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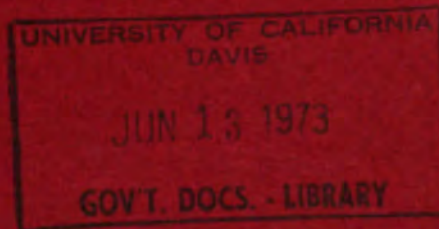


MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1970 and 1971

WITH A REVIEW OF THE FIVE YEARS
1966 TO 1970

A Report of the
National Food Survey Committee



LONDON

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Preface

This report makes a departure from tradition by presenting detailed tabulations of the Survey results for two years instead of one, so that the information for 1971 is being published considerably earlier than it would otherwise have been. Our aim is to continue this speeding-up process by publishing the full results for 1972 before the end of next year.

Summary results of the Survey are published in the *Monthly Digest of Statistics* as soon as they become available. They are supplemented by brief quarterly commentaries in *Trade and Industry*. Additional information in a more detailed form is also obtainable each quarter: applications for such data should be addressed to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food at Tolcarne Drive, Pinner, Middlesex (Telephone No. 01-868 7161, extension 43 or 44).

This report contains a review of trends in food prices, consumption, expenditure and nutrition over the five years from 1966 to 1970 and complements the review of the years 1956-1965 published in the report for 1965. A bibliography of special studies and analyses of Survey data undertaken between 1950 and 1971 is included as an appendix. Significant changes in the pattern of food consumption have taken place over this period and more changes can be expected in the years ahead. An important function of the Survey is to record those changes as they occur.

The Committee wishes to record its indebtedness to the many housewives who have so generously given of their time to provide records of their food purchases. The Committee is also grateful to its secretaries and to the staffs of the Ministry of Agriculture, Fisheries and Food, the Social Survey Division of the Office of Population Censuses and Surveys and the British Market Research Bureau Ltd for conducting the Survey and analysing its results.

LEONARD NAPOLITAN,

Chairman, National Food Survey Committee

September, 1972

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PART I

Introduction and summary

Chapter 1

INTRODUCTION AND SUMMARY

1.1 Introduction

1. The present Report differs from its predecessors by including full tabular information of National Food Survey results for two years instead of one. By adopting this course, publication of the results for 1971 is being achieved earlier than would otherwise have been the case and it is expected that future reports also will be published to an improved timetable.

2. To facilitate reference, the Report is divided into five parts, the first of which, in addition to presenting some general economic background material, also contains a brief summary of the remainder of the Report.

3. Part II of the Report discusses the main Survey results for 1970, and also includes a review of trends in food prices, consumption and expenditure over the five-year period from 1966 to 1970, thus up-dating the review of the ten years from 1956 to 1965 which was included in the Report for 1965¹. This part of the Report is divided into three chapters which consider respectively the national averages of food consumption, expenditure and prices, the corresponding geographical, income group and family composition variations, and finally the nutritional findings of the Survey.

4. The full Survey results for 1971 are discussed in Part III of the Report, the discussion being concentrated on new developments.

5. A few key tables of Survey results over the period from 1966 to 1971 are for convenience of reference interspersed with the text in Part II of the Report, but the detailed tables of results in 1970 and 1971 (together with some summary time-series over the period 1966 to 1971) form Part IV of the Report. The sequence of tables in Part IV is generally the same as that of the text in Part II except that each of the tables of results in 1970 is followed immediately by the corresponding table of results in 1971.

6. Part V of the Report contains a number of appendices. These include a general account of the methodology of the Survey and some details of the composition of the sample in 1970 and 1971; some detailed estimates of the income elasticities of demand for individual foods as determined by cross-sectional analyses of the Survey data for 1971; a bibliography of special studies and analyses of Survey data undertaken between 1950 and 1971, and published either in this series of Reports or elsewhere; and some background summary information on the level of national food supplies.

1.2 Personal income, expenditure and retail prices

7. Before examining the National Food Survey results for 1970 and 1971 and the changes in household food consumption, expenditure, prices and nutrition during the five years from 1966 to 1970 which are also discussed in this Report, it may be useful to consider the course of personal income, expenditure and retail prices in general over the period (Table 1). Between 1966 and 1970 average

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

personal disposable income per head rose by 26 per cent, as compared with a rise in the index of consumers' prices of only 19 per cent. Real incomes therefore advanced on average by over 6 per cent, more than half of this gain accruing in 1970 following a virtual standstill in 1969. The advance continued in 1971 when real personal disposable income per head increased further by just under 2½ per cent. Total consumers' expenditure per head in real terms roughly kept pace with the increase in real income but total consumers' expenditure on food¹ in real terms rose by no more than 2 per cent between 1966 and 1970, and fell back nearly 1 per cent in 1971, when expenditure on durable goods and on alcoholic drinks rose steeply. The share of total consumers' expenditure devoted to food¹ fell from just over 25 per cent in 1966 to just over 23 per cent in 1971 at current prices, and from nearly 26 to 24 per cent at prices prevailing in the base year (1963).

8. Between 1966 and 1970 the food component of the consumer price index² continued to rise at a rather slower rate than the corresponding index² for the prices of all goods and services, rising in all by 16 per cent over the five years. The National Food Survey index of food prices actually paid by housewives rose by a closely similar amount (15 per cent) compared with a rise of 21 per cent shown by the food component of the General Index of Retail Prices³. In 1971, however, prices generally moved ahead at a more rapid rate than hitherto, the rise in food prices (10½–11 per cent, whether measured by the National Food Survey index, the *corresponding* component of the consumer price index or the food component of the General Index of Retail Prices) being slightly more than that for all goods and services.

1.3 Summary of Survey results

9. **General situation.** Average food expenditure per head in private households in Great Britain rose from £1·80 per week in 1966 to £2·11 in 1970. While most of this increase in expenditure was taken up by increases in food prices, the National Food Survey recorded a small gain of 1½ per cent in the real value of food purchases per head which was attributable entirely to an increase of 12½ per cent in purchases of convenience foods. Within the convenience food sector the greatest percentage increase in real terms was that for quick-frozen foods (38 per cent), increases of only about 10 per cent being recorded for canned foods and for other convenience foods. Average prices of quick-frozen foods rose by only 7 per cent over the period compared with 9 per cent for canned foods, 16 per cent for other convenience foods and 15 per cent for food as a whole. Most foods showed a smaller percentage rise in price over the period than the rise of 20 per cent shown by the General Index of Retail Prices, the only important exceptions being carcass meat (22 per cent) and bread (29 per cent). Most of the changes in the pattern of food expenditure between 1966 and 1970 tended to occur within the main food groups rather than between them (Chapter 2).

¹ Household food expenditure plus the ingredient cost of food consumed in catering establishments.

² A brief description of this index is given in footnotes (d) and (e) to Table 1.

³ The main reasons for the divergence between the food component of the General Index of Retail Prices and the National Food Survey index are that the latter takes into immediate account any transfer of purchases to cheaper brands or varieties, or from one type of shop to another, but does not take into account changes in prices of pet foods and some other items not covered by the Survey (e.g. sweets, chocolates, soft drinks). A description of the General Index of Retail Prices is given in Studies in Official Statistics, No. 6, *Method of Construction and Calculation of the Index of Retail Prices*, HMSO, 1967.

10. Geographical differences. Over the period from 1966 to 1970 there were no significant changes in the pattern of regional variation in food expenditure. In 1970 average expenditure was £2·03 in Scotland and £2·15 in Wales, while in England it ranged from £2·04 in the South-West to £2·15 in the North. A wider range of average expenditures was found between types of area—from £1·86 in rural areas to £2·27 in the London conurbation, although this range is much reduced when the value of garden and allotment produce is taken into account. For identical baskets of food the general level of food prices paid by housewives in Scotland and in Wales were respectively $5\frac{1}{2}$ per cent and $2\frac{1}{2}$ per cent above the average for Great Britain as a whole, while in Yorkshire and Humberside they were $2\frac{1}{2}$ per cent below. The overall level of food prices in each of the different types of area was within 1 per cent of the national average except in London, where (exceptionally) average prices were nearly 2 per cent above it (Chapter 3).

11. Income group differences. Average food expenditure per head showed a marked variation according to the level of income of the head of the household. In 1970 it ranged from £2·63 per week in group A1 to £1·93 in group D1, only 9p of this difference being attributable to different levels of spending on convenience foods. Average prices paid also increased with increasing income, but not commensurately; the range in prices was again 11 per cent between the lowest and highest income groups, compared with less than 9 per cent in 1966. Over the five years from 1966 to 1970 average expenditure by households in group D1 tended to decline relative to that in the sample as a whole, but pensioner households improved their relative position (Chapter 3).

12. Household composition differences. Average weekly food expenditure varied more widely between types of household than between income groups; in 1970 it ranged from £2·81 per head (£5·62 per household) in households containing only a younger couple to £1·50 per head (£9·58 per household) in families with four or more children. In contrast to this range of 87 per cent in expenditure per head, the general level of prices paid for food showed a corresponding range of less than 6 per cent. The large range in average expenditure is mainly due to adults having greater physiological requirements than young children, although differences in economic circumstances also contributed to the disparity. As in previous years, when income as well as family composition is taken into account, the averages for food expenditure per head show much greater variation between family-size groups within each income range than between income groups within each family-size group. Over the period from 1966 to 1970 older couples and families with two or more children but no adolescents improved their relative position, but families with both children and adolescents lost ground; average food prices paid by the latter group also moved further below the national average, while prices paid by families with two or three children moved up nearer to that average (Chapter 3).

13. Estimates of household food consumption, expenditure and prices in 1971. Average household expenditure on food advanced by a further 20p to £2·31 per person per week in 1971, but did not keep pace with the rise in food prices, so that there was a decrease of 1 per cent in the real value of total food purchases per head despite a rise of over 4 per cent in the real value of purchases of seasonal foods. The decrease took the form of a change in the pattern of food consumption, one of the main features being a reversal of the previous upward trend in

consumption of convenience foods, particularly of canned meat, canned vegetables and canned soup. Families affected by the changes in the regulations for the supply of welfare milk in April 1971 appear to have reduced their average consumption of liquid milk by about 0.4 pints per person per week, but because of redistribution within the family, consumption by the younger children and expectant mothers, for whose benefit the welfare milk was provided, appears to have been maintained (Chapter 5).

14. Energy value and nutrient content. The average per caput daily energy value of the food obtained for consumption in private households in Great Britain in 1970 was 2600 kcal (10.9 MJ). This was the greatest intake recorded since 1964, and is 11 per cent above the recommended intake. Furthermore, it does not include energy derived from alcohol or sweets. The continued gradual increase in consumption of fat was accompanied in 1970 by an interruption of the previous downward trends in consumption of vegetable protein and carbohydrate. Consumption of animal protein again showed a slight decline, however, and protein in 1970 provided 11.5 per cent of the total energy, the lowest proportion since 1963. The average intakes of all the minerals and vitamins except vitamin D recorded in this Survey were the same or higher than in 1969; in some cases this checked or reversed earlier downward trends. The intakes of all nutrients except vitamin D also remained well above the recommended intakes, not only nationally but also in households of every geographical area, income group and family size. But vitamin D obtained from welfare and pharmaceutical sources and, of course, from the action of sunlight on the skin, is not recorded. As in previous years, households in the lower income groups and with the most children had the lowest nutrient intakes. Two foodstuffs, flour (as such, and in bakery products) and margarine, which by law are fortified with nutrients in Great Britain, made a considerable contribution to the nutrient intake of these households—in income group C&D1 with 4 or more children, they provided 23 per cent of the calcium, 25 per cent of the iron, 31 per cent of the thiamin, 18 per cent of the nicotinic acid equivalent, 11 per cent of the retinol equivalent, and 37 per cent of the vitamin D in the diet. The main trend in nutrient intake between 1966 and 1970 was that fat continued to replace carbohydrate as a source of energy. Since 1965, fat has contributed more energy than has carbohydrate in the highest income group (A1), and the next group (A2) reached this stage in 1971. Despite many other small changes, the broad pattern is one of general stability of average nutrient intake in each of the geographical areas, income groups and household sizes classified in the Survey. There was no significant narrowing of the gap in per caput nutrient intake between the high and low income groups, nor between the smallest and largest family sizes; however, the nutrient intake recorded by pensioner households generally increased throughout the 5 years (Chapter 4).

15. The energy content of the household diet declined in 1971, and this was accompanied by a slight decline in the intake of most nutrients. The nutrient quality was in general higher than in 1970, but there was a decrease in the quantity of food purchased. The recorded decreases in energy value and nutrient intake were not evenly distributed among the Survey households: the relative position of rural areas declined while that of London rose, and the intakes of income groups A1, A2, C and especially pensioners declined while those of groups B, D1 and D2 increased. Although the energy content of the diet was slightly below the recommended intake for a few categories of household, the intake

of all the other nutrients except vitamin D remained well above the recommendations (Chapter 5).

TABLE 1
Changes in earnings, prices and consumers' expenditure, 1966-1971
(1963 = 100)

	1966	1967	1968	1969	1970	1971
Index of personal disposable income per head (a):—						
In money terms	119.9	124.3	131.7	139.1	151.4	166.8
In real terms (b)	107.0	108.2	109.7	109.9	113.6	116.1
Index of average weekly earnings per head (a) (c)	122.7	129.8	139.7	151.1	171.6	190.8
General Index of Retail Prices (a):—						
All items	112.5	115.3	120.7	127.2	135.3	148.1
Food	110.3	113.1	117.6	125.0	133.7	148.5
Consumers' price index:—						
All items (d)	112.1	114.9	120.1	126.5	133.3	143.6
Food (e)	109.6	111.7	115.1	121.4	127.4	139.6
Consumers' expenditure per head (f):—						
Household food expenditure per head (g)						
Current prices	111.4	114.1	117.5	123.5	131.5	143.2
1963 prices	101.7	102.1	102.0	101.7	103.2	102.6
Total food expenditure per head (h)						
Current prices	111.7	114.5	117.6	123.9	132.2	143.5
1963 prices	101.7	102.3	102.3	102.2	103.8	102.9
Total consumers' expenditure per head						
Current prices	118.4	123.5	131.6	138.8	149.8	165.1
1963 prices	105.6	107.4	109.6	109.7	112.4	115.0
Total food expenditure as percentage of total consumers' expenditure on goods and services:—						
Current prices	25.3	24.9	24.0	23.9	23.7	23.3
1963 prices	25.8	25.5	25.0	25.0	24.8	24.0

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

(b) Using the consumers' price index as a deflator to remove the effect of price changes.

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

(d) Index of total consumers' expenditure per head at current prices divided by the corresponding index at 1963 prices.

(e) Index of consumers' total food expenditure per head at current prices divided by the corresponding index at 1963 prices.

(f) Derived from data in *National Income and Expenditure 1972*, HMSO, 1972.

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

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

PART II

Survey results 1966–1970

Chapter 2

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES, 1966–1970

2.1 General levels of food consumption, expenditure and prices

2.1.1 INTRODUCTION

16. 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 elsewhere¹. There was a break in fieldwork from 23 May to 21 June 1970 while the General Election campaign was in progress and interpolated results have been included to compensate for the loss of information during this period. The fieldwork of the Survey does not extend over Christmas, but in 1970 records were obtained up to Thursday, 24 December. In order to correct for some over-representation of provincial conurbations and semi-rural areas in the sample at the expense of Greater London and rural areas, the national averages have, as usual, been calculated as weighted averages of the results for each of the six main types of area², the weights being proportionate to the respective populations. Details of the methodology of the National Food Survey and of the composition of the Sample in 1970 are given in Appendix A.

17. For convenience of reference some summary results for 1971 are included in the tables in this Chapter, but discussion of them is in general postponed until Chapter 5.

2.1.2 MAIN RESULTS IN 1970

18. Average food expenditure per head in private households in Great Britain was estimated to be £2·11 per person per week in 1970, 11p (5·4 per cent) more than in 1969, the increase being apportioned amongst the main food groups as follows:— meat and meat products (4½p), fish (½p), fats (½p), potatoes (1p), other vegetables and vegetable products (1p), bread and flour (1½p), other cereal products (½p), beverages (½p), all other food (1p). The value attributed to garden and other supplies obtained without payment averaged 5p per person per week, ½p more than in 1969, and when this value is added to the amount spent on food, the total value of food obtained for household consumption averaged £2·16 per person per week, 5·5 per cent more than in 1969.

19. 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

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 D.

² See Glossary.

TABLE 2

Household food expenditure and total value of food obtained for consumption, 1966-1971

(per person per week)

	1966	1967	1968	1969	1970	1971	Percentage change				
							1966 to 1967	1967 to 1968	1968 to 1969	1969 to 1970	1970 to 1971
	£	£	£	£	£	£					
Expenditure on food											
1st quarter .	1.75	1.80	1.85	1.95	2.02	2.19	+2.5	+2.9	+5.8	+3.4	+8.4
2nd quarter .	1.84	1.87	1.91	2.02	2.13	2.32	+1.4	+2.6	+5.5	+5.7	+8.5
3rd quarter .	1.81	1.87	1.91	1.99	2.11	2.34	+3.5	+2.3	+4.3	+5.9	+10.8
4th quarter .	1.79	1.85	1.90	2.03	2.16	2.37	+3.1	+2.9	+6.7	+6.4	+10.0
Yearly average .	1.80	1.84	1.89	2.00	2.11	2.31	+2.7	+2.7	+5.5	+5.4	+9.4
Value of garden and allotment produce etc.											
Yearly average	0.05	0.04	0.04	0.05	0.05	0.05	-18.2	+10.7	+9.1	+13.3	+1.0
Value of food obtained for consumption (a)											
Yearly average	1.84	1.88	1.94	2.05	2.16	2.36	+2.1	+2.8	+5.6	+5.5	+9.2

(a) Expenditure on food purchased for consumption in the home, plus the value of garden and allotment produce etc. (see Glossary).

TABLE 3

Percentage changes in average expenditure, food prices and real value of food purchased, 1966-1971

	1967 on 1966	1968 on 1967	1969 on 1968	1970 on 1969	1971 on 1970	1970 on 1969 Quarters				1971 on 1970 Quarters			
						1	2	3	4	1	2	3	4
Expenditure													
Seasonal foods (a) .	+1.6	+1.0	+6.7	+2.0	+15.2	+1.1	+4.5	+0.9	+1.3	+10.4	+12.5	+18.9	+18.1
Convenience foods (a) .	+5.5	+5.1	+6.8	+7.1	+4.9	+7.5	+7.3	+5.0	+8.8	+4.8	+1.1	+8.4	+4.6
All other foods (b) .	+1.8	+2.4	+4.2	+6.2	+8.8	+2.8	+5.4	+9.5	+8.0	+9.1	+10.2	+7.5	+8.6
All foods (b) .	+2.6	+2.6	+5.5	+5.2	+9.6	+3.4	+5.6	+6.0	+6.4	+8.4	+8.6	+10.8	+10.0
Food prices													
Seasonal foods (a) .	+2.3	+1.2	+6.3	+3.6	+10.5	+5.4	+2.5	+3.9	+3.2	+3.0	+9.4	+16.4	+13.5
Convenience foods (a) .	+1.7	+2.0	+4.4	+4.7	+9.8	+3.7	+3.7	+5.6	+5.9	+7.9	+10.5	+10.6	+9.9
All other foods (b) .	+1.4	+4.0	+4.4	+5.2	+11.3	+4.3	+4.8	+4.8	+6.8	+7.6	+11.2	+13.2	+12.7
All foods (b) .	+1.7	+2.8	+4.9	+4.6	+10.7	+4.5	+3.9	+4.8	+5.6	+6.4	+10.5	+13.4	+12.2
Real value of food purchased													
Seasonal foods (a) .	-0.7	-0.2	+0.4	-1.6	+4.2	-4.1	+2.0	-2.9	-1.9	+7.2	+2.9	+2.2	+4.0
Convenience foods (a) .	+3.7	+3.1	+2.3	+2.3	-4.5	+3.7	+3.5	-0.6	+2.8	-2.9	-8.5	-2.0	-4.9
All other foods (b) .	+0.4	-1.5	-0.2	+1.0	-2.2	-1.5	+0.5	+4.3	+1.1	+1.4	-0.9	-5.1	-3.6
All foods (b) .	+0.9	-0.1	+0.6	+0.6	-1.0	-1.0	+1.7	+1.2	+0.7	+1.8	-1.7	-2.4	-2.0

(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, 1966-1971
 (1963=100)

	1966	1967	1968	1969	1970	1971
<i>Expenditure indices</i>						
Seasonal foods (a)	110.3	112.2	113.1	120.7	122.9	141.9
Convenience foods (a):						
Canned	115.1	121.5	122.9	129.3	138.7	138.4
Quick-frozen	139.1	139.7	161.7	196.4	206.5	223.2
Other convenience foods	117.5	124.6	133.6	141.2	150.5	161.8
Total convenience foods	117.9	124.3	130.9	139.8	149.6	156.9
All other foods (b)	108.8	110.7	113.3	118.2	125.5	136.6
All foods (b)	111.2	114.1	117.1	123.5	130.0	142.5
<i>Indices of average prices</i>						
Seasonal foods (a)	107.2	109.6	111.1	118.4	122.9	135.5
Convenience foods (a):						
Canned	109.7	109.8	111.3	115.1	119.7	129.6
Quick-frozen	105.5	106.2	106.8	112.3	113.2	122.9
Other convenience foods	110.5	112.6	115.5	120.8	127.8	141.7
Total convenience foods	109.8	111.0	113.2	117.8	123.6	135.8
All other foods (b)	111.9	113.5	117.9	123.2	129.4	144.1
All foods (b)	109.9	111.9	114.9	120.6	126.3	139.7
<i>Indices of real value of food purchased</i>						
Seasonal foods (a)	102.9	102.3	101.8	101.9	100.0	104.7
Convenience foods (a):						
Canned	104.9	110.7	110.3	112.3	115.8	106.8
Quick-frozen	131.8	131.6	151.4	175.0	182.5	181.6
Other convenience foods	106.4	110.7	115.7	116.9	117.8	114.2
Total convenience foods	107.4	112.0	115.7	118.7	121.0	115.5
All other foods (b)	97.2	97.6	96.1	95.9	97.0	94.8
All foods (b)	101.1	102.0	101.9	102.4	103.0	102.0

(a) See Glossary.

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

the overall quantity of food purchases¹. Thus, food prices rose in 1970 by 4.6 per cent, compared with a rise of 5.2 per cent in average food expenditure (excluding expenditure on a few miscellaneous items for which the expenditure but not the quantity is recorded by the Survey) and there was therefore a gain of 0.6 per cent in the real value of food purchases per head. Convenience foods showed a gain of 2.3 per cent in real value of purchases, and other non-seasonal foods a gain of 1 per cent. Average expenditure on seasonal foods was 2.0 per cent greater than in 1969 but the price index for these foods rose by 3.6 per cent, and there was a

¹ 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, from a lower to a higher grade of liquid milk, or from small to large eggs) is represented as an increase in the average price paid for that item and not as a rise in the real value of purchases. This type of limitation does not arise when there is a shift in purchases from one item in the classification to another.

fall of 1.6 per cent in the real value of purchases per head. Details of average consumption, expenditure and prices paid for each item in the Survey classification of foods in 1970 are given in Tables 11, 13 and 15 of this Report.

2.1.3 LONGER-TERM TRENDS, 1966–1970

20. Table 3 also shows that over the period from 1966 to 1970 average household expenditure on food increased each year and that the rate of increase doubled after 1968. Most of these increases in expenditure can be attributed to increases in average prices as measured by the Survey food price index. This is also shown in Table 4 by annual index numbers which use 1963 as a base in order to facilitate comparison with other official statistical series. Although the indices are not completely compatible with those shown in Table 3, because of a change in 1966 in the classification and grouping of foods for Survey purposes, the differences between the two sets of indices are minimal and do not affect the broad conclusions. Between 1966 and 1970 the index of household food expenditure rose from 111.2 to 130.0 (nearly 17 per cent) while the Survey food price index rose from 109.9 to 126.3 (15 per cent) so that there was an overall gain of over 1½ per cent in the real value of food purchases per head. The whole of this gain was attributable to convenience¹ foods, for which the real value of purchases per head increased by 12½ per cent compared with a decrease of 3 per cent for seasonal foods and virtually no change for all other foods. Per caput expenditure on convenience foods rose by nearly 27 per cent over the period and accounted for 25 per cent of household food expenditure in 1970 compared with 23 per cent in 1966. Within the convenience sector, by far the greatest increase in the real value of purchases per head was that for quick-frozen foods (38 per cent), while the corresponding increases for canned foods and for other convenience foods were each 10½ per cent. The price index for quick-frozen foods rose by only 7 per cent over the period compared with increases of 9 per cent in the price index for canned foods and 16 per cent in that for other convenience foods.

21. Indices of expenditure, prices and real value of purchases for each of the main food groups for the years 1966 to 1970 are given in Tables 7, 8 and 9. These main food groups showed some widely differing trends in prices. Thus, the average price of poultry followed a downward trend between 1966 and 1968, and although this trend was subsequently reversed, the average price in 1970 remained below that recorded in 1966. Downward trends in average prices of butter, margarine and other fats were also reversed in 1969, but while the average price of butter was very little different in 1970 from that in 1966, the average price of margarine showed a rise of 13 per cent and that of other fats a rise of 7 per cent. The prices of cheese, some other milk products, eggs, sugar, preserves, some fruits and vegetables, some cereal products (but not bread), and beverages, rose less than 15 per cent, the rise recorded in the Survey for household food prices as a whole. The most important of the few foods for which the price rose in real terms (i.e. by more than the 20 per cent rise shown by the General Index of Retail Prices) were carcase meat (22 per cent) and bread (29 per cent).

¹ When changes were made to the Survey classification of foods in 1966 the Survey definition of convenience foods was also revised. Wherever possible in the Report, the new definition (see Glossary) of convenience foods is used, but in order to achieve continuity in series based on a period prior to 1966 (as in Table 4) it has been necessary to classify as convenience foods some quick-frozen white fish (elsewhere classified as seasonal food) and some miscellaneous cereal products. Average expenditure on these foods together amounted to 0.7p per person per week in 1970.

22. Of the £2.11 spent on food per person per week in 1970, about 18 per cent was spent on dairy products and fats, 31 per cent on meat and meat products, 10 per cent on vegetables and vegetable products, 8 per cent on fruit and fruit products, 15 per cent on cereal products, 3 per cent on sugar and preserves and 4 per cent each on fish, eggs, and beverages. These proportions are similar to those in 1966, and indeed in 1960. Changes in the pattern of food expenditure tend to occur within the main food groups rather than between them.

23. The basic records of the Survey enable a count to be made of the number of households making a purchase of a particular food during the week of their participation in the Survey, and from these an estimate can be derived of the percentage of households buying *in any one week* (but not the percentage of households which ever buy, or which buy over a longer period). These estimates, as derived from Survey samples from 1966 to 1970, are given in Table 10. It should be borne in mind, however, that a change in these percentages does not of itself imply an expansion or contraction of the market, since there may also be changes in the average amount bought on each occasion (e.g. owing to a shift towards larger pack sizes). Over the period there was little change in the percentage of households buying liquid milk in any one week but the percentage buying certain milk products¹ doubled. There was an appreciable decrease in the proportion buying mutton and lamb, and much smaller decreases in the proportions buying beef and offals, but marked increases in those buying canned meat (especially corned beef²), broiler chickens and meat products other than sausages. The proportions buying quick-frozen fish and quick-frozen fish products also increased, but those for fresh white fish and for canned salmon declined. In 1970 relatively fewer households than in 1966 made purchases of butter, margarine and cooking fats during the week they were surveyed, but more made purchases of cooking oils. The proportions buying quick-frozen vegetables, canned vegetables (other than peas) and vegetable products all increased, but there were no marked trends for fresh vegetables. In contrast, the proportions buying bananas, apples and tomatoes declined, but there were no clear trends for most kinds of processed fruit. There was some shift from unwrapped to wrapped small white loaves and from brown bread to such specialities as French bread, rolls and starch-reduced breads. The proportions buying flour and flour confectionery other than biscuits declined, as also did those for sugar and preserves, while those for breakfast and other convenience cereal foods increased. At the beginning of the period 82 per cent of households bought tea during their week of participation in the Survey but only 25 per cent made a purchase of instant coffee; by 1970 these percentages had changed to 79 and 30 respectively. Among the miscellaneous group of foods the most noteworthy increases were for dehydrated soups, pickles and sauces, ice-cream bought to serve as part of a meal, mousse and similar products and some quick-frozen foods.

2.2 INDIVIDUAL FOODS: CONSUMPTION TRENDS, 1966–1970

24. Changes in average household consumption of individual foods are summarized in paragraphs 26 to 56 below. Full details of average consumption in the years 1966 to 1970 are given in Table 10 together with details of the average prices paid in each year for each food in the Survey classification. Corresponding averages for each quarter of 1970 are given in Table 11 together with quarterly

¹ Mainly yoghurt and skimmed milk powder (described as "other milk" in the table).

² See paragraph 36.

estimates of average weekly expenditure. Details of quarterly variation in the percentage of households purchasing seasonal types of food during the Survey week appear in Table 17.

25. For some of the foods in the Survey classification the changes in purchases between 1966 and 1970 can be explained in terms of

- (a) the response to changes in their own real (i.e. deflated) prices (which themselves may have resulted from variations in supplies),
- (b) the effects of changes in average real personal disposable income per head and
- (c) the effects, in aggregate, of all other factors.

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". The method of analysis which was 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 demand¹. The estimates of price and income elasticities are given in Table 19; estimates of mean seasonality in average prices and per caput purchases and demand are given in the form of indices in Table 20, and estimates of the corresponding annual series are given in Table 21. This technique enables any significant seasonal or annual shifts in demand (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 obtained from a cross-sectional analysis of the Survey data for twelve categories of family in 1967. An outline of the methods used to determine the price and income elasticities was given in *Household Food Consumption and Expenditure: 1969*, Appendix B (HMSO, 1971). Once the respective price and income elasticities had been determined, they were used to make estimates of the level of purchases which might have been expected each month and each year, other things being equal, 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. For some important commodities the effects of substitutions of one commodity for another which may have taken place as a result of a change in their relative prices were explicitly taken into account; in these cases the period chosen for analysis was from January 1964 to December 1971.

Milk and cream

26. Expenditure on milk and cream accounted for about 10½ per cent of household food expenditure both in 1966 and in 1970. Although the money price of ordinary supplies of liquid milk increased by about 20 per cent over the period, in real terms (i.e. relative to the price of all goods and services) the average price declined slightly. The money price of welfare milk changed only once during

¹ 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 1966 to December 1970 using an application of covariance technique.

this period, being increased by 50 per cent to 2½p per pint in April 1968. Average household consumption of liquid milk of all kinds (including full-price milk, free supplies from farms, welfare milk, and school milk) averaged 4.9 pints per person per week between 1966 and 1969 and showed no significant variation during this period; in 1970 the recorded average fell to 4.6 pints, but this fall is thought to have been overstated as a result of sampling variation. One factor contributing to the decline was a decrease in the recorded consumption of school milk from 0.17 pints per person per week¹ in 1966 to 1968 to 0.12 pints in 1969 and 1970, in which years the local education authorities were no longer required or permitted to provide free milk to children of secondary school age. Average consumption of welfare milk also declined (from 0.76 to 0.69 pints per person per week) over the period, but most of this fall was due to a decrease in the proportion of persons in the sample (and in the population) qualifying for welfare milk.

27. Part of the decline in liquid milk consumption in 1970 was offset by a small increase in purchases of condensed milk, the real price of which declined more than that for liquid milk. Purchases of "other milk" (mainly yoghurt and skimmed milk powder) increased steadily from 0.05 pints per person per week in 1966 to double that amount in 1970 with a doubling in the percentage of households buying in any one week; purchases of cream increased only from 0.60 fluid oz to 0.67 fluid oz.

Cheese

28. Consumption of natural cheese continued to show a rising trend, and between 1966 and 1970 the average rose from 2.77 oz per person per week to 3.25 oz. In real terms (although not in money terms), the average price followed a downward trend until about the middle of 1970, and it is estimated that this accounted for about a quarter of the increase in average purchases while the rise in real income accounted for a twelfth; much the greater part of the increase (about two-thirds) thus appears to have been due to a change in consumer preferences which is also in part reflected in a growth in the proportion of households buying cheese in any one week. Average weekly purchases of processed cheese remained at about 0.34 oz per head throughout the period.

Meat and poultry

29. Average expenditure on meat of all kinds was 64½p per person per week in 1970 compared with 53½p in 1966, and continued to account for about 30 per cent of total household food expenditure throughout this five-year period.

30. *Carcase meat.* Expenditure on carcase meat (cuts, etc. of raw beef and veal, mutton and lamb, and pork) averaged 29½p per week in 1970 compared with 26p in 1966, but accounted for 46 per cent of household expenditure on all meat, 2½ per cent less than in 1966. Consumption of carcase meat averaged 17.1 oz per person per week in 1966–1967 but fell sharply to 16.0 oz in 1968 when supplies were adversely affected by the epidemic of foot and mouth disease; there was a further slight decrease to 15.9 oz in 1969–1970. The sharp fall in 1968 was principally in purchases of beef, although the downward trend in consumption of mutton and lamb continued unabated; these decreases, however, were in part offset by increased consumption of pork.

¹ Averaged over all persons in the sample.

31. *Poultry.* Average expenditure on uncooked poultry rose from 4.2p per person per week in 1966 to 5.3p in 1970 and average weekly consumption from 3.9 oz to 4.8 oz, most of the increase being in respect of broiler chicken, although there was also a sharp increase in consumption of other poultry in 1968 following a slight set-back in 1967.

32. *Elasticity of demand for beef, lamb, pork and broiler chicken.* Since there are opportunities for substitution among the various carcass meats and poultry it is desirable to ascertain the extent to which changes in consumption of any one can be explained in terms of changes not only in its own price but also in the prices of the others, together with changes in real incomes, and shifts in consumers' tastes which would have taken place even if prices and incomes had not changed. The method of analysis which has been used to determine these various effects is an extension of the method outlined in para. 25; it entails the simultaneous determination of demand functions (one for each type of meat), which provide estimates of the own price elasticities of demand for each of the meats, together with the cross-elasticities with respect to changes in prices of the other meats under consideration, as well as estimates of shifts in demand. For this purpose it is preferable to consider data for a period somewhat longer than five years if practicable (especially in view of the exceptional supply situation during and after 1968) and the analysis has therefore been carried out using monthly Survey data from January 1964 to December 1971. Moreover, it was found that an improvement in the quality of the results was achieved by including in the analysis data for broiler chicken but not for other poultry.

33. The estimates of the price elasticities and cross-price elasticities which were obtained from the analysis together with estimates of the income elasticities obtained by cross-sectional methods in 1969 are as follows, the figures in brackets being estimates of their standard errors:

	Elasticity ¹ with respect to the price of				Estimated income elasticity of demand in 1969
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	
Beef and veal	-1.03 (.25)	0.06 (.13)	0.21 (.09)	0.08 (.09)	0.25 (.04)
Mutton and lamb	0.11 (.25)	-0.77 (.24)	0.05 (.13)	0.25 (.13)	0.19 (.05)
Pork	0.75 (.33)	0.09 (.24)	-1.52 (.27)	0.09 (.20)	0.25 (.12)
Broiler chicken	0.39 (.45)	0.63 (.33)	0.12 (.27)	-1.06 (.38)	0.25 (.09)

¹ The inverse of the matrix of elasticity coefficients gives estimates of the price and cross-price flexibilities and is as follows:

	Price flexibility with respect to purchases of			
	Beef and veal	Mutton and lamb	Pork	Broiler chicken
Beef and veal	-1.20	-0.25	-0.19	-0.17
Mutton and lamb	-0.48	-1.75	-0.16	-0.47
Pork	-0.67	-0.30	-0.78	-0.19
Broiler chicken	-0.81	-1.17	-0.26	-1.31

These estimates of own-price and cross-price elasticities are not markedly different from those given in the previous Annual Report¹, except that the own-price elasticity of demand for broilers is now estimated to be rather greater than the value previously obtained (formerly -0.75 , now -1.06). All the cross-elasticities are now positive in sign, as would be expected for commodities which are substitutable for each other. Although all the cross-elasticities are less than twice their standard errors, their inclusion in the model results in demand equations which explain a significantly greater proportion of the variation in average monthly purchases of pork and poultry over the period covered by the analysis.

34. The price elasticities in the above table represent approximately the percentage changes which would be expected to result, other things being equal, in average purchases per head for each 1 per cent change in the respective average prices; the degree of approximation is close for small percentage changes in price. An elasticity coefficient which is negative in sign implies that an *increase* in price would be accompanied by a *decrease* in the quantity purchased (or vice versa), while a positive elasticity coefficient implies that the percentage changes in price and in purchases would each be in the same direction. Thus, for example, reading down the first column of coefficients, an *increase* of 1 per cent in the average price of beef and veal would be expected to result in a *decrease* of 1.03 per cent in the average quantity of beef and veal bought, together with an *increase* of 0.11 per cent in average purchases of mutton and lamb, and increases of 0.75 per cent and 0.39 per cent respectively in those of pork and broiler chicken. Similarly, reading across the first row of coefficients, average purchases of beef and veal would be expected to *decrease* by 1.03 per cent for each 1 per cent *increase* in its average price, but to *increase* by 0.06 per cent for each 1 per cent *increase* in the price of mutton and lamb, by 0.21 per cent for each 1 per cent increase in the price of pork, by 0.08 per cent for each 1 per cent increase in the price of broiler chicken, and by 0.25 per cent for each 1 per cent increase in real personal disposable income per head.

35. The annual shifts² in the strength of consumer demand per head for each of the meats after removal of the effects attributable to changes in prices and income are given in the table on page 18 in the form of indices (geometric mean 1964–1971=100); the annual averages of purchases and deflated prices are also given in index form. These results suggest that the underlying consumer preference for beef was becoming stronger until 1967, but that it may have weakened slightly in 1968 when supplies were reduced, with very little further change in 1969 and 1970. For mutton and lamb, average purchases per head declined by about 20 per cent between 1964 and 1970; nearly a half of this decrease can be explained by the decrease in the real price of broilers, and most of the remainder by the continued weakening in the underlying demand for lamb at a rate which averaged just over 2 per cent per annum. The series for pork reflect cyclical changes in supplies, but nevertheless indicate a rising trend in underlying demand. Over the whole period, the growth in incomes had comparatively little effect on demand for any of the carcass meats. Much the greatest relative change was in average purchases of broilers, which increased by over 80 per cent between 1964 and 1970. Nearly three-fifths of this increase

¹ *Household Food Consumption and Expenditure: 1969*, paragraph 23, HMSO, 1971.

² See footnote ¹ to paragraph 25.

		1964	1965	1966	1967	1968	1969	1970	1971
Beef and veal	Prices (a) .	94	99	99	97	102	103	101	104
	Purchases (b) .	106	101	102	106	96	95	97	98
	Demand (c) .	98	100	101	103	98	99	99	104
	Demand (d) .	99	101	101	103	98	99	98	102
Mutton and lamb	Prices (a) .	100	101	101	97	100	102	100	99
	Purchases (b) .	111	104	108	104	98	94	89	94
	Demand (c) .	105	103	106	102	99	98	92	96
	Demand (d) .	106	103	107	102	99	98	91	95
Pork	Prices (a) .	100	97	99	104	102	100	101	97
	Purchases (b) .	88	106	101	87	94	106	106	115
	Demand (c) .	91	101	99	94	96	105	108	108
	Demand (d) .	92	102	100	94	95	105	107	107
Broiler chicken	Prices (a) .	123	111	108	100	95	91	89	88
	Purchases (b) .	67	86	92	102	111	119	122	115
	Demand (c) .	86	95	100	105	104	104	106	101
	Demand (d) .	87	96	100	105	104	104	105	99

(a) deflated to allow for changes in the General Index of Retail Prices since 1964.

(b) per person.

(c) per person. Including changes in demand attributable to changes in real personal disposable income.

(d) per person. After removal of the effects attributable to changes in real personal disposable income.

was due to the fall in their real price over the period, while changes in income and in the average price of carcase meat (principally beef) together accounted for about a tenth, the remainder (about a third) being due to the continued widening of the market and a strengthening of the underlying demand. (The situation in 1971 following the onset of fowl pest is considered in Chapter 5.)

36. Other meat. Purchases of uncooked bacon declined from 5·3 oz per person per week in 1966 to 5·1 oz in 1969 despite a slight fall in the real price, but recovered to 5·3 oz in 1970. Although consumption of cooked ham remained steady at about 0·94 oz throughout the period, this stability appears to have been achieved only by means of a gradual fall in the real price. Consumption of liver and offals also showed a downward trend which seems to have been due principally to a weakening in the underlying demand, while average purchases of rabbit and game, cooked chicken, other cooked meat, meat pies and sausage rolls remained steady. Throughout the period consumption of corned meat continued its slow recovery from the low level to which it had fallen in 1964 when an outbreak of typhoid in Aberdeen was associated with consumption of imported canned corned beef. Purchases of other canned meat and of sausages also showed rising trends, most of the growth being attributable to decreases in their real average prices. The most rapid growth in the processed meat sector, however, was that for quick-frozen meat products (from 0·37 oz per person per week in 1966 to 0·55 oz in 1970) and for other meat products (from 1·66 oz to 2·33 oz), the growth in each case being mainly due to a strengthening of the underlying demand which can also be associated with an increase in the percentage of households buying these items in any one week.

Fish

37. Expenditure on fish accounted for about 4½ per cent of household food expenditure in 1966 and this proportion declined very slightly to 4¼ per cent in

1970. Over the period average consumption fell from 5.79 oz per person per week to 5.35 oz, mainly because average purchases of white fish (including processed and cooked fish but excluding quick-frozen fish) fell from 3.50 oz to 3.06 oz and those of canned salmon from 0.53 oz to 0.38 oz. These decreases were partly offset by increased purchases of quick-frozen white fish and of quick-frozen fish products, which rose respectively from 0.24 oz to 0.32 oz and from 0.50 oz to 0.67 oz. The switch to quick-frozen white fish and to quick-frozen fish products can partly be explained by the downward trend in their average prices in real terms and relative to the average price paid for other white fish, and partly by a shift in consumer preferences.

Eggs

38. Expenditure on eggs accounted for nearly 4 per cent of the household food budget between 1966 and 1970. Average consumption declined slightly from 4.8 eggs per person per week to 4.7 eggs over this period. The decline after 1967 was in respect of purchases from commercial sources and was entirely due to a weakening in consumer demand. In real terms average prices tended to follow a downward trend over the period. Non-commercial supplies from farms and domestic poultry keepers were declining until 1967, but were subsequently very steady at an average of 0.22 eggs per person per week or a little less than 5 per cent of household supplies.

