27	0.28	0.20	0.48	0.33	0.18	0.39	0.43	0.28	0.32	0.30	0.31	0.44	
Shell	0.06	0.02	0.12	0.06	0.04	0.06	0.09	0.02	0.04	0.05	0.05	0.02	0.07	0.06	0.03	0.07	
Cooked	1.00	0.37	1.56	2.27	1.02	1.34	0.95	0.86	0.69	0.64	0.82	1.28	1.29	0.73	0.56	1.05	
Salmon, canned	0.50	0.79	0.48	0.69	0.66	0.66	0.42	0.67	0.37	0.30	0.38	0.58	0.62	0.44	0.42	0.38	
Canned, other	0.30	0.21	0.23	0.32	0.25	0.40	0.45	0.26	0.36	0.38	0.34	0.23	0.34	0.33	0.29	0.27	
Fish products	0.18	0.09	0.34	0.36	0.13	0.18	0.15	0.17	0.20	0.22	0.12	0.20	0.22	0.16	0.21	0.12	
<b>Total Fish</b>	5.78	5.26	6.92	7.08	5.80	5.53	5.96	5.07	5.31	5.13	5.92	5.99	6.05	5.55	5.10	5.92	

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

	Region										Type of Area						
	All house-holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provin-cial	Larger towns	Smaller towns		
EGGS (No.)	4.78	4.23	5.43	5.34	4.72	4.42	4.62	4.74	4.22	5.00	4.69	4.84	4.62	4.56	4.96	4.82	5.46
Eggs purchased (No.)	4.47	4.00	4.73	4.97	4.52	4.33	4.12	4.14	3.97	4.59	4.45	4.80	4.54	4.50	4.82	4.17	3.10
FATS:																	
Butter	6.10	8.44	6.17	5.19	5.30	5.76	5.76	6.21	5.80	6.88	6.30	6.43	5.38	6.25	6.34	6.52	6.01
Margarine	3.04	1.40	3.12	3.73	4.30	3.78	3.16	2.90	2.91	2.53	2.60	2.18	3.70	2.86	2.76	3.14	3.76
Lard and compound	2.12	2.97	1.46	2.32	2.87	1.95	2.91	2.15	2.21	2.13	1.84	1.68	1.95	2.43	2.16	2.16	2.23
cooking fat	0.12	0.02	0.04	0.14	0.12	0.05	0.13	0.16	0.10	0.18	0.23	0.16	0.06	0.14	0.13	0.12	0.15
Suet	0.18	0.14	0.27	0.31	0.21	0.21	0.16	0.16	0.06	0.25	0.13	0.10	0.22	0.16	0.23	0.18	0.16
Other fats, oils and creams	0.30	0.19	0.27	0.34	0.20	0.24	0.20	0.37	0.14	0.14	0.27	0.69	0.26	0.21	0.23	0.30	0.17
Total Fats	11.86	13.16	11.33	12.03	13.00	11.99	12.32	11.95	11.22	12.11	11.37	11.24	11.57	12.05	11.85	12.42	12.48
SUGAR AND PRESERVES:																	
Sugar	17.56	17.58	16.58	16.06	17.78	18.87	18.64	18.35	19.20	17.85	17.04	16.22	16.88	17.92	17.35	18.11	20.89
Jams, jellies and fruit curds	1.55	1.61	2.50	1.62	1.62	1.47	1.55	1.42	1.29	1.15	1.15	1.38	1.72	1.32	1.48	1.50	2.41
Marmalade	0.94	0.56	0.96	0.69	0.83	0.92	0.82	0.94	0.81	1.08	1.02	1.27	0.84	0.71	1.02	0.94	1.29
Syrup, treacle and honey	0.50	0.07	0.60	0.56	0.62	0.45	0.28	0.62	0.32	0.41	0.66	0.59	0.44	0.37	0.55	0.50	0.94
Total Sugar and Preserves	20.55	19.82	20.64	18.93	20.85	21.71	21.29	21.33	21.62	20.49	19.87	19.46	19.88	20.32	20.40	21.05	25.53
VEGETABLES:																	
Old potatoes (1964 crop)	18.08	19.98	17.47	20.92	22.46	14.22	22.39	18.00	16.90	20.08	16.36	16.65	17.60	18.51	18.77	18.10	18.66
Not pre-packed	3.62	5.00	8.10	1.66	1.66	5.60	0.92	1.69	4.17	1.80	1.87	3.51	5.59	3.04	3.54	2.87	0.30
Pre-packed																	
Old potatoes (1965 crop) (c)	15.54	23.48	13.93	18.15	16.37	14.02	12.80	16.81	18.30	14.51	14.40	14.34	14.30	19.54	15.01	13.59	14.34
Not pre-packed	2.70	2.36	5.84	1.16	1.94	5.26	0.88	0.60	1.89	2.59	2.00	1.89	4.75	2.73	2.13	1.97	0.42
Pre-packed (b)																	
New potatoes (b)	12.77	17.86	12.27	15.64	12.48	13.89	13.51	11.10	13.51	11.64	10.55	11.65	13.31	13.32	12.40	13.61	10.32
Not pre-packed	0.53	0.02	2.39	—	0.88	0.10	0.05	0.11	0.17	0.26	0.14	0.36	0.86	0.38	0.82	0.22	0.06
Pre-packed	1.34	1.44	0.68	1.94	3.08	1.64	1.84	1.07	1.07	1.03	0.85	0.69	1.78	0.95	0.95	0.82	1.31
Chips	0.20	0.27	0.13	0.21	0.19	0.18	0.36	0.16	0.25	0.25	0.22	0.17	0.17	0.24	0.20	0.28	0.14
Crisps																	
Total Potatoes	54.78	70.41	60.81	59.67	59.06	54.92	52.75	49.55	56.26	52.15	46.39	49.25	58.52	59.52	53.80	51.46	45.55
Total Potatoes purchased	49.92	68.52	54.01	56.33	57.33	53.39	44.21	39.76	48.45	41.29	41.15	48.03	57.40	58.30	49.11	40.67	19.05

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

	All household	Region										Type of Area								
		Wales	Scotland	Northern		East and West Ridings	North Western		North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern		Conurbations		Other urban areas		Semi-rural areas	Rural areas
				North Western	North Midland		London	Provincial					Larger towns	Smaller towns						
<b>VEGETABLES:—contd.</b>																				
Cabbages . . . . .	4.85	3.05	3.53	4.42	3.29	4.60	5.89	4.59	6.15	6.48	3.42	3.75	5.02	4.74	5.25	4.19				
Brussels sprouts . . . . .	2.66	0.76	1.84	2.28	2.11	3.84	3.52	4.20	3.20	3.44	3.44	1.82	2.50	2.99	3.05	2.84				
Brussels sprouts, quick-frozen . . . . .	0.04	0.06	0.01	0.05	0.06	0.02	0.04	0.06	0.02	0.03	0.04	0.06	0.03	0.04	0.04	0.01				
Cauliflower . . . . .	2.75	1.29	2.52	3.03	2.64	3.14	3.34	3.41	3.51	3.22	2.53	2.33	3.06	2.84	3.20	2.35				
Leafy salads . . . . .	1.23	0.71	0.96	1.35	1.20	1.44	1.39	1.17	1.57	1.61	1.46	1.13	1.22	1.28	1.20	1.04				
Peas, fresh . . . . .	1.09	2.03	0.04	1.27	0.76	1.41	1.27	1.36	1.76	1.34	1.46	0.74	1.14	1.01	1.35	1.08				
Peas, quick-frozen . . . . .	0.70	1.08	0.09	0.40	0.45	0.68	0.98	0.84	0.84	1.00	1.41	0.34	0.79	0.81	0.57	0.21				
Beans, fresh . . . . .	1.54	2.86	0.01	0.52	0.38	1.58	2.55	2.63	4.78	2.32	1.78	0.42	1.42	2.04	2.63	1.59				
Beans, quick-frozen . . . . .	0.14	0.02	0.06	0.09	0.06	0.18	0.16	0.12	0.10	0.24	0.29	0.07	0.17	0.13	0.11	0.04				
Other fresh green vegetables . . . . .	0.22	0.17	0.04	0.02	0.06	0.19	0.39	0.26	0.50	0.50	0.35	0.02	0.16	0.33	0.42	0.10				
<b>Total Fresh Green Vegetables . . . . .</b>	<b>15.22</b>	<b>5.87</b>	<b>9.82</b>	<b>13.43</b>	<b>11.01</b>	<b>17.08</b>	<b>19.53</b>	<b>18.64</b>	<b>22.43</b>	<b>20.18</b>	<b>19.18</b>	<b>10.68</b>	<b>15.51</b>	<b>16.21</b>	<b>17.82</b>	<b>13.45</b>				
Carrots . . . . .	3.15	3.36	3.45	2.98	4.64	2.69	2.72	2.73	2.74	2.85	2.78	3.48	2.99	3.26	3.04	3.16				
Other root vegetables . . . . .	2.44	4.06	3.41	2.41	1.40	1.57	2.08	1.90	2.64	2.34	2.31	2.38	2.58	2.08	2.32	4.03				
Onions, shallots, etc. . . . .	3.10	2.73	3.52	3.73	3.59	3.10	2.27	3.24	2.19	2.31	2.83	3.76	3.07	2.88	2.61	3.10				
Miscellaneous fresh vegetables . . . . .	1.72	0.34	1.10	1.31	1.10	1.80	2.66	2.14	2.18	2.80	2.64	0.98	1.75	1.86	1.98	1.30				
Dried pulses . . . . .	0.46	0.75	0.64	0.64	0.40	0.43	0.13	0.21	0.14	0.19	0.14	0.68	0.49	0.36	0.34	0.88				
Canned peas . . . . .	2.95	2.56	4.73	3.44	3.61	2.52	2.46	3.02	2.57	2.89	2.24	3.47	3.43	2.85	2.60	2.06				
Canned beans . . . . .	3.22	3.56	3.50	3.63	2.97	3.33	3.12	2.97	2.82	3.21	2.87	3.52	3.45	3.14	3.11	2.40				
Other canned vegetables . . . . .	0.78	0.64	0.93	1.20	0.98	0.74	0.70	0.61	0.62	0.84	0.89	0.83	0.90	0.69	0.74	0.39				
Vegetable products . . . . .	0.22	0.16	0.27	0.10	0.27	0.13	0.16	0.06	0.12	0.18	0.18	0.35	0.16	0.23	0.20	0.13				
<b>Total Other Vegetables . . . . .</b>	<b>18.04</b>	<b>18.36</b>	<b>21.55</b>	<b>19.44</b>	<b>18.96</b>	<b>16.31</b>	<b>16.30</b>	<b>16.88</b>	<b>16.02</b>	<b>17.61</b>	<b>16.88</b>	<b>19.45</b>	<b>18.82</b>	<b>17.35</b>	<b>16.94</b>	<b>17.45</b>				
<b>Total Vegetables . . . . .</b>	<b>88.04</b>	<b>106.53</b>	<b>91.04</b>	<b>91.93</b>	<b>84.89</b>	<b>86.14</b>	<b>85.38</b>	<b>91.78</b>	<b>90.60</b>	<b>84.18</b>	<b>85.31</b>	<b>88.65</b>	<b>93.85</b>	<b>87.36</b>	<b>86.22</b>	<b>76.45</b>				
<b>FRUIT:</b>																				
Fresh																				
Oranges . . . . .	3.18	2.86	3.70	3.42	2.96	3.26	3.48	3.36	2.18	2.60	3.95	3.24	3.03	2.96	3.00	2.99				
Other citrus fruit . . . . .	1.14	0.50	1.06	1.12	1.12	0.96	1.51	1.26	1.18	1.52	1.58	0.94	1.14	1.23	1.18	0.58				
Apples . . . . .	7.36	6.65	6.02	6.68	6.51	6.70	8.42	8.31	8.19	9.35	9.50	6.03	6.80	8.17	8.08	5.95				
Pears . . . . .	0.55	0.69	0.80	0.82	0.63	0.61	0.97	1.10	0.52	0.92	0.96	0.78	0.81	0.67	0.38	0.24				
Stone fruit . . . . .	0.78	0.27	0.19	0.34	0.34	0.48	0.52	0.75	0.66	0.96	0.89	0.31	0.53	0.56	0.78	0.24				
Soft fruit . . . . .	1.29	1.14	0.69	1.10	1.17	1.49	1.64	1.04	1.56	1.64	1.68	0.91	1.30	1.22	1.49	1.39				
Bananas . . . . .	3.56	2.96	3.33	3.14	3.00	3.60	3.96	3.29	4.32	3.86	4.44	3.15	3.54	3.74	3.60	2.64				
Other fresh fruit . . . . .	0.93	3.57	0.70	0.70	0.79	0.67	1.22	0.80	0.88	1.40	1.01	0.74	0.77	1.21	1.13	0.82				
Tomatoes . . . . .	3.92	4.02	3.46	3.58	3.78	3.55	4.48	4.04	4.51	4.22	4.95	3.46	3.74	4.15	3.96	3.26				
<b>Total Fresh Fruit . . . . .</b>	<b>22.71</b>	<b>20.22</b>	<b>20.97</b>	<b>20.90</b>	<b>20.30</b>	<b>21.32</b>	<b>26.20</b>	<b>23.95</b>	<b>24.00</b>	<b>26.47</b>	<b>28.96</b>	<b>19.56</b>	<b>21.66</b>	<b>23.91</b>	<b>24.04</b>	<b>18.25</b>				

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

	All households	Region										Type of Area								
		Wales		Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas		
													London	Provincial	Larger towns	Smaller towns				
FRUIT:—contd.																				
Other fruit:																				
Tomatoes, canned and bottled . . . . .	0.66	1.44	0.10	0.63	1.03	0.46	1.84	0.35	1.13	0.42	0.53	0.43	0.51	1.23	0.50	0.50	0.50	0.50	0.50	0.50
Canned peaches, pears and pineapples . . .	2.64	2.75	2.62	2.76	2.32	2.60	2.69	2.67	2.41	2.72	2.72	2.90	2.46	2.56	2.90	2.81	2.81	2.81	2.81	2.81
Other canned and bottled fruit . . . . .	2.28	1.64	1.82	1.81	1.77	1.87	2.68	2.98	2.32	2.43	2.78	2.94	1.80	1.98	2.60	2.50	2.50	2.50	2.50	2.50
Dried vine fruit . . . . .	0.66	0.70	0.43	0.66	0.69	0.54	0.78	0.96	0.44	1.11	0.80	0.59	0.45	0.62	0.79	0.79	0.79	0.79	0.79	0.79
Other dried fruit . . . . .	0.18	0.07	0.28	0.06	0.08	0.12	0.15	0.18	0.15	0.23	0.16	0.28	0.12	0.12	0.23	0.17	0.17	0.17	0.17	0.17
Nuts, and fruit and nut products . . . . .	0.34	0.20	0.09	0.46	0.39	0.34	0.62	0.38	0.32	0.38	0.42	0.33	0.24	0.38	0.37	0.42	0.42	0.42	0.42	0.42
Fruit juices . . . . .	0.63	0.34	0.66	0.44	0.45	0.70	0.44	0.69	0.57	0.42	0.82	0.88	0.52	0.59	0.75	0.62	0.62	0.62	0.62	0.62
Welfare orange juice . .	0.04	0.02	0.02	0.05	0.08	0.03	0.06	0.07	0.04	0.04	0.05	0.02	0.05	0.06	0.04	0.04	0.04	0.04	0.04	0.04
Total Other Fruit and Fruit Products . . . .	7.43	7.16	6.02	6.87	6.81	6.66	9.26	8.28	7.38	7.75	8.28	8.37	6.15	7.54	8.18	7.85	7.85	7.85	7.85	7.85
Total Fruit . . . . .	30.14	27.38	22.22	27.84	27.71	26.96	30.58	34.48	31.33	31.75	34.75	37.33	25.71	29.20	32.09	31.89	31.89	31.89	31.89	31.89
CEREALS:																				
Brown bread . . . . .	2.84	2.78	2.51	4.77	2.98	3.50	2.60	1.89	2.10	2.23	2.46	3.07	2.98	2.98	2.31	2.94	2.94	2.94	2.94	2.94
White bread, large loaves . . . . .	29.46	38.47	35.98	26.75	25.02	28.68	32.28	28.61	37.09	30.33	25.28	23.15	30.49	30.93	27.59	31.53	31.53	31.53	31.53	31.53
White bread, small loaves . . . . .	4.86	5.41	1.33	6.74	8.27	7.27	4.11	3.60	3.93	4.24	3.71	4.88	6.41	5.18	4.14	3.94	3.94	3.94	3.94	3.94
Wholewheat and wholemeal bread . . . . .	0.69	0.38	0.16	0.32	0.37	0.68	1.03	1.14	0.47	0.81	0.95	1.20	0.39	0.53	0.94	0.74	0.74	0.74	0.74	0.74
Malt bread . . . . .	0.22	0.02	0.15	0.26	0.46	0.37	0.15	0.06	0.24	0.14	0.17	0.16	0.35	0.22	0.16	0.17	0.17	0.17	0.17	0.17
Other bread . . . . .	2.53	1.54	6.32	2.14	2.21	2.22	1.54	1.68	1.63	1.96	1.79	2.25	3.31	1.98	2.97	1.80	1.80	1.80	1.80	1.80
Total Bread . . . . .	40.60	48.60	46.45	40.98	39.31	42.72	41.71	36.98	45.46	39.71	34.36	34.71	43.93	41.82	38.11	41.12	41.12	41.12	41.12	41.12

