

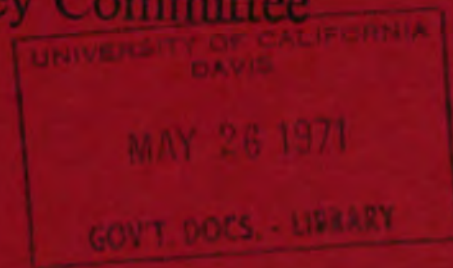


MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1968

WITH A SUPPLEMENT GIVING PRELIMINARY
ESTIMATES FOR 1969

Annual Report of the
National Food Survey Committee



LONDON

HER MAJESTY'S STATIONERY OFFICE

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Preface

THE National Food Survey has now been in existence for thirty years. Throughout that period it has been an unrivalled source of information on household food expenditure and consumption as recorded by many thousands of housewives. The Committee is most grateful to them. From time to time it is suggested that the survey has outlived its purpose and should be brought to an end. We have, however, found no evidence that there is any lessening of interest in how different sections of the public are fed, or in the cost of food, or in standards of nutrition. Moreover, there is a considerable demand from the food trades, nutritionists and university research workers for information obtained from the survey. The Committee nevertheless is conscious of the need to review and improve wherever possible the conduct of the survey and the analysis of its results. Significant changes have therefore been introduced during the lifetime of the survey and the Committee has summarized in its reports the results of a number of special studies.

In the present report there are the customary analyses and tabulations of Survey data according to income group, type of family, region and degree of urbanization. In addition the report gives the results of a study of the influence of the age of the housewife on household food expenditure, consumption and nutrition and, also, of the extent to which the influence of age is affected by the socio-economic grouping of the household as determined by the occupation of the head of the household.

An appendix to the report presents a special analysis of garden, allotment and other supplies of food for which no direct payment was made and shows how these have declined over the past ten years. Another appendix presents data on household consumption of beverages and the extent to which they are sweetened with sugar or with other sweeteners. Some data on the growth in ownership of refrigerators in the different regions and types of family are also given.

The nutritional section of the report contains estimates of the average energy value and nutrient content of the diet in various types of household. These estimates are compared with the new intakes recommended by the Department of Health and Social Security: for this purpose intakes of vitamins A & D are now expressed in units of weight and those of nicotinic acid are expressed as nicotinic acid equivalents which include the contribution from tryptophan. Estimates are also given of the concentration of nutrients in relationship to the energy value of average diets of various groups of households.

Estimates of expenditure and consumption for the main food groups continue to be published in summary form *as soon as they become available* in the *Monthly Digest of Statistics* for all households, income groups and types of family. Estimates of consumption for all households are also published each quarter in the *Board of Trade Journal*, together with some nutritional data.

Applications for unpublished analyses should be addressed to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex HA5 2DT.

Preface

The Committee again wishes to record its appreciation of the work of the Secretaries and their staffs and also to thank Miss Hollingsworth for her part in preparing the sections on nutrition in the absence abroad of Dr. Greaves. The Committee also records its indebtedness to the officers of the Government Social Survey, and to the British Market Research Bureau for undertaking the fieldwork and coding of the Survey.

As this Report goes to press, the Committee has learned with great regret of the death of Sir Norman Wright, C.B., M.A., D.Sc., Ph.D., LL.D., F.R.I.C., F.R.S.E., its first Chairman, to whose wise guidance from 1948 to 1959 the National Food Survey and all who make use of it owe so much.

July, 1970

LEONARD NAPOLITAN,
Chairman, National Food Survey Committee

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PART I

Chapter 1

INTRODUCTION AND SUMMARY

1.1 Personal Income, Expenditure and Retail Prices in 1968

1. Between 1967 and 1968 wage and salary earnings increased by rather more than retail prices; the latter, as measured by the General Index of Retail Prices, rose by just over $4\frac{1}{2}$ per cent, largely through the effects of devaluation and of indirect tax increases, while personal disposable income per head rose by about $5\frac{1}{2}$ per cent in money terms, or 1 per cent in real terms. Total consumers' expenditure per head, however, rose by more than 6 per cent, equivalent to about $1\frac{1}{2}$ per cent in real terms.

2. The National Food Survey index of food prices actually paid by housewives rose by rather less than the food component of the General Index of Retail Prices, mainly because the former takes into immediate account any transfer of purchases to cheaper brands or varieties. It also excludes the effects of changes in prices of pet foods and some other items not entering the household supply. Food expenditure per head and food prices rose rather more rapidly between 1967 and 1968 than between 1966 and 1967. As in previous years, food expenditure rose proportionately less than total consumers' expenditure and thus the proportion of consumers' expenditure spent on food continued to decline, falling to 23·5 per cent in 1968, compared with 24·3 per cent in 1967 and 26·1 per cent in 1963.

1.2 Summary of Survey Results for 1968

3. **General Situation.** Average food expenditure per head in private households in Great Britain was estimated to be 37s. 11d. per person per week in 1968, 1s. 0d. more than in 1967. This increase in average expenditure was taken up by increased prices, so that there was no significant change in the real value of food purchases per head, some further increase in the average real value of purchases of convenience foods being offset by a slight fall for other foods. Between 1963 and 1968, average food expenditure per head rose by about 17 per cent, while prices rose by about 15 per cent, leaving an overall gain of nearly 2 per cent in the real value of food purchases per head (see Table 4). This gain effectively took place between 1965 and 1967 and is mostly attributable to an increase between those years of about 8 per cent in the real value of purchases of convenience foods. Average consumption of cheese, pork, poultry, convenience meat products, potato products, fruit, instant coffee and quick-frozen foods all increased between 1967 and 1968, but average consumption of liquid milk, beef, lamb, eggs, fish, margarine, sugar, preserves, potatoes, bread, flour and tea all declined, while purchases of cream, butter, bacon and flour confectionery were maintained (Chapter 2).

4. **Geographical Differences.** Average expenditure in the standard regions of England ranged from 39s. 4d. per person per week in the North West to 35s. 7d. in the South West, while expenditure in Scotland and Wales averaged 36s. 2d. and 38s. 8d. respectively. Average expenditure in London amounted to 41s. 0d. per person per week and was about 9 per cent greater than that in provincial

towns and semi-rural areas, and about 14 per cent greater than that in rural areas. Food prices paid by housewives in Scotland were, on average, nearly $3\frac{1}{2}$ per cent higher than those in Great Britain while those paid by housewives in southern England were about 1 per cent below the national average. The Survey food price index in rural areas was $1\frac{1}{2}$ per cent above that for Great Britain as a whole, but in all other types of area the index was within $\frac{3}{4}$ per cent of the national average (Chapter 3).

5. Income Group Differences. As in previous years most of the variation in average expenditure on food between the income groups (referred to as social classes in previous annual reports) occurred in the upper range of the income scale, households in the highest income group recording an average per caput expenditure 13 per cent greater than that in the next highest group, which in turn spent about 10 per cent more per head than in the next three income groups. Differences between income groups in average prices paid for food were comparatively small, the highest prices being paid by households in the two topmost groups (Chapter 3).

6. Household Composition Differences. Average weekly food expenditure varies considerably between household types; in 1968 it ranged from 50s. 6d. per head for younger childless couples to about half that amount per head (25s. 4d.) in families with four or more children. Very little of the wide range in average expenditure between the various household types can be attributed to differences in overall levels of prices paid for food (which differed by at most 9 per cent between household types), and much of the range in average expenditure is attributable to different average physiological needs (and therefore different dietary patterns) of the various family types. An analysis of household food consumption and expenditure according to age of housewife and broad socio-economic grouping indicates that age has a greater influence on consumption than the broad grouping does (Chapter 3).

7. Energy Value and Nutrient Content. The average daily energy value of the food obtained for consumption in private households in Great Britain in 1968 was 2,560 kcal per person, the same as that in 1966 and slightly lower than that for 1967. It exceeded by 8 per cent the intake recommended by the Department of Health and Social Security.⁽¹⁾ The average intake of nutrients changed little between 1967 and 1968 and exceeded the average recommended intakes except for vitamin D; for this vitamin the contributions from welfare and pharmaceutical sources were not recorded. The contributions of the main groups of foods to the average consumption of energy and nutrients also resembled those in the preceding year. Between the years 1963 and 1968 the average diet became slightly richer in protein (particularly animal protein), fat, calcium, riboflavine and vitamin D, slightly poorer in carbohydrate, and remained almost constant in iron, vitamin A, thiamine, nicotinic acid equivalents and vitamin C. Regional variations in nutrient intake were less pronounced than those in patterns of food consumption. These and also the differences associated with income and with family size were similar to those found in previous years. The nutritional composition of the British diet appears to be very stable and any changes are slight and slow (Chapter 4).

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

8. Comment on the Nutritional Estimates. The National Food Survey provides information about the diet of the nation as a whole and about that of different categories of households; this information is especially useful for measuring trends over time. The Survey, as at present conducted, cannot provide information about the proportion of households in which the intake of a particular nutrient is habitually less than a stated quantity and, as it relates to food consumed by the household as a unit, it does not deal with individual members of the household. Thus, the Survey, like other similar records of food consumption, cannot throw light on the nutritional condition of the individuals involved. Nevertheless the broad picture revealed by the Survey is satisfactory. As stated in the Annual Report of the National Food Survey Committee for 1967⁽¹⁾ (paragraph 9) the Survey results do not preclude the existence of over-consumption of food in some families, or under-consumption or dietary imbalance in others; but the margins which in all instances are to be observed between average consumption and average "requirement" calculated from the Recommended Intakes are in harmony with the findings to date of the individual medical and dietary surveys in progress under the aegis of the Department of Health and Social Security in indicating that there is very little malnutrition in Britain.

⁽¹⁾ *Household Food Consumption and Expenditure: 1967*, HMSO, 1969.

TABLE 1

Changes in Earnings, Prices and Consumers' Expenditure, 1963-1968

(1963 = 100)

	1963	1964	1965	1966	1967	1968
Index of personal disposable income per head (a):—						
In money terms	100·0	106·7	113·3	119·4	123·8	130·8
In real terms (b)	100·0	103·4	104·9	107·7	107·8	108·9
Index of average weekly earnings per head (a) (c)	100·0	108·6	117·3	124·1	129·1	139·6
General Index of Retail Prices (a):—						
All items	100·0	103·3	108·2	112·5	115·3	120·7
Food	100·0	102·9	106·5	110·3	113·1	117·6
Consumers' expenditure per head (d):—						
Household food expenditure per head (e)						
Current prices	100·0	103·5	106·4	111·3	114·0	117·1
1963 prices	100·0	100·8	100·2	101·5	101·9	101·7
Total food expenditure per head (f)						
Current prices	100·0	103·7	106·6	111·5	114·2	117·3
1963 prices	100·0	101·0	100·4	101·7	102·1	102·0
Total consumers' expenditure per head						
Current prices	100·0	106·0	112·0	118·3	123·0	130·6
1963 prices	100·0	102·7	103·8	105·6	107·1	108·8
Total food expenditure as percentage of total consumers' expenditure on goods and services						
Current prices	26·1	25·6	24·9	24·6	24·3	23·5
1963 prices	26·1	25·7	25·3	25·2	24·9	24·5

(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 bonuses, overtime, etc., and before deduction of income tax or insurance contributions) of manual workers in manufacturing and other industries. For further details, see the *Employment and Productivity Gazette*.

(d) Derived from data in *National Income and Expenditure, 1970*, HMSO, 1970.

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

(f) Household food expenditure plus the ingredient cost of food consumed in catering establishments, but excluding government expenditure on milk, welfare foods and cost of ingredients for school meals.

Chapter 2

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

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

9. The estimates of food expenditure and consumption from the National Food Survey relate to food obtained for consumption in the home, and therefore exclude meals and other food taken elsewhere⁽¹⁾. The fieldwork of the Survey does not extend over Christmas, and in 1968 records were obtained up to Friday, 20 December so that the estimates for the fourth quarter and for the year as a whole include less of the special Christmas purchases than in the previous year when record-keeping ceased on Friday, 22 December. In order to correct for some over-representation of wholly rural areas and smaller towns in the sample at the expense of semi-rural areas and conurbations, the national averages have, as usual, been formed as weighted averages of the results for each of the six types of area⁽²⁾, the weights being proportionate to the respective *de facto* population. Subject to these qualifications, average food expenditure per head in private households in Great Britain was estimated to be 37s. 11d. per person per week, 1s. 0d. (2·7 per cent) greater than in 1967, most of the rise being due to increased spending on liquid milk (2d.), pork (1d.), poultry (2d.), processed meats (2d.), processed vegetables (1½d.), fresh fruit (1½d.), bread (1d.), and other cereal products (1½d.); average expenditure on potatoes was 2½d. less than in 1967. The value of garden and other supplies of food obtained without payment⁽²⁾ averaged 10d. per person per week, 1d. more than in 1967 but 1d. less than in 1966, and the average value of consumption, at 38s. 9d., was 2·8 per cent greater than in 1967. Estimates for each quarter of 1968, together with corresponding estimates for the previous year, are given in Table 2. The rate of increase in food expenditure in each quarter of 1968 compared with corresponding periods of 1967 varied only between 2·3 per cent and 2·9 per cent compared with increases ranging from 1·4 per cent to 3·5 per cent between corresponding quarters of 1967 and 1966.

10. The changes in food expenditure shown in Table 2 can be explained partly by changes in food prices and partly by changes in the "quantity" (value at constant prices, not necessarily physical quantity) of food purchases. In Table 3, an attempt has been made to apportion the change in expenditure between these two factors; for this purpose an index of food prices paid by housewives has been compiled from the Survey data, and this index has been used to deflate the index of expenditure and thereby obtain a measure of the relative change in the overall quantity of food purchases⁽³⁾. In these comparisons it is necessary

⁽¹⁾ For further details see the general note in the Glossary. Broad estimates of overall food supplies moving into consumption in the United Kingdom, as measured at a primary stage of distribution are reproduced in Appendix H.

⁽²⁾ See Glossary.

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

to exclude a few food items for which the expenditure but not the quantity or price is recorded in the Survey. Excluding these items, which together accounted for an expenditure of less than 2d. per person per week in 1968, average food expenditure was 2.6 per cent above that in 1967. Food prices rose by 2.8 per cent so that averaged over the whole year there was no significant change in the real value of food purchases per head, despite a small gain having been recorded in the first half of the year. There continued to be a significant gain, however, in the average real value of purchases of convenience foods, expenditure on which rose by 5.1 per cent while their average prices rose by 2.0 per cent. A price rise of 1.2 per cent was recorded for seasonal foods, but average expenditure on them increased by only 1.0 per cent, so that there was no significant change in the real value of purchases of these foods. The prices paid for other foods rose by an average of 4.0 per cent (the increase over corresponding quarters of 1967 becoming larger as the year proceeded), but expenditure on them increased by only 2.4 per cent over the year, so that there was a fall of 1.5 per cent in the real value of purchases of these foods, offsetting the gain recorded for convenience foods. Details of average consumption, expenditure and prices paid for foods in 1968 are given in Appendix B to this Report.

11. Changes in average expenditure, prices and consumption since 1963 are illustrated in Table 4 by annual index numbers using 1963 as base period. The indices for 1967 and 1968, however, are not fully compatible with those shown in Table 3, because the change in the Survey classification of foods, which was introduced in 1966, has necessitated a compression of the 142 items in that classification into 124 broader and more heterogeneous groups in order to achieve comparability with the former classification; most of this compression was in the convenience food sector⁽¹⁾. Subject to these qualifications, average food expenditure per head rose by about 17 per cent between 1963 and 1968, while food prices rose by about 15 per cent, so that overall there was a gain of nearly 2 per cent in the real value of food purchases per head; all of this gain took place between 1965 and 1967, and can be attributed to an increase of about 8 per cent between those years in the real value of purchases of convenience foods. Average expenditure on these foods rose by nearly 20 per cent between 1965 and 1968, and in the latter year it amounted to 9s. 2d. per person per week or more than 24 per cent of household food expenditure; of this 9s. 2d., 3s. 7d. was spent on canned foods and 9d. on quick-frozen foods. Between 1965 and 1968 expenditure on seasonal foods and on the residual group of other foods rose less rapidly than the increases in their prices, so that there was, over this period, a slight decline in the real value of purchases of such foods. Separate index numbers for the main foods and groups of foods are shown in Tables 5 to 7.

⁽¹⁾ The Survey definition of convenience foods was revised in 1966, when changes were also made to the Survey classification of foods. Wherever possible in the Report, the new definition (see Glossary) of convenience foods is used but in order to achieve continuity in series extending back beyond 1966 (as in Table 4) it has been necessary to classify as convenience foods some quick-frozen white fish (elsewhere classified as a seasonal food) and some miscellaneous cereal products; average expenditure on these two items amounted respectively to 1.1d. and 0.4d. per person per week in 1968.

TABLE 2

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

(per person per week)

	Expenditure on food			Value of Garden and Allotment produce, etc.		Value of consumption		
	1967	1968	Per-centage change	1967	1968	1967	1968	Per-centage change
	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	
1st Quarter . . .	35 11	36 11	+2.9	7	5	36 5	37 5	+2.6
2nd Quarter . . .	37 4	38 4	+2.6	5	9	37 9	39 0	+3.3
3rd Quarter . . .	37 5	38 3	+2.3	1 3	1 5	38 8	39 8	+2.6
4th Quarter . . .	36 11	38 0	+2.9	9	9	37 9	38 10	+2.9
Yearly average . . .	36 11	37 11	+2.7	9	10	37 8	38 9	+2.9

TABLE 3

Percentage changes in Average Expenditure, Food Prices and Real Value
of Food Purchased: Quarters of 1968 compared with
Corresponding Quarters of 1967

(percentage changes)

	Quarter				1968 on 1967
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a) . . .	+2.0	-1.6	+1.5	+3.2	+1.0
Convenience foods (a) . . .	+7.5	+4.8	+2.7	+5.7	+5.1
All other foods (b) . . .	+1.3	+4.0	+2.5	+1.5	+2.4
All foods (b)	+2.9	+2.5	+2.2	+2.9	+2.6
<i>Food Prices</i>					
Seasonal foods (a) . . .	+2.6	-2.0	+1.0	+2.7	+1.2
Convenience foods (a) . . .	+0.3	+2.1	+2.9	+2.4	+2.0
All other foods (b) . . .	+3.2	+3.8	+4.2	+5.0	+4.0
All foods (b)	+2.4	+1.7	+3.0	+3.8	+2.8
<i>Real Value of Food Purchased</i>					
Seasonal foods (a) . . .	-0.6	+0.4	+0.4	+0.5	-0.2
Convenience foods (a) . . .	+7.1	+2.6	-0.3	+3.2	+3.1
All other foods (b) . . .	-1.8	+0.2	-1.6	-3.4	-1.5
All foods (b)	+0.5	+0.8	-0.7	-0.9	-0.1

(a) See Glossary.

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

TABLE 4

Indices of Expenditure, Prices and Real Value of Food Purchased (a)
for Household Consumption, 1963-1968

(1963 = 100)

	1963	1964	1965	1966	1967	1968
<i>Expenditure Indices</i>						
Seasonal foods (a)	100·0	98·9	103·8	110·3	112·2	113·1
Convenience foods (a):						
Canned	100·0	104·3	107·8	115·1	121·5	122·9
Quick-frozen	100·0	100·0	110·3	139·1	139·7	161·7
Other convenience foods	100·0	105·2	110·6	117·5	124·6	133·6
Total convenience foods	100·0	104·5	109·4	117·9	124·3	130·9
All other foods (b)	100·0	102·6	106·6	108·8	110·7	113·3
All foods (b)	100·0	102·0	106·4	111·2	114·1	117·1
<i>Indices of Average Prices</i>						
Seasonal foods (a)	100·0	97·5	101·3	107·2	109·6	111·1
Convenience foods (a):						
Canned	100·0	102·3	105·0	109·7	109·8	111·3
Quick-frozen	100·0	104·4	107·2	105·5	106·2	106·8
Other convenience foods	100·0	103·2	107·4	110·5	112·6	115·5
Total convenience foods	100·0	102·9	106·4	109·8	111·0	113·2
All other foods (b)	100·0	105·9	109·4	111·9	113·5	117·9
All foods (b)	100·0	102·9	106·5	109·9	111·9	114·9
<i>Indices of Real Value of Food Purchases</i>						
Seasonal foods (a)	100·0	101·5	102·5	102·9	102·3	101·8
Convenience foods (a):						
Canned	100·0	101·9	102·7	104·9	110·7	110·3
Quick-frozen	100·0	95·8	102·8	131·8	131·6	151·4
Other convenience foods	100·0	101·9	103·0	106·4	110·7	115·7
Total convenience foods	100·0	101·5	102·9	107·4	112·0	115·7
All other foods	100·0	96·9	97·4	97·2	97·6	96·1
All foods (b)	100·0	99·1	100·0	101·1	102·0	101·9

(a) See Glossary.

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

12. Of the major basic foods, the average prices paid by housewives in 1968 for poultry, eggs, butter, sugar and potatoes were less than those paid in 1963, while the average prices paid for greens and other fresh vegetables, cheese, margarine and preserves increased less over this period than the general level of prices as measured by the General Index of Retail Prices, but those for carcase meat and bread increased more.

13. Of the 37s. 11d. spent on food per person per week in 1968, 17 per cent was spent on dairy products (including butter), 30 per cent on meat and meat products, over 9 per cent on vegetables and vegetable products, 8 per cent on fruit and fruit products, and 15 per cent on cereal products. These proportions,

which characterise the British household food budget, have altered very little since 1963: most of the changes in patterns of expenditure over this period were within, rather than between, these broad groups of foods. These changes are discussed in the following section of the Report.

2.2 Individual Foods: Consumption Trends

14. Details of changes in household consumption of individual foods are discussed in paragraphs 15 to 48 below. For some of these foods the changes in purchases between 1963 and 1968 can be explained in terms of (a) the effects of changes in their own real (i.e. deflated) prices, (b) the effects of changes in average real personal disposable income per head and (c) the effects, in aggregate, of all other factors⁽¹⁾. Among the latter effects are included shifts in demand due to changes in consumers' tastes or habits, some of which may have been induced by technological progress or by producers' and distributors' marketing efforts. In cases where these shifts in demand show any discernible trend over the period this trend is, for convenience, referred to below as the "underlying trend in demand"⁽²⁾.

Milk and Cream

15. Average weekly per caput expenditure on liquid milk was 3s. 7½d. in 1968 and continued to account for nearly 10 per cent of household food expenditure. Consumption averaged 4·82 pints per person per week compared with 4·89 pints in 1967, 4·93 pints in 1966 and 4·98 pints in 1963. Among the factors which may have contributed to the decline in average consumption in 1968 were an increase in the price of welfare milk (from 4d. per pint to 6d.) on 1st April, and an increase in the price of ordinary pasteurised milk (from 10d. per pint to 10½d.) on 30 June. Furthermore, local education authorities were relieved of the duty to provide free milk to certain categories of school children as from the beginning of the autumn term, and the initial evidence obtained during the fourth quarter of 1968 suggests that this might cause a reduction

⁽¹⁾ The method of analysis which has been employed to determine these various effects consisted of the fitting of a demand function which assumes that the effects due to changes in prices, to changes in income, and to other factors are multiplicative, not additive. The determination of this demand function thus entails the estimation of both price and income elasticities of demand as well as shifts in demand. The price elasticities were derived from a time-series analysis of monthly Survey data of average prices and average quantities purchased during the period from January 1963 to December 1968, using an application of covariance technique developed by Professor J. A. C. Brown and described in *On the use of covariance techniques in demand analysis*: FAO/ECE Study Group on the Demand for Agricultural Products (1958). This technique enables any significant seasonal or annual shifts in the price/quantity demand plane (including shifts due to changes in income) to be detected; the effects of such shifts are then removed from the original data prior to the estimation of the price elasticity coefficients. The income elasticities were estimated from a cross-sectional analysis of the Survey data for each of twelve categories of family in 1967; these estimates, together with an outline of the method by which they were derived, were given in *Household Food Consumption and Expenditure: 1967*, Appendix E: HMSO, 1969. Once the respective price and income elasticities were determined, they were used to make estimates of the level of purchases which might have been expected each month and each year, *ceteris paribus*, given the changes in average price and in income which in fact occurred. The differences between these estimates of expected purchases and the level of purchases actually recorded provide a measure of the shifts in demand (together with any residual error) which took place.

⁽²⁾ Also included among the factors whose effects have been aggregated to determine the underlying trend are any substitutions of one commodity for another which may have taken place as a result of a change in their relative prices. Such substitution relationships have, in previous analyses, been found to be of secondary importance over the range of prices encountered during the period of analysis.

in consumption equivalent to a decrease of 0·05 pints per person per week in the Survey average for all liquid milk in a full year; in the annual average for 1968 it accounted for only 0·02 pints out of a total fall of 0·07 pints. Consumption of full-price liquid milk was 0·03 pints lower than in 1967, and, although that of welfare milk declined slightly immediately after the rise in price, there was some recovery by the end of the year.

16. There was no change in average consumption of condensed and dried milk between 1967 and 1968 but that of "other" milk (mainly yoghurt and skimmed milk powder) continued to show a rising trend, although consumption averaged no more than 0·07 pints per person per week; purchases of cream were fully maintained at 0·6 oz.

Cheese

17. Consumption of natural cheese continued its upward trend, averaging 3·1 oz. per person per week compared with 3·0 oz. in 1967 and 2·8 oz. in 1963. Although purchases of processed cheese have declined very slowly over this period, this decline has been more than offset by the increase in consumption of natural cheese.

Meat and Poultry

18. Household expenditure on all kinds of meat and poultry averaged 11s. 5d. per person per week in 1968, accounting for about 30 per cent of total household food expenditure, compared with about 28 per cent in 1963.

19. *Carcase Meat.* Nearly half of the average household expenditure on meat, meat products and poultry is on carcase meat (cuts, etc. of raw beef, lamb and pork), beef and veal accounting for 26 per cent in 1968, lamb 14 per cent and pork 7 per cent. Five years earlier the respective proportions were 28, 15 and 7 per cent.

20. Consumption of carcase meat in 1968 averaged 16·0 oz. per person per week, compared with 17·0 oz. in 1967, 16·8 oz. in 1966 and 18·3 oz. in 1963. The price elasticity of demand for carcase meat as estimated from the monthly Survey data over this period is $-0\cdot9$, and the decrease in consumption which took place between 1963 and 1966 is compatible with this elasticity operating on the rise of about ten per cent in the average real price. In 1967 and 1968 the further decline in average purchases was greater than might have been expected from the levels of prices current in those years, and *prima facie* there is therefore some suggestion of a slight weakening in the underlying demand; however, during the later months of 1967 and throughout 1968 supplies were adversely affected by the severe outbreak of foot and mouth disease, and it may be that retail prices did not rise as much as might have been expected from this supply situation. The estimated income elasticity of demand for carcase meat is only $+0\cdot16$ so that consumption was very little affected by the growth in real incomes over the period.

21. The decline in average consumption of carcase meat between 1967 and 1968 was mainly in consumption of beef, which fell from 8·6 oz. to 7·8 oz., but also in consumption of mutton and lamb, which fell from 6·1 oz. to 5·7 oz.; these decreases were only partially offset by a rise from 2·3 oz. to 2·5 oz. in average weekly consumption of pork.

22. Since 1963, average consumption of *beef* has fallen by about one-sixth because of decreases in supplies, about half of the decrease in consumption having occurred between 1963 and 1964 and the remainder between 1967 and 1968. The average price paid by housewives for beef rose by 17 per cent in real terms between 1963 and 1968, and after taking this into account in conjunction with the estimated price of elasticity of -1.2 and the effect of the rise in real incomes there appears to have been no change in the underlying demand until 1968 when, *prima facie*, a small decline is implied, similar to that mentioned above for carcass meat as a whole, and probably to be explained similarly.

23. Over the period from 1963 to 1968 average purchases of *mutton and lamb* declined by about 10 per cent, although the average price rose by less than 6 per cent in real terms. Even assuming a price elasticity appreciably greater than the low and poorly determined value of -0.3 estimated from the Survey data over the period, there remains a significant downward trend in the underlying demand, especially pronounced in 1967 and 1968.

24. Average consumption of *pork* is affected by the cycle in production and in 1968 household purchases rose to a level previously reached in 1963. The average price paid by housewives for pork was, however, 5 per cent higher in real terms in 1968, and only about half of the increase in demand which is thus implied (after taking into account the estimated price elasticity of demand of -0.9) can be attributed to the increase in real incomes over the period; the remainder of the increase appears to represent a willingness on the part of consumers to turn in part to pork to make good the shortfall in supplies of beef, assisted perhaps by the exercise of some salesmanship on the part of butchers.

25. *Poultry Meat*. Purchases⁽¹⁾ of uncooked poultry have been rising for several years and in 1968 averaged 4.5 oz. per person per week, compared with 3.7 oz. in 1967 and 2.3 oz. in 1963, thus offsetting some of the fall in purchases of carcass meat. In contrast to the carcass meats the average price declined slightly between 1963 and 1968 in money terms, and in real terms, it fell by about one-fifth. Expenditure on poultry averaged 11.4d. in 1968 compared with 6.1d. in 1963 (i.e. an increase from 5½ per cent of household meat expenditure in 1963 to 8½ per cent in 1968). The average size of purchase has remained fairly steady over this period but the number of housewives buying poultry in any one week has risen from 16 per cent in 1963 to 27 per cent in 1968: the latter percentage, however, is still less than those for any of the three carcass meats, or for bacon, sausages or cooked ham.

26. *Bacon*. Expenditure on uncooked bacon averaged 18.9d. per person per week compared with 16.2d. in 1963 (i.e. 13.8 per cent of household meat expenditure compared with 14.5 per cent). The average price paid for bacon in 1968 was, in real terms, almost the same as that in 1963, but average consumption fell from 5.4 oz. to 5.2 oz. implying a slight weakening in the underlying demand.

27. *Other Meat and Meat Products*. Expenditure on this residual group of

⁽¹⁾ Excluding most of the Christmas trade; see paragraph 9 above and Appendix A.

meats, offals and meat products averaged 3s. 6d. per person per week in 1968 and accounted for 31 per cent of household expenditure on meat compared with nearly 30 per cent in 1963. Average consumption was 12·7 oz. per person per week, compared with 12·4 oz. in 1967 and 11·9 oz. in 1963. Nearly all of this growth is due to increased purchases of convenience foods, particularly canned meats, cooked poultry and meat products (such as pies and puddings).

Fish

28. Average expenditure on fish and fish products was 1s. 8½d. per person per week in 1968 and continued to represent about 4½ per cent of household food expenditure. Average consumption has fluctuated within a very narrow range (between 5·7 oz. and 5·9 oz.) for several years. Of the 5·7 oz. (1s. 8½d. in expenditure) in 1968, 2·0 oz. (6d.) was fresh white fish, 0·2 oz. (½d.) fresh fat fish and 0·5 oz. (1½d.) processed fish; 0·8 oz. (3d.) was quick-frozen, 0·9 oz. (4½d.) canned and 1·1 oz. (3½d.) cooked before purchase. The remaining 0·2 oz. (1d.) consisted of shellfish and fish products (not quick-frozen). These levels of consumption are closely similar to those recorded in 1966 and 1967.

Eggs

29. Expenditure on eggs again averaged 1s. 6d. per person per week, equivalent to 4 per cent of expenditure on all food. Average purchases of eggs were increasing between 1963 and 1967 but declined slightly in 1968 to 4·4 eggs per person per week. Non-commercial supplies were declining throughout this period and after 1965 were not fully offset by increased purchases. The consequential slight downward trend in consumption has occurred despite a fall in the real (deflated) price of eggs (but not in their money price) and the growth in real incomes; however, both the price elasticity and the income elasticity of demand for eggs are now very small (respectively $-0\cdot14$ and $+0\cdot12$). Throughout 1968, stamped eggs continued to be displaced by unstamped eggs and the stamping of eggs by packing stations was discontinued at the end of the year.

Fats

30. Expenditure on fats in 1968 averaged over 1s. 11d. per person per week (butter 1s. 4d., margarine 4d.), and accounted for 5·1 per cent of household food expenditure compared with 2s. 0d. (6·2 per cent) in 1963. Average consumption fell slightly from 12·0 oz. per person per week in 1963 to 11·8 oz. in 1968. Over this period average consumption of butter rose slightly to 6·1 oz. and its average price declined in real terms by about one-fifth, while consumption of margarine declined from 3·3 oz. to 2·8 oz., and its average price fell by about one-eighth. Average consumption of vegetable and salad oils continued to increase but was, in 1968, only one-quarter of that of lard and compound cooking fat, which continued to predominate among the other fats.

Sugar and Preserves

31. Average expenditure on sugar and preserves declined from 1s. 2½d. per person per week in 1963 to 1s. 1d. in 1968, i.e. from 3¾ per cent to under 3 per cent of household food expenditure. Average purchases of sugar, at 16·4 oz. per person per week, continued their long-term decline and were 2 oz. less than in 1963, while the average price in real terms was about 20 per cent less. Since both the price elasticity and the income elasticity of demand for sugar

are very small (each -0.1) the decline in consumption appears to be almost entirely due to a decline in the underlying demand. Average purchases of jams and of marmalade also continued to show a downward trend despite continued decreases in their average prices in real terms, while consumption of syrup and honey (considered together) was fully maintained.

Vegetables

32. Expenditure on vegetables and vegetable products averaged 3s. 7d. per person per week in 1968 and accounted for $9\frac{1}{2}$ per cent of household food expenditure, the same percentage as in 1963.

33. Potatoes and Potato Products. Household consumption of fresh potatoes continued to decline slowly and averaged 52 oz. per person per week, having fallen by about $3\frac{1}{2}$ oz. since 1963; just over half the decrease was in free supplies from gardens, allotments, etc. About 18 per cent of the potatoes purchased by housewives in 1968 were prepacked, compared with 12 per cent in 1963, and their average price was about $\frac{1}{2}$ d. per lb. more than that for loose potatoes. Household expenditure on potato products (excluding quick-frozen products) rose from 3.0d. to 4.0d. per person per week between 1966 and 1968⁽¹⁾.

34. Cabbages, Brussels Sprouts, Cauliflowers, etc. Although average consumption of this group of vegetables fell slightly to 9.7 oz. per person per week in 1968, this was primarily due to the continued decline in garden and allotment supplies, average purchases being maintained at 8.1 oz. per person per week. The pattern of purchases was, as usual, governed by availability of supplies and tended to be similar to that in 1966, purchases of cabbages increasing and those of cauliflowers decreasing from the averages recorded in 1967.

35. Peas and Beans (Fresh and Processed). Average purchases and garden and allotment supplies of fresh peas continued to decline and amounted to 0.53 oz. and 0.20 oz. per person per week respectively in 1968, having fallen by half since 1963; purchases of quick-frozen peas at 1.02 oz. per person per week continued to increase slowly, while those of canned peas continued to average about 3 oz. per person per week. Purchases and free supplies of fresh beans averaged 0.58 oz. and 0.81 oz. per person per week respectively in 1968, and have not declined in recent years, while average purchases of quick-frozen beans increased considerably in 1968 to 0.29 oz. per week. Purchases of canned beans continued to average about 3.5 oz. per person per week, and of dried pulses 0.4 oz. The average prices paid for quick-frozen peas and beans and canned peas and beans increased by no more than 4 per cent between 1963 and 1968, about one-fifth of the increase in the retail price index for all goods and services.

36. Leafy Salads. Average consumption of leafy salads has remained steady for several years at about $1\frac{1}{4}$ oz. per person per week, a slight decrease in garden and allotment produce having been offset by increased purchases.

⁽¹⁾ Owing to changes in the Survey classification of foods, changes in expenditure on potato products cannot be ascertained before 1966. Estimates of changes in quantities purchased are not meaningful because of changes in the make-up of the group.

37. Other Vegetables. The consumption of carrots was well maintained at 3·1 oz. per person per week but average consumption of other root vegetables continued to decline slowly; average purchases of the latter declined from 1·9 oz. in 1963 to 1·7 oz. in 1968 while garden and allotment supplies also declined from an average of 0·6 oz. per person per week in 1963 to 0·4 oz. in 1968. Consumption of onions remained at approximately 3 oz. per person per week of which about one-tenth continued to be garden and allotment produce. Cucumbers and mushrooms were first classified separately in the Survey in 1966, when average purchases were respectively 0·69 oz. and 0·33 oz. per person per week; the corresponding averages in 1968 were 0·65 oz. and 0·40 oz. Purchases of canned vegetables (other than peas, beans and potatoes) increased further to 1·0 oz. per person per week and those of quick-frozen vegetables (other than peas and beans) also showed some growth.

Fresh Fruit

38. Average expenditure on fresh fruit in 1968 was about 2s. 2d. per person per week, equivalent to $5\frac{1}{2}$ per cent of household food expenditure. Tomatoes and apples each accounted for a little more than a quarter of the expenditure on fresh fruit, and bananas and oranges each accounted for about an eighth. Five years earlier the proportions were very similar. Average consumption of fresh fruit (including tomatoes) was 22·6 oz. per person per week in 1968 and has exhibited no upward trend over the past decade despite the growth in real incomes and the estimated income elasticity of demand of about +0·5; purchases have, however, increased slightly and offset some decline in garden and allotment supplies.

39. Consumption of citrus fruit continued to increase and averaged 5·0 oz. per person per week, 0·2 oz. more than in 1967 and 1·2 oz. more than in 1963. The growth in average purchases of oranges since 1963 has been proportionately less than that in other citrus fruit, and can be fully accounted for by the decline of more than 10 per cent in the real price and by the growth in real incomes⁽¹⁾; the increase in average purchases of other citrus fruit, however, cannot be fully explained in similar terms⁽²⁾ and there appears to have been a marked strengthening in the underlying demand. Purchases of bananas averaged 3·3 oz. per person per week; there has been no significant change for several years.

40. Supplies of apples were again at a comparatively low level in 1968 and consumption remained at 6·4 oz. per person per week and the average price at 1s. 7d. per lb. There have been quite wide fluctuations in the level of supplies over the past decade and prices have tended to fluctuate accordingly; when account is taken of this and of the growth in real incomes, there appears to have been no long-term change in the underlying demand.

41. Purchases of stone fruit averaged 0·8 oz. per person per week in 1968, twice as much as in the previous year and almost as much as in 1963, which

⁽¹⁾ The estimated price elasticity of demand for oranges is $-0\cdot7$ and the income elasticity is $+0\cdot6$.

⁽²⁾ The real (deflated) price paid for citrus fruit other than oranges declined by about one-sixth between 1963 and 1968; the price elasticity of demand is estimated to be $-1\cdot7$ and the income elasticity $+1\cdot0$.

was another good year for stone fruit. Consumption of grapes and other soft fruit was well maintained. Average consumption of tomatoes has remained close to 4·0 oz. per person per week for several years.

Canned Fruit

42. Although consumption of canned tomatoes had risen from 0·6 oz. per person per week in 1963 to 0·8 oz. in 1967, no further increase was recorded in 1968. Consumption of canned peaches, pears and pineapples again showed no significant change at 2·6 oz. and that of other canned and bottled fruit remained at 2·2 oz.

Bread and Flour

43. Average expenditure on bread was 2s. 6d. per person per week in 1968, that on cakes, biscuits and pastries 2s. 2d. and that on other cereal products 1s. 2d.; together these accounted for about 15 per cent of household expenditure on food.

44. The long established decline in per caput consumption of bread continued in 1968, the average being 38·3 oz. per week, 1·7 oz. less than in 1967 and 5·0 oz. less than in 1963. Nearly all of the decline since 1963 was in purchases of white loaves, a greater proportion of which now tend to be sold wrapped. Purchases of flour also continued to decline in 1968 and averaged 5·4 oz. per person per week compared with 5·8 oz. in 1967 and 6·5 oz. in 1963. Between 1963 and 1968 the average price paid by housewives for flour rose by about 5 per cent in money terms, but that of bread rose by a third, equivalent to a rise in real terms of about a tenth.

Cakes and Biscuits

45. Average purchases of flour confectionery (cakes, pastries, buns, scones, teacakes, etc.⁽¹⁾) have receded from the comparatively high level of 6·7 oz. per person per week attained in 1965 and amounted to little more than 6·0 oz. in 1968; this decline cannot be accounted for in terms of changes in prices and incomes. Purchases of biscuits, however, have continued to show a slowly rising trend, and averaged 5·8 oz. per person per week in 1968 compared with 5·6 oz. ten years earlier.

Other Cereal Products, including Breakfast Cereals and Puddings

46. Average purchases of breakfast cereals increased by a further 0·1 oz. per person per week in 1968, to 2·43 oz., but within the whole group there was a shift from oatmeal to convenience cereals. Purchases of canned milk puddings (but not of other puddings) and of other cereal convenience foods (except invalid foods and infant cereal foods) also showed further small gains.

Beverages

47. Household expenditure on non-alcoholic beverages remained at 1s. 7d. per person per week in 1968 and was only $\frac{1}{2}$ d. more than in 1963; 62 per cent of the total was spent on tea and 30 per cent on coffee compared with 71 per cent and 21 per cent respectively in 1963. The trend in average consumption of tea has been downwards for more than a decade, and the slight revival in 1967

⁽¹⁾ See Classification of Foods in Glossary for further details.

was short lived, the average in 1968 falling by 0·1 oz. to 2·6 oz. per person per week (and to 2·5 oz. in 1969). In money terms, the average price fluctuated within a narrow range of between 6s. 1d. and 6s. 3d. per lb. throughout the nineteen-sixties, but in real terms it fell by about a fifth and cannot therefore provide an explanation of the decline in purchases; nor can the decline be explained in terms of the growth in real incomes, because the income elasticity of demand for tea is almost zero. The decline in per caput consumption of tea has, however, been accompanied by an increase in consumption of instant coffee from 0·14 oz. per person per week in 1960 to 0·36 oz. in 1968, during which period its average price in real terms fell by an eighth. The average price of instant coffee was thus not falling as rapidly as that of tea and cannot provide an explanation of the shift in consumption from tea to coffee. This has evidently been due mainly to a real shift in consumers' preferences; thus the proportion of housewives buying tea during any one week fell from 88 per cent in 1960 to 79 per cent in 1968 while that of housewives buying instant coffee rose from 18 per cent to 27 per cent between these years. Average purchases of bean and ground coffee, coffee essences and cocoa and drinking chocolate remained steady in 1968, but recorded purchases of branded food drinks rose slightly.

Miscellaneous Foods

48. Average purchases of prepared baby foods showed a further small increase to 0·75 oz. per person per week, and there was also a small increase to 0·76 oz. in purchases of ice-cream to serve with a meal. Consumption of pickles and sauces, at 1·3 oz. per person per week in 1968, also continued to increase slowly, having grown by more than one-third since 1958. Average consumption of canned soups remained at 3·1 oz. per person per week, having increased from 1·6 oz. in 1956 to 3·1 oz. in 1966, while average consumption of dehydrated and powdered soups remained at 0·08 oz.

Chapter 3

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: GEOGRAPHICAL, INCOME GROUP AND FAMILY COMPOSITION DIFFERENCES

3.1 Introduction

49. The National Food Survey provides estimates of *average* food consumption and expenditure for different household groups in addition to those for all private households in Great Britain as a whole. The estimates for the former cannot be as accurate as those for the whole community, but they exhibit a pattern of differences between the various groups which changes only slowly from year to year. The Annual Report for 1965⁽¹⁾ contained a detailed review of such changes over the period 1956 to 1965 and outlines of the changes in 1966 and 1967 were given in the Annual Reports for those years⁽²⁾. This chapter contains a summary of the results in 1968.

3.2 Geographical Differences

3.2.1. CLASSIFICATION USED

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

51. The Survey is designed to be representative of Great Britain as a whole, but practical considerations limit the number of localities which can be included from each region in any one year. Although the results obtained from the localities selected *in a single year* from any one region may not therefore be fully representative of that region, the results obtained over a period of years cover a wider range of localities and show a fair degree of consistency, which allows conclusions to be drawn about broad regional characteristics in patterns of consumption. Details of the sample drawn from each region and each type of area in 1968 are given in Table 1 of Appendix A.

3.2.2. MAIN RESULTS IN 1968

52. Table 8 gives estimates of average expenditure per person per week in each region and type of area in 1968 and the value of food obtained for consumption in the home. Compared with average per caput expenditure per week

⁽¹⁾ *Household Food Consumption and Expenditure: 1965*, HMSO, 1967.

⁽²⁾ *Household Food Consumption and Expenditure: 1966*, HMSO, 1968.
Household Food Consumption and Expenditure: 1967, HMSO, 1969.

⁽³⁾ Nine regions are distinguished, separate results being given for Wales, for Scotland, and for each of the standard regions of England (as defined since mid-1965) except that East Anglia is combined with the South East region. Further details are given in Appendix A (Table 1).

⁽⁴⁾ See Appendix I (paragraph 12).

of 37s. 11d. in Great Britain, 36s. 2d. in Scotland and 38s. 8d. in Wales, average expenditure in the standard regions of England ranged from 39s. 4d. per person per week in the North West to 35s. 7d. in the South West. However, the average value of garden and allotment produce, etc. was highest in the South West, averaging 1s. 11d. per person per week, and lowest in the North West (5d.); once the value of this produce is taken into account the average value of consumption in each region was within $4\frac{1}{2}$ per cent of the average for Great Britain as a whole, only Wales, the North West, West Midlands and South East/East Anglia being above that average.

53. In the analysis by type of area, average expenditure per person per week varied little between provincial conurbations, larger towns, smaller towns and semi-rural areas; average expenditure in London was about 9 per cent greater and that in rural areas was about 4 per cent lower than elsewhere. Once the relatively large amounts of garden and allotment produce, etc. in semi-rural and rural areas have been taken into account, the average value of consumption in these areas, as in London, was above that in the country as a whole. Except in London, the average for each type of area was within 3 per cent of that for Great Britain as a whole.