Fats

39. Total consumption of fats showed very little variation over the period, averaging just under 12.0 oz per person per week, while expenditure on fats accounted for about 5 per cent of household food expenditure. Within the fats group butter is the most important item, and consumption fluctuated within narrow limits during 1966–1970, averaging 6.11 oz per person per week compared with an average of 2.85 oz of margarine, there being no clear trend for either, although taken together there appears to have been a slight downward trend after 1967. Over the period the average price of butter showed very little variation in money terms, but in real terms it fell by about 10 per cent while the real price of margarine showed a decline of 11 per cent between 1966 and 1969 but then rose by 5½ per cent in 1970, part of this latter rise being associated with the growth in demand for more expensive types of margarine. (The marked changes in 1971 are considered in Chapter 5.) Analysis of the monthly Survey data of average prices and purchases of butter and margarine over the five years from 1966–1970 failed to produce sensible estimates of the price elasticities of demand, but using data for a longer period (1964–1971) the following estimates together with their standard errors (in brackets) were obtained:—

	Elasticity with respect to the price of		Estimated income elasticity of demand in 1969
	Butter	Margarine	
Butter . . .	−0.51 (·08)	0.23 (·04)	0.10 (·03)
Margarine . .	0.79 (·14)	−0.29 (·42)	−0.31 (·06)

When these estimates of the own-price and cross-price elasticities are used to eliminate from the data on purchases the effects of changes in the real prices,

and when the effects of changes in income are also removed, there remains a residual downward trend in the underlying demand for butter of about 2 per cent per annum and a less regular upward trend in that for margarine of the same order of magnitude. These trends are indicated in the following table of indices of purchases, deflated prices and demand (geometric mean 1964–1971 = 100).

		1964	1965	1966	1967	1968	1969	1970	1971
Butter	Prices (a) .	119	112	103	99	92	88	86	106
	Purchases (b) .	99	101	101	103	102	102	100	92
	Demand (c) .	107	106	101	103	99	97	93	94
	Demand (d) .	108	106	101	103	99	98	92	93
Margarine	Prices (a) .	104	107	105	98	94	93	98	103
	Purchases (b) .	112	101	95	101	95	94	97	106
	Demand (c) .	99	94	94	101	100	102	109	102
	Demand (d) .	97	93	94	101	100	102	110	104

(a) deflated to allow for changes in the General Index of Retail Prices since 1964.

(b) per person.

(c) per person. Including changes in demand attributable to changes in real personal disposable income.

(d) per person. After removal of the effects attributable to changes in real personal disposable income.

Even if the true elasticities are only about half as great as the estimates given on page 19, the implied downward trend in the underlying demand for butter would be not less than 1 per cent per annum.

40. Within the remainder of the fats group the only pronounced change over the five-year period was the rapid growth in purchases of vegetable oils from 0.40 fluid oz per person per week in 1966 to 0.62 fluid oz in 1970. Most of this increase appears to have been due to a shift in consumers' preferences and a concomitant expansion of the market, with 7 per cent of households making a purchase in any week in 1970 compared with 4 per cent in 1966.

Sugar and preserves

41. Average purchases of sugar are subject to a comparatively large degree of variation from one year to another which might be associated with fluctuations in supply of different kinds of fruit. The real price of sugar fell by 12 per cent between 1966 and 1970, but no regular trend in purchases is clearly apparent over the five-year period. However, when considered over a longer term the trend in purchases appears to be downward, and indeed purchases over the period 1966–1970 averaged 16.8 oz per person per week compared with 18.0 oz over the ten years from 1956 to 1965. The downward trend in average consumption of jams also continued, but purchases of marmalade were fully maintained except in 1970.

Vegetables

42. Expenditure on vegetables and vegetable products averaged 21½p per person per week in 1970 and accounted for 10.3 per cent of household food expenditure compared with 9.7 per cent in 1966. The growth in importance of vegetables in the household food budget over this period was due entirely to an expansion in demand for canned, quick-frozen and other processed vegetables.

43. Potatoes and potato products. Household consumption of fresh potatoes continued to show a very slight downward trend and fell from 52·5 oz per person per week in 1966 to 51·8 oz in 1970; the decrease was entirely in supplies from gardens and allotments. Purchases from commercial sources averaged about 48 oz per person per week in each of the five years except 1969, but over the period purchases of pre-packed potatoes increased from nearly 7 oz to 9 oz while those of loose potatoes fell from 41 oz to 39 oz. Demand tends to be inelastic to moderate changes in price, while the elasticity with respect to income is negative in sign and became increasingly so over the five years. Purchases of cooked chips averaged about 1·4 oz per person per week throughout the period, but consumption of other potato products (including crisps, canned potatoes and dehydrated potato but excluding quick-frozen potato products) doubled. About four-fifths of the growth in the latter can be attributed to a change in consumer preferences, about a sixth to a decrease in their real prices, and the remainder to the rise in real incomes. Expenditure on these potato products averaged 1·2p per person per week in 1970 compared with 1·0p on ready-cooked chips (for consumption in the home) and 6·7p on raw potatoes.

44. Cabbage, brussels sprouts, cauliflower. Consumption of this group of vegetables, which fluctuates from year to year according to availability of supplies, averaged between 8·8 and 9·8 oz per person per week over the five years from 1966 to 1970; there was no firm evidence of any change in the strength of consumer demand over this period. Supplies from gardens, allotments and other non-commercial sources declined from 1·7 oz per person per week in 1966 to 1·2 oz in 1970, the decline being mainly in cabbage and cauliflower.

45. Peas and beans (fresh and processed). Purchases of fresh peas continued to decline throughout the five-year period under review, falling from an average of 0·69 oz per person per week in 1966 to 0·42 oz in 1970; supplies from gardens and allotments fell from 0·29 oz to 0·24 oz. Purchases of quick-frozen peas showed a further gain, however, from 0·94 oz to 1·02 oz and those of canned peas from 2·9 oz to 3·2 oz, these increases being mainly attributable to the further decline in their real prices; there was barely any change between 1966 and 1970 in the percentage of households buying them. In contrast, consumption of fresh beans was maintained at about 1·3 oz per person per week over the five-year period and there was no noticeable decline in garden and allotment supplies although purchases of quick-frozen beans rose from 0·2 oz to 0·3 oz and those of canned beans (mainly baked beans) from 3·2 to 3·9 oz; the growth in consumption of quick-frozen beans may have been mainly due to a fall in their real price, but the growth in purchases of canned beans appears to have been mainly attributable to a change in consumer tastes. In both cases there was a slight increase over the period in the percentage of households buying in any one week. Consumption of dried pulses continued to decline but at a diminishing rate, averaging 0·40 oz per person per week in 1970 compared with 0·42 oz in 1966 (and 0·58 oz in 1960). Purchases of air-dried vegetables remained at 0·04 oz.

46. Leafy salads. Between 1966 and 1970 average purchases of leafy salads were fairly steady at about 1 oz per person per week, and garden and allotment supplies at about $\frac{1}{4}$ oz.

47. Other vegetables. Average consumption of carrots and of onions (including shallots and leeks) were each maintained at about 3 oz per person per week between 1966 and 1970 but consumption of turnips and swedes declined from 1.30 oz to 1.12 oz, while that of other root vegetables (mainly parsnips and beetroot) increased from 0.84 oz to 0.91 oz; consumption of other fresh vegetables (cucumbers, mushrooms, celery, radishes etc) also increased slightly over the period. Average purchases of canned vegetables (other than pulses and potatoes) increased by about a third over the five years to 1.2 oz per person per week while those of quick-frozen vegetables (other than peas and beans) doubled and averaged 0.41 oz in 1970, most of the increase in each case being due to a change in consumer preferences.

Fruit

48. Expenditure on fruit accounted for approximately 8 per cent of household food expenditure between 1966 and 1970, about two-thirds of this being on fresh fruit. Consumption overall also remained fairly steady throughout this period, averaging 22½ oz per person per week for fresh fruit and 7¼ oz for other fruit, although there was some interchange of varieties according to fluctuations in supplies. Garden and allotment produce and other free supplies (principally apples, rhubarb, tomatoes and soft fruit) showed relatively greater fluctuations from year to year than commercial supplies, but averaged over the five years accounted for about a twelfth of the household consumption of fresh fruit.

49. Consumption of oranges and of other citrus fruit (mainly grapefruit) each continued to show a rising trend, averaging respectively 3.69 and 1.32 oz per person per week in 1970 compared with 3.52 and 1.16 oz in 1966; over the five years the average price of oranges declined in real terms, but there was no regular trend in that for other citrus fruit. Average consumption of apples and of pears was about the same in 1970 (7.32 and 0.95 oz respectively) as in 1966 but lower values were recorded in the intervening period, particularly in 1967 and 1968, owing to fluctuations in supplies; average prices, in real terms, were higher in those two years than in the remainder of the period. It seems reasonable to suppose that there might be some substitution between apples, pears and oranges in accordance with changes in their relative prices, but substitution with other citrus fruit appears doubtful because the latter are not usually eaten as dessert fruit. Estimates of the own-price and cross-price elasticities for apples, pears and oranges derived from monthly Survey data over the eight years from 1964 to 1971 are as follows, the figures in brackets being estimates of their standard errors:

	Elasticity with respect to the price of			Estimated income elasticity of demand in 1969
	Oranges	Apples	Pears	
Oranges . . .	-1.18 (.25)	0.31 (.13)	0.03 (.08)	0.46 (.10)
Apples . . .	0.15 (.06)	-0.47 (.08)	0.05 (.03)	0.60 (.08)
Pears . . .	0.12 (.30)	0.41 (.20)	-1.63 (.20)	0.70 (.12)

The above values indicate that there is some substitution between apples and oranges on the basis of changes in their relative prices, and, to a lesser extent, between apples and pears, but no significant substitution between oranges and pears. When those estimates of the own-price and cross-price elasticities are

used to eliminate from the data on purchases the effects of changes in the real prices, and when the effects of changes in income are also removed, there remains a small residual downward trend in the underlying demand for oranges despite the growth in consumption, and a marked downward trend in the underlying demand for pears. Although there was also an apparent residual downward trend in demand for apples over the five years 1966–1970, this should be viewed with caution because examination of the results over the eight years from 1964 to 1971 indicates a growth in demand between 1964 and 1966 and some recovery after 1970. These changes are illustrated in the following table by indices (geometric mean 1964–1971 = 100).

		1964	1965	1966	1967	1968	1969	1970	1971
Oranges	Prices (a) .	106	105	104	101	99	98	91	97
	Purchases (b) .	95	88	100	103	103	104	105	104
	Demand (c) .	104	94	105	99	98	99	98	104
	Demand (d) .	106	96	106	99	98	99	96	101
Apples	Prices (a) .	93	95	98	119	113	107	88	92
	Purchases (b) .	99	104	107	93	92	95	100	112
	Demand (c) .	95	100	105	100	97	99	96	108
	Demand (d) .	98	103	106	100	97	99	94	104
Pears	Prices (a) .	103	105	98	119	101	94	88	94
	Purchases (b) .	109	91	117	79	98	106	102	103
	Demand (c) .	117	101	114	98	95	94	88	97
	Demand (d) .	121	103	115	98	94	94	86	93

(a) deflated to allow for changes in the General Index of Retail Prices since 1964.

(b) per person.

(c) per person. Including changes in demand attributable to changes in real personal disposable income.

(d) per person. After removal of the effects attributable to changes in real personal disposable income.

50. Consumption of stone fruit, grapes and other soft fruit varied considerably from year to year but the averages over the period 1966–1970 were very little different from those over the previous five years at 0·6 oz, 0·4 oz, and 0·7 oz per person per week respectively. Consumption of bananas fluctuated between 3·3 oz and 3·6 oz per person per week between 1966 and 1969 (as in the previous seven years) but fell abruptly to 3·0 oz in 1970, because of fewer imports; discounting price and income effects, the underlying trend in demand appears to be downwards. Household supplies of rhubarb originate mainly in gardens and allotments, but such supplies and those purchased from commercial sources both declined over the five year period and consumption averaged only 0·46 oz per person per week in 1970 compared with 0·72 oz in 1966. Garden and allotment supplies of tomatoes were rather greater in 1969 and 1970 than in the previous three years and contributed about a tenth of total household supplies which, however, continued to average 4·0 oz per person per week.

51. In real terms, the trends in average prices of canned fruit and canned tomatoes were both downwards. As average consumption of canned fruit showed no clear trend over the five-year period, there was thus a well-defined downward trend in the underlying demand, with some transfer of demand away from canned peaches, pears and pineapples (collectively) to other canned and bottled fruit. For canned tomatoes the trend in consumption was slightly upwards. Purchases and underlying demand for dried fruit showed a slight

downward trend over the five years but there was some growth in consumption of nuts and nut products, and of fruit juices.

Bread and flour

52. Expenditure on bread averaged 14·0p per person per week in 1970 and accounted for 6·6 per cent of household food expenditure compared with 6·0 per cent in 1966. The increase can be attributed entirely to increases in prices of bread relative to other food prices; over the period demand appears to have become more elastic to price changes. Purchases of bread continued to decline slowly, and averaged 38·1 oz in 1970 compared with 38·6 oz in 1966; the decline was common to both white bread and brown bread. There was no pronounced trend in consumption of wholemeal bread but a slight increase in purchases of speciality breads. Purchases of and demand for flour continued to show downward trends.

Cakes and biscuits

53. Expenditure on cakes and biscuits amounted to 11·5p per person per week in 1970 and accounted for about 5½ per cent of household food expenditure, slightly less than in 1966. Average purchases of cakes, buns, scones, teacakes and pastries fell from 6·46 oz per person per week in 1966 to 5·68 oz in 1970, the decline being mainly due to a weakening in the underlying demand. Purchases of biscuits, however, remained fairly steady after 1966, averaging 1·0 oz per person per week for chocolate biscuits and 4·8 oz for other biscuits.

Other cereal products

54. Purchases of oatmeal and oatmeal products continued to decline, falling from 0·67 oz per person per week in 1966 to 0·50 oz in 1970. Most of this decrease was due to a further switch in consumer preferences (after removal of income and price effects) in favour of prepared breakfast cereals, consumption of which rose from 2·2 oz to 2·7 oz over the period. Average purchases of canned milk puddings rose from 1·4 oz per person per week in 1966 to 1·7 oz in 1970, while purchases of other puddings rose from 0·27 oz to 0·35 oz; about one-fifth of the increase in purchases of puddings can be attributed to a fall in their average (deflated) price and the remainder to a shift in consumer preferences. Although average purchases of rice remained well below the levels common in the nineteen-fifties and early sixties, they now seem to have stabilised at an average of about ½ oz per person per week. Purchases of cereal foods for infants and invalids remained at about 0·3 oz per person per week throughout the period, but purchases of other cereal-based convenience foods rose from 1·3 oz to 1·6 oz.

Beverages

55. Purchases of tea continued to follow a generally declining trend, but at a much slower rate than earlier in the decade, and averaged 2·59 oz per person per week in 1970 compared with 2·64 oz in 1966 and 2·84 oz in 1961. Purchases of coffee essences also declined more slowly than in the previous five years, averaging 0·06 fluid ounces in 1970, 0·08 fl. oz in 1966 and 0·14 fl. oz in 1961. However, while purchases of bean and ground coffee remained at 0·10 oz per person per week, those of instant coffee continued to increase, reaching 0·42 oz in 1970 compared with 0·29 oz in 1966 and 0·16 oz in 1961. From an analysis of the monthly Survey averages of purchases and deflated prices of tea and instant coffee over the eight years from 1964 to 1971 the following estimates of the

own-price and cross-price elasticities were derived, estimates of their standard errors being given in brackets:

	Elasticity with respect to the price of		Estimated income elasticity of demand in 1969
	Tea	Instant coffee	
Tea	-0.71 (-.26)	0.51 (.15)	-0.14 (.03)
Instant coffee	1.30 (.37)	-1.47 (-.47)	0.52 (.09)

The estimated cross-elasticities in the above table might be considered to be on the high side, but they nevertheless enable a better assessment to be made of the course of demand than is made by considering each commodity separately. The trends in average purchases and deflated prices are shown by the indices given in the following table together with corresponding indices illustrating the implicit changes in demand (geometric mean 1964-1971 = 100).

		1964	1965	1966	1967	1968	1969	1970	1971
Tea	Prices (a) .	115	109	105	103	97	93	92	89
	Purchases (b) .	104	101	101	105	100	97	100	92
	Demand (c) .	107	103	101	105	100	95	100	89
	Demand (d) .	106	103	101	105	100	95	100	90
Instant coffee	Prices (a) .	115	109	106	103	95	93	90	91
	Purchases (b) .	70	79	88	91	110	118	130	134
	Demand (c) .	72	80	91	92	106	118	124	136
	Demand (d) .	74	81	92	92	106	117	121	132

(a) deflated to allow for changes in the General Index of Retail Prices since 1964.

(b) per person.

(c) per person. Including changes in demand attributable to changes in real personal disposable income.

(d) per person. After removal of the effects attributable to changes in real personal disposable income.

The broad conclusions to be drawn from these results appear to be that although the deflated price of instant coffee declined rather more rapidly between 1966 and 1970 than that of tea, its contribution to the switch in purchases from the latter to the former was of less importance than the change in underlying consumer preferences. Consumption of other beverages also showed some growth over the period.

Miscellaneous foods

56. Purchases of canned soups and of dehydrated soups continued to increase, rising respectively from 3.1 oz and 0.08 oz per person per week in 1966 to 3.5 oz and 0.11 oz in 1970; the growth appears to have been entirely due to decreases in their real price. There was also a continued growth in demand for spreads and dressings and for pickles and sauces. Purchases of ice-cream for serving with a meal rose from 0.60 oz per person per week in 1966 to 0.86 oz in 1970, while those of such miscellaneous quick-frozen foods as pastry and sponge rose from 0.08 oz to 0.16 oz. Expenditure on artificial sweeteners remained steady at no more than 0.02p per person per week between 1966 and 1970; about 3 per cent of beverages consumed in the home were thus sweetened.

Chapter 3

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: GEOGRAPHICAL, INCOME GROUP AND FAMILY COMPOSITION DIFFERENCES, 1966–1970

3.1 Introduction

57. The National Food Survey provides estimates of *average* food consumption and expenditure for different household groups in addition to those for Great Britain as a whole. The estimates for the former cannot be as accurate as those for the whole community because they are each based on fewer household records, but they exhibit a pattern of differences between the various groups which changes only slowly from year to year. This chapter reviews the changes between 1966 and 1970.

3.2 Geographical differences

3.2.1 CLASSIFICATION USED

58. 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 geographical region, the second classifies them according to the degree of urbanization of the polling districts in which they are located¹. The two classifications are made independently of each other and no cross-classification according to degree of urbanization within each region has been attempted.

59. 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.

3.2.2 MAIN RESULTS IN 1970

60. Table 22 gives estimates of average expenditure per person per week in each region and type of area in 1970 and the value of food obtained for consumption in the home. Average per caput expenditure per week was £2·03 in Scotland and £2·15 in Wales and, in the English regions, ranged from £2·15 in the North to £2·04 in the South West, compared with £2·11 in Great Britain as a whole. Expenditure on seasonal foods ranged from 51p per person per week in Scotland and 52p in the North and in Yorkshire and Humberside to 61p in the South East/East Anglia region, but in contrast, that on convenience foods ranged from 46p in the South West to 60p in the North. After taking into account supplies from sources such as gardens and allotments, average values of con-

¹ 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 combined with the South East region. Further details are given in Appendix A (Table 1). The analysis according to degree of urbanization distinguishes six types of area, defined as in Appendix A, paragraph 16.

sumption were within 2p of the national average of £2·16 in all regions of England except for Yorkshire and Humberside (£2·08); the value of consumption in Scotland averaged £2·06 and in Wales £2·26.

61. Differences in average expenditure between the types of area were more pronounced than those between regions, the range being from £2·27 (nearly 8 per cent above the national average) in London to £1·86 (12 per cent below the national average) in rural areas. However, when account is taken of the average value attributable to garden and allotment produce, which ranged from 2p per person per week in the conurbations to 30p in rural areas, the average values of consumption in each type of area were within 1½ per cent of the national average, except in London and the smaller towns, where they were 6 per cent above and 3 per cent below that average respectively. Average expenditure on seasonal foods varied directly with degree of urbanization, and ranged from 40p in rural areas to 56p in larger towns and provincial conurbations and 68p in London, whereas that on convenience foods ranged from 35p in rural areas to 54p in larger towns, with slightly lower values of 53p in provincial conurbations and 50p in London.

62. Index numbers of food prices¹ paid by housewives in each region and type of area in 1970 are also given in Table 22. The general level of food prices paid by housewives in Scotland and Wales were respectively 5½ per cent and 2½ per cent above the average for Great Britain as a whole, largely because the prices paid for carcase meat, bacon, fish, fruit and vegetables and cereal products were higher both in Scotland and in Wales than in England. In the English regions, food prices paid by housewives were lowest in the Yorkshire and Humberside region (2½ per cent below the average for Great Britain) and highest (1½ per cent above the average) in the North West region. Prices paid in the North, the Yorkshire and Humberside and the East Midland regions for beef, pork (but not lamb), bacon, poultry, fish and potatoes, were lower than those paid in Great Britain as a whole; prices paid for fruit and fresh green vegetables were relatively high in the North and North West but lower in Yorkshire and Humberside, the midlands and the south.

63. The overall level of food prices was within 1 per cent of the national average in each of the different types of area except London where average prices were nearly 2 per cent above it; although carcase meat was relatively cheaper in London, this was more than offset by higher prices paid for bacon, poultry and meat products. Similarly, the effects of lower prices paid for fruit in London were more than counterbalanced by higher prices paid for fresh vegetables (especially potatoes). In wholly rural areas the average prices paid for lamb, bacon, eggs and potatoes were well below—and those for processed fruit and vegetables well above—the national average, but in semi-rural areas the only prices which were appreciably lower than the national average were for potatoes.

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 may, however, be 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), or to differences in the services (in the widest sense) offered by different shops, or to differences in transport costs.

64. The "price of energy" indices¹ in Table 22 indicate that in all regions except Yorkshire and Humberside and South East/East Anglia, and in all types of area except London and wholly rural areas, the average cost per calorie of the diet was within 3 per cent of the average for Great Britain. In the South East/East Anglia region, and particularly in London, the cost per calorie was well above that in other parts of Great Britain because the diet contained more than average amounts of carcass meat, poultry, fish, fruit and vegetables but relatively small quantities of cereals, sugar, margarine and potatoes; in contrast, the average diets in the Yorkshire and Humberside region and in rural areas contained relatively large amounts of the latter foods.

65. Detailed estimates of the average consumption recorded in each region and type of area in 1970 for each of the foods itemized in the Survey classification are given in Table 24. The main regional and type of area characteristics are described in paragraphs 66 and 67 below where the results for the period from 1966 to 1970 are considered.

3.2.3 LONGER-TERM CHARACTERISTICS, 1966-1970

66. The main regional characteristics which have been apparent over the period from 1966 to 1970 are given in Table 23. In Wales, purchases of butter, cooking fat, lamb, bacon, flour, sugar and tea remained well above the average for Great Britain while purchases of margarine, beef, pork, flour confectionery, cheese and coffee were well below it. In Scotland, however, this pattern was reversed; moreover, the Scottish diet contained comparatively little poultry, fresh fruit and fresh green vegetables. Consumption of bread and of preserves was relatively high and that of pork, coffee and cheese comparatively low both in Wales and in Scotland. Some of the features of the Scottish diet were also present in the North and the Yorkshire and Humberside regions of England, notably the relatively low consumption of lamb, poultry, cheese, butter, fruit and fresh green vegetables and the greater consumption of preserves, margarine and some cereal products. One dissimilarity is that average purchases of flour in Scotland were relatively low, but in the North and in Yorkshire and Humberside they were fifty per cent above the national average, no doubt because of the prevalence of home baking. In the North West, the average diet was in many respects similar to that in other northern areas, the main exceptions being an above-average consumption of lamb and a below-average consumption of flour. Table 23 illustrates the fairly marked variations in average diet between the two midland regions; the West Midland diet contained more lamb, bacon, cheese, bread, sugar and potatoes and less cooking fat, eggs, flour, preserves and coffee, but consumption of pork and of fresh green vegetables was well above the national average in both regions. In the south of England, including East Anglia, consumption of fresh green vegetables, fresh fruit, pork, poultry, cheese and coffee was well above the national average and purchases of bread, margarine, cooking fat and meat products well below it.

67. The analysis according to type of area in Table 23 shows that households in urban areas outside the conurbations had a dietary pattern very close to the

¹ These "price of energy" indices showing relative differences in "cost per calorie" have been obtained by dividing the money value of food obtained for consumption (purchases plus supplies from gardens, allotments etc.) 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 consumers' choice of food as well as variations in prices paid.

national average. The average diet in London contrasted strongly with that in provincial conurbations, containing much more lamb, poultry, pork, fresh green vegetables, fruit, coffee, cheese and butter and less margarine, bread, meat products and processed vegetables. Consumption of cakes and biscuits, meat products, processed vegetables, lamb and fish was low in both rural and semi-rural areas, and purchases of cheese, margarine, bacon, flour and preserves were high; consumption of fresh green vegetables was, as in earlier years, noticeably greater in semi-rural than in rural areas.

3.3 Income group differences

3.3.1 CLASSIFICATION USED

68. Households participating in the National Food Survey are classified into income groups which are defined 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. In defining these groups, the aim is to maintain as far as possible a constant proportion of households in each group from year to year, and therefore, because of the continuing rise in money incomes, the income ranges for each group must be reviewed annually. Moreover, revisions must be made in advance of the fieldwork for any year, because those housewives who are unable or unwilling 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. In descending order of income the groups are designated A1, A2, B, C and D¹, the desired percentage of households in each of these groups being respectively 2½, 7½, 35, 35 and 20 per cent². Table 12 in Appendix A gives details of the income ranges used in each year between 1966 and 1971 and the distribution of the samples actually realised. Further details of the composition of the sample of households in each group in 1970 and 1971 are given in Tables 6 to 11 of the same Appendix.

3.3.2 MAIN RESULTS IN 1970

69. Estimates of average expenditure on food in 1970 in each of the income groups is given in Table 26. Average weekly expenditure per head ranged from £2·63 in group A1 to £1·93 in group D1, respectively 25 per cent above and 6½ per cent below the national average; average expenditure in the intermediate groups varied directly with income. Of the 70p difference in average weekly per caput expenditure between groups A1 and D1 only 9p is attributable to differences in spending on convenience foods and 26p to that on seasonal foods. The average weekly value attributable to garden and allotment supplies ranged from 11p in group A1 to 2p in group D1 so that the total weekly per caput value of consumption ranged from £2·75 in group A1 to £1·95 in group D1 (respectively 27 per cent above and 10 per cent below the national average). Table 26 also shows index numbers comparing the general levels of prices paid³ for food by households in each of the income groups. The average prices paid varied directly with income, the range between groups A1 and D1 being 11 per cent.

¹ Sub-divided 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 OAP).

² See also Appendix A, paragraph 16(iii).

³ See paragraph 62.

The differences between groups A1 and D1 in average prices paid were greater for milk products and cream (41 per cent), natural cheese (16 per cent), carcass meat (20 per cent), meat products (15 per cent), fish (21 per cent), margarine (14 per cent), sugar and preserves (15 per cent) and some cereal products (16 per cent) than for most other foods and, at least in part, reflect differences in variety and quality.

70. The "price of energy"¹ indices given in Table 26 take into account not only price variation but also differences between groups in dietary pattern. They show a range as large as 33 per cent between income groups A1 and D1, the higher income groups spending relatively more on low-energy foods and less on high-energy foods.

71. Tables 27 and 28 show details of average consumption of, and expenditure on, the main foods in each of the income groups in 1970. Perhaps the most striking feature of these analyses according to income level is the similarity between the dietary patterns of all groups except those at the extremes of the income range, and particularly the divergent pattern shown by households in group A1. These households not only have the highest incomes but also, on account of the predominantly sedentary occupations of their members, the lowest energy requirement; they also tend to occupy properties with facilities for growing garden produce. They are thus in an economically favourable position for affording a high quality diet. This is reflected in the indices of cost per calorie and of food prices discussed in paragraphs 69 and 70 as well as in the indices showing the proportion of energy value derived from protein, from fat and from carbohydrate which are discussed in paragraphs 105 and 107 below. They were until 1971 the only group to derive more of their energy from fat than from carbohydrate, and indeed, even in absolute terms their fat intake is greater than that in any other income group. They also have the highest intake of protein and the highest ratio of animal protein to vegetable protein but the lowest intake of carbohydrate. These characteristics stem from their relatively high consumption of liquid milk, cream, cheese, carcass meat, poultry, eggs, butter, cooking and salad oils, fresh green and quick-frozen vegetables, fresh fruit and fruit juices, and their relatively low consumption of sugar, potatoes, and bread. In contrast, an almost opposite dietary pattern is shown by households in group D1 which have a relatively high consumption of margarine (but not butter), meat products (but not carcass meat), lard and compound cooking fat (but not cooking and salad oils), potatoes, and white bread. The results for pensioner households resemble those of the higher income groups in some respects and those of the lower income groups in others, and reflect buying habits formed in earlier years and the almost wholly adult character of these households. The nutritional significance of these results is discussed in paragraphs 103 to 109.

3.3.3 LONGER-TERM TRENDS, 1966–1970

72. Table 26 compares, in index form, average expenditure, value of consumption, prices and "price of energy" in each income group with that in the whole

¹ These indices, which measure the "cost per calorie", have been obtained by dividing the money value of food obtained for consumption (purchases plus garden, allotment and other non-commercial supplies) in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.

sample, in each year between 1966 and 1970. There is a consistency of pattern between the income groups both in average expenditure and in prices paid, over the period. Thus, in each of the five years under review, average expenditure in group A1 was from one-quarter to one-third more than that in group D1; however, the average expenditure in group D1 tended to decline relative to that in the sample as a whole, falling from some 3 per cent below the national average expenditure to over 8 per cent below. In pensioner households, average expenditure per head was a little lower than the average for all households in the sample in 1966 (despite the wholly adult composition of this group), but it had risen to 5½ per cent above the national average by 1970. In other groups, except for the small and unstable group D2, the relationships of the group averages to the overall national average have remained fairly steady throughout the five years under review.

73. The range between groups A1 and D1 in the average prices they paid for food widened over the five-year period, average prices paid in group A1 increasing from about 7 per cent above the national average to over 8 per cent above whilst prices paid in group D1 declined from about ½ per cent below the overall average to 2 per cent below. The overall prices in other groups remained fairly stable compared with the level in the sample as a whole. The relative cost per calorie in group A1 remained throughout the five-year period at about one-third above that in group D1; in the other groups also the cost per calorie remained steady compared with the overall national average.

74. Between 1966 and 1970 most income groups showed trends in consumption of individual foods which, within the limits of normal sampling variation, were similar to those discussed in paragraphs 26 to 56 above. However, there were a few notable exceptions, particularly for households in groups D1 and D2 and for pensioner households. Thus, households in group D1 maintained their consumption of milk, eggs, fish and bread and showed a below-average increase in consumption of cheese and of vegetable products. In contrast to other groups they showed a clear upward trend in consumption of potatoes but a downward trend in consumption of fats. They also tended to show a steeper than average decline in purchases of cakes and biscuits, but an above-average rate of increase in purchases of other cereal convenience foods. Households in group D2 were unique in reducing their consumption of cheese over the period and in increasing their purchases of bread; they showed a particularly steep downward trend in purchases of canned fruit and of cakes and biscuits and they also failed to increase their consumption of quick-frozen meat and meat products, quick-frozen fish and fish products, instant coffee and cereal convenience foods¹. Pensioner households, in contrast to most other income groups, maintained their consumption of milk, potatoes, bread, cakes and vegetable products; also they showed the least pronounced downward trend in consumption of lamb. They showed upward trends in purchases of eggs, sugar, flour, tea, canned fruit and biscuits, and shared with group D1 a steeper than average upward trend in purchases of other cereal convenience foods.

¹ Some of the changes, however, might have been due to a change in the composition of the group of households which included relatively more children and sedentary adult females toward the end of the period than at the beginning, and relatively fewer persons of pension age; the latter, because of the increase in retirement pension rates qualified for inclusion in the pensioner group instead of group D2.

3.4 Household composition differences**3.4.1 CLASSIFICATION USED**

75. The households participating in the National Food Survey were grouped into eleven types according to their size and composition in terms of numbers of adults, adolescents and children¹ as follows:

Households of one man, one woman and:

- no other (both under 55)
- no other (one or both 55 or over)
- 1 child
- 2 children
- 3 children
- 4 or more children
- adolescents only
- adolescents and children

Other households with:

- adults only
- adolescents but no children
- one or more children, with or without adolescents

Details of the sample in 1970 according to household composition are given in Tables 8 and 10 of Appendix A. In 1970, the definition of an adult used in the Survey was revised to include all persons of 18 years and over, and that of an adolescent was changed accordingly to include only persons of 15 to 17 years of age inclusive. As a result, the average household contained slightly more adults than in earlier years (2.1 persons compared with 2.0 persons) and relatively fewer adolescents (0.1 persons compared with 0.2 persons).

3.4.2 MAIN RESULTS IN 1970

76. Estimates of average expenditure on food in 1970 in each of the eleven types of household listed above are given in Table 31. Differences between the averages for the various groups are due principally to the fact that adults and children have unequal physiological requirements for food, though differences in economic circumstances also made an important contribution. Thus average expenditure ranged from £2.81 per person per week (£5.62 per household) in households containing only a younger couple to £1.50 per person per week (£9.58 per household) in families with four or more children. If the average value of garden and allotment supplies is added to these estimates of expenditure, the disparity between these types of household is not significantly affected. For large families average per caput expenditure on seasonal foods, on convenience foods, and on other foods was, in each instance, just over half that by younger couples. Average expenditure by older couples was 17p per person per week less than that by younger couples, a difference entirely accounted for by lower expenditure on convenience foods. Among families with children average expenditure per person on seasonal foods, on convenience foods and on other foods all decreased with increasing size of family.

77. The price index² given in Table 31 indicates that in 1970 food prices paid by families with four or more children were on average more than 6 per cent lower than those paid by younger couples and nearly 3 per cent below the

¹ See Glossary for definitions of "adult", "adolescent" and "child".

² The index has been compiled by costing the national diet at the average prices paid by each of the household groups (cf paragraph 62).

average for all types of household. Nearly one-half of this latter difference is attributable to lower prices paid for meat and meat products, one-fifth to fruit and vegetables, and one-eighth to bread and other cereal products. Prices paid by younger couples, however, were in general nearly $3\frac{1}{2}$ per cent above the average for all types of household. One-half of this difference is attributable to higher prices paid for meat and meat products, one-eighth to fruit and vegetables, one-tenth to bread and cereal products and one-tenth to fish.

78. Table 31 also gives details of the "price of energy" indices¹, which are more affected by differences in dietary patterns than by food prices. These indices show a range of 26 per cent between younger childless couples and couples with four or more children; this is more than four times as great as the corresponding range in food prices. Differences in the pattern of the diet are partly attributable to physiological and partly to economic factors, but reduced wastage of some food in larger households may also be relevant. Details of the average food consumption and expenditure in 1970 in each of the eleven household types are given in Tables 32 and 34.

3.4.3 LONGER-TERM TRENDS, 1966-1970

79. The variation between groups of households in their average expenditure on food and the levels of prices paid in each year from 1966 to 1970 is illustrated by indices also given in Table 31. In each of these years expenditure per head by younger couples exceeded the national average by 33 per cent or more and that by families with four or more children was at least 29 per cent below the national average, but the range narrowed slightly over the period. Moreover, all types of "family households"² with two or more children but no adolescents improved their relative position, as did older couples, but families with both children and adolescents and other households with children (with or without adolescents) lost ground. On the whole, the differences between the levels of prices paid for food by the various household groups persisted throughout the period except that prices paid by families with two or three children moved up slightly nearer to the overall average while those paid by families containing children and adolescents moved further below. There were greater changes, however, in the "price of energy" indices, families with children increasing their money outlay per calorie relative to all households while younger couples tended to move down towards the national average.

80. Nearly all types of family recorded a small decline in average consumption of liquid milk over the five-year period but all showed an increase in purchases of cheese, the increase being greater in small than in large families. All types of family tended to buy less carcass meat but more poultry and meat products. Consumption of eggs also declined slightly in most families, the greatest decrease being that recorded for childless couples who lost their lead to families with adolescents but no children. In most types of family consumption of fats increased while that of sugar and preserves declined. Consumption of fruit and vegetables as a whole exhibited no clear trend over the period, but purchases of canned vegetables increased in all groups and those of vegetable products increased in all but the largest families. In most types of family purchases of bread and of cakes declined but those of other cereal convenience foods in-

¹ See footnote ¹ to paragraph 64.

² See Glossary.

creased. Older couples and the largest families maintained or increased their consumption of tea, but in all other types of household there was some transfer of demand from tea to instant coffee.

3.5 Family composition differences within income groups

3.5.1 CLASSIFICATION USED

81. 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 income group D2 and those of old age pensioners have been excluded from this analysis. The samples of households with children in income groups A1 and D1 are too small for separate analysis, and have been combined with those in income groups A2 and C respectively. The analysis is therefore confined to twenty-one sub-groups of households—seven family types (namely, childless younger couples and couples with different numbers of children, with or without adolescents) within each of three broad income groups, A, B and C&D1. Details of the composition of the sample in 1970 are given in Table 8 of Appendix A.

3.5.2 MAIN RESULTS IN 1970

82. Estimates of average weekly food expenditure and consumption per head in 1970 in each of the twenty-one sub-groups are given in Tables 36 and 38 respectively. Average weekly food expenditure *per head* ranged from £1·40 (42 per cent of declared net family income¹) in families in the lower income groups with four or more children to £3·12 (13 per cent of declared net family income) for childless younger couples in income group A. As in previous years, the averages for food expenditure per head in 1970 show much greater variation between the seven family types within each of the three income categories (ranges in expenditure per head of £1·36, £1·22 and £1·34, in income groups A, B and C&D1 respectively) than between the three income categories in each of the seven family types (ranges of 38p, 28p, 24p, 16p, 58p, 8p and 50p). Estimates of the average food expenditure *per household* in each of the twenty-one sub-groups are also given in Table 36. Within the three income groups there were ranges of £5·91, £4·45, and £3·79 respectively between the average weekly household food budgets of the small and the large families, but ranges of only 75p, 86p, 96p, 79p, 43p, and 131p between the budgets of the lowest and highest income groups in six of the family-type groups; the range of £3·13 recorded between income groups A and C&D1 for families with four or more children is aberrantly large, presumably because of sampling variation (the sample included only 16 households of this size in the highest income group). Estimates of average *per caput* consumption of each of the main foods are given in Table 38 and generally show that the wide range of differences between the smallest families and the largest persists within each income group.

83. The general level of food prices paid in these sub-groups ranged from 11 per cent above the national average for younger couples in income group A

¹ Estimates of declared net *family* income per head and per household are given in Table 36. These estimates, which include family allowances and 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.

to 5 per cent below the national average in families with four or more children in income group C&D1. The general levels for each size of family in income group A were above the national average, as were those for younger couples in each income group; average prices paid generally varied inversely with family size and directly with income. Of the 11 per cent premium paid by younger couples in income group A, nearly half can be attributed to the payment of prices 15 per cent above the national average for meat and meat products, and a tenth each to higher prices paid for dairy products, for fruit and vegetables, and for cereal products. Of the 5 per cent saving on the general level of prices paid by the larger families in income group C&D1, nearly half is attributable to lower prices paid for meat and meat products, one-fifth to those for cereal products, and one-tenth to fruit and vegetables.

84. Indices showing the relative differences in "cost per calorie" between the twenty-one sub-groups are shown in section (v) of Table 51. Average cost per calorie decreases both with increasing family size and with lower income; there is a wider range between large and small families in income group A than in groups B and C&D1, because of the high value recorded for younger couples in group A (32 per cent above the average for the whole sample).

3.5.3 LONGER-TERM TRENDS, 1966-1970

85. Table 40 gives estimates of average expenditure in 1966 and 1970 on groups of commodities as percentages of expenditure on all food in each of the twenty-one sub-groups of households. For purposes of comparison, estimates relating to 1956, 1961 and 1965 are also given. The estimates show a considerable degree of uniformity between the twenty-one sub-groups, and particularly between similar household types irrespective of income. The main exceptions were fruit (where the proportion of total food expenditure was greatest in the highest income group), and cereal products (where the proportion increased with increasing family size and with decreasing income).

86. Table 40 also gives estimates of the average expenditure on food as a percentage of declared net family income in each of the twenty-one sub-groups. The estimates of income used to compile these percentages are known to be understated but nevertheless provide an indication of *changes* in the percentages since 1956. Thus, the average proportion of declared net income spent on food in 1970 ranged from about one-eighth for younger childless couples in group A to two-fifths in the largest families in group C&D1; fifteen years earlier these proportions were one-fifth and one-half respectively. For most of the sub-groups the fall averaged at least one-half of a percentage point each year. The table also shows food expenditure per head in each sub-group as a percentage of the overall national average; the greatest average expenditure was in households containing a younger couple in group A, the lowest in the largest families in group C&D1. In 1970 the range was from one and a half times the national average in the former group to two-thirds of that average in the latter, a slightly smaller range than fifteen years earlier.

Chapter 4

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION, 1966–1970

4.1 Introduction

87. 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 itemised in the Survey¹. These factors were thoroughly revised in 1969, but small revisions are frequently made to reflect changing knowledge of the composition of some foods and the relative contribution of separate foods in the composite food items featured in the Survey classification (Appendix A, Table 15). The factors make allowance for inedible waste and the losses of thiamin and vitamin C which are likely to occur during cooking. The results therefore represent the amounts of energy and nutrients estimated to be available for consumption by members of the household.

88. The per caput energy and nutrient contents of the diets obtained by households of the types distinguished in the Survey are especially useful for the determination of year-to-year trends. They are also most clearly related to national estimates of total food supplies moving into consumption (see Appendix D). But the values do not represent the actual nutrient intake of the Survey populations since they refer only to food bought for preparation within the home; any meals purchased outside the home would add to the total consumption of nutrients by members of the household. On the other hand the Survey estimates relate to food as purchased, and make no allowance for subsequent wastage of edible food within the home. Further, they are expressed simply on a per caput basis; consequently the estimates, for example, of average energy intake for families with several small children, are invariably less than the corresponding estimates for wholly adult families because of children's smaller absolute need for energy. Since only purchases for the whole household are recorded, no estimate can be made of the intakes of individual members of the family.

89. The Survey estimates of the quantities of nutrients available for consumption are also expressed as percentages of the intakes recommended by the Department of Health and Social Security². In this case, household needs are assessed after the age, sex and occupation of each member of the household have been taken into account. Allowance is also made for the presence of visitors and for meals eaten away from home by redefining, in effect, the number of persons consuming the household food purchases rather than by adding or subtracting estimates of the nutrient content of the meals in question. For these comparisons, however, the estimated nutritional content is reduced by 10 per cent to allow for spoilage, plate wastage and other losses including scraps which may be fed to pets. Further details of methodology are given in Appendix A, paragraphs 17 to 22. Details of the assumptions made by the Department of Health and Social

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.