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

	Region										Type of Area							
	All house-holds	Wales		Scotland	Northern Ridings		North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
													London	Provincial	Larger towns	Smaller towns		
<b>CEREALS—contd.</b>																		
Self-raising flour . . . . .	4.34	4.38	2.82	4.65	4.97	3.79	4.85	5.51	3.80	5.76	4.82	4.11	3.24	4.45	4.44	5.10	6.60	
Other flour . . . . .	1.75	1.19	1.54	3.44	3.47	0.82	3.09	1.89	0.91	1.56	1.46	1.06	1.44	2.02	1.47	1.96	3.64	
Buns, scones and tea-cakes . . . . .	1.88	0.73	3.06	2.74	4.69	2.33	1.02	0.74	0.73	1.45	0.87	0.84	3.19	1.42	1.62	1.46	2.78	
Cakes and pastries . . . . .	4.85	5.87	5.21	4.49	4.34	5.14	4.65	4.87	4.76	5.69	4.93	4.12	4.97	4.98	5.04	4.79	5.10	
Chocolate biscuits . . . . .	1.07	1.36	1.96	1.35	1.35	0.98	0.78	0.82	0.66	0.71	0.78	0.75	1.39	1.04	1.08	1.00	0.82	
Other biscuits . . . . .	4.76	4.36	5.04	5.18	4.88	4.58	4.16	4.62	4.18	5.73	4.95	4.62	4.48	4.67	5.10	4.74	5.55	
Puddings . . . . .	1.57	1.20	1.67	1.92	2.20	2.08	1.71	1.10	1.02	1.52	1.23	1.26	2.00	1.70	1.47	1.26	1.24	
Oatmeal and oat products . . . . .	0.99	0.36	2.86	0.74	0.71	0.83	0.61	0.81	0.82	0.71	0.59	0.75	0.97	0.66	0.86	0.77	3.65	
Breakfast cereals . . . . .	1.97	1.72	1.62	1.89	1.57	1.93	1.94	2.35	1.97	2.33	2.38	2.06	1.74	1.82	2.21	2.17	1.92	
Rice . . . . .	0.56	0.26	0.59	0.53	0.45	0.45	0.47	0.32	0.42	0.51	0.55	1.03	0.47	0.44	0.46	0.58	0.62	
Cereals, flour base . . . . .	0.86	0.62	1.21	0.62	0.47	0.73	0.64	0.96	0.61	0.78	1.12	1.16	0.80	0.88	0.83	0.80	0.33	
Other cereals . . . . .	0.59	0.17	0.92	0.47	0.42	0.47	0.50	0.59	0.59	0.59	0.67	0.70	0.46	0.48	0.64	0.62	1.00	
<b>Total Cereals . . . . .</b>	<b>65.79</b>	<b>70.82</b>	<b>74.95</b>	<b>69.00</b>	<b>68.83</b>	<b>66.90</b>	<b>66.13</b>	<b>61.77</b>	<b>65.93</b>	<b>67.05</b>	<b>58.71</b>	<b>57.17</b>	<b>69.08</b>	<b>66.30</b>	<b>63.38</b>	<b>66.40</b>	<b>73.73</b>	
<b>BEVERAGES:</b>																		
Tea . . . . .	2.61	2.77	2.45	2.64	2.56	2.86	2.57	2.50	2.72	2.76	2.35	2.62	2.60	2.72	2.54	2.57	2.46	
Coffee, bean and ground . . . . .	0.10	...	0.05	0.05	0.14	0.06	0.05	0.21	0.08	0.08	0.22	0.17	0.09	0.10	0.08	0.13	0.10	
Coffee, powders and crystals . . . . .	0.26	0.16	0.15	0.24	0.31	0.24	0.27	0.26	0.24	0.32	0.33	0.31	0.23	0.25	0.27	0.29	0.19	
Coffee essences . . . . .	0.08	0.12	0.02	0.04	0.06	0.05	0.17	0.11	0.20	0.08	0.11	0.03	0.06	0.11	0.06	0.10	0.20	
Cocoa and drinking chocolate . . . . .	0.18	0.20	0.10	0.20	0.14	0.14	0.14	0.17	0.17	0.30	0.24	0.23	0.12	0.17	0.22	0.22	0.18	
Branded food drinks . . . . .	0.21	0.21	0.06	0.06	0.19	0.19	0.28	0.40	0.26	0.28	0.21	0.24	0.16	0.21	0.24	0.20	0.23	
<b>Total Beverages . . . . .</b>	<b>3.44</b>	<b>3.46</b>	<b>2.83</b>	<b>3.23</b>	<b>3.40</b>	<b>3.54</b>	<b>3.51</b>	<b>3.65</b>	<b>3.69</b>	<b>3.82</b>	<b>3.46</b>	<b>3.60</b>	<b>3.26</b>	<b>3.56</b>	<b>3.41</b>	<b>3.51</b>	<b>3.36</b>	
<b>MISCELLANEOUS:</b>																		
Spreads and dressings . . . . .	0.21	0.06	0.16	0.23	0.19	0.14	0.26	0.24	0.10	0.28	0.34	0.29	0.12	0.20	0.26	0.26	0.18	
Soups, canned . . . . .	3.00	2.07	5.00	3.66	3.39	3.01	2.68	2.50	2.56	2.00	2.26	2.53	3.70	3.06	3.04	2.52	2.22	
Soups, dehydrated and powdered . . . . .	0.08	0.03	0.12	0.07	0.06	0.10	0.09	0.07	0.04	0.07	0.11	0.08	0.09	0.07	0.10	0.08	0.07	
Meat and vegetable extracts . . . . .	0.14	0.06	0.06	0.10	0.14	0.11	0.10	0.20	0.11	0.19	0.20	0.23	0.10	0.13	0.15	0.15	0.09	
Pickles and sauces . . . . .	1.15	1.67	1.29	1.19	1.19	1.04	1.08	0.96	1.26	0.77	1.11	1.19	1.16	1.29	0.99	1.22	0.92	
Table jellies, squares and crystals (pt.) . . . . .	0.08	0.08	0.08	0.06	0.05	0.07	0.08	0.08	0.08	0.11	0.10	0.09	0.06	0.08	0.10	0.10	0.09	
Salt . . . . .	0.87	0.80	1.13	0.82	0.76	0.74	0.74	0.98	0.70	0.86	0.90	0.98	0.74	0.86	0.92	0.85	1.15	
Invalid and infant foods . . . . .	0.34	0.35	0.39	0.34	0.37	0.30	0.28	0.30	0.33	0.36	0.35	0.36	0.33	0.30	0.43	0.32	0.35	
Ice-cream (served as part of a meal) . . . . .	0.54	0.28	0.56	0.37	0.26	0.47	0.43	0.80	0.54	0.84	0.66	0.62	0.36	0.42	0.79	0.61	0.54	

(a) See footnote (b) to Table 1 of Appendix A.  
 (b) Excluding London, for which separate results are shown in the analysis according to type of area.  
 (c) Potatoes from the 1965 crop were classified as 'new until 31st August, and as 'old' from 1st September onwards.

## APPENDIX E

### Income Elasticities of Demand

1. Estimates of income elasticities of demand for the foods distinguished in the Survey classification have been calculated from the data obtained from a cross-section of households of different composition and at differing levels of income in 1965. These estimates, together with corresponding estimates derived by cross-section methods in 1955, 1958, 1960 and 1962 are given in Tables 1 and 2.

2. In simplified terms, the income elasticity of demand for a commodity can be regarded as the percentage change in demand for the commodity associated with a one per cent change in net income. More formally it is the ration of the relative change in demand (which may be 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  $\frac{i}{e} \frac{de}{di}$ , where  $e$ =expenditure (or, in the case of elasticities of quantity, the amount purchased) and  $i$ =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 is found that for many foods, a demand function which assumes the elasticity to be constant over the range of incomes considered provides a sufficiently good fit to the data. Such a function has been used in deriving the elasticity coefficients given in this Appendix, and is of the form

$$e=ki^\gamma$$

when  $e$  and  $i$  are as defined above,  $k$  is a constant and  $\gamma$  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

$$\log e=\gamma \log i$$

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

3. 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 eleven types of household shown in Table 1. The estimates for each of the groups in 1965 (and the provisional estimates for 1966) were obtained by fitting double logarithmic linear regressions to the individual observations from each household within each group<sup>(1)</sup>. An overall estimate was then obtained by forming a weighted average of these 11 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 11 categories or did not disclose their income, and were excluded from the calculations. Although the 11 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.

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<sup>(1)</sup> The estimates for 1962 and for earlier years were obtained by a slightly different procedure, whereby the households in each of the 11 groups were ranked in order of declared net family income and the median and upper and lower quartiles were determined; the elasticities for each household type were then estimated from the means of the four groups thus distinguished.



4. In calculating the elasticities for individual foods which are given in Table 2, data from the 11 types of household were again used, except that in 1965 the group of older couples (one or both aged 55 or more) was subdivided into pensioners and others. Within each of the resulting 12 groups the households were ranked in order of declared net family income and divided into eight approximately equal sub-groups<sup>(1)</sup>. Totals for family income, quantity purchased and expenditure for each food were calculated for each of the 96 (12 × 8) sub-groups. The totals from the *i*th octiles (*i*=1...8) were themselves summed over the 12 household composition groups and divided by the numbers of people per octile. This procedure produced for each food two sets of eight pairs of observations to which double logarithmic linear regressions were fitted to give estimates of the income elasticities of expenditure and of quantity.

5. The negative sign which is attached to some of the estimates in Table 3 indicates that the expenditure (or quantity purchased) decreases with increasing income; such commodities are often described as "inferior goods". It is not necessarily the case, however, that demand for such foods will fall away as living standards rise, or that demand for a luxury food will rise, since there may be underlying trends in consumer demand which are not associated with income.

6. On the whole, the estimates of income elasticity of expenditure on individual foods in 1965 tend to be lower than those for previous years, and this is in agreement with expectation as living standards rise. For 117 of the foods listed in Table 2 for which comparable estimates were obtained in 1960, 1962 and 1965, the distribution of the elasticity coefficients is as follows:

	No. of foods			
	Income elasticity of expenditure			
	less than 0	0 to 0.49	0.50 to 0.99	1 or over
1960	21	56	24	16
1962	22	57	25	13
1965	30	53	22	12

7. For most foods the income elasticity of demand is higher for expenditure than for quantity. Since  $e = pq$  where  $e$ ,  $p$  and  $q$  are respectively expenditure, price and quantity purchased,

$$\frac{de}{di} = p \frac{dq}{di} + q \frac{dp}{di}, \text{ where } i \text{ is family income}$$

$$\text{whence } \frac{i}{e} \frac{de}{di} = \frac{i}{q} \frac{dq}{di} + \frac{i}{p} \frac{dp}{di}$$

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.

<sup>(1)</sup> Prior to 1965 only four sub-groups were used.



TABLE 1

*Estimated Income Elasticity of Household Food Expenditure*

Type of Household	1955	1958	1960	1962	1965	1966
One man and one woman and: no other (both under 55)	0.16	0.15	0.10	0.08	0.06	0.03
no other (one or both 55 or over)	0.36	0.33	0.35	0.35	0.27	0.28
1 child	0.24	0.28	0.24	0.26	0.19	0.21
2 children	0.28	0.30	0.22	0.25	0.13	0.21
3 children	0.29	0.19	0.21	0.20	0.23	0.16
1 adolescent	0.28	0.23	0.28	0.19	0.17	0.13
1 child and 1 adolescent	0.31	0.27	0.23	0.26	0.21	0.34
One woman only	0.32	0.29	0.28	0.39	0.33	0.26
Two women	0.34	0.30	0.23	0.32	0.35	0.23
One man, two women	0.32	0.32	0.23	0.36	0.32	0.26
Two men, one woman	0.38	0.30	0.29	0.24	0.16	0.37
All above households (weighted average)	0.30	0.28	0.25	0.27	0.23	0.23

**TABLE 2**  
**Estimates of Income Elasticities of Demand for Individual Foods**

	Income Elasticities of Expenditure					Income Elasticities of Quantity Purchased				
	1955	1958	1960	1962	1965	1955	1958	1960	1962	1965
<b>MILK AND CREAM:</b>										
Liquid milk										
Full price	0.31	0.33	0.26	0.31	0.28	0.28	0.31	0.24	0.29	0.26
Welfare	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
<b>Total Liquid Milk</b>	0.29	0.27	0.22	0.27	0.25	0.20	0.21	0.16	0.20	0.19
Condensed milk										
Sweetened	-0.50	-0.50	-0.26	-0.06	-1.46	-0.48	-0.76	-0.26	-0.10	-1.54
Unsweetened	0.51	0.14	0.18	0.13	0.09	0.50	0.11	0.19	0.16	0.16
Dried milk										
National	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Branded	-0.28	-0.30	-0.47	-1.01	-0.91	-0.23	-0.49	-0.54	-0.92	-1.27
Other milk	3.34	1.62	2.24	2.25	0.97	1.97	0.70	0.69	1.03	0.02
Cream	1.33	1.09	1.38	1.35	1.05	1.35	0.99	1.38	1.22	0.84
<b>Total Other Milk and Cream</b>	0.30	0.30	0.45	0.40	0.31	-0.04	0.27	-0.12	-0.15	-0.34
<b>CHEESE:</b>										
Natural	0.15	0.28	0.25	0.31	0.30	0.09	0.24	0.21	0.26	0.25
Processed	0.36	0.11	0.13	0.20	0.02	0.26	0.03	0.13	0.16	-0.06
<b>Total Cheese</b>	0.19	0.24	0.23	0.29	0.26	0.11	0.21	0.20	0.25	0.22
<b>MEAT AND MEAT PRODUCTS:</b>										
Carcass meat										
Beef and veal	0.18	0.06	0.16	0.16	0.21	0.08	-0.02	0.07	0.09	0.10
Mutton and lamb	0.48	0.47	0.38	0.41	0.27	0.35	0.34	0.29	0.32	0.21
Pork	0.38	0.62	0.46	0.41	0.35	0.30	0.53	0.43	0.34	0.31
<b>Total Carcass Meat</b>	0.31	0.25	0.27	0.28	0.25	0.21	0.17	0.19	0.21	0.18

TABLE 2—continued

	Income Elasticities of Expenditure					Income Elasticities of Quantity Purchased				
	1955	1958	1960	1962	1965	1955	1958	1960	1962	1965
Other meat										
Corned meat	0.13	-0.16	-0.20	-0.16	-0.28	0.16	-0.19	-0.22	-0.18	-0.31
Bones	-0.18	-0.48	-0.57	-0.67	-0.65	-0.36	-0.55	-0.76	-0.81	-0.22
Bacon and ham, uncooked	0.32	0.35	0.27	0.27	0.17	0.24	0.28	0.22	0.19	0.11
Bacon and ham, cooked (including canned)	0.63	0.37	0.32	0.43	0.18	0.58	0.36	0.29	0.36	0.14
Cooked chicken	0.58	0.25	1.32	0.58	0.92	0.38	0.15	1.19	0.64	0.87
Other cooked meat (not canned)										
(a)										
Other canned meat (a)	0.22	0.11	-0.01	0.09	-0.21	0.10	0.03	-0.10	0.02	-0.32
Liver	0.46	0.39	0.07	0.11	-0.04	0.38	0.32	-0.02	0.01	-0.06
Offals (other than liver)	0.71	0.52	0.27	0.22	0.12	0.41	0.24	0.19	0.20	0.08
Broiler chicken, uncooked	1.70	1.51	0.90	0.78	0.52	1.61	1.40	0.69	0.62	0.37
Other poultry, uncooked	1.66	0.99	1.37	0.90	0.42	1.32	1.40	1.34	0.88	0.42
Rabbit, game and other meat	0.40	0.49	0.78	0.51	0.80	0.34	0.66	0.93	0.26	0.82
Sausages, uncooked, pork	-0.53	-0.72	0.40	0.27	0.26	0.55	0.46	0.37	0.24	0.24
Sausages, uncooked, beef	-0.03	0.12	-0.76	-0.59	-0.53	-0.18	-0.72	-0.79	-0.63	-0.58
Other meat products										
Total Other Meat and Meat Products	0.36	0.33	0.29	0.26	0.15	0.20	0.19	0.18	0.15	0.08
FISH:										
White, filleted, fresh	0.36	0.36	0.12	0.21	0.21	0.20	0.21	0.08	0.11	0.07
White, filleted, quick-frozen										
White, other, fresh										
Herrings, fresh	0.07	-0.24	0.63	0.43	0.08	0.03	0.21	0.47	0.46	0.37
Fat, fresh, other	0.99	0.34	1.62	1.44	1.72	0.55	-0.50	-0.17	0.28	-0.08
White, processed	0.64	0.73	0.47	0.54	0.40	0.62	0.66	0.66	0.34	0.22
Fat, processed	0.31	0.54	0.55	0.67	0.53	0.25	0.39	0.45	0.60	1.73
Shell	1.18	1.44	1.14	1.45	1.05	0.86	1.15	0.82	0.49	0.32
Cooked	-0.18	-0.04	-0.16	-0.09	-0.46	-0.19	-0.19	-0.19	1.22	0.42
Salmon, canned	0.63	0.63	0.46	0.52	0.31	0.60	0.43	0.41	-0.14	-0.45
Canned, other	0.40	0.17	0.50	0.62	0.46	0.14	0.04	0.24	0.50	0.32
Fish products										
Total Fish	0.38	0.41	0.37	0.37	0.20	0.23	0.20	0.21	0.23	0.10