54. Table 8 also gives index numbers of food prices⁽¹⁾ paid by housewives in 1968 in each region and type of area. Housewives in Scotland continued to pay higher food prices in general than were paid in England and Wales, but the overall difference (about $3\frac{1}{2}$ per cent) was rather less than in the previous year. The relatively high index for Scotland can be mainly attributed to higher prices paid for carcass meat and bacon (perhaps associated with a different choice of cuts), fresh fruit and vegetables (other than potatoes), bread, flour confectionery and fats. The indices of food prices in Wales and in the English regions were all within about $1\frac{1}{2}$ per cent of the national average, the lowest indices being those for the south of England. The price index for rural areas was about $1\frac{1}{2}$ per cent above that for Great Britain as a whole, most groups of items being dearer in rural areas, the principal exceptions being eggs and potatoes. In all other types of area the price indices were within $\frac{3}{4}$ per cent of the national average.

55. The regional "price of energy" indices⁽²⁾ in Table 8 ranged from $2\frac{1}{2}$ per cent above the national average in the South East/East Anglia region to nearly 4 per cent below it in Wales. This range is rather narrower than that recorded in 1967. The price of energy indices for most types of area are within 2 per

⁽¹⁾ The price indices have been derived by valuing the *national* diet at the average prices paid in each region and type of area, and expressing each result as a percentage of the cost of the national diet at national prices. Thus the price indices take no account of variation in the *pattern* of food purchases in different localities, but only of price differences which are due partly to variations of quality (including differences in varieties purchased, e.g. cuts of bacon, within each item in the Survey classification of foods), partly to differences in the services (in the widest sense) offered by different shops, and partly to differences in transport costs. However, the use of national weights instead of regional ones does not materially affect the results.

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

cent of the overall average, but that for London was, as in previous years, well above the national average (9½ per cent, because the average diet contained more carcase meat, poultry, fresh fruit and vegetables and less cereal products) and that for larger towns was 3½ per cent below the national level.

56. Estimates of the average consumption in each region and type of area of each of the foods itemized in the Survey classification are given in Appendix D. The main characteristics of the food consumption patterns in 1968 are summarized in Table 9, and are broadly similar to those found in previous years and summarized in the Annual Reports for 1965⁽¹⁾, 1966⁽²⁾ and 1967⁽³⁾.

3.3 *Income Group Differences*

3.3.1. CLASSIFICATION USED

57. For many years the National Food Survey has grouped households into classes according to the weekly income of the head of the household. Formerly these groups were referred to as "social classes", but as this term may give rise to misunderstanding it is replaced in the present report by "income group". The definition is in terms of the gross weekly income (i.e. before deduction of direct taxes and analogous payments) of the head of the household, as stated by the housewife or, if necessary, imputed from occupation or other information⁽⁴⁾. Because of the continuing rise in money incomes, the income ranges for each group must be re-defined periodically; moreover, the revision must be made in advance of the fieldwork for any year, because those housewives who are unwilling or unable to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. The income ranges which were adopted at the beginning of 1968 for use throughout the year were:

Income Group A	..	£33 per week and over (A1, £52 and over)
Income Group B	..	£19 per week but less than £33.
Income Group C	..	£11 10s. per week but less than £19.
Income Group D ⁽⁵⁾	..	Under £11 10s. per week.

In determining the income ranges, the aim was that 2½ per cent of the households surveyed would fall within the income range specified for group A1, 7½ per cent in that for group A2, 35 per cent for each of groups B and C and 20 per cent for group D. The proportion of households actually placed in each group in 1968 was group A1—2.6 per cent, group A2—9.1 per cent, group B—38.1

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

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

⁽³⁾ *Household Food Consumption and Expenditure: 1967*, Table 17 and paragraph 56, HMSO, 1969.

⁽⁴⁾ See Appendix I, paragraph 12.

⁽⁵⁾ Subdivided into three groups, namely: households containing one or more earners (group D1), those containing no earner (group D2), and households solely or mainly dependent on state retirement pensions (contributory) or non-contributory old age pensions (abbreviated as O.A.P.).

per cent, group C—29·3 per cent and group D—20·9 per cent. Further details of the composition of the sample of households in each grade in 1968 are given in Tables 5 to 8 of Appendix A.

3.3.2. MAIN RESULTS IN 1968

58. Estimates are given in Table 10 of the average expenditure on food and value of consumption in 1968 in each of the income groups. As in previous years, most of the variation in average expenditure between the groups occurred at the upper end of the income scale, households in group A1 showing an average expenditure more than 13 per cent greater than that in group A2 and nearly 22 per cent greater than the average for all households. Average expenditure in group A2 was about 10 per cent more than that in group B. Less than 1 per cent separated the averages for groups B, C, and D1. A similar pattern of differences is shown for garden and allotment produce, etc., so that there is a slightly wider range in average value of consumption than in average expenditure. Differences in the average prices paid by housewives in the various income groups explain only a small part of the differences in average food expenditure, as is shown by the price index numbers⁽¹⁾ given in Table 10, the indices for households in groups B, C and D being within 1 per cent of the national average and those for groups A1 and A2 being respectively 8 per cent and 3 per cent above that average. The “price of energy” indices⁽²⁾, which are also shown in Table 10, take into account not only these price variations but also differences in dietary patterns, and therefore show a much wider range of differences than the price indices, the average for group A1 being more than 33 per cent above that for group C. Most of this difference arises because households in the highest income group spend more on fresh fruit and other low-energy foods, and less on such high-energy foods as bread and potatoes; there is comparatively little difference in the cost per calorie between groups B, C and D, which together included 88 per cent of all households and 87 per cent of all persons in the sample.

59. Differences in dietary patterns are shown in Tables 11 and 12, which give details of average consumption of and expenditure on the main foods. The two middle income groups (B and C) together comprise more than two-thirds of the households in the sample and show a pattern of food consumption very close to the national average. The main interest in Tables 11 and 12 therefore perhaps lies in the patterns found at each end of the income range. Households in the lower income groups tend to buy more margarine, lard, sugar, potatoes, white bread, cakes and tea per head than are bought by households in the higher income groups, which tend to consume more dairy products, carcase meat, bacon, poultry, fruit, fresh green and quick-frozen vegetables, prepared breakfast cereals, coffee and cocoa. In general, the patterns of expenditure were similar to those for consumption. Households in the pensioner group have patterns of spending which reflect both the almost wholly adult composition of the household and the purchasing habits formed earlier in life, when their incomes were higher and fewer convenience foods were available.

⁽¹⁾ See paragraph 54.

⁽²⁾ These indices, which show the relative differences in “cost per calorie”, have been obtained by dividing the money value of food obtained for consumption in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.

3.4 Household Composition Differences

3.4.1. CLASSIFICATION USED

60. Households participating in the National Food Survey are grouped into eleven types according to their size and composition. Of the eleven types, the eight in which the adult⁽¹⁾ element consists of one man and one woman (a "couple"), are described as "classified" or (where they include children⁽¹⁾ or adolescents⁽¹⁾) as "family" households. Couples without children are classified as "younger" (both adults under 55) and "older" (one or both 55 or over). The remaining "unclassified" households are placed in three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents. Details of the sample in 1968 according to household composition are given in Tables 7 and 8 of Appendix A.

3.4.2. MAIN RESULTS IN 1968

61. Table 13 gives estimates of the average household food expenditure and value of consumption per person per week in 1968 in each of the eleven types of household. Average weekly expenditure per *person* on food varies considerably between household types and in 1968 ranged from 50s. 6d. for younger childless couples to about half that amount (25s. 4d.) in families with four or more children; the corresponding range in average expenditure per *household* was from £5 0s. 11d. to £8 5s. 10d.

62. The pattern of differences in per caput food expenditure between families of different size and composition is barely altered when the value of garden and allotment produce, etc. is also taken into account. Moreover, very little of the wide range in average expenditure in the various types of household can be attributed to price differences, since the price index⁽²⁾ given in Table 13 exhibits a range of only 9 per cent between the overall levels of prices paid for food by the various household types. Much of the range in expenditure is due to the different average physiological needs of the various family types.

63. The "price of energy" index⁽³⁾, which is also given in Table 13 shows that the cost incurred per kilocalorie of energy value obtained was 34 per cent higher for childless younger couples than for the largest families; about one-fifth of this difference can be explained by the difference in food prices, the remainder being attributable to a difference in dietary patterns. Taken together, these differences in food prices and in dietary pattern account for nearly half of the difference in per caput food expenditure between childless younger couples and families with four or more children; the remainder of the difference in expenditure is accounted for by the difference in the average quantity of food consumed per head (equivalent to 3,080 kcal per head per day for childless younger couples compared with 2,080 kcal per head in families with four or more children) due largely to the difference in physiological needs⁽⁴⁾, but reflecting also, perhaps, a difference in wastage.

⁽¹⁾ See Glossary.

⁽²⁾ The index has been compiled by costing the national diet at the average prices paid by each of the household groups (cf. paragraph 54).

⁽³⁾ i.e., relative cost per calorie (cf. paragraph 55).

⁽⁴⁾ See Appendix I, Table 2.

64. The patterns of food consumption and expenditure in 1968 in each of the eleven household types are shown in some detail in Tables 14⁽¹⁾ and 15. Consumption and expenditure *per person* of most commodities tend to decrease as the number of children in the family increases, but for certain commodities, such as margarine and breakfast cereals—both of which are relatively cheap sources of energy—expenditure and consumption *per person* was greater in large than in small families.

3.5 Family Composition Differences within Income Groups

3.5.1. CLASSIFICATION USED

65. In order to examine the relative effects of the composition of the family and of the income of its head upon household food expenditure and consumption and the nutritive value of the diet, the Survey data have been analysed according to family composition within each broad income group. Because they contain few children, households in group D2 and those of old age pensioners have been excluded from this analysis. The sample of households in groups A1 and D1 that contain children is too small for separate analysis, and sub-groups in these groups have been combined with the corresponding sub-groups in groups A2 and C respectively. The analysis is therefore limited to twenty-one sub-groups of households—three broad income groups, A, B and C & D1, by seven classified family types (namely, childless younger couples and couples with different numbers of children, with or without adolescents). Details of the composition of the sample in 1968 are given in Table 7 of Appendix A.

3.5.2. MAIN RESULTS IN 1968

66. Estimates of average per caput weekly food consumption and expenditure in 1968 for each of the twenty-one sub-groups are given in Tables 16 and 17 respectively. The averages for food expenditure per head show greater variation between groups of families of different size and composition than between groups of families at different income levels. For example, in 1968, the *smallest* range within an income group (reading Table 17 down the columns) was 24s. 7d. per person per week (from 23s. 11d. to 48s. 6d. in income groups C & D1) whereas the *largest* range within a family type (reading across the rows) was 9s. 3d. per person per week (from 30s. 7d. to 39s. 10d. in families containing adolescents and children). Moreover, the wide variation between families of different size in their *per caput* food expenditure is present at each level of income and is only slightly reduced even in group A. Nonetheless, as family size increases, average expenditure *per household* rises more rapidly in the higher income groups than in the lower. Consumption per head of most of the main foods shows a similar pattern to that for food expenditure; for all the main food groups the wide range of differences in per caput consumption between the smallest families and the largest is apparent within each income group.

67. Estimates of declared net *family* income per head and per household are also given in Table 17. These estimates, which include family allowances and

⁽¹⁾ Estimates of the standard errors of the averages for the "family" households in Table 14 are given in Table 4 of Appendix I.

are after deduction of income tax and national insurance contributions, are derived from information given by the housewife and are known, on average, to be understated. Moreover, the degree of understatement is probably different in the different income groups. The estimates should therefore be regarded with a good deal of circumspection.

68. Indices showing the relative differences in "cost per calorie" between the twenty-one sub-groups are shown in section (iv) of Table 25. Although average cost per calorie increases with increasing income and decreases with increasing family size it varies more between families of different size than between the three broad income groups. However, there is a wider range in average cost per calorie between families of different size in the highest income group than between corresponding families in the lower income groups.

69. It is not possible to give precise measurements of the magnitude of the relative changes in expenditure and consumption in each of the 21 sub-groups between one year and another because these changes are masked by the effects of sampling variation. Nevertheless, for families with children some broad patterns appear to be discernible, even though they may not attain formal statistical significance. Thus, average per caput expenditure on food increased by about 17 per cent between 1963 and 1968 in the sample as a whole, but by slightly more in most sizes of family in the lowest income group and by slightly less in most families in the higher income groups, the increases tending to be less in group A than in group B. It seems therefore that there may have been some slight levelling up in expenditure by all sizes of family in the lower income groups, even though the differences associated with size of family persist.

70. Between 1963 and 1968 all sizes of family with children in each of the broad income groups showed decreases in bread consumption of roughly the same order in percentage terms, and all showed some switch from margarine to butter. All purchased rather less beef, because of the decrease in supplies, and all tended to make good the decrease by increasing their purchases of poultry and other kinds of meat and meat products. There was no consistent pattern of changes in consumption of fish, or of fruit and vegetables. All bought less sugar, less preserves and appreciably less flour, and most bought fewer (or smaller) cakes but more biscuits.

3.6 Household Food Consumption and Expenditure according to Age of Housewife, and broad Socio-economic Grouping, 1968

Introduction

71. An experimental classification of households according to the age of the housewife was attempted in 1967 and the main characteristics of households within each of seven age groups were published in the annual report for that year⁽¹⁾. In 1968, the classification of households according to the age of housewife has been further sub-divided into two broad groups according to whether the head of the household was in the Registrars-General's Social Classes I or II (professional and intermediate occupations), or whether he was in Social

⁽¹⁾ *Household Food Consumption and Expenditure: 1967*, paragraphs 81-89, HMSO, 1969.

Classes III, IV or V (skilled, partly skilled and unskilled occupations)⁽¹⁾. The aim was to group together, as far as possible, professional and other persons whose incomes tend to rise throughout most of their careers and who tend to have substantial occupational pensions, as distinguished from workers who reach their maximum earnings early in their working lives and retire with either the state retirement pension only or with only limited additional funds.

Family Composition

72. The main characteristics of households in each of the seven age groups in each of the two classifications are shown in Table 18. About one-quarter of the households (and persons) in the sample were included in the professional and intermediate ("professional") group. The average composition of the family in professional and in other ("non-professional") households was broadly similar at comparable stages in the life-cycle but in the youngest professional households, a smaller proportion of the housewives was under 21, and the numbers of children and infants were less than in non-professional households. Throughout the earlier stages of the life-cycle when the size of family is growing, non-professional households contained, on average, slightly more persons than the professional households, but in the later stages, when the housewife was over 55, and the number of persons per household is declining, the decline was less rapid in the professional than in the non-professional groups.

Average Declared Net Family Income

73. Average declared net family income, whether expressed per household or per person per week, was greater in each age group in professional households than in corresponding age groups in other households. This difference is quite pronounced at all ages, but becomes even larger once the housewife is over 55 years of age and the total income begins to decline; once retirement ages are reached the average income in the professional group is nearly twice that in the non-professional group.

Proportion of Family Income Spent on Food

74. Average expenditure on food (per person per week) in both professional and non-professional households was lowest in the 25 to 34 age band (where there are relatively more children and where average declared net family income per head is least) and highest in the 55 to 64 age band (where average household size is less than at any other time before retirement and family income per head is at or near its maximum). In each age band, the average amount spent on food per person was greater in professional than in non-professional households and the proportion of family income spent on food was less. The average proportion of family income spent on food varied between one-fifth and one-quarter in professional households and between one-quarter and over one-third in non-professional households. Details of average expenditure on various types of food by each group are given in Table 20.

⁽¹⁾ In certain circumstances (i.e., where the head of household was in the armed forces, retired or not gainfully employed, or where no information about occupation was available) the head of household will have been classified as Registrars-General's Social Class O. In such cases households in which the head of household's income group was A, B or C were allocated to the professional group of households, the remainder (i.e., income group D) to the second group of households.

Average Consumption of Food

75. Variations in average consumption of food, given in Table 19, tend to be greater between age bands within either the professional or the non-professional group than between the groups in any age band; that is, the size of the household and the age of its members have more effect than the "professional" or "non-professional" status of the head of household in determining household food consumption. One exception to this, however, is per caput consumption of liquid milk, which averaged 5·0 pints per week in the youngest group of professional households and rose to 5·6 pints per week in the oldest group, while in non-professional households average consumption ranged between 4·4 pints and 4·9 pints in the corresponding age groups. For many commodities, average consumption per head, both in professional and non-professional households, reached its peak where the housewife was aged between 55 and 64 (i.e. where the household had become mainly adult and family income per head was still high). This pattern holds for carcass meat as a whole but not for lamb, consumption of which was greatest in households where the housewife was aged 75 or over. Consumption of bacon reached its peak in the 55–64 age group, and poultry consumption continued to increase until the 65–74 age group in professional households but not in non-professional households. Margarine, sugar, potatoes, and white bread are among the few commodities where, age for age, more was consumed per person in non-professional than in professional homes.

Chapter 4

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION

4.1 Introduction

76. The energy value and nutrient content of the food obtained for consumption in households are estimated by applying appropriate conversion factors to the quantities of foods identified in the Survey⁽¹⁾. These factors make allowances for the losses of thiamine and vitamin C that are likely to occur as a result of cooking, and for inedible waste. The results therefore represent the amount of nutrients estimated to be available to members of the household for consumption. They are expressed on a per caput basis and consequently the estimates, for example, of energy value for families with several children, are invariably less than the corresponding intake for wholly adult households because of the children's relatively smaller energy requirements.

77. These estimates of the quantities of nutrients available for consumption are compared with, and expressed as percentages of, the new intakes recommended by the Department of Health and Social Security⁽²⁾. When making these comparisons the estimated nutritional content of the food available for consumption (shown in Tables 21 and 25) is reduced by an arbitrary 10 per cent to allow for plate wastage, spoilage and other losses, including scraps which may be fed to pets. Household needs are assessed after allowances have been made for the number and type of meals eaten away from home by members of the household and for the presence of visitors.

78. To provide some continuity with data in previous annual reports, the recommendations of the Committee on Nutrition of the British Medical Association (BMA) are used in the principal nutritional table of national averages 1963–1968, and also in the chart showing as moving averages from 1956–1968 the estimated intakes of protein and calcium for all households and larger families. It is thought to be of interest to show the continuing trends in spite of the accumulating evidence that the BMA allowances for protein and calcium are too high.

79. The recommended intakes of nutrients are defined as the amounts sufficient or more than sufficient for the nutritional needs of practically all healthy persons in a population. They are necessarily in excess of the requirements of most individuals. Even if the average intake⁽³⁾ for a group of individuals is greater

⁽¹⁾ Among the foods excluded from the Survey are sweets, alcoholic drinks and food eaten in restaurants and other catering establishments (see General Note in Glossary).

⁽²⁾ Department of Health and Social Security. *Recommended Intakes of Nutrients for the United Kingdom*. Reports on Public Health and Medical Subjects, No. 120, HMSO, 1969.

⁽³⁾ In this context the word "intake" is used literally, meaning "ingestion". In the National Food Survey, intakes in this sense are not measured, but the term is sometimes used, as a matter of convenience, to describe the energy value and nutrient content of the food obtained for consumption, when these values are expressed on a *per caput* daily basis. When these estimates are compared with recommendations the adjustment for wastage described in paragraph 77 is made to obtain an estimate of "actual" intake, to which the recommendations themselves relate. To the extent that the arbitrary deduction of 10 per cent under- or over-estimates the real situation (see Appendix I, paragraph 16, footnote ⁽¹⁾) the interpretations given in paragraph 79 should be modified.

than the recommendation one cannot be sure there is no malnutrition because of uncertainty about the distribution of intakes within the group. Equally it is not legitimate to infer the presence of malnutrition in a population merely because the average intake is less than the recommendation, because of the margin of safety involved. However, malnutrition is more likely to be present the further average intakes fall below the recommendations.

80. The recommendations for energy are equated with average requirements and relate to groups of individuals rather than to individuals themselves. In this respect they differ from the recommendations for nutrients. The Report on Recommended Intakes of Nutrients states: "In a healthy community where there is no economic bar to obtaining palatable diets, appetite determines the distribution of energy intakes roughly in accordance with the varied needs of the individuals in a group. Therefore, provided the average observed energy intake is equal to the recommended intake for the group, and many people are not obtaining more than their requirements, few are likely to obtain less than they need, even though about half the individuals must of necessity obtain less energy than the average. If the average intake is appreciably greater than that recommended then, unless levels of activity have been underestimated, several are obtaining superfluous energy and are likely to become obese. Conversely, if the average intake is less than that recommended then, unless activity has been over-estimated, under-nutrition is present and some individuals will lose weight, or reduce their activity, or do both."

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

82. The Department of Health and Social Security report recommends that the intakes of vitamin A should be expressed in terms of retinol equivalents, which are units of weight. Retinol activity (vitamin A) and carotene are added together to get the total vitamin A or retinol equivalents; 1 μg retinol equivalent is defined as 1 μg retinol or 6 μg β -carotene⁽¹⁾. The Survey values are now expressed as retinol equivalents. In previous years total vitamin A was expressed as international units, allowance having been made for β -carotene being less biologically effective than retinol; 1 i.u. of retinol is defined as 0.3 μg retinol, so that values expressed in previous Annual Reports in terms of international units of vitamin A or retinol can be converted into retinol equivalents by multiplying by 0.3.

83. The Department's report recommends intakes of vitamin D for all ages of persons, although it stressed that the recommendation for adults is a safety

⁽¹⁾ Because the β -carotene in milk appears to be more efficiently absorbed than that from other sources, the DHSS report recommended for milk the relationship 2 μg β -carotene = 1 μg retinol equivalent.

precaution; adults do not need a dietary source of the vitamin when exposure to sunlight is adequate. The Survey excludes sources such as cod liver oil and welfare vitamin tablets, and values are expressed in terms of weight and not international units; 1 i.u.=0.025 µg vitamin D (crystalline cholecalciferol). In the tables concerned with national averages both vitamins A and D are expressed as international units and also in units of weight.

84. Tryptophan is an amino acid that occurs in all proteins and can be converted in the body to nicotinic acid. Thus it is an important source of the vitamin, 60 mg of tryptophan providing 1 mg of nicotinic acid. This is recognised by the DHSS report which recommends that intakes and requirements of nicotinic acid should be expressed as nicotinic acid equivalents. The Department's report advises that nicotinic acid present in cereal foods (other than that added under the policy of fortification) is not available to man and should be ignored.

4.2 National Averages

85. Nutritional estimates for the years 1963–1968 are given in Table 21 and are also expressed as percentages of the recommended intakes given by both the DHSS⁽¹⁾ and the BMA. The recorded energy value of the average household diet in 1968 was the same as that of 1966 and lower than that for 1967 and previous years. This value, calculated on the basis of the new recommended intakes, represents 108 per cent of the average household energy requirement. Between 1964 and 1968 the national household diet provided an almost constant level of energy in relation to need; the percentage for 1968 was slightly lower than that for 1963. However, intake recorded in the Survey is less than the total energy available for consumption because as stated in footnote ⁽¹⁾ to paragraph 76 the Survey excludes certain items such as sweets. Appendix C shows the origin of energy and nutrients in the average daily diet from groups of foods.

86. Between 1963 and 1968 the total protein in the average household diet fell slightly but the proportion of animal protein rose. The protein intake is expressed as a percentage of the recommended intake of the BMA, and also as a percentage of both the minimum requirement and the recommended intake of the DHSS report, which advised that the former should be used in assessing the adequacy of the protein content of the diet. However, because the minimum requirement is little more than half what is customarily consumed, the report also sets out recommended intakes of protein, chosen chiefly on grounds of acceptability and palatability.

87. There was little change in any of the sets of percentages during the years under review. Fat intake remained virtually unchanged but there was a decline in the average intake of carbohydrate caused by decreased consumption of bread, flour and most types of flour confectionery. The period 1963–1968 clearly shows the trend of an increasing amount of energy in the diet being derived from fat with a corresponding drop in the amount from carbohydrate. The contribution of protein as an energy source has remained almost constant.

⁽¹⁾ Recommended intakes are given for categories of individual, according to age, sex and occupation, which differ from the Survey classification. Retrospective application therefore involves an adaptation of the recommendations to fit the existing classification.

88. Despite the fall in the consumption of bread and flour the calcium content of the diet remained roughly constant because of a slight increase in the calcium content of flour (as shown by analysis) and flour products. Iron fell to the lowest value shown in this series of figures primarily because of decreased consumption of bread which is fortified. The intake was, however, greater than that recommended by either authority. As in 1966, 42 per cent of the average iron intake came from animal sources and 21 per cent from bread and flour. Approximately one-third of the iron contributed by bread and flour was added to white flour under the policy of restoration.

89. The average intakes of B vitamins, vitamin C and vitamin A (retinol) remained almost constant at the 1967 level. When expressed as percentages of recommended intakes (both BMA and DHSS) all were above the required amounts. The intake of vitamin D fell to 90 per cent of the recommended intake because of a decreased consumption of butter and margarine. The latter is fortified with this vitamin and now contributes 29 per cent of the total average intake, more than does any other food. However, no account is taken of welfare and pharmaceutical sources of vitamin D or of sunlight (see paragraph 83).

90. When the concentration of nutrients in the average household diet is expressed in relation to energy value i.e. per 1,000 kcal, it appears that between 1963 and 1968 the average diet became slightly richer in protein, particularly in animal protein, fat, calcium, riboflavine and vitamin D, slightly poorer in carbohydrate and remained almost constant in iron, vitamin A, thiamine, nicotinic acid equivalents and vitamin C.

4.3 Geographical Differences

91. Regional and area variations in the energy value and nutrient content of household food consumption in 1968 are shown in Table 22. Although there are large variations in the consumption of particular foods (Appendix D) the variations in nutrient intakes are small and are further reduced when the average intakes are expressed as a percentage of the new recommended intakes. For example, the average energy value of the diet in rural areas was about 5 per cent greater than in London but so was the average energy requirement, so that there was almost no difference in adequacy.

92. The regional analysis indicates that the Welsh diet was highest in energy, total protein, carbohydrate and retinol equivalents, the last being attributed to an extremely high butter consumption. The diet in the South West provided the least energy, total protein, carbohydrate and iron. The Scottish diet was still lowest in most vitamins, animal protein and fat but highest in iron, because of high consumption of bread and cereal based foods. The energy contribution of fat to the diet was lowest in Scotland and highest in the South West; conversely carbohydrate contributed 48.9 per cent of total energy to the Scottish diet compared with 45.9 per cent in the South West. The small consumption of fresh fruit and green vegetables was the cause of the low content of vitamin C in the Scottish diet. Calcium intake was relatively low in the North and in Yorkshire and Humberside, where milk consumption was low.

93. As in previous years the diet of the South East and East Anglia region, which includes London, contained more animal protein than that of other regions. The London diet supplied greater amounts of all nutrients except calcium and vitamin D than that of any other area. The considerably larger amount of vitamin C in the London diet stemmed from a much larger consumption of fresh fruit and vegetables. As in previous years, the London diet also provided more meat. The diet in smaller towns and rural areas provided the least nutrients in relation to recommended intakes.

94. For all nutrients except vitamin D the average intakes in all regions were 100 per cent or more of the recommendation. The recommended intake for vitamin D was reached in the North West and in rural areas, mainly because of their high consumption of margarine. The relatively high consumption of this food in Scotland and other northern regions also contributed appreciably to their vitamin D intake.

4.4 Income Group Differences

95. The energy value and nutrient content of the household diet of different income groups is tabulated in Table 23. The energy value in all income groups was similar but the relative proportions derived from protein, fat and carbohydrate differed. Income group A1 derived more energy from protein and fat and less from carbohydrate than any other group. The protein intake of group A1 also included the highest proportion of animal protein. The maximum energy value, found in pensioner households, supplied 114 per cent of their requirements, and coincided with the highest carbohydrate consumption. This may be due to abnormally high purchases of flour and sugar by participants during the period of the Survey⁽¹⁾.

96. Most of the other maxima occurred in group A1 except iron and vitamin D where the maxima were in group C due to a high consumption of cereal foods and margarine respectively. Although the energy value and nutrient content of the diet of most income groups fell between 1967 and 1968, income groups C and D1 showed increases. When the nutrient value of the diet is expressed as a percentage of the recommended intakes, all income groups are shown to be receiving an adequate diet. *Dietary* vitamin D did not reach 100 per cent of the recommended intake except for pensioner households.

4.5 Household Composition Differences

97. Table 24 shows the energy value and nutrient content of households of different composition. The 1968 data are generally similar to those of previous years. As in earlier years, the younger childless couples had the highest per caput intake of most nutrients; they took the highest proportion of their calories as fat and the lowest as carbohydrate, both supplying 44 per cent of the energy value of the diet. Total protein, animal protein and fat per head decreased with increased number of children and households with four or more

⁽¹⁾ 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.

children had the lowest per caput intakes of all nutrients except carbohydrate, which provided 51 per cent of the energy value of their diet.

98. Intakes are expressed on a per caput basis and children have smaller absolute needs for most nutrients. The differences between the various groups of households are reduced when the nutrients available are expressed as percentages of the recommended intakes and the diets of all types of families with children appear to contain ample quantities of all nutrients except vitamin D. This emphasises the need to take advantage of welfare and other sources of vitamin D, including sunlight, which are not taken into account in the Survey.

99. The concentration of most nutrients per 1,000 kcal was much more uniform than the absolute intakes between families of different size; however, the largest families showed the lowest concentrations for protein (especially animal protein), retinol equivalents and vitamin C but the highest concentration of carbohydrate. It has long been recognised that the diets of these large families compare least favourably with the recommended intakes.

100. The latter observation is particularly evident in the chart showing the estimated intakes of protein and calcium as percentages of allowances based on the recommendations of the BMA between 1956 and 1968 for all households and the larger families. For all households, intake of calcium was above 100 per cent throughout and that of protein was above 100 per cent after 1960. However, families with 3 children or with 4 or more children appear not to have had sufficient protein and calcium in the diet according to this criterion. Had the new recommended intakes been used throughout this chart all the percentages would have been above 100 per cent; for example, the results in 1967 and 1968 (cf. Table 21 and Table 24) would be as follows:

	Protein		Calcium	
	1967	1968	1967	1968
All households	128	127	191	191
Couples with three children	119	118	176	176
Couples with four or more children	116	115	166	165

4.6 Family Composition Differences within Income Groups

101. Table 25 is a two-way analysis of the Survey results relating nutrient intake to household composition and income group. In general, energy value and nutrient intake varied inversely with income and with increasing number of children in the family. Protein intakes decreased slightly between 1967 and 1968 in most cases and in 1968 ranged from 92 g. per head for younger childless couples in income group A1 to 59 g. per head for families with 4 or more children in groups C & D1. The fat content of the diet also followed the same pattern, but carbohydrate increased with decreasing income and increasing numbers of children. The nutrient intake of families with 4 or more children in group C & D1 remained virtually unchanged but showed some increase in animal protein content. Intakes for nutrients except vitamin D are well above the comparable recommendations of the Department of Health

and Social Security as is shown when expressed as a percentage of the recommended intake.

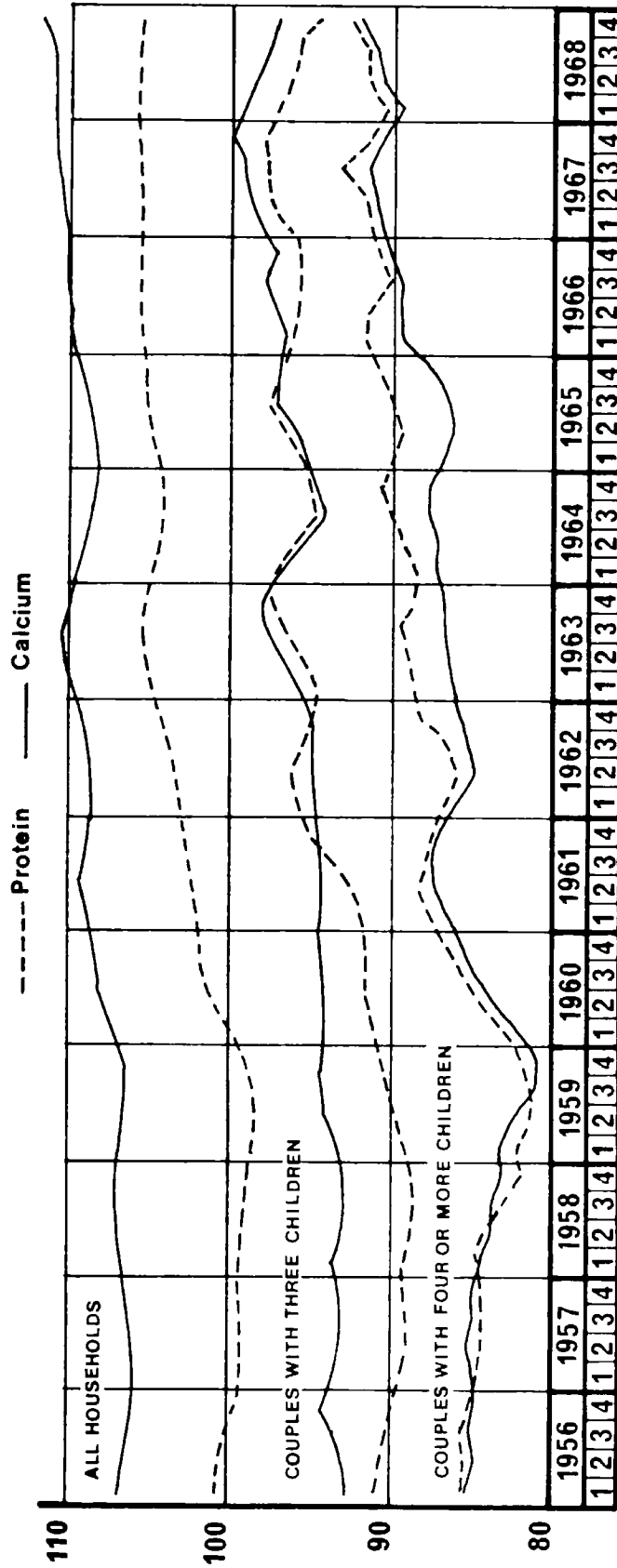
4.7 Differences associated with Age of Housewife and broad Socio-economic Grouping, 1968

102. The energy value and nutrient content of the diets of households according to the broad socio-economic group and to the age of the housewife, are shown in Table 26. In both socio-economic groups a clear trend in the consumption of energy and of all nutrients is apparent. In both broad socio-economic groups the nutrient intakes were lowest when the housewife was aged 25–34 years, rising to a peak at 55–64 years. The differences in values reflect changes in family composition with the age of the housewife. The energy value and nutrient content of the diet varied far more with the age of the housewife than with socio-economic status. However, although intake of most nutrients tended to be very similar in each of the socio-economic groups when the housewife was comparatively young, the levels of intake tended to increase more with increasing age in the “professional” group than in other households; as an exception, almost all types of family in the “non-professional” group obtained more carbohydrate than those of a comparable age in the professional group and this difference narrowed with increasing age.

103. When the nutrient value of the diet is expressed as a percentage of the recommended intakes, all categories are shown to be receiving sufficient of all nutrients except vitamin D. The recommended intake for this nutrient was not reached in the households of the younger housewives (up to the mid-fifties) in both socio-economic groups and in the oldest group of non-professional families; the contributions from pharmaceutical and welfare products, however, are not included.

104. Protein provided a fairly constant amount of energy to the diet in all categories, the levels tending to be slightly higher in the professional than in the non-professional households—the proportion of protein derived from animal sources was markedly higher at all ages in the professional class. In those households where the housewife was under 25 years the respective proportions of energy derived from protein, fat and carbohydrate were almost identical in the two broad socio-economic groups; at other ages, the proportions from fat were greater, and those from carbohydrate less, in the professional than in the non-professional households. In most cases carbohydrate provided more energy to the diet than was provided by fat, except for the professional group of households in which the housewife was aged 55–64 years, where fat provided 45 per cent and carbohydrate 43 per cent of the energy. When the concentration of nutrients is expressed in relation to the energy value, i.e. per 1,000 kcal, the diets of professional households at all ages of housewife, were shown to be richer in most nutrients (notable exceptions being carbohydrate and vitamin D) than those of non-professional households.

**Estimated intakes of protein and calcium in certain groups as percentages
 of allowances based on recommendations of the British Medical Association
 Moving averages 1956-1968**



PART II

TABLE 5

Indices of Expenditure on Main Food Groups, 1963-1968

(1963 = 100)

	Indices of Expenditure					
	1963	1964	1965	1966	1967	1968
Liquid milk (excluding school milk)	100.0	102.3	106.6	111.7	114.8	119.6
Other milk and cream	100.0	101.2	117.5	130.2	133.9	143.6
Cheese	100.0	105.0	110.2	110.2	120.2	123.0
Milk, cheese and cream	100.0	102.7	108.1	113.0	117.3	122.2
Beef and veal	100.0	100.7	105.3	109.4	115.7	116.0
Mutton and lamb	100.0	108.1	108.3	118.4	113.0	114.8
Pork	100.0	100.1	121.4	126.8	113.3	128.8
Carcase meat	100.0	102.8	108.5	114.5	114.5	117.4
Bacon and ham, uncooked	100.0	107.2	109.6	113.8	115.8	116.6
Poultry, uncooked	100.0	115.7	142.2	166.3	155.6	187.1
Other meat, and meat products	100.0	104.8	109.3	115.1	122.6	128.4
Meat other than carcase meat	100.0	106.7	113.1	120.4	124.2	131.5
All meat	100.0	104.8	110.8	117.5	119.4	124.5
Fresh fish	100.0	101.4	107.1	107.5	104.4	107.0
Other fish	100.0	111.9	113.5	122.5	127.9	130.4
Fish	100.0	108.0	111.1	116.8	119.0	121.6
Eggs	100.0	87.2	95.7	97.6	95.2	98.1
Butter	100.0	104.0	105.6	99.5	100.4	97.2
Margarine	100.0	101.3	99.6	92.3	95.9	89.7
Other fats	100.0	99.7	107.3	112.2	108.8	109.4
Fats	100.0	102.9	104.7	99.8	100.7	97.4
Sugar	100.0	99.5	95.1	87.2	88.1	84.7
Preserves	100.0	96.0	105.0	97.0	103.3	103.0
Potatoes, fresh	100.0	86.1	87.3	101.0	108.3	89.3
Fresh green vegetables	100.0	108.3	113.7	128.3	124.5	126.0
Other fresh vegetables	100.0	96.0	103.4	108.9	110.9	117.3
Other vegetables (a)	100.0	98.3	101.5	113.9	121.0	131.7
Vegetables	100.0	95.2	98.7	110.8	115.3	113.1
Fresh fruit	100.0	107.9	112.1	120.0	122.9	128.7
Other fruit	100.0	103.4	107.3	108.2	111.1	112.7
Fruit	100.0	106.4	110.6	116.2	119.1	123.5
Bread	100.0	103.0	104.8	106.4	116.2	120.4
Cereals other than bread	100.0	103.5	108.3	109.2	112.4	116.4
Cereals	100.0	103.3	106.8	108.0	114.0	118.0
Beverages	100.0	96.8	96.7	99.7	102.1	103.8
Miscellaneous foods (b)	100.0	102.3	112.0	135.3	135.9	142.1
ALL FOODS (b)	100.0	102.0	106.4	111.2	114.1	117.1

(a) Including quick-frozen vegetables.

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

TABLE 6

Indices of Prices for Main Food Groups, 1963-1968

(1963 = 100)

	Indices of Prices					
	1963	1964	1965	1966	1967	1968
Liquid milk (excluding school milk)	100·0	105·1	108·9	112·1	115·2	122·1
Other milk and cream	100·0	101·1	102·7	102·2	104·5	104·4
Cheese	100·0	105·5	110·2	113·1	115·3	115·9
Milk, cheese and cream	100·0	104·8	108·6	111·3	115·3	119·2
Beef and veal	100·0	111·0	123·3	127·7	128·0	141·4
Mutton and lamb	100·0	108·8	116·0	119·4	118·2	127·8
Pork	100·0	106·2	107·8	113·9	122·6	126·6
Carcase meat	100·0	109·7	118·6	123·0	124·3	135·0
Bacon and ham, uncooked	100·0	107·8	107·8	114·4	119·4	121·0
Poultry, uncooked	100·0	106·8	101·3	101·9	97·7	96·8
Other meat, and meat products	100·0	104·7	109·3	113·7	117·0	120·5
Meat other than carcase meat	100·0	105·8	107·8	112·3	115·1	117·1
All meat	100·0	107·7	113·0	117·4	119·4	125·4
Fresh fish	100·0	107·5	111·9	117·7	118·6	126·2
Other fish	100·0	103·2	110·1	113·2	114·7	116·5
Fish	100·0	104·8	110·8	114·8	116·1	119·8
Eggs	100·0	83·3	89·8	91·2	87·9	92·4
Butter	100·0	103·7	103·2	97·4	96·6	94·2
Margarine	100·0	100·6	108·6	109·8	106·2	105·9
Other fats	100·0	101·4	108·6	111·2	109·0	101·1
Fats	100·0	102·8	105·0	101·6	100·0	97·3
Sugar	100·0	106·1	100·4	94·6	94·5	95·9
Preserves	100·0	103·4	110·3	109·8	113·4	114·1
Potatoes, fresh	100·0	87·6	89·0	104·0	108·2	92·1
Fresh green vegetables	100·0	93·8	94·2	109·3	104·8	108·2
Other fresh vegetables	100·0	93·3	97·6	104·2	107·8	110·0
Other vegetables (a)	100·0	101·9	102·2	103·4	104·9	104·6
Vegetables	100·0	94·0	95·4	104·8	106·5	101·8
Fresh fruit	100·0	102·7	105·4	110·1	117·7	119·4
Other fruit	100·0	101·3	104·6	110·7	111·1	112·9
Fruit	100·0	102·2	105·1	110·3	115·6	117·3
Bread	100·0	106·6	111·3	118·1	124·7	134·1
Cereals other than bread	100·0	102·9	106·2	108·2	110·8	114·1
Cereals	100·0	104·4	108·2	112·2	116·4	122·1
Beverages	100·0	101·7	101·3	101·4	101·8	100·7
Miscellaneous foods (b)	100·0	99·7	103·7	104·9	104·2	105·7
ALL FOODS (b)	100·0	102·9	106·5	109·9	111·9	114·9

(a) Including quick-frozen vegetables.

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

TABLE 7

Indices of Real Value of Purchases (a) of Main Food Groups, 1963-1968

(1963 = 100)

	Indices of Real Value of Purchases					
	1963	1964	1965	1966	1967	1968
Liquid milk (excluding school milk)	100.0	97.4	97.9	99.6	99.6	98.0
Other milk and cream	100.0	100.2	114.4	127.4	128.1	137.6
Cheese	100.0	99.6	100.0	97.5	104.3	106.2
Milk, cheese and cream	100.0	98.0	99.6	101.5	101.7	102.5
Beef and veal	100.0	90.7	85.5	85.7	90.4	82.0
Mutton and lamb	100.0	99.3	93.3	99.2	95.6	89.8
Pork	100.0	94.2	112.6	111.3	92.4	101.7
Carcase meat	100.0	93.8	91.4	93.1	92.2	86.9
Bacon and ham, uncooked	100.0	99.5	101.7	99.4	97.0	96.4
Poultry, uncooked	100.0	108.3	140.3	163.3	159.2	193.2
Other meat, and meat products	100.0	100.1	100.0	101.2	104.7	106.6
Meat other than carcase meat	100.0	100.8	104.8	107.2	108.0	112.3
All meat	100.0	97.3	98.0	100.0	100.0	99.3
Fresh fish	100.0	94.3	95.8	91.3	88.1	84.8
Other fish	100.0	108.4	103.1	108.2	111.5	111.9
Fish	100.0	103.1	100.3	101.8	102.6	101.4
Eggs	100.0	104.7	106.5	107.0	108.4	106.1
Butter	100.0	100.3	102.3	102.1	103.9	103.2
Margarine	100.0	100.7	91.6	84.0	90.3	84.7
Other fats	100.0	98.3	98.8	100.9	99.8	108.2
Fats	100.0	100.1	99.7	98.3	100.6	100.1
Sugar	100.0	93.8	94.7	92.1	93.2	88.4
Preserves	100.0	92.8	95.3	88.3	91.0	90.3
Potatoes, fresh	100.0	98.2	98.2	97.1	100.0	97.0
Fresh green vegetables	100.0	115.5	120.8	117.4	118.8	116.4
Other fresh vegetables	100.0	103.0	106.0	104.4	102.8	106.6
Other vegetables (b)	100.0	96.4	99.4	110.2	115.3	125.9
Vegetables	100.0	101.2	103.5	105.8	108.3	111.1
Fresh fruit	100.0	105.0	106.4	108.9	104.4	107.8
Other fruit	100.0	102.1	102.6	97.8	100.0	99.8
Fruit	100.0	104.1	105.2	105.3	103.0	105.3
Bread	100.0	96.6	94.2	90.1	93.2	89.7
Cereals other than bread	100.0	100.6	102.0	100.9	101.5	102.0
Cereals	100.0	98.9	98.7	96.3	97.9	96.7
Beverages	100.0	95.2	95.4	98.3	100.3	103.1
Miscellaneous foods (c)	100.0	102.6	108.0	129.0	130.5	134.4
ALL FOODS (c)	100.0	99.1	100.0	101.1	102.0	101.9

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

(b) Including quick-frozen vegetables.