Security in formulating its recommended intakes, and of the limitations of using these recommendations in conjunction with surveys of food consumption for identifying potential nutritional problems, were given in the Annual Report for 1969¹. Nevertheless, it is satisfactory that the estimated intake of no nutrient except vitamin D² fell below the recommendations for any category of households identified in the survey.

90. The nutrients estimated to be available for consumption are further expressed per 1000 kcal of the diet. This presentation gives an indication of the nutritional quality of the foods purchased.

4.2 National averages

4.2.1 MAIN RESULTS IN 1970

91. Estimates of the energy and nutrient intake³ for 1970 are shown in Table 41. The energy value of the average household diet was 2600 kcal (10.9 MJ), and was 11 per cent greater than the recommended intake; furthermore this figure does not include energy from alcoholic drinks, sweets, or food eaten in restaurants or other catering establishments. The amount of alcohol available for consumption in the United Kingdom in 1970 would provide 129 kcal per person per day, which is equivalent to 179 kcal per person aged 18 years or more, and the chocolate and sugar confectionary available for consumption in 1970 would provide about a further 135 kcal per person per day.

92. The average intakes of all the minerals and vitamins evaluated by the Survey were the same as or higher than in 1969, except for vitamin D. They were also well in excess of the intakes recommended by the Department of Health and Social Security, again except for vitamin D⁴. These data are consistent with the view that the major manifestation of poor nutrition in this country is an excessive energy intake in relation to requirements, leading to overweight in some people.

93. When nutrient intakes are expressed per 1000 kcal, as in Table 41(v), the levels of calcium, riboflavin and vitamins A and D were all lower in 1970 than in 1969, indicating that the rises in total nutrient intake in 1970 resulted more from a greater quantity than an improved quality of food purchased.

4.2.2 LONGER-TERM TRENDS, 1966–1970

94. Estimates of the energy and nutrient intake for 1966 to 1970 are also shown in Table 41. The average national energy intake was higher in 1970 than at any other time in this five year period. Intakes of more than 2600 kcal have been recorded previously⁵, but the recommended intake was also higher then because of the larger proportion of people employed in non-sedentary jobs. Table 42 shows that in 1970 the major contributions to energy intake were from cereals and cereal products (29.4 per cent), meat and meat products (16.5 per cent),

¹ *Household Food Consumption and Expenditure: 1969*, paragraphs 85 to 87, HMSO, 1971.

² A dietary source of vitamin D is not necessary for most adults because they obtain all they need from the action of sunlight on the skin; furthermore the Survey does not record welfare or pharmaceutical sources of this or indeed any other vitamin.

³ Throughout Chapter 4, "intake" is qualified as in Section 4.1.

⁴ See footnote ² to paragraph 89.

⁵ For example between 1956 and 1963. See *Household Food Consumption and Expenditure: 1963*, HMSO, 1967.

visible fats (14·6 per cent), milk and milk products excluding butter (13·2 per cent), sugar (bought as such) and preserves (11·5 per cent). Through the period 1966 to 1970, the proportion of energy derived from meat and meat products continued its gradual rise (from 15·8 per cent in 1966) and that from cereals and cereal products its gradual decline (from 30·3 per cent). There was a reversal in 1970 of the previous decline in the proportion of energy derived from sugar and preserves, but there was little change in the relative contributions of the other groups of foods to the total energy intake.

95. The amount of fat in the diet continued to rise through this five-year period, and at 121 grams per head per day in 1970 was the highest since the National Food Survey began; but the downward trend in total protein and carbohydrates recorded in 1968 and 1969 was reversed. The increase in the intake of vegetable protein in 1970 more than compensated for the decline in animal protein, but the proportion of energy derived from protein was, at 11·5 per cent, still at its lowest point since 1963.

96. Per caput intakes of calcium and nicotinic acid rose between 1966 and 1970, while that of vitamin C remained steady. However, the intakes of iron, thiamin, riboflavin, vitamin A and vitamin D in 1970 were only sufficient to check or partially to reverse the slight downward trend which had been apparent since 1966 or 1967. A similar pattern obtains when these intakes are considered in relation to the recommended intakes.

97. Despite all these small changes, the nutrient composition of the average household diet was in general very stable from 1966 to 1970, with a substantial excess of energy and most nutrients over the intakes recommended by the Department of Health and Social Security. The major long-term trend was the gradual replacement of carbohydrates by fats (cf paragraph 95).

4.3 Geographical differences

4.3.1 MAIN RESULTS IN 1970

98. Variations in the energy intake and nutrient content of food consumption in households in different geographical regions and types of area in 1970 are shown in Table 44. Although the sample for any one year is not truly representative of a whole region, the variations are in general conformity with the patterns shown in previous years. As always, differences in the intake of nutrients between areas were relatively much smaller than corresponding differences in the consumption of particular foods (Table 24), especially when the former are expressed as percentages of the recommended intakes.

99. In 1969, the diet in the north of England generally had a lower nutrient content than diets in other regions of Great Britain, but in 1970 the diet in Scotland provided less energy, total protein and animal protein, fat, calcium, thiamin, riboflavin, nicotinic acid (and nicotinic acid equivalent), vitamin C and vitamin A (both as retinol and β -carotene) than in any other area. It was also comparatively low in carbohydrate and iron. Only for vegetable protein and vitamin D was the Scottish diet above average but, because of the relatively greater need for dietary sources of vitamin D in the Scottish population, with its larger proportion of young children, even this nutrient was slightly below the average for Great Britain when compared with the recommended intake.

This situation resulted primarily from lower food purchases, for the quality of the Scottish diet, measured by the nutrients consumed per 1000 kcal, was broadly similar to that in all the other regions except London, which as usual was well ahead.

100. The recommended nutrient intakes for the populations in each geographical area vary because of differences in the age, sex and occupation (activity) distribution (Appendix A, Table 4). It is therefore useful to compare the average nutrient intakes in each region with the recommended intake. In 1970, as in earlier years, consumption was well above the DHSS recommendations for all recorded nutrients except vitamin D, though there were still variations: in relation to the recommended intakes, diets in the West Midlands contained more than the national average of every nutrient, and diets in the North West, in Greater London, and in rural areas were also generally above the average. In urban areas outside the conurbations the diets were below the average, especially in the smaller towns where (as in Scotland) the intake of no nutrient as a proportion of the recommended intake reached the national average. As in 1969, the London diet was the richest of all in fat and protein, especially animal protein, and derived a smaller proportion of its energy from carbohydrate than anywhere else in Great Britain.

4.3.2 LONGER-TERM TRENDS, 1966–1970

101. Table 46 shows the geographical variations in energy value and nutrient intake from 1966 to 1970 where the mean departure from the national average over the five-year period was 3 per cent or more. Diets in rural areas provided more-than-average total amounts of most nutrients, and those in semi-rural areas, Wales, and the West Midlands were also generally above the national average. Diets in Scotland and in provincial conurbations were generally below the average for Great Britain. The variations were all almost the same as those found between 1956 and 1965¹, indicating the stability of geographical differences in nutrient intake. Regional variations were much more marked for some nutrients than others: for example, the total protein intake departed from the normal range only in rural areas (+3 per cent), while in Wales, the North, rural areas, Scotland, Yorkshire and Humberside, the West Midlands, and provincial conurbations the intake of vegetable protein was more than 3 per cent above the national average, but more than 3 per cent below it in the South West, the South East/East Anglia, and London (listed in order of decreasing intake). The variation was largely attributable to differences in flour or bread consumption. The iron intake was outside the norm only in the North (+4 per cent); in contrast in London, the South East/East Anglia, the South West, and semi-rural areas intake of vitamin C was noticeably above the national average, but below it in larger towns, Yorkshire and Humberside, the North, the North West, provincial conurbations, and Scotland (in order of decreasing intake). This corresponds more closely with variations in the intake of fresh green vegetables than of potatoes, other vegetables, or fruit.

102. The reason for the stability of nutrient intake between regions, in contrast to the wide variations which occur in the types of food eaten (Table 23), is that consumption of only a few foods diverged markedly from the national average, and these foods tended to be replaced by others of similar type and nutrient

¹ *Household Food Consumption and Expenditure: 1965*, Table 28, HMSO, 1967.

content. Thus, areas which purchased large amounts of margarine, such as Scotland, the North, Yorkshire and Humberside, the North West, and provincial towns, purchased less cooking fats, "other" fats, or butter; the reverse occurred in Wales, the South East/East Anglia, and London. The various meats were also frequently interchanged, the most variable being mutton and lamb, pork, and poultry; this would have little effect on nutrient intake.

4.4 *Income group differences*

4.4.1 MAIN RESULTS IN 1970

103. The energy value and nutrient content of the diet of households in different income groups in 1970 are shown in Table 47. The energy value increased from group A2 to group C, but the recommended intake also increased with decreasing income because of the decreasing proportion of household members classified as sedentary and the increasing proportion of meals consumed at home in the lower income groups. As in 1967, the energy intake of group A1 households was exceptionally high, largely because of their high consumption of milk and meat, and therefore provided a greater percentage of the recommendations than that in income groups A2 to D1 and D2. Pensioner households (which hardly ever contain children) recorded the highest *per caput* energy value of any group; this was not solely from the increased purchases of flour and sugar which they are known to make while keeping Survey records, for their intake of most nutrients including protein and fat was second only to group A1. The most marked exception was for vitamin C. The intake of energy and nutrients other than carbohydrate and β -carotene was lowest for groups D1 and D2.

104. In all income groups, the estimated intake of all nutrients except vitamin D was well above the recommended intake, but there was a downward gradient from group A1 to group D1 in the excess of most nutrients over the recommendation. The relative position of pensioner households in total purchases of nutrients was not as pronounced when considered in terms of the recommended intakes for this group, except for vitamin D, (which was the result of their comparatively large consumption of foods containing this vitamin, such as milk, eggs, fish and margarine).

105. In group A1, the proportions of energy derived from protein and from fat were higher than in any other group, while the lower income groups derived the greatest proportion from carbohydrate. Pensioner households derived a lower proportion of their energy from protein than did any other income group; nevertheless, 62.5 per cent of this protein intake was from animal sources, a proportion exceeded only in group A. The diet of group A was also generally richest in terms of nutrients consumed per 1000 kcal; this was especially marked for animal protein, calcium, riboflavin, nicotinic acid equivalent, vitamin C, and vitamin A. The lowest intakes of most nutrients in relation to energy were to be found in group D; for carbohydrates, however, the gradation was in the reverse direction.

4.4.2 LONGER-TERM TRENDS, 1966–1970

106. Throughout this period, the year-to-year variations in energy and nutrient intake were larger for each income group (described as social classes until 1968) than for the national average of all households. This was especially marked for groups A1 and D2, and, as is to be expected on statistical grounds, least so for

the numerically larger groups A2, B and C for which the income ranges are not open-ended. The intakes of energy and total protein varied least between income groups, and the intake of vitamin C showed the greatest difference—being consistently about 50 per cent higher in group A1 than in groups C, D1 and pensioner households.

107. The percentage contribution of fat, carbohydrate and protein to the total energy intake of most of the income groups identified in the Survey are shown in the Chart (page 46) for each year since 1956, when nutrient intakes stabilized after the end of food rationing. For all income groups there has been a long-term rise in the proportion of energy derived from fat and a decline in the proportion derived from carbohydrate, subject to sampling variations in the smaller groups (especially A1, D1 and D2). Fat has contributed more energy than has carbohydrate to the diet of group A1 since 1965; group A2 reached this stage in 1971 (see paragraph 141). The proportion of energy derived from protein has remained much steadier, but reached a maximum for most income groups between 1966 and 1968. For a discussion of some of the food consumption patterns contributing to these trends, see paragraphs 71 and 74.

108. There were generally consistent differences in per caput nutrient intake between the income groups, the averages showing a downward trend from group A1 to group D1, with group D2 and pensioner households in an intermediate position. This gradient was especially marked for animal protein, calcium, riboflavin and vitamin C. The reverse trend applied to carbohydrates and vitamin D, but for total protein, iron and thiamin there were no consistent income group differences.

109. The highest intake of energy and most nutrients by group A1 was recorded in 1967 and the lowest in 1969. For group A2, there were small declines in the intake of protein, iron, vitamin A, thiamin and vitamin D from 1966 to 1970, and a small rise in nicotinic acid equivalents. The trends for groups B and C were remarkably similar to each other and to the national average, with slight declines in fat, calcium and nicotinic acid equivalents and slight rises in vitamin A, thiamin and vitamin D intakes. The intakes of energy and all nutrients except nicotinic acid equivalents by group D1 were lower in 1970 than in 1966, but there were increased intakes of animal protein, calcium, riboflavin and vitamin D in the intervening years. The intakes of energy and nutrients by income group D2 were also lower in 1970 than 1966, but there was little consistency in the year-to-year variations of this small and heterogeneous group of households. In contrast, the intake of energy and all nutrients except vitamin D by pensioner households was higher in 1970 than 1966, and for most nutrients they showed a steady rise throughout this period.

4.5 Household composition differences

4.5.1 MAIN RESULTS IN 1970

110. Table 49 shows the energy value and nutrient content of the food consumption of households of different composition¹. As in previous years, the per caput intake of both energy and nutrients was highest for childless couples

¹ Because not all households headed by men over 65 or women over 60 come within the definition of pensioner households (see Glossary), pensioners are classified in the Survey as an income group and not as a "household composition" group.

(particularly those aged under 55) and declined with increasing numbers of children, the decrements becoming smaller with each additional child. Since the absolute requirements for energy and most nutrients except calcium are smaller for children (though not for adolescents) than for adults, a more realistic comparison of the intake of households of different composition is in terms of the recommended intakes. Even then, a similar pattern of decreasing percentages as the household size increased was still apparent, except for the nearly constant figures for riboflavin. Nevertheless, the intake of energy and nutrients other than vitamin D equalled or exceeded the recommended intakes, even in the larger families. The intake of "other households", either wholly adult or with adolescents but no children, was consistently lower than for the corresponding households containing one man and one woman.

111. The percentage of energy derived from protein, although smaller in the larger families, varied less with family composition than did the proportion of protein contributed by animal sources. The percentage of energy derived from fat was also lowest, and that from carbohydrate highest, in families with four or more children, and in no category of family was more energy contributed by fat than by carbohydrate (but see paragraph 118). When the nutrients per 1000 kcal in the food purchased by households of different composition were compared, calcium and riboflavin were highest for families with children, and carbohydrates were highest for families with four or more children. Otherwise, where significant variations occurred, the nutrient concentration of the food was higher in small families and lower in large families.

4.5.2 LONGER-TERM TRENDS, 1966–1970

112. The most marked feature of the per caput energy and nutrient intake by households of different composition from 1966 to 1970 was their constancy, because the year-to-year variation for each family size was very small compared with the differences occurring between families of different sizes. Almost without exception, the order (from highest to lowest) for every nutrient in every year was (a) childless couples under 55, (b) childless couples over 55, (c) couples with adolescents only, (d) other wholly adult households, (e) other households with adolescents but no children, (f) couples with one child, (g) couples with adolescents and children, (h) other households with children with or without adolescents, (i) couples with two children, (j) couples with three children, and, lowest of all, (k) couples with four or more children. The major departures from this pattern were that families with two children and, to a lesser extent, families with one child, moved during 1969–1970 to a higher relative position in respect of animal protein, calcium and riboflavin—the nutrients for which milk is a particularly rich source.

113. A similar sequence exists even when the nutrient intakes are expressed in relation to the intakes recommended by the Department of Health and Social Security¹. Almost without exception, childless couples under 55 obtained the largest excess of nutrients and families with three, four or more children obtained the least; the differences between households in the remaining categories were not quite so clear-cut as for per caput intakes. The major departures from the general pattern were for riboflavin, where all types of household containing

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.

children were well placed, and for vitamin D, where all household categories which include children were poorly placed because of the large intake of this vitamin which is recommended for children.

4.6 Family composition differences within income groups

4.6.1 INTRODUCTION

114. This classification allows the two factors exercising the most restraint on the ability of the household to purchase nutrients, i.e. decreasing income and increasing numbers of children, to be assessed simultaneously. Pensioner households and those in group D2 have been excluded from the analysis because they contain few children, and the households in groups A1 and D1 in the sample, which were too few for separate consideration, have been combined with groups A2 and C respectively. The energy intake and nutrient content of households in the three broad income groups and with each of the remaining seven family composition groups are shown in Table 51.

4.6.2 MAIN RESULTS IN 1970

115. The highest per caput energy intake was 3270 kcal (13.7 MJ) by childless couples in income group C&D1, and the lowest was 2100 kcal (8.8MJ), by families with four or more children in the same income group. The size of the household was a much more important factor than income in determining the per caput intake of energy and all the nutrients, the highest intakes being in the smallest families. There was, however, an appreciable income effect for several of the nutrients: higher income groups tended to obtain more animal protein, vitamin C and β -carotene, and less carbohydrates and vitamin D than the lower income groups, regardless of family size.

116. As stated in paragraph 110, the absolute nutrient requirements of children are in general lower than those for adults. Therefore, when intakes are expressed in terms of recommended intakes, there should be much less variation with family size. Yet, as shown in Table 51 (ii), the energy intake and nutrient content (except for riboflavin) of the household diet calculated in this way was still much higher for the families with no children. The variation with family income was again small, especially in the larger families. In contrast, Table 51 (iv) shows that income becomes nearly as important a factor as family size in determining the overall quality of the household diet, assessed as nutrients per 1000 kcal. This was most marked for total protein, riboflavin, and vitamins A, C and D. In general, increasing income and decreasing family size tended to work together on the nutrient concentration of the household diet, increasing it except for carbohydrates and vitamin D, which both decreased, and for iron and thiamin which were barely affected. But calcium and riboflavin, nutrients in which milk is particularly rich, occurred in increased amounts per 1000 kcal of household diets with both increasing income and increasing numbers of children.

117. In no category of household did the intake of any nutrient other than vitamin D fall below the recommended level. For families in income group C&D1 with four or more children the energy intake just equalled the recommended intake, and the intakes of protein, iron and thiamin exceeded the recommended intakes by only 13 per cent, 9 per cent and 17 per cent respectively. The law requires flour (as such, and in bakery products) and marga-

rine, which are important items in the diet of these families (Table 38), to be fortified with calcium, iron, thiamin and nicotinic acid, and with vitamins A and D, respectively. These two foodstuffs contribute 23 per cent of the calcium, 25 per cent of the iron, 31 per cent of the thiamin, 18 per cent of the nicotinic acid equivalents, 11 per cent of the vitamin A and 37 per cent of the vitamin D consumed by households in this high risk category¹.

118. Table 51 (iii) shows how both income and family size affected the proportion of energy derived from protein, fat and carbohydrate. In no category of family with children did fat contribute a greater percentage than carbohydrate to the energy intake of the household; this happened only in the diet of younger childless couples in income groups A and B, and in families with adolescents but no children in group A. The lowest contribution from fat and the highest from carbohydrate both occurred in families with four or more children in income group C&D1; the "price of energy" was also lowest in this group, and amounted to only about 62 per cent of its cost in households in income group A with no children (Table 51 (v)).

4.6.3 LONGER-TERM TRENDS, 1966–1970

119. Throughout the five years, the size of the family has been a more important determinant of the per caput nutrient intake than has the income of the head of the household. Even when intakes are considered in relation to recommended intakes (where allowance is made for the reduced absolute nutrient requirements of children, and for the greater proportion of meals eaten at home and greater physical activity of adults in income group C&D1) the size of the family has still been the predominant factor each year. In general, the highest intakes occurred in households in group A with no children, and the lowest in households in groups B and C&D1 with 4 or more children.

120. Even for households in groups B and C&D1 with four or more children, the intakes of calcium, riboflavin, nicotinic acid and vitamin C have been well in excess of the intakes recommended by the Department of Health and Social Security², although not necessarily in excess of the earlier recommendations of the British Medical Association. The intakes of energy, protein, iron, thiamin, and vitamin D in these categories of households have however been much closer to or even below the recommendations of DHSS (see also paragraph 117). Table 5 shows how the per caput intakes of these nutrients in one of these groups changed very little from 1966 to 1970, except in 1969, when the recorded intakes were considerably higher than usual. The results for 1971 are discussed briefly in paragraph 143.

¹ Corresponding percentages for all households are 22, 23, 29, 15, 8 and 32 respectively. Some of the values in Table 42 are higher because they include contributions from other constituents in cereal products.

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.

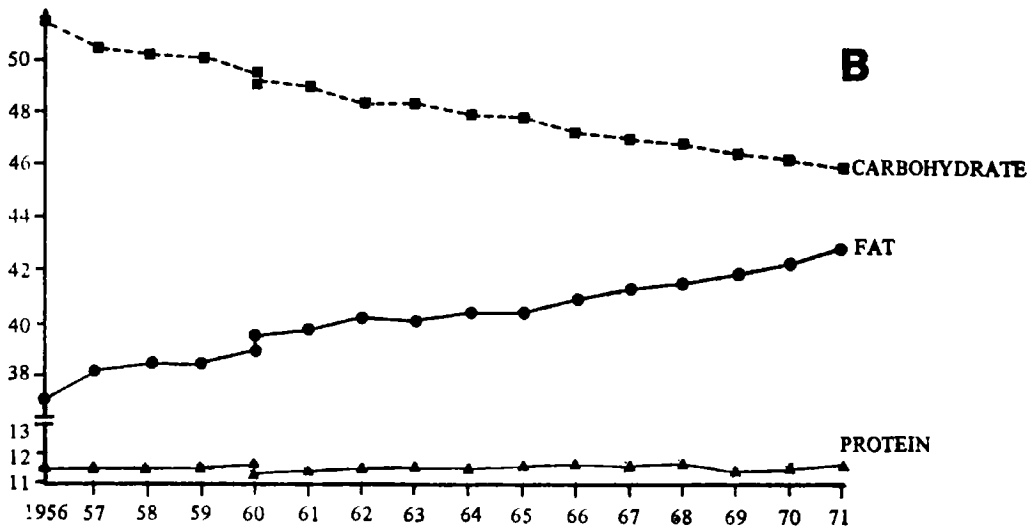
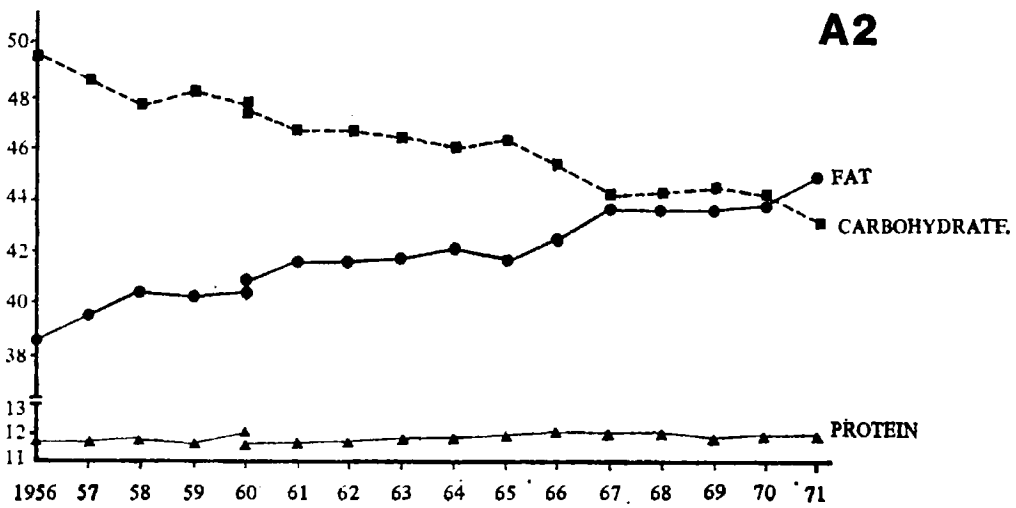
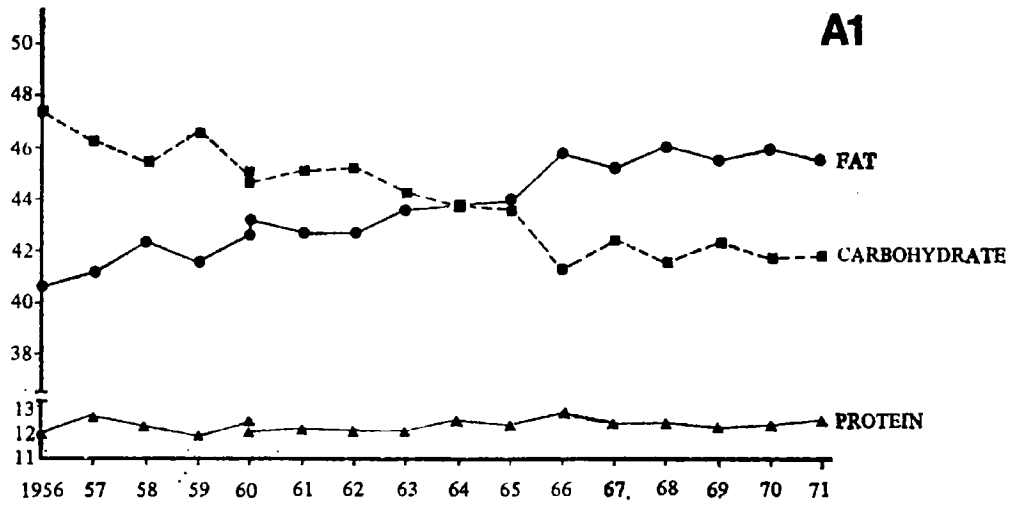
TABLE 5

Daily per caput intake of some nutrients by households in income group C&D1 with 4 or more children, from 1966 to 1971.

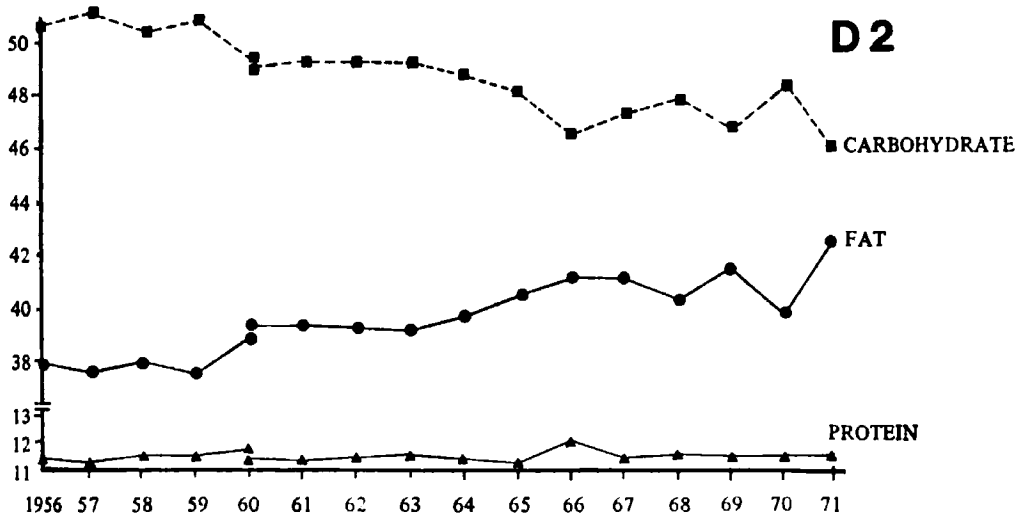
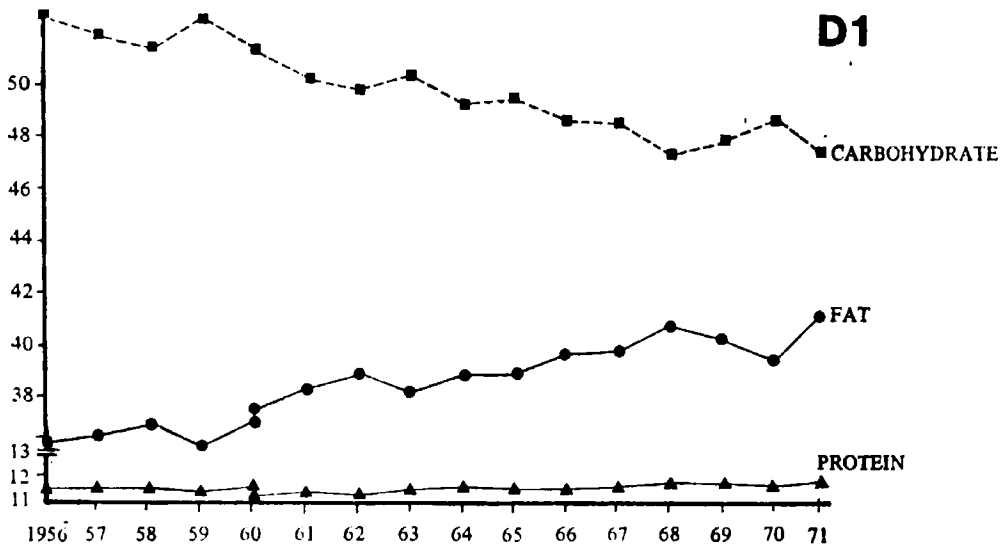
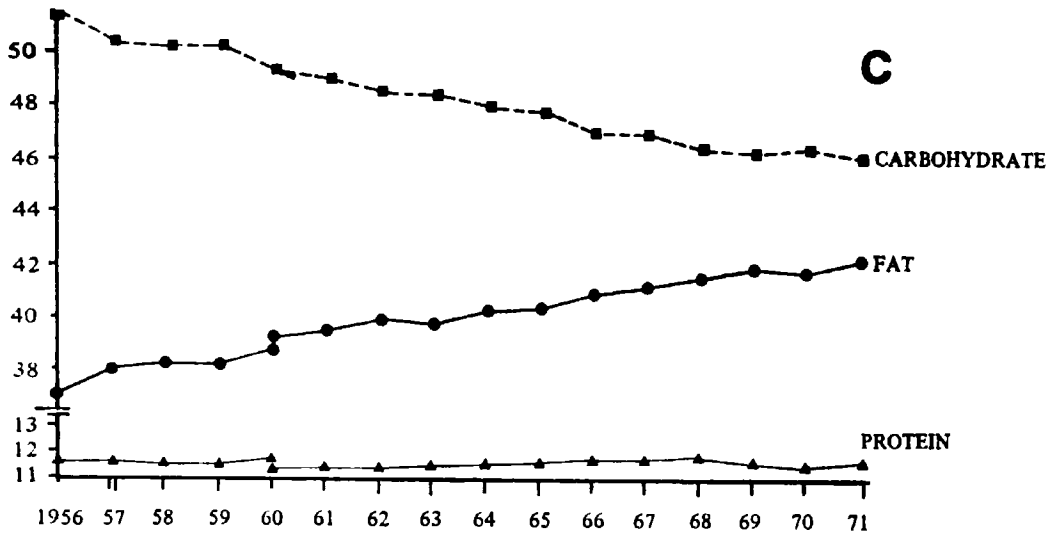
Year	Energy (kcal)	Total protein (g)	Iron (mg)	Thiamin (mg)	Vitamin D (μ g)
1966	2000	58.3	10.8	1.04	2.65
1967	2070	59.6	11.3	1.02	2.93
1968	2030	59.4	10.8	1.03	2.51
1969	2270	62.1	11.7	1.07	2.73
1970	2100	59.2	11.1	1.00	2.54
1971	2050	57.1	10.7	1.00	2.55

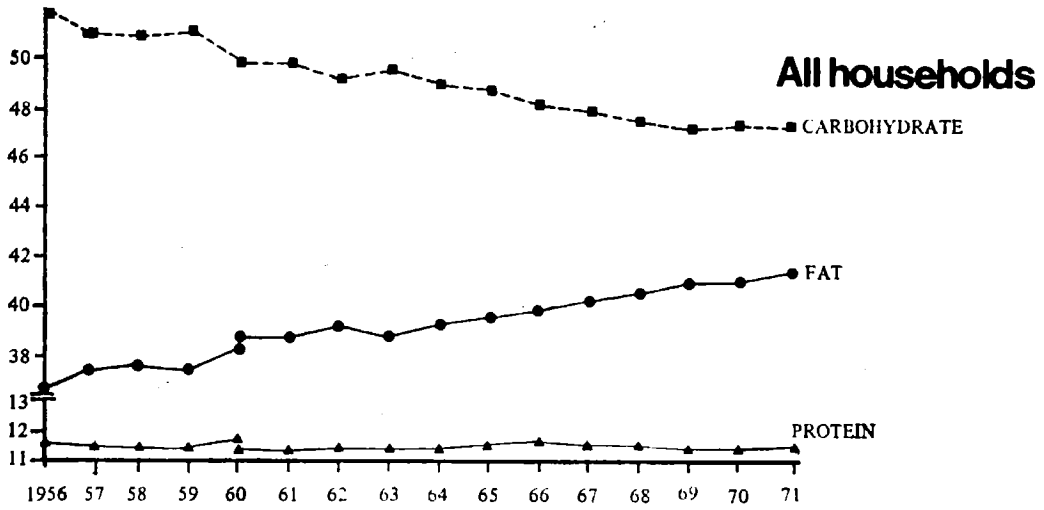
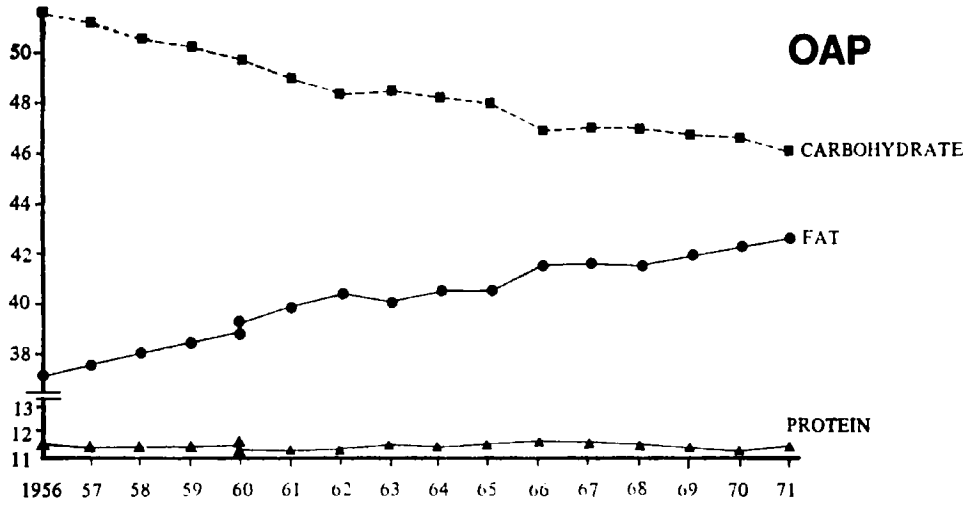
CHART

PERCENTAGE OF ENERGY DERIVED FROM FAT, CARBOHYDRATE AND PROTEIN IN DIFFERENT INCOME GROUPS, 1956 - 1971



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The discontinuity in 1960 is due to the introduction of revised methods of determining the energy value of protein, fat and carbohydrate in the diet.

PART III
Survey results 1971

Chapter 5

ESTIMATES OF HOUSEHOLD FOOD CONSUMPTION, EXPENDITURE, PRICES AND NUTRITION IN 1971

5.1 General levels of food consumption, expenditure and prices

121. Average food expenditure in private households in Great Britain was estimated to be £2.31 per person per week in 1971 compared with £2.11 in 1970 and £2.00 in 1969. The corresponding estimates for each quarter of these years and for the first two quarters of 1972 are given in Table 6, these being the latest results available at the time of going to press. Detailed national averages for 1971 in respect of the full Survey classification of foods are given in Tables 12, 14 and 16.

TABLE 6
Household food expenditure and total value of food obtained for household consumption, 1970 to mid-1972
(per person per week)

	Expenditure on food		Value of garden and allotment produce etc	Value of consumption	
	£	% ^(a)	£	£	% ^(a)
1970					
1st quarter . .	2.02	+3.4	.03	2.05	+3.4
2nd quarter . .	2.13	+5.7	.04	2.18	+5.6
3rd quarter . .	2.11	+5.9	.08	2.20	+6.5
4th quarter . .	2.16	+6.4	.05	2.21	+6.6
Year	2.11	+5.4	.05	2.16	+5.5
1971					
1st quarter . .	2.19	+8.4	.04	2.23	+8.4
2nd quarter . .	2.32	+8.5	.03	2.35	+7.9
3rd quarter . .	2.34	+10.8	.09	2.43	+10.5
4th quarter . .	2.37	+10.0	.06	2.43	+10.0
Year	2.31	+9.4	.05	2.36	+9.2
1972					
1st quarter . .	2.33	(b)	.04	2.38	(b)
2nd quarter . .	2.38	(b)	.04	2.42	(b)

(a) Percentage change compared with corresponding period of previous year.

(b) These estimates are not comparable with those shown for previous years owing to a change in the definition of a person. Had this change not been made the estimates of expenditure per head in 1972 would have been approximately 1½ per cent greater.

122. The increase of 20p in average weekly food expenditure per head between 1970 and 1971 was apportioned between the main food groups as follows:—milk and cream 4½p, cheese 1p, meat and meat products 5½p, fish 1p, eggs ½p, fats 2½p, fruit and fruit products 2½p, bread and flour ½p, other cereal products 1½p, all other food ½p.

123. The Survey index of food prices paid by housewives rose by nearly 11 per cent in 1971, over a quarter of the increase being attributable to increased prices for meat and meat products, nearly a sixth to liquid milk, a seventh to cereal products and an eighth to fats (particularly butter). The increase in the general level of food prices was more than double that recorded in the previous two years. Table 3 shows that the rate of increase first began to quicken in the fourth quarter of 1970 on the eve of decimalisation of the currency; it gained very little further momentum in the first quarter of 1971 when decimalisation took place, but in the second and third quarters of 1971 the rise was much more rapid. It is impossible to establish any cause and effect relationship between decimalisation of the currency and these changes in food prices, since the latter were clearly affected by other general economic factors. Moreover, it is too early to assess whether or not these changes have had any permanent effect on food consumption patterns. In the short run, the loss of familiar price-markings appears to have caused some disorientation of consumers when deciding how to apportion their food budgets amongst the various food items, which has resulted in some previously well-established trends in consumption being disturbed (paragraphs 124 to 135 below).

124. Table 3 shows that the overall increase in the general level of food prices was rather greater than the rise in average expenditure on food, so that the real value of household food purchases per head fell by 1 per cent, despite a rise of over 4 per cent in the real value of purchases of seasonal foods, part of which, however, represented a recovery from the unusually low levels recorded during 1970. The fall of 1 per cent in overall real value took the form of a change in the pattern of food purchases rather than of a uniform decrease in the level of purchases of each commodity. Of particular interest is the decrease in purchases of convenience foods, which previously had followed an upward trend for over a decade. During the early months of 1971 the prices of convenience foods increased more rapidly than those of other foods, and expenditure on the group rose much less; in the second half of the year there was a reversion to a more normal pattern in that convenience foods showed smaller price increases than other foods, but the rate of increase in expenditure on the group continued to lag behind that for food expenditure generally until the end of the year. The decline in purchases in this sector was particularly marked for canned foods with reversals in the previous upward trends in consumption of canned meats, canned vegetables and canned soup, but the long-term upward trends in consumption of canned tomatoes and fruit juices continued. Average consumption of canned fish other than salmon continued to decline, and in the first half of the year there was also a sharp decrease in consumption of quick-frozen fish and quick-frozen fish products when their prices rose to much higher levels than in the corresponding period of 1970 because of reduced supplies. Further details of changes in 1971 in food prices, expenditure and the real value of purchases are given in Tables 3 to 9.

5.2 Individual foods

125. Consumption of liquid milk averaged 4·7 pints per person per week in 1971 compared with 4·8 pints averaged over the previous two years. The slight decrease in 1971 appears to have been due partly to the further restriction in entitlement to free school milk from the beginning of the Autumn term, and

partly to the abolition of the *cheap* welfare milk scheme in April, the effects of which were mainly—though not fully—offset by increased purchases at the full retail price and by the increased provision of *free* welfare supplies in certain special cases¹. In the families which were affected by the changes in the arrangements for welfare milk but not school milk, average consumption of liquid milk (inclusive of purchases at the full retail price as well as welfare and school milk) in the twelve months from April 1971 to March 1972 fell to 4·4 pints per person per week (of which 0·2 pints were welfare milk and less than 0·1 pints were school milk) compared with an average of 4·8 pints (of which 2·4 pints were welfare milk and 0·1 pints school milk) over the previous two years. In households which were affected both by the changes in welfare milk and school milk, the average decrease in overall consumption was also 0·4 pints per person per week, nearly half of this decrease being school milk. The overall decrease in consumption appears to have been slightly greater in the lower income groups than in the higher, and very slightly greater in small families than in those with three or more children, but these differences between the various family groups are so small that results will be needed over a longer period of time in order to measure them more precisely. Results for a longer period will also be required for households affected by the change in school milk (but not by the changes in welfare milk) in order to make a reliable estimate of the effect of the change, but first indications are that this has resulted in a decrease in consumption of about 0·3 pints per person per week.

126. The estimates of changes in milk consumption given in the previous paragraph have, as is usual in the Survey, been derived from measurements in which the household is the unit of observation; thus they do not provide information about changes in consumption by individual categories of person. Because of the special interest attaching to consumption of milk by young children and others affected by the changes in the welfare milk and school milk schemes, special questions were introduced into the Survey in February 1971 in order to obtain estimates of the quantity of fresh milk drunk at home (on its own or added to beverages, cereals, etc) by individual members of the household, and the quantity used in cooking. Interim results for persons in households affected by the changes in welfare milk arrangements (but not by those for school milk) indicate that children under 5 years of age (the intended beneficiaries of the scheme) were drinking on average 4·6 pints of liquid milk a week in the few weeks before the change and an average of 4·8 pints in the following 12 months; for expectant mothers the corresponding estimates were 5·2 pints and 4·9 pints (the latter figure being depressed by an anomalous result in the fourth quarter of 1971). For all other adult females the average fell from 4·0 pints to 3·4 pints; for adult males it fell from 3·7 pints to 3·5 pints, and for children over 5 years it remained at 4·0 pints. Quantities used in cooking averaged 0·7 pints per person per week before the change and 0·6 pints afterwards.

127. Consumption of natural cheese was unchanged in 1971 at 3·2 oz per person per week, the previous upward trend being halted by the shortage of supplies.

¹ The effects of the changes in the price of welfare milk in 1957 and 1968 were discussed in *Domestic Food Consumption and Expenditure: 1957*, paragraph 111, HMSO, 1959 and *Household Food Consumption and Expenditure: 1968*, paragraph 15, HMSO, 1970.