TABLE 2—continued

	Income Elasticities of Expenditure					Income Elasticities of Quantity Purchased				
	1955	1958	1960	1962	1965	1955	1958	1960	1962	1965
EGGS . . . . .	0.39	0.37	0.26	0.26	0.22	0.34	0.33	0.23	0.21	0.18
FATS:										
Butter . . . . .	0.37	0.30	0.24	0.28	0.17	0.37	0.30	0.24	0.27	0.17
Margarine . . . . .	-0.20	-0.27	-0.22	-0.23	-0.24	-0.24	-0.30	-0.28	-0.27	-0.29
Lard and compound cooking fat . . . . .	0.03	0.02	0.03	-0.06	-0.08	0.02	-0.02	-0.05	-0.13	-0.18
Suet . . . . .	-0.20	-0.21	0.01	-0.19	0.04	-0.23	-0.30	-0.03	-0.11	-0.06
Dripping . . . . .	-0.20	-0.21	-0.71	-0.24	-0.46	-0.23	-0.30	-0.67	-0.28	-0.50
Other fats, oils and creams . . . . .	1.29	1.77	1.08	1.60	0.59	0.84	1.69	1.13	1.64	0.68
Total Fats . . . . .	0.17	0.13	0.11	0.16	0.07	0.05	0.06	0.02	0.06	-0.01
SUGAR AND PRESERVES:										
Sugar . . . . .	0.06	0.07	0.00	-0.03	-0.04	0.05	0.06	-0.01	-0.04	-0.07
Jams, jellies and fruit curds . . . . .	-0.17	-0.08	-0.17	0.05	-0.09	-0.25	-0.14	-0.24	-0.03	-0.15
Marmalade . . . . .	0.38	0.42	0.13	0.47	0.14	0.34	0.42	0.10	0.46	0.14
Syrup, treacle and honey . . . . .	0.05	0.16	0.66	0.47	0.30	-0.23	0.04	0.33	0.34	0.03
Total Sugar and Preserves . . . . .	0.06	0.08	0.03	0.06	-0.01	0.03	0.06	-0.01	-0.00	-0.06
VEGETABLES:										
Potatoes										
Previous year's crop not prepacked . . . . .	n.a.	n.a.	-0.10	-0.25	-0.35	n.a.	n.a.	-0.24	-0.34	-0.46
Previous year's crop prepacked . . . . .	n.a.	n.a.	0.19	0.57	-0.18	n.a.	n.a.	0.06	0.52	-0.27
Current year's crop not prepacked . . . . .	n.a.	n.a.	0.19	0.16	0.13	n.a.	n.a.	0.06	0.18	0.10
Current year's crop prepacked . . . . .	-0.20	-0.19	-0.21	0.38	0.50	-0.08	-0.21	-0.22	0.28	0.49
Chips . . . . .	0.21	0.29	0.56	-0.09*	-0.43	0.31	0.34	0.56	-0.11	-0.57
Crisps . . . . .	0.13	0.10	0.07	0.15	0.17	0.03	0.07	0.14	0.14	0.19
Total Potatoes . . . . .	0.13	0.10	0.07	0.06	-0.05	0.03	0.07	-0.08	0.02	-0.11

TABLE 2—continued

	Income Elasticities of Expenditure					Income Elasticities of Quantity Purchased				
	1955	1958	1960	1962	1965	1955	1958	1960	1962	1965
Cabbages . . . . .	0.15	0.15	0.05	0.11	0.00	0.16	0.08	0.02	-0.01	0.01
Brussels sprouts . . . . .	0.60	0.61	0.45	0.42	0.21	0.59	0.63	0.37	0.35	0.25
Brussels sprouts, quick-frozen . . . . .	0.83	0.78	0.45	0.60	1.41	0.77	0.72	0.40	0.56	1.39
Cauliflower . . . . .	0.97	0.97	0.75	0.94	0.47	0.95	0.86	0.74	0.89	0.46
Leafy salads . . . . .	0.96	0.38	0.46	0.64	0.66	0.90	0.33	0.46	0.64	0.63
Peas, fresh . . . . .	1.72	1.82	0.54	0.88	0.53	1.73	1.79	0.41	0.82	0.56
Beans, quick-frozen . . . . .	0.68	0.87	1.53	1.34	1.22	0.27	0.32	1.54	1.35	1.26
Beans, quick-frozen . . . . .			2.01	1.52	1.21			2.07	1.55	1.27
Other fresh green vegetables . . . . .			0.63	1.11	1.64			0.16	0.70	1.82
<i>Total Fresh Green Vegetables . . . . .</i>	<i>0.71</i>	<i>0.72</i>	<i>0.66</i>	<i>0.71</i>	<i>0.56</i>	<i>0.53</i>	<i>0.45</i>	<i>0.39</i>	<i>0.45</i>	<i>0.35</i>
Carrots . . . . .	0.18	0.02	0.16	0.24	0.14	0.19	0.01	0.07	0.16	0.06
Other root vegetables . . . . .	0.28	0.24	0.32	0.35	0.02	0.03	-0.03	0.07	0.11	-0.29
Onions, shallots, etc. . . . .	0.04	0.21	0.14	0.23	0.22	0.02	0.16	0.08	0.17	0.16
Miscellaneous fresh vegetables . . . . .	1.10	1.14	1.04	0.96	0.90	0.93	1.00	0.82	0.84	0.85
Dried pulses . . . . .	-0.41	-0.61	-0.52	-0.38	-0.88	-0.39	-0.74	-0.58	-0.54	-1.02
Canned peas . . . . .	0.29	0.08	0.01	-0.05	-0.36	0.18	-0.06	-0.12	-0.16	-0.43
Canned beans . . . . .	0.00	0.01	0.03	-0.02	-0.16	-0.04	-0.03	0.03	-0.03	-0.17
Other canned vegetables . . . . .	1.04	0.72	0.97	0.48	0.34	0.71	0.63	0.81	0.47	0.15
Vegetable products . . . . .	-0.04	0.40	0.29	0.31	0.59	0.03	0.15	-0.02	0.43	0.32
<i>Total Other Vegetables . . . . .</i>	<i>0.26</i>	<i>0.24</i>	<i>0.26</i>	<i>0.26</i>	<i>0.13</i>	<i>0.14</i>	<i>0.08</i>	<i>0.10</i>	<i>0.12</i>	<i>-0.04</i>

TABLE 2—continued

	Income Elasticities of Expenditure					Income Elasticities of Quantity Purchased				
	1955	1958	1960	1962	1965	1955	1958	1960	1962	1965
<b>FRUIT:</b>										
<b>Fresh</b>										
Oranges . . . . .	0.58	0.74	0.61	0.78	0.59	0.60	0.76	0.59	0.78	0.59
Other citrus fruit . . . . .	1.20	1.26	1.07	1.23	1.01	1.23	1.24	1.04	1.28	0.98
Apples . . . . .	0.72	0.77	0.60	0.84	0.61	0.57	0.64	0.48	0.77	0.59
Pears . . . . .	1.20	0.82	0.70	0.95	0.96	0.84	0.68	0.78	0.88	0.85
Stone fruit (including quick-frozen) . . . . .	1.67	1.04	1.36	1.18	1.01	1.49	0.94	1.36	0.93	0.99
Bananas . . . . .	0.78	0.66	0.61	0.50	0.48	0.77	0.66	0.60	0.49	0.48
Other fresh fruit . . . . .	1.19	1.15	1.59	1.56	1.40	1.20	1.00	1.35	1.49	1.27
Tomatoes . . . . .	0.55	0.46	0.44	0.45	0.42	0.53	0.45	0.43	0.47	0.44
<b>Total Fresh Fruit</b> . . . . .	0.75	0.70	0.64	0.71	0.62	0.68	0.67	0.61	0.70	0.62
<b>Other Fruit</b>										
Tomatoes, canned and bottled . . . . .	0.16	0.27	0.00	0.10	-0.34	0.15	0.24	-0.01	0.10	-0.33
Canned peaches, pears and pine-apples . . . . .	0.81	0.72	0.44	0.48	0.28	0.79	0.72	0.45	0.50	0.27
Other canned and bottled fruit . . . . .	-0.03	0.10	0.67	0.81	0.62	-0.08	0.04	0.65	0.78	0.57
Dried vine fruit . . . . .	0.67	0.79	0.13	-0.02	0.24	0.49	0.74	0.10	-0.10	0.22
Other dried fruit . . . . .	0.71	0.64	0.55	0.36	0.59	0.56	0.49	0.52	0.27	0.33
Nuts, and fruit and nut products . . . . .	1.55	1.20	1.08	0.67	0.96	1.62	0.49	0.96	0.45	0.67
Fruit juices . . . . .	n.a.	n.a.	1.19	1.09	0.89	n.a.	1.47	1.20	1.23	1.10
Welfare orange juice . . . . .	n.a.	n.a.	n.a.	n.a.	0.42	n.a.	n.a.	n.a.	n.a.	0.42
<b>Total Other Fruit and Fruit Products</b>	0.65	0.64	0.56	0.57	0.47	0.55	0.58	0.49	0.52	0.39

TABLE 2—continued

	Income Elasticities of Expenditure					Income Elasticities of Quantity Purchased				
	1955	1958	1960	1962	1965	1955	1958	1960	1962	1965
<b>CEREALS:</b>										
Brown bread (b)										
Unwrapped . . . . .	0.18	0.20	0.38	0.22	0.40	0.18	0.19	0.35	0.21	0.36
Wrapped . . . . .		0.44	0.32	-0.00	-0.22		0.45	0.24	-0.00	-0.20
White bread										
Large loaves, unwrapped	-0.18	-0.40	-0.17	-0.15	-0.10	-0.17	-0.39	-0.18	-0.17	-0.11
Large loaves, wrapped		-0.22	-0.43	-0.33	-0.51		-0.21	-0.43	-0.34	-0.51
Small loaves, unwrapped		0.16	0.19	0.27	0.12		0.15	0.18	0.25	0.10
Small loaves, wrapped		0.08	-0.04	0.24	-0.01		0.09	-0.04	0.23	-0.01
Wholewheat and wholemeal bread (b)	0.68	0.54	0.36	0.74	1.01	0.69	0.53	0.32	0.72	1.01
Malt bread . . . . .	0.24	0.48	0.59	0.37	0.38	0.09	0.39	0.55	0.31	0.43
Other bread . . . . .	0.39	0.34	0.27	0.34	0.16	0.44	0.45	0.31	0.40	0.12
<b>Total Bread</b> . . . . .	-0.05	-0.05	-0.09	-0.04	-0.20	-0.09	-0.09	-0.15	-0.09	-0.25
Self-raising flour . . . . .	-0.19	-0.17	-0.26	-0.11	-0.12	-0.19	-0.18	-0.26	-0.13	-0.10
Other flour . . . . .	-0.22	-0.22	-0.06	0.01	-0.34	-0.26	-0.23	-0.06	-0.07	-0.38
<b>Total Flour</b> . . . . .	-0.20	-0.18	-0.21	-0.08	-0.18	-0.20	-0.19	-0.21	-0.12	-0.18
Buns, scones and teacakes . . . . .	-0.05	-0.33	-0.13	-0.10	-0.31	-0.08	-0.32	-0.16	-0.06	-0.30
Cakes and pastries . . . . .	0.42	0.29	0.19	0.32	0.16	0.36	0.21	0.10	0.25	0.09
Chocolate biscuits . . . . .			0.47	0.46	0.56			0.43	0.40	0.53
Other biscuits . . . . .	0.35	0.22	0.15	0.14	0.08	0.27	0.16	0.08	0.07	-0.02
<b>Total Cakes and Biscuits</b>	0.35	0.21	0.18	0.23	0.13	0.26	0.12	0.09	0.15	0.03
Puddings (c) . . . . .	0.99	0.57	0.06	0.37	-0.05	0.99	0.51	0.03	0.26	-0.16
Oatmeal and oat products . . . . .	-0.17	-0.26	-0.33	-0.37	-0.38	-0.22	-0.34	-0.41	-0.39	-0.53
Breakfast cereals . . . . .	0.46	0.34	0.45	0.39	0.26	0.46	0.33	0.43	0.39	0.23
Rice . . . . .	-0.90	-0.41	-0.12	0.15	-0.05	-0.10	-0.41	-0.19	0.04	-0.10
Cereals, flour base . . . . .	0.31	0.24	0.36	0.35	0.24	0.30	0.26	0.28	0.35	0.26
Other cereals . . . . .	-0.02	-0.04	0.17	0.17	0.21	-0.19	-0.15	-0.04	0.02	0.02
<b>Total Other Cereals (c)</b> . . . . .	0.27	0.19	0.28	0.27	0.18	0.16	0.10	0.16	0.18	0.04

TABLE 2—continued

	Income Elasticities of Expenditure					Income Elasticities of Quantity Purchased				
	1955	1958	1960	1962	1965	1955	1958	1960	1962	1965
<b>BEVERAGES:</b>										
Tea . . . . .	0.06	0.11	0.03	0.04	-0.10	0.05	0.06	-0.02	0.00	-0.13
Coffee, bean and ground . . . . .	1.64	1.96	2.26	2.19	1.56	1.60	1.90	2.31	2.23	1.52
Coffee, powders and crystals . . . . .	0.61	0.80	0.92	0.77	0.80	0.09	0.29	0.85	0.77	0.85
Coffee essences . . . . .				-0.84	-1.30					
Cocoa and drinking chocolate . . . . .	-0.06	0.31	-0.59	0.14	0.34	-0.03	0.26	-0.62	-0.85	-1.36
Branded food drinks . . . . .	n.a.	0.21	0.11	0.00	0.26	-0.10	0.24	0.16	0.16	0.38
<i>Total Beverages</i> . . . . .	0.16	0.27	0.19	0.20	0.15	0.09	0.15	0.08	0.10	0.01
<b>MISCELLANEOUS:</b>										
Spreads and dressings . . . . .	1.14	0.66	0.59	0.84	0.78	1.15	0.65	0.57	0.77	0.73
Soups, canned . . . . .	0.24	0.33	0.22	0.04	0.00	0.26	0.34	0.18	0.01	-0.02
Soups, dehydrated and powdered . . . . .	0.94	0.89	0.74	0.74	0.55	0.62	0.59	0.58	0.74	0.48
Meat and vegetable extracts . . . . .	-0.02	0.21	0.12	0.33	0.16	-0.15	0.26	0.13	0.39	0.20
Pickles and sauces . . . . .	0.51	0.43	0.41	0.38	0.22	n.a.	0.35	0.31	0.33	0.11
Table jellies, squares and crystals . . . . .	0.54	0.20	0.25	0.47	0.34	n.a.	0.16	0.24	0.37	0.29
Salt . . . . .	0.34	0.13	0.06	0.31	0.10	n.a.	0.03	-0.04	0.12	0.08
Invalid and infant foods . . . . .	n.a.	n.a.	n.a.	-0.46	0.37	n.a.	n.a.	n.a.	-0.53	0.32
Ice cream (served as part of a meal) (c) . . . . .	n.a.	n.a.	0.83	0.90	0.85	n.a.	n.a.	0.83	0.92	0.84
<i>Total Miscellaneous (c)</i> . . . . .	0.34	0.33	0.35	0.41	0.21	n.a.	0.25	0.22	0.10	0.08
<b>ALL ABOVE FOODS</b> . . . . .	0.30	0.28	0.25	0.27	0.23					

(a) In 1960, the definition of "other cooked meat (not canned)" was extended to include meats removed from cans by retailers and sold sliced (previously recorded under "other canned meat").