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

TABLE 8
 Household Food Expenditure, Value of Consumption and Price Indices according to Region and Type of Area, 1968

	Expenditure per person per week	Value of garden and allotment produce, etc. per person per week	Value of consumption per person per week	Expenditure as percentage of that in all households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
	s. d.	s. d.	s. d.				
<i>All households</i>	37 11		38 9	100.0	100.0	100.0	100.0
<i>Region:</i>							
Wales	38 8	6	39 2	102.0	101.1	99.8	96.2
Scotland	36 2	11	37 1	95.5	95.7	103.4	97.8
North	36 0	1 2	37 2	95.0	95.9	100.7	96.2
Yorkshire and Humberside	37 3	6	37 9	98.2	97.5	99.3	96.9
North West	39 4	5	39 9	103.9	102.7	101.6	99.4
East Midlands	37 2	1 1	38 2	98.0	98.6	99.8	97.3
West Midlands	38 11	8	39 7	102.7	102.1	101.2	100.5
South West	35 7	1 11	37 7	94.0	97.0	98.6	99.4
South East (b)/East Anglia	38 2	1 0	39 2	100.7	101.2	98.8	102.5
<i>Type of Area:</i>							
Conurbations—London	41 0	4	41 4	108.3	106.7	100.7	109.3
—Provincial	37 8	3	37 11	99.4	97.9	100.5	99.3
Other urban areas—Larger towns	37 3	4	37 7	98.4	97.0	99.3	96.3
—Smaller towns	37 9	9	38 7	99.7	99.6	99.4	99.2
Semi-rural areas	37 1	2 2	39 2	97.8	101.2	100.7	99.7
Rural areas	35 10	3 3	39 0	94.5	100.8	101.6	98.3

(a) Money value of consumption divided by the energy value of consumption, expressed as percentage of the corresponding quotient for all households; see footnote (2) to paragraph 55.
 (b) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 9

Geographical Variations (a) in Household Consumption of the Main Food Groups, 1968

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
REGION		
WALES		
Mutton and lamb +44	Liquid milk	Cheese -- 7
Butter +29	Poultry, uncooked	"Other" fats -- 8
Preserves +27	"Other" meat	Fresh fruit --11
Tea +18	Fish	Pork --17
Cooking fat +12	Eggs	Margarine --26
Bread +12	Fresh green vegetables	Beef and veal --28
"Other" vegetables +11	Flour	Coffee --30
Bacon and ham, uncooked +10	Cakes and biscuits	
Sugar +9		
Potatoes +9		
"Other" fruit +7		
"Other" cereals +7		
SCOTLAND		
Margarine +22	Liquid milk	Sugar -- 7
"Other" meat +21	Fish	Cheese -- 9
Beef and veal +18	Potatoes	"Other" fats --12
Preserves +18	"Other" vegetables	Tea --12
Bread +16		Butter --18
Cakes and biscuits +15		Fresh fruit --22
"Other" cereals +13		"Other" fruit --22
Eggs +6		Bacon and ham, uncooked --29
		Poultry, uncooked --32
		Cooking fat --38
		Coffee --42
		Flour --46
		Mutton and lamb --54
		Pork --58
		Fresh green vegetables --59
NORTH		
Flour +56	Beef and veal	Butter -- 6
Margarine +28	Pork	Liquid milk -- 7
Cooking fat +21	"Other" meat	Fresh fruit -- 8
Bacon and ham, uncooked +19	Fish	"Other" cereals -- 9
Eggs +13	Preserves	Sugar --13
"Other" vegetables +9	Potatoes	"Other" fruit --16
	Bread	Mutton and lamb --25
	Cakes and biscuits	Cheese --27
	Tea	"Other" fats --28
		Fresh green vegetables --28
		Poultry, uncooked --29
		Coffee --36
YORKSHIRE AND HUMBERSIDE		
Margarine +38	Beef and veal	Bread -- 8
Flour +38	Bacon and ham, uncooked	Liquid milk --11
Fish +29	"Other" meat	Butter --13
Cooking fat +26	Eggs	Fresh green vegetables --14
Coffee +15	Sugar	"Other" fruit --14
Preserves +9	Potatoes	Mutton and lamb --21
"Other" vegetables +9	Fresh fruit	Cheese --26
Pork +8	"Other" cereals	Poultry, uncooked --27
Cakes and biscuits +8	Tea	
"Other" fats +7		
NORTH WEST		
Margarine +36	Liquid milk	Poultry, uncooked -- 6
Mutton and lamb +20	Beef and veal	Cheese -- 7

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

TABLE 9—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
Bacon and ham, uncooked +13	"Other" meat	Eggs - 7
Cakes and biscuits +10	Fish	"Other" fats - 8
Tea +10	Butter	Fresh fruit - 9
Preserves + 9	Potatoes	Fresh green vegetables - 25
Cooking fat + 8	"Other" vegetables	Pork - 35
Sugar + 6	"Other" fruit	
	Bread	
	Flour	
	"Other" cereals	
	Coffee	
EAST MIDLANDS		
Cooking fat +41	Liquid milk	"Other" meat - 7
Flour +21	Cheese	Beef and veal - 9
Fresh green vegetables +15	Bacon and ham, uncooked	Cakes and biscuits - 9
Pork +14	Fish	Margarine - 12
"Other" fruit +14	Eggs	Preserves - 19
Coffee +13	Potatoes	Mutton and lamb - 22
Poultry, uncooked +12	"Other" vegetables	"Other" fats - 23
Butter + 6	Fresh fruit	
Sugar + 6	"Other" cereals	
	Tea	
	Bread	
WEST MIDLANDS		
Cheese +39	Liquid milk	Preserves - 6
Bacon and ham, uncooked +22	Beef and veal	Potatoes - 7
Pork +15	Poultry, uncooked	"Other" vegetables - 8
Bread +13	Butter	"Other" meat - 9
Coffee +11	"Other" fats	Eggs - 9
Mutton and lamb + 9	Fresh green vegetables	Margarine - 9
Sugar + 8	Fresh fruit	Cooking fat - 9
Tea + 6	"Other" fruit	Fish - 13
	"Other" cereals	Cakes and biscuits - 13
		Flour - 17
SOUTH WEST		
Pork +43	Liquid milk	Bread - 6
Fresh green vegetables +36	Mutton and lamb	"Other" meat - 8
Cheese +15	Bacon and ham, uncooked	"Other" cereals - 10
Poultry, uncooked +14	Eggs	Sugar - 11
Butter +13	Cooking fat	Beef and veal - 14
Coffee +13	Preserves	"Other" fats - 14
"Other" fruit +12	Potatoes	Tea - 14
	Fresh fruit	"Other" vegetables - 16
	Flour	Fish - 22
	Cakes and biscuits	Margarine - 29
SOUTH EAST/EAST ANGLIA		
Fresh green vegetables +32	Liquid milk	Cakes and biscuits - 6
"Other" fats +20	Beef and veal	Bacon and ham, uncooked - 8
Pork +18	"Other" meat	Cooking fat - 8
Poultry, uncooked +16	Fish	Preserves - 8
Mutton and lamb +15	Eggs	Bread - 10
Coffee +13	Butter	Margarine - 25
Fresh fruit +12	Sugar	
"Other" fruit + 9	Potatoes	
Cheese + 7	"Other" vegetables	
	Flour	
	Other cereals	
	Tea	
TYPE OF AREA		
LONDON CONURBATION		
"Other" fats +47	Liquid milk	"Other" meat - 8
Poultry, uncooked +46	Cheese	Preserves - 8
Pork +37	Bacon and ham, uncooked	Cakes and biscuits - 9
Mutton and lamb +35	Eggs	Bread - 11
Fresh green vegetables +29	Sugar	Cooking fat - 20

TABLE 9—continued

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
Fresh fruit	+ 27	Potatoes	Flour	- 28
Coffee	+ 21	"Other" vegetables	Margarine	- 39
"Other" fruit	+ 15	"Other" cereals		
Beef and veal	+ 11	Tea		
Fish	+ 10			
Butter	+ 6			
PROVINCIAL CONURBATIONS				
Margarine	+ 17	Liquid milk	Sugar	- 7
Fish	+ 9	Beef and veal	Mutton and lamb	- 8
Bread	+ 9	Bacon and ham, uncooked	Cooking fat	- 9
"Other" meat	+ 8	Eggs	Poultry, uncooked	- 12
"Other" vegetables	+ 8	"Other" fats	Butter	- 12
Cakes and biscuits	+ 6	Preserves	Fresh fruit	- 12
		Potatoes	Cheese	- 14
		"Other" cereals	Coffee	- 15
		Tea	"Other" fruit	- 20
			Pork	- 22
			Flour	- 26
			Fresh green vegetables	- 27
URBAN AREAS (LARGER TOWNS)				
Cooking fat	+ 11	Liquid milk	Preserves	- 6
Margarine	+ 7	Cheese	Other fats	- 7
Flour	+ 7	Beef and veal	Coffee	- 11
"Other" meat	+ 6	Bacon and ham, uncooked	Mutton and lamb	- 12
"Other" vegetables	+ 6	Fish	Pork	- 13
		Eggs	Fresh fruit	- 14
		Butter	Fresh green vegetables	- 15
		Sugar	Poultry, uncooked	- 16
		Potatoes		
		"Other" fruit		
		Bread		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
URBAN AREAS (SMALLER TOWNS)				
Preserves	+ 15	Liquid milk	Beef and veal	- 6
Flour	+ 10	Mutton and lamb	Bread	- 8
Fresh green vegetables	+ 8	Pork		
Coffee	+ 8	Bacon and ham, uncooked		
Butter	+ 7	Poultry, uncooked		
"Other" fruit	+ 7	"Other" meat		
Cheese	+ 6	Fish		
		Eggs		
		Margarine		
		Cooking fat		
		"Other" fats		
		Sugar		
		Potatoes		
		"Other" vegetables		
		Fresh fruit		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
SEMI-RURAL AREAS				
Flour	+ 23	Liquid milk	Preserves	- 6
Fresh green vegetables	+ 22	Beef and veal	Potatoes	- 6
Coffee	+ 17	Mutton and lamb	Tea	- 6
Cheese	+ 13	Eggs	"Other" meat	- 7
"Other" fruit	+ 13	Margarine	"Other" vegetables	- 10
Pork	+ 12	Sugar	Fish	- 17
Bacon and ham, uncooked	+ 9	Butter	"Other" fats	- 20
Fresh fruit	+ 8	Bread		
Cooking fat	+ 7	Cakes and biscuits		
Poultry, uncooked	+ 6	"Other" cereals		
Butter	+ 6			

TABLE 9—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
RURAL AREAS		
Flour + 39	Liquid milk	Fish - 7
Margarine + 31	Cheese	"Other" fruit - 8
Preserves + 19	Pork	Mutton and lamb - 9
Eggs + 13	"Other" meat	Cakes and biscuits - 11
Bacon and ham, uncooked + 10	Butter	"Other" cereals - 11
Beef and veal + 9	Sugar	Coffee - 11
Cooking fat + 7	Potatoes	Poultry, uncooked - 16
Fresh fruit + 6	Fresh green vegetables	"Other" fats - 32
	"Other" vegetables	
	Bread	
	Tea	

TABLE 10
Household Food Expenditure, Value of Consumption and Price Indices
according to Income Group 1968

	Expenditure per person per week	Value of garden and allotment produce, etc. per person per week	Value of consumption per person per week	Expenditure as percentage of that in all households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
<i>All households</i>	s. d. 37 11	s. d. 10	s. d. 38 9	100.0	100.0	100.0	100.0
<i>Income Group:</i>							
A1	46 2	1 6	47 8	121.8	123.1	108.1	126.4
A2	40 8	1 4	42 0	107.4	108.5	103.0	111.3
All A	41 11	1 5	43 3	110.6	111.7	104.1	114.6
B	37 0	9	37 10	97.8	97.7	99.6	99.0
C	36 9	10	37 8	97.1	97.2	99.0	94.9
D1 (with earners)	37 0	9	37 9	97.7	97.5	99.6	96.1
D2 (without earners)	35 5	9	36 3	93.6	93.6	99.9	96.6
O.A.P.	38 8	10	39 6	102.0	102.0	99.6	97.1

(a) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the corresponding quotient for all households.

TABLE 11
 Household Food (a) Consumption according to Income Group, 1968
 (oz. per person per week except where otherwise stated)

	Income Group										All households	
	A			C	D			O.A.P.				
	A1	A2	All		Excluding O.A.P. with earners (D1)	without earners (D2)						
MILK AND CREAM:												
Liquid milk—full price	5.01	4.39	4.52	3.77	3.78	3.77	3.77	4.08	4.79	3.94	(pt.)	
Liquid milk—welfare and school	0.70	0.95	0.91	0.84	1.05	0.84	0.68	0.69	...	0.88	(pt.)	
Total Liquid Milk	5.71	5.34	5.43	4.61	4.83	4.61	4.45	4.77	4.79	4.82	(pt.)	
Condensed milk	0.11	0.15	0.14	0.19	0.18	0.19	0.17	0.24	0.18	0.18	(eq. pt.)	
Dried and other milk	0.15	0.15	0.15	0.21	0.19	0.21	0.22	0.20	0.10	0.19	(pt. or eq. pt.)	
Cream	0.08	0.05	0.06	0.02	0.03	0.02	0.02	0.02	0.02	0.03	(pt.)	
Total Milk and Cream	6.05	5.69	5.78	5.03	5.23	5.03	4.86	5.23	5.09	5.22	(pt. or eq. pt.)	
CHEESE:												
Natural	3.59	3.42	3.46	2.98	2.98	2.98	2.76	2.92	3.56	3.08		
Processed	0.40	0.38	0.39	0.34	0.32	0.34	0.26	0.28	0.31	0.33		
Total Cheese	3.99	3.80	3.85	3.32	3.30	3.32	3.02	3.20	3.87	3.41		
MEAT:												
Beef and veal	9.86	8.93	9.12	7.51	7.38	7.51	7.72	6.04	8.43	7.76		
Mutton and lamb	6.94	6.20	6.36	5.18	5.37	5.18	4.84	6.43	5.71	5.71		
Pork	3.40	2.69	2.86	2.49	2.46	2.49	2.40	2.37	2.56	2.53		
Total Carcass Meat	20.20	17.82	18.34	15.18	15.21	15.18	14.96	14.84	18.17	16.00		
Bacon and ham, uncooked	6.04	5.34	5.50	5.08	5.11	5.08	5.28	4.15	5.48	5.15		
Poultry, uncooked	6.45	6.14	6.17	4.10	4.41	4.10	3.78	4.12	3.55	4.61		
Other meat	11.41	11.01	11.13	13.52	12.78	13.52	13.91	11.74	11.11	12.71		
Total Meat	44.10	40.31	41.14	37.88	37.51	37.88	37.93	34.85	38.31	38.47		
FISH:												
Fresh	3.30	2.57	2.72	1.95	1.91	1.95	2.54	2.14	3.77	2.20		
Processed and shell	0.98	0.75	0.79	0.60	0.48	0.60	0.58	0.60	0.83	0.60		
Prepared	1.22	1.62	1.54	2.15	2.07	2.15	2.55	2.16	2.13	2.08		
Quick-frozen	1.13	0.87	0.93	0.79	0.82	0.79	1.03	0.59	0.65	0.81		
Total Fish	6.63	5.81	5.98	5.49	5.28	5.49	6.70	5.49	7.38	5.69		
EGGS:												
(Eggs purchased)	5.34	4.92	5.03	4.65	4.54	4.65	4.67	4.49	4.66	4.66	(no.)	
	(4.96)	(4.50)	(4.61)	(4.38)	(4.32)	(4.38)	(4.55)	(4.40)	(4.49)	(4.43)	(no.)	
FATS:												
Butter	6.99	6.88	6.91	5.70	6.06	5.70	5.83	6.36	7.39	6.14		
Margarine	2.08	2.04	2.06	3.51	2.60	3.51	3.05	2.92	2.90	2.81		
Lard and compound cooking fat	1.24	1.84	1.70	2.28	2.06	2.28	2.48	1.88	2.24	2.08		
Other fats	1.37	0.84	0.96	0.69	0.71	0.69	0.67	0.35	0.66	0.74		
Total Fats	11.68	11.60	11.63	12.18	11.43	12.18	12.03	11.51	13.19	11.77		

TABLE 11—continued
(oz. per person per week, except where otherwise stated)

	Income Group										All households	
	A			C	D			O.A.P.				
	A1	A2	All		Excluding O.A.P. with earners (D1)	without earners (D2)						
SUGAR AND PRESERVES:												
Sugar	12.83	14.38	14.06	17.08	16.14	17.08	16.99	19.53	16.99	16.99	16.35	
Honey, preserves, syrup and treacle	2.82	3.16	3.08	2.76	2.53	2.76	3.95	4.34	3.95	3.95	2.79	
<i>Total Sugar and Preserves</i>	<i>15.65</i>	<i>17.54</i>	<i>17.14</i>	<i>19.84</i>	<i>18.67</i>	<i>19.84</i>	<i>20.94</i>	<i>23.87</i>	<i>20.94</i>	<i>20.94</i>	<i>19.14</i>	
VEGETABLES:												
Potatoes	35.04	43.39	41.64	57.82	52.33	57.82	58.07	42.99	45.05	45.05	51.92	
Fresh green	14.41	13.79	13.90	12.39	12.54	12.39	12.54	16.88	11.91	11.91	13.05	
Quick-frozen	3.26	2.66	2.79	1.14	1.62	1.14	1.06	0.62	0.71	0.71	1.57	
Other vegetables	18.71	18.76	18.77	21.07	20.08	21.07	21.19	17.72	18.62	18.62	20.03	
<i>Total Vegetables</i>	<i>71.42</i>	<i>78.60</i>	<i>77.10</i>	<i>92.42</i>	<i>86.57</i>	<i>92.42</i>	<i>92.86</i>	<i>78.21</i>	<i>76.29</i>	<i>76.29</i>	<i>86.57</i>	
FRUIT:												
Fresh	38.65	29.49	31.48	19.66	21.79	19.66	17.41	23.35	19.84	19.84	22.57	
Other	10.33	9.30	9.53	6.62	7.49	6.62	5.36	6.16	6.06	6.06	7.34	
<i>Total Fruit</i>	<i>48.98</i>	<i>38.79</i>	<i>41.01</i>	<i>26.28</i>	<i>29.28</i>	<i>26.28</i>	<i>22.77</i>	<i>29.51</i>	<i>25.90</i>	<i>25.90</i>	<i>29.91</i>	
CEREALS:												
Brown bread	3.52	3.00	3.11	2.34	2.31	2.34	2.49	4.85	3.18	3.18	2.63	
White bread	19.65	25.23	23.93	36.62	31.99	36.62	37.04	29.31	31.08	31.08	32.31	
Wholewheat and wholemeal bread	1.30	0.75	0.87	0.29	0.32	0.29	0.22	0.78	0.78	0.78	0.42	
Other bread	3.05	2.77	2.82	2.83	2.86	2.83	3.44	3.58	3.12	3.12	2.95	
<i>Total Bread</i>	<i>27.52</i>	<i>31.75</i>	<i>30.73</i>	<i>42.08</i>	<i>37.48</i>	<i>42.08</i>	<i>43.19</i>	<i>38.52</i>	<i>38.16</i>	<i>38.16</i>	<i>38.31</i>	
Flour	5.04	5.15	5.14	5.75	5.02	5.75	4.90	8.88	6.61	6.61	5.38	
Cakes	5.21	5.31	5.43	6.21	5.93	6.21	7.01	7.08	4.70	4.70	6.04	
Biscuits	5.93	5.59	5.66	5.79	5.93	5.79	5.56	5.97	5.64	5.64	5.84	
Oatmeal and oat products	0.55	0.43	0.46	0.65	0.52	0.65	0.56	0.96	1.12	1.12	0.58	
Breakfast cereals	2.68	2.67	2.68	2.32	2.63	2.32	2.14	1.54	2.45	2.45	2.43	
Other cereals	3.31	4.15	3.93	4.86	4.53	4.86	4.30	5.39	4.05	4.05	4.66	
<i>Total Cereals</i>	<i>50.24</i>	<i>55.25</i>	<i>54.03</i>	<i>67.66</i>	<i>62.04</i>	<i>67.66</i>	<i>67.66</i>	<i>68.34</i>	<i>62.73</i>	<i>62.73</i>	<i>63.24</i>	
BEVERAGES:												
Tea	1.96	2.02	2.00	2.64	2.44	2.64	3.02	3.82	3.39	3.39	2.59	
Coffee	1.32	0.77	0.88	0.46	0.49	0.46	0.33	0.50	0.55	0.55	0.53	
Cocoa	0.26	0.26	0.26	0.18	0.16	0.18	0.12	0.20	0.14	0.14	0.18	
Branded food drinks	0.20	0.31	0.29	0.23	0.25	0.23	0.28	0.49	0.41	0.41	0.27	
<i>Total Beverages</i>	<i>3.74</i>	<i>3.36</i>	<i>3.43</i>	<i>3.51</i>	<i>3.34</i>	<i>3.51</i>	<i>3.75</i>	<i>5.01</i>	<i>4.49</i>	<i>4.49</i>	<i>3.57</i>	

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

U.S. GOVERNMENT CLASSIFICATION OF FOODS, see "FOODS."

TABLE 12
Household Food (a) Expenditure according to Income Group, 1968
 (pence per person per week)

	Income Group										All households	
	A			B	C	D		O.A.P.				
	A1	A2	All			with earners (D1)	without earners (D2)					
MILK AND CREAM:												
Liquid milk—full price	52.80	42.86	45.02	38.04	37.56	38.62	43.21	49.60	39.76			
Liquid milk—welfare	3.09	4.35	4.10	4.90	3.58	2.59	1.28	—	3.93			
Total Liquid Milk	55.89	47.21	49.12	42.94	41.14	41.21	44.49	49.60	43.69			
Condensed milk	0.96	1.26	1.20	1.61	1.70	1.62	2.25	1.65	1.56			
Dried and other milk	3.11	2.20	2.42	1.95	1.99	2.01	1.75	0.91	1.96			
Cream	7.39	4.17	4.86	2.12	1.59	1.38	1.26	1.46	2.24			
Total Milk and Cream	67.35	54.84	57.60	48.62	46.42	46.22	49.75	53.62	49.45			
CHEESE:												
Natural	11.97	10.28	10.67	8.40	8.37	7.88	8.56	10.09	8.80			
Processed	1.76	1.54	1.59	1.24	1.33	1.04	1.07	1.18	1.29			
Total Cheese	13.73	11.82	12.26	9.64	9.70	8.92	9.63	11.27	10.09			
MEAT:												
Beef and veal	50.24	43.46	44.84	33.76	33.78	33.36	28.96	35.56	35.43			
Mutton and lamb	25.16	21.47	22.30	17.86	17.12	15.76	20.43	24.06	18.90			
Pork	14.68	10.76	11.72	9.54	9.45	8.73	9.32	8.02	9.79			
Total Carcass Meat	90.08	75.69	78.86	61.16	60.35	57.85	58.71	67.64	64.12			
Bacon and ham, uncooked	24.02	20.52	21.28	18.59	18.36	19.01	15.12	19.53	18.86			
Poultry, uncooked	16.47	15.56	15.63	10.87	10.12	8.90	10.44	9.12	11.44			
Other meat	40.48	37.09	37.90	42.53	44.24	47.21	36.43	36.95	42.20			
Total Meat	171.05	148.86	153.67	133.15	133.07	132.97	120.70	133.24	136.62			
FISH:												
Fresh	12.72	8.53	9.46	5.72	5.73	7.45	6.75	10.93	6.73			
Processed and shell	4.79	2.51	2.99	1.48	1.72	1.84	1.66	2.12	1.87			
Prepared	6.45	7.14	6.98	8.84	8.70	10.27	8.87	9.27	8.72			
Quick-frozen	4.36	3.20	3.48	3.01	2.84	3.96	2.27	2.36	2.98			
Total Fish	28.32	21.38	22.91	19.05	18.99	23.52	19.55	24.68	20.30			
EGGS:												
	21.22	18.39	19.03	17.57	17.82	18.74	18.46	18.75	18.17			
FATS:												
Butter	18.42	17.40	17.64	15.25	14.32	14.87	16.28	19.20	15.56			
Margarine	3.24	3.19	3.20	3.86	5.16	4.58	4.23	4.48	4.18			
Lard and compound cooking fat	1.80	1.97	1.97	2.21	2.62	2.62	2.10	2.42	2.24			
Other fats	2.80	1.77	2.00	1.33	1.20	1.41	0.50	1.18	1.37			
Total Fats	26.26	24.38	24.81	22.65	23.06	23.48	23.11	27.28	23.35			

TABLE 12—continued (pence per person per week)

	Income Group									
	A					D				
	AI	A2	All	B	C	with earners (DI)	without earners (D2)	O.A.P.	All households	
SUGAR AND PRESERVES:										
Sugar	7.79	8.09	8.04	8.77	9.24	9.32	9.30	10.56	8.92	
Honey, preserves, syrup and treacle	4.59	4.74	4.69	3.69	3.91	3.74	5.97	6.34	4.10	
Total Sugar and Preserves	12.38	12.83	12.73	12.46	13.15	13.06	15.27	16.90	13.02	
VEGETABLES:										
Potatoes	8.25	9.89	9.53	12.18	12.65	13.38	11.14	10.19	12.14	
Fresh green	9.96	8.87	9.10	7.64	7.08	7.63	6.65	9.10	7.90	
Quick-frozen	7.28	5.83	6.16	3.77	2.72	2.45	1.73	1.54	3.63	
Other vegetables	21.30	19.04	19.54	19.37	19.31	19.74	17.37	14.25	19.11	
Total Vegetables	46.79	43.63	44.33	42.96	41.76	43.20	36.89	35.08	42.78	
FRUIT:										
Fresh	45.67	34.16	36.69	24.99	22.93	21.44	23.45	25.63	26.07	
Other	16.70	14.55	15.08	11.02	9.53	7.26	8.22	9.19	10.82	
Total Fruit	62.37	48.71	51.77	36.01	32.46	28.70	31.67	34.82	36.89	
CEREALS:										
Brown bread	3.06	2.70	2.78	2.01	2.05	2.20	2.78	4.25	2.31	
White bread	14.01	17.95	17.04	22.39	25.57	26.12	22.32	21.65	22.75	
Wholewheat and wholemeal bread	1.03	0.62	0.71	0.26	0.24	0.19	0.50	0.66	0.34	
Other bread	4.38	4.06	4.12	4.03	4.08	4.86	4.34	4.76	4.18	
Total Bread	22.48	25.33	24.65	28.69	31.94	33.37	29.94	31.32	29.58	
Flour	2.57	2.50	2.52	2.46	2.77	2.48	3.26	4.46	2.63	
Cakes	13.55	13.58	13.54	13.75	14.32	16.38	10.32	15.36	13.98	
Biscuits	14.36	12.66	13.02	12.40	11.80	11.34	10.69	11.02	12.14	
Oatmeal and oat products	0.70	0.45	0.52	0.55	0.72	0.61	0.94	1.00	0.61	
Breakfast cereals	5.72	5.38	5.47	5.22	4.57	4.21	4.72	3.10	4.82	
Other cereals	5.79	6.43	6.28	6.24	6.65	5.87	5.45	6.08	6.41	
Total Cereals	65.17	66.33	66.00	69.31	72.77	74.26	65.32	72.34	70.17	
BEVERAGES:										
Tea	9.78	9.54	9.57	11.14	12.00	13.96	15.42	17.55	11.89	
Coffee	10.54	8.37	8.82	5.45	5.07	3.82	5.65	4.78	5.73	
Cocoa	0.84	1.33	1.23	0.74	0.74	0.36	0.47	0.66	0.53	
Branded food drinks	0.84	1.33	1.23	1.04	1.00	1.19	1.58	2.12	1.12	
Total Beverages	21.88	19.98	20.35	18.09	18.59	19.33	23.12	25.11	19.27	
MISCELLANEOUS:										
Soups, canned, dehydrated and powdered	3.58	3.95	3.87	3.57	3.84	3.98	3.87	3.41	3.72	
Other foods	13.36	13.35	13.34	11.45	9.85	7.61	7.98	7.10	10.79	
Total Miscellaneous	16.94	17.30	17.21	15.02	13.69	11.59	11.85	10.51	14.51	
TOTAL EXPENDITURE	553.55	488.45	502.68	444.49	441.42	443.97	425.34	463.67	454.64	
	(46s. 2d.)	(40s. 8d.)	(41s. 11d.)	(37s. 0d.)	(36s. 9d.)	(37s. 0d.)	(35s. 5d.)	(38s. 8d.)	(37s. 11d.)	

TABLE 13
Household Food Expenditure, Value of Consumption and Price Indices
according to Household Composition, 1968

	Expenditure per person per week	Value of garden and allotment produce, etc. per person per week	Value of consumption per person per week	Expenditure as percentage of that in all households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
	s. d.	s. d.	s. d.				
<i>All households</i>	37 11	10	38 9	100.0	100.0	100.0	100.0
<i>Households with one man and one woman and:</i>							
no other (one or both 55 or over)	46 9	1 2	48 0	123.5	123.9	101.8	104.5
no other (both under 55)	50 6	1 2	51 7	133.2	133.3	102.2	110.8
1 child	37 10	9	38 6	99.8	99.5	100.4	100.6
2 children	32 1	8	32 9	84.8	84.7	98.5	95.5
3 children	29 4	9	30 1	77.3	77.6	97.8	91.3
4 or more children	25 4	8	26 0	66.9	67.1	95.6	82.5
adolescents only	43 11	1 2	45 1	115.8	116.4	100.8	103.5
adolescents and children	33 5	8	34 1	88.2	87.9	98.1	91.5
<i>Other households with:</i>							
adults only	44 5	1 1	45 6	117.2	117.5	104.2	106.7
adolescents but no children	40 5	1 2	41 8	106.8	107.6	100.0	100.8
one or more children with or without adolescents	33 0	9	33 9	87.1	87.2	99.3	95.7

(a) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the corresponding quotient for all households.

TABLE 14
Household Food (a) Consumption according to Household Composition, 1968
(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 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						
MILK AND CREAM:												
Liquid milk—full price	5.04	4.93	3.49	3.10	2.98	2.61	4.77	3.86	5.07	4.42	3.34	
Liquid milk—welfare and school.	...	0.25	1.53	1.86	1.86	1.83	0.04	0.60	0.01	0.07	1.13	
Total Liquid Milk.	5.04	5.18	5.02	4.96	4.84	4.44	4.81	4.46	5.08	4.49	4.47	
Condensed milk	0.18	0.26	0.23	0.16	0.18	0.15	0.18	0.18	0.15	0.15	0.15	
Dried and other milk	0.10	0.11	0.32	0.28	0.26	0.25	0.10	0.09	0.10	0.08	0.26	
Cream	0.04	0.06	0.03	0.02	0.02	0.01	0.04	0.02	0.04	0.03	0.02	
Total Milk and Cream	5.36	5.61	5.60	5.42	5.30	4.85	5.13	4.75	5.40	4.75	4.90	
CHEESE:												
Natural	4.30	4.36	3.04	2.44	2.13	1.78	3.80	2.58	3.72	3.69	2.46	
Processed	0.32	0.38	0.33	0.28	0.27	0.24	0.38	0.31	0.39	0.49	0.31	
Total Cheese.	4.62	4.74	3.37	2.72	2.40	2.02	4.18	2.89	4.11	4.18	2.77	
MEAT:												
Beef and veal	10.66	10.85	7.03	6.19	5.92	4.10	9.45	6.79	9.24	8.49	6.48	
Mutton and lamb	8.57	6.82	5.12	4.25	3.84	3.20	6.41	4.28	7.48	6.20	4.83	
Pork	3.57	4.30	2.76	1.91	1.43	0.94	2.98	1.84	2.94	3.28	2.11	
Total Carcass Meat	22.80	21.97	14.91	12.35	11.19	8.24	18.84	12.91	19.66	17.97	13.42	
Bacon and ham, uncooked	7.16	7.17	4.60	4.23	3.61	2.94	6.08	4.43	6.52	6.21	4.24	
Poultry, uncooked	5.74	7.09	4.94	3.88	3.17	2.51	5.32	2.80	5.48	5.03	3.81	
Other meat	13.07	16.65	12.66	11.39	10.29	10.92	15.17	12.51	13.50	14.68	11.96	
Total Meat	48.77	52.88	37.11	31.85	28.26	24.61	45.41	32.65	45.16	43.89	33.43	
FISH:												
Fresh	4.28	2.37	1.79	1.40	1.13	1.25	2.45	1.47	3.39	2.26	1.66	
Processed and shell	1.16	0.80	0.54	0.34	0.32	0.41	0.48	0.45	0.77	0.58	0.52	
Prepared	2.33	2.81	1.99	1.68	1.67	1.38	2.44	2.15	2.31	2.01	1.88	
Quick-frozen	0.68	1.13	0.96	0.88	0.81	0.55	0.93	0.76	0.81	0.62	0.81	
Total Fish	8.45	7.11	5.28	4.30	3.93	3.59	6.30	4.83	7.28	5.47	4.87	
EGGS:												
(Eggs purchased)	5.61	5.51	4.52	4.09	3.98	3.71	5.36	4.32	5.14	4.96	4.24	
	(5.35)	(5.15)	(4.28)	(3.93)	(3.76)	(3.52)	(4.95)	(4.13)	(4.82)	(4.52)	(4.05)	
FATS:												
Butter	8.16	8.34	5.84	5.24	4.82	3.41	7.50	5.04	7.80	6.65	4.94	
Margarine	3.24	2.53	2.74	2.40	2.40	2.25	2.99	2.68	2.68	2.20	2.94	
Lard and compound cooking fat	2.60	2.61	2.28	1.98	1.75	1.56	2.28	1.92	2.17	2.20	1.88	
Other fats	0.83	1.34	0.72	0.66	0.64	0.39	0.91	0.56	0.80	0.72	0.59	
Total Fats	14.83	14.82	11.58	10.18	9.61	8.61	13.68	11.06	13.45	12.77	10.35	

TABLE 14—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 but no children		adults only		one or more children with or without adolescents	
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
SUGAR AND PRESERVES:												
Sugar	20-80	18-12	15-40	13-72	13-76	13-55	18-85	16-76	18-68	16-16	14-74	
Honey, preserves, syrup and treacle	4-68	3-04	2-21	2-25	2-21	2-34	3-10	2-40	3-69	2-42	2-22	
<i>Total Sugar and Preserves</i>	25-48	21-16	17-61	15-97	15-97	15-89	21-95	19-16	22-37	18-58	16-96	
VEGETABLES:												
Potatoes	51-48	57-62	50-22	47-63	48-11	54-22	57-12	59-36	47-32	55-04	53-42	
Fresh green	19-87	17-57	12-43	10-12	9-14	7-56	15-37	10-07	16-85	13-81	9-32	
Quick-frozen	1-44	3-25	1-94	1-44	1-13	0-81	2-02	1-02	1-61	1-53	1-20	
Other vegetables	20-85	27-03	20-77	18-51	17-37	16-14	22-12	20-80	19-41	22-04	19-23	
<i>Total Vegetables</i>	93-64	105-47	85-36	77-70	75-75	78-73	96-63	91-25	85-19	95-42	83-17	
FRUIT:												
Fresh	28-91	31-45	22-11	18-84	17-05	11-76	26-44	17-58	28-38	24-46	18-68	
Other	8-55	9-90	8-00	6-84	6-11	5-50	9-65	6-03	7-78	7-63	5-94	
<i>Total Fruit</i>	37-46	41-35	30-11	25-68	23-16	17-26	36-09	23-61	36-16	32-09	24-62	
CEREALS:												
Brown bread	4-46	3-30	1-86	1-65	1-51	1-02	2-99	2-33	4-45	2-40	1-92	
White bread	32-24	35-84	31-22	28-15	28-57	33-84	34-79	35-91	30-97	39-71	33-32	
Wholewheat and wholemeal bread	0-81	0-56	0-55	0-18	0-20	0-26	0-40	0-20	0-84	0-17	0-22	
Other bread	3-92	3-93	2-52	2-12	1-82	1-77	3-64	2-69	4-14	3-14	2-48	
<i>Total Bread</i>	41-43	43-63	36-15	32-10	32-10	36-89	41-82	41-13	40-40	45-42	37-94	
Flour	9-19	5-46	5-07	4-43	3-92	3-00	6-21	4-88	6-93	5-78	4-67	
Gakes	7-32	7-82	6-33	5-01	4-48	4-04	7-96	5-41	7-42	6-85	4-94	
Biscuits	6-54	6-83	5-95	5-84	5-50	5-12	6-26	5-39	6-18	5-79	5-01	
Oatmeal and oat products	0-97	0-48	0-44	0-44	0-33	0-61	0-56	0-72	0-80	0-28	0-58	
Breakfast cereals	1-74	2-14	2-43	2-84	3-34	3-42	2-25	2-81	1-69	2-00	2-49	
Other cereals	5-61	4-96	5-55	4-06	4-64	4-40	4-18	4-09	4-67	3-93	4-42	
<i>Total Cereals</i>	72-80	71-32	61-92	54-72	54-31	57-48	69-24	64-43	68-09	70-05	60-05	
BEVERAGES:												
Tea	4-03	3-35	2-28	1-80	1-60	1-55	2-99	2-28	3-46	2-72	2-13	
Coffee	0-72	0-99	0-50	0-44	0-34	0-22	0-70	0-42	0-66	0-59	0-40	
Cocoa	0-18	0-19	0-16	0-19	0-18	0-14	0-18	0-27	0-16	0-18	0-13	
Branded food drinks	0-52	0-40	0-21	0-18	0-10	0-08	0-25	0-18	0-52	0-23	0-15	
<i>Total Beverages</i>	5-45	4-93	3-15	2-61	2-22	1-99	4-12	3-15	4-80	3-72	2-81	

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

TABLE 15
Household Food Expenditure (a) according to Household Consumption, 1968
(pence per person per week)

	Households with one man and one woman and children only							Other households with			
	no other		children only			adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
MILK AND CREAM:											
Liquid milk—full price	51.95	50.07	35.41	30.76	29.28	24.50	47.96	38.85	51.35	43.40	33.24
Liquid milk—welfare	...	1.36	8.03	8.98	7.88	6.98	0.03	1.90	0.04	0.32	4.80
Total Liquid Milk	51.95	51.43	43.44	39.74	37.16	31.48	47.99	40.75	51.39	43.72	38.04
Condensed milk	1.72	2.26	2.02	1.37	1.57	1.33	1.61	1.56	1.64	1.31	1.37
Dried and other milk	1.04	1.70	3.22	2.78	2.33	2.00	1.17	1.19	1.42	1.22	2.56
Cream	3.18	4.14	2.30	1.63	1.22	0.77	2.83	1.59	3.24	2.19	1.61
Total Milk and Cream	57.89	59.53	50.98	45.52	42.28	35.58	53.60	45.09	57.69	48.44	43.58
CHEESE:											
Natural	12.44	12.51	8.62	6.84	6.03	5.00	10.84	7.24	10.90	10.40	7.00
Processed	1.30	1.52	1.37	1.05	1.08	0.92	1.54	1.23	1.57	1.90	1.20
Total Cheese	13.74	14.03	9.99	7.89	7.11	5.92	12.38	8.47	12.47	12.30	8.20
MEAT:											
Beef and veal	49.32	53.04	32.83	27.08	25.97	17.18	44.15	29.91	43.87	38.86	28.44
Mutton and lamb	28.52	23.21	17.42	14.07	11.74	9.90	21.86	14.02	25.50	21.08	15.74
Pork	13.76	17.01	11.04	7.38	5.50	3.18	11.90	6.97	11.42	12.75	7.90
Total Carcass Meat	91.60	93.26	61.29	48.53	43.21	30.26	77.91	50.90	80.79	72.69	52.08
Bacon and ham, uncooked	26.16	26.97	17.10	14.93	13.12	10.04	22.65	16.00	24.33	21.99	15.54
Poultry, uncooked	14.99	17.06	11.90	9.14	7.52	5.84	13.41	6.95	13.98	12.53	9.84
Other meat	44.74	57.82	41.83	36.92	31.25	32.14	52.56	40.26	47.33	49.63	38.71
Total Meat	177.49	195.11	132.12	109.52	95.10	78.28	166.53	114.11	166.43	156.84	116.17
FISH:											
Fresh	13.50	7.31	5.43	4.01	3.18	3.33	7.48	4.08	11.09	6.31	4.87
Processed and shell	3.26	2.69	1.84	1.03	1.14	1.13	1.23	1.59	2.31	1.70	1.62
Prepared	11.00	12.85	8.35	6.79	6.63	4.85	10.57	8.34	10.33	8.36	7.37
Quick-frozen	2.60	4.28	3.42	3.14	2.90	1.91	3.43	2.67	3.16	2.25	2.96
Total Fish	30.36	27.13	19.04	14.97	13.85	11.22	22.71	16.68	26.89	18.62	16.82
EGGS	22.60	21.48	17.36	15.74	14.88	13.67	20.44	16.76	20.21	18.58	16.25
FATS:											
Butter	21.16	21.14	14.66	12.77	11.72	8.27	18.96	12.61	20.56	16.68	12.36
Margarine	5.11	3.99	4.05	3.34	3.40	4.36	4.37	5.15	4.21	4.66	4.28
Lard and compound cooking fat	2.82	2.87	2.48	2.09	1.81	1.58	2.44	2.00	2.46	2.29	1.99
Other fats	1.56	2.68	1.41	1.19	1.14	0.67	1.57	0.94	1.61	1.31	1.14
Total Fats	30.65	30.68	22.60	19.39	18.07	14.88	27.54	20.70	28.84	24.94	19.77

(pence per person per week)

TABLE 15—continued

	Households with one man and one woman and											Other households with				
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents					
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more										
SUGAR AND PRESERVES:																
Sugar	11.38	9.82	8.34	7.42	7.46	7.46	10.21	9.16	10.28	8.70						
Honey, preserves, syrup and treacle	6.65	4.55	3.21	3.16	3.14	3.24	4.79	3.43	5.59	3.45						
Total Sugar and Preserves	18.03	14.37	11.55	10.58	10.60	10.70	15.00	12.59	15.87	12.15						
VEGETABLES:																
Potatoes	11.95	14.49	11.99	10.94	10.79	11.21	12.63	12.91	11.16	12.47						
Fresh green	11.33	11.76	7.75	6.20	5.07	4.21	8.80	5.92	10.44	8.06						
Quick-frozen	3.42	7.68	4.35	3.39	2.60	1.73	4.53	2.35	3.82	3.51						
Other vegetables	17.83	27.83	20.42	17.70	16.73	15.03	21.24	19.93	18.09	20.62						
Total Vegetables	44.53	61.31	44.51	38.23	35.19	32.18	47.20	41.11	43.51	44.66						
FRUIT:																
Fresh	32.92	38.46	25.59	21.14	18.83	12.97	30.43	20.17	33.05	29.01						
Other	12.75	14.69	12.49	10.31	8.88	7.67	13.73	8.45	11.92	10.77						
Total Fruit	45.67	53.15	38.08	31.45	27.71	20.64	44.16	28.62	44.97	39.78						
CEREALS:																
Brown bread	3.93	2.92	1.66	1.45	1.26	0.93	2.59	1.94	3.92	2.15						
White bread	23.30	25.70	21.99	19.62	19.67	23.07	24.57	24.66	22.53	27.74						
Wholewheat and wholemeal bread	0.65	0.48	0.43	0.16	0.15	0.20	0.32	0.16	0.73	0.17						
Other bread	5.44	6.00	3.63	3.08	2.62	2.38	5.12	3.84	5.71	4.63						
Total Bread	33.32	35.19	27.71	24.31	23.70	26.58	32.60	30.60	32.89	34.66						
Flour	4.58	2.74	2.44	2.08	1.87	1.44	3.00	2.42	3.53	2.82						
Cakes	16.47	18.80	14.64	11.80	10.37	8.82	19.04	12.23	17.41	16.02						
Biscuits	12.93	15.33	12.88	12.16	11.29	10.01	13.58	10.87	12.63	12.46						
Oatmeal and oat products	0.97	0.56	0.53	0.47	0.36	0.60	0.57	0.76	0.87	0.36						
Breakfast cereals	3.42	4.28	4.83	5.74	6.56	6.73	4.36	5.47	3.46	3.88						
Other cereals	6.88	7.17	8.19	5.93	6.42	5.69	5.71	5.33	6.30	5.53						
Total Cereals	78.57	84.07	71.22	62.49	60.57	59.87	78.86	67.68	77.09	75.73						
BEVERAGES:																
Tea	18.64	15.38	10.36	8.25	7.10	6.75	13.74	10.42	16.20	12.27						
Coffee	6.90	9.37	6.00	4.99	3.61	2.67	7.76	4.58	6.85	6.11						
Cocoa	0.56	0.55	0.46	0.57	0.54	0.37	0.56	0.71	0.50	0.49						
Branded food drinks	2.19	1.72	0.88	0.75	0.44	0.33	1.07	0.76	2.17	0.97						
Total Beverages	28.29	27.02	17.70	14.56	11.69	10.12	23.13	16.47	25.72	19.84						
MISCELLANEOUS:																
Soups, canned, dehydrated and powdered	4.07	4.44	4.01	3.31	3.52	3.07	4.02	3.60	3.88	4.02						
Other foods	9.50	13.29	14.46	11.62	11.05	8.06	11.19	9.12	9.11	9.51						
Total Miscellaneous	13.57	17.73	18.47	14.93	14.57	11.13	15.21	12.72	12.99	13.53						
TOTAL EXPENDITURE	561.37	605.60	453.60	385.34	351.63	304.21	526.70	400.92	532.66	485.48						
	(56s. 9d.)	(50s. 6d.)	(37s. 10d.)	(32s. 1d.)	(29s. 4d.)	(25s. 4d.)	(43s. 11d.)	(33s. 5d.)	(44s. 3d.)	(40s. 5d.)						