128. An all-round increase in consumption of carcass meat was observed owing to greater supplies, beef rising to 8.0 oz, mutton and lamb to 5.4 oz and pork to 3.0 oz per person per week, but this was more than offset by reduced consumption of bacon and ham, canned meats, meat products and poultry; the long-term upward trend in consumption of the latter was interrupted by a decrease in supplies due to the fowl-pest epidemic, particularly in the first quarter of the year. The multivariate demand analysis in paragraphs 33 to 35 above provides evidence that there was some temporary diversion of underlying consumer demand from poultry to beef and lamb during this period, contrary to trends previously well-established.

129. Average consumption of fish showed a further decline from 5.4 oz to 5.2 oz per person per week primarily because of decreased purchases of cooked fish, canned fish (other than salmon) and processed fish. When account is taken of price and income changes the underlying demand both for canned salmon and for other canned fish appears to have weakened considerably in 1971. Consumption of white fish remained at 2.1 oz but there was some transfer of purchases from quick-frozen to fresh fish.

130. Consumption of eggs declined from an average of 4.7 to 4.6 eggs per person per week, reflecting a further weakening in the underlying demand.

131. Average purchases of fats decreased from 11.9 oz per person per week to 11.6 oz. Because of the world shortage of butter and consequential high prices in 1971 consumption fell continuously throughout the year and averaged 5.5 oz per person per week compared with 6.0 oz in 1970, while purchases of margarine increased from 2.9 oz to 3.2 oz. The analysis given in paragraph 39 above clearly shows that these changes imply no weakening in the underlying demand for butter and no strengthening in that for margarine. Average consumption of lard and cooking fat also fell in 1971 (from 2.2 oz to 2.0 oz), but purchases of cooking oils were maintained at 0.6 fl oz. Purchases of sugar resumed their downward trend after the previous year's upturn, falling to 15.8 oz per person per week even though in real terms there was no price rise. Within the preserves group there was however an exceptional increase in consumption of syrup, treacle and honey.

132. Average consumption of potatoes decreased from 52 oz to 49 oz per person per week, the same level as in 1969, although average prices in real terms were more than one-sixth lower than in that year. An increase in the consumption of fresh vegetables, particularly sprouts and leafy salads, more than offset decreased consumption of canned vegetables for which there was a general weakening in demand; purchases of cooked chips declined. A recovery in purchases of quick-frozen peas to 1.1 oz is explained by the relative fall in their price; purchases of other quick-frozen vegetables were fully maintained.

133. Total consumption of fresh fruit rose from 23 oz to 24 oz per person per week, principally owing to increased consumption of apples and citrus fruit other than oranges, and despite increases in their real prices. Purchases of canned and bottled fruit fell slightly, but consumption of canned tomatoes was maintained with the assistance of an easing in the real price. Consumption of fruit juices increased from 0.6 to 0.9 fl oz.

134. Purchases of bread resumed their long-term downward trend, falling to a new low level of 35·8 oz per person per week despite a small increase for brown bread. Purchases of flour showed an increase for the second year in succession, after exhibiting a generally downward trend throughout the sixties. There was some further decline in purchases of cakes and pastries, but those of biscuits were maintained.

135. Purchases of beverages fell from 3·6 oz, to 3·4 oz principally because of a sharp decline for tea.

136. Estimates of the income elasticity of demand for individual foods as derived from the Survey data in 1971 are given in Appendix B. Estimates of the income elasticity of total household food expenditure per head are also given for each of the years 1955, 1958, 1960, 1962, 1965, 1966, 1967, 1969 and 1971.

5.3 Geographical, income group and family composition differences

137. The broad pattern of geographical, income group and family composition differences in average food consumption, expenditure and prices in 1971 are not discussed in detail in this Report because, within the limits of normal sampling variation, the patterns are in general similar to those found over the previous five years and described in Chapter 3. Noteworthy exceptions are that food prices paid by housewives in Scotland rose rather less than those in any other region, but nevertheless continued to be above the average for Great Britain as a whole, while food prices in the north, north-east and north-west of England rose a little more than those in the south, south-east and south-west. Average food expenditure and value of food obtained for consumption continued to be greater in London than elsewhere and London housewives moved further into the lead in this respect, while pensioner households lost ground. Details of the regional and type of area averages obtained in 1971 are given in Tables 22 and 25; the averages for income groups are given in Tables 26, 28 and 30, and those for families of different composition in Tables 31, 33 and 35.

5.4 Nutrition

138. National averages. The energy value and nutrient content of the average national household food purchases in 1971 are compared with those of 1970 in Table 41. The per caput energy intake dropped by 2·7 per cent to 2530 kcal (10·6 MJ), the lowest for almost two decades, but was still 7 per cent above the recommended intake. This decrease was accompanied by a slight fall in the consumption of most nutrients, both absolutely and in relation to the recommended intakes; nevertheless, the intakes of all nutrients except vitamin D continued to be well above the recommendations. The increase in the proportion of energy derived from fat and the decrease in that from carbohydrate were resummptions of the trends that were interrupted in 1970, as was the increase in the proportion of protein derived from animal sources. The contribution made by cereals and cereal products to the energy content of the average national diet continued to decline and sugar and preserves resumed their downward trend. The contribution from meat continued to rise (Table 43).

139. The Survey data could not be used to assess the nutrient intake of individuals affected by changes in the welfare milk and school milk regulations,

because these individuals' consumption of food other than milk was not determined.

140. Geographical differences. The regional differences in nutrient intake broadly followed the pattern shown in previous years. The diet in Scotland provided less of most nutrients than diets elsewhere in Great Britain; diets in Wales, Yorkshire and Humberside, the North West and semi-rural areas remained above the national average, and those in urban areas outside the conurbations remained below that average. In relation to the recommended intakes, the relative position of London improved because of increased purchases of milk and carcass meat, while the relative positions of rural areas, the South West and the midlands declined slightly (Table 45).

141. Income group differences. The slight reductions in national nutrient intake were not equally reflected in all the income groups categorised in the Survey. The intakes of groups A1, A2 and C did in general decline, but in groups B, D1 and D2 the per caput intakes of most nutrients increased. Only for pensioner households were the recorded intakes lower in 1971 than in 1970 for every nutrient, but they remained well above the recommended intakes; furthermore, the nutrient quality of the pensioners' diet was slightly higher than in 1970 as judged by the nutrients consumed per 1000 kcal. Intakes of thiamin and vitamin D were higher in most groups, but the increase in the intake of vitamin C did not continue into the low income groups. There was an increase in the proportion of energy derived from fat and a corresponding decrease in the proportion from carbohydrate in all income groups except A1, which has changed little since 1966. The changes were especially marked in group A2, where the contribution from fat for the first time exceeded that from carbohydrate, and in groups D1 and D2 (Table 48 and Chart).

142. Household composition differences. The decline in energy intake brought three categories of family—those with three children, four or more children, and adolescents together with children—slightly below the intake recommended by the Department of Health and Social Security¹. In 1969 and 1970 no category received less than the recommended energy intake. The decline in nutrient intake was broadly spread throughout the household composition categories: in fact, the recorded decrease was greater for younger childless couples than for families with four or more children (Table 50).

143. Family composition differences within income groups. The energy intake fell slightly below the recommended intake for several categories of household, including families in income group A with two and three children as well as families in income group C&D1 with three or more children. As in previous years, nutrient intake was influenced more by family size than by income; however, in 1971 there were general decreases in the intake of the combined group C&D1 in all family composition categories, with the decreases in income group C masking those increases which occurred in group D1 (Table 52).

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.

PART IV
Main Tables

Tables of average consumption, expenditure
or prices relating to all households in the
National Food Survey sample

TABLE 7

Indices of expenditure on main food groups, 1966-1971

(1963 = 100)

	Indices of expenditure					
	1966	1967	1968	1969	1970	1971
Liquid milk (excluding school milk)	111.7	114.8	119.6	128.0	128.1	156.4
Other milk and cream	130.2	133.9	143.6	158.9	170.1	195.8
Cheese	110.2	120.2	123.0	127.0	136.3	166.9
Milk, cheese and cream	113.0	117.3	122.2	130.4	132.9	161.4
Beef and veal	109.4	115.7	116.0	123.3	129.1	148.6
Mutton and lamb	118.4	113.0	114.8	116.7	116.6	133.4
Pork	126.8	113.3	128.8	148.4	161.2	181.6
Carcase meat	114.5	114.5	117.4	124.8	129.8	148.6
Bacon and ham, uncooked	113.8	115.8	116.6	123.3	134.9	137.9
Poultry, uncooked	166.3	155.6	187.1	195.1	207.4	223.2
Other meat, and meat products	115.1	122.6	128.4	136.0	150.6	154.6
Meat other than carcase meat	120.4	124.2	131.5	138.8	152.3	157.3
All meat	117.5	119.4	124.5	131.8	141.1	153.0
Fresh fish	107.5	104.4	107.0	103.3	104.0	120.3
Other fish	122.5	127.9	130.4	131.4	142.4	149.8
Fish	116.8	119.0	121.6	120.7	127.9	138.6
Eggs	97.6	95.2	98.1	104.4	105.6	114.5
Butter	99.5	100.4	97.2	97.9	98.1	123.2
Margarine	92.3	95.9	89.7	92.7	107.3	136.0
Other fats	112.2	108.8	109.4	114.6	143.8	152.9
Fats	99.8	100.7	97.4	99.2	106.1	129.8
Sugar	87.2	88.1	84.7	87.6	92.9	93.5
Preserves	97.0	103.3	103.0	100.8	101.5	112.3
Potatoes, fresh	101.0	108.3	89.3	103.0	118.6	98.8
Fresh green vegetables	128.3	124.5	126.0	137.4	147.3	151.6
Other fresh vegetables	108.9	110.9	117.3	127.3	130.6	146.0
Other vegetables (a)	113.9	121.0	131.7	146.3	155.9	163.9
Vegetables	110.8	115.3	113.1	126.2	137.0	135.5
Fresh fruit	120.0	122.9	128.7	134.3	129.0	155.6
Other fruit	108.2	111.1	112.7	120.9	119.5	131.5
Fruit	116.2	119.1	123.5	130.0	126.0	147.9
Bread	106.4	116.2	120.4	124.1	136.4	139.2
Cereals other than bread	109.2	112.4	116.4	121.3	125.2	136.7
Cereals	108.0	114.0	118.0	122.5	129.8	137.8
Beverages	99.7	102.1	103.8	106.6	114.4	117.2
Miscellaneous foods (b)	135.3	135.9	143.5	157.1	171.7	176.1
ALL FOODS (b)	111.2	114.1	117.1	123.5	130.0	142.5

(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 8

Indices of prices for main food groups, 1966-1971

(1963 = 100)

	Indices of prices					
	1966	1967	1968	1969	1970	1971
Liquid milk (excluding school milk)	112.1	115.2	122.1	127.4	135.7	157.4
Other milk and cream	102.2	104.5	104.4	109.3	108.0	125.1
Cheese	113.1	115.3	115.9	116.1	122.2	147.1
Milk, cheese and cream	111.3	115.3	119.2	123.7	130.2	152.1
Beef and veal	127.7	128.0	141.4	150.9	156.5	176.8
Mutton and lamb	119.4	118.2	127.8	137.7	142.1	155.8
Pork	113.9	122.6	126.6	131.7	141.2	148.1
Carcase meat	123.0	124.3	135.0	143.9	149.8	165.9
Bacon and ham, uncooked	114.4	119.4	121.0	128.6	136.2	143.9
Poultry, uncooked	101.9	97.7	96.8	98.8	101.3	112.5
Other meat, and meat products	113.7	117.0	120.5	125.5	132.7	145.3
Meat other than carcase meat	112.3	115.1	117.1	122.3	128.8	139.9
All meat	117.4	119.4	125.4	132.2	138.4	152.0
Fresh fish	117.7	118.6	126.2	128.0	140.2	158.5
Other fish	113.2	114.7	116.5	123.6	136.1	152.5
Fish	114.8	116.1	119.8	125.0	137.4	154.6
Eggs	91.2	87.9	92.4	99.6	100.0	110.3
Butter	97.4	96.6	94.2	94.6	97.8	132.4
Margarine	109.8	106.2	105.9	110.8	124.4	143.8
Other fats	111.2	109.0	101.1	103.4	119.3	133.4
Fats	101.6	100.0	97.3	98.8	105.8	134.7
Sugar	94.6	94.5	95.9	100.2	101.4	109.6
Preserves	109.8	113.4	114.1	118.2	123.2	130.1
Potatoes, fresh	104.0	108.2	92.1	109.6	119.2	104.8
Fresh green vegetables	109.3	104.8	108.2	122.4	124.4	126.1
Other fresh vegetables	104.2	107.8	110.0	117.7	123.6	127.6
Other vegetables (a)	103.4	104.9	104.6	108.6	113.6	125.0
Vegetables	104.8	106.5	101.8	112.6	118.8	118.9
Fresh fruit	110.1	117.7	119.4	123.4	120.0	137.1
Other fruit	110.7	111.1	112.9	116.8	123.2	126.5
Fruit	110.3	115.6	117.3	121.3	121.0	133.8
Bread	118.1	124.7	134.1	140.8	152.5	165.2
Cereals other than bread	108.2	110.8	114.1	118.9	123.9	137.4
Cereals	112.2	116.4	122.1	127.6	135.3	148.3
Beverages	101.4	101.8	100.7	102.4	107.1	115.2
Miscellaneous foods (b)	104.9	104.2	105.7	108.6	111.5	120.0
ALL FOODS (b)	109.9	111.9	114.9	120.6	126.3	139.7

(a) Including quick-frozen vegetables.

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

TABLE 9
Indices of real value of purchases^(a) of main food groups, 1966-1971
(1963 = 100)

	Indices of real value of purchases					
	1966	1967	1968	1969	1970	1971
Liquid milk (excluding school milk)	99.6	99.6	98.0	100.6	94.4	99.4
Other milk and cream	127.4	128.1	137.6	145.3	157.5	156.5
Cheese	97.5	104.3	106.2	109.4	111.6	113.5
Milk, cheese and cream	101.5	101.7	102.5	105.4	102.1	106.1
Beef and veal	85.7	90.4	82.0	81.7	82.5	84.1
Mutton and lamb	99.2	95.6	89.8	84.7	82.1	85.6
Pork	111.3	92.4	101.7	112.6	114.2	122.6
Carcase meat	93.1	92.2	86.9	86.7	86.6	89.6
Bacon and ham, uncooked	99.4	97.0	96.4	95.9	99.0	95.9
Poultry, uncooked	163.3	159.2	193.2	197.5	204.7	198.4
Other meat, and meat products	101.2	104.7	106.6	108.3	113.5	106.4
Meat other than carcase meat	107.2	108.0	112.3	113.6	118.2	112.5
All meat	100.0	100.0	99.3	99.7	102.0	100.7
Fresh fish	91.3	88.1	84.8	80.7	74.2	75.9
Other fish	108.2	111.5	111.9	106.3	104.6	98.2
Fish	101.8	102.6	101.4	96.5	93.0	89.7
Eggs	107.0	108.4	106.1	104.8	105.6	103.8
Butter	102.1	103.9	103.2	103.5	100.3	93.1
Margarine	84.0	90.3	84.7	83.7	86.2	94.6
Other fats	100.9	99.8	108.2	110.8	120.5	114.6
Fats	98.3	100.6	100.1	100.5	100.3	96.4
Sugar	92.1	93.2	88.4	87.4	91.6	85.3
Preserves	88.3	91.0	90.3	85.2	82.4	86.3
Potatoes, fresh	97.1	100.0	97.0	94.0	99.5	94.3
Fresh green vegetables	117.4	118.8	116.4	112.3	118.4	120.2
Other fresh vegetables	104.4	102.8	106.6	108.2	105.6	114.4
Other vegetables (b)	110.2	115.3	125.9	134.8	137.3	131.1
Vegetables	105.8	108.3	111.1	112.0	115.3	114.0
Fresh fruit	108.9	104.4	107.8	108.8	107.6	113.5
Other fruit	97.8	100.0	99.8	103.5	96.9	104.0
Fruit	105.3	103.0	105.3	107.2	104.1	110.5
Bread	90.1	93.2	89.7	88.1	89.4	84.3
Cereals other than bread	100.9	101.5	102.0	102.0	101.0	99.5
Cereals	96.3	97.9	96.7	96.0	95.9	92.9
Beverages	98.3	100.3	103.1	104.1	106.8	101.7
Miscellaneous foods (c)	129.0	130.5	135.8	144.8	154.0	146.7
ALL FOODS (c)	101.1	102.0	101.9	102.4	103.0	102.0

- (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 10
Household food consumption and prices: annual national averages for individual foods, 1966-1970

	Consumption (a)					Percentage of households purchasing each type of food during Survey week					Average price paid (b)				
	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970
MILK AND CREAM:															
Liquid milk	4.00	3.97	3.94	4.05	3.82	95	96	95	95	95	4.07	4.20	4.36	4.53	4.86
Full price	0.76	0.74	0.72	0.72	0.69	24	23	23	23	22	1.78	1.77	2.33	2.55	2.57
Welfare	0.17	0.18	0.16	0.12	0.12										
School															
Total Liquid Milk	4.93	4.89	4.82	4.89	4.63						3.70	3.81	4.05	4.24	4.51
Condensed milk	0.17	0.18	0.18	0.17	0.20	23	26	24	24	26	3.52	3.73	3.72	3.88	3.93
Dried milk															
National	0.02	0.02	0.02	0.01	0.01						1.90	2.16	2.02	2.28	2.46
Branded	0.11	0.10	0.10	0.10	0.10	3	3	3	3	3	3.66	3.57	3.61	3.60	3.97
Other milk	0.05	0.05	0.07	0.08	0.10	6	8	11	14	13	5.71	7.09	6.40	7.15	6.40
Cream	0.03	0.03	0.03	0.04	0.04	25	24	25	26	25	29.20	29.95	30.28	29.98	30.44
Total Milk and Cream	5.31	5.27	5.22	5.29	5.08										
CHEESE:															
Natural	2.77	3.00	3.08	3.15	3.25	69	72	72	72	73	18.71	19.02	19.10	19.14	20.10
Processed	0.34	0.35	0.33	0.35	0.34	20	19	19	19	19	24.71	25.53	26.31	25.96	27.55
Total Cheese	3.11	3.35	3.41	3.50	3.59										
MEAT AND MEAT PRODUCTS:															
Carcass meat															
Beef and veal	8.13	8.61	7.76	7.70	7.80	77	79	74	75	75	27.59	27.67	30.57	32.62	33.83
Mutton and lamb	6.28	6.06	5.71	5.34	5.25	59	56	54	53	51	20.78	20.57	22.23	21.97	24.72
Pork	2.76	2.29	2.53	2.78	2.83	35	31	33	35	36	23.42	25.18	25.99	27.05	28.98
Total Carcass Meat	17.17	16.96	16.00	15.82	15.88										
Other meat and meat products															
Bones	0.17	0.18	0.16	0.14	0.14	2	2	2	2	2	4.53	5.03	5.23	5.93	6.16
Liver	0.90	0.84	0.85	0.80	0.81	28	27	25	25	25	24.08	24.41	24.69	25.92	27.85
Offals, other than liver	0.54	0.55	0.52	0.51	0.51	19	20	18	18	17	16.35	16.40	17.06	17.87	20.16
Bacon and ham, uncooked	5.30	5.17	5.15	5.11	5.32	82	83	82	81	82	23.15	24.14	24.48	26.01	27.56
Bacon and ham, cooked, including canned	0.95	0.96	0.94	0.94	0.94	43	43	41	41	41	44.27	45.17	45.93	48.18	50.40
Cooked chicken	0.16	0.22	0.20	0.21	0.22	3	4	4	4	4	28.95	29.17	30.10	29.80	30.57
Corned meat	0.48	0.54	0.53	0.58	0.71	17	20	20	22	26	25.63	27.77	31.12	32.02	32.76
Other cooked meat, not purchased in cans	0.68	0.68	0.68	0.67	0.67	30	31	30	29	30	32.90	35.36	35.28	36.78	38.45
Other canned meat	1.54	1.70	1.75	1.85	1.98	29	30	31	32	33	18.96	18.75	18.96	19.48	20.03
Broiler chicken, uncooked	2.66	2.89	3.19	3.33	3.51	20	20	22	23	25	17.93	17.10	17.04	17.18	17.80
Other poultry, uncooked, not quick-frozen	0.96	0.58	0.91	0.81	0.68	4	2	3	3	2	17.35	17.25	16.73	18.13	17.96
Other poultry, uncooked, quick-frozen	0.28	0.32	0.51	0.58	0.65	1	1	2	2	3	18.07	17.19	16.63	16.33	17.15

TABLE 10—continued

	Consumption (a)					Percentage of households purchasing each type of food during Survey week					Average price paid (b)				
	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970
Other meat and meat products—contd.															
Rabbit, game and other meat	0.13	0.13	0.14	0.16	0.12	1	2	2	2	1	21.10	22.10	21.68	23.62	23.88
Sausages, uncooked, pork	2.29	2.04	2.23	2.40	2.36	46	42	45	47	47	16.93	17.47	17.73	18.07	19.58
Sausages, uncooked, beef	1.30	1.46	1.47	1.28	1.38	25	27	26	23	25	14.23	14.49	14.95	15.53	16.79
Meat pies and sausage rolls, ready to eat	0.75	0.69	0.78	0.77	0.77	19	18	20	20	20	16.31	16.92	17.26	18.42	19.78
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0.37	0.40	0.42	0.51	0.55	11	12	12	14	14	26.53	27.25	27.48	28.67	29.28
Other meat products	1.66	1.98	2.04	2.03	2.33	38	42	44	45	46	17.43	17.84	19.20	20.57	21.63
Total Other Meat and Meat Products	21.12	21.33	22.47	22.68	23.65										
Total Meat and Meat Products	38.29	38.29	38.47	38.50	39.53										
FISH:															
White, filleted, fresh	1.38	1.24	1.29	1.20	1.07	26	24	24	23	21	19.40	19.93	20.66	21.74	23.86
White, unfileted, fresh	0.80	0.86	0.70	0.70	0.68	13	15	12	12	11	19.14	18.97	20.52	19.92	22.55
White, uncooked, quick-frozen	0.24	0.22	0.29	0.30	0.32	7	6	8	9	9	26.12	26.10	26.97	26.97	28.18
Herrings, filleted, fresh	0.02	0.01	0.02	0.02	0.01	13.17	13.96	12.41	15.44	17.35
Herrings, unfileted, fresh	0.11	0.10	0.08	0.10	0.09	2	2	1	2	2	9.01	9.59	10.68	10.57	12.64
Fat, fresh, other than herrings	0.30	0.30	0.31	0.28	0.30	2	2	2	2	2	26.63	21.53	27.43	25.09	20.51
White, processed	0.09	0.08	0.08	0.07	0.07	6	7	7	6	7	17.82	18.45	19.33	20.34	22.80
Fat, processed, filleted	0.15	0.17	0.15	0.14	0.15	3	4	2	2	2	21.39	22.78	21.35	21.38	22.80
Fat, processed, unfileted	0.06	0.06	0.06	0.06	0.04	3	2	3	3	3	12.65	13.36	12.75	15.01	15.05
Shell	1.02	1.06	1.07	0.93	1.01	24	24	24	22	23	38.32	40.72	45.37	41.28	56.61
Cooked	0.53	0.55	0.54	0.46	0.38	20	22	24	22	23	21.25	21.95	22.58	23.82	25.97
Other canned or bottled fish	0.34	0.33	0.32	0.33	0.31	14	14	13	18	16	41.40	41.44	42.40	45.00	52.70
Fish products, not quick-frozen	0.14	0.17	0.15	0.13	0.14	10	11	10	9	10	23.95	25.16	24.38	25.67	29.03
Quick-frozen fish products, and quick-frozen fish not specified above	0.50	0.52	0.52	0.64	0.67	17	18	17	20	20	23.25	23.09	23.55	24.58	26.15
Total Fish	5.79	5.79	5.69	5.46	5.35										
EGGS:															
Eggs, hen, stamped	2.80	2.51	2.27	4.60	4.66	58	52	48	86	86	1.60	1.54	1.64	1.82	1.83
Eggs, shell, other	1.97	2.21	2.39			36	43	46			1.80	1.73	1.78		
FATS:															
Butter	6.09	6.19	6.14	6.15	5.99	87	87	85	85	84	17.50	17.35	16.92	17.00	17.56
Margarine	2.79	3.00	2.81	2.78	2.86	50	51	48	48	48	10.28	9.94	9.92	10.37	11.64
Lard and compound cooking fat	2.13	2.09	2.08	2.08	2.21	49	47	46	46	47	8.02	7.68	7.19	7.39	8.85
Suet	0.14	0.10	0.11	0.13	0.12	6	5	5	5	5	12.55	13.41	13.58	13.34	14.13
Vegetable and salad oils	0.40	0.38	0.50	0.54	0.62	4	5	6	6	7	18.04	17.30	16.50	16.57	17.25
All other fats	0.16	0.16	0.13	0.12	0.15	4	4	3	3	4	7.10	7.79	7.69	8.05	11.66
Total Fats	11.71	11.92	11.77	11.80	11.95										

TABLE 10—continued

	Consumption (a)					Percentage of households purchasing each type of food during survey week					Average price paid (b)				
	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970
SUGAR AND PRESERVES:															
Sugar	17-05	17-21	16-35	16-18	16-94	83	82	80	79	81	3-59	3-58	3-64	3-80	3-85
Jams, jellies and fruit curds	1-43	1-45	1-38	1-28	1-30	23	24	23	21	22	10-11	10-55	10-77	10-94	11-63
Marmalade	0-92	0-93	0-91	0-94	0-85	16	16	16	17	15	8-64	8-83	8-81	9-16	9-62
Syrup, treacle and honey	0-49	0-47	0-50	0-45	0-42	7	7	8	7	7	9-94	10-27	10-15	10-90	12-06
Total Sugar and Preserves	19-89	20-06	19-14	18-85	19-51										
VEGETABLES:															
Old potatoes															
January-August, not pre-packed	18-48	16-93	17-23	15-34	16-27						1-52	1-80	1-51	1-61	2-15
January-August, pre-packed	3-96	5-06	4-22	5-09	5-20						1-73	1-96	1-76	1-92	2-48
New potatoes															
January-August, not pre-packed	11-35	10-77	10-20	10-46	10-86		(c)	(c)	(c)	(c)	3-09	3-08	2-43	3-14	3-15
January-August, pre-packed	0-46	0-88	1-02	1-02	0-92						2-63	2-75	1-99	2-75	2-64
Potatoes															
September-December, not pre-packed	15-98	15-88	15-79	14-09	15-57						1-66	1-54	1-45	1-83	1-59
September-December, pre-packed	2-26	2-72	3-46	3-31	3-02						1-90	1-75	1-68	2-02	1-87
Total Fresh Potatoes	52-49	52-24	51-92	49-31	51-84										
Cabbages, fresh	4-88	4-58	4-78	4-24	4-50	35	35	36	35	35	3-64	3-30	3-48	4-12	4-02
Brussels sprouts, fresh	2-29	2-16	2-17	2-03	2-47	21	20	20	21	24	4-12	4-43	4-68	5-10	4-96
Cauliflowers, fresh	2-58	2-88	2-55	2-54	2-77	25	28	25	25	27	5-21	4-90	5-07	5-71	5-75
Leafy salads	1-32	1-26	1-24	1-32	1-21	36	37	35	36	34	12-59	12-53	12-48	13-40	14-38
Peas, fresh	0-98	0-80	0-73	0-60	0-66	(c)	(c)	(c)	(c)	(c)	4-59	3-77	4-16	4-60	5-82
Peas, quick-frozen	0-94	0-93	1-02	1-10	1-02	22	22	23	25	23	13-98	14-00	14-12	15-25	15-01
Beans, fresh	1-32	1-31	1-39	1-32	1-29	8	7	(c)	(c)	(c)	6-08	5-93	6-15	7-40	6-96
Beans, quick-frozen	0-20	0-18	0-29	0-28	0-31	8	7	9	10	9	18-85	19-15	18-48	20-00	18-85
Other fresh green vegetables	0-13	0-18	0-19	0-20	0-22	1	1	1	1	1	4-93	4-54	5-10	6-77	5-83
Total Fresh Green Vegetables	14-64	14-28	14-36	13-63	14-45										
Carrots, fresh	2-95	3-20	3-10	2-93	3-00	37	39	37	37	36	3-40	3-02	3-26	3-63	3-43
Turnips and swedes, fresh	1-30	1-24	1-23	1-20	1-12	12	12	12	12	12	2-23	2-19	2-39	2-72	2-96
Other root vegetables, fresh	0-84	0-80	0-80	0-86	0-91	13	12	13	12	12	4-76	4-89	5-45	6-22	6-10
Onions, shallots, leeks, fresh	3-09	2-98	3-00	3-07	3-00	44	44	42	44	42	4-13	4-78	4-38	4-71	5-77
Cucumbers, fresh	0-73	0-56	0-67	0-72	0-76	20	19	20	21	21	10-59	11-32	11-71	12-00	11-81
Mushrooms, fresh	0-33	0-38	0-41	0-39	0-36	16	17	19	18	16	23-27	22-57	21-92	22-77	23-45
Miscellaneous fresh vegetables	0-70	0-67	0-74	0-84	0-80	10	10	11	11	10	5-85	6-05	6-86	7-68	6-98
Canned peas	2-91	3-00	3-05	3-10	3-20	40	41	41	41	41	5-50	5-55	5-71	5-97	5-97
Canned beans	3-24	3-49	3-48	3-58	3-86	46	47	47	47	49	6-08	6-15	6-15	6-13	6-30
Canned vegetables, other than pulses or potatoes	0-91	0-89	0-98	1-16	1-16	16	16	18	21	21	7-20	7-40	7-73	7-92	8-11
Dried pulses, other than air-dried	0-42	0-47	0-41	0-38	0-40	11	13	11	11	10	8-71	9-49	9-61	11-30	10-90
Air-dried vegetables	0-04	0-04	0-04	0-03	0-04	5	5	4	4	4	68-35	68-18	64-58	66-84	64-10
Chips, not quick-frozen	1-41	1-51	1-34	1-36	1-35	25	24	24	23	25	7-89	8-40	8-92	9-16	11-34

TABLE 10—continued

	Consumption (a)					Percentage of households purchasing each type of food during Survey week					Average price paid (b)				
	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970
VEGETABLES—contd.															
Other potato products, not quick-frozen	0.38	0.47	0.68	0.76	0.76	21	23	26	28	29	23.09	22.78	21.43	22.85	25.11
Other vegetable products	0.08	0.08	0.10	0.14	0.13	2	3	3	5	5	11.56	12.22	11.36	13.02	14.54
All quick-frozen vegetables and vegetable products, not specified above	0.20	0.18	0.26	0.36	0.41	6	6	7	9	9	17.06	17.14	17.00	17.38	16.17
Total Other Vegetables	19.53	19.96	20.29	20.88	21.26										
Total Vegetables	86.66	86.48	86.57	83.82	87.55										
FRUIT:															
Fresh															
Oranges	3.52	3.63	3.64	3.80	3.69	34	36	35	35	33	5.70	5.68	5.80	6.00	5.95
Other citrus fruit	1.16	1.22	1.37	1.32	1.32	16	16	18	18	17	6.50	6.68	6.67	7.44	7.81
Apples	7.33	6.40	6.39	6.72	7.32	57	54	53	53	53	8.02	8.30	7.07	8.16	7.07
Pears	0.92	0.66	0.89	0.90	0.95	12	9	11	12	11	6.69	8.00	7.07	7.15	6.88
Stone fruit	0.52	0.37	0.82	0.72	0.68	7	6	9	7	8	10.30	12.03	8.46	9.03	9.64
Grapes	0.37	0.34	0.44	0.42	0.44	7	6	8	7	7	12.40	12.55	11.85	12.31	11.75
Soft fruit, other than grapes	0.71	0.68	0.66	0.74	0.88	5	5	6	6	5	12.52	13.30	14.73	14.11	12.12
Bananas	3.58	3.37	3.27	3.46	2.99	44	42	41	42	38	6.37	6.52	6.84	6.98	7.43
Rhubarb	0.72	0.67	0.62	0.60	0.46	3	3	3	3	2	4.86	5.09	5.61	6.30	6.15
Tomatoes	3.98	4.06	3.98	4.10	4.00	61	63	62	60	59	12.31	11.95	12.91	13.59	13.62
Other fresh fruit	0.32	0.34	0.49	0.44	0.41	3	3	4	4	3	6.55	7.47	6.73	7.09	7.34
Total Fresh Fruit	23.13	21.74	22.57	23.22	23.14										
Canned															
Tomatoes, canned or bottled	0.73	0.78	0.76	0.76	0.82	14	15	14	15	16	7.50	7.45	7.29	7.94	7.91
Canned peaches, pears and pineapples	2.60	2.71	2.65	2.47	2.32	32	34	33	32	30	7.83	7.81	7.89	8.31	8.93
Other canned or bottled fruit	2.22	2.18	2.18	2.47	2.29	30	30	30	32	31	9.44	9.98	9.93	9.98	10.44
Dried fruit and dried fruit products	1.01	1.03	0.94	0.99	0.95	17	17	16	17	16	11.30	11.44	11.98	12.51	13.05
Nuts and nut products	0.18	0.20	0.22	0.24	0.22	6	6	7	8	8	24.00	21.77	23.24	25.55	28.30
Fruit juices	0.50	0.48	0.55	0.57	0.56	7	8	9	8	8	17.43	16.60	17.13	16.56	17.28
Welfare orange juice	0.03	0.06	0.04	0.05	0.04	1	2	1	1	1	25.06	25.04	25.03	25.05	25.07
Total Other Fruit and Fruit Products	7.27	7.42	7.34	7.55	7.20										
Total Fruit	30.40	29.16	29.91	30.77	30.34										
CEREALS:															
Brown bread	2.88	2.80	2.63	2.41	2.42	32	31	30	29	28	5.19	5.46	5.85	6.05	6.53
White bread, large loaves, unwrapped	7.27	7.12	6.38	7.06	6.85	28	29	28	30	28	3.94	4.17	4.51	4.76	5.17
White bread, large loaves, wrapped	20.04	21.58	21.14	19.83	20.37	56	57	58	56	57	3.97	4.19	4.53	4.75	5.15
White bread, small loaves, unwrapped	3.41	3.52	2.97	3.24	2.89	31	30	28	31	27	4.84	5.10	5.56	5.67	6.12
White bread, small loaves, wrapped	1.85	1.62	1.82	1.88	2.12	19	18	20	20	23	5.14	5.39	5.88	6.02	6.52
Wholewheat and wholemeal bread	0.53	0.58	0.42	0.53	0.50	6	6	5	6	5	4.80	5.06	5.44	5.60	6.08
Other bread	2.68	2.80	2.95	2.77	2.96	38	38	41	40	40	8.57	9.02	9.47	10.24	11.05
Total Bread	38.64	40.02	38.31	37.74	38.11										

TABLE 10—continued

	Consumption (a)				Percentage of households purchasing each type of food during Survey week				Average price paid (b)						
	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970	1966	1967	1968	1969	1970
CEREALS—contd.															
Flour	5-95	5-79	5-38	5-38	5-68	36	36	34	33	35	3-11	3-26	3-26	3-30	3-36
Buns, scones and tea-cakes	1-60	1-43	1-36	1-28	1-21	35	32	31	29	28	10-65	10-58	11-00	11-52	12-24
Cakes and pastries	4-86	4-61	4-68	4-58	4-47	66	65	66	65	64	15-86	16-33	16-73	17-57	18-39
Biscuits, other than chocolate biscuits	0-94	1-08	1-04	1-04	0-98	72	74	73	73	73	21-53	21-63	22-04	22-42	23-01
Chocolate biscuits	0-94	1-08	1-04	1-04	0-98	29	32	32	31	31	10-00	11-00	12-04	12-42	13-01
Oatmeal and oat products	2-25	2-35	2-43	2-63	2-74	8	9	9	8	7	6-02	6-53	7-08	6-99	7-45
Breakfast cereals	1-45	1-52	1-66	1-52	1-69	19	19	20	19	21	13-04	13-13	13-25	13-53	13-66
Canned milk puddings	0-27	0-32	0-30	0-31	0-35	7	8	8	8	8	13-78	13-75	14-31	14-70	14-90
Other puddings	0-17	0-18	0-16	0-16	0-16	8	9	9	9	8	6-23	6-61	7-40	7-88	8-08
Rice	0-17	0-18	0-16	0-16	0-16	2	2	2	2	2	13-64	15-20	17-73	20-53	18-66
Invalid foods, including slimming foods	0-16	0-17	0-14	0-15	0-14	5	5	4	4	4	17-48	18-68	20-63	21-88	22-45
Infant foods, not canned or bottled	1-32	1-41	1-57	1-66	1-58	31	33	34	35	34	10-93	11-05	11-30	11-80	12-34
Cereal convenience foods, including canned, not specified above	0-24	0-26	0-29	0-35	0-22	6	6	6	6	5	8-01	7-83	8-53	7-82	9-11
Other cereal foods															
Total Cereals	63-64	65-07	63-24	62-60	63-19										
BEVERAGES:															
Tea	2-64	2-70	2-59	2-52	2-59	82	82	79	77	79	30-75	30-85	30-55	30-84	32-40
Coffee, bean and ground	0-10	0-10	0-09	0-13	0-09	3	4	3	4	3	39-81	39-98	42-63	40-42	48-78
Coffee, instant	0-29	0-30	0-36	0-38	0-42	25	25	27	28	30	92-86	92-37	89-33	92-50	94-14
Coffee essences	0-08	0-08	0-08	0-07	0-06	3	3	3	3	2	29-88	30-42	31-15	31-82	32-10
Cocoa and drinking chocolate	0-19	0-17	0-18	0-20	0-20	7	6	6	6	7	19-10	19-87	19-45	21-78	23-12
Branded food drinks	0-21	0-21	0-27	0-26	0-25	6	6	7	6	7	28-57	28-47	28-16	28-65	29-55
Total Beverages	3-51	3-56	3-57	3-56	3-61										
MISCELLANEOUS:															
Baby foods, canned or bottled	0-69	0-70	0-75	0-78	0-82	8	7	7	7	7	13-20	12-65	12-21	12-77	13-20
Soups, canned	3-10	3-10	3-08	3-19	3-54	34	33	33	34	35	6-75	6-72	6-85	7-05	7-12
Soups, dehydrated and powdered	0-08	0-08	0-08	0-11	0-11	6	6	7	8	8	41-98	42-31	43-89	41-58	42-91
Accelerated freeze-dried foods, excluding coffee															
Spreads and dressings	0-22	0-21	0-24	0-25	0-26	7	7	8	8	8	60-06	60-06	60-06	60-06	60-06
Pickles and sauces	1-24	1-30	1-33	1-44	1-55	26	26	27	28	30	12-36	12-13	12-26	12-46	13-32
Meat and vegetable extracts	0-14	0-14	0-14	0-15	0-15	18	19	17	18	18	78-72	77-95	75-30	78-49	82-87
Table jellies, squares and crystals	0-08	0-08	0-09	0-09	0-08	15	16	16	16	15	3-62	3-63	3-73	3-90	4-08
Ice-cream (served as part of a meal), mousse, soufflé	0-60	0-62	0-76	0-79	0-86	12	12	14	15	15	12-09	12-10	12-63	13-58	14-74
All quick-frozen foods not specified above	0-08	0-07	0-10	0-14	0-16	2	3	3	4	5	18-43	18-55	19-88	20-19	21-13
Salt	0-87	0-88	0-96	0-92	1-00	11	11	12	11	12	2-71	2-79	2-83	2-83	2-91
Artificial sweeteners (expenditure only recorded)						27	27	28	30	29					
Miscellaneous (expenditure only recorded)															

(a) Ounces per person per week except: pints of milk, cream; equivalent pints of condensed and dried milk, fluid ounces of fruit juices, welfare orange juice, coffee essences, vegetable and salad oils, pints of made-up jelly; number of eggs.
 (b) Per lb., except: per pint of milk, cream, fruit juices, welfare orange juice, coffee essences, vegetable and salad oils and made-up jelly; per equivalent pint of condensed and dried milk, per egg.
 (c) These foods are not available during certain months of the year; the proportion of households purchasing such foods in each quarter were given in previous Annual Reports for 1966-1969, and for 1970 are given in table 17.

TABLE 11
*Household consumption of individual foods; quarterly and annual
 national averages, 1970*

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

	Consumption					Purchases
	Jan- March	April- June	July- Sept	Oct- Dec	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt)	3-83	3-77	3-79	3-89	3-82	3-66
Welfare (pt)	0-70	0-71	0-72	0-64	0-69	0-66
School (pt)	0-14	0-14	0-08	0-13	0-12	—
<i>Total Liquid Milk</i> (pt)	<i>4-67</i>	<i>4-62</i>	<i>4-59</i>	<i>4-67</i>	<i>4-63</i>	<i>4-32</i>
Condensed milk (eq. pt)	0-17	0-21	0-23	0-21	0-20	0-20
Dried milk						
National (eq. pt)	0-01	...	0-01	0-01	0-01	0-01
Branded (eq. pt)	0-09	0-09	0-13	0-08	0-10	0-10
Other milk (a) (pt)	0-09	0-12	0-10	0-08	0-10	0-10
Cream (pt)	0-03	0-04	0-04	0-03	0-04	0-04
<i>Total Milk and Cream</i> (pt or eq. pt)	<i>5-06</i>	<i>5-08</i>	<i>5-09</i>	<i>5-08</i>	<i>5-08</i>	<i>4-77</i>
CHEESE:						
Natural	3-13	3-25	3-25	3-36	3-25	3-24
Processed	0-31	0-39	0-35	0-33	0-34	0-34
<i>Total Cheese</i>	<i>3-44</i>	<i>3-65</i>	<i>3-60</i>	<i>3-69</i>	<i>3-59</i>	<i>3-58</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	8-31	7-27	7-35	8-27	7-80	7-77
Mutton and lamb	4-87	5-15	5-66	5-33	5-25	5-18
Pork	3-03	2-68	2-83	2-79	2-83	2-81
<i>Total Carcase Meat</i>	<i>16-21</i>	<i>15-10</i>	<i>15-84</i>	<i>16-39</i>	<i>15-88</i>	<i>15-76</i>
Other meat and meat products						
Bones	0-20	0-12	0-10	0-15	0-14	0-14
Liver	0-82	0-88	0-80	0-75	0-81	0-81
Offals, other than liver	0-63	0-50	0-39	0-52	0-51	0-51
Bacon and ham, uncooked	5-22	5-19	5-48	5-39	5-32	5-28
Bacon and ham, cooked, including canned	0-77	1-06	0-99	0-96	0-94	0-94
Cooked chicken	0-20	0-24	0-25	0-20	0-22	0-22
Corned meat	0-60	0-81	0-81	0-63	0-71	0-71
Other cooked meat, not purchased in cans	0-56	0-82	0-71	0-60	0-67	0-67
Other canned meat	2-02	1-94	2-10	1-87	1-98	1-98
Broiler chicken, uncooked (b)	3-49	3-59	3-73	3-22	3-51	3-48
Other poultry, uncooked, not quick-frozen	0-60	0-77	0-64	0-72	0-68	0-62
Other poultry, uncooked, quick- frozen	0-90	0-49	0-62	0-60	0-65	0-65
Rabbit, game and other meat	0-13	0-10	0-09	0-18	0-12	0-10
Sausages, uncooked, pork	2-44	2-32	2-21	2-47	2-36	2-36
Sausages, uncooked, beef	1-36	1-29	1-43	1-42	1-38	1-37
Meat pies and sausage rolls, ready to eat	0-82	0-77	0-74	0-75	0-77	0-77
Quick-frozen meat (other than un- cooked poultry) and quick-frozen meat products	0-59	0-49	0-61	0-52	0-55	0-55
Other meat products	2-24	2-38	2-26	2-44	2-33	2-32
<i>Total Other Meat and Meat Products</i>	<i>23-57</i>	<i>23-75</i>	<i>23-96</i>	<i>23-36</i>	<i>23-65</i>	<i>23-48</i>
<i>Total Meat and Meat Products</i>	<i>39-78</i>	<i>38-85</i>	<i>39-80</i>	<i>39-75</i>	<i>39-53</i>	<i>39-24</i>
FISH:						
White, filleted, fresh	1-14	0-99	0-99	1-17	1-07	1-07
White, unfileted, fresh	0-72	0-66	0-70	0-64	0-68	0-66
White, uncooked, quick-frozen (c)	0-33	0-34	0-34	0-29	0-32	0-32
Herrings, filleted, fresh	0-02	0-02	0-01	0-01	0-01
Herrings, unfileted, fresh	0-13	0-05	0-06	0-11	0-09	0-09
Fat, fresh, other than herrings	0-11	0-12	0-13	0-08	0-11	0-10
White, processed	0-37	0-27	0-25	0-29	0-30	0-29
Fat, processed, filleted	0-08	0-07	0-07	0-06	0-07	0-07
Fat, processed, unfileted	0-15	0-12	0-17	0-16	0-15	0-15
Shell	0-05	0-04	0-03	0-06	0-04	0-04
Cooked	0-91	1-11	1-08	0-95	1-01	1-01
Salmon, canned	0-30	0-38	0-39	0-44	0-38	0-38
Other canned or bottled fish	0-28	0-36	0-30	0-30	0-31	0-31

(a) Including skimmed milk powder.