(b) Certain proprietary brown breads were classified as "wholewheat and wholemeal bread" in 1955 and 1958, but as "brown bread" subsequently.

(c) In 1955 and 1958, ice cream (served as part of a meal) was included with puddings.



## APPENDIX F

### 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 obtaining it, say, from 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 field worker, 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, soft drinks 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 constitu-

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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.

encies; the second, the selection of polling districts within the chosen 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<sup>(1)</sup> 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>(2)</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>(3)</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 had 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, combination 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 polling districts are to be built up from the list of rural polling districts according to the following scheme:—

<sup>(1)</sup> See paragraph 12 below.

<sup>(2)</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.

<sup>(3)</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 in 1963–65.

	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 are 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 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 two 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 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.

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

*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 any 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.

*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:—

<sup>(1)</sup> Cf. *Domestic Food Consumption and Expenditure: 1959*, paragraph 58, H.M.S.O., 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.

- (i) *By region.* Eleven regions are distinguished, separate results being given for Wales, for Scotland and for each of the standard regions of England, except that the London conurbation is treated separately from the remainder of the London and South-Eastern region, which is combined with the Southern 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 earner (Class D2) and households solely or mainly dependent on old age pensions (abbreviated as O.A.P.). 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. Details of the income ranges used in defining the classes are given in Table 3 of Appendix A.
- (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 food are evaluated using tables of food composition <sup>(1)</sup> 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<sup>(2)</sup>, but not for losses of edible material. Of necessity, the Survey classification of foods is limited to about 130 categories, to almost all of which separate nutrient conversion factors are applied. These are specially compiled for use in the National

<sup>(1)</sup> Based largely on *The Composition of Foods* by R. A. McCance and E. M. Widdowson, Medical Research Council Special Report Series, No. 297 (third revised edition of Special Report No. 235). H.M.S.O., 1960.

<sup>(2)</sup> Data on inedible wastage are given, for example, in *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum No. 14, H.M.S.O., 1945.

Food Survey and are, so far as possible, modified annually to keep them up-to-date. With so limited a number of categories the nutrient analysis for many of them must be weighted according to the best information available, to take account, for example, of the various cuts of meat measured together as "carcase meat—mutton and lamb". 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 contributions from green vegetables are reduced by 75 per cent, and those from other vegetables by 50 per cent).

14. Before 1960 the energy value and nutrient content of the diet were based in the main on data published in *Nutritive Values of Wartime Foods*<sup>(1)</sup>, in which publication the values given for carbohydrates were based on direct chemical estimations of "available carbohydrate" and were expressed as starch, and the calorie value of protein, fat and carbohydrate was calculated by using the factors 4, 9 and 4 kcal. per g. respectively. This method of calculation resulted in an underestimate of carbohydrate and a small underestimate of the calories from carbohydrate and hence of the calorie value of foods. In 1960 and subsequently most of the estimates of protein, fat and carbohydrate were, and are, based on those given in *The Composition of Foods*<sup>(2)</sup>: the major exceptions to this are that, as in all recent years, the nutritive value of flour and bread has been estimated from analyses of flour made by the Government Chemist, and that no changes have been made in the nutritive factors for meats. In this publication the values for carbohydrate are based on separate determinations of glucose, fructose, sucrose, dextrans and starch, their sum being expressed in terms of monosaccharides and given as "available carbohydrate", the calorie conversion factor being 3·75 kcal. per g. (the heat of combustion of glucose and other monosaccharides); the conversion factors used for protein and fat are respectively 4·1 and 9·3 kcal. per g. To make some allowance for losses in digestion and also to maintain as much conformity as possible with earlier National Food Survey results, while correcting for the previous underestimates of carbohydrate and calories from carbohydrate, the factors 4, 9 and 3·75 kcal. per g. have been used since 1960 in the National Food Survey for protein, fat and available carbohydrate respectively. The use of the new tables of food composition resulted in a reduction of about 1 per cent in the estimate of protein and an increase of about 3 per cent in that of fat: the net result was an increase in calories of less than 2 per cent. The estimates for minerals and vitamins have not been revised, since it is desired to have a continuous series of data, and allowing for individual variation in composition between different samples of foods, they are not appreciably different from those given in *The Composition of Foods*.

15. 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 16) and on the

<sup>(1)</sup> See footnote 2 to paragraph 13 of this Appendix.

<sup>(2)</sup> See footnote 1 to paragraph 13 of this Appendix.

assumption that 10 per cent<sup>(1)</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) (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.

**16.** 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". Before 1961 a "person" was defined as an individual (of any age, including infants) eating at least sixteen (of a possible twenty-eight) meals at home during the Survey week; in 1961 the definition was changed to include individuals eating at least half of their meals at home during the Survey week, the meals being weighted as in Table 2; any one eating fewer 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>(2)</sup>, the meal allowances in the table below (which were changed in January 1960) 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. In 1960, the weight given to breakfast (which is usually taken at home) was reduced, while that for mid-day dinner, which is the meal most commonly taken away from home, was increased: as a result, the average net balance per person (including the net balance of visitors) was slightly lower in 1960 and subsequently than in preceding years<sup>(3)</sup>. Nutritional requirements are calculated by reference to the net balance for each person and for each visitor.

**17.** 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 recom-

<sup>(1)</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>(2)</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>(3)</sup> 0.96 in 1956-1959; 0.95 in 1960; 0.94 in 1961-1964; 0.93 in 1965.

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

Category	Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavine	Nicotinic acid	Vitamin C
	kcal.	g.	g.	mg.	i.u.	mg.	mg.	mg.	mg.
<b>Man:</b>									
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
<b>Woman:</b>									
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
<b>Child:</b>									
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
<b>Boy:</b>									
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
<b>Girl:</b>									
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



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

	Up to and including 1959		1960 and subsequently	
	per day	per week	per day	per week
Breakfast . . . .	·04	·28	·02	·14
Dinner . . . . .	·05	·35	·06	·42
Tea . . . . .	·03	·21	·02	·14
Supper . . . . .	·02	·14	·04	·28
	<i>Total</i>	·98 (say 1·00)	<i>Total</i>	·98 (say 1·00)

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

mended 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 15) 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*

18. The energy requirements of the British population, calculated 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 F.A.O. Food Balance Sheets and calorie requirements, according to F.A.O. 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<sup>(1)</sup>.

#### *Reliability of Survey Results*

19. Estimates of the coefficients of variation and percentage standard errors of the Survey averages of expenditure and consumption were published in the Annual Report for 1960<sup>(2)</sup>. Estimates of the coefficients of variation and percentage standard errors of average nutrient intake and adequacy in the larger families were given and discussed in the Annual Report for 1964<sup>(3)</sup>.

(1) See footnote 1 to paragraph 1 of this Appendix.

(2) *Domestic Food Consumption and Expenditure: 1960*, Appendix A. H.M.S.O., 1962.

(3) *Domestic Food Consumption and Expenditure: 1964*, Appendix F, Paragraph 19 and Table 3. H.M.S.O., 1966.

## APPENDIX G

### Special studies and analyses of National Food Survey Data undertaken between 1956 and 1965

1. The Annual Reports of the National Food Survey Committee deliberately tend to conform to a pattern, with chapters on national household food consumption and expenditure, including the energy value and nutrient content of such consumption; on geographical differences in these particulars; and on differences associated with social class and with family composition. In addition to these regular features, aspects of which may be discussed in greater or lesser detail in different years, each Report usually contains the results of some special study or studies, or of special analyses not usually made. Over a period of years such studies range over a wide area, as illustrated by those listed below which were published in the Reports covering the years 1956<sup>(1)</sup> to 1965.

2. In the following list the title of the study is followed by the year and page numbers of the Report in which it was published.

a. Household diets of occupational groups based on the Registrars-General's classification . . . . .	1956	39- 50
	1957	44- 57
b. Effect of children of school and pre-school age . . . . .	1956	75- 77
c. Effect of age of children in families of the same size and social class . . . . .	1957	78- 81
d. Effect of the housewife's employment on the household diet . . . . .	1958	79- 88
e. Effect of the housewife's age on the household diet . . . . .	1959	67- 77
f. Diets of households dependent on one woman . . . . .	1958	89- 94
g. The diets of households containing an infant . . . . .	1960	77- 87
h. Food expenditure and consumption of households containing an expectant mother, 1960-61 . . . . .	1961	32- 44
i. Diets of selected groups of Old Age Pensioner households, 1959 . . . . .	1959	78- 82
j. Food consumption and expenditure by selected groups of Old Age Pensioner households, 1964 . . . . .	1964	45- 51
k. Nutrition of large families: . . . . .	1964	34- 44
(i) Regional differences in nutrient consumption		
(ii) Consumption of school meals by children		
l. Sources of fat in the household diet . . . . .	1956	144-151
m. Social class, household composition, and geographical variations in the type of bread consumed . . . . .	1956	163-166
n. Household consumption of butter, margarine and milk, 1954-58 . . . . .	1958	168-180
o. Household consumption of fish, 1954-59 . . . . .	1959	127-134
p. Demand for carcase meat and poultry, 1956-61 . . . . .	1961	117-119
q. Convenience foods in the household diet, 1956-60 . . . . .	1960	24- 28
r. The household diet at Christmas . . . . .	1960	147-155

<sup>(1)</sup> *Domestic Food Consumption and Expenditure: 1956*, H.M.S.O., 1958, etc.

s. Household purchases of fresh fruit and vegetables on each day of the week . . . . .	1962	122-127
t. Food expenditure and consumption in households with a refrigerator and in other households . . . . .	1962	31- 48
u. Seasonal variation in the energy value and nutrient content of household food consumption . . . . .	1964	123-129
v. Demand analysis . . . . . Prices and income elasticities	1958	26- 39
w. Demand analysis and seasonality . . . . .	1963	33- 44
x. Income elasticities of demand . . . . . (1955, 1958, 1960, 1962 and 1965) For some comparative results for 1937-39, see . . . . .	1965	134-143 1960 157-162
y. Percentage standard errors and coefficients of variation of nutritional estimates for large families . . . . .	1964	138-139

3. Appendix C in the Annual Reports traditionally shows the contributions made by groups of foods to the energy value and nutrient content of household food consumption. While these are shown each year for the national averages, in certain years a similar analysis was also published for particular types of household, as indicated below:

a. Younger couples in Class A . . . . .	1956	134
b. Households with one man and one woman and four or more children in Classes C & D1 . . . . .	1956	136
c. London conurbation . . . . .	1956	138
d. Scotland . . . . .	1956	140
e. Wholly rural households . . . . .	1956	142
f. Younger childless couples . . . . .	1961	107
g. Households with one man, one woman and four or more children . . . . .	1961	109
h. Class A . . . . .	1963	104
i. Class D1 . . . . .	1963	106
j. London . . . . .	1963	108
k. Scotland . . . . .	1963	110
l. Households with one man, one woman and three children . . . . .	1964	111
m. Households with one man, one woman and four or more children . . . . .	1964	113
n. Households with one man, one woman and adolescents and children . . . . .	1964	115

4. Studies based largely on National Food Survey data, but published elsewhere than in the Annual Reports, include the following:

- a. Nutrition Society Symposium on The National Food Survey of Great Britain. Introduction by N. C. Wright, and 6 papers. *Proc. Nutr. Soc.* (1955). **14**, 57-92.
- b. "The changing feeding habits of the nation", by N. C. Wright, *Roy. Soc. Hlth. J.* 1958, **78**, 256-267.

- c. "Seasonality and elasticity of the demand for food in Great Britain since de-rationing", by J. A. C. Brown, *J. Agric. Econ.* 1959, **13**, 228–249.
- d. Estimates of household food expenditure and consumption, 1958. *Economic Trends*, November 1959.
- e. Estimates of household food expenditure and consumption, 1960. *Economic Trends*, December 1961.
- f. "The changing patterns in British food habits since the 1939–45 War", by D. F. Hollingsworth. *Proc. Nutr. Soc.* (1961). **20**, 25–30.
- g. "A survey of food consumption in Great Britain", by D. F. Hollingsworth and A. H. J. Baines. In *Family Living Studies: a symposium*, pp. 120–138. Geneva: International Labour Office. (1961).
- h. "Diets of working-class families with children before and after the Second World War (with a section on height and weight of children)", by A. H. J. Baines, D. F. Hollingsworth and I. Leitch. *Nutr. Abstr. Rev.* (1963). **33**, 653–668.
- i. "The food purchases of elderly women living alone: a statistical inconsistency and its investigation", by B. S. Platt, P. G. Gray, E. Parr, A. H. J. Baines, S. Clayton, E. A. Hobson, D. F. Hollingsworth, W. T. C. Berry and E. Washington. *Br. J. Nutr.* (1964). **18**, 413–429.
- j. "The provision of vitamins in the British diet: results of the National Food Survey", by D. F. Hollingsworth. *Nutrition, Lond.* (1965). **19**, 6–13.
- k. "Trends in food consumption in the United Kingdom", by J. P. Greaves and D. F. Hollingsworth. *World Rev. Nutr. Dietet.* (1966). **6**, 34–89.
- l. "The amino acid pattern of the British diet", by J. P. Greaves and J. Tan. *Nutrition, Lond.* (1966). **20**, 112–115.
- m. "Vitamin A and carotene in British and American diets", by J. P. Greaves and J. Tan. *Br. J. Nutr.* (1966). **20**, 819–824.
- n. "Consumption of carbohydrates in the United Kingdom", by D. F. Hollingsworth and J. P. Greaves. *Amer. J. Clin. Nutr.* (1967). **20**, 65–72.
- o. "Regional trends in food consumption", by A. H. J. Baines. In *Getting the Most Out of Food*. Van den Berghs Ltd. (1967). 67–73.

## SUPPLEMENT

### Provisional Estimates of Consumption, Expenditure and Prices for 1966

1. Summary data from the Survey in 1966 have been published in the *Monthly Digest of Statistics* and in the *Board of Trade Journal*. Further provisional results, for the full Survey classification of foods, which was revised in 1966, are given in Tables 2 to 4. These estimates were derived from an effective sample of 7,131 households. The fieldwork of the Survey was suspended from 5th March to 3rd April while the General Election campaign was in progress and in order to minimize the effect of the loss of information during the first quarter of the year, results for the last ten-day cycle before the period of the campaign were given double weight, and a replication of the results obtained in the first ten-day cycle after the break was also included. With this replication the sample was treated as if it contained 7,566 households. In any one year some sampling fluctuation can be expected to occur, and in 1966 rural households were over-represented in the sample. The national averages which are presented in this supplement, however, have been adjusted to correct the bias caused by this over-representation.

2. The provisional estimates of average weekly expenditure and value of free food per person for all households in 1966 are given in Table 1. About half of the rise of 1s. 6d. (4·3 per cent) in average expenditure compared with that in 1965 can be attributed to increased spending on carcase meat (3d.), other meat (4d.) and milk (2d.). After deflation to take account of price changes in 1966, the rise of 4·3 per cent in average food expenditure represents a gain in the real value of food purchases of 1·0 per cent. Most of this gain was the result of increased purchases of convenience foods and of meat.

TABLE 1

*Household Food Expenditure, Value of Free Food and Total Value  
of Food obtained for Household Consumption, 1965 and 1966*

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1965	1966	Per-centage change	1965	1966	1965	1966	Per-centage change
1st Quarter	s. d. 33 3	s. d. 35 0	+5·2	s. d. 7	s. d. 6	s. d. 33 10	s. d. 35 6	+5·0
2nd Quarter	35 0	36 10	+5·2	9	10	35 9	37 7	+5·1
3rd Quarter	34 8	36 1	+4·3	1 3	1 5	35 10	37 6	+4·7
4th Quarter	34 11	35 10	+2·6	11	11	35 10	36 9	+2·5
Yearly average	34 5	35 11	+4·3	10	11	35 4	36 10	+4·3

3. Household consumption of liquid milk was much the same as in the previous year at 4.93 pints per person per week, and there was no change in consumption

of condensed milk and dried milk, but some increase in purchases of other milk, including yoghurt and skimmed milk powder. Purchases of cream remained at the previous year's level, and those of cheese also showed little change.

4. Beef supplies were improving towards the end of 1966, and the price began to fall, but averaged over the year as a whole consumption at 8·1oz. per person per week was barely higher than in 1965. Consumption of mutton and lamb rose from 5·9oz. per person per week in 1965 to 6·3oz. in 1966, and consumption of pork remained at 2·8oz. per person per week, so that the overall household consumption of carcass meat increased by nearly two and a half per cent to 17·2oz. per person per week. Consumption of bacon and ham eased slightly reflecting the lower level of home production, and consumption of poultry and of other meat and meat products continued to increase. Average consumption of fish was maintained at 5·8oz. per person per week.