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

TABLE 16
 Household Food (a) Consumption by Certain Household Composition Groups within Income Groups, 1968
 (oz. per person per week, except where otherwise stated)

	Income Group A										Income Group B					Income Groups 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-	3 child-	4 or more child-	adolescents and child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and child-	
MILK AND CREAM:																									
Liquid milk—full price . . . (pt.)	5.92	4.07	3.58	4.17	3.04	4.94	4.78	3.39	3.15	2.92	2.52	4.78	3.94	4.76	3.37	2.74	2.53	2.63	4.50	3.40					
Liquid milk—welfare and school (pt.)	0.21	1.40	1.74	1.43	1.99	0.61	0.28	1.66	1.90	1.91	1.75	0.03	0.63	0.23	1.45	1.84	2.00	1.85	0.05	0.61					
Total Liquid Milk . . . (pt.)	6.13	5.48	5.33	5.60	5.03	5.55	5.07	5.04	5.05	4.83	4.28	4.80	4.56	4.99	4.82	4.58	4.54	4.47	4.55	4.02					
Condensed milk . . . (eq. pt.)	0.16	0.20	0.11	0.18	0.14	0.17	0.28	0.25	0.16	0.16	0.16	0.16	0.21	0.26	0.20	0.18	0.20	0.16	0.19	0.15					
Dried and other milk (pt. or eq. pt.)	0.05	0.28	0.16	0.13	0.34	0.06	0.13	0.31	0.21	0.20	0.24	0.11	0.10	0.10	0.33	0.45	0.41	0.24	0.06	0.10					
Cream . . . (pt.)	0.11	0.05	0.03	0.04	0.02	0.08	0.06	0.03	0.03	0.02	0.01	0.04	0.03	0.04	0.03	0.01	0.01	0.01	0.02	0.01					
Total Milk and Cream (pt. or eq. pt.)	6.44	6.02	5.63	5.95	5.53	5.72	5.54	5.63	5.44	5.21	4.70	5.11	4.88	5.39	5.37	5.23	5.17	4.87	4.82	4.29					
CHEESE:																									
Natural	4.21	3.39	2.58	2.90	1.97	3.73	4.47	2.93	2.52	1.99	2.08	3.94	2.44	4.29	3.05	2.22	1.92	1.46	3.39	2.42					
Processed	0.38	0.42	0.37	0.39	0.20	0.46	0.44	0.30	0.30	0.26	0.28	0.33	0.31	0.30	0.33	0.21	0.23	0.23	0.45	0.27					
Total Cheese	4.59	3.80	2.94	3.29	2.17	4.19	4.91	3.24	2.82	2.25	2.36	4.27	2.75	4.58	3.39	2.43	2.15	1.69	3.84	2.69					
MEAT:																									
Beef and veal	11.50	8.85	7.56	7.72	4.27	7.72	10.67	6.99	5.96	6.01	3.81	8.91	6.97	10.74	6.28	5.96	5.07	4.29	9.56	6.20					
Mutton and lamb	7.94	6.39	4.98	5.98	3.70	4.84	6.40	4.66	4.31	3.18	3.30	6.59	4.58	7.00	5.32	3.71	3.85	3.01	5.29	3.54					
Pork	3.72	2.05	2.23	2.30	1.45	3.04	4.33	3.10	1.60	1.43	1.00	3.00	1.98	4.55	2.61	2.29	1.02	0.85	3.00	1.63					
Total Carcass Meat	23.16	17.29	14.77	16.00	9.41	20.65	21.40	14.75	11.89	10.62	8.11	18.50	13.53	22.29	14.21	11.96	9.94	8.16	17.85	11.37					
Bacon and ham, uncooked	7.78	4.83	4.51	3.93	2.95	6.97	6.74	4.90	4.30	3.61	3.34	5.69	4.61	7.65	4.06	3.93	3.48	2.62	6.14	3.65					
Poultry, uncooked	10.75	6.17	4.39	3.85	2.58	6.72	3.29	4.83	4.02	3.72	2.96	4.99	3.05	5.32	4.42	3.37	1.94	1.98	5.02	2.36					
Other meat	13.87	11.32	10.28	9.52	8.76	11.37	12.65	12.56	11.16	10.23	11.21	16.28	12.30	17.30	13.41	12.47	10.65	11.12	15.85	12.85					
Total Meat	55.55	39.60	33.95	33.31	23.69	45.72	36.20	37.05	31.34	28.17	25.61	45.46	33.48	52.56	36.10	31.73	26.01	23.89	44.86	30.23					

TABLE 16—continued
 (oz. per person per week, except where otherwise stated)

	Income Group A							Income Group B							Income Groups C & D1											
	Households with one man and one woman and			Households with one man and one woman and				Households with one man and one woman and			Households with one man and one woman and				Households with one man and one woman and			Households with one man and one woman and								
	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adolescents and child- ren		
FISH:																										
Fresh	3.25	2.68	1.77	1.97	2.29	2.79	2.59	1.67	1.30	1.00	1.34	2.34	1.32	1.45	1.40	0.90	0.90	2.28	2.32	1.45	1.40	0.90	0.90	2.28	1.30	
Prepared	1.18	0.98	0.61	0.40	0.91	0.54	1.01	0.33	0.27	0.29	0.29	0.49	0.32	0.61	0.30	0.38	0.47	0.45	0.74	0.30	0.30	0.38	0.47	0.45	0.46	
Quick-frozen	1.96	1.71	1.20	1.10	0.68	1.64	2.21	1.99	1.73	1.73	1.39	2.76	1.99	2.09	1.88	1.78	1.54	2.52	2.87	2.09	1.88	1.54	1.54	2.52	2.33	
Total Fish	6.39	5.45	3.68	4.07	3.96	5.02	4.88	3.99	3.29	3.02	3.41	5.59	3.64	4.54	3.58	2.66	2.66	5.28	5.99	4.64	3.58	2.66	2.66	5.28	4.14	
EGGS:																										
(Eggs purchased)	5.56	4.91	4.52	4.52	4.49	6.62	5.28	4.33	4.00	3.87	3.82	5.21	4.22	4.57	4.06	3.89	3.35	4.96	5.41	4.57	4.06	3.89	3.35	4.96	4.18	
Total Eggs	(4.90)	(4.37)	(4.12)	(4.12)	(4.08)	(5.89)	(4.84)	(4.17)	(3.85)	(3.73)	(3.59)	(5.02)	(4.07)	(4.23)	(3.87)	(3.56)	(3.25)	(4.38)	(5.05)	(4.23)	(3.87)	(3.56)	(3.25)	(4.38)	(4.01)	
FATS:																										
Butter	8.00	6.75	6.42	5.78	5.56	8.42	6.31	5.66	5.28	5.03	3.41	7.41	5.52	5.67	4.50	3.99	2.92	7.19	8.07	5.67	4.50	3.99	2.92	7.19	3.97	
Margarine	1.84	2.09	1.57	2.05	1.62	2.25	2.69	2.67	2.19	2.11	3.55	2.71	2.93	3.20	2.96	3.15	3.36	3.80	3.12	3.20	2.96	3.15	3.36	3.80	4.68	
Lard and compound cooking fat	2.52	1.82	1.72	1.19	0.94	1.72	1.92	2.23	1.93	1.75	1.75	2.43	1.74	2.55	2.21	2.01	1.58	2.44	2.76	2.55	2.21	2.01	1.58	2.44	2.17	
Other fats	1.58	0.89	0.82	1.06	0.85	0.94	0.79	0.73	0.66	0.60	0.35	1.13	0.59	0.70	0.56	0.43	0.36	0.57	1.48	0.70	0.56	0.43	0.36	0.57	0.47	
Total Fats	13.94	11.54	10.53	10.08	8.97	13.32	11.71	11.29	10.06	9.50	9.06	13.67	10.77	12.12	10.24	9.58	8.20	14.00	15.43	12.12	10.24	9.58	8.20	14.00	11.30	
SUGAR AND PRESERVES:																										
Sugar	14.38	14.62	11.86	11.04	11.69	15.45	17.58	15.25	13.87	14.02	14.10	19.79	16.63	16.24	14.47	14.86	13.59	19.68	20.17	16.24	14.47	14.86	13.59	19.68	16.60	
Honey, preserves, syrup and treacle	3.35	2.14	2.31	3.05	2.35	3.45	2.96	2.11	2.29	1.96	2.37	3.17	2.36	2.38	2.18	2.35	2.19	2.76	2.72	2.38	2.18	2.35	2.19	2.76	2.32	
Total Sugar and Preserves	17.73	16.76	14.17	14.10	14.03	18.90	20.54	17.37	16.16	15.97	16.46	22.96	18.98	18.63	16.64	17.20	15.78	22.45	22.89	18.63	16.64	17.20	15.78	22.45	18.92	
VEGETABLES:																										
Potatoes	40.34	41.53	40.25	36.77	45.33	43.51	43.40	48.58	44.48	51.63	55.35	59.44	53.79	57.76	57.95	48.08	52.00	60.77	60.38	57.76	57.95	48.08	52.00	60.77	72.73	
Fresh green	19.47	14.19	10.71	9.79	7.57	16.86	9.97	12.51	10.29	9.29	7.18	14.83	10.83	11.53	9.36	8.08	7.82	14.71	16.36	11.53	9.36	8.08	7.82	14.71	8.78	
Quick-frozen	4.71	3.84	2.21	2.44	2.66	3.13	2.01	1.85	1.56	1.02	0.86	2.15	1.15	1.18	0.87	0.71	0.40	1.33	2.14	1.18	0.87	0.71	0.40	1.33	0.54	
Other vegetables	26.99	19.44	15.64	15.02	14.90	20.88	19.36	20.49	17.38	18.00	15.72	22.51	20.22	21.82	22.27	17.63	16.90	22.14	27.23	21.82	22.27	17.63	16.90	22.14	21.90	
Total vegetables	91.51	79.02	68.80	64.03	70.46	84.39	74.74	83.43	73.70	79.95	79.10	98.92	85.98	92.27	90.42	74.49	77.11	98.94	106.10	92.27	90.42	74.49	77.11	98.94	103.95	

Household Food Consumption and Expenditure: 1968

TABLE 16—continued
(oz. per person per week, except where otherwise stated)

	Income Group A							Income Group B							Income Groups 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-	adolescents and only child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and only child-	adolescents and only child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and only child-	adolescents and only child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and only child-	adolescents and only child-
FRUIT:																												
Fresh	36.72	32.36	25.81	25.38	16.59	38.67	27.37	34.57	20.88	19.14	17.29	13.18	24.24	17.52	18.75	14.21	12.29	9.53	23.14	14.35								
Other	9.98	9.87	8.84	9.64	7.73	14.05	8.78	10.81	8.57	6.93	5.98	5.41	8.68	6.20	6.16	5.57	4.69	5.16	8.47	4.89								
Total Fruit	46.70	42.23	34.65	35.02	24.32	52.72	36.15	45.38	29.45	26.07	23.27	18.59	32.92	23.72	24.91	19.78	16.98	14.69	31.61	19.24								
CEREALS:																												
Brown bread	5.16	1.86	1.57	1.81	1.09	3.69	3.09	3.08	1.73	1.75	1.38	0.81	2.76	2.67	2.81	2.01	1.58	1.25	2.84	1.59								
White bread	26.59	24.82	22.27	19.84	22.21	25.14	26.81	35.25	30.90	27.46	28.73	35.42	35.64	34.79	40.86	35.32	32.45	34.46	39.18	40.47								
Wholewheat and wholemeal bread	0.99	1.83	0.36	0.65	0.11	1.07	0.52	0.38	0.30	0.18	0.17	0.34	0.35	0.25	0.69	0.32	0.10	0.22	0.12	0.05								
Other bread	4.12	2.70	2.49	1.91	1.60	3.80	3.00	3.92	2.59	2.07	1.91	2.35	3.77	2.64	3.79	2.31	2.03	1.36	3.53	2.57								
Total Bread	36.86	31.21	26.69	24.21	25.01	33.71	33.43	42.63	35.53	31.45	32.19	38.93	42.53	40.35	48.15	39.96	35.34	37.29	45.67	44.67								
Flour	5.84	5.61	4.06	3.31	1.87	6.34	7.43	5.09	5.23	4.29	3.90	3.47	6.34	4.31	5.82	4.48	4.34	2.87	6.07	4.81								
Cakes	6.70	5.64	5.14	4.00	3.95	7.27	6.33	7.99	6.26	4.98	4.74	4.20	8.17	5.25	7.98	6.83	5.04	3.92	8.15	5.21								
Biscuits	5.36	5.56	6.21	4.91	5.67	6.06	5.41	7.58	5.81	5.86	5.60	5.35	6.87	5.63	6.34	6.42	5.72	5.01	5.67	4.98								
Oatmeal and oat products	0.65	0.30	0.23	0.49	0.43	1.41	0.64	0.36	0.50	0.40	0.20	0.62	0.36	0.62	0.43	0.60	0.31	0.66	0.40	0.96								
Breakfast cereals	2.35	2.54	2.87	3.91	3.20	2.45	2.99	2.47	2.60	2.89	3.16	3.50	2.34	3.19	1.58	2.17	2.75	3.47	1.99	2.22								
Other cereals	3.85	3.96	3.84	4.74	4.51	3.42	4.23	5.14	5.73	3.93	4.39	4.46	4.35	4.30	5.20	6.08	4.40	4.23	4.19	3.80								
Total Cereals	61.63	54.82	49.02	45.58	44.66	60.66	60.49	71.25	61.69	53.81	54.17	60.54	70.96	63.65	75.63	66.36	58.70	57.45	72.14	66.65								
BEVERAGES:																												
Tea	3.90	1.95	1.40	1.15	1.00	2.46	1.92	3.09	2.26	1.77	1.67	1.70	3.10	2.33	3.54	2.48	2.06	1.61	3.09	2.30								
Coffee	2.19	0.60	0.62	0.39	0.39	1.04	0.81	0.90	0.50	0.41	0.31	0.22	0.62	0.38	0.63	0.44	0.36	0.21	0.60	0.35								
Cocoa	0.27	0.14	0.33	0.19	0.28	0.28	0.49	0.16	0.12	0.16	0.19	0.18	0.15	0.24	0.20	0.27	0.19	0.08	0.13	0.25								
Branded food drinks	0.44	0.28	0.12	0.16	0.22	0.32	0.45	0.40	0.21	0.19	0.10	0.06	0.27	0.14	0.40	0.20	0.21	0.08	0.17	0.14								
Total Beverages	6.80	2.97	2.48	2.06	1.89	4.11	3.67	4.56	3.08	2.52	2.27	2.15	4.15	3.09	4.77	3.39	2.82	1.97	3.99	3.03								
EXPENDITURE—ALL FOODS	s. d. 54 3	s. d. 41 8	s. d. 35 3	s. d. 33 10	s. d. 27 10	s. d. 47 11	s. d. 39 10	s. d. 51 0	s. d. 37 5	s. d. 31 10	s. d. 29 6	s. d. 26 4	s. d. 43 11	s. d. 33 10	s. d. 48 6	s. d. 36 7	s. d. 30 11	s. d. 23 11	s. d. 41 11	s. d. 30 7								

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

TABLE 17

*A.—Household Food Expenditure by Certain Household Composition Groups
within Income Groups, 1968*

(per week)

	Income Group			All households (a)	Income Group			All households (a)
	A	B	C & D1		A	B	C & D1	
	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.	s. d.
Households with one man and one woman and: no other (both under 55)	54 3	51 0	48 6	50 6	108 5	101 11	97 0	100 11
1 child	41 8	37 5	36 7	37 10	124 11	112 4	109 10	113 5
2 children	35 3	31 10	30 11	32 1	141 2	127 5	123 10	128 5
3 children	33 10	29 6	26 11	29 4	169 0	147 6	134 6	146 6
4 or more children	(27 10)	26 4	23 11	25 4	(177 11)	172 2	157 1	165 10
adolescents only	47 11	43 11	41 11	43 11	157 6	143 6	136 9	143 6
adolescents and children	39 10	33 10	30 7	33 5	198 4	174 6	163 3	173 9
All households (a)	41 11	37 0	36 9	37 11	143 8	129 3	117 3	116 4

*B.—Average Declared Net Family Income in Certain Household Composition
Groups within Income Groups, 1968*

(per week)

	Income Group			All households (a)	Income Group			All households (a)
	A	B	C & D1		A	B	C & D1	
	Per head	Per head	Per head		Per household	Per household	Per household	
	£	£	£	£	£	£	£	£
Households with one man and one woman and: no other (both under 55)	18·9	13·3	9·3	12·6	37·9	26·5	18·6	25·2
1 child	11·2	7·3	5·4	7·2	33·5	21·9	16·3	21·6
2 children	9·0	5·8	4·2	5·8	36·2	23·4	16·7	23·1
3 children	8·1	4·8	3·5	4·8	40·3	24·1	17·7	23·9
4 or more children	(6·2)	4·0	2·8	3·6	(40·0)	26·0	18·4	24·0
adolescents only	13·3	9·1	7·3	9·0	44·5	30·0	23·6	29·6
adolescents and children	9·4	5·9	4·6	5·7	47·4	30·8	24·7	30·0
All households (a)	11·4	7·3	5·8	7·0	39·7	25·8	18·6	21·2

(a) Including household types not shown elsewhere in this table.
Figures in parenthesis are averages based on a sample of only 20 households; details of the number of households in each sub-group are shown in Table 7 of Appendix A.

TABLE 18
Classification of Households according to Age of Housewife and broad Socio-economic Grouping, 1968

Age of housewife	No. of households	Percent- age of house- holds	No. of persons	Percent- age of persons	Average number of persons per household				Average number of earners per house- hold	Average declared net family income		Average food expenditure		Average food ex- pend- iture as percent- age of family income		
					Adult males	Adult females	Adoles- cents	Children 5-14		Children 1-4	Infants	Total	£		per person per week	£
<i>Head of household in Registrars-General's Social Classes I and II (professional, etc., and intermediate occupations)</i>																
Under 25	110	1.4	289	1.2	0.87	0.86	0.19	0.05	0.46	0.18	2.63	1.45	9.0	35 7	19	
25-34	410	5.2	1,589	6.6	0.93	1.03	0.33	0.93	0.82	0.13	3.88	1.26	7.0	32 7	23	
35-44	453	5.8	1,833	7.6	0.95	1.07	0.38	1.37	0.27	0.02	4.05	1.49	7.7	36 0	23	
45-54	380	4.8	1,197	5.0	1.05	1.15	0.55	0.37	0.03	—	3.15	1.75	10.6	44 7	22	
55-64	307	3.9	1,703	2.9	0.95	1.16	0.12	0.04	0.01	—	2.29	1.15	12.2	51 7	23	
65-74	159	2.0	308	1.3	0.77	1.11	0.03	0.02	—	0.01	1.94	0.49	10.6	48 8	25	
75 and over	50	0.6	91	0.4	0.52	1.24	0.04	0.02	—	—	1.82	0.52	12.2	40 10	23	
<i>Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)</i>																
Under 25	491	6.3	1,478	6.1	0.91	0.81	0.27	0.10	0.63	0.29	3.01	1.33	7.1	33 7	24	
25-34	1,090	13.9	4,287	17.8	0.96	1.03	0.03	0.98	0.78	0.16	3.93	1.28	5.6	31 8	28	
35-44	1,085	13.8	4,543	18.8	1.01	1.05	0.55	1.29	0.25	0.04	4.19	1.86	6.1	34 11	28	
45-54	1,043	13.3	3,311	13.7	1.09	1.13	0.55	0.35	0.05	0.01	3.17	2.05	8.0	42 1	27	
55-64	1,048	13.4	2,357	9.8	0.97	1.10	0.12	0.03	0.02	—	2.25	1.24	7.7	44 3	31	
65-74	872	11.1	1,559	6.5	0.69	1.06	0.02	0.02	—	—	1.79	0.36	5.8	40 6	36	
75 and over	345	4.4	559	2.3	0.52	1.07	0.01	0.01	0.01	—	1.62	0.28	6.0	36 11	32	
	7,843	100	24,104	100	0.93	1.06	0.25	0.52	0.26	0.06	3.07	1.32	7.0	115 8	37 8	27

TABLE 19
Household Food Consumption (a) according to Age of Housewife and broad Socio-economic Grouping, 1968
 (oz. per person per week, except where otherwise stated)

	Head of household in Registrars-General's Social Classes I and II (professional etc., and intermediate occupations)					Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)					All household-holds				
	Age of housewife					Age of housewife									
	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years & over	under 25 years	25-34 years	35-44 years		45-54 years	55-64 years	65-74 years	75 years & over
MILK AND CREAM:															
Liquid milk—full price	3.20	3.24	4.56	5.04	5.45	5.58	5.63	2.23	2.75	3.83	4.51	4.71	4.73	4.89	
Liquid milk—welfare and school	1.82	1.95	0.80	0.14	0.01	0.02	—	2.18	1.98	0.73	0.15	0.08	—	0.03	
Total Liquid Milk	5.02	5.19	5.36	5.18	5.46	5.60	5.63	4.41	4.73	4.56	4.66	4.79	4.73	4.92	
Condensed milk	0.14	0.13	0.18	0.21	0.14	0.07	0.20	0.20	0.21	0.18	0.17	0.20	0.19	0.12	
Dried and other milk	0.39	0.20	0.09	0.09	0.08	0.08	0.17	0.79	0.27	0.11	0.09	0.11	0.09	0.08	
Cream	0.04	0.03	0.04	0.06	0.08	0.07	0.02	0.02	0.02	0.02	0.03	0.03	0.02	0.03	
Total Milk and Cream	5.59	5.55	5.67	5.54	5.76	5.82	6.02	5.42	5.23	4.88	4.95	5.13	5.03	5.15	
CHEESE:															
Natural	3.34	2.54	2.91	3.72	4.21	3.98	3.40	2.57	2.24	2.73	3.72	3.88	3.68	3.26	
Processed	0.32	0.24	0.38	0.37	0.34	0.45	0.26	0.33	0.29	0.31	0.36	0.38	0.35	0.28	
Total Cheese	3.66	2.78	3.29	4.09	4.55	4.43	3.66	2.90	2.53	3.04	4.08	4.26	4.03	3.54	
MEAT:															
Beef and veal	6.23	5.92	7.46	9.46	12.02	13.08	5.45	6.03	5.86	6.84	8.85	9.73	9.38	7.66	
Mutton and lamb	3.60	5.31	4.64	7.11	8.49	8.43	10.05	4.14	3.91	4.69	6.14	7.66	7.76	7.96	
Pork	3.21	1.92	2.25	2.71	4.11	1.99	3.26	2.44	1.94	2.21	2.92	3.20	2.64	2.26	
Total Carcase Meat	13.04	13.15	14.35	19.28	24.62	23.50	18.76	12.61	11.71	13.74	17.91	20.59	19.78	17.88	
Bacon and ham, uncooked	4.01	4.06	4.91	6.63	8.91	6.51	5.43	4.04	3.86	4.63	5.98	6.79	5.97	4.84	
Poultry, uncooked	5.20	4.04	4.60	6.39	7.86	9.82	5.74	4.25	3.82	3.56	4.68	5.02	4.27	2.83	
Other meat	11.64	10.77	11.25	12.94	13.08	10.00	10.05	13.27	11.96	12.86	14.84	14.40	12.18	9.94	
Total Meat	33.89	32.02	35.11	45.24	54.47	49.83	39.98	34.17	31.35	34.79	43.41	46.80	42.20	35.49	
FISH:															
Fresh	1.40	1.53	1.73	3.27	4.70	4.79	4.37	0.99	1.15	1.64	2.41	3.33	4.07	3.39	
Processed and shell	0.33	0.38	0.52	0.70	1.03	0.99	1.09	0.26	0.34	0.49	0.62	1.00	0.90	0.57	
Prepared	1.66	1.53	1.53	1.86	1.88	1.50	1.56	2.09	1.85	2.24	2.42	2.54	2.21	1.62	
Quick-frozen	1.06	1.05	0.93	0.72	0.73	0.60	0.64	0.83	0.75	0.78	0.94	0.79	0.55	0.76	
Total Fish	4.45	4.71	4.71	6.55	8.34	7.88	7.66	4.17	4.09	5.15	6.39	7.66	7.73	6.34	
EGGS (Eggs purchased)	4.81 (4.40)	4.28 (3.90)	4.94 (4.38)	5.56 (4.95)	5.79 (5.17)	5.65 (4.82)	4.76 (3.84)	4.07 (3.98)	3.93 (3.80)	4.30 (4.18)	4.94 (4.76)	5.45 (5.27)	4.88 (4.68)	4.10 (3.97)	4.66 (4.43)
FATS:															
Butter	5.43	4.88	6.20	7.05	8.81	8.38	6.38	5.49	4.76	5.56	6.81	7.45	7.36	7.53	
Margarine	2.54	1.95	2.59	2.93	3.04	2.51	3.04	2.33	2.66	3.03	3.34	3.51	2.86	2.18	
Lard and compound cooking fat	1.82	1.58	1.60	2.16	2.26	1.66	2.06	2.33	2.06	1.99	2.37	2.51	2.34	2.81	
Other fats	0.75	0.77	0.85	0.72	1.12	0.88	0.33	0.58	0.60	0.71	0.80	0.74	0.70	0.51	
Total Fats	10.54	9.18	11.24	12.86	15.23	13.43	12.39	10.73	10.08	11.29	13.32	14.23	13.26	12.08	

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

	Head of household in Registrars-General's Social Classes I and II (professional etc., and intermediate occupations)						Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)						All households	
	Age of housewife						Age of housewife							
	under 2.5 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years & over	under 2.5 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years & over	
SUGAR AND PRESERVES:														
Sugar	13.69	12.06	13.98	16.93	18.26	16.26	13.05	14.08	16.82	18.57	20.69	19.45	19.72	16.35
Honey, preserves, syrup and treacle	2.67	2.27	2.75	3.41	4.27	3.69	1.81	2.01	2.41	3.00	3.85	3.95	4.30	2.79
Total Sugar and Preserves	16.36	14.33	16.73	20.34	22.53	19.95	14.86	16.09	19.23	21.57	24.54	23.40	24.02	19.14
VEGETABLES:														
Potatoes	49.41	42.90	38.68	49.88	51.11	42.29	54.40	53.55	56.08	60.43	57.30	45.98	39.58	51.92
Fresh green	10.81	10.47	11.87	15.34	20.61	14.58	9.53	9.92	11.17	13.70	17.94	17.30	15.43	13.05
Quick-frozen	2.00	1.99	2.11	2.20	2.15	1.33	1.68	1.27	1.18	1.84	1.18	0.91	0.71	1.57
Other vegetables	21.38	18.26	16.75	21.31	20.75	15.34	22.00	19.57	20.45	22.56	20.79	18.50	15.12	20.03
Total Vegetables	83.60	73.62	69.41	88.73	94.62	73.74	87.61	84.31	88.88	98.53	97.21	82.69	70.84	86.57
FRUIT:														
Fresh	20.65	21.09	24.31	34.31	39.13	30.90	15.63	17.00	19.39	23.24	25.19	23.58	20.78	22.57
Other	8.55	6.84	8.33	9.54	10.32	8.17	6.83	6.35	6.66	7.69	7.79	6.42	5.25	7.34
Total Fruit	29.20	27.93	32.64	43.85	49.45	49.12	22.46	23.35	26.05	30.93	32.98	30.00	26.03	29.91
CEREALS:														
Brown bread	1.90	1.64	2.72	4.69	4.85	4.00	1.20	1.51	2.04	2.60	3.74	4.45	4.00	2.63
White bread	26.13	24.84	26.67	28.91	28.93	24.22	32.63	31.19	35.63	38.29	36.04	31.34	29.04	32.31
Wholewheat and wholemeal bread	0.32	0.45	0.76	0.66	0.79	0.97	0.10	0.16	0.19	0.34	0.66	0.76	0.44	0.42
Other bread	2.34	1.98	2.52	3.49	3.42	2.50	2.34	2.06	2.56	3.93	4.10	3.43	3.18	2.95
Total bread	30.69	28.91	32.67	37.75	37.99	31.69	36.27	34.92	40.42	45.16	44.54	39.98	36.66	38.31
Flour	4.09	3.86	4.86	6.06	6.39	9.91	2.94	3.64	5.22	6.46	7.82	7.92	8.55	5.38
Cakes	5.22	4.66	5.23	6.06	7.09	6.02	4.63	5.18	5.95	7.33	7.66	7.06	6.83	6.04
Biscuits	5.59	5.21	5.61	6.11	6.26	5.65	5.36	5.63	5.84	6.18	6.24	6.01	5.35	5.84
Oatmeal and oat products	0.44	0.54	0.42	0.78	1.04	0.50	0.30	0.43	0.54	0.56	0.67	1.12	1.12	0.58
Breakfast cereals	3.36	2.86	3.12	2.43	1.82	1.37	2.34	2.91	2.84	2.00	1.58	1.60	1.66	2.43
Other cereals	5.57	4.48	3.86	4.13	4.28	6.74	5.31	4.87	4.25	4.44	5.15	4.86	5.54	4.66
Total Cereals	54.96	50.52	55.77	63.32	66.87	61.88	57.15	57.58	65.06	72.13	73.66	68.55	65.71	63.24
BEVERAGES:														
Tea	1.68	1.44	1.88	2.63	3.18	3.13	1.78	1.82	2.47	3.31	3.70	3.68	3.60	2.59
Coffee	0.79	0.55	0.76	0.78	1.05	0.39	0.41	0.40	0.39	0.56	0.57	0.41	0.59	0.53
Cocoa	0.16	0.21	0.19	0.23	0.19	0.20	0.13	0.15	0.22	0.20	0.16	0.15	0.21	0.18
Branded food drinks	0.40	0.17	0.24	0.35	0.52	0.60	0.22	0.15	0.17	0.31	0.34	0.48	0.62	0.27
Total Beverages	3.03	2.37	3.07	3.99	4.94	4.32	2.54	2.52	3.25	4.38	4.77	4.72	5.02	3.57

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

TABLE 20
 Household Food Expenditure (a) according to Age of Housewife and broad Socio-economic Grouping, 1968
 (pence per person per week)

	Head of household in Registrars-General's Social Classes I and II (professional etc., and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)							All house-holds	
	Age of housewife							Age of housewife								
	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years & over	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years & over		
MILK AND CREAM:																
Liquid milk—full price	31.37	29.98	43.99	48.74	51.39	54.33	54.34	22.51	27.90	39.09	46.26	48.51	49.31	50.79	39.76	50.79
Liquid milk—welfare	9.78	9.27	2.76	0.32	0.05	0.13	—	11.73	9.26	2.58	0.48	0.34	—	0.14	3.93	0.14
Total Liquid Milk	41.15	39.25	46.75	49.06	51.44	54.46	54.34	34.24	37.16	41.67	46.74	48.85	49.31	50.93	43.69	50.93
Condensed milk	1.32	1.19	1.61	1.75	1.26	0.67	1.76	1.74	1.77	1.57	1.53	1.85	1.77	1.20	1.56	1.20
Dried and other milk	3.50	2.38	1.91	1.57	1.38	1.50	2.39	6.75	2.47	1.44	1.00	1.14	0.84	0.73	1.96	0.73
Cream	2.10	2.30	2.92	4.82	6.35	6.77	2.70	1.62	1.35	1.60	1.93	2.20	1.76	2.09	2.24	2.09
Total Milk and Cream	48.07	45.32	53.19	57.20	60.43	63.40	61.19	44.35	42.75	46.28	51.20	54.04	53.68	54.95	49.45	54.95
CHEESE:																
Natural	9.53	7.35	8.58	10.91	13.13	12.06	10.12	7.14	6.34	7.65	10.44	11.02	10.46	9.35	8.80	9.35
Processed	1.24	1.01	1.60	1.46	1.50	1.74	1.24	1.25	1.14	1.18	1.38	1.50	1.39	1.13	1.29	1.13
Total Cheese	10.77	8.36	10.18	12.37	14.63	13.80	11.36	8.39	7.48	8.83	11.82	12.52	11.85	10.48	10.09	10.48
MEAT:																
Beef and veal	28.62	27.69	34.81	45.98	57.80	64.22	26.56	26.90	26.21	30.51	40.52	44.58	40.91	34.26	35.43	34.26
Mutton and lamb	12.65	18.00	15.92	24.48	29.42	31.96	34.62	13.39	12.70	15.02	20.48	25.54	25.04	27.16	18.90	27.16
Pork	12.61	7.72	8.67	10.84	13.92	8.40	13.68	9.43	7.62	8.48	11.21	12.30	9.76	8.53	9.79	8.53
Total Carcase Meat	53.88	53.41	59.40	81.30	103.14	104.58	74.86	49.72	46.53	54.01	72.21	82.42	75.71	69.95	64.12	69.95
Bacon and ham, uncooked	15.13	15.11	17.98	24.92	34.10	24.80	21.37	14.80	14.09	16.55	21.92	24.38	21.69	17.79	18.86	17.79
Poultry, uncooked	12.73	9.25	10.68	16.50	19.65	27.68	14.53	10.45	9.23	8.82	12.02	12.36	11.33	6.99	11.44	6.99
Other meat	35.30	34.97	37.33	44.70	48.00	36.24	33.79	42.04	38.37	41.59	50.02	49.45	40.86	33.27	42.20	33.27
Total Meat	117.04	112.74	125.39	167.42	204.89	193.30	144.55	117.01	108.22	120.97	156.17	168.61	149.59	128.00	136.62	128.00

Household Food Consumption and Expenditure: 1968

TABLE 20—continued
(pence per person per week)

	Head of household in Registrars-General's Social Classes I and II (professional etc., and intermediate occupations)						Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)						All households
	Age of housewife						Age of housewife						
	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years & over	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years & over	
FISH:													
Fresh	4.08	5.11	5.36	10.60	16.59	18.21	17.90	3.23	4.52	7.14	9.85	11.85	6.73
Processed and shell	0.96	2.03	1.89	2.13	3.40	3.37	3.22	1.02	1.52	1.81	2.75	2.32	1.87
Prepared	6.76	6.40	6.28	8.18	9.86	7.45	8.33	7.32	9.08	10.38	11.41	9.33	8.72
Quick-frozen	4.04	3.98	3.29	2.76	2.92	2.32	2.46	2.68	2.80	3.52	2.93	2.04	2.98
Total Fish	15.84	17.52	16.82	23.67	32.77	31.35	31.91	14.25	17.92	22.85	26.94	25.54	20.30
EGGS	17.85	15.45	17.96	20.54	21.82	20.01	15.92	15.03	16.91	19.82	22.06	19.74	18.17
FATS:													
Butter	13.42	12.23	15.68	18.21	23.34	21.99	16.48	11.68	13.84	17.24	19.12	19.17	15.56
Margarine	3.59	2.80	3.75	4.57	5.00	4.32	4.84	3.76	4.36	5.08	5.40	4.45	4.18
Lard and compound cooking fat	1.81	1.69	1.74	2.46	2.34	1.96	3.05	2.14	2.10	2.62	2.71	2.59	2.24
Other fats	1.50	1.71	1.62	1.43	2.34	1.72	0.72	1.14	1.23	1.44	1.34	1.25	1.37
Total Fats	20.32	18.43	22.79	26.67	33.02	29.99	25.09	18.72	21.53	26.38	28.57	27.46	23.35
SUGAR AND PRESERVES:													
Sugar	7.31	6.64	7.86	9.41	10.27	11.07	9.59	7.57	9.12	10.12	11.19	10.50	8.92
Honey, preserves, syrup and treacle	3.89	3.22	4.02	5.27	6.31	6.81	5.25	2.88	3.47	4.38	5.56	5.86	4.10
Total Sugar and Preserves	11.20	9.86	11.88	14.68	16.58	17.88	14.84	10.45	12.59	14.50	16.75	16.36	13.02
VEGETABLES:													
Potatoes	10.43	9.73	8.29	11.13	11.07	7.74	10.47	12.24	12.76	13.75	12.88	11.05	12.14
Fresh green	6.10	6.54	7.08	9.56	12.70	11.48	9.60	5.97	6.65	8.46	10.24	9.53	8.65
Quick-frozen	4.58	4.56	4.48	5.08	4.90	4.38	3.71	3.10	2.75	4.16	2.79	2.11	3.63
Other vegetables	21.89	18.77	16.49	21.05	19.53	17.80	22.06	18.77	19.63	21.04	18.47	15.38	19.11
Total Vegetables	43.00	39.60	36.34	46.82	48.20	41.40	36.04	40.08	41.79	47.41	44.38	38.07	42.78

TABLE 20—continued
 (pence per person per week)

	Head of household in Registrars-General's Social Classes I and II (professional etc., and intermediate occupations)						Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)						All households
	Age of housewife						Age of housewife						
	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years & over	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years & over	
FRUIT:													
Fresh	24.73	24.07	26.50	38.78	46.19	36.08	19.57	22.11	27.66	28.94	26.57	23.27	26.07
Other	14.09	10.82	12.85	14.57	16.67	13.09	10.23	9.23	10.97	11.14	9.42	7.56	10.82
Total Fruit	38.82	34.89	39.35	53.35	62.86	49.17	29.80	31.34	38.63	40.08	35.99	30.83	36.89
CEREALS:													
Total Bread	23.88	22.06	25.42	30.20	31.08	25.07	27.26	30.12	35.02	35.26	32.37	29.25	29.38
Flour	1.84	1.82	2.32	3.04	4.11	5.06	1.43	1.76	2.46	3.19	3.88	4.00	2.63
Cakes	11.77	10.98	12.59	14.98	17.47	14.41	10.60	12.08	13.59	17.28	17.41	15.23	13.98
Biscuits	11.84	11.26	12.47	13.81	15.54	10.81	11.29	11.63	12.91	12.41	11.56	9.91	12.14
Outmeal and oat products	0.60	0.54	0.50	0.86	1.34	0.38	0.34	0.46	0.62	0.76	1.16	1.06	0.61
Breakfast cereals	6.24	5.78	6.28	5.02	3.75	2.76	4.56	5.78	3.95	3.07	3.21	3.25	4.82
Other cereals	8.51	6.74	5.88	6.32	6.20	7.80	8.28	5.68	5.96	6.44	5.97	6.40	6.41
Total Cereals	64.68	59.18	65.46	74.23	77.51	66.29	63.76	69.94	78.93	79.23	73.68	69.30	70.17
BEVERAGES:													
Tea	7.62	6.51	8.67	12.56	15.54	15.38	7.94	11.23	15.01	17.02	17.02	16.78	11.89
Coffee	8.30	5.83	7.74	8.37	10.05	5.54	4.81	4.68	5.96	5.58	4.28	4.90	5.73
Cocoa	0.44	0.63	0.58	0.64	0.65	0.72	0.38	0.56	0.55	0.46	0.48	0.66	0.53
Branded food drinks	1.65	0.73	0.99	1.50	2.26	1.48	0.96	0.74	1.28	1.44	2.06	2.61	1.12
Total Beverages	18.01	13.70	17.98	23.07	28.50	24.09	14.09	17.21	22.80	24.50	23.84	24.95	19.27
MISCELLANEOUS:													
Soups, canned, dehydrated and powdered	5.04	3.46	3.38	4.17	4.83	3.03	5.12	3.46	3.96	3.40	3.77	3.26	3.72
Other foods	16.22	12.20	10.70	11.20	13.11	8.94	14.18	10.13	10.21	9.55	6.64	6.07	10.79
Total Miscellaneous	21.26	15.66	14.08	15.37	17.94	11.97	19.30	13.59	14.17	12.95	10.41	9.33	14.51
TOTAL EXPENDITURE	426.84	390.66	431.61	535.40	619.20	490.13	402.57	418.86	504.69	530.64	486.15	442.71	454.64
<i>s. d.</i>	35 7	32 7	36 0	44 7	51 7	48 8	33 7	34 11	42 1	44 3	40 6	36 11	37 11

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

TABLE 21

*Energy Value and Nutrient Content of Household Food Consumption:
National Averages, 1963-1968*

	1963	1964	1965	1966	1967	1968
	<i>(i) Consumption per person per day (a)</i>					
Energy value (kcal.)	2,650	2,600	2,590	2,560	2,590	2,560
Total protein (g.)	76.5	75.1	75.2	75.6	75.8	75.4
Animal protein (g.)	46.0	45.1	45.5	46.3	46.7	46.6
Fat (g.)	118	116	116	117	119	118
Carbohydrate (g.)	343	333	332	321	324	318
Calcium (mg.)	1,050	1,030	1,020	1,020	1,040	1,040
Iron (mg.)	14.4	14.1	13.9	13.6	14.0	13.5
Vitamin A (i.u.)	4,710	4,710	4,670	4,730	4,670	4,670
(Retinol equivalents)	1,410	1,410	1,400	1,420	1,400	1,400
Thiamine (mg.)	1.32	1.30	1.31	1.32	1.30	1.29
Riboflavine (mg.)	1.84	1.80	1.79	1.83	1.81	1.81
Nicotinic acid (mg.)	15.4	15.1	15.3	15.8	15.7	15.7
Nicotinic acid equivalents	29	29	29	29	29	29
Vitamin C (mg.)	49	51	52	53	52	52
Vitamin D (i.u.)	127	130	125	126	129	126
Vitamin D (μ g.)	3.18	3.22	3.12	3.16	3.24	3.14
	<i>(ii) As a percentage of recommended intakes (b)</i>					
Energy value	111	109	109	108	109	108
Protein: (as a % of minimum require- ment)	109	108	108	106	108	107
(as a % of recommended intake)	195	192	194	194	195	194
Calcium	127	126	127	127	128	127
Iron	105	104	105	105	106	106
Vitamin A (retinol equivalents)	191	188	188	188	191	191
Thiamine	110	108	109	109	110	111
Riboflavine	128	126	126	123	126	122
Nicotinic acid equivalents (Nicotinic acid)	118	118	116	114	117	114
Vitamin C	201	203	203	204	202	203
Vitamin D (c)	202	205	204	204	202	203
Thiamine	135	133	136	137	134	133
Riboflavine	136	135	137	139	136	136
Nicotinic acid equivalents (Nicotinic acid)	130	128	129	130	129	129
Vitamin C	124	123	123	125	124	125
Vitamin D (c)	186	183	186	189	189	189
	159	157	160	165	165	166
Vitamin C	175	176	181	183	180	181
Vitamin D (c)	226	236	244	248	244	247
Vitamin D (c)	92	94	90	90	93	90

(a) Because of certain changes in methodology that have been introduced during the period under review, some of the estimates of nutrient consumption have been adjusted to provide a comparable series of figures. This has involved changes in the figures for vitamin A for 1963 to 1966 inclusive; for thiamine and riboflavine for 1963 to 1965; and for nicotinic acid for 1963 to 1967.

(b) Estimates of percentage adequacy given in normal type are based on the recommendations of the Department of Health and Social Security (1969); those in italics are based on the recommendations of the British Medical Association (1950), as in previous reports. In deriving all these percentages, an arbitrary deduction of 10 per cent is made from the consumption figures given in (i) above to allow for wastage (see Appendix I, paragraph 14).

(c) The contributions from welfare and pharmaceutical sources are not recorded in the Survey (see paragraph 83).

TABLE 21—continued

	1963	1964	1965	1966	1967	1968
	<i>(iii) Percentage of energy value derived from protein, fat and carbohydrate</i>					
Protein	11.5	11.6	11.6	11.8	11.7	11.8
Fat	39.8	40.3	40.4	41.0	41.3	41.6
Carbohydrate	48.5	48.0	47.9	47.0	47.0	46.6
	<i>(iv) Animal protein as a percentage of total protein</i>					
	60.2	60.1	60.5	61.3	61.6	61.9
	<i>(v) Consumption of nutrients per 1,000 kcal</i>					
Total protein (g.)	28.8	28.9	29.0	29.6	29.3	29.5
Animal protein (g.)	17.3	17.4	17.5	18.1	18.1	18.2
Fat (g.)	44	45	45	46	46	46
Carbohydrate (g.)	129	128	128	126	125	124
Calcium (mg.)	394	396	393	400	401	407
Iron (mg.)	5.4	5.4	5.4	5.3	5.4	5.3
Vitamin A (retinol equivalents) (μ g.)	532	544	540	555	542	549
Thiamine (mg.)	0.50	0.50	0.51	0.52	0.50	0.50
Riboflavine (mg.)	0.69	0.69	0.69	0.71	0.70	0.71
Nicotinic acid equivalents (mg.)	11	11	11	12	11	11
Vitamin C (mg.)	18	20	20	21	20	20
Vitamin D (μ g.)	1.20	1.24	1.20	1.24	1.25	1.23

TABLE 22
Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1968

	Region										Type of Area					
	All household	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a) East Anglia	London	Provincial	Larger towns	Smaller towns	Semi-rural areas	Rural areas
							(i) Consumption per person per day									
Energy value (kcal.)	2,560	2,690	2,500	2,550	2,570	2,640	2,590	2,600	2,490	2,520	2,500	2,520	2,580	2,570	2,600	2,620
Total protein (g.)	75.4	77.2	74.9	74.5	73.7	76.5	75.0	76.9	73.4	75.2	76.2	75.3	75.2	74.3	75.8	76.0
Animal protein (g.)	46.6	46.5	44.2	44.4	44.8	47.4	45.6	47.7	45.9	47.9	49.7	45.5	45.4	46.4	47.3	46.8
Fat (g.)	118	123	109	119	119	123	120	120	117	117	118	115	117	120	121	122
Carbohydrate (g.)	318	340	326	315	321	327	324	323	306	310	300	315	325	318	322	326
Calcium (mg.)	1,040	1,060	1,020	990	970	1,060	1,060	1,090	1,050	1,050	1,020	1,010	1,030	1,060	1,080	1,070
Vitamin A (retinol equivalents) (μ g.)	1,400	1,530	1,270	1,350	1,400	1,500	1,320	1,410	1,380	1,440	1,430	1,320	1,390	1,440	1,440	1,450
Thiamine (mg.)	1.29	1.34	1.21	1.31	1.27	1.30	1.30	1.34	1.28	1.29	1.30	1.26	1.29	1.28	1.31	1.32
Riboflavin (mg.)	1.81	1.84	1.71	1.72	1.73	1.83	1.77	1.82	1.81	1.87	1.88	1.74	1.78	1.82	1.85	1.82
Nicotinic acid equivalents (mg.)	29	30	28	29	29	30	29	30	28	30	31	29	29	29	29	29
Vitamin C (mg.)	52	51	45	49	50	50	53	52	53	57	60	49	50	53	54	51
Vitamin D (μ g.)	3.14	3.12	3.26	3.32	3.30	3.41	3.12	3.16	2.74	2.98	2.95	3.20	3.19	3.07	3.13	3.48
Energy value	108	111	104	106	111	112	107	108	104	108	109	108	108	107	108	107
Protein: (as a % of minimum requirement)	194	195	192	190	194	198	190	195	188	196	204	198	194	188	194	191
of recommended intake	127	128	125	124	127	130	124	128	123	128	134	129	127	124	127	124
Calcium	191	192	184	181	182	197	191	201	192	195	192	189	188	193	199	194
Iron	122	123	123	123	124	124	118	119	118	123	127	125	123	118	122	120
Vitamin A (retinol equivalents)	203	217	184	192	208	217	189	200	198	210	214	197	201	203	207	204
Thiamine	133	137	124	134	135	136	132	136	131	135	139	133	134	131	134	132
Riboflavin	129	129	122	121	127	132	125	128	128	136	140	128	127	128	131	126
Nicotinic acid equivalents	189	190	180	181	191	194	182	188	182	194	204	192	188	183	187	182
Vitamin C	181	175	156	168	177	175	182	177	181	198	213	173	172	179	187	174
Vitamin D (b)	90	90	91	96	96	103	88	94	77	84	85	94	91	89	89	101

(a) Including London, for which separate results are given in the analysis according to type of area.
(b) The contributions from welfare and pharmaceutical sources are not recorded in the Survey (see paragraph 83).