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

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

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

	1970					
	Consumption					Purchases
	Jan- March	April- June	July- Sept	Oct- Dec	Yearly average	Yearly average
FISH—contd.						
Fish products, not quick-frozen	0.13	0.16	0.16	0.13	0.14	0.14
Quick-frozen fish products, and quick-frozen fish not specified above (d)	0.64	0.74	0.66	0.63	0.67	0.67
Total Fish	5.34	5.42	5.36	5.31	5.35	5.31
EGGS (no.)	4.54	4.79	4.70	4.63	4.66	4.44
FATS:						
Butter	5.72	5.92	5.92	6.39	5.99	5.98
Margarine	2.87	2.88	2.86	2.84	2.86	2.86
Lard and compound cooking fat	2.23	2.15	2.24	2.23	2.21	2.21
Suet	0.14	0.08	0.07	0.20	0.12	0.12
Vegetable and salad oils (fl. oz)	0.61	0.58	0.53	0.77	0.62	0.62
All other fats	0.15	0.17	0.13	0.15	0.15	0.15
Total Fats	11.72	11.79	11.76	12.58	11.95	11.94
SUGAR AND PRESERVES:						
Sugar	16.32	16.82	17.61	16.99	16.94	16.94
Jams, jellies and fruit curds	1.30	1.34	1.32	1.26	1.30	1.23
Marmalade	0.91	0.77	0.86	0.86	0.85	0.85
Syrup, treacle and honey	0.44	0.41	0.39	0.43	0.42	0.42
Total Sugar and Preserves	18.97	19.34	20.19	19.55	19.51	19.44
VEGETABLES:						
Old potatoes—January–August, not pre-packed	41.14	23.82	0.12	—	16.27	15.43
pre-packed	13.25	7.56	—	—	5.20	5.20
New potatoes—January–August, not pre-packed	0.45	14.61	28.37	—	10.86	10.05
pre-packed	—	0.63	3.07	—	0.92	0.92
Potatoes—September–December, not pre-packed	—	—	15.74	46.55	15.57	13.62
pre-packed	—	—	1.93	10.13	3.02	3.02
Total Fresh Potatoes	54.85	46.61	49.22	56.68	51.84	48.24
Cabbages, fresh	3.86	4.76	4.99	4.37	4.50	3.78
Brussels sprouts, fresh	4.47	0.38	0.50	4.54	2.47	2.12
Cauliflowers, fresh	1.47	4.22	2.56	2.83	2.77	2.61
Leafy salads	0.41	1.78	1.99	0.65	1.21	0.98
Peas, fresh	0.06	0.72	1.77	0.07	0.66	0.42
Peas, quick-frozen	1.08	1.12	0.86	1.03	1.02	1.02
Beans, fresh	0.15	0.47	4.05	0.50	1.29	0.59
Beans, quick-frozen	0.32	0.43	0.24	0.24	0.31	0.30
Other fresh green vegetables	0.10	0.52	0.17	0.11	0.22	0.10
Total Fresh Green Vegetables	11.93	14.40	17.12	14.35	14.45	11.92
Carrots, fresh	3.50	2.24	2.56	3.72	3.00	2.66
Turnips and swedes, fresh	1.54	0.57	0.68	1.69	1.12	0.94
Other root vegetables, fresh	0.90	0.67	1.10	0.98	0.91	0.67
Onions, shallots, leeks, fresh	3.05	2.68	2.77	3.51	3.00	2.76
Cucumbers, fresh	0.27	1.21	1.13	0.41	0.76	0.73
Mushrooms, fresh	0.40	0.35	0.34	0.37	0.36	0.36
Miscellaneous fresh vegetables	0.33	0.24	1.56	1.07	0.80	0.60
Canned peas	3.31	3.35	3.02	3.11	3.20	3.20
Canned beans	3.89	3.84	3.71	3.99	3.86	3.86
Canned vegetables, other than pulses or potatoes	1.18	1.32	1.06	1.06	1.16	1.16
Dried pulses, other than air-dried	0.50	0.41	0.31	0.40	0.40	0.40
Air-dried vegetables	0.30	0.05	0.03	0.03	0.04	0.04
Chips, excluding quick-frozen	1.28	1.32	1.43	1.37	1.35	1.34
Other potato products, not quick- frozen	0.81	0.85	0.69	0.71	0.76	0.76
Other vegetable products	0.13	0.14	0.16	0.09	0.13	0.13
All quick-frozen vegetables and vegetables products, not specified above (e)	0.35	0.53	0.38	0.38	0.41	0.41
Total Other Vegetables	21.46	19.79	20.94	22.90	21.26	20.02
Total Vegetables	88.24	80.80	87.28	93.93	87.55	80.18

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

(e) Including quick-frozen brussels sprouts.

TABLE 11—continued

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

	1970					
	Consumption					Purchases
	Jan- March	April- June	July- Sept	Oct- Dec	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	4.64	5.06	2.50	2.55	3.69	3.68
Other citrus fruit	1.60	1.48	0.83	1.37	1.32	1.31
Apples	6.46	6.06	7.65	9.10	7.32	6.09
Pears	0.63	0.55	1.15	1.46	0.95	0.89
Stone fruit	0.06	0.16	2.42	0.09	0.68	0.63
Grapes	0.22	0.14	0.55	0.87	0.44	0.44
Soft fruit, other than grapes	0.05	1.77	1.60	0.08	0.88	0.53
Bananas	2.71	3.19	3.09	2.97	2.99	2.98
Rhubarb	0.18	1.27	0.37	...	0.46	0.14
Tomatoes	1.94	4.22	6.43	3.41	4.00	3.61
Other fresh fruit	0.07	0.08	1.09	0.41	0.41	0.41
Total Fresh Fruit	18.55	23.99	27.67	22.32	23.14	20.71
Tomatoes, canned or bottled	0.90	0.89	0.66	0.85	0.82	0.82
Canned peaches, pears and pineapples	1.94	2.60	2.34	2.40	2.32	2.32
Other canned or bottled fruit	2.18	2.37	2.27	2.34	2.29	2.20
Dried fruit and dried fruit products	0.72	0.68	0.65	1.74	0.95	0.95
Nuts and nut products	0.17	0.13	0.17	0.41	0.22	0.22
Fruit juices (fl. oz)	0.49	0.53	0.66	0.54	0.56	0.56
Welfare orange juice (fl. oz)	0.03	0.06	0.05	0.02	0.04	0.04
Total Other Fruit and Fruit Products	6.42	7.26	6.81	8.29	7.20	7.11
Total Fruit	24.97	31.25	34.48	30.61	30.34	27.82
CEREALS:						
Brown bread	2.29	2.24	2.63	2.54	2.42	2.42
White bread, large loaves, unwrapped	6.49	6.36	7.65	6.90	6.85	6.84
White bread, large loaves, wrapped	20.88	20.78	20.59	19.23	20.37	20.36
White bread, small loaves, unwrapped	2.92	2.86	3.04	2.75	2.89	2.89
White bread, small loaves, wrapped	1.88	2.03	2.32	2.26	2.12	2.12
Wholewheat and wholemeal bread	0.49	0.54	0.47	0.49	0.50	0.50
Other bread	3.07	2.81	2.77	3.18	2.96	2.94
Total Bread	38.02	37.62	39.47	37.36	38.11	38.07
Flour	5.70	5.28	5.40	6.36	5.68	5.68
Buns, scones and teacakes	1.41	0.96	1.01	1.47	1.21	1.21
Cakes and pastries	4.32	4.65	4.32	4.59	4.47	4.46
Biscuits, other than chocolate biscuits	4.52	4.91	4.66	5.05	4.78	4.78
Chocolate biscuits	0.92	1.04	0.95	0.99	0.98	0.98
Oatmeal and oat products	0.65	0.36	0.23	0.75	0.50	0.50
Breakfast cereals	2.58	2.82	2.91	2.66	2.74	2.74
Canned milk puddings	1.74	1.64	1.62	1.77	1.69	1.69
Other puddings	0.43	0.31	0.19	0.48	0.35	0.35
Rice	0.53	0.79	0.45	0.55	0.58	0.58
Invalid foods, including slimming foods	0.21	0.17	0.14	0.13	0.16	0.16
Infant foods, not canned or bottled	0.13	0.13	0.15	0.13	0.14	0.14
Cereal convenience foods, including canned, not specified above (f)	1.57	1.57	1.49	1.71	1.58	1.58
Other cereal foods	0.24	0.17	0.25	0.20	0.22	0.22
Total Cereals	62.95	62.41	63.25	64.18	63.19	63.14
BEVERAGES:						
Tea	2.57	2.69	2.46	2.65	2.59	2.59
Coffee, bean and ground	0.10	0.07	0.09	0.10	0.09	0.09
Coffee, instant	0.43	0.39	0.43	0.43	0.42	0.42
Coffee essences (fl. oz)	0.07	0.06	0.08	0.05	0.06	0.06
Cocoa and drinking chocolate	0.22	0.21	0.19	0.19	0.20	0.20
Branded food drinks	0.35	0.23	0.19	0.22	0.25	0.25
Total Beverages	3.74	3.66	3.44	3.64	3.61	3.61
MISCELLANEOUS:						
Baby foods, canned or bottled	0.93	0.71	0.84	0.79	0.82	0.82
Soups, canned	4.41	3.05	2.64	4.04	3.54	3.54
Soups, dehydrated and powdered	0.17	0.07	0.09	0.12	0.11	0.11
Spreads and dressings	0.13	0.40	0.33	0.18	0.26	0.26
Pickles and sauces	1.48	1.51	1.55	1.66	1.55	1.53
Meat and vegetable extracts	0.17	0.12	0.13	0.17	0.15	0.15
Table jellies, squares and crystals (pt)	0.06	0.10	0.10	0.07	0.08	0.08
Ice-cream (served as part of meal), mousse, soufflé	0.53	1.35	1.02	0.53	0.86	0.86
All quick-frozen foods not specified above	0.15	0.17	0.15	0.17	0.16	0.16
Salt	0.96	1.05	0.97	1.04	1.00	1.00

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

TABLE 12

Household consumption of individual foods; quarterly and annual national averages, 1971

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

	Consumption					Purchases
	Jan-March	April-June	July-Sept	Oct-Dec	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt)	4-13	4-56	4-56	4-61	4-46	4-34
Welfare (pt)	0-60	0-08	0-04	0-06	0-20	0-16
School (pt)	0-14	0-08	0-04	0-06	0-08	...
<i>Total Liquid Milk</i> (pt)	<i>4-87</i>	<i>4-72</i>	<i>4-63</i>	<i>4-74</i>	<i>4-74</i>	<i>4-50</i>
Condensed milk (eq. pt)	0-19	0-18	0-18	0-19	0-18	0-18
Dried milk						
National (eq. pt)	—	0-01	0-01	0-01	0-01	...
Branded (eq. pt)	0-09	0-09	0-08	0-07	0-08	0-08
Other milk (a) (pt)	0-09	0-11	0-13	0-11	0-11	0-10
Cream (pt)	0-03	0-04	0-04	0-03	0-04	0-04
<i>Total Milk and Cream</i> (pt or eq. pt)	<i>5-27</i>	<i>5-14</i>	<i>5-06</i>	<i>5-15</i>	<i>5-16</i>	<i>4-90</i>
CHEESE:						
Natural	3-17	3-38	3-27	3-17	3-25	3-24
Processed	0-33	0-40	0-41	0-38	0-38	0-38
<i>Total Cheese</i>	<i>3-49</i>	<i>3-78</i>	<i>3-68</i>	<i>3-55</i>	<i>3-63</i>	<i>3-62</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	8-89	7-51	7-26	8-18	7-96	7-94
Mutton and lamb	5-30	5-31	5-72	5-30	5-41	5-39
Pork	3-30	3-11	2-62	3-14	3-04	3-03
<i>Total Carcase Meat</i>	<i>17-49</i>	<i>15-93</i>	<i>15-60</i>	<i>16-63</i>	<i>16-41</i>	<i>16-36</i>
Other meat and meat products						
Bones	0-22	0-07	0-10	0-24	0-16	0-16
Liver	0-84	0-79	0-74	0-82	0-80	0-80
Offals, other than liver	0-64	0-39	0-42	0-50	0-49	0-49
Bacon and ham, uncooked	5-24	5-06	5-06	5-11	5-12	5-11
Bacon and ham, cooked, including canned	0-79	0-96	1-04	0-90	0-92	0-92
Cooked chicken	0-15	0-19	0-29	0-20	0-21	0-21
Corned meat	0-52	0-38	0-33	0-34	0-39	0-39
Other cooked meat, not purchased in cans	0-62	0-76	0-79	0-57	0-68	0-68
Other canned meat	1-81	1-79	1-91	1-90	1-85	1-85
Broiler chicken, uncooked (b)	2-90	3-54	3-42	3-21	3-27	3-26
Other poultry, uncooked, not quick-frozen	0-76	0-80	0-66	1-04	0-82	0-76
Other poultry, uncooked, quick-frozen	0-48	0-77	0-59	0-66	0-62	0-62
Rabbit, game and other meat	0-16	0-07	0-09	0-14	0-12	0-10
Sausages, uncooked, pork	2-33	2-24	2-39	2-46	2-36	2-34
Sausages, uncooked, beef	1-32	1-41	1-18	1-40	1-33	1-32
Meat pies and sausage rolls, ready to eat	0-62	0-72	0-83	0-68	0-71	0-71
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0-48	0-54	0-64	0-54	0-55	0-55
Other meat products	2-38	2-02	2-22	2-18	2-20	2-20
<i>Total Other Meat and Meat Products</i>	<i>22-28</i>	<i>22-51</i>	<i>22-70</i>	<i>22-88</i>	<i>22-60</i>	<i>22-47</i>
<i>Total Meat and Meat Products</i>	<i>39-77</i>	<i>38-44</i>	<i>38-30</i>	<i>39-51</i>	<i>39-01</i>	<i>38-83</i>
FISH:						
White, filleted, fresh	1-23	1-18	0-84	1-16	1-10	1-10
White, unfileted, fresh	0-69	0-77	0-68	0-70	0-71	0-68
White, uncooked, quick-frozen (c)	0-26	0-23	0-30	0-25	0-26	0-26
Herrings, filleted, fresh	0-01	0-01	...	0-02	0-01	0-01
Herrings, unfileted, fresh	0-08	0-05	0-10	0-09	0-08	0-08
Fat, fresh, other than herrings	0-16	0-09	0-14	0-08	0-12	0-10
White, processed	0-35	0-28	0-21	0-28	0-28	0-28
Fat, processed, filleted	0-07	0-05	0-06	0-06	0-06	0-06
Fat, processed, unfileted	0-13	0-10	0-11	0-17	0-13	0-13
Shell	0-06	0-03	0-06	0-06	0-05	0-05
Cooked	0-95	0-82	1-04	0-94	0-94	0-94
Salmon, canned	0-34	0-44	0-43	0-33	0-38	0-38
Other canned or bottled fish	0-19	0-26	0-29	0-25	0-25	0-25

(a) Including skimmed milk powder.

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

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

TABLE 12—continued

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

	1971					
	Consumption					Purchases
	Jan-March	April-June	July-Sept	Oct-Dec	Yearly average	Yearly average
<i>FISH—contd.</i>						
Fish products, not quick-frozen	0-11	0-15	0-13	0-13	0-13	0-13
Quick-frozen fish products, and quick-frozen fish not specified above (d)	0-61	0-64	0-67	0-68	0-65	0-65
<i>Total Fish</i>	<i>5-25</i>	<i>5-08</i>	<i>5-05</i>	<i>5-20</i>	<i>5-15</i>	<i>5-10</i>
EGGS (no.)	4-65	4-59	4-45	4-50	4-55	4-37
<i>FATS:</i>						
Butter	6-13	5-55	5-40	5-03	5-53	5-52
Margarine	2-74	3-03	3-10	3-73	3-15	3-15
Lard and compound cooking fat	2-12	1-85	1-83	2-14	1-98	1-98
Suet	0-15	0-06	0-08	0-18	0-12	0-12
Vegetable and salad oils (fl. oz)	0-65	0-65	0-62	0-55	0-62	0-62
All other fats	0-18	0-22	0-19	0-22	0-20	0-20
<i>Total Fats</i>	<i>11-97</i>	<i>11-35</i>	<i>11-21</i>	<i>11-85</i>	<i>11-60</i>	<i>11-59</i>
<i>SUGAR AND PRESERVES:</i>						
Sugar	16-32	15-19	15-87	15-81	15-80	15-80
Jams, jellies and fruit curds	1-37	1-19	1-33	1-23	1-28	1-20
Marmalade	0-87	0-81	0-86	0-96	0-88	0-88
Syrup, treacle and honey	0-75	0-50	0-37	0-57	0-55	0-54
<i>Total Sugar and Preserves</i>	<i>19-31</i>	<i>17-68</i>	<i>18-43</i>	<i>18-57</i>	<i>18-51</i>	<i>18-42</i>
<i>VEGETABLES:</i>						
Old potatoes—January–August						
not pre-packed	42-96	23-12	0-13	—	16-55	15-63
pre-packed	10-47	6-11	—	—	4-14	4-14
New potatoes—January–August						
not pre-packed	0-45	14-16	26-68	—	10-32	9-26
pre-packed	—	1-01	3-30	—	1-08	1-08
Potatoes—September–December						
not pre-packed	—	—	13-35	40-37	13-43	11-88
pre-packed	—	—	2-69	11-93	3-66	3-66
<i>Total Fresh Potatoes</i>	<i>53-88</i>	<i>44-40</i>	<i>46-15</i>	<i>52-30</i>	<i>49-18</i>	<i>45-65</i>
Cabbages, fresh	4-09	5-60	4-84	4-21	4-68	3-85
Brussels sprouts, fresh	5-22	0-35	0-45	4-49	2-63	2-24
Cauliflowers, fresh	1-71	4-12	2-33	2-69	2-71	2-50
Leafy salads	0-49	1-82	2-29	0-59	1-30	1-06
Peas, fresh	0-03	0-14	1-92	0-04	0-53	0-32
Peas, quick-frozen	1-09	1-26	0-98	1-15	1-12	1-12
Beans, fresh	0-10	0-16	4-64	0-51	1-35	0-51
Beans, quick-frozen	0-34	0-37	0-22	0-32	0-31	0-31
Other fresh green vegetables	0-08	0-38	0-19	0-12	0-19	0-09
<i>Total Fresh Green Vegetables</i>	<i>13-16</i>	<i>14-20</i>	<i>17-84</i>	<i>14-12</i>	<i>14-82</i>	<i>12-00</i>
Carrots, fresh	3-83	2-38	2-32	3-75	3-07	2-77
Turnips and swedes, fresh	1-99	0-77	0-65	2-07	1-37	1-18
Other root vegetables, fresh	1-09	0-54	1-01	1-10	0-94	0-64
Onions, shallots, leeks, fresh	3-33	2-57	2-67	3-58	3-04	2-74
Cucumbers, fresh	0-27	1-11	1-17	0-46	0-75	0-71
Mushrooms, fresh	0-47	0-45	0-38	0-46	0-44	0-43
Miscellaneous fresh vegetables	0-70	0-36	1-70	1-08	0-96	0-79
Canned peas	2-86	2-98	2-74	2-78	2-84	2-84
Canned beans	3-67	3-41	3-63	3-69	3-60	3-60
Canned vegetables, other than pulses or potatoes	1-05	1-14	1-09	0-94	1-06	1-06
Dried pulses, other than air-dried	0-50	0-36	0-26	0-49	0-40	0-40
Air-dried vegetables	0-02	0-03	0-02	0-02	0-02	0-02
Chips, excluding quick-frozen	1-08	1-17	1-29	1-05	1-15	1-14
Other potato products, not quick-frozen	0-72	0-76	0-71	0-84	0-76	0-76
Other vegetable products	0-11	0-16	0-15	0-15	0-14	0-14
All quick-frozen vegetables and vegetables products, not specified above (e)	0-36	0-45	0-42	0-44	0-42	0-42
<i>Total Other Vegetables</i>	<i>22-06</i>	<i>18-66</i>	<i>20-21</i>	<i>22-90</i>	<i>20-96</i>	<i>19-64</i>
<i>Total Vegetables</i>	<i>89-10</i>	<i>77-26</i>	<i>84-20</i>	<i>89-32</i>	<i>84-96</i>	<i>77-29</i>

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

(e) Including quick-frozen brussels sprouts.

TABLE 12—continued
(oz per person per week, except where otherwise stated)

	1971					
	Consumption					Purchases
	Jan- March	April- June	July- Sept	Oct- Dec	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	5.27	4.62	2.55	2.34	3.70	3.70
Other citrus fruit	2.31	2.41	1.00	1.84	1.89	1.89
Apples	8.36	6.87	7.25	8.72	7.80	6.83
Pears	0.79	0.58	0.99	1.23	0.90	0.86
Stone fruit	0.04	0.09	2.32	0.08	0.63	0.58
Grapes	0.16	0.20	0.49	0.72	0.39	0.39
Soft fruit, other than grapes	0.06	0.38	1.87	0.11	0.60	0.32
Bananas	3.12	3.16	3.51	2.71	3.12	3.12
Rhubarb	0.25	1.47	0.40	0.02	0.54	0.17
Tomatoes	2.17	4.40	6.02	3.36	3.99	3.65
Other fresh fruit	0.06	0.09	1.08	0.79	0.50	0.50
<i>Total Fresh Fruit</i>	<i>22.59</i>	<i>24.28</i>	<i>27.48</i>	<i>21.93</i>	<i>24.06</i>	<i>22.01</i>
Tomatoes, canned or bottled	0.84	0.89	0.85	0.81	0.85	0.84
Canned peaches, pears and pineapples	2.01	2.42	2.42	2.16	2.25	2.25
Other canned or bottled fruit	2.14	2.30	2.32	2.15	2.23	2.15
Dried fruit and dried fruit products	0.80	0.70	0.77	1.82	1.02	1.02
Nuts and nut products	0.19	0.16	0.22	0.48	0.26	0.26
Fruit juices (fl. oz)	0.64	0.92	1.01	0.89	0.86	0.86
Welfare orange juice (fl. oz)	0.05	0.03	0.04	0.04	0.04	0.04
<i>Total Other Fruit and Fruit Products</i>	<i>6.66</i>	<i>7.43</i>	<i>7.64</i>	<i>8.35</i>	<i>7.51</i>	<i>7.42</i>
<i>Total Fruit</i>	<i>29.25</i>	<i>31.71</i>	<i>35.12</i>	<i>30.28</i>	<i>31.57</i>	<i>29.43</i>
CEREALS:						
Brown bread	2.62	2.74	2.41	2.56	2.58	2.58
White bread, large loaves, unwrapped	6.17	6.32	6.51	5.54	6.14	6.13
White bread, large loaves, wrapped	18.04	19.48	19.07	18.94	18.88	18.87
White bread, small loaves, unwrapped	2.90	2.50	2.85	2.88	2.78	2.78
White bread, small loaves, wrapped	2.18	1.96	2.14	1.99	2.07	2.06
Wholewheat and wholemeal bread	0.47	0.56	0.46	0.46	0.49	0.49
Other bread	2.85	2.90	2.80	2.72	2.82	2.81
<i>Total Bread</i>	<i>35.22</i>	<i>36.47</i>	<i>36.23</i>	<i>35.09</i>	<i>35.76</i>	<i>35.72</i>
Flour	6.81	5.16	5.18	6.30	5.86	5.86
Buns, scones and teacakes	1.62	1.46	1.15	1.47	1.42	1.42
Cakes and pastries	4.13	4.11	3.99	3.95	4.04	4.04
Biscuits, other than chocolate biscuits	4.74	4.88	4.93	4.65	4.80	4.80
Chocolate biscuits	0.97	1.06	0.88	1.08	1.00	1.00
Oatmeal and oat products	0.71	0.45	0.26	0.69	0.53	0.53
Breakfast cereals	2.51	2.74	2.89	2.60	2.68	2.68
Canned milk puddings	1.72	1.68	1.65	1.67	1.68	1.68
Other puddings	0.34	0.21	0.24	0.44	0.31	0.31
Rice	0.50	0.47	0.50	0.49	0.49	0.49
Invalid foods, including slimming foods	0.13	0.11	0.18	0.09	0.13	0.13
Infant foods, not canned or bottled	0.13	0.12	0.10	0.10	0.11	0.11
Cereal convenience foods, including canned, not specified above (f)	1.69	1.71	1.71	1.76	1.72	1.71
Other cereal foods	0.27	0.27	0.20	0.24	0.24	0.24
<i>Total Cereals</i>	<i>61.48</i>	<i>60.90</i>	<i>60.09</i>	<i>60.60</i>	<i>60.77</i>	<i>60.72</i>
BEVERAGES:						
Tea	2.52	2.38	2.31	2.36	2.39	2.39
Coffee, bean and ground	0.08	0.12	0.09	0.11	0.10	0.10
Coffee, instant	0.45	0.42	0.39	0.49	0.44	0.44
Coffee essences (fl. oz)	0.08	0.06	0.06	0.04	0.06	0.06
Cocoa and drinking chocolate	0.18	0.16	0.14	0.15	0.16	0.16
Branded food drinks	0.24	0.21	0.20	0.19	0.21	0.21
<i>Total Beverages</i>	<i>3.55</i>	<i>3.36</i>	<i>3.19</i>	<i>3.35</i>	<i>3.36</i>	<i>3.36</i>
MISCELLANEOUS:						
Baby foods, canned or bottled	0.70	0.65	0.55	0.73	0.66	0.66
Soups, canned	3.73	2.38	2.65	3.59	3.09	3.09
Soups, dehydrated and powdered	0.14	0.09	0.06	0.13	0.10	0.10
Accelerated freeze dried foods (excl. coffee)	—	—	—	—	—	—
Spreads and dressings	0.14	0.40	0.40	0.20	0.28	0.28
Pickles and sauces	1.37	1.61	1.39	1.68	1.51	1.50
Meat and vegetable extracts	0.21	0.14	0.12	0.17	0.16	0.16
Table jellies, squares and crystals (pt) Ice-cream (served as part of a meal) mousse, soufflé	0.06	0.10	0.10	0.08	0.08	0.08
All quick-frozen foods not specified above	0.67	0.98	1.23	0.65	0.88	0.87
Salt	0.17	0.18	0.16	0.19	0.18	0.18
	0.95	0.88	0.93	0.94	0.92	0.92

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

TABLE 13
Household expenditure on individual foods; quarterly and annual
national averages, 1970
(new pence per person per week)

	1970					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	17.42	17.35	17.57	18.92	17.82	95
Welfare	1.73	1.78	1.68	1.53	1.68	22
<i>Total Liquid Milk</i>	<i>19.15</i>	<i>19.13</i>	<i>19.25</i>	<i>20.46</i>	<i>19.50</i>	
Condensed milk	0.67	0.82	0.90	0.86	0.81	26
Dried milk						
National	0.03	...	0.02	0.02	0.02	...
Branded	0.35	0.37	0.50	0.31	0.39	3
Other milk (a)	0.51	0.73	0.68	0.54	0.61	13
Cream	0.83	1.00	1.23	0.99	1.01	25
<i>Total Milk and Cream</i>	<i>21.54</i>	<i>22.05</i>	<i>22.58</i>	<i>23.18</i>	<i>22.34</i>	
CHEESE:						
Natural	3.82	3.97	4.12	4.42	4.09	73
Processed	0.54	0.65	0.60	0.58	0.59	19
<i>Total Cheese</i>	<i>4.36</i>	<i>4.62</i>	<i>4.73</i>	<i>5.00</i>	<i>4.68</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	16.98	15.30	15.67	17.85	16.45	75
Mutton and lamb	7.20	7.76	8.85	8.20	8.00	51
Pork	5.33	4.81	5.03	5.27	5.11	36
<i>Total Carcase Meat</i>	<i>29.50</i>	<i>27.87</i>	<i>29.55</i>	<i>31.32</i>	<i>29.56</i>	
Other meat and meat products						
Bones	0.07	0.06	0.04	0.05	0.06	2
Liver	1.39	1.55	1.37	1.34	1.41	25
Offals, other than liver	0.75	0.58	0.52	0.70	0.64	17
Bacon and ham, uncooked	8.80	8.56	9.37	9.68	9.10	82
Bacon and ham, cooked, including canned	2.40	3.30	3.16	3.04	2.98	41
Cooked chicken	0.33	0.46	0.52	0.39	0.42	4
Corned meat	1.22	1.61	1.66	1.33	1.46	26
Other cooked meat, not purchased in cans	1.31	1.98	1.70	1.48	1.62	30
Other canned meat	2.39	2.46	2.67	2.42	2.49	33
Broiler chicken, uncooked (b)	3.58	3.91	4.28	3.81	3.89	25
Other poultry, uncooked, not quick-frozen	0.61	0.70	0.60	0.90	0.70	2
Other poultry, uncooked, quick-frozen	0.96	0.48	0.69	0.65	0.70	3
Rabbit, game and other meat	0.14	0.08	0.11	0.26	0.15	1
Sausages, uncooked, pork	2.87	2.82	2.73	3.13	2.89	47
Sausages, uncooked, beef	1.37	1.34	1.51	1.54	1.44	25
Meat pies and sausage rolls, ready to eat	0.99	0.93	0.93	0.94	0.95	20
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	1.02	0.86	1.12	1.01	1.00	14
Other meat products	2.94	3.19	3.05	3.40	3.15	46
<i>Total Other Meat and Meat Products</i>	<i>33.16</i>	<i>34.88</i>	<i>36.01</i>	<i>36.08</i>	<i>35.05</i>	
<i>Total Meat and Meat Products</i>	<i>62.67</i>	<i>62.74</i>	<i>65.56</i>	<i>67.39</i>	<i>64.61</i>	
FISH:						
White, filleted, fresh	1.65	1.48	1.45	1.80	1.59	21
White, unfileted, fresh	0.97	0.88	0.90	0.95	0.93	11
White, uncooked, quick-frozen (c)	0.55	0.60	0.61	0.55	0.58	9
Herrings, filleted, fresh	0.02	0.02	0.01	0.01	...
Herrings, unfileted, fresh	0.09	0.04	0.05	0.10	0.07	2
Fat, fresh, other than herrings	0.14	0.14	0.12	0.09	0.12	2
White, processed	0.50	0.40	0.35	0.41	0.42	7
Fat, processed, filleted	0.09	0.10	0.10	0.08	0.09	2
Fat, processed, unfileted	0.12	0.12	0.16	0.16	0.14	3
Shell	0.15	0.12	0.08	0.25	0.15	2
Cooked	1.43	1.74	1.78	1.60	1.64	23
Salmon, canned	1.00	1.27	1.29	1.42	1.25	16
Other canned or bottled fish	0.49	0.64	0.57	0.56	0.56	13
Fish products, not quick-frozen	0.24	0.35	0.29	0.23	0.28	10
Quick-frozen fish products, and quick-frozen fish not specified above (d)	1.00	1.16	1.13	1.08	1.09	20
<i>Total Fish</i>	<i>8.42</i>	<i>9.06</i>	<i>8.90</i>	<i>9.29</i>	<i>8.92</i>	

(a) Including skimmed milk powder.

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

(c) Excluding fish fingers.

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

TABLE 13—continued
(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
EGGS	8-31	8-33	7-63	8-34	8-15	86
FATS:						
Butter	6-17	6-35	6-49	7-27	6-57	84
Margarine	2-02	2-06	2-08	2-19	2-09	48
Lard and compound cooking fat	1-18	1-20	1-24	1-30	1-23	47
Suet	0-12	0-08	0-07	0-17	0-11	5
Vegetable and salad oils	0-53	0-47	0-45	0-70	0-54	7
All other fats	0-10	0-12	0-10	0-12	0-11	4
<i>Total Fats</i>	<i>10-11</i>	<i>10-26</i>	<i>10-43</i>	<i>11-75</i>	<i>10-65</i>	
SUGAR AND PRESERVES:						
Sugar	3-89	3-99	4-26	4-16	4-07	81
Jams, jellies and fruit curds	0-88	0-86	0-86	0-81	0-85	22
Marmalade	0-53	0-46	0-52	0-53	0-51	15
Syrup, treacle and honey	0-31	0-31	0-30	0-33	0-31	7
<i>Total Sugar and Preserves</i>	<i>5-61</i>	<i>5-62</i>	<i>5-93</i>	<i>5-84</i>	<i>5-74</i>	
VEGETABLES:						
Old potatoes						
January–August, not pre-packed	4-83	3-52	—	—	2-09	} (e)
January–August, pre-packed	1-92	1-32	—	—	0-81	
New potatoes						
January–August, not pre-packed	0-15	3-96	3-88	—	2-00	
January–August, pre-packed	—	0-17	0-45	—	0-15	
Potatoes						
September–December, not pre-packed	—	—	1-45	3-93	1-34	
pre-packed	—	—	0-23	1-18	0-35	
<i>Total Fresh Potatoes</i>	<i>6-91</i>	<i>8-96</i>	<i>6-00</i>	<i>5-11</i>	<i>6-74</i>	
Cabbages, fresh	0-87	1-22	0-93	0-77	0-95	35
Brussels sprouts, fresh	1-23	0-10	0-18	1-10	0-65	24
Cauliflowers, fresh	0-64	1-43	0-80	0-85	0-93	27
Leafy salads	0-56	1-53	0-91	0-51	0-88	34
Peas, fresh	—	0-13	0-48	—	0-15	(e)
Peas, quick-frozen	1-02	1-04	0-79	0-97	0-96	23
Beans, fresh	—	0-10	0-84	0-08	0-26	(e)
Beans, quick-frozen	0-40	0-48	0-28	0-29	0-36	9
Other fresh green vegetables	0-02	0-08	0-02	0-02	0-03	1
<i>Total Fresh Green Vegetables</i>	<i>4-75</i>	<i>6-12</i>	<i>5-23</i>	<i>4-60</i>	<i>5-17</i>	
Carrots, fresh	0-68	0-53	0-48	0-58	0-57	36
Turnips and swedes, fresh	0-25	0-10	0-09	0-25	0-17	12
Other root vegetables, fresh	0-24	0-25	0-30	0-23	0-25	12
Onions, shallots, leeks, fresh	1-03	1-18	0-90	0-85	0-99	42
Cucumbers, fresh	0-27	0-91	0-68	0-30	0-54	21
Mushrooms, fresh	0-58	0-48	0-46	0-58	0-52	16
Miscellaneous fresh vegetables	0-18	0-15	0-35	0-37	0-26	10
Canned peas	1-23	1-22	1-12	1-20	1-19	41
Canned beans	1-51	1-48	1-48	1-61	1-52	49
Canned vegetables, other than pulses or potatoes	0-59	0-65	0-53	0-58	0-59	21
Dried pulses, other than air-dried	0-32	0-28	0-22	0-28	0-28	10
Air-dried vegetables	0-15	0-18	0-11	0-12	0-14	4
Chips, not quick-frozen	0-78	0-98	1-08	0-98	0-95	25
Other potato products, not quick-frozen	1-23	1-24	1-15	1-19	1-21	29
Other vegetable products	0-10	0-14	0-15	0-09	0-12	5
All quick-frozen vegetables and vegetable products, not specified above (f)	0-36	0-51	0-39	0-39	0-41	9
<i>Total Other Vegetables</i>	<i>9-48</i>	<i>10-29</i>	<i>9-49</i>	<i>9-58</i>	<i>9-71</i>	
<i>Total Vegetables</i>	<i>21-14</i>	<i>25-38</i>	<i>20-73</i>	<i>19-28</i>	<i>21-62</i>	
FRUIT:						
Fresh						
Oranges	1-67	1-72	1-04	1-05	1-37	33
Other citrus fruit	0-74	0-62	0-45	0-77	0-64	17
Apples	2-74	3-09	2-45	2-43	2-68	53
Pears	0-28	0-29	0-45	0-50	0-38	11
Stone fruit	0-07	0-15	1-29	0-01	0-38	8
Grapes	0-20	0-15	0-40	0-51	0-32	7

(e) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 17 below.

(f) Including quick-frozen brussels sprouts.