5. Averaged over the year egg prices were much the same as for the previous year, and average consumption remained at 4·8 eggs per person per week. Butter prices continued to fall in 1966 but consumption remained at 6·1oz. per person per week; household usage of margarine, however, fell by 8 per cent to 2·8oz.

6. The consumption of sugar declined from 17·6oz. per person per week in 1965 to 17·0oz. in 1966, and there was a further fall in the consumption of preserves from 3·0oz. to 2·8oz. Total consumption of potatoes was slightly lower in 1966 (52·5oz. per person per week compared with 53·2oz. in 1965), and there was also a very small reduction in the consumption of fresh green vegetables, but a further rise in purchases of quick-frozen peas and beans. Consumption of fresh fruit was slightly higher at 23·1oz. per person per week, and that of canned fruit was maintained.

7. Average consumption of bread continued to decline and averaged 38·6oz. per person per week compared with 40·6oz. in the previous year, the decrease being entirely in purchases of large white loaves. Consumption of tea was maintained and that of instant coffee continued to rise.

TABLE 2

## Household Food Consumption and Purchases, 1966: All Households

(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.) . . . . .	3.98	4.05	4.00	3.99	4.00	3.84
Welfare (pt.) . . . . .	0.76	0.77	0.73	0.77	0.76	0.75
School (pt.) . . . . .	0.19	0.17	0.12	0.20	0.17	—
<i>Total Liquid Milk (pt.)</i> . . . . .	<i>4.93</i>	<i>4.98</i>	<i>4.84</i>	<i>4.96</i>	<i>4.93</i>	<i>4.59</i>
Condensed milk (eq. pt.) . . . . .	0.16	0.16	0.20	0.17	0.17	0.17
Dried milk						
National (eq. pt.) . . . . .	0.02	0.02	0.01	0.02	0.02	0.02
Branded (eq. pt.) . . . . .	0.12	0.09	0.10	0.12	0.11	0.11
Other milk (pt.) (a) . . . . .	0.04	0.05	0.05	0.06	0.05	0.04
Cream (pt.) . . . . .	0.03	0.04	0.04	0.02	0.03	0.03
<i>Total Milk and Cream (pt. or eq. pt.)</i> . . . . .	<i>5.30</i>	<i>5.33</i>	<i>5.23</i>	<i>5.36</i>	<i>5.31</i>	<i>4.96</i>
<b>CHEESE:</b>						
Natural . . . . .	2.66	2.81	2.81	2.80	2.77	2.77
Processed . . . . .	0.31	0.37	0.39	0.31	0.34	0.34
<i>Total Cheese</i> . . . . .	<i>2.97</i>	<i>3.18</i>	<i>3.21</i>	<i>3.11</i>	<i>3.11</i>	<i>3.11</i>
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	8.61	7.38	7.33	9.20	8.13	8.08
Mutton and lamb . . . . .	5.93	6.25	6.52	6.42	6.28	6.25
Pork . . . . .	2.97	2.71	2.68	2.69	2.76	2.75
<i>Total Carcase Meat</i> . . . . .	<i>17.51</i>	<i>16.34</i>	<i>16.53</i>	<i>18.31</i>	<i>17.17</i>	<i>17.08</i>
Other meat and meat products						
Bones . . . . .	0.19	0.17	0.14	0.19	0.17	0.17
Liver . . . . .	0.94	0.88	0.89	0.89	0.90	0.90
Offals (other than liver) . . . . .	0.67	0.40	0.40	0.67	0.54	0.53
Bacon and ham, uncooked . . . . .	5.43	5.59	5.25	4.95	5.30	5.29
Bacon and ham, cooked (including canned) . . . . .	0.84	1.02	1.06	0.87	0.95	0.95
Cooked chicken . . . . .	0.14	0.14	0.22	0.16	0.16	0.16
Corned meat . . . . .	0.37	0.54	0.50	0.51	0.48	0.48
Other cooked meat (not pur- chased in cans) . . . . .	0.63	0.69	0.76	0.65	0.68	0.68
Other canned meat . . . . .	1.51	1.53	1.68	1.43	1.54	1.54
Broiler chicken, uncooked (b) . . . . .	2.59	2.98	2.65	2.41	2.66	2.64
Other poultry, uncooked, not quick-frozen . . . . .	1.11	1.04	0.96	0.73	0.96	0.88
Other poultry, uncooked, quick-frozen . . . . .	0.36	0.41	0.19	0.15	0.28	0.28
Rabbit, game and other meat . . . . .	0.19	0.08	0.08	0.18	0.13	0.12
Sausages, uncooked, pork . . . . .	2.37	2.16	2.35	2.28	2.29	2.28
Sausages, uncooked, beef . . . . .	1.40	1.20	1.20	1.42	1.30	1.30
Meat pies and sausage rolls, ready to eat . . . . .	0.68	0.79	0.77	0.75	0.75	0.74

(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)

	1966					Pur- chases  Yearly average
	Consumption					
	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	0·30	0·36	0·39	0·43	0·37	0·37
Other meat products . . . . .	1·68	1·68	1·53	1·76	1·66	1·66
<i>Total Other Meat and Meat Products</i> . . . . .	<i>21·41</i>	<i>21·66</i>	<i>21·01</i>	<i>20·44</i>	<i>21·12</i>	<i>20·97</i>
<i>Total Meat and Meat Products</i>	<i>38·92</i>	<i>38·00</i>	<i>37·54</i>	<i>38·75</i>	<i>38·29</i>	<i>38·05</i>
<b>FISH:</b>						
White, filleted, fresh . . . . .	1·57	1·30	1·22	1·44	1·38	1·38
White, unfileted, fresh . . . . .	0·78	0·80	0·81	0·79	0·80	0·76
White, uncooked, quick-frozen ( <i>c</i> ) . . . . .	0·25	0·27	0·21	0·25	0·24	0·24
Herrings, filleted, fresh . . . . .	0·01	0·02	0·03	0·01	0·02	0·02
Herrings, unfileted, fresh . . . . .	0·18	0·05	0·09	0·13	0·11	0·11
Fat, fresh, other than herrings . . . . .	0·11	0·11	0·15	0·07	0·11	0·10
White processed . . . . .	0·30	0·30	0·25	0·34	0·30	0·30
Fat, processed, filleted . . . . .	0·08	0·09	0·09	0·10	0·09	0·09
Fat, processed, unfileted . . . . .	0·14	0·14	0·14	0·17	0·15	0·15
Shell . . . . .	0·05	0·05	0·05	0·08	0·06	0·06
Cooked . . . . .	0·96	1·04	1·12	0·95	1·02	1·01
Salmon, canned . . . . .	0·48	0·64	0·54	0·45	0·53	0·53
Other canned or bottled fish . . . . .	0·30	0·39	0·35	0·30	0·34	0·34
Fish products, not quick-frozen Quick-frozen fish products and quick-frozen fish not specified above ( <i>d</i> ) . . . . .	0·16	0·12	0·15	0·13	0·14	0·14
<i>Total Fish</i> . . . . .	<i>5·91</i>	<i>5·82</i>	<i>5·68</i>	<i>5·67</i>	<i>5·79</i>	<i>5·73</i>
<b>EGGS:</b>						
Eggs, hen, stamped (No.) . . . . .	3·07	2·76	2·66	2·69	2·80	2·80
Eggs, shell, other (No.) . . . . .	1·83	1·96	2·09	2·00	1·97	1·70
<i>Total Eggs (No.)</i> . . . . .	<i>4·90</i>	<i>4·72</i>	<i>4·75</i>	<i>4·69</i>	<i>4·77</i>	<i>4·50</i>
<b>FATS:</b>						
Butter . . . . .	5·98	5·96	6·13	6·28	6·09	6·07
Margarine . . . . .	2·78	2·75	2·69	2·95	2·79	2·79
Lard and compound cooking fat . . . . .	2·15	2·09	2·05	2·24	2·13	2·13
Suet . . . . .	0·17	0·09	0·07	0·24	0·14	0·14
Vegetable and salad oils . . . . .	0·39	0·27	0·31	0·29	0·32	0·32
All other fats . . . . .	0·19	0·16	0·15	0·16	0·16	0·16
<i>Total Fats</i> . . . . .	<i>11·66</i>	<i>11·32</i>	<i>11·40</i>	<i>12·15</i>	<i>11·63</i>	<i>11·61</i>

(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)

	1966					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>SUGAR AND PRESERVES:</b>						
Sugar	16.65	16.79	17.18	17.59	17.05	17.04
Jams, jellies and fruit curds	1.46	1.49	1.39	1.38	1.43	1.29
Marmalade	0.83	0.91	0.99	0.93	0.92	0.92
Syrup, treacle and honey	0.52	0.40	0.44	0.59	0.49	0.48
<i>Total Sugar and Preserves</i>	<i>19.46</i>	<i>19.59</i>	<i>19.99</i>	<i>20.49</i>	<i>19.89</i>	<i>19.73</i>
<b>VEGETABLES:</b>						
Old potatoes (1965 crop)						
Not pre-packed	45.61	27.93	0.40	—	18.48	16.89
Pre-packed	10.29	5.49	0.05	—	3.96	3.96
Old potatoes (1966 crop) (e)						
Not pre-packed	—	—	16.19	47.75	15.98	13.87
Pre-packed	—	—	1.22	7.82	2.26	2.26
New potatoes (e)						
Not pre-packed	1.10	15.32	28.99	—	11.35	10.14
Pre-packed	0.01	0.31	1.50	—	0.46	0.46
<i>Total Potatoes</i>	<i>57.01</i>	<i>49.04</i>	<i>48.35</i>	<i>55.57</i>	<i>52.49</i>	<i>47.56</i>
Cabbages, fresh	4.35	4.99	5.19	4.98	4.88	3.82
Brussels sprouts, fresh	4.46	0.04	0.28	4.38	2.29	1.91
Cauliflowers, fresh	1.48	3.66	3.15	2.03	2.58	2.28
Leafy salads	0.48	1.80	2.42	0.58	1.32	1.05
Peas, fresh	...	0.44	3.40	0.07	0.98	0.69
Peas, quick-frozen	0.93	1.14	0.73	0.94	0.94	0.93
Beans, fresh	0.03	0.25	4.38	0.61	1.32	0.58
Beans, quick-frozen	0.19	0.33	0.14	0.15	0.20	0.20
Other fresh green vegetables	0.11	0.25	0.12	0.05	0.13	0.06
<i>Total Fresh Green Vegetables</i>	<i>12.05</i>	<i>12.89</i>	<i>19.80</i>	<i>13.80</i>	<i>14.64</i>	<i>11.52</i>
Carrots, fresh	3.39	2.01	2.66	3.73	2.95	2.67
Turnips and swedes, fresh	2.01	0.55	0.55	2.09	1.30	1.06
Other root vegetables, fresh	0.97	0.44	0.91	1.03	0.84	0.61
Onions, shallots, leeks, fresh	3.47	2.64	2.73	3.51	3.09	2.81
Cucumbers, fresh	0.30	1.18	1.16	0.28	0.73	0.69
Mushrooms, fresh	0.39	0.29	0.33	0.32	0.33	0.33
Miscellaneous fresh vegetables	0.23	0.23	1.18	1.15	0.70	0.58
Canned peas	2.99	3.25	2.48	2.93	2.91	2.91
Canned beans	3.23	3.40	3.12	3.21	3.24	3.24
Canned vegetables (other than pulses or potatoes)	0.95	1.12	0.74	0.82	0.91	0.91
Dried pulses, other than air dried	0.52	0.40	0.26	0.48	0.42	0.42
Air dried vegetables	0.05	0.06	0.03	0.04	0.04	0.04
Chips, excluding quick-frozen	1.35	1.38	1.57	1.35	1.41	1.40
Other potato products (not quick-frozen)	0.38	0.43	0.38	0.35	0.38	0.38
Other vegetable products	0.05	0.08	0.10	0.09	0.08	0.08

(e) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 2—continued

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

	1966					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>VEGETABLES—contd.</b>						
All quick-frozen vegetables and vegetable products not specified above ( <i>f</i> ) . . . . .	0·17	0·26	0·19	0·18	0·20	0·20
<i>Total Other Vegetables</i> . . . . .	20·45	17·71	18·38	21·57	19·53	18·33
<i>Total Vegetables</i> . . . . .	89·51	79·64	86·53	90·94	86·66	77·41
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	4·98	4·04	2·62	2·45	3·52	3·51
Other citrus fruit . . . . .	1·35	1·30	0·83	1·14	1·16	1·14
Apples . . . . .	7·03	6·61	7·34	8·34	7·33	6·48
Pears . . . . .	0·80	0·82	1·16	0·92	0·92	0·90
Stone fruit . . . . .	0·09	0·18	1·76	0·04	0·52	0·49
Grapes . . . . .	0·28	0·23	0·43	0·53	0·37	0·36
Soft fruit, other than grapes . . . . .	0·01	0·59	2·12	0·11	0·71	0·40
Bananas . . . . .	3·29	3·48	4·11	3·44	3·58	3·57
Rhubarb . . . . .	0·53	1·79	0·52	0·03	0·72	0·24
Tomatoes . . . . .	2·16	4·10	6·40	3·28	3·98	3·69
Other fresh fruit . . . . .	0·12	0·15	0·68	0·33	0·32	0·32
<i>Total Fresh Fruit</i> . . . . .	20·63	23·30	27·96	20·60	23·13	21·10
Tomatoes, canned or bottled . . . . .	0·81	0·80	0·65	0·66	0·73	0·73
Canned peaches, pears and pineapples . . . . .	2·30	2·88	2·82	2·39	2·60	2·60
Other canned or bottled fruit . . . . .	2·09	2·51	2·27	2·01	2·22	2·14
Dried fruit and dried fruit products . . . . .	0·80	0·73	0·79	1·71	1·01	1·01
Nuts and nut products . . . . .	0·17	0·13	0·11	0·32	0·18	0·18
Fruit juices (fl. oz.) . . . . .	0·60	0·48	0·53	0·41	0·50	0·50
Welfare orange juice (fl. oz.) . . . . .	0·03	0·03	0·04	0·03	0·03	0·03
<i>Total Other Fruit and Fruit Products</i> . . . . .	6·80	7·57	7·20	7·53	7·27	7·19
<i>Total Fruit</i> . . . . .	27·43	30·87	35·16	28·13	30·40	28·29
<b>CEREALS:</b>						
Brown bread . . . . .	2·92	2·96	3·04	2·59	2·88	2·87
White bread, large loaves, unwrapped . . . . .	6·97	7·22	7·55	7·35	7·27	7·26
White bread, large loaves, wrapped . . . . .	19·97	20·46	19·86	19·86	20·04	20·02
White bread, small loaves, unwrapped . . . . .	3·60	3·16	3·45	3·42	3·41	3·40
White bread, small loaves, wrapped . . . . .	1·73	1·83	2·00	1·85	1·85	1·85
Wholewheat and wholemeal bread . . . . .	0·49	0·59	0·47	0·58	0·53	0·53
Other bread . . . . .	2·51	2·71	2·83	2·57	2·66	2·65
<i>Total Bread</i> . . . . .	38·20	38·92	39·20	38·21	38·64	38·58

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

F\*

TABLE 2—continued

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

	1966					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>CEREALS—contd.</b>						
Flour . . . . .	6.14	5.68	5.79	6.18	5.95	5.94
Buns, scones and teacakes . . . . .	1.94	1.55	1.27	1.62	1.60	1.58
Cakes and pastries . . . . .	4.80	5.20	4.73	4.71	4.86	4.85
Biscuits, other than chocolate biscuits . . . . .	4.34	4.66	4.72	4.92	4.66	4.66
Chocolate biscuits . . . . .	0.94	0.97	0.86	0.98	0.94	0.94
Oatmeal and oat products . . . . .	0.77	0.48	0.48	0.95	0.67	0.67
Breakfast cereals . . . . .	1.90	2.34	2.48	2.27	2.25	2.25
Canned milk puddings . . . . .	1.53	1.54	1.42	1.30	1.45	1.45
Other puddings . . . . .	0.32	0.19	0.19	0.38	0.27	0.27
Rice . . . . .	0.47	0.40	0.46	0.53	0.46	0.46
Invalid foods (including slim- ming foods) . . . . .	0.18	0.19	0.11	0.19	0.17	0.17
Infant foods, not canned or bottled . . . . .	0.17	0.15	0.14	0.19	0.16	0.16
Cereal convenience foods, in- cluding canned, not specified above (g) . . . . .	1.36	1.26	1.33	1.31	1.32	1.32
Other cereal foods . . . . .	0.29	0.19	0.23	0.26	0.24	0.24
<b>Total Cereals</b> . . . . .	<b>63.36</b>	<b>63.72</b>	<b>63.41</b>	<b>64.00</b>	<b>63.64</b>	<b>63.54</b>
<b>BEVERAGES:</b>						
Tea . . . . .	2.60	2.63	2.63	2.69	2.64	2.64
Coffee, bean and ground . . . . .	0.12	0.09	0.11	0.08	0.10	0.10
Coffee, instant . . . . .	0.32	0.25	0.27	0.32	0.29	0.29
Coffee, essences (fl. oz.) . . . . .	0.08	0.09	0.07	0.07	0.08	0.08
Cocoa and drinking chocolate . . . . .	0.21	0.17	0.15	0.24	0.19	0.19
Branded food drinks . . . . .	0.26	0.20	0.12	0.25	0.21	0.21
<b>Total Beverages</b> . . . . .	<b>3.60</b>	<b>3.43</b>	<b>3.36</b>	<b>3.66</b>	<b>3.51</b>	<b>3.51</b>
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled . . . . .	0.60	0.72	0.72	0.72	0.69	0.69
Soups, canned . . . . .	4.02	2.57	2.33	3.47	3.10	3.09
Soups, dehydrated and powdered . . . . .	0.11	0.05	0.08	0.10	0.08	0.08
Accelerated freeze-dried foods (excluding coffee) . . . . .	0.01	0.01	...	...	...	...
Spreads and dressings . . . . .	0.11	0.33	0.30	0.13	0.22	0.22
Pickles and sauces . . . . .	1.14	1.23	1.13	1.44	1.24	1.22
Meat and vegetable extracts . . . . .	0.15	0.11	0.12	0.19	0.14	0.14
Table jellies, squares and crystals (pt.) . . . . .	0.06	0.09	0.09	0.07	0.08	0.08
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	0.33	0.86	0.84	0.39	0.60	0.60
All quick-frozen foods not specified above . . . . .	0.08	0.08	0.08	0.06	0.08	0.08
Salt . . . . .	0.95	0.71	0.93	0.88	0.87	0.87