TABLE 22—continued

	Region										Type of Area				
	All house-holds	Wales	Scotland	North	Yorkshire and Humberside	North West		East Midlands	West Midlands	South West	South East (o) East Anglia	Other urban areas		Semi-rural areas	Rural areas
						North	West					Larger towns	Smaller towns		
Protein	11.8	11.5	12.0	11.7	11.5	11.6	11.6	11.9	11.8	11.9	11.9	11.7	11.6	11.7	11.6
Fat	41.6	41.1	39.1	42.0	41.8	42.0	41.6	42.3	41.9	41.9	41.0	41.0	41.9	41.9	41.8
Carbohydrate	46.6	47.5	48.9	46.3	46.8	46.4	46.9	46.6	45.9	46.2	46.9	47.4	46.5	46.5	46.6
	61.9	60.3	59.0	59.7	60.8	62.0	60.8	62.0	62.6	63.7	65.1	60.4	62.5	62.4	61.5
	29.5	28.7	29.9	29.2	28.6	28.9	28.9	29.6	29.4	29.8	30.5	29.2	29.0	29.2	29.0
Animal protein (g.)	18.2	17.3	17.7	17.4	17.4	17.9	17.6	18.4	18.4	19.0	19.9	17.6	18.1	18.2	17.8
Fat (g.)	46	46	43	47	46	47	46	46	47	47	47	46	47	47	46
Carbohydrate (g.)	124	127	130	123	125	124	125	124	122	123	120	126	124	124	124
Calcium (mg.)	407	396	408	389	378	400	408	420	420	418	409	399	413	416	409
Iron (mg.)	5.3	5.1	5.5	5.4	5.3	5.2	5.1	5.1	5.2	5.3	5.5	5.3	5.2	5.2	5.2
Vitamin A (retinol equivalents) (μg.)	549	568	508	528	545	567	509	542	554	571	572	538	562	556	555
Thiamine (mg.)	0.50	0.50	0.48	0.51	0.49	0.49	0.50	0.52	0.51	0.51	0.52	0.50	0.50	0.50	0.50
Riboflavin (mg.)	0.71	0.68	0.68	0.67	0.67	0.69	0.68	0.70	0.72	0.74	0.75	0.69	0.71	0.71	0.69
Nicotinic acid equivalents	11	11	11	11	11	11	11	11	11	12	12	11	11	11	11
Vitamin C (mg.)	20	19	18	19	19	19	21	20	21	22	24	19	21	21	20
Vitamin D (μg.)	1.23	1.16	1.30	1.30	1.28	1.29	1.20	1.21	1.10	1.18	1.18	1.24	1.20	1.20	1.33

(iii) Percentage of energy derived from protein, fat and carbohydrate

(iv) Animal protein as a percentage of total protein

(v) Consumption of nutrients per 1,000 kcal

TABLE 23
Energy Value and Nutrient Content of the Household Food Consumption
in Households of Different Income Groups, 1968

	Income Group										All households
	A		B	C	D		O.A.P.				
	A1	A2	All	(i) Consumption per person per day	with earners (D1)	without earners (D2)					
Energy value	2,490	2,490	2,490	2,520	2,620	2,590	2,480	2,680	2,560		
Total protein	77.3	75.9	74.1	76.2	76.2	76.2	72.1	76.8	75.4		
Animal protein	53.4	50.5	43.8	45.6	45.6	45.6	44.2	47.9	46.6		
Fat	127	121	116	118	118	118	111	124	118		
Carbohydrate	276	290	315	332	332	328	316	337	318		
Calcium	1,100	1,080	1,030	1,040	1,040	1,010	1,030	1,080	1,040		
Iron	13.6	13.4	13.4	13.8	13.8	13.6	12.7	13.4	13.5		
Vitamin A (retinol equivalents)	1,500	1,440	1,390	1,400	1,400	1,370	1,290	1,453	1,400		
Thiamine	1.28	1.26	1.27	1.31	1.31	1.31	1.22	1.30	1.29		
Riboflavin	1.96	1.89	1.79	1.78	1.78	1.76	1.75	1.83	1.81		
Nicotinic acid equivalents	31	30	29	30	30	29	28	30	29		
Vitamin C	64	58	52	50	50	47	46	50	52		
Vitamin D	3.08	3.05	3.06	3.29	3.29	3.20	3.09	3.24	3.14		
Energy value	106	107	107	107	108	107	108	114	108		
Protein: (as a % of minimum requirement)	201	197	195	195	194	189	186	188	194		
(as a % of recommended intake)	132	129	126	126	126	126	126	131	127		
Calcium	206	200	201	191	190	181	189	192	191		
Iron	122	122	122	122	124	118	114	119	122		
Vitamin A (retinol equivalents)	223	215	209	217	201	187	178	175	203		
Thiamine	134	132	133	133	133	132	131	138	133		
Riboflavin	144	139	140	132	126	122	125	138	130		
Nicotinic acid equivalents	204	199	190	188	188	181	177	169	189		
Vitamin C	227	206	185	174	174	158	154	149	182		
Vitamin D (a)	96	87	84	96	96	95	94	115	90		

(a) The contributions from welfare and pharmaceutical sources are not recorded in the Survey (see paragraph 83).

TABLE 23—continued

	Income Group						All households
	A		B	C	D		
	A1	A2	All	Excluding O.A.P. with earners (D1)	O.A.P. without earners (D2)	O.A.P.	
	(iii) Percentage of energy value derived from protein, fat and carbohydrate						
Protein	12.4	12.1	12.2	11.8	11.6	11.6	11.8
Fat	46.0	43.6	44.1	41.5	40.7	40.4	41.6
Carbohydrate	41.6	44.3	43.7	46.8	47.6	47.9	46.6
	(iv) Animal protein as a percentage of total protein						
	69.1	65.9	66.6	61.7	59.8	61.3	61.9
	(v) Consumption of nutrients per 1,000 kcal.						
Total protein	31.0	30.3	30.4	29.4	29.1	29.1	29.5
Animal protein	21.4	20.0	20.3	18.1	17.4	17.8	18.2
Fat	51	48	49	46	45	45	46
Carbohydrate	111	118	117	125	127	128	124
Calcium	442	432	434	409	396	416	407
Iron	5.4	5.4	5.4	5.3	5.3	5.1	5.3
Vitamin A (retinol equivalents)	602	580	584	553	536	529	549
Thiamine	0.52	0.51	0.51	0.51	0.50	0.49	0.50
Riboflavin	0.79	0.76	0.76	0.71	0.68	0.71	0.71
Nicotinic acid equivalents	12	12	12	11	11	11	11
Vitamin C	26	23	24	21	19	18	20
Vitamin D	1.24	1.22	1.23	1.21	1.26	1.25	1.23

TABLE 24
Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1968

	Households with one man, one woman and						Other households with			
	no other		children only				adults only	adolescents and children	adolescents but no children	one or more children with or without adolescents
	one or both aged 55 or over	both under 55	1	2	3	4 or more				
Energy value (kcal.)	3,030	3,080	2,530	2,270	2,170	2,080	2,460	2,730	2,330	
Total protein (g.)	88.3	91.9	74.9	66.7	63.4	60.6	70.8	80.8	69.1	
Animal protein (g.)	56.3	58.5	46.9	41.6	38.7	34.4	40.9	48.9	41.5	
Fat (g.)	144	151	118	104	97	86	108	128	104	
Carbohydrate (g.)	368	311	311	282	279	283	322	335	297	
Calcium (mg.)	1,180	1,200	1,080	980	950	880	960	1,060	960	
Iron (mg.)	15.6	16.6	13.5	11.9	11.4	11.0	13.1	14.4	12.5	
Vitamin A (retinol equivalents) (µg.)	1,660	1,800	1,460	1,250	1,160	1,050	1,300	1,400	1,260	
Thiamine (mg.)	1.50	1.56	1.27	1.14	1.08	1.06	1.24	1.41	1.19	
Riboflavin (mg.)	2.06	2.14	1.84	1.67	1.62	1.51	1.68	1.79	1.66	
Nicotinic acid equivalents (mg.)	35	37	29	25	24	22	27	32	27	
Vitamin C (mg.)	61	69	53	46	43	39	47	54	46	
Vitamin D (µg.)	3.84	3.70	3.38	2.76	2.68	2.64	2.98	3.37	2.88	
Energy value of minimum requirement) (as a % of recommended intake).	118	121	110	104	101	99	101	105	102	
Protein: (as a % of minimum requirement) (as a % of recommended intake).	205	221	201	191	186	183	179	190	185	
Calcium	138	145	130	123	118	115	117	124	121	
Iron	210	226	195	183	176	165	174	197	176	
Vitamin A (retinol equivalents)	135	147	126	116	111	109	112	122	114	
Thiamine	200	238	221	211	208	197	193	182	193	
Riboflavin	145	150	135	127	123	123	126	130	128	
Nicotinic acid equivalents	124	141	139	137	137	134	122	116	127	
Vitamin C	191	223	197	186	179	174	176	190	184	
Vitamin D (a)	182	221	188	177	169	165	172	174	169	
	135	130	80	62	61	64	100	118	78	

(a) The contributions from welfare and pharmaceutical sources are not recorded in the Survey (see paragraph 83).

TABLE 24—continued

	Households with one man, one woman and children only					Other households with			
	no other		children only			adults only	adolescents and children	adolescents but no children	one or more children with or without adolescents
	one or both aged 55 or over	both under 55	1	2	3				
Protein	11.7	12.0	11.9	11.8	11.7	11.7	11.5	11.9	11.9
Fat	42.8	44.0	41.9	41.5	40.2	37.3	39.4	42.2	40.2
Carbohydrate	45.6	44.0	46.2	46.7	48.1	51.0	49.1	46.0	47.9
(iii) Percentage of energy value derived from protein, fat and carbohydrate									
	63.8	63.7	62.6	62.3	61.1	56.7	57.7	60.5	60.1
(iv) Animal protein as a percentage of total protein									
Total protein	29.1	29.9	29.7	29.5	29.2	29.1	28.8	29.6	29.7
Animal protein	18.6	19.0	18.6	18.4	17.8	16.5	16.6	17.9	17.8
Fat	48	49	47	46	45	41	44	47	45
Carbohydrate	121	117	123	125	128	136	131	123	128
Calcium	388	390	426	434	436	425	393	387	412
Iron	5.2	5.4	5.3	5.3	5.2	5.3	5.3	5.3	5.4
Vitamin A (retinol equivalents)	550	585	578	552	535	505	530	545	542
Thiamine	0.50	0.51	0.50	0.50	0.50	0.51	0.51	0.51	0.51
Riboflavin	0.68	0.70	0.73	0.74	0.74	0.73	0.68	0.66	0.71
Nicotinic acid equivalents	12	12	11	11	11	11	11	12	11
Vitamin C	20	23	21	20	20	19	19	20	20
Vitamin D	1.27	1.20	1.34	1.22	1.23	1.27	1.21	1.20	1.24
(v) Consumption of nutrients per 1,000 kcal									

TABLE 25

*Energy Value and Nutrient Content of the Household Food Consumption
of Households of Different Composition within Income Groups, 1968*

	Income Group	Households with one man and one woman and						adolescents only	adolescents and children
		no other (both under 55)	children only						
			1	2	3	4 or more			
(i) Consumption per person per day									
Energy value (kcal.)	A	2,910	2,500	2,230	2,160	(1,960)	2,790	2,640	
	B	3,090	2,510	2,240	2,170	2,160	2,920	2,430	
	C & D1	3,130	2,590	2,330	2,190	2,030	2,860	2,440	
Total protein (g.)	A	92.0	77.4	66.4	65.6	(58.2)	83.8	77.0	
	B	92.0	74.2	66.0	63.1	62.2	84.6	70.3	
	C & D1	92.3	75.5	68.5	62.8	59.4	82.8	69.5	
Animal protein (g.)	A	61.9	51.4	44.0	44.7	(37.5)	54.8	48.8	
	B	58.6	46.5	41.4	38.3	34.9	52.1	41.2	
	C & D1	57.4	45.6	40.8	36.6	33.2	50.1	37.9	
Fat . . . (g.)	A	150	121	109	106	(90)	138	123	
	B	151	117	104	96	90	136	107	
	C & D1	152	119	103	94	83	133	103	
Carbohydrate (g.)	A	320	294	262	251	(245)	325	327	
	B	365	310	279	280	294	362	316	
	C & D1	373	326	300	291	280	358	328	
Calcium . (mg.)	A	1,240	1,120	990	1,010	(920)	1,150	1,120	
	B	1,200	1,070	980	940	900	1,110	960	
	C & D1	1,190	1,070	980	940	870	1,070	920	
Iron . . . (mg.)	A	16.1	13.7	11.8	11.5	(10.5)	15.4	13.5	
	B	16.8	13.4	11.7	11.4	11.4	15.4	13.0	
	C & D1	16.7	13.7	12.5	11.4	10.8	15.3	13.3	
Vitamin A (retinol equivalents)(μ g.)	A	1,660	1,470	1,280	1,330	(1,160)	1,730	1,360	
	B	1,880	1,470	1,230	1,160	1,100	1,680	1,320	
	C & D1	1,740	1,470	1,290	1,100	990	1,620	1,270	
Thiamine . (mg.)	A	1.50	1.27	1.11	1.09	(0.99)	1.42	1.30	
	B	1.58	1.27	1.12	1.08	1.10	1.45	1.23	
	C & D1	1.58	1.28	1.19	1.07	1.03	1.42	1.24	
Riboflavine . (mg.)	A	2.24	1.94	1.72	1.77	(1.56)	2.06	1.86	
	B	2.16	1.84	1.66	1.59	1.53	1.97	1.70	
	C & D1	2.08	1.82	1.68	1.58	1.48	1.89	1.60	
Nicotinic acid equivalents (mg.)	A	38	30	26	25	(21)	34	30	
	B	37	29	25	24	23	33	27	
	C & D1	37	29	26	23	22	33	26	
Vitamin C . (mg.)	A	68	60	51	48	(39)	72	54	
	B	76	52	45	44	41	58	46	
	C & D1	63	50	44	37	36	56	45	
Vitamin D (α) (μ g.)	A	3.41	3.55	2.38	2.55	(2.80)	3.56	3.32	
	B	3.76	3.26	2.66	2.55	2.77	3.31	2.74	
	C & D1	3.78	3.52	3.15	2.96	2.51	3.36	3.19	

TABLE 25—continued

	Income Group	Households with one man and one woman and						
		no other (both under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
		(ii) As a percentage of recommended intakes						
Energy value	A	115	110	105	99	(97)	111	109
	B	122	110	104	102	101	114	101
	C & D1	123	110	104	100	97	107	99
Protein: (as a % of minimum requirements)	A	218	208	194	187	(179)	200	193
	B	221	200	191	188	185	201	179
	C & D1	223	199	191	182	180	190	174
(as a % of recommended intake)	A	145	136	125	120	(115)	133	127
	B	145	130	122	119	117	132	117
	C & D1	145	128	122	115	114	124	113
Calcium	A	234	208	190	186	(173)	221	202
	B	225	195	184	177	165	213	175
	C & D1	225	192	180	172	164	197	164
Iron	A	140	129	117	109	(105)	132	115
	B	149	126	115	113	111	132	111
	C & D1	149	127	120	110	107	126	112
Vitamin A (retinol equivalents)	A	216	225	221	231	(220)	230	199
	B	249	224	209	211	203	224	197
	C & D1	231	219	213	195	188	208	187
Thiamine	A	144	136	127	122	(119)	138	132
	B	152	136	126	125	126	139	126
	C & D1	152	133	130	120	120	131	124
Riboflavine	A	145	147	144	147	(142)	136	134
	B	142	140	137	138	134	130	124
	C & D1	137	135	135	133	132	119	115
Nicotinic acid equivalents	A	225	207	191	185	(171)	202	189
	B	224	196	184	182	177	200	177
	C & D1	221	194	186	172	171	188	170
Vitamin C	A	217	215	200	190	(162)	239	195
	B	241	185	175	178	172	194	167
	C & D1	201	177	164	145	153	178	164
Vitamin D (a)	A	123	88	57	65	(62)	141	109
	B	131	75	59	58	67	130	93
	C & D1	134	85	69	65	60	126	107

TABLE 25—continued

	Income Group	Households with one man and one woman and						
		no other (both under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
(iii) Consumption of nutrients per 1,000 kcal.								
Total protein (g.)	A	31.6	30.9	29.8	30.4	(29.7)	30.0	29.2
	B	29.7	29.6	29.4	29.1	28.9	29.0	29.0
	C & D1	29.5	29.2	29.4	28.7	29.2	28.9	28.5
Animal protein (g.)	A	21.3	20.5	19.7	20.7	(19.1)	19.6	18.5
	B	18.9	18.5	18.4	17.7	16.2	17.8	17.0
	C & D1	18.3	17.6	17.5	16.7	16.3	17.5	15.6
Fat (g.)	A	51	48	49	49	(46)	49	47
	B	49	47	46	44	42	47	44
	C & D1	48	46	44	43	41	46	42
Carbohydrate (g.)	A	110	118	117	116	(125)	116	124
	B	118	124	124	129	136	124	130
	C & D1	119	126	129	133	138	125	135
Calcium (mg.)	A	427	447	446	468	(471)	412	426
	B	387	428	438	432	415	381	397
	C & D1	380	411	422	429	428	374	378
Iron (mg.)	A	5.5	5.5	5.3	5.3	(5.3)	5.5	5.1
	B	5.4	5.3	5.2	5.2	5.3	5.3	5.3
	C & D1	5.3	5.3	5.4	5.2	5.3	5.3	5.5
Vitamin A (retinol equivalents) (μg.)	A	570	586	572	616	(590)	620	516
	B	608	586	547	535	510	576	543
	C & D1	555	569	555	505	487	567	523
Thiamine (mg.)	A	0.52	0.51	0.50	0.51	(0.51)	0.51	0.49
	B	0.51	0.51	0.50	0.50	0.51	0.50	0.51
	C & D1	0.51	0.49	0.51	0.49	0.51	0.49	0.51
Riboflavin (mg.)	A	0.77	0.77	0.77	0.82	(0.80)	0.74	0.70
	B	0.70	0.73	0.74	0.73	0.71	0.68	0.70
	C & D1	0.66	0.70	0.72	0.72	0.73	0.66	0.66
Nicotinic acid equivalents (mg.)	A	13	12	11	12	(11)	12	11
	B	12	11	11	11	11	11	11
	C & D1	12	11	11	11	11	11	11
Vitamin C (mg.)	A	23	24	23	22	(20)	26	21
	B	24	21	20	20	19	20	19
	C & D1	20	19	19	17	18	19	19
Vitamin D (a) (μg.)	A	1.17	1.42	1.07	1.18	(1.42)	1.27	1.26
	B	1.21	1.30	1.19	1.18	1.28	1.13	1.13
	C & D1	1.21	1.36	1.36	1.35	1.24	1.17	1.31
(iv) "Price of Energy" Index (b) all foods								
(All households = 100)								
	A	127	112	107	107	(97)	118	103
	B	111	101	96	92	82	101	93
	C & D1	105	95	90	83	80	99	85
	All households (c)	111	101	96	91	82	104	92

(a) The contribution from welfare and pharmaceutical sources are not recorded in the Survey (see paragraph 83).

(b) These indices, which show the relative differences in "cost per calorie", have been obtained by dividing the money value of food obtained for consumption in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.

(c) Including households not shown elsewhere in this table.

Figures in parenthesis are based on a sample of only 20 households.

TABLE 26
Energy Value and Nutrient Content of Household Food Consumption
according to Age of Housewife and broad Socio-economic Grouping, 1968

	All households	Head of household in Registrars-General's Social Classes I and II (professional etc., and intermediate occupations)										Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)											
		Age of housewife					Age of housewife					Age of housewife					Age of housewife						
		under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years and over	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years and over	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years and over	
Energy value (kcal.)	2,560	2,370	2,160	2,380	2,750	3,060	2,840	2,610	2,330	2,280	2,510	2,840	2,970	2,740	2,740	2,550							
Total protein (g.)	75.4	70.9	66.0	70.7	82.4	90.9	86.0	76.6	70.5	66.9	72.4	82.8	86.3	79.8	72.4								
Animal protein (g.)	46.6	45.0	42.5	45.5	53.0	60.2	57.9	50.3	43.3	40.5	42.7	50.0	53.6	50.3	45.0								
Fat (g.)	118	110	101	114	132	153	138	125	108	102	112	131	139	128	115								
Carbohydrate (g.)	318	292	264	286	330	351	334	315	287	291	334	355	367	338	327								
Calcium (mg.)	1,040	980	980	1,040	1,120	1,200	1,160	1,130	1,010	970	990	1,090	1,130	1,080	1,040								
Iron (mg.)	13.5	12.7	11.7	12.4	14.9	16.1	15.1	12.4	12.8	12.1	13.3	15.0	15.4	14.0	12.4								
Vitamin A (retinol equivalents) (ug.)	1,400	1,420	1,220	1,370	1,640	1,720	1,600	1,260	1,320	1,240	1,360	1,530	1,570	1,490	1,250								
Thiamine (mg.)	1.29	1.20	1.11	1.19	1.40	1.58	1.39	1.30	1.19	1.15	1.26	1.43	1.48	1.35	1.22								
Riboflavin (mg.)	1.81	1.82	1.69	1.78	1.99	2.13	2.08	1.85	1.72	1.66	1.72	1.89	1.97	1.87	1.73								
Nicotinic acid equivalents (mg.)	29	28	25	27	33	37	35	29	27	26	28	32	34	31	28								
Vitamin C (mg.)	52	53	46	51	64	70	67	58	48	46	49	56	57	52	45								
Vitamin D (a) (ug.)	3.14	3.20	2.61	2.84	3.41	3.78	3.40	3.38	3.48	2.84	3.00	3.36	3.79	3.28	2.60								
Energy value	108	110	101	103	108	119	116	108	109	105	104	109	114	114	108								
Protein: (as a % of minimum requirement)	194	198	191	188	195	212	205	185	203	194	187	196	201	193	179								
(as a % of recommended intake)	127	131	124	123	130	142	141	127	131	124	121	128	133	133	123								
Calcium	191	196	184	193	204	219	207	202	185	182	182	201	206	194	190								
Iron	122	125	115	111	125	138	132	107	127	120	117	127	133	125	111								
Vitamin A (retinol equivalents)	203	219	210	213	215	213	192	152	211	212	205	203	196	180	153								
Thiamine	133	135	127	127	135	133	141	134	135	130	129	135	140	140	129								
Riboflavin	130	143	140	135	131	133	128	117	139	123	123	125	123	117	111								
Nicotinic acid equivalents	189	195	189	185	197	210	195	166	195	189	183	193	193	175	161								
Vitamin C	182	189	175	192	211	217	202	174	174	176	178	185	177	157	138								
Vitamin D (a)	90	69	57	93	125	134	119	122	67	62	96	122	131	117	94								

TABLE 26—continued

	All house-holds	Head of household in Registrars-General's Social Classes I and II (professional etc., and intermediate occupations)					Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)						
		Age of housewife					Age of housewife						
		under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years and over	under 25 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years
Protein	11.8	12.0	11.9	12.0	11.9	11.7	12.1	11.7	11.8	11.6	11.6	11.6	11.3
Fat	41.6	41.8	43.0	43.2	43.0	43.7	43.1	41.7	40.4	42.0	42.1	40.5	
Carbohydrate	46.6	46.2	45.8	44.9	45.1	44.2	45.2	46.2	48.4	46.3	46.3	48.1	
									(iii) Percentage of energy value derived from protein, fat and carbohydrate				
	61.9	66.4	64.3	64.4	64.4	67.3	65.7	61.4	60.5	62.1	63.0	62.2	
									(iv) Animal protein as a percentage of total protein				
									(v) Consumption of nutrients per 1,000 kcal.				
Total protein	29.5	29.9	29.7	29.9	29.8	30.3	29.4	30.2	29.4	29.2	29.0	28.4	
Animal protein	18.2	19.0	19.1	19.3	19.7	20.4	19.3	18.6	17.8	17.6	18.1	17.6	
Fat	46	46	48	48	50	49	48	46	45	46	47	45	
Carbohydrate	124	123	120	120	115	118	121	123	128	125	124	128	
Calcium	407	440	436	405	393	411	434	434	425	384	393	408	
Iron	5.3	5.4	5.2	5.4	5.3	5.3	4.7	5.5	5.3	5.3	5.2	4.9	
Vitamin A (retinol equivalents)	549	598	574	596	563	563	484	566	543	540	530	488	
Thiamine	0.50	0.51	0.50	0.51	0.52	0.49	0.50	0.51	0.50	0.50	0.50	0.48	
Riboflavin	0.71	0.77	0.78	0.75	0.70	0.73	0.71	0.74	0.73	0.67	0.66	0.68	
Nicotinic acid equivalents	11	12	11	12	12	12	11	11	11	11	12	11	
Vitamin C (mg.)	20	22	22	23	23	24	22	21	20	20	19	18	
Vitamin D (μg.)	1.23	1.35	1.21	1.19	1.24	1.20	1.30	1.49	1.25	1.18	1.28	1.02	

(a) The contributions from welfare and pharmaceutical sources are not recorded in the Survey (see paragraph 83).

APPENDIX A

Composition of the Sample

1. A three-stage stratified sampling scheme was again used to select the National Food Survey sample for 1968; details of this scheme are given in paragraphs 3 to 8 of Appendix I. At the first stage, 44 parliamentary constituencies were selected, the same number as in each of the five previous years; these 44 constituencies are listed in Table 1 of this Appendix in order of the standard region in which they occur. At the second stage of sampling, 899 polling districts were selected, and at the third stage, 14,707 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 14,137. When visited, it proved impossible to obtain any contact at all within the time available with 2,036 (14 per cent) of these households; at another 1,646 (12 per cent) households, the housewife was seen but refused to give any information. A further 1,410 (10 per cent) households answered a questionnaire⁽¹⁾ but declined to keep a log-book⁽²⁾, while 1,048 housewives (7 per cent) who undertook to keep a log-book did not in fact complete it; finally 109 log-books were rejected at the editing stage, leaving an effective sample of 7,888 households (56 per cent) compared with 8,021 households (57 per cent) in 1967⁽³⁾. Because of the limited number of first-stage units, some imbalance between types of area can be expected to occur in any one year, and the national averages presented in this Report have been adjusted to correct the effects of this imbalance.

2. The average household size in the sample in 1968 was 3·07 persons, the same as in 1967 and only 0·02 persons larger than in 1966 (Table 2). The average household size in each type of area in 1968 showed only small variations compared with 1967. Further details of the composition of the sample in each region and type of area are given in Tables 3, 4 and 5. The latter table also gives the income group distribution of the urban and rural samples, and illustrates that households in income groups A and B formed a larger proportion, and those in groups C and D a smaller proportion, of the community in London than elsewhere: households in group A, and especially A1, also formed a relatively large proportion of the community in semi-rural areas, the incidence of income groups C, D1 and D2 was greatest in rural areas and that of pensioner households in the larger towns outside the conurbations.

⁽¹⁾ The questionnaire relates to family composition, occupation, etc.

⁽²⁾ See Appendix I, paragraph 2.

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

3. The income ranges used to define income groups in 1968 are set out in paragraph 57 of the Report, together with the distribution of households obtained. Further details of the samples from each income group are given in Tables 6, 7 and 8 of this Appendix, the two latter tables also giving some details of the distribution of the sample according to household composition.

TABLE 1

Constituencies (a) Surveyed in 1968

Region (b)	Constituency (a)	Region (b)	Constituency (a)
Wales *	Cardiff South East Conway (Caernarvonshire)	West Midlands † *	Birmingham, Edgbaston Leek (Staffordshire) Stoke-on-Trent North Warwick & Leamington (Warwickshire)
Scotland † *	Edinburgh North Lanark (Lanarkshire) Glasgow, Springburn South Angus (Angus and Kincardineshire)	South West *	Chippenham (Wiltshire) Exeter Weston Super Mare (Somerset)
North *	Middlesbrough West Westmorland (Westmorland) Consett (Durham)	South East †	St. Marylebone Romford Stepney Croydon North West Hornsey Wandsworth Central Hammersmith North
Yorkshire and Humberside *	Bradford South Haltemprice Leeds West Barkstone Ash (Yorkshire)		Portsmouth, Langstone Gravesend (Kent) Buckingham (Buckinghamshire) East Herts (Hertfordshire) Rochester and Chatham Basingstoke (Hampshire) Abingdon (Berkshire)
North West † *	Southport Birkenhead Darwen (Lancashire) Nelson and Colne St. Helens Knutsford (Cheshire)	East Anglia *	Kings Lynn (Norfolk)
East Midlands *	Nottingham North Grantham (Lincolnshire) Bosworth (Leicestershire)		

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

(b) These are the standard regions as defined by the Registrars-General in mid-1965, and are listed below.

WALES

The whole of Wales and Monmouthshire.

SCOTLAND

The whole of Scotland.

NORTH

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

YORKSHIRE AND HUMBERSIDE

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

NORTH WEST

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

EAST MIDLANDS

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

WEST MIDLANDS

Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.

SOUTH WEST

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

EAST ANGLIA

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

SOUTH EAST

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

TABLE 2

Composition of the Sample, 1968

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
HOUSEHOLDS IN CONURBATIONS					
LONDON					
Households	230	211	218	202	861
Persons	634	656	633	612	2,535
Persons per household	2.76	3.11	2.90	3.03	2.94
PROVINCIAL					
Households	341	322	305	293	1,261
Persons	1,085	1,045	950	925	4,005
Persons per household	3.18	3.25	3.11	3.16	3.18
OTHER URBAN HOUSEHOLDS					
Households	1,101	1,046	967	963	4,077
Persons	3,375	3,169	2,881	2,976	12,401
Persons per household	3.07	3.03	2.98	3.09	3.04
LARGER TOWNS					
Households	640	587	577	536	2,340
Persons	1,995	1,801	1,731	1,683	7,210
Persons per household	3.12	3.07	3.00	3.14	3.08
SMALLER TOWNS					
Households	461	459	390	427	1,737
Persons	1,380	1,368	1,150	1,293	5,191
Persons per household	2.99	2.98	2.95	3.03	2.99
SEMI-RURAL HOUSEHOLDS					
Households	266	317	263	275	1,121
Persons	858	999	781	855	3,493
Persons per household	3.23	3.15	2.97	3.11	3.12
RURAL HOUSEHOLDS					
Households	111	151	156	150	568
Persons	338	473	485	487	1,783
Persons per household	3.05	3.13	3.11	3.25	3.14
ALL HOUSEHOLDS					
Households	2,049	2,047	1,909	1,883	7,888
Persons	6,290	6,342	5,730	5,855	24,217
Persons per household	3.07	3.10	3.00	3.11	3.07

TABLE 3
 Composition of the Sample: Analysis by Region and Type of Area, 1968

	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-1968 estimates)
Wales	354	1,082	3.06	4.5	4.5	5.1
Scotland	817	2,711	3.32	10.4	11.2	9.6
North	619	1,914	3.09	7.8	7.9	6.2
Yorkshire and Humberside	787	2,385	3.03	10.0	9.8	8.9
North West	1,156	3,458	2.99	14.7	14.3	12.6
East Midlands	579	1,805	3.12	7.3	7.5	6.2
West Midlands	752	2,224	2.96	9.5	9.2	9.5
South West	494	1,548	3.13	6.3	6.4	6.9
South East and East Anglia	2,330	7,090	3.04	29.5	29.3	35.1
<i>All households</i>	7,888	24,217	3.07	100	100	100
London conurbation	861	2,535	2.94	10.9	10.5	14.4
Provincial conurbations	1,261	4,005	3.18	16.0	16.5	19.6
Other urban: Larger towns	2,340	7,210	3.08	29.7	29.8	28.0
Smaller towns	1,737	5,191	2.99	22.0	21.4	16.5
Semi-rural	1,121	3,493	3.12	14.2	14.4	16.8
Rural	568	1,783	3.14	7.2	7.4	4.7
<i>All households</i>	7,888	24,217	3.07	100	100	100

TABLE 4
Age and Sex Distributions of Persons in the Samples from each Region and Type of Area, 1968
(per cent)

	Region										Type of Area						
	All house-holds	Wales	Scotland	North	Yorks. and Humber-side	North West	East Midlands	West Midlands	South West	South East(a)/ East Anglia	London	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		100	100	100	100	100	100	100	100	100		100	Provin- cial	Larger towns	Smaller towns		
Men, 21-64:																	
Sedentary	10.7	8.7	8.7	9.8	11.9	11.5	8.8	11.9	10.5	11.1	12.0	11.4	10.2	11.8	9.8	8.0	
Moderately active	11.7	11.8	11.8	11.2	11.9	11.7	11.8	13.0	9.8	11.8	12.1	12.9	12.3	11.4	10.2	9.5	
Active or very active	3.3	3.6	3.6	4.3	2.6	2.2	6.3	2.8	5.0	2.7	1.7	1.7	2.7	2.2	6.2	9.4	
Men, 65 and over	4.4	3.7	3.7	6.0	3.6	4.7	4.4	3.8	5.0	4.4	3.5	3.3	4.3	5.5	5.0	4.7	
Women: 21-59:																	
Sedentary	15.6	16.0	16.0	16.7	14.8	14.4	16.4	15.0	16.9	15.9	14.6	14.2	15.3	16.1	16.7	17.7	
Moderately active	8.5	6.9	7.0	6.6	9.6	8.9	7.0	11.4	7.9	8.8	10.3	9.9	8.4	8.5	7.4	5.7	
Active or pregnant	1.0	1.0	1.0	1.1	1.0	1.0	1.1	0.9	0.9	1.1	1.6	0.9	0.9	0.9	1.1	1.3	
Women, 60 and over	9.5	8.6	8.6	10.2	8.6	11.2	9.0	8.3	9.0	9.3	10.1	7.9	9.4	10.6	8.8	10.0	
Adolescents and children:																	
15-20 (male)	4.0	4.2	4.2	4.1	3.9	4.2	4.0	4.7	4.5	3.6	3.1	4.6	3.9	3.6	4.2	5.3	
15-20 (female)	4.0	4.2	4.2	3.7	4.2	4.5	3.3	4.0	3.7	3.9	3.7	4.5	4.1	3.7	4.0	3.4	
5-14	17.0	18.9	20.3	16.4	17.5	17.0	17.3	15.0	15.6	16.2	16.9	18.5	17.7	15.9	16.0	15.6	
1-4	8.4	7.5	8.8	8.2	8.3	7.0	8.5	7.5	9.5	9.1	8.8	8.3	8.6	8.2	8.5	7.2	
Under 1	1.9	1.7	2.3	1.8	2.0	1.7	2.0	1.7	1.7	2.0	1.7	1.9	2.1	1.6	1.9	2.2	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

TABLE 5

Income Group Distribution of Urban and Rural Samples, 1968
(per cent)

Income Group	All households	Conurbations		Other urban areas		Semi-rural areas	Rural area
		London	Provincial	Larger towns	Smaller towns		
<i>Proportion of households</i>							
A1	2.6	2.4	2.6	1.7	2.6	4.5	2.3
A2	9.1	12.3	7.5	7.1	9.6	11.7	9.9
B	38.1	47.0	40.0	37.2	37.5	36.1	30.1
C	29.3	19.5	31.1	29.9	29.1	29.7	36.8
D1 (with earners)	4.2	3.0	4.4	5.1	4.1	2.9	5.1
D2 (without earners)	2.8	2.9	2.4	2.8	3.1	2.0	3.9
O.A.P..	13.9	12.8	12.0	16.2	13.9	13.2	12.0
<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	7,888	861	1,261	2,340	1,737	1,121	568
<i>Proportion of Persons</i>							
A1	2.9	2.1	2.9	2.1	3.2	5.1	2.2
A2	10.1	13.7	8.3	7.6	11.0	13.2	11.3
B	43.3	54.5	45.3	43.4	42.8	39.2	32.1
C	31.3	19.3	32.5	32.9	30.3	31.9	41.6
D1 (with earners)	3.5	2.4	3.7	4.2	3.4	2.2	4.5
D2 (without earners)	1.7	1.6	1.8	1.7	1.9	1.3	2.1
O.A.P..	7.1	6.4	5.6	8.1	7.5	7.0	6.2
<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	24,217	2,535	4,005	7,210	5,191	3,493	1,783

TABLE 6

*Age and Sex Distribution of Persons in Households in
Different Income Groups, 1968*

(per cent)

	All house- holds	Income Group						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	O.A.P.
Men, 21-64:								
Sedentary	10.7	20.1	18.3	11.5	7.6	17.3	12.9	0.9
Moderately active	11.7	3.8	6.4	13.9	15.2	3.9	—	0.2
Active or very active	3.3	2.7	3.1	3.0	5.0	2.0	—	0.1
Men, 65 and over	4.4	1.6	1.7	1.5	3.2	4.1	8.6	32.4
Women, 21-59:								
Sedentary	15.6	22.0	20.2	16.5	14.5	15.9	24.9	3.3
Moderately active	8.5	5.2	7.5	8.9	10.3	13.3	0.7	0.9
Active or pregnant	1.0	0.6	1.1	1.3	1.0	0.5	—	0.1
Women, 60 and over	9.5	5.4	3.0	3.7	7.1	12.0	25.6	61.0
Adolescents and children:								
15-20 (male)	4.0	4.4	3.7	4.4	4.6	4.5	0.7	0.2
15-20 (female)	4.0	3.8	4.4	4.0	4.5	5.7	3.1	0.3
5-14	17.0	23.0	19.4	18.9	17.2	12.9	15.6	0.6
1-4	8.4	6.7	9.6	10.1	8.0	6.3	6.9	0.1
Under 1	1.9	0.7	1.5	2.4	1.9	1.8	1.0	—
	100	100	100	100	100	100	100	100

TABLE 7
 Composition of the Sample: Analysis by Income Group and Household Composition, 1968
 (Households)

	Income Group												All households		Average number of persons per household							
	A1			A2			B			C			D			No.	per cent	All persons	Adults	Children	Adolescents	
	Excluding O.A.P.			with earners (D1)			without earners (D2)			O.A.P.												
	No.	per cent		No.	per cent		No.	per cent		No.	per cent		No.	per cent		No.	per cent		No.	per cent		
Households with one man and one woman and:																						
(i) older couples (one or both 55 or over)	27	13.4	76	10.6	324	10.8	401	17.4	92	27.5	50	22.8	446	40.7	1,416	18.0	2	2	—	—	—	—
(ii) younger couples (both under 55)	17	8.4	72	10.0	341	11.3	189	8.2	20	6.0	3	1.4	—	0.7	642	8.1	2	2	—	—	—	—
1 child	14	6.9	102	14.2	370	12.3	210	9.1	10	3.0	3	1.4	8	0.7	717	9.1	3	2	1	—	—	—
2 children	24	11.9	114	15.8	479	15.9	246	10.7	15	4.5	1	0.5	—	—	879	11.1	4	2	2	—	—	—
3 children	19	9.4	41	5.7	215	7.1	116	5.0	10	3.0	1	0.5	—	—	402	5.1	4	2	3	—	—	—
4 or more children	4	2.0	16	2.2	81	2.7	74	3.2	5	1.5	2	0.9	3	0.3	182	2.3	6	2	4	54	—	—
adolescents only	19	9.4	60	8.3	206	6.8	129	5.6	19	5.7	3	1.4	—	—	439	5.6	3	2	—	—	1.27	—
adolescents and children	15	7.4	44	6.1	264	8.8	162	7.0	11	3.3	2	0.9	—	—	498	6.3	5	2	—	—	1.86	—
Total of above households	139	68.8	525	72.9	2,280	75.8	1,527	66.2	182	54.5	65	29.7	457	41.7	5,175	65.6	3	2	—	—	1.05	0.24
Other households with:																						
adults only	35	17.3	87	12.1	357	11.9	435	18.8	90	26.9	118	53.9	631	57.5	1,753	22.2	1	1	—	—	—	—
adolescents but no children	3	1.5	35	4.9	104	3.5	138	6.0	24	7.2	4	1.8	5	0.5	313	4.0	3	2	—	—	—	—
one or more children with or without adolescents	25	12.4	73	10.1	267	8.9	208	9.0	38	11.4	32	14.6	4	0.4	647	8.2	4	2	—	—	—	—
Total unclassified households	63	31.2	195	27.1	728	24.2	781	33.8	152	45.5	154	70.3	640	58.3	2,713	34.4	2	1	—	—	—	—
Total all household types	202	100	720	100	3,008	100	2,308	100	334	100	219	100	1,097	100	7,888	100	3	2	—	—	—	—
Average number of persons per household:																						
adults	2.14		2.10		2.10		2.10		1.74		1.39		1.55		1.99		1.82		—		—	
children	1.06		1.04		1.09		0.89		0.53		0.45		0.01		0.84		3.46		—		—	
adolescents	0.29		0.28		0.29		0.30		0.26		0.07		0.01		0.25		4.55		1.81		0.50	
Total	3.49		3.41		3.49		3.29		2.53		1.91		1.56		3.07		2.66		1.96		0.43	

TABLE 8
Average Number of Earners per Household: Analysis by Income Group and Family Composition, 1968

	All households	Income Group							O.A.P.
		A		B	C	D		Excluding O.A.P. without earners (D2)	
		A1	A2	All		with earners (D1)			
<i>Households with one man and one woman and:</i>									
no other (one or both 55 or over)	0.77	1.07	1.08	1.08	1.21	1.09	1.21	(0.09)	
no other (both under 55)	1.66	(1.24)	1.58	1.52	1.71	1.70	1.45	—	
1 child	1.25	(1.07)	1.22	1.20	1.24	1.35	(1.20)	(0.25)	
2 children	1.21	1.08	1.14	1.13	1.22	1.23	(1.33)	—	
3 children	1.21	(1.11)	1.15	1.13	1.21	1.26	(1.10)	—	
4 or more children	1.16	(1.00)	(1.12)	1.10	1.21	1.16	(1.00)	—	
adolescents only	2.26	(1.58)	1.92	1.84	2.39	2.45	(2.05)	(0.67)	
adolescents and children	2.27	(1.53)	2.11	1.97	2.25	2.44	(2.27)	—	
<i>Other households with:</i>									
adults only	0.91	1.37	1.68	1.59	1.70	1.46	1.10	0.08	
adolescents but no children	2.48	(1.67)	2.51	2.45	2.59	2.70	1.58	(0.60)	
children	1.74	1.92	1.63	1.70	1.83	1.99	1.39	(0.75)	
<i>All households</i>	1.32	1.34	1.49	1.46	1.60	1.61	1.32	0.09	

Figures in parenthesis are based on samples of less than 20 households.

APPENDIX B

Tables of Consumption, Expenditure and Prices,

TABLE I

Household Food Consumption and Purchases, 1968: National Averages

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

	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	3·96	3·97	3·97	3·85	3·94	3·79
Welfare (pt.)	0·75	0·71	0·71	0·73	0·72	0·70
School (pt.)	0·20	0·17	0·10	0·15	0·16	—
<i>Total Liquid Milk</i> (pt.)	<i>4·91</i>	<i>4·84</i>	<i>4·78</i>	<i>4·72</i>	<i>4·82</i>	<i>4·49</i>
Condensed milk (eq. pt.)	0·18	0·19	0·19	0·15	0·18	0·18
Dried milk						
National (eq. pt.)	0·02	0·01	0·02	0·01	0·02	0·01
Branded (eq. pt.)	0·12	0·09	0·09	0·08	0·10	0·10
Other milk (a) (eq. pt.)	0·06	0·06	0·08	0·08	0·07	0·07
Cream (pt.)	0·02	0·04	0·04	0·03	0·03	0·03
<i>Total Milk and Cream</i> (pt. or eq. pt.)	<i>5·32</i>	<i>5·23</i>	<i>5·20</i>	<i>5·07</i>	<i>5·22</i>	<i>4·88</i>
CHEESE:						
Natural	3·06	3·12	3·12	3·00	3·08	3·08
Processed	0·30	0·36	0·33	0·32	0·33	0·33
<i>Total Cheese</i>	<i>3·36</i>	<i>3·48</i>	<i>3·45</i>	<i>3·32</i>	<i>3·41</i>	<i>3·41</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	7·97	7·21	7·31	8·55	7·76	7·72
Mutton and lamb	5·37	5·90	6·14	5·42	5·71	5·67
Pork	2·57	2·53	2·31	2·70	2·53	2·51
<i>Total Carcase Meat</i>	<i>15·91</i>	<i>15·65</i>	<i>15·76</i>	<i>16·66</i>	<i>16·00</i>	<i>15·90</i>
Other meat and meat products						
Bones	0·22	0·08	0·18	0·14	0·16	0·15
Liver	0·84	0·82	0·86	0·89	0·85	0·85
Offals, other than liver	0·67	0·44	0·38	0·59	0·52	0·52
Bacon and ham, uncooked	5·13	5·33	5·06	5·08	5·15	5·13
Bacon and ham, cooked, including canned	0·84	0·95	1·08	0·89	0·94	0·94
Cooked chicken	0·20	0·19	0·25	0·15	0·20	0·20
Corned meat	0·47	0·57	0·58	0·49	0·53	0·53
Other cooked meat, not purchased in cans	0·65	0·69	0·73	0·66	0·68	0·68
Other canned meat	1·53	1·79	1·85	1·84	1·75	1·75
Broiler chicken, uncooked (b)	3·21	3·23	3·29	3·02	3·19	3·15
Other poultry, uncooked, not quick-frozen	0·84	1·01	1·04	0·74	0·91	0·84
Other poultry, uncooked, quick-frozen	0·54	0·53	0·59	0·37	0·51	0·51
Rabbit, game and other meat	0·20	0·10	0·07	0·21	0·14	0·12
Sausages, uncooked, pork	2·22	2·17	2·24	2·30	2·23	2·22
Sausages, uncooked, beef	1·50	1·55	1·39	1·44	1·47	1·47
Meat pies and sausage rolls, ready-to-eat	0·81	0·76	0·82	0·71	0·78	0·77

(a) Including skimmed milk powder.