TABLE 13—*continued*
(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
FRUIT—<i>contd.</i>						
Soft fruit, other than grapes	0-91	0-68	0-01	0-40	5
Bananas	1-19	1-48	1-51	1-37	1-39	38
Rhubarb	0-09	0-11	0-01	—	0-05	2
Tomatoes	1-82	4-56	3-78	2-15	3-08	59
Other fresh fruit	0-04	0-05	0-45	0-21	0-19	3
<i>Total Fresh Fruit</i>	<i>8-84</i>	<i>13-14</i>	<i>12-51</i>	<i>9-02</i>	<i>10-88</i>	
Tomatoes, canned or bottled	0-45	0-43	0-33	0-42	0-41	16
Canned peaches, pears and pineapples	1-05	1-42	1-33	1-36	1-29	30
Other canned or bottled fruit	1-29	1-42	1-48	1-55	1-43	31
Dried fruit and dried fruit products	0-59	0-57	0-52	1-42	0-77	16
Nuts and nut products	0-26	0-20	0-28	0-84	0-40	8
Fruit juices	0-47	0-42	0-51	0-52	0-48	8
Welfare orange juice	0-03	0-08	0-06	0-03	0-05	1
<i>Total Other Fruit and Fruit Products</i>	<i>4-14</i>	<i>4-55</i>	<i>4-51</i>	<i>6-14</i>	<i>4-83</i>	
<i>Total Fruit</i>	<i>12-98</i>	<i>17-68</i>	<i>17-03</i>	<i>15-16</i>	<i>15-71</i>	
CEREALS:						
Brown bread	0-92	0-92	1-08	1-05	0-99	28
White bread, large loaves, unwrapped	2-01	2-06	2-50	2-28	2-21	28
White bread, large loaves, wrapped	6-50	6-70	6-69	6-34	6-56	57
White bread, small loaves, unwrapped	1-10	1-10	1-16	1-07	1-11	27
White bread, small loaves, wrapped	0-76	0-82	0-95	0-93	0-87	23
Wholewheat and wholemeal bread	0-18	0-21	0-18	0-20	0-19	5
Other bread	2-06	1-91	1-94	2-23	2-04	40
<i>Total Bread</i>	<i>13-53</i>	<i>13-72</i>	<i>14-50</i>	<i>14-09</i>	<i>13-97</i>	
Flour	1-17	1-11	1-14	1-36	1-20	35
Buns, scones and teacakes	1-07	0-75	0-82	1-04	0-92	28
Cakes and pastries	4-80	5-23	5-08	5-43	5-14	64
Biscuits, other than chocolate biscuits	3-55	3-92	3-79	4-33	3-90	73
Chocolate biscuits	1-42	1-66	1-52	1-64	1-56	31
Oatmeal and oat products	0-28	0-17	0-11	0-36	0-23	7
Breakfast cereals	2-15	2-41	2-53	2-28	2-34	44
Canned milk puddings	0-59	0-57	0-59	0-64	0-60	21
Other puddings	0-38	0-29	0-18	0-46	0-33	8
Rice	0-26	0-37	0-22	0-29	0-29	8
Invalid foods, including slimming foods	0-24	0-19	0-15	0-18	0-19	2
Infant foods, not canned or bottled	0-17	0-18	0-21	0-20	0-19	4
Cereal convenience foods, including canned, not specified above (g)	1-18	1-28	1-19	1-24	1-22	34
Other cereal foods	0-13	0-09	0-15	0-12	0-12	5
<i>Total Cereals</i>	<i>30-93</i>	<i>31-94</i>	<i>32-19</i>	<i>33-66</i>	<i>32-20</i>	
BEVERAGES:						
Tea	5-06	5-26	5-08	5-63	5-26	79
Coffee, bean and ground	0-27	0-22	0-29	0-33	0-28	3
Coffee, instant	2-50	2-22	2-52	2-69	2-48	30
Coffee, essences	0-10	0-09	0-12	0-08	0-10	2
Cocoa and drinking chocolate	0-32	0-32	0-26	0-28	0-30	7
Branded food drinks	0-63	0-43	0-35	0-42	0-46	7
<i>Total Beverages</i>	<i>8-89</i>	<i>8-54</i>	<i>8-62</i>	<i>9-43</i>	<i>8-88</i>	
MISCELLANEOUS:						
Baby foods, canned or bottled	0-75	0-58	0-70	0-66	0-68	7
Soups, canned	1-92	1-33	1-22	1-83	1-58	35
Soups, dehydrated and powdered	0-43	0-19	0-25	0-33	0-30	8
Spreads and dressings	0-15	0-44	0-38	0-21	0-29	8
Pickles and sauces	1-18	1-18	1-20	1-38	1-23	30
Meat and vegetable extracts	0-81	0-64	0-60	0-82	0-72	18
Table jellies, squares and crystals	0-24	0-38	0-39	0-31	0-33	15
Ice-cream (served as part of a meal), mousse, soufflé	0-48	1-20	0-98	0-50	0-79	15
All quick-frozen foods not specified above	0-19	0-24	0-20	0-22	0-21	5
Salt	0-18	0-19	0-18	0-19	0-18	12
Artificial sweeteners (expenditure only)	0-02	0-04	0-01	0-02	0-02	...
Miscellaneous (expenditure only)	0-82	0-82	0-85	0-99	0-87	29
<i>Total Miscellaneous</i>	<i>7-17</i>	<i>7-22</i>	<i>6-95</i>	<i>7-46</i>	<i>7-20</i>	
TOTAL EXPENDITURE	£2-02	£2-13	£2-11	£2-16	£2-11	

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

TABLE 14
Household expenditure on individual foods; quarterly and annual
national averages, 1971
(new pence per person per week)

	1971					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	20.41	23.03	24.95	25.16	23.39	97
Welfare	—	0.12	—	—	0.40	n.a.
School	—	—	—	—	—	—
<i>Total Liquid Milk</i>	<i>21.91</i>	<i>23.15</i>	<i>24.95</i>	<i>25.16</i>	<i>23.79</i>	
Condensed milk	0.78	0.77	0.83	0.90	0.82	25
Dried milk						
National	—	0.03	0.03	0.01	0.02	—
Branded	0.37	0.36	0.39	0.38	0.38	2
Other milk (a)	0.73	0.98	1.00	0.91	0.90	15
Cream	0.95	1.23	1.30	1.11	1.15	25
<i>Total Milk and Cream</i>	<i>24.74</i>	<i>26.52</i>	<i>28.50</i>	<i>28.46</i>	<i>27.06</i>	
CHEESE:						
Natural	4.43	4.94	5.09	5.56	5.00	72
Processed	0.57	0.73	0.79	0.76	0.71	19
<i>Total Cheese</i>	<i>5.00</i>	<i>5.67</i>	<i>5.88</i>	<i>6.32</i>	<i>5.71</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	19.75	17.77	18.18	20.13	18.96	74
Mutton and lamb	8.69	9.03	9.66	9.18	9.14	51
Pork	5.97	5.73	5.14	6.26	5.78	37
<i>Total Carcase Meat</i>	<i>34.41</i>	<i>32.54</i>	<i>32.98</i>	<i>35.56</i>	<i>33.88</i>	
Other meat and meat products						
Bones	0.08	0.02	0.05	0.11	0.06	2
Liver	1.54	1.50	1.40	1.52	1.49	24
Offals, other than liver	0.79	0.55	0.52	0.67	0.63	16
Bacon and ham, uncooked	9.23	8.79	9.31	9.93	9.32	80
Bacon and ham, cooked, including canned	2.63	3.25	3.60	3.05	3.13	40
Cooked chicken	0.30	0.39	0.61	0.40	0.42	4
Corned meat	1.18	0.97	0.94	1.01	1.02	16
Other cooked meat, not purchased in cans	1.50	1.83	1.91	1.54	1.70	30
Other canned meat	2.23	2.41	2.67	2.73	2.51	31
Broiler chicken, uncooked (b)	3.29	4.47	4.28	3.81	3.96	23
Other poultry, uncooked, not quick- frozen	0.70	1.01	0.85	1.35	0.98	3
Other poultry, uncooked, quick-frozen	0.51	0.94	0.70	0.79	0.74	2
Rabbit, game and other meat	0.24	0.10	0.11	0.17	0.16	2
Sausages, uncooked, pork	2.99	2.90	3.10	3.32	3.08	44
Sausages, uncooked, beef	1.47	1.62	1.40	1.67	1.54	23
Meat pies and sausage rolls, ready to eat	0.83	0.97	1.15	1.00	0.99	18
Quick-frozen meat (other than un- cooked poultry) and quick-frozen meat products	0.95	1.05	1.27	1.09	1.09	13
Other meat products	3.33	3.05	3.44	3.50	3.33	44
<i>Total Other Meat and Meat Products</i>	<i>33.80</i>	<i>35.84</i>	<i>37.30</i>	<i>37.66</i>	<i>36.15</i>	
<i>Total Meat and Meat Products</i>	<i>68.21</i>	<i>68.38</i>	<i>70.28</i>	<i>73.22</i>	<i>70.03</i>	
FISH:						
White, filleted, fresh	1.96	1.94	1.44	2.13	1.87	21
White, unfileted, fresh	1.00	1.18	1.00	1.13	1.08	12
White, uncooked, quick-frozen (c)	0.50	0.50	0.65	0.55	0.55	7
Herrings, filleted, fresh	0.01	0.01	—	0.02	0.01	—
Herrings, unfileted, fresh	0.07	0.05	0.10	0.09	0.08	1
Fat, fresh, other than herrings	0.21	0.13	0.17	0.09	0.15	2
White, processed	0.54	0.41	0.35	0.47	0.44	6
Fat, processed, filleted	0.13	0.08	0.17	0.09	0.12	2
Fat, processed, unfileted	0.14	0.11	0.12	0.21	0.14	3
Shell	0.18	0.11	0.21	0.18	0.17	2
Cooked	1.70	1.56	1.98	1.78	1.76	21
Salmon, canned	1.11	1.43	1.46	1.17	1.29	15
Other canned or bottled fish	0.39	0.51	0.61	0.52	0.51	11
Fish products, not quick-frozen	0.23	0.29	0.32	0.31	0.29	8
Quick-frozen fish products, and quick- frozen fish not specified above (d)	1.08	1.16	1.33	1.27	1.21	19
<i>Total Fish</i>	<i>9.25</i>	<i>9.46</i>	<i>9.91</i>	<i>10.00</i>	<i>9.67</i>	

(a) Including skimmed milk powder.

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

(c) Excluding fish fingers.

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

TABLE 14—continued
(new pence per person per week)

	1971					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
EGGS	9.17	9.02	8.48	8.66	8.83	85
FATS:						
Butter	7.25	7.76	8.93	8.98	8.23	79
Margarine	2.17	2.56	2.63	3.24	2.65	50
Lard and compound cooking fat	1.27	1.15	1.15	1.30	1.22	43
Suet	0.14	0.06	0.08	0.19	0.12	5
Vegetable and salad oils	0.60	0.63	0.64	0.58	0.61	7
All other fats	0.13	0.20	0.17	0.18	0.17	5
<i>Total Fats</i>	<i>11.57</i>	<i>12.35</i>	<i>13.60</i>	<i>14.47</i>	<i>13.00</i>	
SUGAR AND PRESERVES:						
Sugar	4.02	3.90	4.21	4.30	4.11	76
Jams, jellies and fruit curds	0.88	0.85	0.93	0.85	0.88	21
Marmalade	0.53	0.51	0.56	0.65	0.56	15
Syrup, treacle and honey	0.49	0.42	0.32	0.44	0.42	8
<i>Total Sugar and Preserves</i>	<i>5.93</i>	<i>5.67</i>	<i>6.02</i>	<i>6.25</i>	<i>5.97</i>	
VEGETABLES:						
Old potatoes						
January–August, not pre-packed	3.88	2.38	0.02	—	1.57	} (e)
January–August, pre-packed	1.26	0.78	—	—	0.51	
New potatoes						
January–August, not pre-packed	0.16	3.67	3.09	—	1.73	
January–August, pre-packed	—	0.26	0.45	—	0.18	
Potatoes						
September–December, not pre-packed	—	—	1.21	3.51	1.18	
pre-packed	—	—	0.32	1.42	0.44	
<i>Total Fresh Potatoes</i>	<i>5.30</i>	<i>7.09</i>	<i>5.09</i>	<i>4.93</i>	<i>5.61</i>	
Cabbages, fresh	0.86	1.37	1.02	0.80	1.01	35
Brussels sprouts, fresh	1.15	0.09	0.16	1.21	0.65	24
Cauliflowers, fresh	0.68	1.32	0.77	0.89	0.92	25
Leafy salads	0.68	1.62	1.07	0.57	0.98	36
Peas, fresh	—	0.04	0.37	—	0.10	(e)
Peas, quick-frozen	1.08	1.26	0.94	1.08	1.09	23
Beans, fresh	—	0.05	0.87	0.08	0.25	(e)
Beans, quick-frozen	0.41	0.44	0.25	0.39	0.37	9
Other fresh green vegetables	0.03	0.06	0.02	0.02	0.03	1
<i>Total Fresh Green Vegetables</i>	<i>4.90</i>	<i>6.25</i>	<i>5.47</i>	<i>5.04</i>	<i>5.40</i>	
Carrots, fresh	0.72	0.68	0.55	0.75	0.68	35
Turnips and swedes, fresh	0.31	0.14	0.12	0.33	0.22	13
Other root vegetables, fresh	0.24	0.21	0.26	0.27	0.24	12
Onions, shallots, leeks, fresh	0.85	0.95	0.87	0.91	0.90	41
Cucumbers, fresh	0.28	0.93	0.75	0.39	0.59	21
Mushrooms, fresh	0.74	0.71	0.56	0.72	0.68	20
Miscellaneous fresh vegetables	0.35	0.24	0.49	0.47	0.39	12
Canned peas	1.14	1.27	1.17	1.17	1.19	38
Canned beans	1.53	1.50	1.61	1.71	1.59	46
Canned vegetables, other than pulses or potatoes	0.58	0.65	0.61	0.57	0.60	19
Dried pulses, other than air-dried	0.33	0.26	0.19	0.34	0.28	10
Air-dried vegetables	0.10	0.15	0.10	0.13	0.12	3
Chips, not quick-frozen	0.85	0.93	1.18	0.98	0.99	22
Other potato products, not quick-frozen	1.22	1.32	1.29	1.42	1.31	28
Other vegetable products	0.10	0.16	0.18	0.15	0.15	5
All quick-frozen vegetables and vegetable products, not specified elsewhere (f)	0.33	0.49	0.41	0.44	0.42	8
<i>Total Other Vegetables</i>	<i>9.67</i>	<i>10.58</i>	<i>10.36</i>	<i>10.74</i>	<i>10.35</i>	
<i>Total Vegetables</i>	<i>19.87</i>	<i>23.92</i>	<i>20.92</i>	<i>20.71</i>	<i>21.36</i>	
FRUIT:						
Fresh						
Oranges	2.04	1.93	1.23	1.17	1.59	33
Other citrus fruit	1.09	1.21	0.74	1.20	1.06	20
Apples	3.48	4.10	3.11	2.99	3.42	55
Pears	0.37	0.35	0.49	0.53	0.44	11
Stone fruit	0.04	0.09	1.51	0.05	0.42	7
Grapes	0.18	0.22	0.37	0.44	0.30	6

(e) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 18 below.

(f) Including quick-frozen brussels sprouts.

TABLE 14—continued
(new pence per person per week)

	1971					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
FRUIT—contd.						
Soft fruit, other than grapes	0·03	0·35	0·93	0·01	0·33	5
Bananas	1·39	1·59	1·79	1·49	1·56	38
Rhubarb	0·13	0·14	0·01	..	0·07	3
Tomatoes	2·37	5·16	4·28	2·41	3·56	60
Other fresh fruit	0·05	0·06	0·47	0·39	0·24	4
<i>Total Fresh Fruit</i>	<i>11·18</i>	<i>15·21</i>	<i>14·93</i>	<i>10·68</i>	<i>12·99</i>	
Tomatoes, canned or bottled	0·40	0·45	0·42	0·39	0·42	15
Canned peaches, pears and pineapples	1·17	1·45	1·46	1·30	1·34	30
Other canned or bottled fruit	1·30	1·52	1·60	1·49	1·48	29
Dried fruit and dried fruit products	0·66	0·60	0·63	1·49	0·84	17
Nuts and nut products	0·29	0·27	0·34	0·96	0·46	8
Fruit juices	0·59	0·68	0·78	0·77	0·70	10
Welfare orange juice	0·06	0·04	0·05	0·05	0·05	1
<i>Total Other Fruit and Fruit Products</i>	<i>4·48</i>	<i>5·01</i>	<i>5·28</i>	<i>6·44</i>	<i>5·29</i>	
<i>Total Fruit</i>	<i>15·66</i>	<i>20·22</i>	<i>20·21</i>	<i>17·12</i>	<i>18·28</i>	
CEREALS:						
Brown bread	1·13	1·19	1·06	1·17	1·14	30
White bread, large loaves, unwrapped	2·13	2·20	2·28	1·98	2·15	27
White bread, large loaves, wrapped	6·06	6·67	6·52	6·50	6·44	55
White bread, small loaves, unwrapped	1·20	1·06	1·22	1·27	1·19	27
White bread, small loaves, wrapped	0·94	0·86	0·95	0·89	0·91	22
Wholewheat and wholemeal bread	0·20	0·23	0·20	0·20	0·21	5
Other bread	2·13	2·28	2·23	2·20	2·21	40
<i>Total Bread</i>	<i>13·80</i>	<i>14·48</i>	<i>14·47</i>	<i>14·21</i>	<i>14·25</i>	
Flour	1·49	1·19	1·30	1·45	1·36	33
Buns, scones and teacakes	1·28	1·38	1·12	1·34	1·28	30
Cakes and pastries	5·12	5·31	5·32	5·36	5·28	61
Biscuits, other than chocolate biscuits	4·02	4·31	4·50	4·42	4·31	72
Chocolate biscuits	1·63	1·79	1·62	1·92	1·74	30
Oatmeal and oat products	0·35	0·23	0·15	0·39	0·28	7
Breakfast cereals	2·22	2·53	2·71	2·48	2·48	42
Canned milk puddings	0·64	0·63	0·61	0·68	0·64	20
Other puddings	0·32	0·22	0·29	0·45	0·32	8
Rice	0·26	0·23	0·25	0·25	0·25	8
Invalid foods, including slimming foods	0·15	0·16	0·18	0·09	0·14	2
Infant foods, not canned or bottled	0·21	0·21	0·18	0·17	0·19	3
Cereal convenience foods, including canned, not specified elsewhere (g)	1·30	1·38	1·46	1·50	1·41	35
Other cereal foods	0·16	0·17	0·12	0·14	0·15	5
<i>Total Cereals</i>	<i>32·95</i>	<i>34·21</i>	<i>34·29</i>	<i>34·84</i>	<i>34·08</i>	
BEVERAGES:						
Tea	5·42	5·10	5·00	5·07	5·15	73
Coffee, bean and ground	0·26	0·38	0·29	0·36	0·32	3
Coffee, instant	2·95	2·75	2·58	3·16	2·86	29
Coffee, essences	0·12	0·11	0·11	0·08	0·10	2
Cocoa and drinking chocolate	0·28	0·25	0·22	0·23	0·24	5
Branded food drinks	0·45	0·40	0·38	0·38	0·40	5
<i>Total Beverages</i>	<i>9·47</i>	<i>8·99</i>	<i>8·59</i>	<i>9·28</i>	<i>9·07</i>	
MISCELLANEOUS:						
Baby foods, canned or bottled	0·60	0·57	0·47	0·61	0·56	6
Soups, canned	1·73	1·18	1·27	1·76	1·48	32
Soups, dehydrated and powdered	0·38	0·27	0·20	0·39	0·31	8
Accelerated freeze-dried foods (excl. coffee)	0·01	0·01
Spreads and dressings	0·18	0·49	0·52	0·27	0·36	9
Pickles and sauces	1·15	1·34	1·23	1·48	1·30	28
Meat and vegetable extracts	0·98	0·69	0·64	0·86	0·79	17
Table jellies, squares and crystals	0·27	0·45	0·48	0·38	0·40	16
Ice-cream (served as part of a meal), mousse, soufflé	0·65	0·96	1·15	0·59	0·84	15
All quick-frozen foods not specified else- where	0·23	0·23	0·24	0·27	0·24	4
Salt	0·18	0·17	0·18	0·19	0·18	10
Artificial sweeteners (expenditure only)	0·03	0·02	0·02	0·01	0·02	..
Miscellaneous (expenditure only)	0·86	0·80	1·01	1·19	0·96	28
<i>Total Miscellaneous</i>	<i>7·25</i>	<i>7·17</i>	<i>7·39</i>	<i>8·01</i>	<i>7·44</i>	
TOTAL EXPENDITURE	£2·19	£2·32	£2·34	£2·37	£2·31	

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

TABLE 15

Household food prices (a); quarterly and annual national averages,
individual foods, 1970

	Average prices paid in 1970				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	4.72	4.74	4.89	5.11	4.86
Welfare	2.58	2.59	2.56	2.56	2.57
<i>Total Liquid Milk Purchased</i>	<i>4.39</i>	<i>4.40</i>	<i>4.52</i>	<i>4.75</i>	<i>4.51</i>
Condensed milk	3.85	3.94	3.92	4.02	3.93
Dried milk					
National	2.32	1.67	2.86	2.61	2.46
Branded	3.92	3.95	3.93	4.11	3.97
Other milk (b)	5.67	5.96	7.15	7.09	6.40
Cream	30.99	27.84	31.62	31.35	30.44
CHEESE:					
Natural	19.54	19.53	20.33	21.08	20.10
Processed	27.79	26.25	27.94	28.47	27.55
MEAT AND MEAT PRODUCTS:					
Carcase meat					
Beef and veal	32.75	34.06	34.14	34.60	33.83
Mutton and lamb	24.07	24.52	25.23	24.99	24.72
Pork	28.41	28.84	28.48	30.49	28.98
Other meat and meat products					
Bones	5.39	7.99	6.60	5.43	6.16
Liver	27.24	28.16	27.48	28.76	27.85
Offals, other than liver	19.17	19.00	21.45	21.69	20.16
Bacon and ham, uncooked	26.97	27.27	27.40	28.76	27.56
Bacon and ham, cooked, including canned	50.05	49.64	51.05	50.87	50.40
Cooked chicken	26.77	30.53	33.02	31.62	30.57
Corned meat	32.55	31.95	32.82	34.04	32.76
Other cooked meat, not purchased in cans	37.43	38.55	38.28	39.72	38.45
Other canned meat	18.97	20.30	20.37	20.67	20.03
Broiler chicken, uncooked (c)	16.48	17.42	18.48	19.11	17.80
Other poultry, uncooked, not quick-frozen	18.40	16.55	15.89	21.25	17.96
Other poultry, uncooked, quick-frozen	17.08	15.93	18.01	17.30	17.15
Rabbit, game and other meat	23.76	18.96	24.08	26.21	23.88
Sausages, uncooked, pork	18.88	19.49	19.78	20.30	19.58
Sausages, uncooked, beef	16.28	16.73	16.90	17.33	16.79
Meat pies and sausage rolls, ready to eat	19.43	19.42	20.12	20.23	19.78
Quick-frozen meat (other than uncooked poultry) and quick- frozen meat products	27.94	28.21	30.12	31.10	29.28
Other meat products	21.08	21.55	21.58	22.36	21.62
FISH:					
White, filleted, fresh	23.07	24.45	23.52	24.63	23.86
White, unfileted, fresh	21.58	23.74	21.27	24.30	22.55

(a) New pence per lb, except per pint of milk, cream, vegetable and salad oils, fruit juice welfare orange juice, coffee essences and made-up jelly, per equivalent pint of condensed and dried milk, 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 15—continued

	Average prices paid in 1970				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
FISH—contd.					
White, uncooked, quick-frozen (d)	26·79	27·75	28·36	30·41	28·18
Herrings, filleted, fresh	17·95	18·45	16·54	16·14	17·35
Herrings, unfileted, fresh	11·24	12·66	14·02	13·67	12·64
Fat, fresh, other than herrings	20·20	22·11	18·84	21·48	20·51
White, processed	21·65	23·55	22·54	24·18	22·80
Fat, processed, filleted	18·95	22·38	22·50	23·12	21·50
Fat, processed, unfileted	13·60	15·97	15·29	15·62	15·05
Shell	49·25	55·40	50·11	67·90	56·61
Cooked	25·53	25·06	26·41	27·02	25·97
Salmon, canned	53·02	53·80	52·52	51·60	52·70
Other canned or bottled fish	27·90	28·56	30·22	29·49	29·03
Fish products, not quick-frozen	31·42	34·74	29·45	29·53	31·39
Quick-frozen fish products, and quick-frozen fish not specified above (e)	24·94	25·13	27·43	27·37	26·15
EGGS	1·91	1·82	1·74	1·88	1·83
FATS:					
Butter	17·25	17·24	17·55	18·22	17·56
Margarine	11·29	11·42	11·63	12·32	11·64
Lard and compound cooking fat	8·40	8·89	8·87	9·30	8·85
Suet	13·48	15·33	15·85	13·56	14·13
Vegetable and salad oils	17·35	16·17	17·07	18·19	17·25
All other fats	10·91	11·09	11·96	12·95	11·66
SUGAR AND PRESERVES:					
Sugar	3·82	3·79	3·87	3·92	3·85
Jams, jellies and fruit curds	11·12	11·00	10·92	11·22	11·06
Marmalade	9·41	9·61	9·59	9·92	9·62
Syrup, treacle and honey	11·50	12·12	12·38	12·33	12·06
VEGETABLES:					
Old potatoes					
January–August, not pre-packed	1·97	2·51	3·60	—	2·15
pre-packed	2·32	2·80	—	—	2·50
New potatoes					
January–August, not pre-packed	5·52	4·43	2·44	—	3·15
pre-packed	—	4·26	2·33	—	2·64
Potatoes					
September–December, not pre-packed	—	—	1·82	1·50	1·59
pre-packed	—	—	1·90	1·87	1·87
Cabbages, fresh	3·97	4·50	3·92	3·56	4·02
Brussels sprouts, fresh	5·23	5·57	5·69	4·48	4·96
Cauliflowers, fresh	7·08	5·72	5·39	5·26	5·75
Leafy salads	21·85	15·95	10·52	14·19	14·38
Peas, fresh	—	5·62	5·86	6·79	5·82
Peas, quick-frozen	15·17	14·98	14·72	15·13	15·01
Beans, fresh	32·67	5·62	7·04	8·36	6·96
Beans, quick-frozen	19·51	17·80	18·92	19·76	18·85
Other fresh green vegetables	5·08	6·15	6·74	5·29	5·83
Carrots	3·26	4·02	3·83	2·91	3·43
Turnips and swedes, fresh	2·84	3·14	3·18	2·96	2·96
Other root vegetables, fresh	5·18	6·53	7·81	5·16	6·10
Onions, shallots, leeks, fresh	5·82	7·43	5·86	4·21	5·77
Cucumbers, fresh	15·84	12·10	10·48	11·63	11·81

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

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

TABLE 15—continued

	Average prices paid in 1970				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
VEGETABLES—contd.					
Mushrooms, fresh	22·64	21·93	22·96	25·28	23·45
Miscellaneous fresh vegetables	9·78	13·00	5·59	6·32	6·98
Canned peas	5·94	5·85	5·93	6·19	5·97
Canned beans	6·20	6·14	6·39	6·47	6·30
Canned vegetables, other than pulses or potatoes	8·00	7·92	7·99	8·65	8·11
Dried pulses, other than air-dried	10·39	10·80	11·60	11·17	10·90
Air-dried vegetables	68·82	54·99	66·63	73·05	64·10
Chips, excluding quick-frozen	9·91	11·88	12·12	11·41	11·34
Other potato products, not quick-frozen	24·18	23·29	26·75	26·91	25·11
Other vegetable products	11·78	16·59	14·91	15·35	14·54
All quick-frozen vegetables and vegetable products, not specified above (f)	16·56	15·48	16·58	16·28	16·17
FRUIT:					
Fresh					
Oranges	5·74	5·47	6·66	6·59	5·95
Other citrus fruit	7·41	6·80	8·62	8·97	7·81
Apples	7·21	8·47	7·12	5·59	7·07
Pears	7·28	8·47	7·10	5·78	6·88
Stone fruit	18·86	15·46	9·02	10·93	9·64
Grapes	14·56	18·13	12·03	9·58	11·75
Soft fruit, other than grapes	41·43	10·99	13·66	30·30	12·12
Bananas	7·03	7·45	7·85	7·35	7·43
Rhubarb	8·55	5·12	3·81	—	6·15
Tomatoes	15·09	17·42	11·25	11·70	13·62
Other fresh fruit	8·80	11·03	6·73	8·17	7·34
Tomatoes, canned or bottled	7·93	7·72	8·05	7·96	7·91
Canned peaches, pears and pineapples	8·67	8·78	9·13	9·14	8·93
Other canned or bottled fruit	10·17	10·14	10·59	10·87	10·44
Dried fruit and dried fruit products	13·04	13·48	12·68	13·05	13·05
Nuts and nut products	24·32	24·10	25·98	33·05	28·30
Fruit juices	19·25	15·99	15·32	19·32	17·28
Welfare orange juice	25·12	25·04	25·03	25·17	25·07
CEREALS:					
Brown bread	6·44	6·59	6·52	6·59	6·53
White bread, large loaves, unwrapped	4·97	5·18	5·25	5·28	5·17
White bread, large loaves, wrapped	4·98	5·16	5·21	5·28	5·15
White bread, small loaves, unwrapped	6·06	6·12	6·12	6·20	6·12
White bread, small loaves, wrapped	6·44	6·48	6·56	6·60	6·52
Wholewheat and wholemeal bread	5·85	6·19	5·96	6·34	6·08
Other bread	10·78	10·88	11·35	11·26	11·05
Flour	3·29	3·36	3·38	3·43	3·36
Buns, scones and teacakes	12·18	12·66	13·05	11·35	12·24
Cakes and pastries	17·83	18·04	18·84	18·92	18·39
Biscuits, other than chocolate biscuits	12·57	12·76	13·02	13·74	13·01
Chocolate biscuits	24·88	25·64	25·64	26·56	25·65
Oatmeal and oat products	6·99	7·73	7·80	7·66	7·45
Breakfast cereals	13·32	13·66	13·92	13·75	13·66
Canned milk puddings	5·41	5·58	5·80	5·78	5·63
Other puddings	14·08	14·85	15·76	15·46	14·90
Rice	7·97	7·45	7·96	8·36	7·88

(f) Including quick-frozen brussels sprouts.

TABLE 15—continued

	Average prices paid in 1970				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
CEREALS—contd.					
Invalid foods, including slimming foods	18.59	17.54	17.36	22.05	18.66
Infant foods, not canned or bottled	21.23	21.79	23.02	23.77	22.45
Cereal convenience foods, including canned, not specified above (g)	12.04	12.99	12.74	11.62	12.34
Other cereal foods	8.82	8.87	9.18	9.67	9.11
BEVERAGES:					
Tea	31.52	31.27	33.00	34.02	32.41
Coffee, bean and ground	44.32	49.62	50.16	51.81	48.78
Coffee, instant	92.96	90.64	93.10	100.28	94.14
Coffee, essences	30.52	32.64	32.75	32.93	32.10
Coc. a and drinking chocolate	23.20	23.92	22.23	23.07	23.12
Branded food drinks	28.93	29.62	29.78	30.45	29.55
MISCELLANEOUS:					
Baby foods, canned or bottled	12.97	13.06	13.40	13.41	13.20
Soups, canned	6.97	7.00	7.36	7.23	7.12
Soups, dehydrated and powdered	41.32	43.47	43.77	44.53	42.91
Spreads and dressings	19.46	17.61	18.02	19.69	18.32
Pickles and sauces	12.91	12.59	12.60	13.42	12.87
Meat and vegetable extracts	77.80	82.16	74.87	78.28	78.14
Table jellies, squares and crystals	4.09	3.99	4.04	4.26	4.08
Ice cream (served as part of a meal), mousse, soufflé	14.52	14.18	15.34	15.22	14.74
All quick-frozen foods not specified above	20.28	22.56	21.34	20.28	21.13
Salt	2.93	2.90	2.88	2.92	2.91

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

TABLE 16
*Household food prices (a); quarterly and annual national averages,
 individual foods, 1971*

	Average prices paid in 1971				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	5.16	5.14	5.62	5.63	5.39
Welfare	2.60	2.70	—	—	2.60
School	—	—	6.00	6.00	6.00
<i>Total Liquid Milk Purchased</i>	<i>4.83</i>	<i>5.12</i>	<i>5.61</i>	<i>5.63</i>	<i>5.29</i>
Condensed milk	4.07	4.25	4.53	4.68	4.38
Dried milk					
National	—	3.63	2.86	2.85	3.13
Branded	4.09	4.22	5.03	5.48	4.63
Other milk (b)	7.86	8.86	8.06	9.06	8.45
Cream	34.63	34.49	34.03	37.35	34.97
CHEESE:					
Natural	22.37	23.40	24.89	28.20	24.61
Processed	28.09	28.85	30.85	32.27	30.02
MEAT AND MEAT PRODUCTS:					
Carcass meat					
Beef and veal	35.56	37.95	40.40	39.43	38.21
Mutton and lamb	26.29	27.29	27.11	27.84	27.12
Pork	29.20	29.59	31.38	31.93	30.44
Other meat and meat products					
Bones	5.79	5.80	7.82	7.55	6.76
Liver	29.61	30.38	30.25	29.67	29.98
Offals, other than liver	19.83	22.49	19.86	21.53	20.80
Bacon and ham, uncooked	28.23	27.80	29.51	31.08	29.10
Bacon and ham, cooked, including canned	52.99	54.29	55.42	54.28	54.34
Cooked chicken	32.92	33.71	33.08	32.33	33.04
Corned meat	36.15	41.35	45.88	47.80	41.89
Other cooked meat, not purchased in cans	38.46	38.67	38.99	43.10	39.56
Other canned meat	19.69	21.60	22.39	23.01	21.68
Broiler chicken, uncooked (c)	18.27	20.29	20.06	19.06	19.51
Other poultry, uncooked, not quick-frozen	17.11	20.46	22.29	22.47	20.71
Other poultry, uncooked, quick-frozen	16.99	19.43	18.90	19.00	18.73
Rabbit, game and other meat	24.81	24.14	24.78	25.94	24.96
Sausages, uncooked, pork	20.51	20.80	21.05	21.64	21.00
Sausages, uncooked, beef	17.84	18.35	19.10	19.08	18.57
Meat pies and sausage rolls, ready to eat	21.28	21.57	22.30	23.50	22.15
Quick-frozen meat (other than uncooked poultry) and quick- frozen meat products	31.89	31.02	31.87	31.98	31.68
Other meat products	22.37	24.16	24.87	25.77	24.23
FISH:					
White, filleted, fresh	25.49	26.51	27.30	29.38	27.08
White, unfileted, fresh	23.30	25.37	25.94	26.71	25.29

(a) New pence per lb, except per pint of milk, cream, vegetable and salad oils, fruit juices, welfare orange juice, coffee essences and made-up jelly, per equivalent pint of condensed and dried milk, 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 16—continued

	Average prices paid in 1971				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
FISH—contd.					
White, uncooked, quick-frozen (d).	30.92	34.90	34.84	34.81	33.87
Herrings, filleted, fresh	17.39	17.45	13.45	20.80	18.59
Herrings, unfilleted, fresh	14.23	15.50	16.01	15.16	15.27
Fat, fresh, other than herrings	21.65	27.33	25.06	18.28	23.06
White, processed	24.22	23.89	26.87	27.17	25.33
Fat, processed, filleted	29.88	24.61	43.28	22.99	30.68
Fat, processed, unfilleted	17.10	17.91	17.73	19.66	18.20
Shell	47.41	57.60	85.38	45.82	56.84
Cooked	28.61	30.61	30.64	30.51	30.09
Salmon, canned	52.86	52.55	54.17	55.96	53.76
Other canned or bottled fish	32.58	32.08	33.18	33.53	32.85
Fish products, not quick-frozen	34.54	31.39	40.47	37.55	35.81
Quick-frozen fish products, and quick-frozen fish not specified above (e)	28.04	29.13	31.77	29.84	29.75
EGGS	2.05	2.05	1.99	1.99	2.02
FATS:					
Butter	18.94	22.41	26.48	28.63	23.78
Margarine	12.66	13.56	13.56	13.88	13.45
Lard and compound cooking fat	9.60	9.93	10.06	9.73	9.82
Suet	15.11	15.89	16.29	16.16	15.80
Vegetable and salad oils	18.53	19.27	20.67	21.15	19.82
All other fats	11.56	14.50	14.66	13.18	13.55
SUGAR AND PRESERVES:					
Sugar	3.94	4.11	4.24	4.36	4.16
Jams, jellies and fruit curds	11.13	11.67	11.98	11.96	11.67
Marmalade	9.76	10.09	10.44	10.81	10.28
Syrup, treacle and honey	10.51	13.51	13.98	12.64	12.35
VEGETABLES:					
Old potatoes					
January–August, not pre-packed	1.54	1.72	2.11	—	1.61
pre-packed	1.92	2.05	—	—	1.97
New potatoes					
January–August, not pre-packed	5.80	4.29	2.16	—	2.99
pre-packed	—	4.09	2.20	—	2.65
Potatoes					
September–December, not pre-packed	—	—	1.75	1.54	1.60
pre-packed	—	—	1.90	1.90	1.90
Cabbages, fresh	3.86	4.47	4.48	3.90	4.22
Brussels sprouts, fresh	4.17	5.05	5.96	5.05	4.65
Cauliflowers, fresh	6.54	5.78	5.83	5.65	5.89
Leafy salads	22.69	16.10	10.72	17.12	14.88
Peas, fresh	—	7.35	4.84	—	5.00
Peas, quick-frozen	15.82	15.94	15.39	15.05	15.57
Beans, fresh	—	9.93	7.55	10.05	7.78
Beans, quick-frozen	19.68	19.39	18.39	19.33	19.27
Other fresh green vegetables	6.91	5.18	6.33	7.08	5.86
Carrots	3.25	4.68	4.68	3.54	3.90
Turnips and swedes, fresh	2.75	3.14	3.60	3.15	3.05
Other root vegetables, fresh	4.85	6.90	7.75	5.86	6.17
Onions, shallots, leeks, fresh	4.51	6.26	5.83	4.66	5.26
Cucumbers, fresh	16.17	13.61	11.50	14.09	13.13

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

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

TABLE 16—continued

	Average prices paid in 1971				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
VEGETABLES—contd.					
Mushrooms, fresh	25.22	25.10	24.78	26.75	25.45
Miscellaneous fresh vegetables	8.54	13.12	6.28	7.64	7.81
Canned peas	6.40	6.80	6.84	6.74	6.70
Canned beans	6.66	7.02	7.12	7.43	7.05
Canned vegetables, other than pulses or potatoes	8.87	9.15	8.98	9.60	9.13
Dried pulses, other than air-dried	10.60	11.31	11.70	11.27	11.14
Air-dried vegetables	67.66	70.70	73.29	86.47	73.95
Chips, excluding quick-frozen	12.52	12.71	14.64	15.02	13.71
Other potato products, not quick-frozen	27.09	27.81	29.10	27.13	27.78
Other vegetable products	15.25	15.83	19.81	16.12	16.87
All quick-frozen vegetables and vegetable products, not specified above (f)	15.02	17.09	15.92	16.10	16.11
FRUIT:					
Fresh					
Oranges	6.20	6.67	7.73	7.98	6.88
Other citrus fruit	7.57	8.07	11.85	10.43	8.96
Apples	7.49	9.88	8.29	6.59	8.07
Pears	7.87	9.69	8.41	7.28	8.16
Stone fruit	21.61	16.29	11.36	12.78	11.72
Grapes	17.28	17.23	11.97	9.80	12.32
Soft fruit, other than grapes	64.98	25.84	14.08	25.22	16.46
Bananas	7.14	8.04	8.19	8.79	8.01
Rhubarb	9.05	5.33	4.59	14.22	6.48
Tomatoes	17.62	18.89	13.22	13.38	15.65
Other fresh fruit	12.71	10.32	7.05	7.86	7.66
Tomatoes, canned or bottled	7.76	8.08	7.88	7.67	7.86
Canned peaches, pears and pineapples	9.41	9.57	9.68	9.60	9.57
Other canned or bottled fruit	10.28	11.04	11.20	11.36	10.98
Dried fruit and dried fruit products	13.34	13.77	13.12	13.13	13.29
Nuts and nut products	25.32	27.61	24.59	32.03	28.42
Fruit juices	18.55	15.04	15.37	17.17	16.29
Welfare orange juice	25.08	25.02	25.00	25.00	25.03
CEREALS:					
Brown bread	6.93	6.93	7.08	7.30	7.05
White bread, large loaves, unwrapped	5.52	5.56	5.62	5.73	5.60
White bread, large loaves, wrapped	5.38	5.48	5.47	5.51	5.46
White bread, small loaves, unwrapped	6.63	6.77	6.85	7.06	6.83
White bread, small loaves, wrapped	6.89	7.02	7.14	7.19	7.06
Wholewheat and wholemeal bread	6.82	6.58	6.99	6.90	6.81
Other bread	11.96	12.58	12.80	13.02	12.58
Flour	3.50	3.69	4.03	3.69	3.71
Buns, scones and teacakes	12.69	15.20	15.60	14.66	14.45
Cakes and pastries	19.82	20.64	21.38	21.77	20.88
Biscuits, other than chocolate biscuits	13.58	14.11	14.61	15.22	14.36
Chocolate biscuits	26.96	27.00	29.60	28.55	27.97
Oatmeal and oat products	7.95	8.27	9.13	9.06	8.52
Breakfast cereals	14.17	14.76	15.01	15.25	14.80
Canned milk puddings	5.94	5.94	5.97	6.51	6.08
Other puddings	14.96	16.99	19.27	16.66	16.79
Rice	8.30	8.01	8.14	8.17	8.15

(f) Including quick-frozen brussels sprouts.

TABLE 16—continued

	Average prices paid in 1971				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
CEREALS—contd.					
Invalid foods, including slimming foods	19.29	22.58	15.65	16.22	18.20
Infant foods, not canned or bottled	24.75	28.16	28.07	26.44	26.79
Cereal convenience foods, including canned, not specified above (g)	12.32	12.95	13.64	13.72	13.15
Other cereal foods	9.54	10.18	9.51	9.57	9.72
BEVERAGES:					
Tea	34.34	34.26	34.57	34.33	34.37
Coffee, bean and ground	48.77	51.77	54.62	52.66	52.01
Coffee, instant	105.15	105.45	106.32	103.19	104.99
Coffee, essences	32.69	35.64	34.09	36.43	34.46
Cocoa and drinking chocolate	24.57	23.87	25.98	23.55	24.47
Branded food drinks	30.35	30.10	30.89	32.77	30.91
MISCELLANEOUS:					
Baby foods, canned or bottled	13.68	13.95	13.56	13.34	13.64
Soups, canned	7.43	7.91	7.69	7.83	7.69
Soups, dehydrated and powdered	45.14	49.72	50.69	48.05	47.90
Accelerated freeze dried foods (excl. coffee)	49.33	142.00	—	—	76.71
Spreads and dressings	20.00	19.59	20.51	21.44	20.26
Pickles and sauces	13.48	13.36	14.25	14.31	13.84
Meat and vegetable extracts	75.07	80.59	83.96	79.99	79.31
Table jellies, squares and crystals	4.46	4.59	4.86	4.74	4.68
Ice cream (served as part of a meal), mousse, soufflé	15.62	15.62	15.33	14.92	15.40
All quick-frozen foods not specified above	22.09	20.85	24.94	23.41	22.75
Salt	3.01	3.06	3.10	3.17	3.08

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

TABLE 17

Percentages of all households purchasing seasonal types of food (a) during Survey week, 1970

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
MILK AND CREAM:				
Liquid milk—full price	96	94	94	94
Cream	21	26	28	25
FISH:				
White, fresh, filleted	22	19	19	22
White, fresh, unfileted	13	11	11	11
White, uncooked, quick-frozen	9	9	9	8
Herrings, fresh, filleted	1
Herrings, fresh, unfileted	2	1	1	2
Fat, fresh, other than herring	2	1	2	1
White, processed	8	6	5	6
Fat, processed, filleted	2	2	2	2
Fat, processed, unfileted	3	3	4	3
Shell	2	2	1	1
EGGS	87	87	86	85
VEGETABLES:				
Old potatoes				
January–August, not pre-packed	55	37	...	—
January–August, pre-packed	24	14	—	—
New potatoes				
January–August, not pre-packed	3	44	70	—
January–August, pre-packed	—	3	10	—
Potatoes				
September–December, not pre-packed	—	—	62	54
September–December, pre-packed	—	—	14	19
Cabbages, fresh	33	41	35	31
Brussels sprouts, fresh	43	4	6	42
Cauliflowers, fresh	17	40	26	27
Leafy salads, fresh	21	51	40	23
Peas, fresh	—	3	12	—
Beans, fresh	—	3	21	2
Other fresh green vegetables	1	2	1	1
Carrots, fresh	43	31	29	40
Turnips and swedes, fresh	17	7	6	17
Other root vegetables, fresh	14	12	11	13
Onions, shallots, leeks, fresh	44	45	39	40
Cucumbers, fresh	10	34	28	12
Mushrooms, fresh	18	16	15	17
Miscellaneous fresh vegetables	6	6	13	14
FRUIT:				
Oranges, fresh	40	40	26	25
Other citrus fruit, fresh	20	16	12	19
Apples, fresh	53	56	50	52
Pears, fresh	9	8	13	15
Stone fruit, fresh	1	3	25	...
Grapes, fresh	4	3	9	13
Soft fruit, fresh, other than grapes	—	12	10	...
Bananas, fresh	37	39	40	37
Rhubarb, fresh	3	5	1	—
Tomatoes, fresh	40	70	75	51
Other fresh fruit	1	1	8	4

(a) Excluding purchases of quick-frozen foods.

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

(c) Percentage of households purchasing during Survey week, September.

TABLE 18

Percentages of all households purchasing seasonal types of food (a) during Survey week 1971

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
MILK AND CREAM:				
Liquid milk—full price	96	98	98	98
Cream	22	26	27	23
FISH:				
White, fresh, filleted	24	23	16	22
White, fresh, unfileted	12	13	10	11
White, uncooked, quick-frozen	7	7	8	7
Herrings, fresh, filleted
Herrings, fresh, unfileted	1	1	2	2
Fat, fresh, other than herring	3	1	2	1
White, processed	8	6	5	6
Fat, processed, filleted	2	1	2	2
Fat, processed, unfileted	3	3	2	3
Shell	2	1	1	2
EGGS	87	85	83	84
VEGETABLES:				
Old potatoes				
January–August, not pre-packed	52	34	...	—
January–August, pre-packed	19	12	—	—
New potatoes				
January–August, not pre-packed	3	44	66	—
January–August, pre-packed	—	3	11	—
Potatoes				
September–December, not pre-packed	—	—	52	50
September–December, pre-packed	—	—	16	20
Cabbages, fresh	33	43	32	30
Brussels sprouts, fresh	46	4	6	43
Cauliflowers, fresh	18	35	24	24
Leafy salads, fresh	24	53	41	22
Peas, fresh	—	1	11	—
Beans, fresh	—	1	18	2
Other fresh green vegetables	1	2	1	1
Carrots, fresh	43	31	26	42
Turnips and swedes, fresh	19	8	6	18
Other root vegetables, fresh	14	11	10	13
Onions, shallots, leeks, fresh	43	43	38	42
Cucumbers, fresh	9	31	29	14
Mushrooms, fresh	22	21	16	20
Miscellaneous fresh vegetables	11	8	14	16
FRUIT:				
Oranges, fresh	43	40	25	24
Other citrus fruit, fresh	25	21	14	22
Apples, fresh	58	58	49	53
Pears, fresh	10	8	12	14
Stone fruit, fresh	1	2	25	1
Grapes, fresh	3	4	8	12
Soft fruit, fresh, other than grapes	4	13	...
Bananas, fresh	38	39	41	35
Rhubarb, fresh	4	5	1	...
Tomatoes, fresh	44	72	72	50
Other fresh fruit	1	1	9	7

(a) Excluding purchases of quick-frozen foods.