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

TABLE 3  
*Household Food Expenditure, 1966: All Households*  
 (pence per person per week)

	1966					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	37·78	37·45	37·41	37·55	95
Welfare . . . . .	3·22	3·22	3·04	3·28	3·19	24
<i>Total Liquid Milk</i> . . . . .	<i>40·77</i>	<i>41·00</i>	<i>40·49</i>	<i>40·68</i>	<i>40·74</i>	
Condensed milk . . . . .	1·36	1·34	1·66	1·49	1·46	23
Dried milk						
National . . . . .	0·08	0·08	0·04	0·09	0·07	...
Branded . . . . .	1·10	0·78	0·84	1·06	0·94	3
Other milk (a) . . . . .	0·47	0·55	0·76	0·71	0·62	6
Cream . . . . .	1·93	2·38	2·53	1·66	2·12	25
<i>Total Milk and Cream</i> . . . . .	<i>45·71</i>	<i>46·14</i>	<i>46·32</i>	<i>45·68</i>	<i>45·95</i>	
<b>CHEESE:</b>						
Natural . . . . .	7·37	7·87	7·93	7·93	7·78	69
Processed . . . . .	1·16	1·36	1·40	1·18	1·28	20
<i>Total Cheese</i> . . . . .	<i>8·53</i>	<i>9·23</i>	<i>9·33</i>	<i>9·11</i>	<i>9·06</i>	
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	34·40	30·89	31·71	36·82	33·46	77
Mutton and lamb . . . . .	17·93	19·75	20·80	19·42	19·48	59
Pork . . . . .	9·92	9·51	9·57	9·60	9·65	35
<i>Total Carcase Meat</i> . . . . .	<i>62·25</i>	<i>60·15</i>	<i>62·08</i>	<i>65·85</i>	<i>62·59</i>	
Other meat and meat products						
Bones . . . . .	0·09	0·13	0·14	0·11	0·12	2
Liver . . . . .	3·34	3·17	3·26	3·17	3·24	28
Offals (other than liver) . . . . .	1·51	1·02	1·05	1·61	1·30	19
Bacon and ham, uncooked	17·91	19·28	18·59	17·78	18·39	82
Bacon and ham, cooked (including canned) . . . . .	5·30	6·84	7·12	5·86	6·28	43
Cooked chicken . . . . .	0·56	0·59	0·97	0·71	0·71	3
Corned meat . . . . .	1·40	2·04	1·94	2·03	1·85	17
Other cooked meat (not purchased in cans) . . . . .	3·08	3·39	3·87	3·10	3·36	30
Other canned meat . . . . .	4·01	4·43	4·78	4·30	4·38	29
Broiler chicken, uncooked (b) . . . . .	6·68	7·99	7·43	6·26	7·09	20
Other poultry, uncooked, not quick-frozen . . . . .	2·74	2·62	2·32	1·51	2·30	4
Other poultry, uncooked, quick-frozen . . . . .	0·92	1·13	0·54	0·41	0·75	1
Rabbit, game and other meat . . . . .	0·52	0·22	0·19	0·50	0·36	1

(a) Including skimmed milk powder.

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

TABLE 3—continued

(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>Other meat and meat products</b>						
<i>contd.</i>						
Sausages, uncooked, pork . . .	5·89	5·49	5·99	5·81	5·80	46
Sausages, uncooked, beef . . .	2·97	2·52	2·58	3·03	2·78	25
Meat pies and sausage rolls ready to eat . . .	1·67	1·93	1·90	1·81	1·83	19
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products . . .	1·20	1·47	1·55	1·73	1·49	11
Other meat products . . .	4·40	4·26	4·10	4·55	4·33	38
<b>Total Other Meat and Meat Products</b>	<b>64·18</b>	<b>68·53</b>	<b>68·30</b>	<b>64·27</b>	<b>66·36</b>	
<b>Total Meat and Meat Products</b>	<b>126·43</b>	<b>128·68</b>	<b>130·38</b>	<b>130·12</b>	<b>128·95</b>	
<b>FISH:</b>						
White, filleted, fresh . . .	4·49	3·79	3·56	4·21	4·01	26
White, unfileted, fresh . . .	2·09	2·34	2·24	2·09	2·19	13
White, uncooked, quick-frozen (c) . . .	1·00	1·07	0·81	0·94	0·96	7
Herrings, filleted, fresh . . .	0·02	0·04	0·05	0·01	0·03	...
Herrings, unfileted, fresh . . .	0·22	0·07	0·11	0·18	0·14	2
Fat, fresh, other than herrings . . .	0·40	0·45	0·59	0·16	0·40	2
White, processed . . .	0·81	0·79	0·64	0·91	0·79	6
Fat, processed, filleted . . .	0·22	0·24	0·35	0·31	0·28	3
Fat, processed, unfileted . . .	0·25	0·26	0·29	0·30	0·28	3
Shell . . .	0·29	0·30	0·37	0·41	0·34	3
Cooked . . .	3·00	3·30	3·59	3·01	3·22	24
Salmon, canned . . .	2·97	3·93	3·38	2·85	3·28	20
Other canned or bottled fish . . .	1·14	1·45	1·23	1·00	1·20	14
Fish products, not quick-frozen . . .	0·66	0·55	0·62	0·58	0·60	10
Quick-frozen fish products and quick-frozen fish not specified above (d) . . .	1·86	1·75	1·69	1·70	1·75	17
<b>Total Fish</b>	<b>19·41</b>	<b>20·33</b>	<b>19·52</b>	<b>18·67</b>	<b>19·47</b>	
<b>EGGS:</b>						
Eggs, hen, stamped . . .	12·02	9·81	9·83	11·39	10·76	58
Eggs, shell, other . . .	7·46	6·76	7·21	7·88	7·33	36
<b>Total Eggs</b>	<b>19·48</b>	<b>16·56</b>	<b>17·04</b>	<b>19·27</b>	<b>18·09</b>	

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

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

TABLE 3—continued  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>FATS:</b>						
Butter . . . . .	15·79	15·59	16·01	16·34	15·93	87
Margarine . . . . .	4·29	4·23	4·14	4·57	4·31	50
Lard and compound cooking fat . . . . .	2·58	2·50	2·45	2·71	2·56	49
Suet . . . . .	0·31	0·16	0·14	0·46	0·27	6
Vegetable and salad oils . . . . .	0·85	0·61	0·67	0·60	0·68	4
All other fats . . . . .	0·19	0·17	0·16	0·17	0·17	4
<i>Total Fats</i> . . . . .	<i>24·01</i>	<i>23·26</i>	<i>23·58</i>	<i>24·85</i>	<i>23·92</i>	
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	9·04	9·04	9·16	9·43	9·17	83
Jams, jellies and fruit curds . . . . .	2·02	2·02	1·85	1·94	1·96	23
Marmalade . . . . .	1·08	1·16	1·29	1·21	1·18	16
Syrup, treacle and honey . . . . .	0·76	0·55	0·69	0·87	0·72	7
<i>Total Sugar and Preserves</i> . . . . .	<i>12·90</i>	<i>12·77</i>	<i>12·99</i>	<i>13·45</i>	<i>13·03</i>	
<b>VEGETABLES:</b>						
Old potatoes (1965 crop)						} (f)
Not pre-packed . . . . .	8·67	6·57	0·11	—	3·84	
Pre-packed . . . . .	2·53	1·55	0·02	—	1·02	
Old potatoes (1966 crop) (e)						
Not pre-packed . . . . .	—	—	3·36	10·43	3·45	
Pre-packed . . . . .	—	—	0·35	2·22	0·64	
New potatoes (e)						
Not pre-packed . . . . .	0·70	9·64	8·31	—	4·66	
Pre-packed . . . . .	0·01	0·20	0·50	—	0·18	
<i>Total Potatoes</i> . . . . .	<i>11·91</i>	<i>17·95</i>	<i>12·65</i>	<i>12·65</i>	<i>13·79</i>	
Cabbages, fresh . . . . .	1·85	3·19	1·75	1·50	2·07	35
Brussels sprouts, fresh . . . . .	2·11	0·03	0·20	2·38	1·18	21
Cauliflowers, fresh . . . . .	1·26	2·68	1·88	1·30	1·78	25
Leafy salads . . . . .	1·39	3·60	1·96	0·91	1·96	36
Peas, fresh . . . . .	—	0·27	1·57	0·06	0·48	(f)
Peas, quick-frozen . . . . .	2·00	2·38	1·50	1·94	1·96	22
Beans, fresh . . . . .	—	0·11	1·80	0·19	0·52	(f)
Beans, quick-frozen . . . . .	0·54	0·94	0·40	0·41	0·57	8
Other fresh green vegetables . . . . .	0·06	0·06	0·02	0·02	0·04	1
<i>Total Fresh Green Vegetables</i> . . . . .	<i>9·22</i>	<i>13·26</i>	<i>11·09</i>	<i>8·71</i>	<i>10·56</i>	
Carrots, fresh . . . . .	1·55	1·39	1·12	1·35	1·35	37
Turnips and swedes, fresh . . . . .	0·53	0·18	0·17	0·53	0·35	12
Other root vegetables, fresh . . . . .	0·51	0·33	0·43	0·47	0·44	13
Onions, shallots, leeks, fresh . . . . .	1·68	1·88	1·63	1·75	1·74	44
Cucumbers, fresh . . . . .	0·59	1·94	1·41	0·43	1·09	20

(e) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

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

TABLE 3—continued

(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<i>Vegetables—continued</i>						
Mushrooms, fresh . . . . .	1·37	0·99	1·06	1·12	1·14	16
Miscellaneous fresh vegetables . . . . .	0·25	0·33	0·65	0·77	0·50	10
Canned peas . . . . .	2·42	2·70	2·07	2·41	2·40	40
Canned beans . . . . .	2·91	3·07	2·84	2·99	2·95	46
Canned vegetables (other than pulses or potatoes) . . . . .	1·04	1·18	0·83	0·88	0·98	16
Dried pulses, other than air dried . . . . .	0·65	0·53	0·37	0·61	0·54	11
Air dried vegetables . . . . .	0·55	0·63	0·30	0·37	0·46	5
Chips, not quick-frozen . . . . .	1·49	1·58	2·04	1·53	1·66	25
Other potato products (not quick-frozen) . . . . .	1·24	1·45	1·36	1·26	1·33	21
Other vegetable products . . . . .	0·07	0·11	0·19	0·16	0·13	2
All quick-frozen vegetable and vegetable products not specified above (g) . . . . .	0·45	0·66	0·48	0·45	0·51	6
<i>Total Other Vegetables</i> . . . . .	<i>17·31</i>	<i>18·97</i>	<i>16·96</i>	<i>17·09</i>	<i>17·57</i>	
<i>Total Vegetables</i> . . . . .	<i>38·44</i>	<i>50·18</i>	<i>40·70</i>	<i>38·45</i>	<i>41·92</i>	
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	4·04	3·50	2·35	2·12	3·00	34
Other citrus fruit . . . . .	1·24	1·16	0·84	1·24	1·12	16
Apples . . . . .	6·17	7·05	5·86	6·27	6·34	57
Pears . . . . .	0·73	0·84	1·15	0·90	0·90	12
Stone fruit . . . . .	0·22	0·33	2·43	0·05	0·76	7
Grapes . . . . .	0·62	0·54	0·70	0·83	0·67	7
Soft fruit, other than grapes . . . . .	0·01	0·96	2·07	0·01	0·76	5
Bananas . . . . .	2·99	3·59	3·96	3·11	3·41	44
Rhubarb . . . . .	0·39	0·25	0·04	0·02	0·18	3
Tomatoes . . . . .	3·60	10·10	8·74	4·71	6·79	61
Other fresh fruit . . . . .	0·14	0·19	0·58	0·34	0·31	3
<i>Total Fresh Fruit</i> . . . . .	<i>20·13</i>	<i>28·50</i>	<i>28·71</i>	<i>19·57</i>	<i>24·24</i>	
Tomatoes, canned or bottled . . . . .	0·92	0·91	0·74	0·72	0·82	14
Canned peaches, pears and pineapples . . . . .	2·70	3·38	3·31	2·80	3·05	32
Other canned or bottled fruit . . . . .	2·77	3·42	3·15	2·77	3·03	30
Dried fruit and dried fruit products . . . . .	1·33	1·21	1·34	2·96	1·71	17
Nuts and nut products . . . . .	0·58	0·46	0·37	1·21	0·66	6
Fruit juices . . . . .	1·27	0·97	1·01	0·96	1·05	7
Welfare orange juice . . . . .	0·08	0·10	0·13	0·09	0·10	1
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>9·65</i>	<i>10·44</i>	<i>10·05</i>	<i>11·51</i>	<i>10·42</i>	
<i>Total Fruit</i> . . . . .	<i>29·78</i>	<i>38·94</i>	<i>38·76</i>	<i>31·08</i>	<i>34·66</i>	

(g) Including quick-frozen brussels sprouts.

TABLE 3—*continued*  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>CEREALS:</b>						
Brown bread . . . . .	2·22	2·29	2·38	2·03	2·23	32
White bread, large loaves, un-wrapped . . . . .	4·06	4·27	4·47	4·36	4·29	28
White bread, large loaves, wrapped . . . . .	11·74	12·18	11·89	11·88	11·92	56
White bread, small loaves, un-wrapped . . . . .	2·60	2·29	2·50	2·49	2·47	31
White bread, small loaves, wrapped . . . . .	1·31	1·41	1·54	1·44	1·42	19
Wholewheat and wholemeal bread . . . . .	0·35	0·43	0·34	0·40	0·38	6
Other bread . . . . .	3·20	3·51	3·62	3·29	3·40	38
<i>Total Bread</i> . . . . .	<i>25·49</i>	<i>26·38</i>	<i>26·74</i>	<i>25·89</i>	<i>26·11</i>	
Flour . . . . .	2·86	2·65	2·70	2·88	2·77	36
Buns, scones and teacakes . . . . .	2·93	2·57	2·07	2·58	2·54	35
Cakes and pastries . . . . .	11·35	12·27	11·13	11·41	11·54	66
Biscuits, other than chocolate biscuits . . . . .	7·50	7·94	8·19	8·60	8·06	72
Chocolate biscuits . . . . .	2·80	2·91	2·53	3·03	2·82	29
Oatmeal and oat products . . . . .	0·70	0·44	0·44	0·85	0·61	8
Breakfast cereals . . . . .	3·66	4·52	4·95	4·46	4·40	40
Canned milk puddings . . . . .	1·13	1·13	1·07	1·01	1·08	19
Other puddings . . . . .	0·63	0·41	0·39	0·79	0·56	7
Rice . . . . .	0·44	0·39	0·43	0·49	0·44	8
Invalid foods (including slimming foods) . . . . .	0·36	0·37	0·27	0·37	0·34	2
Infant foods, not canned or bottled . . . . .	0·43	0·38	0·35	0·53	0·42	5
Cereal convenience foods, including canned, not specified above (h) . . . . .	2·02	2·13	2·29	2·16	2·15	31
Other cereal foods . . . . .	0·32	0·25	0·28	0·32	0·29	6
<i>Total Cereals</i> . . . . .	<i>62·62</i>	<i>64·73</i>	<i>63·83</i>	<i>65·36</i>	<i>64·13</i>	
<b>BEVERAGES:</b>						
Tea . . . . .	12·05	12·06	12·07	12·49	12·17	82
Coffee, bean and ground . . . . .	0·70	0·50	0·68	0·51	0·60	3
Coffee, instant . . . . .	4·42	3·48	3·79	4·51	4·05	25
Coffee, essences . . . . .	0·30	0·32	0·25	0·24	0·28	3
Cocoa and drinking chocolate . . . . .	0·60	0·50	0·43	0·70	0·56	7
Branded food drinks . . . . .	1·10	0·88	0·53	1·07	0·90	6
<i>Total Beverages</i> . . . . .	<i>19·18</i>	<i>17·74</i>	<i>17·75</i>	<i>19·52</i>	<i>18·56</i>	

(h) Including cake and pudding mixes, custard powder, 'instant' puddings, etc.