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

TABLE I—continued

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

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

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

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

TABLE 1—continued

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

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

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

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

(e) Including quick-frozen Brussels sprouts.

TABLE 1—*continued*

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

	1968					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
CEREALS—<i>contd.</i>						
Flour	5·64	5·32	4·69	5·85	5·38	5·38
Buns, scones and teacakes	1·48	1·31	1·13	1·51	1·36	1·36
Cakes and pastries	4·45	4·57	4·91	4·79	4·68	4·68
Biscuits, other than chocolate biscuits	4·54	5·05	4·72	4·91	4·80	4·80
Chocolate biscuits	1·00	1·02	1·02	1·12	1·04	1·04
Oatmeal and oat products	0·81	0·41	0·44	0·65	0·58	0·58
Breakfast cereals	2·32	2·47	2·55	2·37	2·43	2·43
Canned milk puddings	1·80	1·54	1·60	1·71	1·66	1·66
Other puddings	0·33	0·20	0·21	0·44	0·30	0·30
Rice	0·52	0·54	0·50	0·58	0·54	0·54
Invalid foods, including slimming foods	0·12	0·21	0·14	0·16	0·16	0·16
Infant foods, not canned or bottled	0·16	0·14	0·14	0·14	0·14	0·14
Cereal convenience foods, in- cluding canned, not specified above (<i>f</i>)	1·62	1·45	1·60	1·60	1·57	1·57
Other cereal foods	0·36	0·27	0·29	0·23	0·29	0·29
<i>Total Cereals</i>	63·59	62·48	62·69	64·09	63·24	63·23
BEVERAGES:						
Tea	2·63	2·59	2·50	2·65	2·59	2·59
Coffee, bean and ground	0·10	0·09	0·09	0·07	0·09	0·09
Coffee, instant	0·39	0·34	0·35	0·38	0·36	0·36
Coffee, essences (fl. oz.)	0·08	0·12	0·06	0·07	0·08	0·08
Cocoa and drinking chocolate	0·23	0·16	0·17	0·17	0·18	0·18
Branded food drinks	0·32	0·21	0·23	0·31	0·27	0·27
<i>Total Beverages</i>	3·74	3·51	3·40	3·64	3·57	3·57
MISCELLANEOUS:						
Baby foods, canned or bottled	0·81	0·83	0·69	0·66	0·75	0·75
Soups, canned	3·98	2·37	2·37	3·59	3·08	3·08
Soups, dehydrated and powdered	0·09	0·06	0·06	0·12	0·08	0·08
Spreads and dressings	0·14	0·38	0·35	0·11	0·24	0·24
Pickles and sauces	1·21	1·44	1·19	1·49	1·33	1·33
Meat and vegetable extracts	0·16	0·12	0·15	0·14	0·14	0·14
Table jellies, squares and crystals (pt.)	0·07	0·10	0·10	0·08	0·09	0·09
Ice-cream (served as part of a meal), mousse, soufflé	0·52	0·95	1·03	0·52	0·76	0·75
All quick-frozen foods not specified above	0·09	0·13	0·09	0·09	0·10	0·10
Salt	0·97	0·88	0·95	1·02	0·96	0·96

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

TABLE 2
Household Food Expenditure, 1968: National Averages
(pence per person per week)

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

(a) Including skimmed milk powder.

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

TABLE 2—continued
(pence per person per week)

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

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

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

TABLE 2—continued
(pence per person per week)

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

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

TABLE 2—continued
(pence per person per week)

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

(f) Including quick-frozen Brussels sprouts.

TABLE 2—continued
(pence per person per week)

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

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

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

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

TABLE 2A
 Percentage of All Households Purchasing Seasonal
 Types of Food During Survey Week, 1968

	January- March	April- June	July- September	October- December
MILK AND CREAM:				
Liquid milk—full price	95	95	95	95
Cream	21	27	28	22
FISH				
White, fresh, filleted	26	24	23	24
White, fresh, unfileted	12	13	12	12
White, uncooked, quick-frozen	7	9	8	8
Herrings, fresh, filleted (a)
Herrings, fresh, unfileted (a)	2	1	1	2
Fat, fresh, other than herrings (a)	2	2	2	1
White, processed (a)	7	7	6	5
Fat, processed, filleted (a)	2	2	2	3
Fat, processed, unfileted (a)	4	2	3	3
Shell	2	3	3	3
EGGS:				
Stamped	52	47	44	48
Other	43	45	50	46
VEGETABLES:				
Old potatoes				
January–August, not pre-packed	57	38	5 } (b)	—
January–August, pre-packed	21	12	1 } (b)	—
New potatoes				
January–August, not pre-packed	6	50	63 } (b)	—
January–August, pre-packed	3	8 } (b)	—
Potatoes				
September–December, not pre-packed	—	—	59 } (c)	57
September–December, pre-packed	—	—	13 } (c)	21
Cabbages, fresh	35	45	33	32
Brussels sprouts, fresh	35	...	5	42
Cauliflowers, fresh	17	37	26	20
Leafy salads, fresh	23	53	40	21
Peas, fresh	—	2	14	...
Beans, fresh	—	2	21	2
Other fresh green vegetables	1	2	...	1
Carrots, fresh	44	31	31	41
Turnips and swedes, fresh	20	6	6	17
Other root vegetables, fresh	13	12	13	13
Onions, shallots, leeks, fresh	41	46	39	43
Cucumbers, fresh	11	32	27	10
Mushrooms, fresh	20	16	16	21
Miscellaneous, fresh vegetables	6	8	13	16
FRUIT:				
Oranges, fresh	42	39	29	30
Other citrus fruit, fresh	20	19	16	16
Apples, fresh	57	56	47	54
Pears, fresh	8	9	13	16
Stone fruit, fresh	1	4	29	2
Grapes, fresh	6	4	10	13
Soft fruit, fresh, other than grapes	9	14	...
Bananas, fresh	37	45	42	40
Rhubarb, fresh	5	5	1	...
Tomatoes, fresh	45	72	75	55
Other fresh fruit	1	1	9	5

(a) Excluding purchases of quick-frozen foods.

(b) Percentage of households purchasing during July/August.

(c) Percentage of households purchasing during September.

TABLE 3

Household Food Prices (a) 1968: National Averages

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

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

(b) Including skimmed milk powder.

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

TABLE 3—continued

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

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

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

TABLE 3—continued

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

(f) Including quick-frozen brussels sprouts.

TABLE 3—continued

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

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

APPENDIX C

TABLE 1

Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption—
 National Averages, 1968
 (per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A (a)		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D (a)		
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	
Liquid milk	255	10.0	13.1	17.3	14.4	12.2	482	46.3	0.4	3.1	444	9.5	0.15	11.7	0.61	33.5	0.4	2.6	4.1	7.9	4	3.3	
Dried milk	6	0.2	0.3	0.5	0.3	0.3	11	1.1	...	0.1	13	0.3	0.3	0.3	0.01	0.8	0.1	0.1	0.1	0.2	4	3.6	
Other milk and cream	22	0.8	0.8	1.0	1.5	1.2	27	2.6	...	0.1	50	1.1	0.01	0.4	0.03	1.9	...	0.2	0.2	0.3	1	0.4	
Cheese	55	2.2	3.4	4.5	4.6	3.9	106	10.2	0.1	0.5	174	3.7	...	0.3	0.06	3.4	...	0.3	—	—	2	1.6	
Total Milk, Cream and Cheese	337	13.2	17.6	23.3	20.8	17.6	625	60.1	0.5	3.8	681	14.6	0.16	12.8	0.72	39.6	0.5	3.1	4.4	8.4	11	8.8	
Beef and veal	79	3.1	4.9	6.5	6.5	5.5	3	0.3	1.2	9.0	16	0.3	0.02	1.5	0.08	4.2	1.4	9.0	—	—	—	—	
Mutton and lamb	60	2.4	2.9	3.9	5.4	4.6	2	0.2	0.4	3.0	10	0.2	0.03	2.2	0.04	1.9	0.9	5.5	—	—	—	—	
Pork	35	1.4	1.1	1.4	3.4	2.8	1	0.1	0.1	0.7	—	—	0.05	4.2	0.01	0.8	0.3	1.9	—	—	—	—	
Bacon (uncooked)	82	3.2	2.1	2.7	8.2	6.9	2	0.2	0.2	1.5	—	—	0.11	8.3	0.02	1.1	0.4	2.8	—	—	—	—	
Liver	5	0.2	0.6	0.8	0.3	0.2	0.5	3.5	1,092	23.4	0.01	0.9	0.10	5.7	0.5	2.9	0.5	1.0	1	0.8	
Poultry (uncooked)	18	0.7	2.7	3.5	0.8	0.7	1	0.1	0.2	1.4	—	—	0.01	0.4	0.02	1.2	0.8	4.8	—	—	—	—	
Sausages	49	1.9	1.5	2.0	3.8	3.2	4	0.3	0.2	1.4	2	0.7	0.03	2.5	0.01	0.7	0.3	1.8	—	—	—	—	
Other meat	86	3.4	4.8	6.4	6.3	5.4	6	0.6	1.1	8.1	32	0.7	0.07	5.1	0.07	3.8	1.2	7.6	0.2	0.3	...	0.1	
Total Meat	413	16.2	20.5	27.2	34.7	29.4	21	2.0	3.9	28.7	1,151	24.6	0.32	25.1	0.35	19.5	5.7	36.4	0.7	1.4	1	1.0	
Fat fish (c)	8	0.3	0.9	1.2	0.5	0.4	11	1.1	0.1	0.7	11	0.2	...	0.2	0.01	0.7	0.3	1.6	—	—	33	26.4	
Other fish (d)	21	0.8	2.7	3.5	0.8	0.7	7	0.7	0.2	1.2	0.01	0.8	0.02	1.0	0.3	2.0	—	—	1	0.9	
Total Fish	29	1.1	3.6	4.7	1.3	1.1	18	1.8	0.3	2.0	11	0.2	0.01	1.0	0.03	1.7	0.6	3.6	—	—	34	27.3	
Eggs	52	2.0	3.9	5.2	4.0	3.4	20	1.9	1.0	7.2	332	7.1	0.04	3.3	0.15	8.1	...	0.2	—	—	20	15.9	
Butter	185	7.2	0.1	0.1	20.5	17.4	4	0.3	...	0.2	746	16.0	—	—	—	—	—	—	—	—	15	11.9	
Margarine	87	3.4	—	—	9.7	8.2	0.3	0.3	341	7.3	—	—	—	—	—	—	—	—	36	28.8	
Other fats	100	3.9	11.1	9.4	3	0.1	—	—	—	—	—	—	—	—	—	—	
Total Fats	373	14.6	0.1	0.1	41.4	35.0	4	0.4	0.1	0.5	1,089	23.3	—	—	—	—	—	—	—	—	51	40.6	
Sugar and Preserves	292	11.4	...	0.1	3	0.3	0.1	0.9	3	0.1	0.1	...	0.1	0.8	1.6	—	—	
Potatoes . brussels sprouts Cabbage, and cauliflower Leafy salads	122 8 1	4.8 0.3 ...	3.1 0.7 0.1	4.1 0.9 0.1	— — —	— — —	15 14 1	1.4 1.4 0.1	1.1 0.3 ...	8.3 2.1 0.3	— 50 55	— 1.1 1.2	0.16 0.02 ...	12.8 1.7 0.2	0.11 0.02 ...	6.1 1.1 0.2	1.7 0.1 ...	10.9 0.8 0.2	14.7 5.3 0.7	28.1 10.1 1.4	— — —	— — —	— — —

Household Food Consumption and Expenditure: 1968

Appendix C—continued

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A (a)		Thiamine (b)		Riboflavine		Nicotinic acid		Vitamin C (b)		Vitamin D (a)	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Fresh legumes, including quick-frozen	4	0.2	0.4	0.5	—	—	2	0.2	0.1	1.0	0.4	0.02	1.7	0.01	0.5	0.1	0.4	0.6	1.2	—	—	—
Other fresh green vegetables	2	0.1	0.1	0.1	—	—	5	0.5	0.1	0.1	13.4	0.01	0.4	0.1	0.2	0.1	0.5	0.1	0.2	—	—	
Carrots	1	0.1	0.1	0.1	—	—	3	0.3	—	0.2	—	—	0.2	—	—	—	—	0.3	0.6	—	—	
Other root vegetables	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	
Other vegetables and vegetable products (e)	54	2.1	2.3	3.1	1.5	1.3	20	1.9	0.8	6.1	3.7	0.04	3.0	0.03	1.9	0.5	2.8	2.5	4.7	—	—	
Total Vegetables	193	7.5	6.8	9.0	1.5	1.3	61	5.8	2.5	18.6	20.1	0.26	20.0	0.18	10.2	2.5	15.9	25.1	47.9	—	—	
Oranges	4	0.1	0.1	0.1	—	—	5	0.4	—	0.2	0.2	0.01	0.6	—	—	—	—	6.0	11.5	—	—	
Other citrus fruit	1	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	1.2	2.4	—	—	
Apples and pears	9	0.4	0.1	0.1	—	—	1	0.1	0.1	0.5	0.1	0.01	0.7	0.01	0.4	0.1	0.5	2.0	3.7	—	—	
Soft fruit	2	0.1	—	—	—	—	1	—	—	0.2	—	—	0.1	—	—	—	—	1.7	3.2	—	—	
Bananas	6	0.2	0.1	0.1	—	—	—	—	—	0.2	—	—	0.3	—	—	—	—	0.8	1.5	—	—	
Fresh tomatoes	2	0.1	0.2	0.2	—	—	2	0.2	0.1	0.5	3.5	0.01	0.6	0.01	0.3	0.1	0.4	4.0	7.7	—	—	
Other fresh fruit	2	0.1	—	—	—	—	3	0.2	—	0.2	0.2	—	0.1	—	—	—	—	0.6	1.2	—	—	
Other fruit (f)	33	1.3	0.3	0.4	0.5	0.4	7	0.6	0.3	2.0	1.1	0.01	0.6	0.01	0.6	0.1	0.7	4.2	8.0	—	—	
Total Fruit	58	2.3	0.9	1.2	0.5	0.4	19	1.9	0.5	3.9	5.2	0.04	3.1	0.04	2.0	0.4	2.5	20.5	39.1	—	—	
White bread	332	13.0	11.5	15.3	1.4	1.2	129	12.4	1.9	14.0	—	0.21	16.5	0.05	2.6	1.8	11.5	—	—	—	—	
Other bread	58	2.3	2.1	2.8	0.4	0.4	22	2.1	0.5	3.7	0.1	0.05	3.9	0.02	0.9	0.6	3.8	—	—	—	—	
Flour	76	3.0	2.2	2.9	0.2	0.2	34	3.2	0.4	3.3	—	0.05	4.2	0.01	0.5	0.4	2.3	—	—	—	—	
Cakes and pastries	90	3.5	1.4	1.9	3.4	2.9	19	1.8	0.3	2.5	0.9	0.02	1.8	0.02	1.2	0.2	1.2	0.1	0.1	—	—	
Biscuits	121	4.7	1.7	2.2	6.0	5.1	21	2.0	0.4	2.9	—	0.02	1.7	0.01	0.3	0.3	1.7	—	—	—	—	
Other cereals	86	3.4	1.8	2.4	1.0	0.9	22	2.1	0.6	4.4	0.4	0.07	5.3	0.11	6.0	0.9	5.5	0.1	0.1	—	—	
Total Cereals	764	29.9	20.8	27.6	12.4	10.5	246	23.7	4.2	30.8	1.4	0.43	33.4	0.21	11.4	4.1	26.0	0.1	0.3	8	6.3	
Tea	—	—	—	—	—	—	3	0.3	—	—	—	—	—	—	—	—	—	—	—	—	—	
Other beverages	11	0.4	0.4	0.5	0.3	0.2	5	0.5	0.2	1.3	0.1	—	0.3	0.01	0.5	0.6	4.0	—	—	—	—	
Total Beverages	11	0.4	0.4	0.5	0.3	0.2	8	0.8	0.2	1.3	0.1	—	0.3	0.10	5.7	1.4	9.0	—	—	—	—	
Other foods (g)	35	1.4	0.8	1.1	1.3	1.1	14	1.4	0.3	2.2	3.3	0.01	0.9	0.03	1.7	0.5	3.1	0.7	1.3	—	—	
TOTAL ALL FOODS	2,556	100	75.4	100	118.1	100	1,040	100	13.5	100	4,673	100	1.29	100	1.81	100	15.7	100	52.3	100	126	100

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

APPENDIX D

Household Food Consumption according to Region (a) and Type of Area, 1968

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

	All house-holds	Region										Type of Area				
		Wales	Scotland	North	York-shire and Humberside	North West	East Mid-lands	West Mid-lands	South West	South East(b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provin-cial	Larger towns	Smaller towns		
MILK AND CREAM:																
Liquid milk	3.94	3.68	3.62	3.39	4.29	4.00	4.22	4.03	4.06	3.91	3.70	3.72	4.18	4.20	4.36	
Full price	. : (pt.)	0.76	0.70	0.74	0.62	0.77	0.64	0.72	0.78	0.76	0.74	0.76	0.71	0.68	0.54	
Welfare	. : (pt.)	0.21	0.14	0.16	0.15	0.13	0.13	0.14	0.14	0.16	0.18	0.15	0.14	0.15	0.11	
School	. : (pt.)															
Total Liquid Milk	4.82	4.65	4.46	4.29	5.06	4.90	4.99	4.89	4.98	4.83	4.62	4.63	5.03	5.03	5.01	
Condensed milk	0.18	0.14	0.16	0.18	0.19	0.14	0.12	0.18	0.22	0.17	0.12	0.19	0.20	0.21	0.20	
Dried milk	0.02	0.04	0.01	0.01	0.01	0.03	0.03	—	0.02	0.03	0.02	0.01	0.01	0.02	0.02	
National	. : (eq. pt.)	0.14	0.14	0.08	0.10	0.10	0.06	0.09	0.08	0.06	0.12	0.12	0.07	0.07	0.13	
Branded	. : (eq. pt.)	0.13	0.14	0.08	0.10	0.10	0.06	0.09	0.08	0.06	0.12	0.12	0.07	0.07	0.13	
Other milk	. : (pt. or eq. pt.)	0.08	0.07	0.08	0.09	0.05	0.05	0.07	0.09	0.09	0.06	0.07	0.07	0.07	0.06	
Cream	. : (pt.)	0.03	0.02	0.03	0.04	0.03	0.03	0.04	0.04	0.04	0.02	0.02	0.04	0.04	0.04	
Total Milk and Cream	5.22	5.06	4.87	4.68	5.43	5.22	5.28	5.27	5.43	5.22	4.96	5.04	5.42	5.44	5.46	
CHEESE:																
Natural	3.08	2.72	2.16	2.19	2.81	3.14	4.43	3.70	3.36	3.19	2.63	2.94	3.24	3.55	3.09	
Processed	0.33	0.38	0.32	0.35	0.37	0.42	0.31	0.22	0.30	0.33	0.31	0.33	0.37	0.32	0.30	
Total Cheese	3.41	3.10	2.48	2.54	3.18	3.56	4.74	3.92	3.66	3.52	2.94	3.27	3.61	3.87	3.39	
MEAT AND MEAT PRODUCTS:																
Carcass meat	7.76	9.18	8.02	7.64	7.88	7.08	7.75	6.66	7.68	8.58	7.79	7.35	7.26	7.98	8.48	
Beef and veal	5.71	2.60	4.31	4.51	6.86	4.47	6.25	5.48	6.56	7.72	5.26	5.04	5.72	5.63	5.20	
Mutton and lamb	2.53	1.05	2.40	2.73	1.65	2.89	2.92	3.62	2.99	3.47	1.98	2.20	2.56	2.84	2.54	
Pork	16.00	12.83	14.73	14.88	16.39	14.44	16.92	15.76	17.23	19.77	15.03	14.59	15.54	16.45	16.22	
Total Carcass Meat	16.00	12.83	14.73	14.88	16.39	14.44	16.92	15.76	17.23	19.77	15.03	14.59	15.54	16.45	16.22	

Household Food Consumption and Expenditure: 1968

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

	All households	Region										Type of Area				
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (5)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
MEAT AND MEAT PRODUCTS—contd.																
Other meat	0.16	0.34	0.12	0.11	0.18	0.08	0.03	0.34	0.13	0.05	0.18	0.13	0.20	0.21	0.16	
Bones	0.85	0.61	0.77	0.90	0.79	0.73	0.78	0.90	1.01	1.02	0.71	0.84	0.86	0.91	0.72	
Liver	0.52	0.43	0.33	0.50	0.72	0.39	0.48	0.63	0.57	0.65	0.44	0.53	0.52	0.52	0.41	
Offals, other than liver	5.15	3.67	6.12	5.32	5.84	5.15	6.26	4.88	4.74	4.87	4.88	5.20	5.04	5.60	5.67	
Bacon and ham, uncooked																
Bacon and ham, cooked, including canned	0.94	0.88	0.74	0.94	0.90	0.99	1.14	0.83	0.98	1.07	0.95	0.95	0.94	0.84	0.81	
Cooked chicken	0.20	0.24	0.20	0.23	0.40	0.13	0.17	0.07	0.12	0.13	0.31	0.23	0.14	0.12	0.18	
Corned meat	0.53	0.72	0.62	0.50	0.46	0.45	0.48	0.46	0.47	0.44	0.64	0.59	0.46	0.46	0.47	
Other cooked meat, not canned	0.68	1.01	0.68	0.84	0.84	0.78	0.78	0.44	0.55	0.79	0.86	0.86	0.65	0.45	0.56	
Other canned meat	1.75	2.39	2.44	2.26	1.88	1.60	2.04	1.64	1.38	0.88	2.00	2.32	1.52	1.62	1.58	
Broiler chicken, uncooked	3.19	2.17	2.16	2.52	3.14	3.44	2.96	3.70	3.69	4.44	2.68	2.96	3.32	3.11	2.41	
Other poultry, uncooked, not quick-frozen	0.91	0.83	0.65	0.46	0.77	1.16	1.04	0.75	1.01	1.46	1.00	0.46	0.70	1.21	0.99	
Other poultry, uncooked, quick-frozen	0.51	0.56	0.48	0.39	0.44	0.55	0.36	0.79	0.64	0.83	0.38	0.47	0.40	0.57	0.48	
Rabbit, game and other meat	0.14	0.02	0.08	0.28	0.12	0.13	0.10	0.10	0.19	0.15	0.12	0.15	0.14	0.18	0.11	
Sausages, uncooked, pork	2.23	2.16	1.81	1.87	1.91	2.56	2.61	2.20	2.78	2.91	1.79	1.84	2.57	2.32	2.69	
Sausages, uncooked, beef	1.47	3.65	1.37	1.61	1.04	0.76	0.55	1.40	1.23	1.14	2.38	1.42	1.07	1.25	1.19	
Meat pies and sausage rolls, ready to eat	0.78	0.70	0.82	1.22	0.57	1.24	0.74	0.62	0.76	0.74	0.68	0.66	0.87	0.97	0.88	
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0.42	0.46	0.33	0.43	0.38	0.49	0.36	0.49	0.55	0.53	0.34	0.43	0.44	0.40	0.38	
Other meat products	2.04	3.92	2.46	1.92	2.62	1.44	1.26	1.56	1.56	1.44	2.38	2.52	1.85	1.60	2.00	
Total Other Meat and Meat Products	22.47	22.87	22.18	22.07	23.00	22.07	22.14	21.80	22.36	23.32	22.65	22.56	21.69	22.34	21.69	
Total Meat and Meat Products	38.47	38.83	36.91	36.95	39.39	36.51	39.06	37.56	39.59	43.09	37.68	37.15	37.23	38.79	37.91	
FISH:																
White, filleted, fresh	1.29	2.64	1.38	1.54	1.04	1.42	1.08	0.72	1.01	1.12	1.64	1.36	1.21	1.03	1.22	
White, unfileted, fresh	0.70	0.29	0.54	0.82	1.26	0.36	0.58	0.51	0.67	0.94	0.74	0.69	0.76	0.48	0.58	
White, uncooked, quick-frozen	0.29	0.05	0.20	0.21	0.31	0.30	0.40	0.54	0.32	0.25	0.21	0.25	0.34	0.43	0.29	
Herrings, filleted, fresh	0.08	0.08	0.08	0.01	0.04	0.02	0.02	0.12	0.13	0.19	0.05	0.05	0.08	0.01	0.12	
Herrings, unfileted, fresh	0.08	0.04	0.08	0.04	0.04	0.03	0.08	0.12	0.13	0.19	0.05	0.05	0.08	0.07	0.12	
Fat, fresh, other than herrings	0.11	0.12	0.09	0.04	0.15	0.07	0.15	0.09	0.13	0.12	0.12	0.09	0.12	0.12	0.14	

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

	All households	Region								Type of Area						
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
<i>FATS—contd.</i>																
White, processed	0.31	0.28	0.50	0.29	0.19	0.26	0.12	0.24	0.40	0.49	0.32	0.25	0.32	0.22	0.37	
Fat, processed, filleted	0.08	0.10	0.06	0.06	0.10	0.09	0.06	0.08	0.07	0.06	0.08	0.10	0.08	0.10	0.04	
Fat, processed, unfileted	0.15	0.09	0.32	0.16	0.08	0.10	0.05	0.06	0.18	0.28	0.12	0.10	0.15	0.10	0.20	
Shell	0.06	0.04	0.02	0.02	0.08	0.06	0.04	0.01	0.12	0.14	0.04	0.06	0.06	0.02	0.08	
Cooked	1.07	0.78	0.30	1.46	2.64	0.98	1.05	0.58	1.00	1.14	1.45	1.17	0.89	0.65	0.79	
Salmon, canned	0.54	0.70	0.37	0.52	0.49	0.66	0.83	0.36	0.43	0.48	0.52	0.64	0.50	0.51	0.41	
Other canned or bottled	0.32	0.39	0.18	0.25	0.31	0.22	0.41	0.33	0.42	0.40	0.27	0.29	0.35	0.32	0.38	
Fish products, not quick-frozen	0.15	0.14	0.15	0.26	0.36	0.11	0.09	0.13	0.10	0.07	0.26	0.16	0.10	0.10	0.15	
Quick-frozen fish products, and quick-frozen fish, not specified above	0.52	0.58	0.28	0.60	0.40	0.46	0.62	0.68	0.60	0.60	0.38	0.52	0.57	0.58	0.51	
<i>Total Fish</i>	5.69	5.70	5.40	5.91	7.32	5.74	4.93	4.45	5.58	6.28	6.23	5.72	5.53	4.74	5.28	
<i>EGGS:</i>																
Eggs, hen, stamped	2.27	2.16	3.02	2.35	2.02	1.50	1.46	1.53	2.63	3.70	2.67	2.36	1.88	1.19	0.79	
Eggs, shell, other	2.39	2.37	1.94	2.90	2.84	2.82	3.00	3.17	1.98	1.14	2.00	2.05	2.61	3.69	4.46	
<i>Total Eggs</i>	4.66	4.53	4.96	5.25	4.86	4.32	4.46	4.70	4.61	4.84	4.67	4.41	4.49	4.88	5.25	
(Eggs Purchased)	(4.43)	(4.34)	(4.69)	(4.76)	(4.62)	(4.20)	(4.14)	(4.24)	(4.37)	(4.82)	(4.61)	(4.37)	(4.36)	(4.22)	(3.83)	
<i>FATS:</i>																
Butter	6.14	7.90	5.06	5.78	5.34	6.20	6.52	6.40	6.32	6.51	5.41	5.98	6.54	6.53	6.25	
Margarine	2.81	2.07	3.44	3.60	3.88	3.82	2.48	2.56	2.12	1.71	3.30	3.01	2.68	2.77	3.68	
Lard and compound cooking fat	2.08	2.34	1.28	2.52	2.62	2.24	2.93	1.90	1.91	1.66	1.90	2.30	2.10	2.22	2.22	
Suet	0.11	0.05	0.02	0.15	0.11	0.06	0.09	0.08	0.20	0.12	0.04	0.13	0.15	0.12	0.09	
Vegetable and salad oils	0.50	0.49	0.45	0.25	0.46	0.53	0.36	0.36	0.58	0.87	0.51	0.46	0.46	0.34	0.28	
All other fats	0.13	0.14	0.18	0.13	0.22	0.09	0.12	0.07	0.11	0.10	0.17	0.10	0.15	0.13	0.13	
<i>Total Fats</i>	11.77	12.99	10.43	12.43	12.63	12.94	12.50	11.57	11.24	10.97	11.33	11.98	12.08	12.11	12.65	
<i>SUGAR AND PRESERVES:</i>																
Sugar	16.35	17.74	15.24	14.23	17.05	17.40	17.34	17.65	16.48	15.50	15.28	16.78	16.64	17.16	17.20	
Jams, jellies and fruit curds	1.38	1.70	1.72	1.38	1.57	1.55	1.17	1.30	1.19	1.16	1.53	1.42	1.37	1.30	1.59	
Marmalade	0.91	1.28	0.86	0.80	0.83	1.04	0.58	0.94	0.96	1.02	0.90	0.77	1.15	0.81	0.88	
Syrup, treacle and honey	0.50	0.55	0.71	0.66	0.63	0.45	0.51	0.45	0.43	0.40	0.42	0.44	0.69	0.52	0.84	
<i>Total Sugar and Preserves</i>	19.14	21.27	18.53	17.07	20.08	20.44	19.60	20.28	19.06	18.08	18.13	19.41	19.85	19.79	20.51	

Appendix D—continued

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

	All household	Region							Type of Area									
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b) / East Anglia	Comurbations			Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns				
VEGETABLES— <i>contd.</i>																		
Chips, excluding quick-frozen	1.34	0.70	1.87	2.64	1.42	1.57	0.88	0.68	1.24	1.03	1.75	1.72	1.21	0.79	1.04			
Other potato products, not quick-frozen	0.68	0.98	0.79	0.58	0.63	0.84	0.65	0.53	0.59	0.50	0.85	0.73	0.74	0.58	0.42			
Other vegetable products	0.10	0.06	0.26	0.04	0.06	0.02	0.05	0.04	0.16	0.26	0.06	0.11	0.05	0.08	0.08			
All quick-frozen vegetables and vegetable products not specified above	0.26	0.22	0.17	0.30	0.28	0.16	0.25	0.25	0.30	0.33	0.30	0.23	0.26	0.21	0.29			
Total Other Vegetables and Vegetable Products	20.29	19.69	22.11	22.08	21.33	20.11	18.71	16.96	19.93	19.39	21.92	21.53	19.62	18.24	19.31			
Total Vegetables	86.57	93.46	80.13	84.88	86.18	88.07	80.93	88.45	89.79	88.63	84.72	88.14	87.20	84.55	84.43			
FRUIT:																		
Fresh																		
Oranges	3.64	2.91	3.26	3.68	3.32	3.78	3.81	2.97	3.88	4.54	3.72	3.22	3.40	3.61	3.82			
Other citrus fruit	1.37	1.32	1.52	1.25	1.50	1.03	1.91	1.32	1.43	2.02	1.18	1.17	1.35	1.39	1.28			
Apples	6.39	5.56	4.14	5.97	5.62	6.92	6.58	7.66	7.36	8.17	5.06	5.38	6.94	7.14	7.52			
Pears	0.89	0.90	0.74	0.77	0.89	0.63	0.93	0.68	0.93	1.18	0.78	0.83	0.91	0.83	0.85			
Stone fruit	0.82	0.46	0.24	0.57	0.72	0.68	0.94	0.79	1.12	1.32	0.62	0.54	0.94	0.94	0.76			
Grapes	0.44	0.50	0.42	0.42	0.35	0.36	0.40	0.50	0.50	0.69	0.43	0.35	0.40	0.44	0.38			
Soft fruit, other than grapes	0.66	0.46	0.38	0.66	0.51	0.95	0.69	0.68	0.77	0.62	0.43	0.58	0.63	1.03	0.90			
Bananas	3.27	3.40	2.94	3.18	2.77	3.06	3.19	3.59	3.59	3.73	2.96	3.07	3.50	3.32	3.18			
Rhubarb	0.62	0.69	0.46	0.51	0.51	0.79	0.58	1.03	0.70	0.38	0.49	0.41	0.85	1.00	0.99			
Tomatoes	3.98	3.83	2.91	3.80	3.88	3.83	3.98	3.92	4.50	5.13	3.56	3.44	4.14	4.18	3.90			
Other fresh fruit	0.49	0.16	0.42	0.46	0.48	0.38	0.46	0.33	0.55	0.82	0.54	0.34	0.46	0.40	0.44			
Total Fresh Fruit	22.57	20.06	17.69	21.75	20.55	22.41	23.47	23.27	25.33	28.60	19.77	19.33	23.52	24.28	24.02			
Other Fruit																		
Tomatoes, canned and bottled	0.76	1.12	0.12	0.76	0.48	2.14	1.39	0.48	0.64	0.63	0.56	1.02	0.74	0.78	0.44			
Canned peaches, pears and pineapples	2.65	2.90	2.48	1.83	2.86	2.48	2.57	2.90	2.88	3.24	2.34	2.54	2.74	2.66	2.28			
Other canned or bottled fruit	2.18	2.02	1.74	1.99	2.11	2.30	2.20	2.37	2.46	2.54	1.63	2.04	2.43	2.50	2.04			
Dried fruit and dried fruit products	0.94	1.26	0.61	1.10	0.88	1.00	0.68	1.40	1.05	0.79	0.66	0.80	1.08	1.37	1.30			
Nuts and nut products	0.22	0.14	0.19	0.20	0.19	0.16	0.16	0.22	0.28	0.29	0.19	0.20	0.20	0.27	0.21			
Fruit juices	0.55	0.41	0.52	0.41	0.51	0.30	0.56	0.82	0.64	0.84	0.45	0.38	0.62	0.63	0.44			
Welfare orange juice	0.04	0.02	0.04	0.05	0.04	0.02	0.02	0.04	0.06	0.08	0.03	0.04	0.04	0.06	0.02			
Total Other Fruit and Fruit Products	7.34	7.87	5.70	6.34	7.07	8.40	7.58	8.23	8.01	8.41	5.86	7.00	7.85	8.27	6.73			
Total Fruit	29.91	27.93	23.39	28.09	27.62	30.81	31.05	31.50	33.34	37.01	25.63	26.33	31.37	32.55	30.75			

Household Food Consumption and Expenditure: 1968

Appendix D—continued

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

	All households	Region										Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
CEREALS:																	
Brown bread	2.63	3.07	1.84	4.26	3.40	3.08	2.05	2.40	2.21	2.26	2.52	2.60	2.64	2.70	2.72	2.48	
White bread, large loaves, unwrapped	6.38	11.07	3.22	2.59	3.53	5.06	5.72	5.62	12.62	8.89	7.34	3.21	4.81	7.99	8.85	11.00	
White bread, large loaves, wrapped	21.14	20.07	31.25	22.14	18.38	21.87	24.62	27.69	14.82	15.92	15.60	27.21	23.92	16.92	19.40	18.74	
White bread, small loaves, unwrapped	2.97	4.32	0.59	3.24	3.55	3.98	2.66	2.52	2.81	3.16	3.71	2.50	3.06	3.29	2.58	2.33	
White bread, small loaves, wrapped	1.82	1.44	1.12	2.94	3.18	2.83	1.62	1.68	1.07	1.14	1.50	2.38	2.26	1.52	1.24	1.20	
Wholewheat and wholemeal bread	0.42	0.62	0.19	0.21	0.31	0.48	0.26	0.48	0.41	0.56	0.66	0.29	0.33	0.46	0.46	0.48	
Other bread	2.95	1.84	6.22	2.94	3.02	2.28	2.30	2.96	2.16	2.42	2.85	3.58	3.13	2.48	2.51	2.77	
Total Bread	38.31	43.06	44.43	38.32	35.37	39.58	39.23	43.35	36.10	34.35	34.18	41.77	40.15	35.36	37.76	39.00	
Flour	5.38	5.20	2.90	8.39	7.44	5.38	6.52	4.47	5.30	5.44	3.87	3.99	5.75	5.91	6.64	7.47	
Buns, scones and teacakes	1.36	0.97	1.89	1.77	2.73	2.13	0.84	0.73	1.00	0.74	0.70	1.95	1.51	1.25	1.10	1.36	
Cakes and pastries	4.68	4.22	4.95	3.72	4.26	5.28	4.78	4.63	5.01	4.73	4.45	4.55	4.83	5.16	4.56	3.75	
Biscuits, other than chocolate biscuits	4.80	5.48	4.86	5.24	4.73	4.64	4.27	4.19	5.48	4.86	4.90	4.59	4.90	4.95	4.75	4.46	
Chocolate biscuits	1.04	0.89	2.02	1.17	1.14	1.06	0.90	0.80	0.77	0.78	0.72	1.45	1.06	0.95	0.89	1.01	
Oatmeal and oat products	0.58	0.54	1.33	0.64	0.42	0.52	0.49	1.08	0.33	0.36	0.30	0.48	0.70	0.54	0.72	0.75	
Breakfast cereals	2.43	2.70	2.05	2.26	2.43	2.48	2.48	2.56	2.65	2.48	2.43	2.32	2.43	2.51	2.43	2.52	
Canned milk puddings	1.66	1.94	1.76	1.64	2.36	1.90	2.16	1.34	1.50	1.32	1.00	2.12	1.75	1.88	1.51	1.10	
Other puddings	0.30	0.26	0.34	0.33	0.36	0.43	0.28	0.32	0.14	0.22	0.21	0.37	0.39	0.29	0.18	0.14	
Rice	0.54	0.56	0.30	0.34	0.48	0.45	0.31	0.35	0.35	0.77	1.16	0.38	0.43	0.39	0.50	0.44	
Invalid foods, including slimming foods	0.16	0.11	0.20	0.13	0.15	0.14	0.24	0.15	0.13	0.16	0.10	0.13	0.15	0.19	0.20	0.16	
Infant foods, other than canned or bottled	0.14	0.17	0.14	0.13	0.13	0.19	0.12	0.15	0.07	0.14	0.15	0.16	0.16	0.12	0.14	0.12	
Cereal convenience foods, including canned, not specified above	1.57	1.57	1.98	1.36	1.38	1.21	1.61	1.32	1.56	1.70	1.78	1.64	1.48	1.58	1.50	1.22	
Other cereal foods	0.29	0.36	0.53	0.18	0.13	0.13	0.16	0.20	0.19	0.40	0.46	0.24	0.22	0.30	0.28	0.36	
Total Cereals	63.24	68.03	69.68	65.62	63.51	65.52	64.39	65.64	60.58	58.45	56.41	66.14	65.91	61.38	63.16	63.86	

Appendix D

Appendix D—continued

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

	All households	Region								Type of Area									
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)	Other urban areas			Rural areas					
											Provincial	Larger towns	Smaller towns						
BEVERAGES:																			
Tea	2.59	2.29	2.52	2.62	2.84	2.63	2.74	2.22	2.53	2.72	2.67	2.65	2.50	2.43	2.51				
Coffee, bean and ground	0.09	0.06	0.04	0.03	0.11	0.03	0.10	0.10	0.12	0.15	0.05	0.07	0.09	0.08	0.09				
Coffee, instant	0.36	0.24	0.28	0.46	0.39	0.29	0.34	0.37	0.41	0.45	0.34	0.33	0.40	0.35	0.30				
Coffee, essences	0.08	0.01	0.02	0.12	0.02	0.28	0.15	0.13	0.07	0.04	0.06	0.07	0.08	0.19	0.08				
Cocoa and drinking chocolate	0.18	0.12	0.13	0.15	0.16	0.21	0.20	0.27	0.21	0.17	0.19	0.14	0.23	0.20	0.14				
Branded food drinks	0.27	0.09	0.18	0.30	0.26	0.42	0.36	0.36	0.28	0.23	0.19	0.25	0.35	0.35	0.19				
Total Beverages	3.37	2.81	3.17	3.68	3.78	3.86	3.89	3.45	3.62	3.76	3.50	3.51	3.65	3.60	3.31				
MISCELLANEOUS:																			
Baby foods, canned or bottled	0.75	0.86	0.53	0.69	0.78	0.52	0.76	0.66	0.79	1.01	0.86	0.74	0.62	0.55	0.66				
Soups, canned	3.08	5.95	3.33	3.32	3.13	2.89	2.43	2.28	2.19	2.41	4.38	3.27	2.74	2.30	2.55				
Soups, dehydrated or powdered	0.08	0.14	0.06	0.09	0.08	0.09	0.08	0.06	0.08	0.07	0.09	0.09	0.09	0.08	0.08				
Spreads and dressings	0.24	0.17	0.26	0.24	0.17	0.34	0.17	0.36	0.28	0.28	0.21	0.18	0.27	0.31	0.33				
Pickles and sauces	1.33	1.48	1.30	1.24	1.05	1.42	1.17	1.21	1.42	1.43	1.38	1.37	1.39	1.15	1.06				
Meat and vegetable extracts	0.14	0.09	0.07	0.16	0.10	0.10	0.13	0.14	0.21	0.15	0.13	0.14	0.16	0.13	0.12				
Table jellies, squares and crystals (pt.)	0.09	0.10	0.07	0.07	0.08	0.07	0.07	0.10	0.10	0.09	0.08	0.08	0.10	0.08	0.08				
Ice cream (served as a part of a meal) mousse, soufflé	0.76	0.58	0.36	0.66	0.64	0.63	0.54	0.80	1.06	1.04	0.68	0.61	0.74	0.86	0.67				
All quick-frozen foods not specified above	0.10	0.16	0.08	0.07	0.12	0.08	0.12	0.10	0.10	0.10	0.10	0.10	0.11	0.10	0.10				
Salt	0.96	1.08	0.98	0.87	0.88	0.79	0.84	0.85	1.04	1.14	0.87	0.92	0.98	0.94	0.93				

(a) See footnote (b) to Table 1 of Appendix A.
 (b) Including London, for which separate results are shown in the analysis according to type of area.

APPENDIX E

Garden, allotment and other supplies of food obtained without payment

1. Food which enters the household without payment, for consumption during the week of participation in the Survey, includes supplies obtained from a garden, allotment or farm, or from an employer. The value imputed to such supplies received by a group of households is derived from the average prices currently paid by the group for corresponding purchases. School milk is not valued, and cheap welfare milk and welfare orange juice are recorded at the prices paid for them.

2. *Average Value.* Because of their nature, supplies vary from year to year. Between 1959 and 1968 the average value of these supplies has varied between 9d. and 1s. 0d. per person per week, the higher values tending to be in the earlier years. To enable reasonable assumptions to be made about changes in supplies and value over a period of time, some averaging of results over more than one year is desirable. The average value in Great Britain was estimated to be 11·0d. per person per week in the two-year period 1959–1960, but only 9·5d. per person per week in the two-year period 1967–1968; of this fall of 1½d., 1d. is attributable to eggs and potatoes. In 1959–1960 the average value was 3·0 per cent of the average value of consumption; in 1967–1968 it was 2·1 per cent.

3. The average value, and the changes between 1959–1960 and 1967–1968 vary considerably between types of area. In the London conurbation, the average value was 4·4d. per person per week in both periods, but in provincial conurbations it fell from 3·1d. to 2·8d. per person per week between 1959–1960 and 1967–1968. In the larger towns the average value fell from 5·1d. to 4·0d. per week, and in smaller towns from 11·3d. to 9·3d. In semi-rural areas, the recorded average value increased from 21·0d. to 22·2d., but this might be due to sampling variation. In rural areas, the average value declined from 52·2d. to 40·1d. per person per week, that is from 14 per cent to 9 per cent of the average value of consumption. Except in rural areas and in smaller towns the value of self-supplied and perquisite liquid milk increased, principally because of an increase in the price at which the milk was valued; in *all* types of area, however, the contributions made by eggs and potatoes declined (only slightly in the London conurbation, but by 2·9d. per head per week for eggs and 2·0d. for potatoes in rural areas). The average value of non-commercial supplies of fresh vegetables (other than potatoes) decreased marginally in most areas, but fell by as much as 1·8d. in rural areas, and rose by 1·4d. in semi-rural areas. Corresponding supplies of indigenous fresh fruit followed the same general pattern, rising in semi-rural areas by 0·8d. per head per week and falling in rural areas by a similar amount.

4. *Average Quantity Consumed.* The main items of non-commercial supplies of food in Great Britain in 1959–1960 were 0·39 pints per person per week of liquid milk, 0·33 eggs, 0·24 oz. of meat and poultry, 6·3 oz. of potatoes, 5·4 oz. of other fresh vegetables and 2·7 oz. of indigenous fresh fruit. In 1967–1968 such supplies of each of these commodities were less than in the

earlier period, the main decreases being in potatoes (a decrease of 2.3 oz.) other fresh vegetables (-1.6 oz.) and fruit (-1.0 oz.).

5. Sources of Non-commercial Supplies. The principal source of non-commercial supplies of fruit and vegetables is allotments or gardens and, excluding potatoes, average supplies from this source were 1.0 oz. and 3.0 oz. per person per week respectively in 1967-1968, two-thirds of the amounts recorded in 1959-1960. Non-commercial supplies of potatoes were 1.4 oz. per person per week, only half the amount recorded in the earlier period. Supplies of fruit and vegetables from the household's own business or farm, although on average much smaller than those from gardens and allotments, also declined by about a half between 1959-1960 and 1967-1968. Withdrawals from bulk stores of home-produced supplies (almost entirely fruit and vegetables) were, however, well maintained, except for a slight fall in potato supplies; gifts from employers and others were limited mainly to fruit and vegetables, and these showed an appreciable decline.

6. Milk. Supplies of milk from an employer or the household's own business become of significance only in semi-rural and rural areas. In rural areas, but not in semi-rural areas, there appears to have been some reduction in supplies of milk from households' own farms or other businesses, but no reduction in supplies from employers.

7. Eggs. Non-commercial supplies of eggs assume significance only outside the conurbations and larger towns. Supplies from allotments and gardens have declined slightly since 1960 but those from households' own businesses in rural areas have declined by about one-third, although they have been maintained in semi-rural areas.

8. Carcase Meat and Poultry. Except in semi-rural and rural areas non-commercial supplies are relatively small and have shown little change. In semi-rural areas such supplies have been maintained at an average of about one-third of an ounce per person per week, most of it coming from households' own businesses or farms; in rural areas, however, supplies have fallen to about three-quarters of an ounce per person per week, about half the level recorded in 1960.