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

(c) Percentage of households purchasing during Survey week, September.

TABLE
Estimates of price elasticities of

	Estimated price elasticity (b)	Significant seasonal (S) or annual (A) shifts in demand	Proportion of variation in monthly average purchases explained	
			by the price elasticity (c)	by the price elasticity and any significant seasonal or annual shifts in demand
Cheese, processed	-1.48 (.49)	S & A	0.17	0.54
Beef & veal (f)		S & A	0.15	
Mutton & lamb (f)		S & A	0.10	
Pork (f)		S & A	0.31	
All carcase meat	-0.79 (.23)	S & A	0.22	0.86
Liver	-0.43 (.43)	A	0.02	0.27
Offals (other than liver)	-0.61 (.25)	S	0.11	0.86
Bacon & ham, uncooked	-0.55 (.29)	—	0.06	0.06
Bacon & ham, cooked (incl. canned)	-1.16 (.47)	S & A	0.13	0.78
Chicken, cooked	-1.73 (.30)	S & A	0.44	0.73
Corned meat	-1.34 (.68)	S & A	0.08	0.77
Other cooked or canned meat	-1.19 (.16)	S	0.54	0.66
Broiler chicken (f)		S & A	0.16	
Sausages (pork or beef) uncooked	-0.90 (.54)	S & A	0.06	0.65
Quick-frozen meat & quick-frozen meat products	-1.08 (.47)	S & A	0.11	0.72
Meat products (other than uncooked sausages)	-0.26 (.31)	S & A	0.02	0.83
All meat & meat products	-0.23 (.25)	S & A	0.02	0.72
White fish including fresh, processed & cooked but excluding quick-frozen	-0.39 (.56)	S & A	0.01	0.55
Quick-frozen white fish	-1.82 (.78)	A	0.09	0.42
Shell fish	-0.80 (.20)	A	0.22	0.44
Canned salmon	-2.47 (.45)	S & A	0.41	0.82
Other canned or bottled fish	-0.91 (.29)	S & A	0.18	0.48
Fish products (excl. quick-frozen)	-1.12 (.18)	—	0.39	0.39
Eggs	-0.11 (.06)	A	0.06	0.26
Butter (f)		S & A	0.33	
Margarine (f)		S & A	0.28	
Sugar	-0.83 (.37)	A	0.09	0.37
Jams, jellies & fruit curds	-0.69 (.67)	S & A	0.02	0.47
Marmalade	-1.15 (.54)	S & A	0.09	0.53
Syrup, treacle & honey	-0.14 (.42)	S & A	0.00	0.65
Potatoes (excl. potato products)	-0.03 (.07)	S	0.00	0.80
Cabbages	-0.44 (.11)	S	0.25	0.72
Cauliflowers	-1.68 (.23)	S & A	0.55	0.93
Leafy salads	-0.30 (.21)	S & A	0.05	0.98
Quick-frozen peas	-1.20 (.72)	S & A	0.06	0.70
Fresh beans (g)	-1.06 (.62)	S & A	0.16	0.91
Carrots	-0.35 (.14)	S & A	0.13	0.94
All root vegetables (excl. carrots)	-0.64 (.20)	S	0.18	0.96
Onions, shallots, leeks (fresh)	-0.21 (.11)	S	0.07	0.78
Cucumbers	-1.97 (.44)	S	0.29	0.94
Mushrooms	-0.20 (.53)	S & A	0.00	0.67
Canned peas	-1.17 (.21)	S	0.41	0.66
Canned beans	-0.23 (.54)	S & A	0.00	0.70
Canned vegetables (other than pulses or potatoes)	-0.58 (.34)	S & A	0.06	0.77
Dried pulses other than air dried	-1.37 (.48)	S & A	0.16	0.80
Other potato products not quick-frozen	-1.09 (.23)	S & A	0.34	0.92
Oranges (f)		S & A	0.29	
Other citrus fruit	-2.00 (.29)	S	0.50	0.83
Apples (f)		S & A	0.29	
Pears (f)		S & A	0.47	
Stone fruit, fresh (g)	-1.58 (.42)	S	0.43	0.89
Bananas	-0.98 (.22)	S & A	0.31	0.83
Rhubarb (h)	-0.58 (.68)	S & A	0.03	0.76
Tomatoes, fresh	-0.36 (.11)	S & A	0.19	0.93
All canned & bottled fruit (excl. tomatoes)	-0.68 (.59)	S & A	0.03	0.74
Dried fruit & dried fruit products	-1.31 (.67)	S & A	0.08	0.92

(a) Analyses for foods not included in this table did not produce credible estimates of the price elasticities.

(b) Calculated from monthly Survey data from 1966 to 1970 except where otherwise stated. The figures in brackets are estimates of the standard errors.

(c) This is the proportion of the variation in monthly average purchases explained by the price elasticity (and where appropriate any cross elasticities which have explicitly been taken into account; see footnote (f)), once any variability due to seasonal or annual shifts in demand has been removed.

(d) New pence per lb. deflated to January 1962 general price level, except for new pence per egg.

(e) Ounces per person per week except for eggs (no.).

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demand for certain foods (a), 1966-1970

Monthly averages						Income elasticities of quantity purchased (and their standard errors)	
Deflated prices (d)			Purchases (e)				
Mean	Range		Mean	Range			
	Min.	Max.		Min.	Max.	1967	1969
20.65	17.64	22.01	0.34	0.25	0.45	0.14 (0.13)	0.46 (0.13)
24.01	20.67	26.27	8.01	6.35	10.06	0.16 (0.02)	0.25 (0.04)
17.83	16.63	19.53	5.67	4.36	7.10	0.10 (0.06)	0.19 (0.05)
20.45	18.93	22.84	2.64	1.86	4.09	0.32 (0.09)	0.25 (0.12)
21.38	20.28	22.68	16.12	13.99	18.59	0.16 (0.03)	0.23 (0.03)
20.07	18.73	21.44	0.83	0.69	1.00	0.11 (0.09)	0.17 (0.07)
14.09	11.78	16.67	0.51	0.28	0.90	0.40 (0.13)	0.31 (0.17)
19.85	19.19	20.92	5.19	4.68	6.17	0.15 (0.05)	0.03 (0.04)
36.97	33.80	39.22	0.94	0.72	1.22	0.38 (0.08)	0.19 (0.11)
23.85	17.60	30.23	0.20	0.11	0.46	0.35 (0.32)	0.45 (0.15)
23.63	21.49	25.72	0.57	0.37	0.96	-0.21 (0.11)	-0.20 (0.16)
18.92	16.35	21.28	2.45	1.82	2.97	-0.34 (0.23)	-0.30 (0.09)
14.43	11.75	18.33	2.82	1.56	3.94	0.53 (0.14)	0.25 (0.09)
13.38	12.90	13.95	3.63	3.16	4.32	-0.02 (0.11)	-0.09 (0.09)
22.08	19.43	24.40	0.45	0.28	0.65	0.27 (0.17)	0.02 (0.20)
15.87	15.00	17.22	3.21	2.61	4.11	-0.11 (0.09)	-0.39 (1.03)
19.15	18.45	20.14	38.17	35.75	42.06	0.13 (0.41)	0.14 (0.62)
16.89	15.70	17.80	3.24	2.63	3.82	0.02 (0.12)	-0.07 (0.13)
21.23	19.03	23.96	0.28	0.16	0.46	0.05 (0.18)	0.47 (0.24)
35.90	16.60	60.92	0.05	0.01	0.13	0.27 (0.39)	0.83 (0.14)
35.16	31.34	40.07	0.49	0.25	0.78	-0.02 (0.08)	0.05 (0.13)
20.29	16.35	28.39	0.32	0.14	0.46	0.25 (0.11)	0.41 (0.08)
23.35	18.85	29.25	0.15	0.08	0.23	-0.56 (0.10)	-0.45 (0.18)
1.38(d)	1.22(d)	1.68(d)	3.30(e)	4.39(e)	5.08(e)	0.12 (0.03)	0.05 (0.03)
14.76	12.20	18.53	6.02	5.18	7.08	0.14 (0.02)	0.10 (0.03)
8.50	7.68	9.28	3.00	2.49	3.92	-0.39 (0.03)	-0.31 (0.06)
2.93	2.69	3.20	16.80	14.99	18.78	-0.10 (0.03)	-0.17 (0.04)
8.48	7.63	9.35	1.28	0.91	1.59	-0.20 (0.06)	-0.07 (0.09)
7.16	6.57	7.87	0.92	0.67	1.18	0.14 (0.06)	0.25 (0.15)
8.42	6.98	10.08	0.48	0.18	0.72	-0.18 (0.19)	0.55 (0.15)
1.60	1.07	3.13	46.97	36.30	57.40	-0.15 (0.08)	-0.19 (0.08)
2.88	1.94	5.67	3.63	2.85	5.09	0.14 (0.08)	0.22 (0.12)
4.34	3.28	6.02	2.42	0.90	4.74	0.32 (0.05)	0.33 (0.05)
12.08	6.25	19.09	1.00	0.18	2.13	0.60 (0.11)	0.62 (0.09)
11.47	10.21	12.80	0.97	0.53	1.24	0.97 (0.08)	0.78 (0.08)
4.95	3.58	6.05	1.31	0.22	2.76	0.29 (0.33)	0.41 (0.14)
2.79	1.99	4.73	2.76	1.39	4.32	-0.20 (0.06)	0.09 (0.08)
3.26	2.16	6.08	1.62	0.29	2.90	-0.15 (0.05)	0.19 (0.08)
3.82	2.73	5.62	2.74	1.83	3.68	0.12 (0.07)	0.14 (0.04)
9.78	7.18	13.51	0.64	0.08	1.52	0.70 (0.12)	0.48 (0.06)
18.05	14.79	21.38	0.36	0.24	0.50	1.03 (0.09)	0.83 (0.16)
4.49	4.13	4.91	3.05	2.30	3.76	-0.44 (0.08)	-0.45 (0.11)
4.89	4.31	5.43	3.50	3.00	4.23	-0.09 (0.05)	-0.27 (0.06)
6.10	5.43	6.75	1.02	0.56	1.73	0.21 (0.07)	-0.13 (0.16)
7.99	6.66	9.93	0.43	0.19	0.64	-0.56 (0.13)	-0.67 (0.19)
18.55	14.63	22.88	0.62	0.29	1.13	0.45 (0.11)	0.39 (0.10)
4.81	3.78	5.60	3.55	1.66	6.70	0.55 (0.07)	0.46 (0.10)
5.72	4.67	7.44	1.28	0.44	2.59	1.00 (0.17)	0.89 (0.11)
5.85	3.66	8.13	6.06	4.04	8.19	0.51 (0.04)	0.60 (0.08)
5.98	3.72	7.59	0.79	0.30	1.75	0.63 (0.16)	0.70 (0.12)
8.10	3.96	12.28	1.29	0.04	3.45	1.34 (0.32)	1.07 (0.25)
5.40	4.75	6.05	3.30	2.32	4.29	0.45 (0.08)	0.42 (0.03)
4.33	2.28	7.80	0.26	0.01	0.59	0.35 (0.28)	0.52 (0.34)
10.29	7.08	16.01	3.66	1.70	6.21	0.41 (0.05)	0.35 (0.04)
7.12	6.62	7.67	4.76	3.46	6.30	0.33 (0.12)	0.28 (0.17)
9.57	8.89	10.25	1.01	0.42	2.34	-0.01 (0.20)	0.36 (0.16)

(f) Own-price elasticities for these commodities have been estimated in conjunction with cross-price elasticities for related commodities from data covering the period from January 1964 to December 1971 and the results are given in the following paragraphs of the Report:—

Paragraph 33—Beef, lamb, pork, broiler chicken

Paragraph 39—Butter, margarine

Paragraph 49—Oranges, apples, pears

Paragraph 55—Tea, instant coffee

(g) Calculated from data for June to October, 1966 to 1970.

(h) Calculated from data for January to August, 1966 to 1970

TABLE 19—

	Estimated price elasticity (b)	Significant seasonal (S) or annual (A) shifts in demand	Proportion of variation in monthly average purchases explained	
			by the price elasticity (c)	by the price elasticity and any significant seasonal or annual shifts in demand
Bread	-0.86 (.31)	S & A	0.15	0.72
Flour	-0.61 (.69)	S & A	0.02	0.66
Cakes, pastries, buns, scones & teacakes	-0.41 (.47)	S & A	0.02	0.61
Chocolate biscuits	-0.34 (.52)	S & A	0.01	0.53
All biscuits	-0.46 (.35)	S & A	0.04	0.76
Oatmeal & oat products	-1.14 (.42)	S & A	0.15	0.89
Canned milk puddings, & other puddings	-0.78 (.28)	S & A	0.15	0.77
Tea (f)		S & A	0.15	
Instant coffee (f)		S & A	0.11	
Cocoa & drinking chocolate	-0.73 (.38)	S & A	0.08	0.61
Baby foods, canned or bottled	-1.04 (.30)	—	0.17	0.17
Canned soups	-2.00 (.66)	S & A	0.18	0.92
Dehydrated & powdered soups	-1.97 (.33)	S	0.43	0.77
Pickles & sauces	-0.36 (.44)	S & A	0.02	0.86

continued

Monthly averages						Income elasticities of quantity purchased (and their standard errors)	
Deflated prices (d)			Purchases (e)				
Mean	Range		Mean	Range			
	Min.	Max.		Min.	Max.	1967	1969
4.05	3.83	4.30	38.52	35.18	41.21	-0.19 (0.05)	-0.23 (0.06)
2.59	2.34	2.83	5.74	4.06	7.05	-0.39 (0.07)	-0.23 (0.10)
12.40	11.74	13.27	6.04	5.07	8.25	0.05 (0.14)	0.12 (0.14)
17.83	16.57	19.18	1.02	0.72	1.32	0.39 (0.08)	0.30 (0.06)
11.05	10.60	11.90	5.82	4.33	6.54	0.05 (0.06)	0.03 (0.07)
5.43	4.42	6.42	0.63	0.14	1.33	-0.55 (0.22)	-0.22 (0.14)
5.34	4.62	7.21	1.89	1.35	2.53	-0.26 (0.09)	-0.15 (0.09)
25.30	21.78	29.49	2.58	2.23	2.88	-0.05 (0.03)	-0.14 (0.03)
75.35	63.85	90.29	0.34	0.19	0.50	0.57 (0.07)	0.52 (0.09)
16.28	12.74	19.90	0.19	0.11	0.29	0.10 (0.17)	0.16 (0.35)
10.18	8.91	11.75	0.73	0.42	1.16	-0.35 (0.13)	-0.13 (0.17)
5.48	4.90	6.03	3.21	1.78	4.96	-0.04 (0.07)	-0.05 (0.07)
34.15	29.28	42.34	0.10	0.03	0.22	0.48 (0.18)	0.15 (0.09)
9.85	8.87	11.38	1.37	0.93	2.57	0.31 (0.09)	0.32 (0.09)

TABLE 20
 Mean seasonal (monthly) variation (a) in average deflated prices (b), purchases and demand for certain foods, 1966-1970
 (Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Liquid milk—full price												
Prices	100	100	99	99	99	99	99	99	102	102	101	100
Purchases	101	101	101	101	100	98	100	100	101	99	100	98
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Liquid milk—full price and welfare												
Prices	100	99	99	100	99	98	100	100	102	102	101	100
Purchases	100	101	101	101	101	99	100	100	100	98	100	98
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Condensed milk												
Prices	101	100	99	100	101	100	99	100	102	100	102	95
Purchases	95	82	95	97	93	110	127	111	101	104	92	101
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Cream												
Prices	106	105	101	97	97	98	97	100	100	104	101	95
Purchases	83	81	92	91	103	133	152	120	96	90	85	97
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Cheese, natural												
Prices	102	102	100	99	100	98	99	101	100	99	100	101
Purchases	96	97	99	102	102	101	99	102	98	101	103	99
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Cheese, processed												
Prices	102	103	101	100	97	98	102	100	98	100	100	100
Purchases	91	90	99	103	112	111	104	110	100	104	92	88
Demand	93	93	100	104	107	107	107	111	97	104	92	88

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Beef and veal (1964-1971)												
Prices	98	98	99	100	99	102	102	103	101	100	100	99
Purchases	111	108	104	102	92	88	86	93	97	106	108	110
Demand	108	106	103	102	92	89	87	95	99	106	107	109
Mutton and lamb (1964-1971)												
Prices	99	100	98	98	101	102	103	102	98	101	99	100
Purchases	100	97	96	96	103	102	104	103	109	99	95	97
Demand	99	98	95	94	103	103	105	104	107	99	96	97
Pork (1964-1971)												
Prices	100	100	99	99	97	101	100	100	99	99	102	103
Purchases	108	109	108	103	102	84	84	89	104	104	101	109
Demand	111	112	107	102	98	84	82	87	101	103	104	115
All carcass meat												
Prices	100	100	101	99	99	101	101	102	99	100	100	100
Purchases	106	102	100	100	97	92	92	97	102	106	103	106
Demand	106	102	100	99	96	92	93	98	101	106	102	106
Liver												
Prices	101	101	100	98	100	100	100	99	99	101	100	99
Purchases	100	102	103	108	100	93	93	100	100	98	100	103
Demand	100	102	103	107	100	93	93	100	100	98	100	103
Offals (other than liver)												
Prices	97	94	97	103	95	101	104	107	105	97	97	102
Purchases	145	131	106	98	97	69	70	79	81	113	114	129
Demand	142	126	105	100	94	70	71	83	84	111	112	131
Bacon and ham, uncooked												
Prices	100	100	100	98	98	100	100	101	101	101	101	101
Purchases	101	101	100	104	101	98	99	103	98	99	98	97
Demand	101	100	100	102	100	98	99	104	98	100	98	98

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Bacon and ham cooked (including canned)												
Prices	100	100	100	99	100	100	99	103	102	102	100	96
Purchases	86	84	96	96	105	115	122	113	102	98	90	101
Demand	85	84	96	95	105	115	121	118	103	100	90	97
Chicken cooked												
Prices	94	105	95	102	96	98	101	102	98	100	110	98
Purchases	81	80	98	80	102	118	135	138	116	90	73	116
Demand	73	87	90	83	96	115	137	143	113	90	87	111
Corned meat												
Prices	99	99	100	98	97	98	101	101	101	103	102	102
Purchases	85	85	92	109	106	116	117	109	102	94	96	97
Demand	84	84	92	106	102	113	118	110	103	98	98	100
Other cooked or canned meat												
Prices	97	97	101	101	102	102	102	102	100	99	98	99
Purchases	96	92	95	98	102	106	103	111	106	101	96	96
Demand	93	88	96	99	105	109	106	113	106	99	94	95
Broiler chicken (1964-1971)												
Prices	98	97	99	100	102	103	103	103	101	100	97	96
Purchases	89	99	102	101	103	99	108	105	97	100	103	94
Demand	89	97	103	103	106	100	108	106	99	100	100	91
Sausages (pork or beef) uncooked												
Prices	101	101	100	100	100	100	100	100	100	100	100	99
Purchases	104	97	104	102	96	95	95	100	99	98	102	110
Demand	105	98	104	101	96	95	95	100	99	98	102	109
Meat products (other than uncooked sausages)												
Prices	100	99	99	99	99	99	102	102	100	101	100	101
Purchases	98	103	99	98	100	98	95	102	98	101	103	106
Demand	98	103	99	98	100	98	96	102	98	101	103	106

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Quick-frozen meat and quick-frozen meat products												
Prices	98	101	102	98	100	102	101	102	98	101	98	98
Purchases	96	93	90	91	94	101	108	108	109	104	113	98
Demand	94	94	91	89	94	103	109	110	107	105	111	95
All meat and meat products												
Prices	100	99	100	99	99	101	101	102	100	100	99	100
Purchases	102	100	102	101	99	95	96	101	100	101	100	104
Demand	102	100	101	101	99	95	96	101	100	102	100	104
White fish (including fresh, processed and cooked but excluding quick-frozen)												
Prices	101	99	100	100	100	100	99	101	99	102	100	99
Purchases	105	101	102	104	100	96	96	100	101	98	103	94
Demand	106	100	102	104	100	96	96	100	100	99	103	94
Quick-frozen white fish												
Prices	100	102	102	101	97	100	99	100	101	98	100	101
Purchases	102	83	105	113	111	109	96	95	99	105	88	99
Demand	102	87	110	114	104	108	93	95	101	102	87	101
Shell fish												
Prices	85	88	88	110	108	92	112	143	109	99	107	76
Purchases	132	107	89	64	104	141	92	81	74	117	77	169
Demand	115	97	81	69	111	132	101	107	79	116	81	135
Canned salmon												
Prices	102	102	101	100	100	98	99	99	99	102	100	99
Purchases	81	77	99	104	111	116	125	121	101	91	86	101
Demand	84	81	101	105	110	111	121	118	98	96	86	99

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Other canned or bottled fish												
Prices	99	105	100	97	96	99	98	103	98	99	96	109
Purchases	92	82	97	105	108	130	115	102	96	99	99	83
Demand	92	86	97	102	105	129	113	105	95	98	95	90
Fish products (excluding quick-frozen)												
Prices	101	96	104	97	103	107	100	95	100	97	109	91
Purchases	107	108	88	100	97	105	104	98	115	103	79	101
Demand	109	104	93	97	100	113	105	92	114	100	87	92
Eggs												
Prices	112	105	102	98	96	93	93	94	97	98	102	112
Purchases	99	100	99	102	102	102	100	102	99	99	99	98
Demand	100	100	99	102	102	101	99	102	98	99	99	100
Butter (1964-1971)												
Prices	100	100	99	98	99	100	100	100	101	101	101	101
Purchases	99	102	98	102	98	99	100	100	101	99	101	101
Demand	99	102	98	101	97	99	100	100	101	100	102	101
Margarine (1964-1971)												
Prices	100	100	101	101	101	99	100	99	100	100	99	100
Purchases	95	101	101	100	103	98	97	99	96	101	104	107
Demand	95	101	101	102	103	98	97	98	95	100	103	107
Lard and compound cooking fat												
Prices	102	101	100	100	99	100	99	99	100	99	99	100
Purchases	100	105	101	101	95	92	89	98	105	107	103	105
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Sugar												
Prices	101	102	100	100	100	100	99	100	99	99	99	101
Purchases	100	100	99	100	96	98	101	100	103	102	100	102
Demand	101	101	99	99	96	98	101	100	102	101	99	103

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Jams, jellies and fruit curds												
Prices	101	104	99	98	98	98	100	103	99	100	99	100
Purchases	90	105	107	110	104	106	102	97	94	93	98	94
Demand	91	108	107	109	103	105	102	99	94	93	97	94
Marmalade												
Prices	99	100	100	98	101	99	100	101	102	100	99	101
Purchases	104	98	101	104	87	94	104	103	97	99	97	114
Demand	103	98	101	102	87	93	104	104	99	100	96	116
Syrup, treacle and honey												
Prices	103	96	97	93	99	101	108	97	108	106	96	97
Purchases	104	133	116	109	94	78	76	81	88	96	128	116
Demand	105	132	115	108	94	78	77	81	89	97	128	115
Potatoes (excluding potato products)												
Prices	86	87	92	106	137	172	128	97	88	79	81	83
Purchases	112	113	112	105	94	84	83	89	92	108	108	107
Demand	112	112	112	105	95	85	84	89	92	107	107	106
Cabbages, fresh												
Prices	96	99	121	141	121	119	100	88	83	86	85	80
Purchases	88	92	106	111	121	123	113	91	91	95	92	88
Demand	86	91	116	129	132	133	112	86	83	88	86	80
Cauliflowers, fresh												
Prices	117	120	125	113	91	100	91	86	88	82	94	102
Purchases	54	68	87	153	188	138	129	113	100	132	80	51
Demand	71	92	127	188	161	138	111	87	81	95	72	53
Leafy salads												
Prices	152	156	144	128	111	79	60	61	68	80	104	128
Purchases	41	46	83	138	195	255	224	206	135	92	50	33
Demand	46	52	93	149	201	237	192	177	120	86	51	35

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Quick-frozen peas												
Prices	103	102	100	100	100	100	100	100	100	98	100	97
Purchases	100	103	111	116	114	114	91	79	82	96	96	106
Demand	104	105	111	116	114	114	91	79	83	94	96	101
Fresh beans												
Prices					86	86	105	112	93	107		
Purchases					41	41	117	236	208	42		
Demand					35	35	123	267	192	45		
Carrots												
Prices	90	90	100	110	125	143	143	101	86	80	78	81
Purchases	136	133	114	105	78	60	66	81	90	118	135	129
Demand	132	128	114	109	84	68	74	82	85	109	124	120
All root vegetables (excluding carrots)												
Prices	78	75	85	95	124	178	164	125	95	81	78	77
Purchases	191	176	152	115	49	32	35	66	103	152	174	165
Demand	163	147	138	111	56	47	49	76	99	133	149	141
Onions, shallots, leeks (fresh)												
Prices	88	91	98	111	128	132	122	109	93	81	82	83
Purchases	115	110	104	102	95	80	80	85	96	115	111	115
Demand	112	108	104	105	100	85	84	87	95	110	106	110
Cucumbers												
Prices	124	131	123	105	97	90	84	81	82	90	101	107
Purchases	38	41	90	163	214	261	240	200	132	88	48	29
Demand	58	70	134	179	203	214	171	133	89	72	48	34
Mushrooms												
Prices	101	105	106	102	95	92	94	97	98	104	105	100
Purchases	124	107	107	91	106	87	81	99	94	98	101	112
Demand	124	108	108	92	105	86	80	99	94	99	102	112

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Canned peas												
Prices	101	100	101	99	99	101	99	100	100	101	100	100
Purchases	106	99	109	108	109	104	91	87	97	95	98	102
Demand	107	98	110	106	107	105	90	87	96	96	98	102
Canned beans												
Prices	102	102	101	100	99	99	99	100	100	100	100	99
Purchases	102	104	100	107	99	99	93	94	99	101	98	105
Demand	103	104	100	107	99	98	93	94	99	101	98	105
Canned vegetables (other than pulses or potatoes)												
Prices	101	100	98	98	100	99	98	103	101	101	100	101
Purchases	100	96	106	119	114	130	96	82	79	90	91	108
Demand	101	96	104	117	114	129	95	84	80	90	91	108
Dried pulses other than air-dried												
Prices	94	98	93	97	102	101	112	108	103	98	96	99
Purchases	125	138	127	116	96	80	65	68	77	106	118	120
Demand	115	134	115	112	99	82	75	76	80	104	111	119
Other potato products (not quick-frozen)												
Prices	98	95	97	96	90	102	108	104	108	105	98	100
Purchases	90	95	99	105	119	109	95	100	89	93	102	108
Demand	89	90	96	100	106	111	104	105	96	98	100	108
Oranges (1964-1971)												
Prices	96	95	94	94	95	101	106	106	105	104	106	100
Purchases	116	165	159	152	130	101	82	74	64	70	67	92
Demand	112	156	146	137	116	96	81	77	72	78	76	96
Other citrus fruit												
Prices	100	91	86	86	89	98	101	107	107	115	116	111
Purchases	132	131	119	125	128	92	76	75	68	58	94	157
Demand	131	108	88	93	101	88	78	86	79	76	126	192

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Apples (1964-1971)												
Prices	96	98	103	110	115	120	124	108	83	81	84	89
Purchases	97	115	103	103	102	94	76	85	102	112	111	107
Demand	95	115	105	109	110	102	83	87	93	102	102	102
Pears (1964-1971)												
Prices	97	96	107	109	111	117	116	107	94	83	86	86
Purchases	78	89	86	94	87	65	66	123	153	170	136	110
Demand	76	84	95	104	98	78	77	131	147	136	114	90
Stone fruit, fresh												
Prices						138	128	94	77	79		
Purchases						53	145	312	251	17		
Demand						87	214	283	165	11		
Bananas												
Prices	95	97	99	101	102	104	102	102	101	104	100	93
Purchases	85	91	95	102	108	112	113	115	105	102	94	83
Demand	81	89	95	103	110	116	115	117	107	106	95	77
Rhubarb												
Prices	161	152	138	104	80	80	67	67				
Purchases	86	127	168	185	213	109	45	29				
Demand	112	161	202	190	186	96	35	23				
Tomatoes, fresh												
Prices	95	105	109	136	135	119	101	84	75	81	90	90
Purchases	62	56	68	86	126	158	176	174	138	110	80	67
Demand	61	57	70	97	140	168	177	163	124	102	77	64
Tomatoes, canned and bottled												
Prices	100	101	101	99	98	98	101	101	103	99	100	99
Purchases	113	113	116	127	110	104	84	85	74	85	102	101
Demand	na	na	na	na	na	na	na	na	na	na	na	na

TABLE 20—continued
 (Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
All canned and bottled fruit (excluding tomatoes)												
Prices	101	101	100	99	100	99	98	100	101	101	101	98
Purchases	83	88	98	102	107	118	102	112	100	98	91	107
Demand	83	89	98	102	107	117	101	112	101	99	91	105
Dried fruit & dried fruit products												
Prices	102	102	101	100	101	101	98	101	99	98	98	101
Purchases	83	91	87	91	78	74	65	76	92	141	208	218
Demand	85	93	88	91	79	75	63	76	91	136	202	221
Bread												
Prices	98	100	101	100	101	101	100	100	100	100	100	100
Purchases	100	99	100	102	98	100	103	103	101	100	99	96
Demand	98	99	101	102	99	100	103	103	101	100	99	96
Flour												
Prices	102	100	101	100	100	100	101	102	101	99	97	98
Purchases	93	112	104	99	97	89	85	92	105	109	108	113
Demand	94	112	104	99	97	89	85	92	105	108	106	112
Cakes, pastries, buns, scones and teacakes												
Prices	99	98	99	100	100	101	102	101	102	98	98	103
Purchases	90	99	110	104	99	98	99	96	97	102	102	106
Demand	90	98	109	104	99	98	100	97	97	101	101	107
Chocolate biscuits												
Prices	99	101	100	99	101	99	98	100	100	101	100	101
Purchases	85	103	101	104	100	98	93	98	100	104	109	108
Demand	85	103	101	104	101	98	92	98	100	104	109	108
All biscuits												
Prices	101	100	100	100	99	98	98	100	99	100	101	103
Purchases	82	100	101	102	102	103	99	101	100	103	102	107
Demand	83	100	101	102	101	102	99	101	100	103	102	108

TABLE 20—continued
(Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Oatmeal and oat products												
Prices	96	101	102	102	103	105	99	97	103	100	99	95
Purchases	158	148	106	102	80	47	61	72	80	124	155	158
Demand	150	149	109	104	83	49	60	69	83	124	153	149
Breakfast cereals												
Prices	100	100	101	99	101	101	101	101	100	101	99	96
Purchases	86	92	97	99	103	106	111	110	109	98	95	96
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Canned milk puddings, and other puddings												
Prices	101	101	100	98	93	96	93	94	99	100	110	118
Purchases	104	108	103	97	97	92	88	87	98	99	112	119
Demand	105	109	103	95	92	89	83	83	98	99	120	136
Rice												
Prices	100	100	100	100	100	97	99	100	100	99	104	100
Purchases	110	107	97	113	106	90	90	87	84	123	102	99
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Tea (1964-1971)												
Prices	102	102	101	100	99	99	100	100	100	100	99	99
Purchases	102	101	102	101	101	99	96	98	99	98	103	100
Demand	103	101	102	101	100	99	96	98	98	98	103	100
Coffee, bean and ground												
Prices	98	102	102	99	96	100	102	102	100	100	103	96
Purchases	126	128	106	86	102	75	89	97	105	102	93	104
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Instant coffee (1964-1971)												
Prices	101	102	102	99	100	98	100	100	101	100	99	99
Purchases	98	104	95	98	91	100	96	94	96	105	105	122
Demand	98	104	96	98	91	99	96	94	97	106	105	121

TABLE 20—continued
 (Annual average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Coffee essences												
Prices	102	100	101	102	98	99	100	100	99	102	97	99
Purchases	94	126	111	122	92	110	115	92	106	98	87	65
Demand	na	na	na	na	na	na	na	na	na	na	na	na
Cocoa and drinking chocolate												
Prices	102	100	102	103	99	104	97	100	97	105	94	98
Purchases	113	115	107	102	104	75	83	71	108	102	113	124
Demand	114	115	108	104	103	77	81	71	106	106	107	122
Baby foods (canned and bottled)												
Prices	102	101	101	100	99	100	100	103	98	98	99	99
Purchases	86	99	97	90	102	102	105	108	111	98	96	108
Demand	88	100	98	90	102	101	105	112	109	96	96	107
Canned soups												
Prices	100	100	100	100	99	99	103	101	100	99	99	99
Purchases	144	132	110	96	81	73	66	87	86	106	123	129
Demand	144	133	110	96	81	72	70	88	86	105	121	126
Dehydrated and powdered soups												
Prices	102	101	96	101	103	103	95	101	102	105	99	94
Purchases	159	140	112	89	82	52	73	80	78	101	136	170
Demand	165	142	102	91	86	56	66	81	80	111	133	152
Pickles and sauces												
Prices	105	103	100	100	99	97	98	99	101	100	101	97
Purchases	88	93	102	102	100	94	97	94	92	95	104	151
Demand	90	94	102	102	99	93	96	94	92	95	104	150

(a) Measured over the period from January 1966 to December 1970 except where otherwise indicated.
 (b) Deflated by the General Index of Retail Prices.

TABLE 21

Annual indices of average deflated prices (a) purchases and demand 1966-1970
(average for the whole period = 100 (b))

		1966	1967	1968	1969	1970
Liquid milk—full price	Prices	100	101	100	99	100
	Purchases	101	100	100	103	96
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Liquid milk—full price and welfare	Prices	99	100	101	100	100
	Purchases	101	101	100	102	96
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Condensed milk	Prices	102	105	100	99	94
	Purchases	94	101	99	95	111
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Cream	Prices	106	105	103	96	91
	Purchases	96	92	97	112	104
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Cheese, natural	Prices	106	105	100	95	95
	Purchases	91	98	101	104	107
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Cheese, processed	Prices	103	104	102	96	95
	Purchases	101	101	96	100	102
	Demand (c)	105	106	99	95	95
	Demand (d)	106	107	99	95	95
Beef and veal (e)						
Mutton and lamb (e)						
Pork (e)						
All carcass meat	Prices	99	98	101	102	101
	Purchases	105	103	98	98	97
	Demand (c)	104	102	98	99	97
	Demand (d)	104	102	98	99	97
Liver	Prices	103	102	98	98	99
	Purchases	108	100	101	95	96
	Demand (c)	108	100	101	95	96
	Demand (d)	108	101	101	95	96
Offals (other than liver)	Prices	101	99	98	99	103
	Purchases	100	105	100	96	99
	Demand (c)	101	105	99	95	101
	Demand (d)	102	105	99	95	99
Bacon and ham, uncooked	Prices	101	102	99	99	99
	Purchases	102	99	99	98	102
	Demand (c)	102	100	98	98	101
	Demand (d)	103	101	98	98	101
Bacon and ham, cooked (incl. canned)	Prices	102	102	99	99	97
	Purchases	99	102	100	98	101
	Demand (c)	102	105	99	97	98
	Demand (d)	103	105	99	97	96

TABLE 21—continued
(average for the whole period = 100 (b))

		1966	1967	1968	1969	1970
Chicken cooked	Prices	105	106	103	95	92
	Purchases	81	106	99	106	111
	Demand (c)	88	116	103	97	97
	Demand (d)	89	117	103	97	96
Corned meat	Prices	93	99	106	103	99
	Purchases	86	96	93	102	126
	Demand (c)	78	95	101	107	125
	Demand (d)	78	95	101	107	126
Other cooked or canned meat	Prices	106	104	100	96	94
	Purchases	90	98	101	103	109
	Demand (c)	97	103	100	98	102
	Demand (d)	96	102	100	98	103
Broiler chicken (e)						
Sausages (pork or beef), un- cooked	Prices	102	102	99	97	99
	Purchases	99	96	101	101	103
	Demand (c)	101	98	101	98	102
	Demand (d)	101	98	101	98	102
Meat products (other than un- cooked sausages)	Prices	99	99	99	102	101
	Purchases	87	96	102	102	115
	Demand (c)	87	96	101	103	115
	Demand (d)	87	96	101	103	115
Quick-frozen meat and quick- frozen meat products	Prices	104	104	99	99	95
	Purchases	81	88	95	116	126
	Demand (c)	84	92	94	114	119
	Demand (d)	89	92	94	114	118
All meat and meat products	Prices	102	101	100	100	98
	Purchases	99	99	99	100	102
	Demand (c)	100	99	99	100	102
	Demand (d)	100	100	99	100	102
White fish (including fresh, pro- cessed and cooked but excluding quick-frozen)	Prices	100	100	100	98	102
	Purchases	105	105	103	95	92
	Demand (c)	106	105	103	94	93
	Demand (d)	106	105	103	94	93
Quick-frozen white fish	Prices	106	105	99	96	95
	Purchases	88	80	107	112	118
	Demand (c)	97	88	105	105	108
	Demand (d)	97	88	105	105	107
Shell fish	Prices	96	95	101	99	109
	Purchases	119	115	136	87	62
	Demand (c)	115	111	137	86	66
	Demand (d)	116	111	137	86	66
Canned salmon	Prices	101	99	95	98	107
	Purchases	106	115	111	93	80
	Demand (c)	109	113	97	88	95
	Demand (d)	109	113	97	88	95
Other canned or bottled fish	Prices	100	105	96	97	102
	Purchases	103	101	101	97	98
	Demand (c)	103	105	98	95	100
	Demand (d)	103	106	98	95	99

TABLE 21—*continued*

(average for the whole period = 100 (b))

		1966	1967	1968	1969	1970
Fish products (excl. quick-frozen)	Prices	108	93	96	107	97
	Purchases	93	118	102	92	98
	Demand (c)	101	109	97	99	94
	Demand (d)	100	108	97	99	96
Eggs	Prices	105	99	100	101	96
	Purchases	102	101	99	98	99
	Demand (c)	103	101	99	98	99
	Demand (d)	103	101	99	98	98
Butter (f)						
Margarine (f)						
Lard and compound cooking fat	Prices	112	104	93	91	102
	Purchases	100	98	99	98	105
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Sugar	Prices	106	103	99	99	94
	Purchases	102	104	98	97	100
	Demand (c)	106	106	97	96	95
	Demand (d)	107	106	97	96	95
Jams, jellies and fruit curds .	Prices	103	105	102	98	93
	Purchases	101	107	103	92	98
	Demand (c)	103	110	104	91	93
	Demand (d)	103	110	104	91	94
Marmalade	Prices	104	104	99	97	96
	Purchases	103	103	100	103	92
	Demand (c)	107	107	99	100	88
	Demand (d)	108	107	99	100	88
Syrup, treacle and honey . . .	Prices	100	103	96	100	101
	Purchases	110	103	111	91	88
	Demand (c)	110	103	110	91	88
	Demand (d)	110	103	110	91	89
Potatoes (excluding potato products)	Prices	106	108	87	100	101
	Purchases	99	101	101	97	102
	Demand (c)	99	102	100	97	102
	Demand (d)	99	101	100	97	103
Cabbages, fresh	Prices	105	96	95	107	99
	Purchases	102	98	104	95	101
	Demand (c)	104	96	101	98	101
	Demand (d)	105	96	101	98	100
Cauliflowers, fresh	Prices	106	99	97	101	97
	Purchases	92	104	97	99	110
	Demand (c)	102	102	92	101	104
	Demand (d)	103	103	92	101	103
Leafy salads	Prices	101	101	100	100	99
	Purchases	103	99	98	101	99
	Demand (c)	103	99	98	101	98
	Demand (d)	105	100	98	101	96
Quick-frozen peas	Prices	105	102	99	101	93
	Purchases	92	91	101	113	104
	Demand (c)	98	94	99	114	96
	Demand (d)	100	95	99	114	93

TABLE 21—continued
(average for the whole period = 100 (b))

		1966	1967	1968	1969	1970
Fresh beans	Prices	103	97	91	114	97
	Purchases	100	94	102	101	103
	Demand (c)	103	91	92	116	100
	Demand (d)	104	92	92	116	99
Carrots	Prices	111	95	99	103	92
	Purchases	96	108	102	97	97
	Demand (c)	100	107	102	98	94
	Demand (d)	99	106	102	98	95
All root vegetables (excl. carrots)	Prices	99	94	97	110	101
	Purchases	97	100	102	97	104
	Demand (c)	96	96	100	104	104
	Demand (d)	96	96	100	104	105
Onions, shallots, leeks (fresh) .	Prices	96	106	94	96	110
	Purchases	101	99	99	101	100
	Demand (c)	100	100	98	101	102
	Demand (d)	100	100	98	101	103
Cucumbers	Prices	100	104	104	99	94
	Purchases	98	81	101	109	115
	Demand (c)	97	88	108	108	101
	Demand (d)	99	89	108	108	99
Mushrooms	Prices	111	105	97	95	92
	Purchases	87	99	110	105	101
	Demand (c)	89	100	110	104	99
	Demand (d)	91	101	110	104	95
Canned peas	Prices	105	104	99	97	95
	Purchases	94	97	101	102	106
	Demand (c)	100	101	100	98	100
	Demand (d)	99	101	100	98	102
Canned beans	Prices	107	106	101	95	92
	Purchases	91	98	99	103	110
	Demand (c)	93	100	99	101	108
	Demand (d)	92	99	99	102	109
Canned vegetables (other than pulses or potatoes)	Prices	103	102	102	98	96
	Purchases	89	86	97	115	116
	Demand (c)	91	87	98	114	113
	Demand (d)	91	87	98	114	112
Dried pulses other than air-dried	Prices	93	99	98	111	100
	Purchases	101	118	101	85	98
	Demand (c)	91	117	98	98	98
	Demand (d)	90	116	98	98	100
Other potato products (not quick-frozen)	Prices	109	105	94	94	98
	Purchases	63	79	115	128	135
	Demand (c)	70	84	108	120	132
	Demand (d)	70	84	108	120	130
Oranges (g)						
Other citrus fruit	Prices	99	103	95	104	99
	Purchases	91	95	110	99	106
	Demand (c)	90	100	99	107	104
	Demand (d)	92	102	99	107	101
Apples (g)						
Pears (g)						

TABLE 21—*continued*

(average for the whole period = 100 (b))

		1966	1967	1968	1969	1970
Stone fruit, fresh	Prices	110	134	87	89	87
	Purchases	84	68	144	135	90
	Demand (c)	98	108	115	113	73
	Demand (d)	99	110	115	113	69
Bananas	Prices	101	102	101	98	98
	Purchases	108	101	98	103	90
	Demand (c)	109	103	100	101	89
	Demand (d)	110	103	100	101	87
Rhubarb	Prices	95	97	96	110	102
	Purchases	120	118	114	91	68
	Demand (c)	116	116	112	96	69
	Demand (d)	117	117	112	96	68
Tomatoes, fresh	Prices	102	99	102	100	97
	Purchases	99	102	101	101	97
	Demand (c)	100	101	102	101	96
	Demand (d)	101	102	102	101	95
Tomatoes canned and bottled	Prices	106	103	97	100	94
	Purchases	93	99	101	97	111
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
All canned and bottled fruit (excl. tomatoes)	Prices	103	103	99	97	97
	Purchases	100	102	99	102	97
	Demand (c)	103	104	99	100	94
	Demand (d)	104	105	99	100	93
Dried fruit, and dried fruit products	Prices	102	100	101	99	98
	Purchases	105	105	97	100	94
	Demand (c)	107	106	98	99	91
	Demand (d)	107	106	98	99	99
Bread	Prices	96	99	101	101	103
	Purchases	100	104	100	98	98
	Demand (c)	97	103	101	99	101
	Demand (d)	96	103	101	99	102
Flour	Prices	104	106	101	97	93
	Purchases	107	102	96	95	100
	Demand (c)	109	106	97	93	96
	Demand (d)	108	105	97	93	97
Cakes, pastries, buns, scones and teacakes	Prices	101	101	100	99	99
	Purchases	108	100	101	97	95
	Demand (c)	108	100	101	96	95
	Demand (d)	109	101	101	96	95
Chocolate biscuits	Prices	97	99	100	101	103
	Purchases	94	105	102	101	99
	Demand (c)	93	105	102	102	100
	Demand (d)	93	105	102	102	99
All biscuits	Prices	101	101	100	99	99
	Purchases	98	102	100	100	100
	Demand (c)	98	102	100	100	99
	Demand (d)	98	102	100	100	101
Oatmeal and oat products	Prices	96	101	106	98	100
	Purchases	128	120	100	88	74
	Demand (c)	122	121	107	86	74
	Demand (d)	120	120	107	86	75

TABLE 21—continued
(average for the whole period = 100 (b))

		1966	1967	1968	1969	1970
Breakfast cereals	Prices	107	104	100	97	92
	Purchases	90	95	99	105	112
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Canned milk puddings, and other puddings	Prices	103	103	98	99	97
	Purchases	90	97	105	98	111
	Demand (c)	92	100	103	98	108
	Demand (d)	92	100	103	98	109
Rice	Prices	94	97	104	107	99
	Purchases	95	97	102	97	109
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Tea (h)						
Coffee, bean and ground	Prices	102	99	100	97	102
	Purchases	104	104	89	115	91
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Instant coffee (h)						
Coffee essences	Prices	104	103	102	99	93
	Purchases	108	107	113	92	84
	Demand (c)	na	na	na	na	na
	Demand (d)	na	na	na	na	na
Cocoa and drinking chocolate	Prices	101	101	97	101	101
	Purchases	102	93	94	105	107
	Demand (c)	103	94	92	105	107
	Demand (d)	103	94	92	105	107
Baby foods (canned or bottled)	Prices	112	105	96	95	93
	Purchases	91	92	100	103	115
	Demand (c)	103	98	96	99	106
	Demand (d)	101	96	95	98	111
Canned soups	Prices	106	103	101	98	93
	Purchases	97	96	95	99	113
	Demand (c)	109	102	97	95	98
	Demand (d)	109	102	97	95	98
Dehydrated and powdered soups	Prices	109	105	102	93	92
	Purchases	87	88	94	119	116
	Demand (c)	103	98	98	103	97
	Demand (d)	104	99	98	103	96
Pickles and sauces	Prices	108	104	100	96	93
	Purchases	90	94	98	105	115
	Demand (c)	92	96	98	104	112
	Demand (d)	93	96	98	104	111

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

(b) Measured over the period from January 1966 to December 1970 except for fresh beans and stone fruit (each June/October), rhubarb (January/August).