TABLE 3—continued  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled	1·17	1·43	1·46	1·40	1·36	8
Soups, canned	3·99	2·62	2·39	3·53	3·13	34
Soups, dehydrated and powdered	0·69	0·33	0·49	0·67	0·54	6
Accelerated freeze-dried foods (excluding coffee)	0·11	0·06	0·02	0·01	0·05	...
Spreads and dressings	0·30	0·83	0·74	0·33	0·55	7
Pickles and sauces	2·17	2·20	2·11	2·64	2·28	26
Meat and vegetable extracts	1·83	1·30	1·43	2·16	1·68	18
Table jellies, squares and crystals	0·56	0·80	0·78	0·61	0·69	15
Ice-cream (served as part of a meal), mousse, soufflé	0·60	1·56	1·51	0·72	1·10	12
All quick-frozen foods not specified above	0·23	0·21	0·20	0·17	0·20	2
Salt	0·40	0·29	0·38	0·34	0·35	11
Artificial sweeteners (expenditure only)	0·01	0·04	0·07	0·04	0·04	...
Miscellaneous (expenditure only)	1·61	1·44	1·64	1·65	1·58	27
<i>Total Miscellaneous.</i>	<i>13·67</i>	<i>13·10</i>	<i>13·22</i>	<i>14·30</i>	<i>13·55</i>	
<b>TOTAL EXPENDITURE</b>	<b>420·17</b> (35s. 0d.)	<b>441·67</b> (36s. 10d.)	<b>433·42</b> (36s. 1d.)	<b>429·87</b> (35s. 10d.)	<b>431·28</b> (35s. 11d.)	

TABLE 3A  
 Percentage of all Households Purchasing Seasonal Types of Food  
 During Survey Week, 1966

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
CREAM . . . . .	24	27	27	20
BACON AND OTHER MEAT:				
Bacon and ham, cooked (including canned)	40	45	45	40
Sausages, uncooked, pork (a)	47	45	46	44
FISH:				
Herrings, fresh, filleted (a)	...	—	1	...
Herrings, fresh, unfileted (a)	3	1	1	2
Fat, processed, filleted (a)	3	3	3	3
Fat, processed, unfileted (a)	3	3	3	4
EGGS . . . . .	96	94	95	94
VEGETABLES:				
Old potatoes (1965 crop)				
Not pre-packed	62	45	1	—
Pre-packed	18	10	—	—
Old potatoes (1966 crop) (b)				
Not pre-packed	—	—	23	65
Pre-packed	—	—	3	16
New potatoes (b)				
Not pre-packed	6	50	49	—
Pre-packed	—	1	4	—
Cabbages, fresh	35	42	32	31
Brussels sprouts, fresh	40	—	4	40
Cauliflower, fresh	16	33	29	20
Leafy salads	24	54	43	22
Peas, fresh	—	3	19	1
Peas, quick-frozen	24	25	18	22
Beans, fresh	—	1	22	3
Beans, quick-frozen	7	12	5	6
Carrots, fresh	45	30	31	43
Onions, shallots, leeks, fresh	46	45	41	42
Miscellaneous fresh vegetables (a)	5	6	12	16
Canned peas	41	44	34	40
Canned beans	47	48	44	45
Dried pulses—other than air-dried	13	11	8	13
Other canned vegetables	17	20	13	14
Other quick-frozen vegetables	5	8	5	4
FRUIT:				
Oranges, fresh	42	39	28	27
Other citrus fruit, fresh	18	16	12	16
Apples, fresh	58	60	54	56
Pears, fresh	11	12	15	12
Tomatoes, fresh	43	72	77	52
Tomatoes, canned and bottled	16	14	12	13
Dried fruit	15	14	15	26
Oatmeal and oat products	10	6	6	12
Breakfast cereals	37	42	43	38
Cocoa and drinking chocolate	7	6	5	8
Branded food drinks	7	6	4	7
Soups, canned	41	29	26	38
Soups, dehydrated and powdered	8	4	5	8
Spreads and dressings	4	11	9	4
Meat and vegetable extracts	19	14	16	21
Table jellies, squares and crystals	12	18	17	14
Ice-cream (served as part of a meal)	7	16	16	8

(a) Excluding purchases of quick-frozen foods.

(b) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 4

## Household Food Prices (a), 1966: All Households

	Average prices paid in 1966				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>MILK AND CREAM:</b>					
Liquid milk					
Full price . . . . .	9·8	9·8	9·8	9·8	9·8
Welfare . . . . .	4·3	4·2	4·2	4·3	4·3
<i>Total Liquid Milk Purchased</i> . . . . .	8·9	8·9	8·9	8·9	8·9
Condensed milk . . . . .	8·3	8·4	8·4	8·6	8·4
Dried milk					
National . . . . .	5·2	5·2	3·9	4·0	4·6
Branded . . . . .	9·1	8·6	8·6	8·8	8·8
Other milk (b) . . . . .	11·7	14·3	15·4	13·3	13·7
Cream . . . . .	72·3	66·4	71·4	71·3	70·1
<b>CHEESE:</b>					
Natural . . . . .	44·4	44·8	45·1	45·4	44·9
Processed . . . . .	59·1	58·9	58·7	60·7	59·3
<b>MEAT AND MEAT PRODUCTS:</b>					
Carcass meat					
Beef and veal . . . . .	64·2	67·3	69·3	64·7	66·2
Mutton and lamb . . . . .	48·5	51·0	51·1	48·9	49·9
Pork . . . . .	53·5	56·5	57·1	58·2	56·2
Other meat and meat products					
Bones . . . . .	7·9	12·0	15·6	9·3	10·9
Liver . . . . .	57·1	57·6	59·1	57·3	57·8
Offals (other than liver) . . . . .	36·1	42·0	42·0	39·0	39·2
Bacon and ham, uncooked . . . . .	52·8	55·4	56·8	57·6	55·6
Bacon and ham, cooked (including canned) . . . . .	101·5	107·1	107·6	108·1	106·2
Cooked chicken . . . . .	65·0	69·3	71·8	70·5	69·5
Corned meat . . . . .	59·8	60·6	62·1	63·3	61·5
Other cooked meat (not purchased in cans) . . . . .	77·9	78·9	81·8	76·8	79·0
Other canned meat . . . . .	42·5	46·3	45·4	48·0	45·5
Broiler chicken, uncooked (c) . . . . .	41·4	43·2	44·8	42·5	43·0
Other poultry, uncooked, not quick- frozen . . . . .	43·0	41·9	41·2	39·4	41·6
Other poultry, uncooked, quick-frozen . . . . .	40·7	44·4	46·6	42·9	43·4
Rabbit, game and other meat . . . . .	50·4	47·4	48·2	53·7	50·6
Sausages, uncooked, pork . . . . .	40·0	40·7	40·9	41·0	40·6
Sausages, uncooked, beef . . . . .	33·9	33·6	34·5	34·5	34·1
Meat pies and sausage rolls, ready to eat . . . . .	39·2	39·5	39·2	38·7	39·2
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat pro- ducts . . . . .	63·2	64·9	63·1	63·5	63·7
Other meat products . . . . .	42·0	41·0	43·0	41·5	41·8

(a) Pence per lb., except pence per pint of milk, cream, fruit juices, welfare orange juice, 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 1966				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>FISH:</b>					
White, filleted, fresh . . . . .	45·7	46·8	46·9	47·0	46·6
White, unfileted, fresh . . . . .	43·3	48·2	45·7	46·5	45·9
White, uncooked, quick-frozen (d) . . . . .	62·8	63·2	63·6	61·2	62·7
Herrings, filleted, fresh . . . . .	28·9	30·8	32·9	34·3	31·6
Herrings, unfileted, fresh . . . . .	21·0	23·2	20·1	22·8	21·6
Fat, fresh, other than herrings . . . . .	58·4	76·8	73·3	36·7	63·9
White, processed . . . . .	43·5	42·6	42·6	42·4	42·8
Fat, processed, filleted . . . . .	44·7	44·4	63·9	52·0	51·3
Fat, processed, unfileted . . . . .	28·4	30·2	34·4	28·8	30·4
Shell . . . . .	84·6	93·6	114·2	81·6	92·0
Cooked . . . . .	49·8	51·4	51·5	51·2	51·0
Salmon, canned . . . . .	99·5	97·9	99·6	100·9	99·4
Other canned or bottled fish . . . . .	60·1	59·6	55·6	53·9	57·5
Fish products, not quick-frozen . . . . .	67·2	73·3	67·0	73·5	70·0
Quick-frozen fish products and quick- frozen fish not specified above (e) . . . . .	56·0	55·6	55·5	56·1	55·8
<b>EGGS:</b>					
Eggs, hen, stamped . . . . .	3·9	3·6	3·7	4·2	3·8
Eggs, shell, other . . . . .	4·7	4·0	4·1	4·5	4·3
<i>Total Eggs</i> . . . . .	4·2	3·7	3·8	4·3	4·0
<b>FATS:</b>					
Butter . . . . .	42·3	41·9	42·0	41·8	42·0
Margarine . . . . .	24·7	24·6	24·6	24·8	24·7
Lard and compound cooking fat . . . . .	19·2	19·2	19·2	19·4	19·2
Suet . . . . .	29·0	28·4	31·8	31·2	30·1
Vegetable and salad oils . . . . .	34·6	36·4	34·1	33·5	34·6
All other fats . . . . .	16·4	16·7	18·1	17·3	17·0
<b>SUGAR AND PRESERVES:</b>					
Sugar . . . . .	8·7	8·6	8·6	8·6	8·6
Jams, jellies and fruit curds . . . . .	24·0	23·8	24·5	24·8	24·3
Marmalade . . . . .	20·8	20·4	20·8	20·9	20·7
Syrup, treacle and honey . . . . .	23·4	22·1	25·8	24·1	23·8
<b>VEGETABLES</b>					
Old potatoes (1965 crop)					
Not pre-packed . . . . .	3·3	4·1	4·9	—	3·6
Pre-packed . . . . .	3·9	4·5	5·6	—	4·1
Old potatoes (1966 crop) (f)					
Not pre-packed . . . . .	—	—	4·2	3·9	4·0
Pre-packed . . . . .	—	—	4·6	4·5	4·6
New potatoes (f)					
Not pre-packed . . . . .	10·3	10·5	5·4	—	7·4
Pre-packed . . . . .	14·7	10·5	5·3	—	6·3
Cabbages, fresh . . . . .	7·9	12·4	7·1	6·8	8·7
Brussels sprouts, fresh . . . . .	8·9	14·9	12·2	10·7	9·9
Cauliflower, fresh . . . . .	14·1	13·6	11·2	11·3	12·5
Leafy salads . . . . .	48·0	36·5	19·4	27·6	30·2
Peas, fresh . . . . .	—	12·5	10·7	14·5	11·0
Peas, quick-frozen . . . . .	34·3	33·4	33·3	33·1	33·6
Beans, fresh . . . . .	40·0	15·6	14·5	14·5	14·6
Beans, quick-frozen . . . . .	45·3	45·8	44·6	44·4	45·2
Other fresh green vegetables . . . . .	11·1	12·4	11·7	12·6	11·8

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

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

(f) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 4—continued

	Average prices paid in 1966				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>VEGETABLES—contd.</b>					
Carrots, fresh . . . . .	7·6	11·6	8·4	6·4	8·2
Turnips and swedes, fresh . . . . .	4·9	5·8	6·8	5·3	5·4
Other root vegetables, fresh . . . . .	9·9	13·8	13·9	10·1	11·4
Onions, shallots, leeks, fresh . . . . .	8·5	12·1	10·7	8·8	9·9
Cucumbers, fresh . . . . .	32·5	26·5	21·9	26·0	25·4
Mushrooms, fresh . . . . .	56·5	55·8	52·9	58·2	55·8
Miscellaneous fresh vegetables . . . . .	18·8	33·0	11·3	12·2	14·0
Canned peas . . . . .	12·9	13·3	13·3	13·2	13·2
Canned beans . . . . .	14·4	14·4	14·6	14·9	14·6
Canned vegetables (other than pulses or potatoes) . . . . .	17·4	16·9	18·0	17·1	17·3
Dried pulses (other than air dried) . . . . .	20·1	21·5	22·7	20·4	20·9
Air dried vegetables . . . . .	162·3	165·8	165·4	162·4	164·0
Chips, excluding quick-frozen . . . . .	17·6	18·7	20·9	18·3	18·9
Other potato products (not quick-frozen) . . . . .	52·7	53·9	57·8	57·8	55·4
Other vegetable products . . . . .	25·5	24·2	30·5	28·9	27·8
All quick-frozen vegetables and vegetable products not specified above (g) . . . . .	41·4	41·1	41·1	40·1	40·9
<b>FRUIT:</b>					
<b>Fresh</b>					
Oranges . . . . .	13·0	13·9	14·3	13·9	13·7
Other citrus fruit . . . . .	14·9	14·5	16·2	17·4	15·6
Apples . . . . .	15·2	17·6	15·2	14·7	15·7
Pears . . . . .	14·5	16·4	16·9	16·1	16·0
Stone fruit . . . . .	39·9	29·9	23·4	20·8	24·7
Grapes . . . . .	35·7	39·2	26·3	25·1	29·8
Soft fruit, other than grapes . . . . .	36·4	37·2	27·4	26·0	30·0
Bananas . . . . .	14·6	16·5	15·4	14·5	15·3
Rhubarb . . . . .	14·3	9·4	8·0	20·4	11·7
Tomatoes . . . . .	26·8	39·6	24·9	25·6	29·5
Other fresh fruit . . . . .	18·8	19·6	13·7	16·8	15·7
Tomatoes, canned or bottled . . . . .	18·0	18·1	18·2	17·6	18·0
Canned peaches, pears and pineapples . . . . .	18·8	18·8	18·8	18·8	18·8
Other canned or bottled fruit . . . . .	22·2	22·8	22·7	23·0	22·7
Dried fruit and dried fruit products . . . . .	26·5	26·5	27·2	27·7	27·1
Nuts and nut products . . . . .	53·8	57·1	56·1	60·4	57·6
Fruit juices . . . . .	42·7	40·8	38·5	46·2	41·8
Welfare orange juice . . . . .	60·2	60·1	60·1	60·3	60·2

(g) Including quick-frozen brussels sprouts.

TABLE 4—continued

	Average prices paid in 1966				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>CEREALS:</b>					
Brown bread	12·2	12·4	12·6	12·7	12·4
White bread, large loaves, unwrapped	9·3	9·5	9·5	9·5	9·5
White bread, large loaves, wrapped	9·4	9·6	9·6	9·6	9·5
White bread, small loaves, unwrapped	11·6	11·6	11·6	11·6	11·6
White bread, small loaves, wrapped	12·2	12·4	12·3	12·4	12·3
Wholewheat and wholemeal bread	11·5	11·6	11·5	11·5	11·5
Other bread	20·4	20·8	20·5	20·5	20·6
Flour	7·5	7·5	7·5	7·5	7·5
Buns, scones and teacakes	24·2	26·6	26·4	25·5	25·6
Cakes and pastries	37·8	37·9	37·7	38·8	38·1
Biscuits, other than chocolate biscuits	27·7	27·3	27·8	28·0	27·7
Chocolate biscuits	47·6	47·9	47·0	49·4	48·0
Oatmeal and oat products	14·5	14·6	14·6	14·3	14·4
Breakfast cereals	30·8	30·9	32·0	31·4	31·3
Canned milk puddings	11·8	11·8	12·0	12·4	12·0
Other puddings	31·9	34·8	33·1	33·1	33·1
Rice	14·9	15·4	14·8	14·8	15·0
Invalid foods (including slimming foods)	31·3	31·2	40·9	31·1	32·7
Infant foods, not canned or bottled	41·0	40·9	40·8	44·5	42·0
Cereal convenience foods (including canned) not specified above (h)	23·9	27·0	27·5	26·5	26·2
Other cereal foods	17·5	20·6	19·8	19·6	19·2
<b>BEVERAGES:</b>					
Tea	74·2	73·4	73·4	74·2	73·8
Coffee, bean and ground	94·8	92·7	97·5	97·1	95·5
Coffee, instant	217·9	222·8	225·3	226·0	222·9
Coffee, essences	72·5	74·2	70·8	68·4	71·7
Cocoa and drinking chocolate	45·4	46·4	46·0	45·7	45·8
Branded food drinks	67·8	69·3	67·9	69·1	68·6
<b>MISCELLANEOUS:</b>					
Baby foods, canned or bottled	31·4	31·6	32·5	31·2	31·7
Soups, canned	15·9	16·4	16·4	16·3	16·2
Soups, dehydrated and powdered	97·3	109·1	94·1	106·1	100·8
Accelerated freeze-dried foods (excluding coffee)	170·2	124·7	120·0	120·4	144·2
Spreads and dressings	42·9	39·6	39·4	41·8	40·2
Pickles and sauces	30·6	28·8	29·8	29·6	29·7
Meat and vegetable extracts	195·0	182·6	191·5	186·4	188·9
Table jellies, squares and crystals	8·7	8·7	8·7	8·6	8·7
Ice cream (served as part of a meal), mousse, souffle	28·9	29·0	28·8	29·7	29·0
All quick-frozen foods not specified above	48·2	43·2	41·8	43·6	44·2
Salt	6·7	6·5	6·5	6·2	6·5

(h) Including cake and pudding mixes, custard powders, "instant" puddings, etc.