9. Potatoes. Non-commercial supplies of potatoes have declined since 1960 in each type of area and from most sources. In rural areas, where average supplies are greatest, these had declined from 31 oz. per week in 1960 to 19 oz. per week in 1968. Of this decrease of nearly 12 oz. per person per week, about 5 oz. was attributable to a decrease in withdrawals from household stores of potatoes, 3 oz. was attributable to fewer supplies from households' own businesses and farms, 2 oz. to fewer supplies from allotments and gardens and 1 oz. to fewer gifts from employers and others.

10. Fresh Vegetables (other than Potatoes). Non-commercial supplies of other fresh vegetables were also greatest per head in rural areas and declined between 1960 and 1968 in all except semi-rural areas. Most of these supplies came from gardens and allotments and most of the decreases were from this source. In rural areas, average supplies from allotments and gardens fell from 15 oz. per person per week in 1960 to 8 oz. in 1968, and those from other sources fell from 4 oz. to 3 oz.

11. Fresh Indigenous Fruit. The main sources of non-commercial supplies of fresh fruit are allotments, gardens and gifts from employers and others. Allotment and garden supplies fell from 1·5 oz. per person per week in 1960 to 0·9 oz. in 1968, while gifts from employers and others fell from 1 oz. to 0·5 oz. In the London conurbation average supplies from gardens and allotments, and those received from employers, were greater than in provincial conurbations or in larger towns, but declined from 1·6 oz. and 0·9 oz. respectively in 1960 to 0·5 oz. each in 1968. Supplies from gardens and allotments in smaller towns fell, on average, from 1·9 oz. to 1·3 oz. while supplies from employers and others fell from 1·6 oz. to 0·7 oz. In semi-rural areas there was little change in average supplies from any of these sources, but in rural areas average supplies from each source fell considerably, the total decreasing from 7·4 oz. per person per week in 1960 to 3·5 oz. in 1968. Average supplies from gardens and allotments fell from 3·4 oz. to about half that amount, supplies from households' own businesses or farms declined from 0·9 oz. per week to 0·1 oz. and gifts from employers and others fell from 2·3 oz. to 0·9 oz.

TABLE I
 Average Value of Garden, Allotment and other Non-Commercial Supplies
 (pence per person per week)

	All households		London conurbation		Provincial conurbations		Larger towns		Smaller towns		Semi-rural areas		Rural areas	
	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968
Liquid milk (including welfare milk).	1.46	1.44	0.03	0.04	0.22	0.34	0.12	0.21	0.45	0.42	3.32	4.01	13.60	12.28
Eggs	1.33	0.89	0.09	0.07	0.28	0.19	0.44	0.20	1.01	0.61	2.96	2.31	8.46	5.64
Carcass meat and poultry	0.72	0.59	0.28	0.54	0.36	0.32	0.41	0.26	0.50	0.55	1.46	1.12	3.32	2.39
Potatoes	1.40	1.00	0.32	0.28	0.26	0.19	0.66	0.40	1.50	0.99	2.69	2.28	6.28	4.28
Other fresh vegetables	2.94	2.80	1.42	1.25	0.68	0.51	1.48	1.32	3.98	3.38	5.60	7.05	10.13	8.33
Indigenous fresh fruit	2.30	2.14	1.89	1.75	0.87	0.87	1.41	1.12	3.04	2.54	3.49	4.30	5.43	4.60
Other items	0.89	0.69	0.42	0.43	0.45	0.35	0.62	0.48	0.80	0.79	1.51	1.16	4.94	2.58
TOTAL.	11.05	9.54	4.42	4.36	3.10	2.76	5.11	4.00	11.27	9.29	21.03	22.20	52.16	40.09

TABLE 2
Average Quantities of Garden, Allotment and other Non-Commercial Supplies: National Averages
(per person per week)

Commodity	Allotments, gardens, welfare		Own businesses, farms, etc.		Home produced supplies withdrawn from a bulk store		Gifts from employers, etc.		Total	
	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968	1959-1960	1967-1968
	Liquid milk (including welfare and school milk)	0.22	0.19	0.13	0.07	—	—	0.04	0.05	0.39
Eggs	0.16	0.10	0.14	0.08	...	—	0.02	0.03	0.33	0.21
Carcase meat and poultry . (oz.)	0.05	0.02	0.12	0.10	0.06	0.05	0.24	0.19
Potatoes	2.84	1.44	0.85	0.44	2.05	1.70	0.56	0.38	6.30	4.00
Other fresh vegetables . . (oz.)	4.49	3.00	0.23	0.10	0.12	0.24	0.53	0.49	5.41	3.86
Indigenous fresh fruit . . (oz.)	1.56	0.95	0.10	0.04	0.26	0.26	0.78	0.46	2.74	1.72

APPENDIX F

Household usage of sugar and other sweeteners in beverages

1. Between October 1967 and September 1968 housewives taking part in the Survey were asked some additional questions, relating to the sweetening of beverages. An analysis of the results, both for the sample as a whole and for the households within different income groups and different types of family is given in Table 1.

Number of cups of beverages consumed

2. On average, 5 cups of beverages were consumed at home per person per day. The average varied according to income group, but only from $4\frac{1}{2}$ cups in the highest income group to a little over 6 cups in pensioner households. A wider range was shown in the analysis by family type; fewer than 4 cups were consumed on average by members of households with several children, compared with 6 or more cups per person in households containing adults only. On average, over three-quarters of the beverages consumed were tea and nearly one-fifth coffee. 86 per cent of the beverages consumed by pensioner households were tea and only 11 per cent coffee; in contrast the lowest proportion of tea and the highest proportion of coffee (66 per cent and 30 per cent respectively) were drunk in households of group A1. The relationship between these two proportions and the level of income were regular throughout the income range, except that households in group D2 showed a stronger preference than pensioner households for coffee and a weaker preference for tea; these households consist mainly of retired persons with small private means, who retain in retirement some of the habits acquired in their earlier and more affluent years. Among household types, the strongest preference for coffee was shown by younger couples and families with one or two children, the preference becoming weaker with increasing numbers of children in the family; the strongest preference for tea (and the weakest for coffee) was shown by older couples and by other wholly adult households (also mainly elderly). Cocoa and drinking chocolate was most popular in households with children.

Housewives' estimates of proportion of household sugar supplies used in beverages

3. On average, housewives estimated that about half of their sugar supplies were used in beverages; the proportion varied from an average of less than one-third in income group A1 to just over one-half in groups C and D1; between types of household, the range was from just over two-fifths for older childless couples to about three-fifths in families with four or more children.

Housewives' estimates of proportion of beverages sweetened with sugar, or with other sweeteners

4. In the sample as a whole, nearly three-quarters of the cups of tea were sweetened with sugar and a quarter were unsweetened, leaving only 3 per cent containing sweeteners other than sugar. These proportions were not markedly different in each income group, except that in group A and in pensioner households the proportion of cups of tea sweetened with sugar was about two-thirds and the proportion unsweetened nearer one-third (and well over one-third in group A1); in pensioner households and those in group D2 the percentage of cups of tea sweetened with substances other than sugar rose to 5 per cent. Nearly 90 per cent of the cups of tea drunk in families with several

children were sweetened with sugar, but only about 66 per cent of those drunk in wholly adult households; consumption of unsweetened tea and of tea with sweeteners other than sugar was most common in the latter households.

5. Relatively more cups of coffee and of proprietary food drinks are sweetened with sugar than are cups of tea, and relatively more of cocoa and drinking chocolate than of any other beverage. In each case the variation according to income group or size of family follows much the same pattern as that for tea. Sweeteners other than sugar were used most frequently in cups of coffee, especially by the higher income groups and by younger as well as older adults; they were used least frequently in cocoa and drinking chocolate, except that drunk by pensioners. No instances were recorded of sweeteners other than sugar being used in proprietary food drinks by large families, although they were used to sweeten 5 per cent of such drinks consumed in the highest income group and in wholly adult households.

6. Overall, some 74 per cent of the cups of beverages drunk in the home were sweetened with sugar, the proportion being higher than this among families with children. Sweeteners other than sugar were used in only three out of every hundred cups and were used mainly in wholly adult households including pensioners'. Overall, nearly a quarter of the cups of beverages were consumed unsweetened, with a higher proportion than this in households in the higher income groups, and among pensioner and other wholly adult households.

TABLE I
 Household usage of Sugar and other Sweeteners in Beverages (October 1967-September 1968)

	All households	Income Groups								Households with one man, one woman and children only					Other households with					
		A1	A2	All A	B	C	D1	D2	OAP	No other one or both adults aged 55 or over	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
		4.6	4.7	4.7	4.8	4.9	5.9	5.7	6.2	6.3	4.6	3.9	3.9	3.7	5.6	4.8	6.0	5.5	4.6	
Average number of cups drunk per person per day	5.0	4.6	4.7	4.7	4.8	4.9	5.9	5.7	6.2	6.3	4.6	3.9	3.9	3.7	5.6	4.8	6.0	5.5	4.6	
Housewives' estimates of proportion of household sugar supplies used in beverages per cent	49	29	40	38	51	53	53	45	45	45	49	52	59	53	48	43	58	55	55	
Number of cups as a percentage of the total:																				
tea	78	66	73	71	76	80	84	82	86	84	73	75	78	76	79	82	79	78	78	
coffee	18	30	22	24	19	16	13	14	11	13	22	19	16	20	16	15	18	18	18	
cocoa, drinking chocolate, etc.	2	2	2	2	2	2	2	2	2	2	3	3	4	2	3	1	2	2	2	
other	2	3	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
Percentage of cups of tea:																				
sweetened with sugar	72	57	66	63	74	76	75	66	65	66	73	82	87	70	79	65	72	78	78	
with other sweeteners	3	4	3	3	3	2	2	5	5	5	2	1	2	2	2	4	1	1	1	
unsweetened	25	39	32	34	23	22	23	29	31	29	25	17	12	28	19	31	26	20	20	
Percentage of cups of coffee:																				
sweetened with sugar	79	57	71	67	80	83	85	77	75	69	81	85	91	78	85	68	81	83	83	
with other sweeteners	4	7	6	6	4	4	2	5	7	7	3	3	1	2	2	7	3	4	4	
unsweetened	17	36	23	27	16	14	13	18	18	24	16	12	8	20	13	25	16	13	13	
Percentage of cups of cocoa and drinking chocolate:																				
sweetened with sugar	85	63	71	69	85	91	90	91	81	81	88	88	94	88	86	79	96	83	83	
with other sweeteners	1	1	2	2	1	1	1	5	5	4	1	1	6	1	1	3	1	1	1	
unsweetened	13	36	27	29	14	8	9	5	14	15	11	11	6	11	13	18	4	16	16	
Percentage of cups of proprietary food drinks:																				
sweetened with sugar	77	73	66	68	80	82	83	57	66	69	86	90	86	78	90	59	78	85	85	
with other sweeteners	3	5	3	3	2	2	2	4	3	5	2	1	14	1	1	5	5	1	1	
unsweetened	20	22	30	28	18	16	15	38	31	26	12	10	6	22	9	36	21	14	14	
Percentage of all cups:																				
sweetened with sugar	74	57	66	64	75	77	77	68	66	66	75	83	88	72	81	65	74	79	79	
with other sweeteners	3	5	4	4	3	2	2	5	5	5	2	2	3	2	2	2	2	2	2	
unsweetened	23	38	30	32	22	20	21	27	29	28	22	16	12	26	18	30	24	18	18	

APPENDIX G

Percentage of Households possessing a Refrigerator

A question about ownership of refrigerators has been included in the National Food Survey since 1962. The results which, after taking into account sampling variation, appear to be consistent with similar estimates from other sources, indicate that between 1962 and 1968 the proportion of households in Great Britain possessing a refrigerator rose from about one-third to over one-half; by 1968 over two-thirds of the households in the south of England possessed a refrigerator, but just over one-half in the English midlands, the north west and in Wales and just under one-half in Scotland and the north of England. Four-fifths of the households in the London conurbation and one-half of the households in provincial conurbations and larger towns had a refrigerator; in smaller towns and in rural and semi-rural areas the proportion was between a half and two-thirds. By 1968, almost all of the households in income group A1, nearly nine-tenths of those in group A2 and over two-thirds of those in group B possessed a refrigerator. In group D only one in three households had a refrigerator, while in pensioner households the proportion was about one in four. This latter proportion, however, was three times as great as that in 1962, perhaps because in recent years more pensioners have acquired a refrigerator before retirement. Nearly three out of every four younger childless couples possessed a refrigerator, but only one in two of the older couples; the incidence of ownership varied inversely with the number of children in the family, and fewer than half of the largest families owned one.

Percentage of Households possessing a Refrigerator

	1962	1963	1964	1965	1966	1967	1968
All households	33	36	42	46	52	52	58
REGION							
Wales	28	18	27	31	31	41	53
Scotland	18	19	33	29	32	37	46
North	18	24	24	33	42	27	40
Yorkshire and Humberside	21	32	33	32	44	44	49
	(a)	(a)	(a)	(a)	(a)		
North West	28	26	28	39	45	48	56
East Midland	24	29	41	39	49	54	53
	(b)	(b)	(b)	(b)	(b)		
West Midland	28	35	36	44	42	44	52
South West	38	34	38	52	60	63	68
South East/East Anglia	50	57	63	66	70	72	74
	(c)	(c)	(c)	(c)	(c)		
TYPE OF AREA							
London conurbation	57	65	72	68	76	78	80
Provincial conurbations	23	26	31	30	36	45	50
Larger towns	27	34	48	43	53	48	50
Smaller towns	32	29	34	53	48	49	64
Semi-rural areas	35	43	44	48	56	60	62
Rural areas	27	24	30	33	39	40	54
INCOME GROUP							
A1	85	89	91	89	95	97	98
A2	66	72	74	77	82	88	87
B	44	47	52	55	61	66	69
C	24	27	32	36	42	46	52
D1 (with earners)	16	16	20	22	27	29	35
D2 (without earners)	20	24	28	31	34	34	37
O.A.P.	9	11	10	16	21	24	28
HOUSEHOLD COMPOSITION							
<i>Households with one man and one woman and—</i>							
no other—one or both aged 55 or over	27	34	35	41	46	50	52
both adults under 55	41	44	54	58	65	64	72
1 child	37	45	52	52	57	62	69
2 children	39	43	53	54	59	60	70
3 children	32	34	44	49	58	60	66
4 or more children	19	30	33	38	36	42	47
adolescents only	43	43	53	53	61	64	68
adolescents and children	35	40	40	48	55	56	62
<i>Other households with—</i>							
adults only	27	26	31	35	40	40	44
adolescents but no children	34	36	42	48	53	54	59
one or more children with or without adolescents	36	35	43	48	54	50	58

(a) East and West Ridings of Yorkshire only.

(b) The former North Midland Region.

(c) Excluding the Soke of Peterborough.

APPENDIX H

Estimates of National Supplies of Food Moving into Consumption

The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For some purposes, however, it is useful to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food used in the manufacture of soft drinks and sweets, food consumed in catering establishments or in institutions such as hospitals, boarding schools and prisons, food consumed by HM Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain.⁽¹⁾ Estimates (expressed as averages per head per year) of national supplies of the main foods moving into consumption in the United Kingdom for each of the years 1963 to 1968 are given below.

⁽¹⁾ The relationship between National Food Survey results and estimates of national supplies of food moving into consumption was discussed in the Annual Report for 1967, *Household Food Consumption and Expenditure: 1967*, Appendix F, HMSO 1969.

*National Supplies of Principal Foods moving into Consumption
in the United Kingdom, 1963–1968*

(lb. per head per year)

	1963	1964	1965	1966	1967	1968
Dairy products, excluding butter (as milk solids)	55.8	56.4	55.5	56.5	56.4	56.3
Cheese (also included in dairy products)	10.2	10.6	10.1	10.4	10.7	11.0
Meat (edible weight)	120.3	117.3	116.4	116.6	117.9	116.4
Poultry, game and rabbits (edible weight)	10.8	11.5	12.1	12.9	13.7	15.2
Fish, including canned fish (edible weight)	18.7	20.8	20.5	19.4	19.9	20.8
Eggs	33.1	34.5	34.3	34.2	34.9	35.2
Oils and fats:						
Butter	19.1	19.7	19.4	20.0	20.5	19.7
Margarine (a)	13.3	13.3	12.0	12.1	11.7	11.3
Lard and compound cooking fats	14.1	14.7	13.4	12.4	12.2	11.9
Other edible oils and fats	11.2	11.1	11.5	12.0	11.4	13.7
Total (fat content)	50.2	50.6	49.2	50.5	49.9	50.9
Sugar and syrups (b)	115.3	111.3	112.6	114.0	112.1	111.5
Fruit, including tomatoes (fresh equivalent) (c)	141.9	143.7	144.1	146.6	141.4	147.0
Pulses, nuts, etc.	12.3	11.2	12.7	12.3	12.6	12.2
Potatoes	227.0	223.6	221.8	224.0	223.5	226.5
Other vegetables	101.1	108.4	111.7	113.8	112.8	110.8
Grain products	176.7	171.2	169.2	168.9	161.2	161.6
Tea	9.5	9.3	8.9	8.7	9.1	8.8
Coffee	2.9	2.5	2.7	2.9	3.1	3.1
Chocolate confectionery (d)	12.9	12.9	13.7	14.3	14.2	14.0
Sugar confectionery (d)	11.9	11.6	11.2	11.0	11.3	11.2

(per head per day)

Energy value . . . (kcal.)	3,180	3,150	3,130	3,150	3,070	3,090
Protein: Total . . . (g.)	86.7	87.2	86.5	86.6	85.2	85.1
Animal . . . (g.)	51.7	52.0	51.0	51.5	52.2	52.5
Vegetable . . . (g.)	35.0	35.2	35.5	35.1	33.0	32.6
Fat . . . (g.)	143	144	142	144	143	144
Carbohydrate . . . (g.)	412	403	403	402	385	387
Calcium . . . (mg.)	1,120	1,130	1,120	1,140	1,120	1,140
Iron . . . (mg.)	15.8	15.5	15.0	14.9	14.6	14.7
Vitamin A . . . (i.u.)	4,480	4,600	4,590	4,690	4,760	4,730
Thiamine (e) . . . (mg.)	1.83	1.83	1.91	1.89	1.85	1.84
Riboflavine . . . (mg.)	1.90	1.94	1.97	1.98	1.98	1.98
Nicotinic acid . . . (mg.)	16.8	16.8	16.8	16.8	18.0	18.5
Vitamin C (e) . . . (mg.)	100	105	108	104	103	104
Vitamin D . . . (i.u.)	130	138	130	130	133	133

N.B.—More detailed estimates for the years from 1966 onwards were published in the *Board of Trade Journal*, Vol. 197, No. 3776, pages 310–311, 30th July, 1969.

(a) Includes some quantities of fats also shown under other headings.

(b) Includes sugar in imported manufactured foods but excludes sugar used in the manufacture of alcoholic drinks.

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

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

(e) As these estimates relate to the nutrient equivalent of foods moving into consumption, no allowance is made for possible cooking losses.

APPENDIX I

Methodology of the National Food Survey⁽¹⁾

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⁽²⁾ and by the Carnegie United Kingdom Trust⁽³⁾. Until January 1950, the main survey was confined to urban working-class households, but thereafter it was extended to all classes and to all parts of Great Britain.

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

Selection of the Sample

3. The National Food Survey sample is selected by means of a three-stage stratified random sampling scheme. The sampling frame covers the whole of

⁽¹⁾ 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.

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

⁽³⁾ 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.

Great Britain. The first stage involves the selection of parliamentary constituencies; 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 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⁽¹⁾, 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⁽²⁾. 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

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

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

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:

	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 by interval sampling from a random origin in the electoral register of each polling district (or combination of districts where they are small). 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 (response being rather greater in Scotland and Northern England than in Wales and Southern England, and least of all in parts of London), giving an effective Survey sample of about 7,500 to 8,000 households⁽¹⁾. 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 income group, household composition and geographical distribution, these partial non-respondents are usually similar to the fully participating households.

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

⁽¹⁾ See also paragraph 1 of Appendix A.

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.

Information recorded by housewives

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

10. Before June 1951, detailed records were obtained of changes in larger 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⁽¹⁾, 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 purchasing habits are not upset and that 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.

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

Main Analyses of Survey Data

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

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

Nutritional Analysis of Survey Results

13. The energy value and nutrient content of the recorded quantities of foods consumed (cf. paragraph 11) are evaluated using tables of food composition which make automatic allowance for the presence of inedible material such as bones, skins of fruits and vegetables and the outside leaves of such vegetables as cabbage, but not for losses of edible material. In addition to making allowance for inedible waste, allowance is also made in the conversion factors for seasonal changes in the energy and nutrient content of certain foods, for example, potatoes. The nutrient conversion factors are especially compiled for application to the 143 categories of foods as classified in the National Food Survey; they are reviewed annually and revised in the light of accumulating knowledge about the composition of foods and the relative contribution of separate food items to the composite codes. The conversion factors, especially the estimates for protein, fat and carbohydrate, are based largely on those given in *The*

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

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

Composition of Foods⁽¹⁾, although the nutritive value of bread and flour is estimated from continuing analyses of flour made by the Government Chemist, and the calorie conversion factors that are used for protein, fat and available carbohydrate (expressed in terms of monosaccharides) are respectively 4, 9 and 3·75 kilocalories per person⁽²⁾.

14. Allowances are made for losses of vitamin C and thiamine during cooking; the vitamin C contribution from green vegetables is reduced by 75 per cent and that from other vegetables by 50 per cent. In 1968 and earlier years the thiamine loss was assessed as a 15 per cent deduction from the thiamine content of the total diet. For 1969 and subsequent years appropriate cooking or reheating losses have been applied to items within each major type of food in the diet i.e. meat, fish, eggs, vegetables, fruit and cereals. The average retention factors for each food group are based on values for individual foods derived from an extensive study of the literature. The weighted average loss of thiamine for the whole diet is calculated to be about 20 per cent. In the Supplement, which gives preliminary estimates for 1969, an overall reduction of 20 per cent for thiamine has been applied to 1968 data, thus the estimate of the thiamine content of the average household diet in 1968 which is given in Table 5 of the Supplement differs from that given elsewhere in the report.

15. To allow comparison of the 1968 Survey results with the new recommended intakes of nutrients (DHSS)⁽³⁾, changes have been made in the methods of expressing the quantities of vitamins A and D, and nicotinic acid⁽⁴⁾ in the diet. Values for vitamin A (retinol) and nicotinic acid are now expressed in terms of equivalents⁽⁵⁾ and vitamin D is expressed in units of weight rather than international units; 1 i.u. vitamin D = 0·025 µg cholecalciferol.

Retinol equivalents. Preformed vitamin A (retinol) and carotene are added together to get the total vitamin A activity or retinol equivalents in the diet; 1 µg retinol equivalent is defined as 1 µg retinol or 6 µg β-carotene⁽⁶⁾. In previous years total vitamin A was expressed as international units, allowance having been made for β-carotene being less biologically effective than retinol; 1 i.u. of retinol is defined as 0·3 µg retinol and therefore values expressed in previous Annual Reports in terms of international units of vitamin A or retinol can be converted into retinol equivalents by multiplying by 0·3.

Nicotinic acid equivalents. Because the amino acid tryptophan (which occurs in all proteins) can be metabolised by the body to nicotinic acid, the require-

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

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

⁽³⁾ Department of Health and Social Security; *Recommended Intakes of Nutrients for the United Kingdom*, Reports on Public Health and Medical Subjects, No. 120, HMSO, 1969.

⁽⁴⁾ Chapter 4, paragraphs 82 to 84.

⁽⁵⁾ For fuller discussion see Alison A. Paul, 1969 "The calculation of nicotinic acid equivalents and retinol equivalents in the British diet". *Nutrition*, Lond., XXIII, No. 3, 131-136.

⁽⁶⁾ Because the β-carotene in milk appears to be more efficiently absorbed than that from other sources, the DHSS report recommended for milk the relationship 2 µg β-carotene = 1 µg retinol equivalent.

TABLE 2
Recommended intakes (based on the Department of Health and Social Security's Recommendations, 1969)
 (per person per day)

Category	Calories	Protein (Recommended Intake)	Protein (Minimum Requirement)	Thiamine	Riboflavin	Nicotinic Acid Equivalents	Vitamin C	Vitamin A (Retinol Equivalents)	Vitamin D (Cholecalciferol)	Calcium	Iron
Man:											
Over 65 years	kcal 2,250	g. 56	g. 39	mg. 0.9	mg. 1.7	mg. 18	mg. 30	µg. 750	µg. 2.5	mg. 500	mg. 10
Sedentary	2,650	66	44	1.1	1.7	18	30	750	2.5	500	10
Moderately active	2,950	74	44	1.2	1.7	18	30	750	2.5	500	10
Active	2,950	74	44	1.2	1.7	18	30	750	2.5	500	10
Very active	3,600	90	44	1.4	1.7	18	30	750	2.5	500	10
Woman:											
Over 60 years	2,000	50	35	0.8	1.3	15	30	750	2.5	500	10
Sedentary	2,200	55	38	0.9	1.3	15	30	750	2.5	500	12
Moderately active	2,200	55	38	0.9	1.3	15	30	750	2.5	500	12
Active	2,500	63	38	1.0	1.3	15	30	750	2.5	500	12
Pregnancy: latter part	2,400	60	44	1.0	1.6	18	60	750	10	1,200	15
Child:											
Under 1 year	800	20	15	0.3	0.4	5	15	450	10	600	6
1-3 years	1,400	35	21	0.6	0.7	8	20	300	10	500	7
4 years	1,650	41	26	0.7	0.8	9	20	300	10	500	8
5-6 years	1,800	45	28	0.7	0.9	10	20	300	2.5	500	8
7-9 years	2,160	54	31	0.9	1.0	12	20	450	2.5	500	11
10-12 years	2,450	61	39	1.0	1.3	15	25	625	2.5	700	13
Boy:											
13-14 years	2,800	70	47	1.1	1.5	17	25	725	2.5	700	14
15 years	3,000	75	49	1.2	1.6	18	30	750	2.5	600	15
16-17 years	3,000	75	50	1.2	1.7	19	30	750	2.5	600	15
18-20 years	3,000	75	45	1.2	1.7	18	30	750	2.5	500	10
Girl:											
13-14 years	2,300	58	43	0.9	1.4	16	25	725	2.5	700	14
15 years	2,300	58	41	0.9	1.4	16	30	750	2.5	600	15
16-17 years	2,300	58	40	0.9	1.4	16	30	750	2.5	600	15
18-20 years	2,200	55	38	0.9	1.3	15	30	750	2.5	500	12

ment for nicotinic acid may be met by both nicotinic acid and tryptophan, 60 mg tryptophan being equal to 1 mg nicotinic acid. The "nicotinic acid equivalents" in the diet are the sum of the available nicotinic acid and tryptophan divided by 60. Naturally occurring nicotinic acid in cereal foods (other than that which is added under the policy of fortification) is ignored as it occurs in a bound form considered to be unavailable to man. In 1968 the tryptophan content of the diet was assumed to be approximately 1·4 per cent of the animal protein and 1 per cent of the vegetable protein consumed. In 1969 tryptophan values of individual foods were calculated for the first time. The slight differences in vitamin values between 1968 and 1969, as shown in Table 5 of the Supplement, are caused mainly by a revision of the nutrient conversion factors.

16. The estimates, thus obtained, of the energy value and nutrient content of the food obtained for consumption are then compared with estimates of nutritional requirements in order to assess the adequacy of the average diet. Adjustments are made for meals taken outside the home (see paragraph 17) and on the assumption that 10 per cent⁽¹⁾ 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 is made, using as a basis the recommendations of the Department of Health and Social Security (Table 2). The recommended intake for energy is equated with the estimated average requirement, adjustment having been made for occupational activity and the decrease in activity of adults with increasing age. The recommended intakes for nutrients are judged to be sufficient or more than sufficient for practically all healthy persons in a population. They are necessarily in excess of the requirements of most individuals. The main body of the report is compared with the recommendations of the DHSS but for continuity with previous years the recommendations of the Committee on Nutrition of the British Medical Association (1950) (Table 1) are retained for the principal nutritional table of national averages and the chart illustrating trends in protein and calcium intake. Unlike the BMA the DHSS report recommends quantitative intakes of vitamin D for all ages of persons and therefore a comparison can be made of the average consumption of this nutrient with estimated need. The concentration of nutrients in the diet is shown when they are expressed per 1,000 kcal.

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

⁽¹⁾ This deduction of 10 per cent is 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.

as in Table 3; anyone eating fewer meals is a "visitor". In comparing the estimates of consumption with estimates of nutritional need, the nutrient requirements of the household are adjusted to allow for visitors' consumption and for outside consumption by members of the household. It is assumed that the normal meal pattern is that of four meals (breakfast, dinner, tea and supper) each day. A person having all his meals at home during the week is said to have a net balance of 1.00. When meals are eaten away from home⁽¹⁾ the allowances in Table 3 (which were changed in January 1960)⁽²⁾ are *deducted* from 1.00 to give a "net balance" of meals eaten at home by that person. Meals eaten by visitors are similarly weighted and are *added* to the household total, so that a visitor's meal cancels a corresponding meal taken out by a similar person. Nutritional requirements are calculated by reference to the net balance for each person and for each visitor.

TABLE 3

*Weighting of Meals for the Calculation of
Net Balance*

	per day	per week
Breakfast02	.14
Dinner06	.42
Tea02	.14
Supper04 } (a)	.28 } (a)
	Total	.98 (say 1.00)

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

18. The procedure adopted for comparing the estimates of the energy value and nutrient content of food obtained for consumption with estimates of nutritional requirements is as follows. For each type of household analysed, the recommended allowances given in Table 2 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 16) 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.

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

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

Reconciliation of Nutritional Results

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

Reliability of Survey Results

20. The results obtained from the Survey are subject to chance variations as are all estimates from sampling investigations, but this "sampling error" will not normally be more than two or three times the standard error. Estimates of the standard errors applicable to the results for different types of classified household calculated from consumption data collected in 1968 are given in Table 4 of this Appendix. Estimates of the standard errors of the yearly *national* averages of expenditure, purchases and prices for each food in the Survey classification were given in the Annual Report for 1966⁽²⁾. Usually, the standard errors (and the percentage standard errors) of the *quarterly* averages will be approximately double those for the annual averages, but for some foods which have a marked seasonality the standard errors can also vary throughout the year; some indication of this variation was given in the Annual Report for 1960⁽³⁾. Estimates of the percentage standard errors of average nutrient intake and adequacy *in the larger families* were given and discussed in the Annual Report for 1964⁽⁴⁾. The estimates of the standard errors were obtained by applying the formula for a single-stage random sample and take no account of the complex nature of the sample which incorporates a multi-stage, stratified design. The reduction in sampling variance gained from stratification is almost certainly more than offset by the increase in variance caused by the use of several stages in the sample design, especially by the limited number of first-stage units; the estimated standard errors may therefore be understated in some cases.

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

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

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

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

TABLE 4
 Estimates of the Standard Errors of per caput Household Food Consumption of Households of Different Composition, 1968

	Standard Error					Percentage Standard Error						
	Households with one man and one woman and					Households with one man and one woman and						
	No other (both under 55)	1 child	2 children	3 children	4 or more children	No other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents and children	
MILK AND CREAM:												
Liquid milk—full price	0.09	0.07	0.06	0.09	0.11	0.08	2.00	2.00	2.86	4.34	2.13	
Liquid milk—welfare and school	0.03	0.05	0.04	0.06	0.07	0.03	3.07	2.38	3.03	3.84	5.60	
Total Liquid Milk	0.09	0.06	0.05	0.07	0.10	0.07	1.68	0.91	1.41	2.15	1.66	
Condensed milk	0.03	0.03	0.01	0.02	0.02	0.02	10.54	7.73	11.75	13.28	9.33	
Dried and other milk	0.02	0.04	0.03	0.04	0.05	0.02	12.41	10.70	15.24	18.68	15.36	
Cream	0.00	0.00	0.00	0.00	0.00	0.00	6.98	6.84	11.79	14.94	8.06	
Total Milk and Cream	0.09	0.07	0.05	0.07	0.10	0.08	1.18	0.96	1.38	2.12	1.60	
CHEESE												
Natural	0.15	0.10	0.07	0.09	0.12	0.12	3.32	2.94	4.25	6.58	4.47	
Processed	0.04	0.03	0.02	0.03	0.04	0.03	7.81	6.95	10.10	14.63	8.87	
Total Cheese	0.16	0.10	0.08	0.09	0.12	0.12	3.36	2.74	3.83	5.97	4.22	
MEAT:												
Beef and veal	0.39	0.26	0.18	0.24	0.30	0.23	3.70	2.84	3.99	7.46	3.42	
Mutton and lamb	0.37	0.25	0.18	0.31	0.29	0.22	4.80	4.22	8.20	9.44	5.48	
Pork	0.26	0.17	0.12	0.14	0.17	0.14	6.29	6.35	10.35	16.52	7.59	
Total Carcass Meat	0.56	0.36	0.25	0.38	0.40	0.33	2.40	2.00	3.42	4.95	2.57	
Bacon and ham, uncooked	0.26	0.14	0.13	0.15	0.18	0.16	3.18	3.08	4.08	6.16	3.60	
Poultry, uncooked	0.50	0.30	0.22	0.26	0.31	0.24	6.15	5.61	8.30	12.56	8.53	
Other meat	0.42	0.28	0.20	0.27	0.45	0.30	2.22	1.80	2.61	4.17	2.37	
Total Meat	0.89	0.51	0.38	0.55	0.62	0.56	1.69	1.20	1.97	2.57	1.72	
FISH:												
Fresh	0.17	0.13	0.10	0.10	0.15	0.10	7.32	6.68	9.28	11.96	7.15	
Processed and shell	0.09	0.06	0.04	0.05	0.08	0.06	11.38	10.67	15.45	19.37	12.34	
Prepared	0.14	0.10	0.08	0.10	0.15	0.12	4.99	4.47	6.04	10.82	5.44	
Quick-frozen	0.09	0.08	0.05	0.07	0.07	0.06	7.76	5.51	8.20	13.19	7.98	
Total Fish	0.26	0.18	0.13	0.16	0.21	0.16	3.37	2.92	4.06	5.91	3.32	
EGGS	0.14	0.10	0.08	0.11	0.15	0.12	2.51	2.05	2.79	4.11	2.62	
FATS:												
Butter	0.21	0.14	0.15	0.16	0.20	0.16	2.33	2.93	3.26	5.93	3.26	
Margarine	0.15	0.13	0.09	0.14	0.23	0.16	4.84	4.01	6.03	7.11	4.43	
Lard and compound cooking fat	0.17	0.10	0.07	0.09	0.12	0.09	4.26	3.45	5.12	7.63	4.68	
Other fats	0.22	0.08	0.08	0.11	0.08	0.07	11.15	11.99	18.27	18.75	12.98	
Total Fats	0.38	0.22	0.20	0.25	0.29	0.22	1.93	1.96	2.60	3.40	1.99	

TABLE 4—continued

	Standard Error						Percentage Standard Error					
	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 \$5)	1 child	2 children	3 children	4 or more children	adolescents and children	No other (both under \$5)	1 child	2 children	3 children	4 or more children	adolescents and children
SUGAR AND PRESERVES:												
Sugar	0.62	0.43	0.28	0.38	0.49	0.42	3.48	2.80	2.08	2.82	3.65	2.55
Honey, preserves, syrup and treacle	0.19	0.13	0.11	0.14	0.19	0.13	6.66	5.69	4.83	6.28	8.01	5.40
<i>Total Sugar and Preserves</i>	0.66	0.46	0.31	0.43	0.55	0.46	3.19	2.62	1.98	2.70	3.50	2.41
VEGETABLES:												
Potatoes	2.71	1.70	1.51	2.15	3.72	2.65	4.78	3.40	3.21	4.51	7.25	4.55
Fresh green	0.61	0.40	0.29	0.42	0.49	0.37	3.35	3.26	2.81	4.69	6.53	3.74
Quick-frozen	0.24	0.19	0.08	0.11	0.16	0.09	7.10	9.69	5.42	9.36	19.14	8.25
Other vegetables	0.75	0.45	0.46	0.45	0.58	0.53	2.83	2.21	2.49	2.59	3.65	2.60
<i>Total Vegetables</i>	3.03	1.88	1.69	2.38	3.93	2.81	2.89	2.22	2.19	3.17	5.21	3.14
FRUIT:												
Fresh	1.09	0.69	0.53	0.62	0.67	0.59	3.39	3.15	2.82	3.68	5.71	3.37
Other	0.44	0.30	0.22	0.28	0.38	0.25	4.40	3.75	3.20	4.50	6.79	4.24
<i>Total Fruit</i>	1.23	0.78	0.60	0.75	0.84	0.71	2.93	2.61	2.36	3.26	4.84	3.01
CEREALS:												
Brown bread	0.28	0.15	0.12	0.17	0.18	0.23	8.73	8.18	7.40	10.45	17.74	9.75
White bread	0.89	0.58	0.44	0.61	1.20	0.74	2.54	1.86	1.56	2.13	3.54	2.08
Wholewheat and wholemeal bread	0.11	0.13	0.04	0.06	0.10	0.05	19.82	19.46	21.59	32.21	38.66	25.38
Other bread	0.26	0.17	0.12	0.14	0.35	0.20	6.58	6.57	5.61	7.68	19.58	7.46
<i>Total Bread</i>	0.81	0.55	0.42	0.60	1.17	0.70	1.89	1.52	1.33	1.85	3.17	1.72
Flour	0.40	0.32	0.22	0.28	0.30	0.27	7.56	6.39	4.88	7.08	9.75	5.63
Cakes	0.31	0.22	0.15	0.19	0.26	0.21	4.10	3.43	3.03	4.23	6.52	4.02
Biscuits	0.23	0.17	0.14	0.19	0.24	0.18	3.46	2.82	2.33	3.50	4.59	3.43
Oatmeal and oat products	0.08	0.06	0.06	0.06	0.11	0.08	17.88	14.37	12.87	17.21	19.13	11.98
Breakfast cereals	0.14	0.11	0.09	0.14	0.20	0.13	6.64	4.74	3.22	4.07	5.69	4.70
Other cereals	0.26	0.23	0.15	0.24	0.28	0.28	5.34	4.29	3.67	5.17	6.46	7.00
<i>Total Cereals</i>	1.14	0.80	0.59	0.81	1.30	0.91	1.62	1.30	1.07	1.48	2.26	1.42
BEVERAGES:												
Tea	0.14	0.07	0.05	0.06	0.08	0.07	4.26	3.22	2.92	3.81	5.15	3.08
Coffee	0.16	0.03	0.02	0.03	0.03	0.03	14.81	6.16	5.71	9.72	12.00	8.24
Cocoa	0.04	0.03	0.02	0.04	0.04	0.05	20.29	17.03	11.97	19.84	27.18	17.50
Branded food drinks	0.07	0.03	0.02	0.02	0.02	0.03	16.34	15.92	13.23	23.18	29.53	18.22
<i>Total Beverages</i>	0.27	0.09	0.06	0.08	0.09	0.11	5.34	2.90	2.49	3.68	4.48	3.39

SUPPLEMENT

Preliminary Estimates of Consumption, Expenditure and Prices for 1969

1. Summary data from the Survey in 1969 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, are given in Tables 2 to 4. These estimates were derived from an effective sample of 7,569 households and, as usual, were formed as weighted averages of the results for each of the six types of area⁽¹⁾, the weights being proportionate to the respective *de facto* populations, as estimated by the Registrars-General.

2. The preliminary estimates of average weekly household expenditure per person for all households in 1969 are given in Table 1.

TABLE 1

Household Food Expenditure⁽²⁾ 1967, 1968 and 1969
(per person per week)

	1967		1968		1969		Percentage change	
	s.	d.	s.	d.	s.	d.	1967 to 1968	1968 to 1969
1st Quarter . . .	35	11	36	11	39	1	+2·9	+5·8
2nd Quarter . . .	37	4	38	4	40	5	+2·6	+5·5
3rd Quarter . . .	37	5	38	3	39	11	+2·3	+4·3
4th Quarter . . .	36	11	38	0	40	7	+2·9	+6·7
Yearly Average . .	36	11	37	11	40	0	+2·7	+5·5

3. Although the food component of the General Index of Retail Prices rose by 6·3 per cent between 1968 and 1969 average expenditure in 1969, at 40s. 0d. per person per week, was only 2s. 1d. (5·5 per cent) more than in the previous year, while the Survey Index of Food Prices actually paid by housewives for food entering the household supply rose by only 4·9 per cent (compared with a rise of 2·7 per cent a year earlier). Of the increase of 2s. 1d. in per caput household food expenditure 1s. 10d. related to price changes and 3d. to an increase of 0·6 per cent in quantities purchased (notably convenience foods) after the previous year's standstill. The increase of 2s. 1d. in average expenditure was apportioned amongst the main food groups as follows: liquid milk (3d.), meat and meat products (8d.), eggs (1d.), potatoes (2d.), other vegetables and vegetable products (3d.), fruit (2d.), bread (1d.), other cereals and cereal products (1½d.), all other food (3½d.).

4. Average consumption of liquid milk, of cream and of cheese was slightly

⁽¹⁾ See Glossary and paragraph 9 on page 5.

⁽²⁾ In addition to this expenditure on food purchased by households the imputed value of food otherwise obtained (mainly garden and allotment produce and perquisites) was 9d. per person per week in 1967, 10d. in 1968 and 11d. in 1969.

greater than in 1968. There was very little change in purchases of condensed and dried milk.

5. Supplies of beef had not fully recovered to the level which obtained prior to the outbreak of foot and mouth disease in the winter of 1967/68, and average consumption remained at 7·7 oz. per person per week; consumption of lamb continued to decline and averaged 5·3 oz., but that of pork rose further to 2·8 oz. There were further small increases in consumption of poultry, canned meats and quick-frozen meat products. Average consumption of fish fell to 5·5 oz. per person per week, principally because of decreased purchases of cooked fish and other fresh white fish; purchases of canned salmon also declined because of a decrease in supplies. Average consumption of eggs was very slightly below the previous year's level at 4·6 eggs per person per week.

6. There were no significant changes in consumption of butter, margarine or other fats, and purchases of sugar and of preserves again declined slightly.

7. Average consumption of potatoes declined from 52 oz. per person per week to 49 oz., the decrease being entirely in consumption of old potatoes. Consumption of cabbage and Brussels sprouts was rather less than in the previous year and there was little change in consumption of root vegetables, but purchases of processed (including quick-frozen) vegetables continued to increase. Average consumption of fresh fruit rose further to 23·2 oz., most of the increase being in consumption of apples, bananas and oranges. There was also a small increase in consumption of canned fruit and of fruit juices.

8. The downward trend in average consumption of bread continued; there were also slight decreases in consumption of cakes and biscuits, but purchases of breakfast cereals and other cereal convenience foods continued to increase.

9. Average purchases of instant coffee again increased but those of tea declined slightly.

10. In Table 5 the energy value and nutrient content of the average household diet for 1969 is compared with that for 1968. The nutrient conversion factors for use with the Survey data were thoroughly revised for 1969 and, in particular, changes were made in the methods of allowing for losses of thiamine in cooking, of calculating the vitamin A and nicotinic acid contents of foods, and of expressing the quantities of vitamins A and D in the diet (see Appendix I, paragraph 13). The data for the two years shown in Table 5 are, as far as possible, comparable, but the slight reductions shown between 1968 and 1969 for some minerals and vitamins are caused mainly by revisions to the nutrient conversion factors. The slight changes between 1968 and 1969 shown in parts (iii) and (iv) of Table 5 are not, however, artefacts, but are extensions of trends that have been apparent for many years towards increasing dependence on fats at the expense of carbohydrates and of animal rather than vegetable protein.

TABLE 2

Household Food Consumption and Purchases, 1969: National Averages

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

	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	4·11	4·08	3·97	4·05	4·05	3·90
Welfare (pt.)	0·75	0·72	0·68	0·72	0·72	0·69
School (pt.)	0·13	0·12	0·08	0·12	0·12	
<i>Total Liquid Milk</i> (pt.)	4·99	4·92	4·74	4·93	4·89	4·59
Condensed milk (eq. pt.)	0·14	0·17	0·19	0·18	0·17	0·17
Dried milk						
National (eq. pt.)	0·02	0·01	0·01	—	0·01	0·01
Branded (eq. pt.)	0·13	0·07	0·10	0·10	0·10	0·10
Other milk (a) (pt.)	0·08	0·10	0·08	0·07	0·08	0·08
Cream (pt.)	0·03	0·04	0·04	0·03	0·04	0·04
<i>Total Milk and Cream</i> (pt. or eq. pt.)	5·37	5·31	5·17	5·31	5·29	4·99
CHEESE:						
Natural	3·06	3·27	3·10	3·17	3·15	3·15
Processed	0·30	0·41	0·33	0·37	0·35	0·35
<i>Total Cheese</i>	3·37	3·68	3·44	3·54	3·50	3·50
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	8·20	7·27	6·87	8·46	7·70	7·68
Mutton and lamb	5·55	5·31	5·52	5·00	5·34	5·33
Pork	3·04	2·63	2·55	2·91	2·78	2·77
<i>Total Carcase Meat</i>	16·79	15·22	14·94	16·37	15·82	15·78
Other meat and meat products						
Bones	0·19	0·12	0·13	0·13	0·14	0·14
Liver	0·85	0·78	0·79	0·78	0·80	0·80
Offals, other than liver	0·66	0·42	0·35	0·61	0·51	0·50
Bacon and ham, uncooked	5·19	5·18	4·98	5·10	5·11	5·11
Bacon and ham, cooked, in- cluding canned	0·83	0·96	1·05	0·91	0·94	0·94
Cooked chicken	0·18	0·23	0·24	0·18	0·21	0·20
Corned meat	0·50	0·65	0·64	0·55	0·58	0·58
Other cooked meat, not pur- chased in cans	0·57	0·69	0·76	0·67	0·67	0·67
Other canned meat	1·83	1·84	1·90	1·82	1·85	1·85
Broiler chicken, uncooked (b)	3·07	3·23	3·49	3·53	3·33	3·30
Other poultry, uncooked, not quick-frozen	0·90	0·89	0·69	0·75	0·81	0·75
Other poultry, uncooked, quick- frozen	0·71	0·71	0·43	0·45	0·58	0·57
Rabbit, game and other meat	0·27	0·10	0·12	0·16	0·16	0·14
Sausages, uncooked, pork	2·38	2·38	2·34	2·49	2·40	2·39
Sausages, uncooked, beef	1·30	1·22	1·32	1·26	1·28	1·27
Meat pies and sausage rolls, ready to eat	0·66	0·82	0·86	0·73	0·77	0·77

(a) Including skimmed milk powder.

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

TABLE 2—continued

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

	1969					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
Other meat and meat products— <i>contd.</i>						
Quick-frozen meat (other than uncooked poultry) and quick- frozen meat products	0·44	0·52	0·53	0·56	0·51	0·51
Other meat products	2·11	2·04	1·84	2·13	2·03	2·03
<i>Total Other Meat and Meat Products</i>	22·66	22·78	22·46	22·79	22·68	22·52
<i>Total Meat and Meat Products</i>	39·45	38·00	37·40	39·16	38·50	38·30
FISH:						
White, filleted, fresh	1·29	1·14	1·18	1·18	1·20	1·20
White, unfileted, fresh	0·75	0·69	0·67	0·68	0·70	0·68
White, uncooked, quick-frozen (c)	0·27	0·30	0·29	0·34	0·30	0·30
Herrings, filleted, fresh	0·01	0·01	0·05	0·01	0·02	0·02
Herrings, unfileted, fresh	0·09	0·09	0·11	0·12	0·10	0·10
Fat, fresh, other than herrings	0·11	0·12	0·11	0·10	0·11	0·10
White, processed	0·34	0·23	0·25	0·32	0·28	0·28
Fat, processed, filleted	0·09	0·07	0·06	0·07	0·07	0·07
Fat, processed, unfileted	0·16	0·14	0·10	0·18	0·14	0·14
Shell	0·06	0·05	0·03	0·06	0·05	0·05
Cooked	0·85	0·98	1·02	0·88	0·93	0·93
Salmon, canned	0·39	0·51	0·57	0·36	0·46	0·46
Other canned or bottled fish	0·28	0·39	0·34	0·32	0·33	0·33
Fish products, not quick-frozen	0·13	0·14	0·13	0·13	0·13	0·13
Quick-frozen fish products, and quick-frozen fish not specified above (d)	0·64	0·66	0·60	0·67	0·64	0·64
<i>Total Fish</i>	5·45	5·52	5·54	5·40	5·46	5·43
EGGS (No.)	4·61	4·73	4·51	4·56	4·60	4·41
FATS:						
Butter	6·35	6·14	6·03	6·08	6·15	6·15
Margarine	2·80	2·78	2·66	2·88	2·78	2·78
Lard and compound cooking fat	2·24	1·87	1·96	2·24	2·08	2·08
Suet	0·16	0·08	0·09	0·18	0·13	0·13
Vegetable and salad oils (fl. oz.)	0·52	0·46	0·50	0·67	0·54	0·54
All other fats	0·12	0·11	0·12	0·14	0·12	0·12
<i>Total Fats</i>	12·20	11·45	11·36	12·18	11·80	11·80

(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)

	1969					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
SUGAR AND PRESERVES:						
Sugar	16.40	15.33	16.49	16.51	16.18	16.17
Jams, jellies and fruit curds	1.26	1.29	1.35	1.20	1.28	1.20
Marmalade	0.97	0.91	0.95	0.91	0.94	0.94
Syrup, treacle and honey	0.53	0.40	0.34	0.54	0.45	0.45
<i>Total Sugar and Preserves</i>	<i>19.16</i>	<i>17.94</i>	<i>19.13</i>	<i>19.17</i>	<i>18.85</i>	<i>18.76</i>
VEGETABLES:						
Old potatoes						
January–August, not pre-packed	40.89	20.43	0.03	—	15.34	14.27
January–August, pre-packed	13.55	6.80	—	—	5.09	5.08
New Potatoes						
January–August, not pre-packed	0.39	14.40	27.07	—	10.46	9.36
January–August, pre-packed Potatoes	0.02	0.58	3.47	—	1.02	1.02
September–December, not pre-packed	—	—	14.42	41.93	14.09	12.55
September–December, pre-packed	—	—	2.00	11.25	3.31	3.31
<i>Total Fresh Potatoes</i>	<i>54.85</i>	<i>42.20</i>	<i>46.99</i>	<i>53.19</i>	<i>49.31</i>	<i>45.59</i>
Cabbages, fresh	3.51	4.57	4.56	4.30	4.24	3.52
Brussels sprouts, fresh	3.80	0.09	0.26	3.96	2.03	1.75
Cauliflowers, fresh	1.57	3.38	2.61	2.62	2.54	2.39
Leafy salads	0.43	1.93	2.36	0.58	1.32	1.06
Peas, fresh	0.02	0.09	2.27	0.02	0.60	0.42
Peas, quick-frozen	1.18	1.20	0.97	1.07	1.10	1.10
Beans, fresh	0.04	0.21	4.27	0.74	1.32	0.59
Beans, quick-frozen	0.34	0.42	0.14	0.24	0.28	0.28
Other fresh green vegetables	0.13	0.40	0.16	0.12	0.20	0.09
<i>Total Fresh Green Vegetables</i>	<i>11.02</i>	<i>12.28</i>	<i>17.61</i>	<i>13.65</i>	<i>13.63</i>	<i>11.20</i>
Carrots, fresh	3.55	2.13	2.40	3.63	2.93	2.64
Turnips and swedes, fresh	1.83	0.36	0.77	1.85	1.20	1.02
Other root vegetables, fresh	1.00	0.55	0.83	1.07	0.86	0.62
Onions, shallots, leeks, fresh	3.53	2.75	2.61	3.39	3.07	2.81
Cucumbers, fresh	0.28	1.04	1.19	0.37	0.72	0.66
Mushrooms, fresh	0.47	0.38	0.33	0.38	0.39	0.38
Miscellaneous fresh vegetables	0.38	0.34	1.55	1.10	0.84	0.71
Canned peas	3.23	3.38	2.85	2.92	3.10	3.10
Canned beans	3.40	3.74	3.50	3.70	3.58	3.58
Canned vegetables, other than pulses or potatoes	1.06	1.49	1.04	1.03	1.16	1.16
Dried pulses, other than air-dried	0.51	0.33	0.23	0.44	0.38	0.38
Air-dried vegetables	0.03	0.04	0.02	0.04	0.03	0.03
Chips, excluding quick-frozen	1.14	1.38	1.53	1.37	1.36	1.35

TABLE 2—continued

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

	1969					Pur- chases
	Consumption					
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
VEGETABLES—contd.						
Other potato products, not quick-frozen	0·68	0·92	0·71	0·73	0·76	0·76
Other vegetable products	0·11	0·19	0·15	0·13	0·14	0·14
All quick-frozen vegetables and vegetable products, not speci- fied above (e)	0·31	0·43	0·36	0·32	0·36	0·36
<i>Total Other Vegetables</i>	<i>21·50</i>	<i>19·44</i>	<i>20·06</i>	<i>22·48</i>	<i>20·88</i>	<i>19·70</i>
<i>Total Vegetables</i>	<i>87·37</i>	<i>73·92</i>	<i>84·66</i>	<i>89·32</i>	<i>83·82</i>	<i>76·49</i>
FRUIT:						
Fresh						
Oranges	5·82	4·76	2·18	2·46	3·80	3·80
Other citrus fruits	1·80	1·39	0·66	1·42	1·32	1·31
Apples	6·13	5·77	6·43	8·54	6·72	5·82
Pears	0·84	0·65	0·94	1·15	0·90	0·86
Stone fruit	0·07	0·17	2·33	0·31	0·72	0·62
Grapes	0·24	0·26	0·50	0·66	0·42	0·42
Soft fruit, other than grapes	0·63	2·25	0·06	0·74	0·47
Bananas	2·96	3·96	3·89	3·03	3·46	3·44
Rhubarb	0·24	1·63	0·50	0·02	0·60	0·16
Tomatoes	2·28	4·07	6·40	3·64	4·10	3·72
Other fresh fruit	0·07	0·13	1·07	0·47	0·44	0·43
<i>Total Fresh Fruit</i>	<i>20·44</i>	<i>23·42</i>	<i>27·16</i>	<i>21·77</i>	<i>23·22</i>	<i>21·05</i>
Tomatoes, canned or bottled	0·82	0·87	0·57	0·76	0·76	0·76
Canned peaches, pears and pine- apples	2·24	2·61	2·65	2·37	2·47	2·46
Other canned or bottled fruit	2·37	2·75	2·32	2·43	2·47	2·39
Dried fruit and dried fruit products	0·88	0·77	0·66	1·65	0·99	0·99
Nuts and nut products	0·24	0·20	0·14	0·40	0·24	0·24
Fruit juices (fl. oz.)	0·51	0·48	0·67	0·63	0·57	0·57
Welfare orange juice (fl. oz.)	0·05	0·06	0·06	0·04	0·05	0·05
<i>Total Other Fruit and Fruit Products</i>	<i>7·11</i>	<i>7·74</i>	<i>7·06</i>	<i>8·29</i>	<i>7·55</i>	<i>7·46</i>
<i>Total Fruit</i>	<i>27·55</i>	<i>31·16</i>	<i>34·22</i>	<i>30·66</i>	<i>30·77</i>	<i>28·51</i>
CEREALS:						
Brown bread	2·43	2·39	2·31	2·52	2·41	2·41
White bread, large loaves, unwrapped	7·71	7·36	7·09	6·07	7·06	7·05
White bread, large loaves, wrapped	18·65	19·67	20·85	20·16	19·83	19·81
White bread, small loaves, unwrapped	3·27	3·24	3·14	3·33	3·24	3·24
White bread, small loaves, wrapped	1·85	1·86	2·03	1·78	1·88	1·88
Wholewheat and wholemeal bread	0·54	0·57	0·47	0·63	0·55	0·55
Other bread	2·65	2·87	2·81	2·76	2·77	2·77
<i>Total Bread</i>	<i>37·10</i>	<i>37·97</i>	<i>38·69</i>	<i>37·26</i>	<i>37·74</i>	<i>37·71</i>

(e) Including quick-frozen brussels sprouts.

TABLE 2—continued

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

	1969					Pur- chases
	Consumption					
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	
CEREALS—contd.						
Flour	5.75	4.94	4.89	5.95	5.38	5.38
Buns, scones and teacakes	1.39	1.35	1.03	1.34	1.28	1.28
Cakes and pastries	4.31	4.62	4.87	4.51	4.58	4.57
Biscuits, other than chocolate biscuits	4.50	4.87	4.96	4.74	4.77	4.77
Chocolate biscuits	1.04	1.01	0.98	1.14	1.04	1.04
Oatmeal and oat products	0.72	0.33	0.32	0.79	0.54	0.54
Breakfast cereals	2.45	2.56	3.01	2.49	2.63	2.63
Canned milk puddings	1.52	1.53	1.53	1.52	1.52	1.52
Other puddings	0.32	0.25	0.19	0.49	0.31	0.31
Rice	0.57	0.48	0.36	0.56	0.49	0.49
Invalid foods, including slim- ming foods	0.20	0.15	0.12	0.16	0.16	0.16
Infant foods, not canned or bottled	0.16	0.17	0.15	0.12	0.15	0.15
Cereal convenience foods, in- cluding canned, not specified above (f)	1.64	1.56	1.75	1.71	1.66	1.66
Other cereal foods	0.31	0.42	0.38	0.29	0.35	0.35
Total Cereals	61.97	62.22	63.24	63.06	62.60	62.56
BEVERAGES:						
Tea	2.58	2.44	2.52	2.52	2.52	2.51
Coffee, bean and ground	0.20	0.09	0.11	0.13	0.13	0.13
Coffee, instant	0.36	0.40	0.36	0.42	0.38	0.38
Coffee essences (fl. oz.)	0.10	0.05	0.09	0.05	0.07	0.07
Cocoa and drinking chocolate	0.21	0.16	0.18	0.23	0.20	0.20
Branded food drinks	0.40	0.20	0.18	0.25	0.26	0.26
Total Beverages	3.84	3.34	3.44	3.59	3.56	3.55
MISCELLANEOUS:						
Baby foods, canned or bottled	0.66	0.72	0.95	0.80	0.78	0.78
Soups, canned	4.11	2.42	2.48	3.75	3.19	3.19
Soups, dehydrated and powdered	0.16	0.09	0.06	0.14	0.11	0.11
Spreads and dressings	0.16	0.40	0.29	0.15	0.25	0.25
Pickles and sauces	1.37	1.37	1.35	1.66	1.44	1.43
Meat and vegetable extracts	0.16	0.13	0.12	0.18	0.15	0.15
Table jellies, squares and crystals (eq. pt.)	0.06	0.11	0.10	0.08	0.09	0.09
Ice-cream (served as part of a meal), mousse, soufflé	0.43	1.01	1.11	0.61	0.79	0.79
All quick-frozen foods not speci- fied above	0.15	0.18	0.10	0.13	0.14	0.14
Salt	0.95	0.78	0.94	1.01	0.92	0.92

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

TABLE 3
Household Food Expenditure, 1969: National Averages
(pence per person per week)

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
MILK AND CREAM:						
Liquid milk						
Full price	42·21	41·48	42·06	44·25	42·50	95
Welfare	4·39	4·21	4·06	4·23	4·22	23
<i>Total Liquid Milk</i>	<i>46·60</i>	<i>45·69</i>	<i>46·12</i>	<i>48·47</i>	<i>46·72</i>	
Condensed milk	1·27	1·59	1·76	1·62	1·56	24
Dried milk						
National	0·08	0·05	0·08	—	0·05	...
Branded	1·10	0·58	0·88	0·84	0·85	3
Other milk (a)	1·15	1·83	1·52	1·20	1·42	14
Cream	2·09	2·62	2·95	2·37	2·51	26
<i>Total Milk and Cream</i>	<i>52·28</i>	<i>52·36</i>	<i>53·29</i>	<i>54·51</i>	<i>53·11</i>	
CHEESE:						
Natural	8·78	9·24	8·91	9·28	9·05	72
Processed	1·18	1·53	1·36	1·45	1·38	19
<i>Total Cheese</i>	<i>9·96</i>	<i>10·77</i>	<i>10·27</i>	<i>10·73</i>	<i>10·43</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	38·70	35·34	34·12	42·31	37·62	75
Mutton and lamb	19·27	18·54	20·38	18·65	19·21	53
Pork	12·31	10·44	10·13	12·15	11·26	35
<i>Total Carcase Meat</i>	<i>70·28</i>	<i>64·32</i>	<i>64·63</i>	<i>73·12</i>	<i>68·09</i>	
Other meat and meat products						
Bones	0·17	0·11	0·12	0·11	0·13	2
Liver	3·18	2·94	3·06	3·19	3·09	25
Offals, other than liver	1·66	1·08	1·11	1·58	1·36	18
Bacon and ham, uncooked	19·97	19·82	19·72	20·22	19·93	81
Bacon and ham, cooked, including canned	5·92	6·81	7·67	6·66	6·76	41
Cooked chicken	0·77	0·97	1·16	0·78	0·92	4
Corned meat	2·42	3·03	3·11	2·68	2·81	22
Other cooked meat, not purchased in cans	3·19	3·72	4·23	3·72	3·72	29
Other canned meat	5·16	5·43	5·64	5·35	5·40	32
Broiler chicken, uncooked (b)	7·42	8·41	9·29	8·99	8·53	23
Other poultry, uncooked, not quick-frozen	2·28	2·15	1·73	1·93	2·02	3
Other poultry, uncooked, quick-frozen	1·70	1·78	1·08	1·05	1·40	2
Rabbit, game and other meat	0·88	0·31	0·31	0·47	0·49	2
Sausages, uncooked, pork	6·41	6·40	6·34	6·77	6·48	47
Sausages, uncooked, beef	2·97	2·82	3·09	2·97	2·96	23
Meat pies and sausage rolls, ready to eat	1·82	2·19	2·42	2·06	2·12	20

(a) Including skimmed milk powder.

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

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

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
Other meat and meat products <i>—contd.</i>						
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	1·86	2·19	2·33	2·43	2·20	14
Other meat products	6·18	6·30	5·65	6·92	6·26	45
Total Other Meat and Meat Products	73·95	76·45	78·07	77·90	76·58	
Total Meat and Meat Products	144·23	140·77	142·70	151·02	144·67	
FISH:						
White, filleted, fresh	4·19	3·61	3·84	3·98	3·90	23
White, unfileted, fresh	3·33	2·00	1·95	1·78	2·02	12
White, uncooked, quick-frozen (c)	1·10	1·19	1·19	1·37	1·21	9
Herrings, filleted, fresh	0·02	0·03	0·11	0·02	0·04	...
Herrings, unfileted, fresh	0·13	0·14	0·18	0·19	0·16	2
Fat, fresh, other than herrings	0·25	0·49	0·54	0·25	0·38	2
White, processed	1·05	0·68	0·78	0·96	0·87	6
Fat, processed, filleted	0·28	0·24	0·20	0·23	0·24	2
Fat, processed, unfileted	0·34	0·34	0·21	0·42	0·33	3
Shell	0·36	0·28	0·23	0·35	0·30	2
Cooked	3·01	3·49	3·62	3·16	3·32	22
Salmon, canned	2·53	3·32	3·87	2·68	3·10	18
Other canned or bottled fish	1·07	1·52	1·30	1·24	1·28	13
Fish products, not quick-frozen	0·63	0·68	0·64	0·64	0·65	9
Quick-frozen fish products, and quick-frozen fish not specified above (d)	2·39	2·45	2·19	2·44	2·37	20
Total Fish	19·66	20·45	20·85	19·70	20·17	
EGGS	20·27	19·19	18·05	19·62	19·28	86
FATS:						
Butter	16·04	15·55	15·39	15·72	15·68	85
Margarine	4·26	4·31	4·09	4·63	4·32	48
Lard and compound cooking fat	2·39	2·03	2·17	2·62	2·30	46
Suet	0·33	0·14	0·18	0·35	0·25	5
Vegetable and salad oils	1·05	0·88	1·08	1·28	1·07	6
All other fats	0·14	0·15	0·14	0·17	0·15	3
Total Fats	24·20	23·06	23·04	24·77	23·77	

(c) Excluding fish fingers.

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

TABLE 3—continued
(pence per person per week)

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
SUGAR AND PRESERVES:						
Sugar	9·27	8·77	9·38	9·44	9·22	79
Jams, jellies and fruit curds	2·00	2·02	2·09	1·76	1·97	21
Marmalade	1·29	1·24	1·33	1·29	1·29	17
Syrup, treacle and honey	0·84	0·69	0·60	0·81	0·74	7
<i>Total Sugar and Preserves</i>	<i>13·40</i>	<i>12·72</i>	<i>13·41</i>	<i>13·30</i>	<i>13·22</i>	
VEGETABLES:						
Old potatoes						(e)
January–August, not pre-packed	8·41	5·36	0·01	—	3·44	
pre-packed	3·74	2·11	—	—	1·46	
New potatoes						
January–August, not prepacked	0·27	8·56	8·50	—	4·33	
pre-packed	0·01	0·38	1·27	—	0·42	
Potatoes						
September–December, not pre-packed	—	—	3·61	10·20	3·45	
pre-packed	—	—	0·60	3·40	1·00	
<i>Total Fresh Potatoes</i>	<i>12·43</i>	<i>16·40</i>	<i>13·99</i>	<i>13·60</i>	<i>14·10</i>	
Cabbages, fresh	2·05	3·16	1·72	1·68	2·15	35
Brussels sprouts, fresh	2·58	0·07	0·23	2·46	1·34	21
Cauliflowers, fresh	1·64	2·98	1·79	1·70	2·03	25
Leafy salads	1·41	3·56	2·19	1·21	2·09	36
Peas, fresh	0·01	0·06	1·07	0·01	0·29	(e)
Peas, quick-frozen	2·69	2·75	2·24	2·39	2·52	25
Beans, fresh	—	0·12	2·15	0·34	0·65	(e)
Beans, quick-frozen	1·01	1·25	0·43	0·70	0·85	10
Other fresh green vegetables	0·04	0·21	0·05	0·06	0·09	1
<i>Total Fresh Green Vegetables</i>	<i>11·42</i>	<i>14·17</i>	<i>11·87</i>	<i>10·54</i>	<i>12·01</i>	
Carrots, fresh	1·79	1·47	1·12	1·38	1·44	37
Turnips and swedes, fresh	0·67	0·15	0·24	0·61	0·42	12
Other root vegetables, fresh	0·65	0·55	0·43	0·66	0·57	12
Onions, shallots, leeks, fresh	1·99	2·13	1·88	1·98	2·00	44
Cucumbers, fresh	0·66	1·93	1·51	0·65	1·19	21
Mushrooms, fresh	1·63	1·24	1·03	1·32	1·30	18
Miscellaneous fresh vegetables	0·59	0·61	1·12	0·90	0·80	11
Canned peas	2·73	2·85	2·45	2·58	2·65	41
Canned beans	3·15	3·40	3·23	3·40	3·30	47
Canned vegetables, other than pulses or potatoes	1·19	1·80	1·21	1·29	1·37	21
Dried pulses, other than air-dried	0·80	0·58	0·43	0·75	0·64	11
Air-dried vegetables	0·35	0·43	0·23	0·39	0·35	4
Chips, not quick-frozen	1·44	1·89	2·21	1·90	1·86	23
Other potato products, not quick-frozen	2·11	3·08	2·58	2·69	2·62	28

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

TABLE 3—continued
(pence per person per week)

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
VEGETABLES—contd.						
Other vegetable products	0·22	0·38	0·29	0·24	0·28	5
All quick-frozen vegetables and vegetable products, not specified above (f)	0·83	1·11	0·96	0·80	0·92	9
<i>Total Other Vegetables</i>	<i>20·80</i>	<i>23·59</i>	<i>20·90</i>	<i>21·53</i>	<i>21·71</i>	
<i>Total Vegetables</i>	<i>44·65</i>	<i>54·16</i>	<i>46·76</i>	<i>45·67</i>	<i>47·82</i>	
FRUIT:						
Fresh						
Oranges	4·91	4·24	2·29	2·30	3·44	35
Other citrus fruit	1·75	1·45	0·89	1·80	1·47	18
Apples	7·33	8·55	6·12	6·32	7·08	53
Pears	0·83	0·85	1·05	0·97	0·92	12
Stone fruit	0·21	0·38	2·49	0·22	0·82	7
Grapes	0·59	0·64	0·82	0·98	0·76	7
Soft fruit, other than grapes	0·01	1·31	2·58	0·05	0·99	6
Bananas	2·96	4·00	4·12	3·38	3·62	42
Rhubarb	0·28	0·29	0·04	—	0·15	3
Tomatoes	4·37	10·98	9·44	5·34	7·53	60
Other fresh fruit	0·10	0·17	1·04	0·52	0·46	4
<i>Total Fresh Fruit</i>	<i>23·33</i>	<i>32·87</i>	<i>30·87</i>	<i>21·89</i>	<i>27·24</i>	
Tomatoes, canned or bottled	0·95	1·04	0·70	0·91	0·90	15
Canned peaches, pears and pineapples	2·74	3·15	3·36	3·06	3·08	32
Other canned or bottled fruit	3·27	3·98	3·46	3·62	3·58	32
Dried fruit and dried fruit products	1·64	1·44	1·24	3·11	1·86	17
Nuts and nut products	0·84	0·71	0·53	1·67	0·94	8
Fruit juices	1·03	0·89	1·30	1·31	1·13	8
Welfare orange juice	0·14	0·18	0·17	0·11	0·15	1
<i>Total Other Fruit and Fruit Products</i>	<i>10·61</i>	<i>11·40</i>	<i>10·77</i>	<i>13·78</i>	<i>11·64</i>	
<i>Total Fruit</i>	<i>33·94</i>	<i>44·27</i>	<i>41·64</i>	<i>35·67</i>	<i>38·88</i>	
CEREALS:						
Brown bread	2·19	2·18	2·11	2·29	2·19	29
White bread, large loaves, unwrapped	5·42	5·26	5·09	4·37	5·04	30
White bread, large loaves, wrapped	13·07	14·10	14·83	14·45	14·11	56
White bread, small loaves, unwrapped	2·78	2·73	2·65	2·86	2·76	31
White bread, small loaves, wrapped	1·66	1·67	1·86	1·61	1·70	20

(f) Including quick-frozen brussels sprouts.

TABLE 3—continued
(pence per person per week)

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
CEREALS—contd.						
Wholewheat and wholemeal bread	0.46	0.47	0.39	0.53	0.46	6
Other bread	3.86	4.39	4.42	4.41	4.27	40
<i>Total Bread</i>	<i>29.44</i>	<i>30.79</i>	<i>31.35</i>	<i>30.52</i>	<i>30.53</i>	
Flour	2.85	2.43	2.47	2.91	2.66	33
Buns, scones and teacakes	2.28	2.43	1.85	2.29	2.21	29
Cakes and pastries	11.21	12.29	12.72	11.99	12.05	65
Biscuits, other than chocolate biscuits	8.35	8.98	9.19	9.00	8.88	73
Chocolate biscuits	3.58	3.62	3.47	4.13	3.70	31
Oatmeal and oat products	0.72	0.37	0.35	0.84	0.57	8
Breakfast cereals	4.93	5.20	6.05	5.16	5.34	44
Canned milk puddings	1.22	1.25	1.25	1.24	1.24	19
Other puddings	0.67	0.58	0.45	1.08	0.70	8
Rice	0.68	0.58	0.43	0.69	0.60	8
Invalid foods, including slimming foods	0.51	0.56	0.41	0.48	0.49	2
Infant foods, not canned or bottled	0.55	0.53	0.53	0.37	0.50	4
Cereal convenience foods, including canned, not specified above (g)	2.78	2.88	3.14	2.97	2.94	35
Other cereal foods	0.42	0.44	0.37	0.40	0.41	6
<i>Total Cereals</i>	<i>70.20</i>	<i>72.95</i>	<i>74.01</i>	<i>74.08</i>	<i>72.82</i>	
BEVERAGES:						
Tea	11.86	11.27	11.67	11.70	11.62	77
Coffee, bean and ground	1.09	0.57	0.69	0.87	0.80	4
Coffee, instant	5.04	5.51	4.99	5.88	5.36	28
Coffee, essences	0.36	0.20	0.33	0.19	0.27	3
Cocoa and drinking chocolate	0.67	0.53	0.58	0.77	0.64	6
Branded food drinks	1.66	0.84	0.83	1.08	1.10	6
<i>Total Beverages</i>	<i>20.68</i>	<i>18.92</i>	<i>19.08</i>	<i>20.49</i>	<i>19.79</i>	
MISCELLANEOUS						
Baby foods, canned or bottled	1.29	1.32	1.82	1.57	1.50	7
Soups, canned	4.26	2.57	2.64	4.02	3.37	34
Soups, dehydrated and powdered	0.97	0.59	0.36	0.84	0.69	8
Spreads and dressings	0.44	1.03	0.77	0.42	0.66	8
Pickles and sauces	2.61	2.52	2.49	3.07	2.67	28
Meat and vegetable extracts	1.89	1.52	1.44	2.04	1.72	18
Table jellies, squares and crystals	0.55	0.97	0.95	0.78	0.81	16

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

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

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
MISCELLANEOUS—<i>contd.</i>						
Ice-cream (served as a part of a meal), mousse, soufflé . . .	0·87	2·06	2·25	1·25	1·61	15
All quick-frozen foods not specified above . . .	0·45	0·56	0·34	0·37	0·43	4
Salt . . .	0·39	0·34	0·41	0·43	0·39	11
Artificial sweeteners (expenditure only) . . .	0·11	0·05	0·06	0·07	0·07	...
Miscellaneous (expenditure only) . . .	1·82	1·61	2·09	2·45	1·99	30
<i>Total Miscellaneous</i> . . .	15·64	15·13	15·64	17·32	15·91	
TOTAL EXPENDITURE. . . .	469·13 <i>s. d.</i> 39 1	484·75 <i>s. d.</i> 40 5	478·74 <i>s. d.</i> 39 11	486·87 <i>s. d.</i> 40 7	479·87 <i>s. d.</i> 40 0	

TABLE 3A

Percentages of All Households Purchasing Seasonal
Types of Food (a) During Survey Week, 1969

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
MILK AND CREAM:				
Liquid milk—full price	96	95	96	95
Cream	24	27	30	25
FISH:				
White, fresh, filleted	24	22	21	23
White, fresh, unfileted	13	11	12	10
White, uncooked, quick-frozen	8	8	9	9
Herrings, fresh, filleted	1	...
Herrings, fresh, unfileted	2	1	2	2
Fat, fresh, other than herring	2	2	2	1
White, processed	7	5	5	7
Fat, processed, filleted	3	2	2	2
Fat, processed, unfileted	3	3	2	4
Shell	2	2	2	2
EGGS:	87	84	85	87
VEGETABLES:				
Old potatoes				
January–August, not prepacked	52	35	...	—
January–August, pre-packed	25	14	—	—
New potatoes				
January–August, not pre-packed	3	46	70	—
January–August, pre-packed	2	11	—
Potatoes				
September–December, not pre-packed	—	—	62	57
September–December, pre-packed	—	—	14	21
Cabbages, fresh	34	40	31	32
Brussels sprouts, fresh	37	1	3	41
Cauliflowers, fresh	17	33	26	24
Leafy salads, fresh	23	54	44	23
Peas, fresh	1	13	...
Beans, fresh	—	2	23	3
Other fresh green vegetables	1	3	1	1
Carrots, fresh	46	31	29	42
Turnips and sweedes, fresh	19	4	7	19
Other root vegetables, fresh	15	11	11	12
Onions, shallots, leeks, fresh	45	45	40	44
Cucumbers, fresh	11	33	27	12
Mushrooms, fresh	20	18	14	17
Miscellaneous fresh vegetables	7	8	14	15
FRUIT:				
Oranges, fresh	46	41	23	26
Other citrus fruit, fresh	23	16	10	20
Apples, fresh	54	56	48	54
Pears, fresh	12	9	13	14
Stone fruit, fresh	1	3	22	2
Grapes, fresh	5	5	10	11
Soft fruit, fresh, other than grapes	8	15	...
Bananas, fresh	38	48	45	39
Rhubarb, fresh	4	5	1	—
Tomatoes, fresh	44	70	75	54
Other fresh fruit	1	1	9	4

(a) Excluding purchases of quick-frozen foods.

(b) Percentage of households purchasing during July/August.

(c) Percentage of households purchasing during September.

TABLE 4

Household Food Prices (a) 1969: National Averages

	Average prices paid in 1969				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	10·8	10·7	10·8	11·3	10·9
Welfare	6·1	6·1	6·1	6·2	6·1
<i>Total Liquid Milk Purchased</i>	<i>10·1</i>	<i>10·0</i>	<i>10·1</i>	<i>10·5</i>	<i>10·2</i>
Condensed milk	9·3	9·4	9·5	9·2	9·3
Dried milk					
National	5·8	4·7	6·1	—	5·5
Branded	8·8	8·8	8·4	8·6	8·6
Other milk (b)	14·9	17·7	18·2	18·0	17·2
Cream	72·0	74·6	67·6	74·4	72·0
CHEESE:					
Natural	45·9	45·2	46·0	46·8	45·9
Processed	62·4	60·2	64·9	62·5	62·3
MEAT AND MEAT PRODUCTS:					
Carcase meat					
Beef and veal	75·7	77·8	79·5	80·5	78·3
Mutton and lamb	55·6	56·1	59·1	60·0	57·5
Pork	64·8	63·6	64·2	67·0	64·9
Other meat and meat products					
Bones	14·6	13·8	15·0	13·3	14·2
Liver	60·8	60·4	62·3	66·0	62·2
Offals, other than liver	41·2	41·4	50·4	41·8	42·9
Bacon and ham, uncooked	61·6	61·3	63·4	63·6	62·4
Bacon and ham, cooked, including canned	114·7	113·2	117·2	117·5	115·6
Cooked chicken	68·9	68·0	76·6	72·8	71·5
Corned meat	77·2	75·2	77·2	78·1	76·8
Other cooked meat, not purchased in cans	88·8	86·1	88·8	89·5	88·3
Other canned meat	45·1	47·3	47·6	47·2	46·8
Broiler chicken, uncooked (c)	39·2	41·9	42·8	41·0	41·2
Other poultry, uncooked, not quick- frozen	46·8	41·1	42·7	43·3	43·5
Other poultry, uncooked, quick-frozen	38·8	40·1	39·7	38·0	39·2
Rabbit, game and other meat	59·3	51·5	47·0	63·8	56·7
Sausages, uncooked, pork	43·2	43·1	43·5	43·7	43·4
Sausages, uncooked, beef	36·7	37·1	37·4	38·0	37·3
Meat pies and sausage rolls, ready to eat	44·0	42·8	45·2	45·1	44·2
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat pro- ducts	67·6	66·8	70·8	70·0	68·8
Other meat products	46·8	49·7	49·0	52·1	49·4

(a) Pence per lb., except pence per pint of milk, cream, vegetable and salad oils, fruit juices, welfare orange juice and coffee essences, pence per equivalent pint of condensed milk, dried milk and jelly, 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 1969				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
FISH:					
White, filleted, fresh	52.0	50.7	52.0	54.0	52.2
White, unfileted, fresh	50.3	46.7	47.4	46.2	47.8
White, uncooked, quick-frozen (d)	66.6	63.3	64.4	64.7	64.7
Herrings, filleted, fresh	36.6	40.7	36.4	35.9	37.1
Herrings, unfileted, fresh	24.5	25.3	26.3	25.3	25.4
Fat, fresh, other than herrings	37.2	72.5	80.2	51.2	60.2
White, processed	49.9	46.9	49.2	48.8	48.8
Fat, processed, filleted	49.9	56.2	48.8	50.3	51.3
Fat, processed, unfileted	34.9	38.5	32.0	37.2	36.0
Shell	104.3	99.1	115.4	86.4	99.1
Cooked	56.6	57.5	57.0	57.6	57.2
Salmon, canned	102.5	104.3	107.9	120.6	108.0
Other canned or bottled fish	60.9	61.5	61.4	62.8	61.6
Fish products, not quick-frozen	76.0	77.3	77.9	81.2	78.0
Quick-frozen fish products, and quick-frozen fish not specified above (e)	59.5	59.1	58.9	58.4	59.0
EGGS	4.6	4.4	4.1	4.4	4.4
FATS:					
Butter	40.4	40.6	40.8	41.4	40.8
Margarine	24.4	24.8	24.6	25.8	24.9
Lard and compound cooking fat	17.1	17.4	17.8	18.8	17.7
Suet	32.4	30.4	33.2	31.8	32.0
Vegetable and salad oils	40.0	38.3	43.0	38.3	39.8
All other fats	17.8	20.6	18.7	20.1	19.3
SUGAR AND PRESERVES:					
Sugar	9.0	9.2	9.1	9.1	9.1
Jams, jellies and fruit curds	26.2	26.1	26.8	26.1	26.3
Marmalade	21.3	21.9	22.4	22.6	22.0
Syrup, treacle and honey	25.5	27.6	28.7	24.2	26.2
VEGETABLES:					
Old potatoes					
January–August, not pre-packed	3.6	4.5	6.0	—	3.9
January–August, pre-packed	4.4	5.0	—	—	4.6
New potatoes					
January–August, not pre-packed	10.9	10.1	5.8	—	7.5
January–August, pre-packed	6.8	10.6	5.8	—	6.6
Potatoes					
September–December, not pre-packed	—	—	4.8	4.3	4.4
September–December, pre-packed	—	—	4.8	4.8	4.8
Cabbages, fresh	10.2	12.8	8.1	7.7	9.9
Brussels sprouts, fresh	12.7	18.4	14.7	11.5	12.2
Cauliflowers, fresh	17.4	15.5	11.6	10.8	13.7
Leafy salads	53.6	35.2	21.1	36.4	32.2
Peas, fresh	131.0	14.2	10.8	13.8	11.0
Peas, quick-frozen	36.8	36.7	37.0	35.9	36.6
Beans, fresh	—	22.4	17.4	18.9	17.8
Beans, quick-frozen	47.9	48.2	48.6	47.6	48.0
Other fresh green vegetables	16.6	17.3	14.1	14.3	16.2

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

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

TABLE 4—continued

	Average prices paid in 1969				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
VEGETABLES—contd.					
Carrots	8·5	11·5	9·0	6·9	8·7
Turnips and swedes, fresh	6·4	7·3	7·3	6·3	6·5
Other root vegetables, fresh	13·7	19·5	15·7	13·0	14·9
Onions, shallots, leeks, fresh	10·0	13·0	12·8	10·3	11·3
Cucumbers, fresh	38·4	29·9	24·3	29·3	28·8
Mushrooms, fresh	56·0	52·4	53·6	55·9	54·6
Miscellaneous fresh vegetables	26·4	35·7	15·0	14·2	18·4
Canned peas	13·5	13·5	13·7	14·2	13·7
Canned beans	14·8	14·6	14·8	14·7	14·7
Canned vegetables, other than pulses or potatoes	18·0	19·4	18·6	20·1	19·0
Dried pulses, other than air-dried	25·0	28·2	30·2	27·5	27·1
Air-dried vegetables	169·7	161·9	171·1	145·6	160·4
Chips, excluding quick-frozen	20·4	22·1	23·1	22·1	22·0
Other potato products, not quick-frozen	49·6	53·4	58·2	59·1	54·8
Other vegetable products	31·2	32·5	31·2	29·3	31·2
All quick-frozen vegetables and vegetable products, not specified above (f)	42·6	41·5	42·5	40·1	41·7
FRUIT:					
Fresh					
Oranges	13·5	14·3	16·8	15·0	14·4
Other citrus fruit	15·7	16·8	21·7	20·4	17·9
Apples	20·7	24·2	19·5	14·7	19·6
Pears	15·9	21·2	19·1	14·2	17·2
Stone fruit	44·2	36·4	20·4	13·5	21·7
Grapes	39·9	39·4	26·3	23·6	29·6
Soft fruit, other than grapes	128·7	43·5	29·6	81·3	33·9
Bananas	16·1	16·3	17·0	17·8	16·8
Rhubarb	21·3	12·4	9·4	—	15·1
Tomatoes	31·0	43·4	27·8	27·1	32·6
Other fresh fruit	23·5	21·0	15·8	17·4	17·0
Tomatoes, canned or bottled	18·6	19·1	19·8	19·1	19·0
Canned peaches, pears and pineapples	19·6	19·4	20·3	20·6	19·9
Other canned or bottled fruit	23·4	23·7	24·1	24·8	24·0
Dried fruit and dried fruit products	29·6	30·1	30·2	30·1	30·0
Nuts and nut products	56·8	57·2	59·2	67·2	61·3
Fruit juices	40·7	37·3	39·0	41·5	39·7
Welfare orange juice	60·1	60·1	60·2	60·1	60·1

(f) Including quick-frozen brussels sprouts.

TABLE 4—continued

	Average prices paid in 1969				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
CEREALS:					
Brown bread	14·5	14·6	14·6	14·5	14·5
White bread, large loaves, unwrapped	11·3	11·4	11·5	11·5	11·4
White bread, large loaves, wrapped	11·2	11·5	11·4	11·5	11·4
White bread, small loaves, unwrapped	13·6	13·6	13·5	13·7	13·6
White bread, small loaves, wrapped	14·3	14·4	14·7	14·5	14·5
Wholewheat and wholemeal bread	13·6	13·3	13·5	13·5	13·4
Other bread	23·3	24·4	25·2	25·5	24·6
Flour	7·9	7·9	8·1	7·8	7·9
Buns, scones and teacakes	26·2	28·7	28·7	27·4	27·6
Cakes and pastries	41·7	42·7	41·8	42·5	42·2
Biscuits, other than chocolate biscuits	29·7	29·5	29·6	30·4	29·8
Chocolate biscuits	55·2	57·4	56·8	58·2	56·9
Oatmeal and oat products	16·0	17·8	17·1	16·9	16·8
Breakfast cereals	32·1	32·6	32·1	33·2	32·5
Canned milk puddings	12·8	13·0	13·1	13·1	13·0
Other puddings	33·2	36·7	37·8	35·1	35·3
Rice	19·1	19·4	19·3	19·8	19·4
Invalid foods, including slimming foods	41·9	57·9	54·2	47·0	49·3
Infant foods, not canned or bottled	54·9	48·8	56·6	49·9	52·5
Cereal convenience foods, including canned, not specified above (g)	27·1	29·6	28·8	27·9	28·3
Other cereal foods	21·8	17·0	15·3	22·2	18·8
BEVERAGES:					
Tea	73·6	74·0	74·1	74·4	74·0
Coffee, bean and ground	88·7	101·0	101·8	104·0	97·0
Coffee, instant	223·1	220·7	219·6	224·3	222·0
Coffee, essences	75·1	79·5	73·1	81·4	76·4
Cocoa and drinking chocolate	52·6	51·5	50·9	53·5	52·3
Branded food drinks	66·4	68·2	73·5	70·1	68·8
MISCELLANEOUS:					
Baby foods, canned or bottled	31·0	29·4	30·8	31·3	30·6
Soups, canned	16·6	17·0	17·1	17·2	16·9
Soups, dehydrated and powdered	98·3	106·0	99·6	97·6	99·8
Spreads and dressings	44·3	41·6	42·3	45·4	42·8
Pickles and sauces	30·5	29·6	29·6	29·9	29·9
Meat and vegetable extracts	190·1	192·2	192·9	181·0	188·4
Table jellies, squares and crystals	9·2	9·2	9·5	9·6	9·4
Ice cream (served as part of a meal), mousse, soufflé	32·4	32·6	32·6	32·8	32·6
All quick-frozen foods not specified above Salt	47·4	48·8	52·6	46·2	48·5
	6·6	6·9	6·9	6·8	6·8

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

TABLE 5

*Energy Value and Nutrient Content of Household Food Consumption
National Averages 1968 and 1969*

	1968	1969
(i) Consumption per person per day		
Energy value (kcal.)	2,560	2,570
Total protein (g.)	75.4	74.4
Animal protein (g.)	46.6	46.5
Fat (g.)	118	120
Carbohydrate (g.)	318	317
Calcium (mg.)	1,040	1,050
Iron (mg.)	13.5	13.3
Vitamin A (retinol equivalents) (μg.)	1,400	1,360
Thiamine (mg.)	1.21 (a)	1.17
Riboflavine (mg.)	1.81	1.79
Nicotinic acid equivalents (mg.)	29	29
Vitamin C (mg.)	52	52
Vitamin D (μg.)	3.14	2.90
(ii) As percentages of recommended intakes		
Energy	108	109
Protein (as a % of minimum requirement)	194	193
Protein (as a % of recommended intake)	127	126
Calcium	191	194
Iron	122	121
Vitamin A (retinol equivalents)	203	199
Thiamine	125 (a)	122
Riboflavine	130	130
Nicotinic acid equivalents	189	190
Vitamin C	182	181
Vitamin D (b)	90	84
(iii) Percentages of energy derived from protein fat and carbohydrate		
Protein	11.8	11.6
Fat	41.6	42.0
Carbohydrate	46.6	46.3
(iv) Animal protein as a percentage of total protein		
	61.9	62.5

(a) The intake figure given here for thiamine in 1968 has been adjusted to be consistent (but not identical) with the estimate that would have been obtained if the procedure regarding the calculation of cooking losses had been the same as that adopted in 1969 (see Appendix I, paragraph 15); it is slightly less than the figure given in Table 21.

(b) Excluding the contributions of welfare and pharmaceutical products (see paragraph 83).

Glossary of Terms used in the Survey

General Note. The Survey records household food purchases and food obtained without payment during one week. It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters, squashes and alcoholic drinks; vitamin preparations; food obtained specifically for consumption by domestic animals.

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

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

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

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

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

Child. A person under 15 years of age.

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

Consumption. See "Food Obtained for Consumption".

Conurbation. See "Type of Area".

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

Deflated Price. See "Real Price".

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

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

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

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

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

Food Obtained for Consumption. Food purchases plus garden and allotment produce, etc. The average consumption quantities may differ slightly from the sum of the components, owing to rounding.

Garden and Allotment Produce, etc. 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 garden and allotment produce, etc.").

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

Income Group. Households are grouped into seven income groups (A1, A2, B, C, D1, D2 and OAP) 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 income group D. Agricultural workers are placed in income group C (even though their minimum weekly wage has sometimes been slightly less than the lower limit for that group), so as to keep the occupational composition of income groups C and D1 as closely as possible the same as that in previous years. This definition is synonymous with that of "social class" in previous annual reports.

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

Larger Towns. See "Type of Area".

Net Balance. The net balance of an individual (a member of the household or a visitor) is a measure of the number of meals eaten in the home by that individual during the Survey week, each meal being given a weight in proportion to its importance. The net balance is used when relating nutrient intake to need. (See paragraphs 17 and 18 of Appendix I).

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 (retinol equivalents), thiamine (vitamin B₁), riboflavine, nicotinic acid equivalents, vitamins C and D.

Separate figures for animal and vegetable protein are included: as a generalization, proteins of an 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 2 of Appendix I). Estimates of requirements consistent with and based on recommendations of the Department of Health and Social Security given in *Recommended Intakes of Nutrients for the United Kingdom*, Reports on Public Health and Medical Subjects, No. 120, HMSO 1969. Averages of nutrient intakes are compared with these allowances for each group of households identified in the Survey. (See paragraph 16 of Appendix I).

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

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

Older Couple. 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 3 of Appendix I).

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

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

Provincial Conurbation. See "Type of Area".

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

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

Rural Areas. See "Type of Area".

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

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

Smaller Towns. See "Type of Area".

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. The London conurbation is the area administered by the Greater London Council.

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

Value of Garden and Allotment Produce, etc. The value imputed to such 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 these supplies, though if the households concerned had not had access to them, 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 is not valued, and cheap welfare milk and welfare orange juice are recorded at the prices paid for them.

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

Symbols and conventions used

Symbols. The following are used throughout:

— = nil.

... = less than half the final digit shown.

n.a. = not available or not applicable.

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

Survey Classification of Foods

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

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

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

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

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

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

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

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

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