## Glossary of Terms

*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 and alcoholic drinks; proprietary brands of vitamin tablets or fish liver oil; 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 amount spent on a food item by the households in the Survey sample, divided by the corresponding aggregate quantity purchased.

*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, quick-frozen peas and beans, canned vegetables, canned fruit, fruit juices, cakes, pastries, biscuits, breakfast cereals, cereal products, canned and dehydrated soups, puddings, and ice-cream bought to serve with a meal.

*Deflated Price.* See “Real Price”.

*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 containing children or adolescents.

*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 is the proportion of his meals taken at home during the Survey week, weighting each meal in proportion to its importance. The net balance for a household is the sum of the net balances of its members, with an addition for meals provided for visitors, similarly weighted. The net balance of the household is used when relating nutrient intake to need. (*See* paragraph 1 of Appendix F.)

**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 F).** 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 15 of Appendix F.)

**Nutrient Conversion Factors.** Quantities of nutrients available per unit weight of each of the categories into which foods are classified for Survey purposes. (*See* paragraphs 13 and 14 of Appendix F.)

**Old Age Pensioner Households (O.A.P.).** 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 F.)

**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 Conurbations.** 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.** As defined by the Registrars-General, except for London and the South-Eastern Region: (see footnote (b) to 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 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 in receipt of the statutory minimum wage 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. (See also Appendix A, Table 3.)

**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 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 only one adult, two of the same sex, or more than two, with or without children or adolescents.

*Underlying Demand.* The residual demand after allowing for the effects of income and price changes; it is a product of a complex of factors such as tradition, changes in tastes, etc.

*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.

#### *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.

# Index

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

- Adolescents, *see* Household composition  
Analyses, special App. G  
Apples 31  
Ascorbic acid, *see* Vitamin C
- Bacon 13, 24, 54, 56, 57, 64, 73, Sup.  
Beans 73, Sup.  
Beef  
  consumption 6, 13, 19, Sup.  
  by household composition 97  
  by regions 53, 57, 60, 62, 66  
  by social class 73  
  prices 10, 20, Sup.  
  supplies 13, 19, 20, Sup.  
Beverages 90, Sup. (*see also* Tea and Coffee)  
Biscuits 34, 53–56, 73  
Bloaters 25  
Board of Trade Journal 5, Sup.  
Bread  
  brown and wholemeal 33, 73, 80, 90  
  consumption 33, 38–39, 41, 43–44, Sup.  
  by household composition 89–91, 93, 97–98, 109  
  by regions 49, 53, 56–57, 61, 66–68  
  by social class 72–74, 76, 80, 82, 84  
  prices 1, 10  
Breakfast cereals 34, 39, 73, 90  
British Medical Association—Committee on Nutrition, Recommended energy and nutrient allowances 37, 51, 74, 94, 99–102, App. F  
Brussels sprouts 73  
Butter  
  consumption 6, 27, 44, Sup.  
  by household composition 90, 97, 106  
  by regions 53–54, 56, 57, 60–61, 66  
  by social class 73, 82, 84  
  prices 6, 27, Sup.  
  supplies 6, 27
- Cabbage 73  
Cakes and pastries 34, 53–56, 61, 80, 90  
Calcium (*see also* individual foods)  
  content of the diet 7, 42  
  by household composition 91–95, 108–110  
  by regions 51, 59–69  
  by social class 74–76, 81–85  
  recommended allowances 37, 99–102, App. F  
Calories, *see* Energy value  
Canned foods (*see* individual foods)
- Carbohydrate  
  content of the diet 7, 41.  
  by household composition 91–95, 108–110  
  by regions 51, 59–69  
  by social class 74–76  
  energy value from 41, 51, 61, 75, 92  
Carotene (*see* Vitamin A)  
Catering establishments 5  
Cauliflower 73  
Cereals (*see also* Breakfast cereals and individual foods) 34, 38–39, 41, 44, 53, 61, 68, 106  
Cheese 18, 39, 54, 56–57, 62, 65, 67–68, 73, 84, 90, 97, 109, Sup.  
Children, *see* Household composition  
Christmas App. F  
Cocoa 73  
Coffee 6, 35, 53, 73, 90, Sup.  
Confectionery 5, App. F  
Convenience foods (*see also* individual foods) 1, 11, 13–14, 52, 79, 96, 104, Sup.  
Cooking fats 6, 27, 38, 40, 53, 55–56, 61, 73  
Cooking losses App. F  
Cream 6, 17, 73, 90, Sup.
- Dairy products 6, 40, 61, 66, 106–107  
Diet, nutritive value of (*see also* under individual nutrients) 7  
  contribution of different foods to, App. C  
Drinks (*see also* Beverages, Coffee and Tea) 5, App. F
- Earners, number per household App. A  
Earnings 2–4  
Eggs  
  consumption 6, 8, 13, 26, 39, 44, Sup.  
  by household composition 97, 109  
  by regions 57  
  by social class 73, 80, 84  
  prices 8, 10–11, 26, Sup.  
  supplies 6, 26  
Elasticities of demand 4, 17, 20–21, 23, 25–35, App. E  
Elderly women 73, App. F  
Energy value  
  all households 37–38  
  by household composition 91–95, 98–102, 108–110  
  by regions 51, 59–69  
  by social class 74–76, 81–85  
  of food supplies 7  
  price of, indices 49, 72, 89, 93  
  recommended allowances (*see also* British Medical Association) 99–102, App. F  
Errors, standard App. F

Expenditure—Household food (general)  
8–14 (*see also* individual foods and App. B)  
Expenditure, personal 1–2

Family composition, family income and allowances, *see* Household composition

Farm, free food from 15, App. F

Fat content of the diet 7, 40, 51, 59–69, 74–76, 81–85, 91–95, 108–110  
energy value from 41, 51, 61, 75, 92

Fats (*see also* Butter and Margarine) 27, 51, 97

Fieldwork of the Survey 45–46, 70, 86, App. A, App. F, Sup.

Fish, fresh, canned, cooked and processed consumption 6, 25, 44, Sup.

by household composition 90–91, 97, 109

by regions 53, 56–57, 60, 62, 65

by social class 73, 79, 82, 84

filleted 25

quick-frozen 25

supplies 6

Fish and chips App. F

Fisher Ideal price index 9

Flour 6, 34, 38, 43, 49, 53–55, 57, 65, 67–68, 74, 80, 82–84, 97

Food and Agriculture Organisation 100, App. F

Food consumption levels 5–6

Free food, self supplies (*see also* individual foods) 8, 15, 87, Sup.

Fruit (*see also* individual fruits)

canned and bottled 6, 32, Sup.

citrus 31

consumption 6

by household composition 89–91, 97, 106

by regions 53–54, 56–57, 61–62, 67–68

by social class 73–76, 80, 82–85

fresh 6, 14, 31, 62, 67, 72, Sup.

juices 14, 32

supplies 6, 15

vitamin C from, App. C

Gardens and allotments, food from 15, App. F

General Election Sup.

Geographical differences, *see* Regional variations and individual foods

Gifts of food 8, 15, App. F

Glucose App. F

Haddock 25

Ham 13, 24, 64, Sup.

H.M. Forces 5

Household composition

adolescents 86, 91, 96, App. F

analysis, classification, definition 86, App. F

consumption by 87, 90

effect of children on

consumption 90

expenditure 90

nutrient content of diet 91–92, 94–95

expenditure 87, 90, 96

family income 86, 90, 105

nutrient content of diet 91–95

prices paid by 88–89, 96

social class, distribution within 103, App. A

expenditure 104–105

nutrients and energy value 108–110

Household size 86, App. A

Ice-cream 5, App. F

Income (*see also* Social Class)

elasticities App. E

family 86, 90, 105

gross

of head of household 70, 103, App. F

principal earner App. F

personal disposable 2–4, 77

Index

Fisher Ideal 9

food expenditure 12–13, 72

food prices 12–13, 48, 72, 88

personal disposable income 2–4

price of energy 49, 72, 78, 89, 93

Retail Prices (all items) 3

Iron content of the diet 7, 43, 51, 59–69, 74–76, 81–85, 91–95

Jam, *see* Preserves

Kippers 25

Lamb, *see* Mutton and Lamb

Lard, *see* cooking fats

Larder stocks App. F

Leafy salads 73

London (conurbation) 49, 51, 57–59, 67

Margarine

consumption 6, 27, 40, Sup.

by household composition 89–91, 97

by regions 49, 53, 56–57, 60, 62–63, 65–68

by social class 73, 76, 82, 84

prices 6, 27

vitamin A from, App. C

vitamin D from, App. C

- McCance and Widdowson App. F  
 Meals eaten away from home 37, 38, App. F  
 Meals served to visitors App. F  
**Meat**  
   canned 14, 19, 73  
   carcase  
     consumption 6, 8, 19, 23, 38-40, 43-44, Sup.  
     by household composition 89-90, 98, 106-107, 109  
     by regions 53, 67  
     by social class 73, 76, 79-80, 82, 84  
   expenditure 8, 106-107  
   pies 24  
   prices 10  
   supplies 6  
   products 19, 24, 38-39, 55, 82, 84, 106-107, Sup.  
 Medical Research Council App. C, App. F  
**Milk**  
   calcium from 42, App. C  
   consumption 6, 13, 16, 38, 44, Sup.  
     by household composition 91, 97-98, 109-110  
     by regions 53-54, 56-57, 60-62, 65-69  
     by social class 73-74, 76, 82-84  
   dried 17, 44, Sup.  
   evaporated 17  
   price 10  
   protein from App. C  
   riboflavine from 74, App. C  
   school 16, App. F  
   welfare 16, 90  
 Monthly Digest of Statistics 2, Sup.  
 Mutton and lamb  
   consumption 6, 10, 13, 19, 21, Sup.  
   by household composition 97  
   by regions 53-57, 61-62, 64, 66  
   by social class 73  
  
 National Research Council (U.S.A.) 44, 100  
 Net balance App. F  
 Nicotinic acid (niacin) (*see also* under individual foods)  
   content of the diet 7, 43, 44  
     by household composition 91-95, 108-110  
     by regions 51, 59-69  
     by social class 74-76, 81-85  
   recommended allowances App. F  
 Nutrient content of the diet  
   all households 37-44  
     by household composition 91-95, 98-102, 108-110  
     by regions 51, 59-69  
     by social class 74-76, 81-85  
   recommended allowances 99-102, App. F  
  
 Oatmeal and oat products 34, 73, 90  
 Old age pensioners (*see* Pensioner households and Social Class)  
 Oranges 14, 31  
  
 Packed meals App. F  
 Peas 73, 80, Sup.  
 Pensioner households 73, 76-80, 85  
 Pension rates 77  
 Personal disposable income 2-4, 77  
 Pets 5  
 Pork 61, 62, 64, 66, 73, 97  
   consumption 6, 13, 19, 22, 44, Sup.  
   by household composition 90, 97  
   by regions 53-57, 61-62, 64, 66  
   by social class 77  
 Potatoes  
   consumption 6, 29, 38, 44, Sup.  
   by household composition 89, 90, 97, 106, 109  
   by regions 53, 56, 60, 61, 64, 66  
   by social class 72-73, 76, 82  
   prices 29  
   supplies 15, 29  
   vitamin C from 60, 64, 76, App. C  
 Poultry  
   consumption 13, 19, 53-56, 58, 62, 66, 73, 80, 90, 97, Sup.  
   prices 23  
   supplies 6  
 Preserves 28, 38, 53, 57, 61, 73, Sup.  
 Price of energy, index *see* Energy value  
 Prices (*see also* under individual foods) 9-14, 48, 72, 88  
 Protein (*see also* under individual foods)  
   content of the diet 7, 39, 51  
   by household composition 91-95, 108-110  
   by regions 51, 59-69  
   by social class 74, 76, 81-85  
   Energy value from 39, 51, 75, 92  
   recommended allowances 37, 99-102, App. F  
 Puddings 34, 79  
  
 Quantity index 9  
 Quick-frozen foods 73, 79, 80, 96, Sup.  
  
 Rationing 4, 35  
 Recommended allowances (*see also* British Medical Association and individual nutrients) 37, 51, 74, 94, 95, 99-102, 108-110, App. F

- Regional variations** (*see also* individual foods)  
 composition of the sample 45–46, App. A  
 consumption 50, 52–58, App. D  
 expenditure 47, 52  
 nutrient content 51, 59–69
- Registrars-General's population estimates**  
 App. A
- Response rate** App. A
- Retail Prices, Index of**, 3
- Riboflavine**  
 content of the diet 7, 44  
 by household composition 91–95, 108–110  
 by regions 51, 59–69  
 by social class 74–76, 81–85  
 recommended allowances 99–102, App. F
- Rice** 34
- Sample, sampling** 10, 45–46, App. A, Sup.
- Sausages** 55
- School children** 101
- Scotland** 49, 52–53, 59, 61
- Seasonal foods** 11, 13
- Shellfish** 25
- Ships' supplies** 5
- Social class**  
 classification 70  
 composition of the sample 77, App. A  
 consumption 73  
 expenditure 71–73, 77  
 household composition within (*see also* Household Composition) 103–110, App. A  
 nutrient content of the diet 74–76, 81–85  
 old age pensioners 73  
 prices paid by 72, 78
- Soups** 14, 36, 79, 96
- Standard errors** App. F
- Studies, special** 102, App. G
- Suet and dripping** 54, 56
- Sugar, syrup and treacle** 6, 28, 38, 41, 49, 53, 55, 57, 66, 73, 76, 80, Sup.
- Supplies moving into consumption** 5, 6
- Sweets** 5
- Syrup**, *see* Sugar
- Tea** 6, 35, 53, 73, Sup.
- Thiamine (vitamin B1)**  
 content of the diet 7, 43–44  
 by household composition 91–95, 108–110  
 by regions 51, 59–69  
 by social class 74–76, 81–85  
 cooking losses App. F  
 recommended allowances 99–102, App. F
- Tomatoes** 31
- Treacle**, *see* Sugar
- Value of consumption** 8, 15, 52, 72, 87, 96
- Vegetables (other than potatoes)** (*see also* individual vegetables)  
 canned and dried 14, 30, 53, 54, 73, 79–80  
 consumption 30, 42, Sup.  
 by household composition 89–90, 97, 106  
 by regions 53, 54, 56–57, 60–62, 65, 67–68  
 by social class 73, 76, 79, 82  
 supplies 15, 30  
 prices 30  
 quick-frozen 14, 30  
 root 30, 55  
 vitamin C from App. C
- Visitors** App. F
- Vitamin A**  
 content of the diet 7, 44  
 by household composition 91–95, 108–110  
 by regions 51, 59–69  
 by social class 74–76, 81–85  
 recommended allowances 99–102, App. F
- Vitamin A and D tablets** App. F
- Vitamin B1** (*see* Thiamine)
- Vitamin C (ascorbic acid)**  
 content of the diet 7, 44  
 by household composition 91–95, 108–110  
 by regions 51, 59–69  
 by social class 74–76, 81–85  
 cooking losses App. F  
 recommended allowances 99–102, App. F
- Vitamin D**  
 content of the diet 44  
 by household composition 91–95, 108–110  
 by regions 51, 59–69  
 by social class 74–76, 81–85
- Vitamin preparations** App. F
- Wage rates** 2–4
- Wales** 49, 51–53, 60, 67
- Waste, allowances for** 95, App. F
- Widdowson, Dr. E. M.**, *see* McCance and Widdowson
- Yoghourt**, Sup.

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