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

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

(e) See paragraph 33.

(f) See paragraph 39.

(g) See paragraph 49.

(h) See paragraph 55.

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

TABLE 22
Household expenditure on seasonal, convenience and other foods together with food price indices according to region and type of area; annual averages, 1970 and 1971

	Region										Type of area					All households	
	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(c)/ East Anglia	Conurbations	Other urban areas		Semi-rural areas	Rural areas			
	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£		£
Expenditure on:																	
Seasonal foods	0.54	0.51	0.52	0.52	0.56	0.54	0.56	0.54	0.61	0.68	0.56	0.56	0.55	0.52	0.40	0.56	
Convenience foods																	
Canned	0.22	0.20	0.22	0.20	0.21	0.20	0.18	0.15	0.17	0.17	0.21	0.20	0.19	0.19	0.13	0.19	
Quick-frozen	0.05	0.02	0.03	0.02	0.03	0.05	0.05	0.04	0.05	0.06	0.03	0.04	0.04	0.04	0.02	0.04	
Other	0.23	0.32	0.35	0.32	0.30	0.29	0.27	0.26	0.27	0.26	0.30	0.31	0.28	0.28	0.21	0.29	
Total convenience foods	0.50	0.53	0.60	0.55	0.54	0.54	0.51	0.46	0.49	0.50	0.53	0.54	0.51	0.51	0.35	0.52	
All other foods	1.11	0.99	1.03	0.98	1.03	1.03	1.05	1.04	1.04	1.10	1.02	1.01	0.99	1.05	1.10	1.03	
Total expenditure	2.15	2.03	2.15	2.05	2.13	2.10	2.12	2.04	2.14	2.27	2.12	2.10	2.06	2.08	1.86	2.11	
Value of garden and allotment produce (a)	0.11	0.03	0.03	0.03	0.02	0.07	0.06	0.10	0.05	0.02	0.02	0.03	0.03	0.10	0.30	0.05	
Value of consumption	2.26	2.06	2.18	2.08	2.16	2.17	2.18	2.14	2.18	2.29	2.13	2.12	2.09	2.18	2.16	2.16	
Expenditure on:																	
Seasonal foods	0.60	0.56	0.60	0.63	0.66	0.60	0.63	0.59	0.69	0.75	0.63	0.64	0.63	0.61	0.49	0.64	
Convenience foods																	
Canned	0.21	0.18	0.22	0.20	0.21	0.21	0.18	0.17	0.17	0.18	0.20	0.19	0.19	0.18	0.15	0.19	
Quick-frozen	0.05	0.02	0.03	0.04	0.03	0.04	0.04	0.04	0.06	0.06	0.03	0.05	0.04	0.05	0.03	0.04	
Other	0.26	0.32	0.37	0.32	0.31	0.33	0.28	0.30	0.29	0.31	0.32	0.31	0.32	0.29	0.27	0.31	
Total convenience foods	0.52	0.52	0.62	0.57	0.55	0.57	0.50	0.51	0.53	0.55	0.55	0.54	0.56	0.52	0.46	0.54	
All other foods	1.17	1.09	1.10	1.12	1.11	1.10	1.10	1.06	1.15	1.23	1.12	1.09	1.08	1.13	1.11	1.12	
Total expenditure	2.29	2.17	2.32	2.32	2.32	2.27	2.23	2.17	2.37	2.53	2.30	2.28	2.27	2.27	2.26	2.31	
Value of garden and allotment produce (a)	0.15	0.06	0.03	0.05	0.03	0.08	0.05	0.11	0.06	0.03	0.02	0.03	0.04	0.11	0.23	0.05	
Value of consumption	2.44	2.23	2.35	2.37	2.35	2.35	2.27	2.28	2.42	2.56	2.32	2.31	2.31	2.38	2.29	2.36	

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TABLE 22—continued

	Region										Type of area					All household										
	Wales		Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(c)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas		Rural areas									
											London	Provincial	Larger towns	Smaller towns												
Expenditure as percentage of that in all households:	1966-1970	101.9	96.2	98.3	98.3	101.3	97.7	101.9	95.8	101.3	per cent (all households = 100)										100.0					
	1970	101.9	96.3	102.0	97.4	101.3	99.9	100.6	96.9	101.4											106.9	99.2	99.9	98.9	98.0	92.3
	1971	99.5	94.1	100.5	100.7	100.6	98.6	96.6	93.9	102.7											109.6	100.4	99.9	98.3	98.3	88.2
Value of consumption as percentage of that in all households:	1966-1970	103.0	96.9	98.0	97.6	100.1	98.0	101.7	99.0	102.0	105.4	97.6	98.6	98.6	100.0	101.0										
	1970	104.7	95.4	101.0	96.5	99.8	100.8	101.2	99.3	101.2	106.1	98.8	98.6	96.9	100.2											
	1971	103.6	94.5	99.7	100.5	99.7	99.6	96.4	96.5	102.8	108.4	98.3	97.8	97.9	100.2											
Price index (all foods):	1966-1970	101.8	104.4	100.0	98.2	100.6	99.2	100.3	98.6	99.2	100.4	100.1	101.9	99.5	100.0											
	1970	102.6	105.5	99.4	97.3	101.4	98.9	99.4	99.5	100.2	101.8	100.5	99.6	99.2	100.0											
	1971	100.6	101.2	101.2	100.4	102.3	100.1	99.2	97.9	100.2	100.1	100.6	99.0	100.2	100.0											
"Price of energy" index (all foods) (b):	1966-1970	97.2	99.2	97.0	95.8	98.2	96.4	99.3	99.6	104.4	108.8	98.8	98.2	98.6	100.0											
	1970	97.7	101.1	97.6	93.2	98.8	97.2	97.4	100.0	105.0	110.5	98.9	98.9	98.0	100.0											
	1971	97.6	95.7	98.2	98.6	100.0	95.4	96.5	96.6	105.1	107.1	98.5	98.7	98.4	100.0											

(a) See Glossary.
 (b) Money value of consumption divided by the energy value of consumption, expressed as a percentage of the corresponding quotient for all households.
 (c) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 23

Geographical variations in household consumption of the main food groups, 1966-70

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average for the five-year period 1966-1970		Between 95 and 105 per cent of the national average for the five-year period 1966-1970	More than 5 per cent below the national average for the five-year period 1966-1970		
REGION					
WALES					
Butter	+42	Milk		"Other" cereals	-6
Mutton and lamb	+22	Poultry		"Other" fats	-7
Bacon and ham, uncooked	+21	"Other" meat		Cakes and biscuits	-9
Cooking fat	+20	Fish		Cheese	-9
Bread	+17	Eggs		Pork	-16
Tea	+16	Fresh green vegetables		Beef and veal	-18
Sugar	+13	Fresh fruit		Margarine	-26
"Other" vegetables	+8	"Other" fruit		Coffee	-37
Potatoes	+8				
Preserves	+8				
Flour	+7				
SCOTLAND					
Preserves	+26	Liquid milk		"Other" fats	-7
Beef and veal	+21	Potatoes		"Other" vegetables	-8
Margarine	+20			Sugar	-8
"Other" cereals	+17			Fish	-9
"Other" meat	+15			Cheese	-10
Bread	+11			Butter	-14
Cakes and biscuits	+10			Tea	-15
Eggs	+7			"Other" fruit	-17
				Bacon and ham, uncooked	-17
				Fresh fruit	-19
				Coffee	-31
				Poultry	-31
				Flour	-38
				Cooking fat	-42
				Mutton and lamb	-55
				Fresh green vegetables	-58
				Pork	-61
NORTH					
Flour	+52	Beef and veal		Butter	-8
Margarine	+24	Potatoes		"Other" fruit	-8
"Other" meat	+17	Bread		Liquid milk	-12
"Other" vegetables	+16	"Other" cereals		Fresh fruit	-12
Bacon and ham, uncooked	+13	Tea		Pork	-12
Eggs	+12			Sugar	-13
Cooking fat	+11			Coffee	-13
Cakes and biscuits	+10			Cheese	-24
Fish	+10			Poultry	-25
"Other" fats	+7			Mutton and lamb	-25
Preserves	+7			Fresh green vegetables	-32
YORKSHIRE AND HUMBERSIDE					
Flour	+51	Beef and veal		Fresh fruit	-8
Cooking fat	+33	Pork		Fresh green vegetables	-9
Margarine	+32	Eggs		Liquid milk	-9
Fish	+25	Sugar		Butter	-14
"Other" vegetables	+11	Potatoes		Cheese	-17
Cakes and biscuits	+9	"Other" fruit		Poultry	-20
Preserves	+8	Bread		Mutton and lamb	-25
"Other" meat	+6	"Other" cereals			
		Bacon and ham, uncooked			
		"Other" fats			
		Coffee			
		Tea			
NORTH WEST					
Margarine	+33	Liquid milk		Eggs	-7
Mutton and lamb	+20	Beef and veal		Cheese	-10
Bacon and ham	+12	"Other" meat		"Other" fruit	-12
Sugar	+9	Fish		Fresh fruit	-12
"Other" vegetables	+8	Butter		Flour	-20
Potatoes	+7	Cooking fat		"Other" fats	-20
Tea	+7	"Other" cereals		Pork	-31
Cakes and biscuits	+6	Coffee		Fresh green vegetables	-32
		Poultry			
		Preserves			
		Bread			

TABLE 23—continued

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average for the five-year period 1966-1970	Between 95 and 105 per cent of the national average for the five-year period 1966-1970	More than 5 per cent below the national average for the five-year period 1966-1970
EAST MIDLANDS		
Cooking fats +36	Liquid milk	Fresh fruit - 6
Flour +28	Cheese	"Other" fats - 8
Fresh green vegetables +13	"Other" meat	Beef and veal - 8
Coffee +12	Eggs	Poultry - 9
"Other" fruit +11	Butter	Cakes and biscuits 10
Pork + 9	Margarine	Mutton and lamb 19
	Preserves	
	Potatoes	
	Bread	
	Tea	
	Bacon and ham, uncooked	
	Fish	
	Sugar	
	"Other" vegetables	
	"Other" cereals	
WEST MIDLANDS		
Pork +34	Liquid milk	"Other" cereals - 6
Cheese +23	Butter	"Other" meat - 6
Bacon and ham, uncooked +21	Margarine	"Other" vegetables - 7
Mutton and lamb +14	Cooking fat	Eggs - 8
Fresh green vegetables +13	Fresh fruit	Beef and veal -10
Bread +13	"Other" fruit	Fish -10
Sugar +11	Tea	Cakes and biscuits -14
Potatoes + 6	Poultry	Preserves -18
	Coffee	Flour -20
		"Other" fats -23
SOUTH WEST		
Fresh green vegetables +38	Liquid milk	"Other" cereals - 6
Pork +30	Bacon and ham, uncooked	Cooking fat - 7
Cheese +16	"Other" fats	"Other" meat - 9
Coffee +15	Sugar	"Other" vegetables -14
Butter +14	Potatoes	Fish -18
Fresh fruit + 7	"Other" fruit	Margarine -23
Poultry + 6	Cakes and biscuits	
	Tea	
	Beef and veal	
	Mutton and lamb	
	Eggs	
	Preserves	
	Bread	
	Flour	
SOUTH EAST/EAST ANGLIA		
Fresh green vegetables +31	Liquid milk	Cakes and biscuits - 7
"Other" fats +21	Beef and veal	"Other" meat - 8
Pork +21	Fish	Potatoes - 9
Poultry +21	Eggs	Bacon and ham, uncooked -10
Fresh fruit +18	Butter	Cooking fat -11
Mutton and lamb +18	Preserves	Bread -12
Coffee +13	"Other" vegetables	Margarine -25
"Other" fruit +12	Flour	
Cheese +11	"Other" cereals	
	Tea	
	Sugar	
TYPE OF AREA		
LONDON CONURBATION		
"Other" fats +48	Liquid milk	"Other" vegetables - 6
Mutton and lamb +38	Eggs	Potatoes - 7
Poultry +34	"Other" cereals	Sugar - 7
Pork +29	Tea	Cakes and biscuits - 8
Fresh green vegetables +26		"Other" meat - 8
Fresh fruit +26		Preserves - 8
Coffee +17		Bacon and ham, uncooked - 9
"Other" fruit +13		Bread -13
Beef and veal + 8		Cooking fat -20
Fish + 7		Flour -24
Cheese + 6		Margarine -39
Butter + 6		
PROVINCIAL CONURBATIONS		
Margarine +15	Liquid milk	Cooking fat - 9
Bread + 9	Beef and veal	Butter -10
"Other" vegetables + 8	Bacon and ham, uncooked	Poultry -10
"Other" meat + 6	Fish	Fresh fruit -11
	Eggs	Cheese -13
	Sugar	Coffee -13
	Preserves	"Other" fats -16
	"Other" cereals	"Other" fruit -17
	Tea	Pork -18
	Mutton and lamb	Flour -24
	Potatoes	Fresh green vegetables - 26
	Cakes and biscuits	

TABLE 23—continued

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average for the five-year period 1966-1970	Between 95 and 105 per cent of the national average for the five-year period 1966-1970	More than 5 per cent below the national average for the five-year period 1966-1970
OTHER URBAN AREAS (LARGER TOWNS)		
Cooking fat +11	Liquid milk	Pork - 6
	Cheese	Fresh green vegetables - 7
	Beef and veal	Fresh fruit - 8
	Bacon and ham, uncooked	"Other" fats - 8
	Poultry	Mutton and lamb -11
	"Other" meat	
	Fish	
	Eggs	
	Butter	
	Margarine	
	Sugar	
	Preserves	
	Potatoes	
	"Other" vegetables	
	"Other" fruit	
	Bread	
	Flour	
	Cakes and biscuits	
	"Other" cereals	
	Tea	
	Coffee	
OTHER URBAN AREAS (SMALLER TOWNS)		
	Liquid milk	Beef and veal - 6
	Cheese	Mutton and lamb - 6
	Pork	Poultry -10
	Bacon and ham, uncooked	
	Butter	
	"Other" meat	
	Fish	
	Eggs	
	Margarine	
	Cooking fat	
	Sugar	
	Preserves	
	Potatoes	
	"Other" vegetables	
	Fresh fruit	
	"Other" fruit	
	Bread	
	Cakes and biscuits	
	"Other" cereals	
	Tea	
	Coffee	
	"Other" fats	
	Fresh green vegetables	
	Flour	
SEMI-RURAL AREAS		
Flour +30	Liquid milk	Cakes and biscuits - 6
Fresh green vegetables +17	Beef and veal	"Other" vegetables - 7
Coffee +13	Poultry	Mutton and lamb - 7
Cooking fat +10	Eggs	"Other" meat - 7
Cheese +10	Butter	Fish - 9
"Other" fruit + 9	"Other" fats	
Margarine + 7	Sugar	
Bacon and ham, uncooked + 7	Potatoes	
Preserves + 6	Bread	
Fresh fruit + 6	"Other" cereals	
	Tea	
	Pork	
RURAL AREAS		
Flour +38	Fresh fruit	Mutton and lamb - 6
Preserves +23	"Other" fruit	Tea - 7
Margarine +22	"Other" cereals	Cakes and biscuits -10
Bacon and ham, uncooked +18	Pork	"Other" meat -11
Sugar +18	Cooking fat	"Other" vegetables -13
Eggs +13	Potatoes	Poultry -15
Beef and veal +12	Fresh green vegetables	Fish -18
Liquid milk + 9	Coffee	"Other" fats -23
Cheese + 9		
Butter + 8		
Bread + 7		

TABLE 24—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area						
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	Conurbations			Other urban areas		Semi-rural areas	Rural areas
											London	Provincial		Larger towns	Smaller towns		
Other meat— <i>conid.</i>	0.71	1.02	0.82	1.00	0.76	0.67	0.58	0.77	0.72	0.59	0.56	0.80	0.78	0.72	0.66	0.53	
Corned meat	0.67	0.53	1.01	0.70	0.83	0.82	0.72	0.64	0.51	0.50	0.49	0.78	0.82	0.65	0.58	0.30	
Other cooked meat, not canned	1.98	3.10	1.65	3.41	2.50	2.50	2.29	1.73	1.67	1.32	0.92	2.24	2.35	2.12	1.87	1.94	
Other canned meat	3.51	2.76	2.96	3.22	3.05	3.02	3.30	3.70	3.03	4.20	4.83	3.26	3.37	3.33	3.29	2.73	
Broiler chicken, uncooked																	
Other poultry, uncooked, not quick-frozen	0.68	1.33	0.25	0.44	0.87	0.81	0.58	0.66	1.12	0.61	0.78	0.73	0.65	0.49	0.82	0.62	
Other poultry, uncooked, quick-frozen	0.65	0.86	0.31	0.73	0.66	0.56	1.05	0.48	0.76	0.79	0.50	0.60	0.66	0.58	0.98	0.36	
Rabbit, game and other meat	0.12	0.03	0.02	0.12	0.37	0.08	0.13	0.10	0.03	0.13	0.16	0.09	0.13	0.06	0.18	0.21	
Sausages, uncooked, pork	2.76	2.36	1.03	2.06	2.19	1.66	2.94	3.12	2.14	2.92	2.94	1.80	2.11	2.74	2.58	2.26	
Sausages, uncooked, beef	1.38	1.53	3.77	2.26	1.12	1.25	0.78	0.56	1.17	0.88	0.89	1.72	1.59	1.26	1.12	1.48	
Meat pies and sausage rolls, ready to eat	0.77	0.38	0.63	1.02	1.31	0.39	1.14	1.14	0.49	0.65	0.57	0.67	0.87	0.92	0.78	0.58	
Quick-frozen meat (other than uncooked poultry), or quick-frozen meat products	0.55	1.07	0.15	0.39	0.34	0.49	0.65	0.89	0.64	0.62	0.54	0.51	0.55	0.66	0.56	0.34	
Other meat products	2.33	1.25	3.90	4.00	2.26	2.99	2.06	1.40	1.74	1.74	1.80	2.64	2.96	2.06	1.79	1.74	
Total Other Meat and Meat Products	23.65	25.70	22.68	28.02	34.25	24.12	24.12	24.28	21.69	22.25	22.60	24.09	24.61	23.22	23.05	23.29	
Total Meat and Meat Products	39.53	41.20	35.09	43.02	38.50	40.07	39.05	41.00	39.30	39.17	42.32	39.91	39.23	37.99	38.23	41.65	
FISH:	1.07	0.68	2.04	1.38	1.36	0.80	1.23	1.07	0.38	0.82	1.03	1.08	1.30	0.87	0.98	0.88	
White, filleted, fresh	0.68	0.78	0.48	0.34	0.96	1.20	0.30	0.40	0.93	0.63	0.74	0.90	0.69	0.50	0.59	0.51	
White, unfileted, fresh	0.32	0.44	0.01	0.42	0.22	0.30	0.27	0.52	0.37	0.42	0.34	0.30	0.28	0.37	0.40	0.26	
White, uncooked, quick-frozen	0.01		0.08	0.01	0.01	0.02	0.02					0.02	0.02		0.01		
Herrings, filleted, fresh	0.09	0.10	0.07	0.06	0.03	0.07	0.02	0.10	0.06	0.14	0.15	0.06	0.07	0.10	0.06	0.26	
Herrings, unfileted, fresh	0.11	0.11	0.13	0.02	0.02	0.08	0.06	0.13	0.07	0.17	0.15	0.09	0.08	0.07	0.13	0.29	
Fat, fresh, other than herrings	0.30	0.22	0.40	0.34	0.22	0.27	0.20	0.24	0.26	0.36	0.42	0.26	0.32	0.24	0.25	0.20	
White, processed	0.07	0.09	0.03	0.18	0.08	0.05	0.03	0.08	0.06	0.06	0.10	0.05	0.06	0.08	0.05	0.06	
Fat, processed, filleted	0.15	0.24	0.14	0.16	0.12	0.14	0.08	0.06	0.11	0.20	0.26	0.12	0.15	0.10	0.16	0.09	
Fat, processed, unfileted	0.04	0.03	0.01	0.16	0.04	0.01	0.02	0.06	0.04	0.09	0.12	0.02	0.04	0.03	0.03		
Shell	1.01	0.58	0.56	1.79	1.93	0.88	0.83	1.10	0.49	0.92	1.11	1.13	1.13	0.93	0.81	0.52	
Cooked	0.38	0.64	0.32	0.48	0.33	0.44	0.45	0.51	0.26	0.30	0.34	0.46	0.40	0.33	0.38	0.22	
Salmon, canned	0.31	0.26	0.12	0.22	0.29	0.23	0.36	0.34	0.36	0.42	0.38	0.26	0.31	0.32	0.33	0.16	
Other canned or bottled fish products, not quick-frozen	0.14	0.08	0.12	0.21	0.41	0.14	0.13	0.08	0.05	0.11	0.09	0.22	0.18	0.10	0.11	0.04	
Quick-frozen fish products, and quick-frozen fish, not specified above	0.67	0.88	0.37	0.88	0.48	0.57	0.93	0.67	0.64	0.74	0.72	0.53	0.70	0.69	0.73	0.54	
Total Fish	5.35	5.13	4.88	6.49	6.50	5.20	4.91	5.30	4.08	5.38	5.95	5.50	5.73	4.73	5.02	4.03	

TABLE 24—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area				
	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
										London	Provincial	Larger towns	Smaller towns		
EGGS (Eggs purchased). . . (no.)	4.66 (4.44)	4.83 (4.70)	5.46 (5.38)	4.62 (4.50)	4.22 (4.11)	4.92 (4.50)	4.33 (4.05)	4.95 (4.46)	4.54 (4.41)	4.71 (4.70)	4.40 (4.37)	4.78 (4.76)	4.32 (4.24)	4.82 (4.24)	5.56 (3.49)
FATS:															
Butter	8.72	5.22	5.52	5.30	5.72	5.84	6.20	6.88	6.19	6.10	5.74	5.72	6.04	6.42	6.54
Margarine	2.11	3.23	3.64	3.84	3.73	3.22	2.84	2.23	2.12	1.69	3.38	2.87	2.81	3.12	3.58
Lard and compound cooking fat	2.96	1.19	2.27	3.04	2.21	2.95	2.52	2.02	1.90	1.66	2.12	2.46	2.16	2.28	2.81
Suet	0.04	0.04	0.22	0.18	0.04	0.08	0.08	0.12	0.18	0.16	0.08	0.12	0.10	0.14	0.15
Vegetable and salad oils (fl. oz.)	0.67	0.55	0.28	0.52	0.62	0.52	0.44	0.52	0.80	1.24	0.52	0.48	0.64	0.56	0.20
All other fats	0.08	0.24	0.35	0.18	0.20	0.16	0.04	0.11	0.10	0.10	0.18	0.18	0.14	0.16	0.04
Total Fats	14.58	10.47	12.28	13.06	12.52	12.77	12.12	11.88	11.29	10.95	12.02	11.83	11.89	12.68	13.32
SUGAR AND PRESERVES:															
Sugar	16.94	14.52	14.69	17.51	17.72	18.08	18.98	15.86	16.20	15.44	16.90	16.16	16.55	17.60	25.32
Jams, jellies and fruit curds	1.30	1.74	1.66	1.55	1.34	1.50	0.98	1.00	1.19	1.04	1.33	1.47	1.21	1.44	0.87
Marmalade	0.85	0.79	0.91	0.84	0.88	0.96	0.74	0.68	0.90	0.94	0.88	0.80	0.75	0.87	0.98
Syrup, treacle and honey	0.42	0.43	0.40	0.52	0.34	0.42	0.30	0.45	0.50	0.40	0.30	0.37	0.44	0.61	0.58
Total Sugar and Preserves	19.51	17.48	17.66	20.42	20.28	20.96	21.00	17.99	18.79	17.82	19.41	18.80	18.95	20.52	27.75
VEGETABLES:															
Old potatoes															
January–August, not pre-packed	16.27	11.96	17.27	16.72	16.91	14.64	24.28	22.92	14.06	15.84	14.40	15.86	18.09	16.86	19.32
January–August, pre-packed	5.20	10.85	7.94	4.23	5.36	6.30	3.16	2.02	4.22	4.47	5.80	5.82	6.02	4.30	1.61
New potatoes															
January–August, not pre-packed	10.86	10.34	11.76	10.59	13.87	9.44	12.65	10.38	8.96	9.96	12.31	11.78	10.63	9.81	6.58
January–August, pre-packed	0.92	2.99	0.42	0.66	0.93	0.55	0.42	0.29	1.07	0.86	1.47	0.54	0.64	1.27	0.95
Potatoes															
September–December, not pre-packed	15.57	10.25	17.47	17.03	14.01	13.71	21.21	20.78	12.70	13.53	12.24	17.46	14.62	14.46	31.94
September–December, pre-packed	3.02	7.45	1.94	2.82	4.78	4.10	1.98	0.84	1.78	1.78	6.38	2.59	3.56	1.14	—
Total Potatoes (Potatoes purchased)	51.84 (48.24)	53.84 (51.72)	56.80 (54.52)	52.05 (49.92)	55.86 (54.54)	48.74 (42.97)	63.70 (57.57)	57.23 (49.88)	42.79 (39.77)	46.44 (45.78)	52.60 (51.81)	54.05 (52.61)	53.56 (51.14)	47.84 (39.50)	60.40 (35.77)

TABLE 24—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(a) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
												London	Provincial	Larger towns	Smaller towns			
VEGETABLES—contd.																		
Cabbages, fresh	4.50	5.48	2.40	3.30	3.59	3.15	3.39	4.60	5.46	6.09	7.01	3.43	4.14	4.46	4.37	3.89		
Brussels sprouts, fresh	2.47	2.04	0.88	2.32	2.82	1.51	2.76	2.76	2.91	2.86	2.57	1.88	2.63	2.64	2.72	2.23		
Cauliflower, fresh	2.77	4.22	1.11	2.26	3.10	2.35	3.36	4.08	3.28	2.84	2.24	2.60	2.98	3.08	2.94	2.21		
Leafy salads	1.21	0.84	0.67	0.90	1.06	0.95	1.56	1.45	1.26	1.53	1.63	1.05	1.20	1.20	1.35	0.99		
Peas, fresh	0.66	1.18	0.09	0.23	0.77	0.21	1.12	1.14	0.84	0.84	0.65	0.49	0.54	0.55	0.96	1.36		
Peas, quick-frozen	1.02	1.60	0.16	0.22	0.66	0.50	1.12	1.64	1.30	1.55	1.80	0.66	0.98	1.06	1.01	0.34		
Beans, fresh	1.29	2.38	0.07	0.18	0.51	0.22	1.65	1.84	3.16	1.79	1.34	0.41	1.12	1.41	1.93	3.20		
Beans, quick-frozen	0.31	0.28	0.06	0.16	0.18	0.18	0.27	0.27	0.33	0.56	0.63	0.19	0.25	0.30	0.37	0.03		
Other fresh green vegetables	0.22	0.10	0.02	0.01	0.04	—	0.23	0.27	0.56	0.40	0.27	...	0.16	0.34	0.29	0.73		
Total Fresh Green Vegetables	14.45	18.12	5.46	9.58	12.73	9.07	16.35	18.03	19.10	18.34	18.14	10.71	13.85	15.04	15.94	14.98		
Carrots, fresh	3.00	2.70	2.94	2.96	3.30	4.01	2.44	2.80	2.62	3.00	2.81	3.26	2.78	2.99	3.30	2.92		
Turnips and swedes, fresh	1.12	2.26	0.09	2.34	1.15	1.00	0.65	0.77	0.94	0.66	0.52	1.36	1.26	1.16	0.97	1.49		
Other root vegetables, fresh	0.91	1.12	0.26	0.36	0.57	0.37	0.81	1.19	1.34	1.35	1.83	0.50	0.69	0.72	1.06	1.35		
Onions, shallots, leeks, fresh	3.00	2.66	2.91	3.29	3.09	3.63	3.53	2.75	2.35	2.76	3.03	3.54	3.09	2.75	2.49	2.86		
Cucumbers, fresh	0.76	0.86	0.15	0.43	0.76	0.29	0.79	0.95	0.80	1.14	1.09	0.43	0.67	1.00	0.78	0.66		
Mushrooms, fresh	0.36	0.30	0.11	0.38	0.30	0.25	0.43	0.42	0.38	0.50	0.51	0.28	0.38	0.34	0.40	0.08		
Miscellaneous fresh vegetables	0.80	0.20	0.10	0.33	0.67	0.41	0.92	0.82	0.76	1.40	1.44	0.43	0.64	0.80	0.95	0.78		
Canned peas	3.20	2.80	2.65	5.03	4.22	4.11	3.52	2.78	2.29	2.59	2.27	3.68	3.79	3.42	2.66	1.71		
Canned beans	3.86	3.66	4.28	4.16	4.16	3.92	4.15	3.42	3.31	3.66	3.73	3.86	3.98	4.32	3.49	3.24		
Canned vegetables, other than pulses or potatoes	1.16	0.67	0.73	1.33	1.75	1.43	1.38	0.94	1.08	1.09	1.08	1.22	1.26	1.15	1.13	0.62		
Dried pulses, other than air-dried	0.40	0.59	0.88	0.63	0.56	0.50	0.45	0.14	0.29	0.18	0.28	0.53	0.48	0.35	0.34	0.21		
Air-dried vegetables	0.04	0.02	0.04	0.02	0.02	0.02	0.04	0.02	0.04	0.04	0.05	0.02	0.04	0.04	0.03	0.01		
Chips, not quick-frozen	1.35	0.68	0.99	2.45	2.28	1.80	1.16	1.47	0.70	1.01	0.86	1.78	1.58	1.45	0.98	0.60		
Other potato products, not quick-frozen	0.76	0.62	0.70	0.82	0.80	0.88	1.26	0.83	0.55	0.69	0.56	0.89	0.86	0.76	0.76	0.32		
Other vegetable products	0.13	0.02	0.08	0.44	0.08	0.08	0.08	0.08	0.07	0.18	0.20	0.10	0.16	0.10	0.12	0.03		
All quick-frozen vegetables and vegetable products, not specified above	0.41	0.30	0.45	0.56	0.37	0.50	0.39	0.48	0.35	0.40	0.46	0.49	0.32	0.40	0.51	0.11		
Total Other Vegetables and Vegetable Products	21.26	19.46	19.36	25.53	24.08	23.20	22.00	19.86	17.87	20.66	20.72	22.37	21.98	21.75	19.97	16.99		
Total Vegetables	87.55	90.72	78.66	91.91	88.86	88.13	87.09	101.61	94.20	81.79	85.30	85.68	89.88	90.35	83.75	92.37		

TABLE 24—continued
(oz per person per week, except where otherwise stated)

	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	Conurbations	Other urban areas		Semi-rural areas	Rural areas	
		North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	London	Provincial		Larger towns	Smaller towns			
FRUIT:																
Fresh	3.69	3.50	3.60	3.27	3.68	3.41	3.66	3.27	3.03	4.26	4.84	3.72	3.48	3.20	3.76	2.66
Oranges	1.32	1.08	1.15	1.34	0.86	1.48	1.28	1.08	1.36	1.36	1.94	1.32	1.32	0.93	1.30	0.86
Other citrus fruit	7.32	7.92	5.58	5.70	6.31	6.03	7.91	7.47	8.51	8.44	8.86	6.33	6.51	6.84	8.18	10.18
Apples	0.95	0.90	0.70	0.99	0.68	0.92	0.84	1.00	0.88	1.12	1.55	0.91	0.92	0.76	0.81	0.54
Pears	0.68	0.62	0.30	0.33	0.41	0.54	0.56	1.11	1.02	0.86	1.06	0.60	0.56	0.60	0.88	0.20
Stone fruit	0.44	0.34	0.44	0.52	0.43	0.52	0.56	0.35	0.29	0.54	0.71	0.38	0.48	0.36	0.42	0.07
Grapes	0.88	1.72	0.30	0.47	0.86	0.56	0.96	0.96	0.88	1.09	0.74	0.58	0.60	0.79	1.27	3.06
Soft fruit, other than grapes	2.99	3.20	2.97	2.47	3.10	2.34	2.86	2.96	2.90	3.43	3.52	2.80	2.86	3.07	3.04	2.57
Bananas	0.46	0.52	0.54	0.27	0.25	0.43	0.50	0.52	0.58	0.52	0.36	0.35	0.41	0.56	0.58	0.62
Rhubarb	4.00	3.90	2.82	3.72	3.57	3.68	3.82	4.30	4.23	4.39	4.91	3.66	3.70	4.06	4.04	4.09
Tomatoes	0.41	0.18	0.62	0.26	0.25	0.28	0.46	0.29	0.29	0.39	0.84	0.37	0.30	0.26	0.48	0.34
Other fresh fruit	23.14	23.88	19.02	19.34	20.40	19.95	23.91	23.31	23.97	27.02	29.33	21.02	21.14	21.43	24.76	25.19
Total Fresh Fruit	0.82	1.23	0.12	1.10	1.40	0.48	1.93	1.16	0.52	0.60	0.48	0.67	1.16	0.82	0.88	0.36
Other Fruit	2.32	2.62	2.38	2.14	2.16	2.27	2.14	2.55	2.07	2.50	2.55	2.26	2.06	2.58	2.53	1.68
Tomatoes, canned and bottled	2.29	2.00	1.94	1.86	2.14	2.08	2.30	2.29	2.28	2.79	2.61	2.12	2.14	2.34	2.54	1.82
Canned peaches, pears and pineapples	0.95	1.47	0.50	0.85	1.05	0.58	1.12	1.11	1.18	1.06	1.00	0.66	0.87	0.81	1.34	1.52
Other canned or bottled fruit	0.22	0.14	0.10	0.25	0.19	0.14	0.26	0.21	0.25	0.32	0.28	0.15	0.23	0.21	0.28	0.13
Dried fruit and dried fruit products	0.56	0.54	0.61	0.67	0.28	0.46	0.32	0.40	0.66	0.79	0.75	0.48	0.48	0.52	0.72	0.30
Nuts and nut products	0.04	0.02	0.05	0.04	0.03	0.03	0.03	0.05	0.04	0.06	0.05	0.04	0.02	0.06	0.04	0.03
Fruit juices (fl. oz.)	7.20	8.02	5.70	6.91	7.25	6.04	8.10	7.77	7.00	8.12	7.72	6.38	6.96	7.34	8.33	5.84
Welfare orange juice (fl. oz.)	30.34	31.90	24.72	26.25	27.65	25.99	31.91	31.08	30.97	35.14	37.05	27.40	28.10	28.77	33.09	31.03
Total Other Fruit and Fruit Products	2.42	2.20	1.54	4.89	2.70	3.34	2.02	1.61	2.06	2.22	2.22	2.56	2.84	2.20	2.20	1.56
CEREALS:	6.85	16.19	3.94	0.94	3.76	3.94	6.06	8.78	11.46	7.72	6.86	3.66	4.88	7.54	8.91	22.26
Brown bread	20.37	15.50	27.66	22.62	21.16	25.44	22.02	24.62	16.49	14.93	14.56	25.57	21.11	20.84	18.46	17.20
White bread, large loaves, unwrapped	2.89	6.92	0.60	4.00	3.09	3.44	2.15	2.80	2.37	2.83	3.34	3.03	3.07	2.54	2.62	2.14
White bread, large loaves, wrapped	2.12	0.91	1.40	3.82	3.02	2.82	2.97	1.72	1.08	1.69	2.09	2.76	2.58	1.64	1.53	0.66
White bread, small loaves, unwrapped	0.50	0.56	0.14	0.14	0.38	0.28	0.48	0.58	0.54	0.82	0.87	0.28	0.32	0.51	0.66	0.68
White bread, small loaves, wrapped	2.96	1.45	7.36	3.80	2.92	2.48	2.33	2.11	2.56	2.20	2.44	3.36	3.58	2.50	2.60	2.04
Wholemeal and wholemeal bread	38.11	43.73	42.64	40.21	37.03	41.74	38.03	42.22	36.56	32.41	32.38	41.22	38.38	37.77	36.98	46.54
Other bread																
Total Bread																

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TABLE 24—continued
(oz. per person per week, except where otherwise stated)

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (n)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
CEREALS—contd.																
Flour	5.68	7.32	2.49	8.90	9.48	3.59	7.39	4.76	5.38	5.60	4.29	4.60	6.16	5.30	7.01	8.33
Buns, scones and teacakes	1.21	0.78	1.42	2.09	2.03	1.47	1.03	0.93	1.06	0.87	0.87	1.62	1.30	1.08	1.16	0.65
Cakes and pastries	4.47	4.15	4.89	4.66	4.62	4.83	4.16	4.54	4.85	4.23	4.23	4.58	4.78	4.49	4.36	3.21
Biscuits, other than chocolate biscuits	4.78	4.08	4.86	5.06	5.14	4.32	4.95	4.32	5.29	4.97	4.93	4.42	5.09	4.71	4.82	4.11
Chocolate biscuits	0.98	1.10	1.84	1.54	1.09	1.04	0.80	0.71	0.85	0.70	0.60	1.22	1.08	0.88	1.03	0.59
Oatmeal and oat products	0.50	0.40	1.32	0.26	0.29	0.41	0.49	0.47	0.32	0.42	0.46	0.45	0.44	0.54	0.55	0.78
Breakfast cereals	2.74	2.22	2.30	2.49	2.91	2.97	2.84	2.82	3.44	2.72	2.47	2.81	2.59	3.00	2.87	2.84
Canned milk puddings	1.69	1.40	1.88	1.80	2.34	1.92	1.74	1.74	1.24	1.31	1.33	2.02	1.74	1.81	1.58	1.05
Other puddings	0.35	0.34	0.35	0.46	0.42	0.48	0.38	0.34	0.23	0.28	0.26	0.42	0.40	0.29	0.33	0.32
Rice	0.58	0.40	0.42	0.30	0.88	0.38	0.32	0.38	0.28	0.85	1.20	0.68	0.44	0.41	0.39	0.35
Invalid foods, including slimming foods	0.16	0.12	0.18	0.08	0.27	0.18	0.09	0.14	0.14	0.19	0.12	0.12	0.18	0.16	0.24	0.08
Infant foods, other than canned or bottled	0.14	0.20	0.14	0.06	0.12	0.26	0.08	0.16	0.10	0.10	0.13	0.18	0.12	0.14	0.11	0.12
Cereal convenience foods, including canned, not specified above	1.58	1.17	2.02	1.62	1.36	1.34	1.64	1.42	1.46	1.76	1.81	1.45	1.58	1.73	1.57	1.06
Other cereal foods	0.22	0.18	0.39	0.19	0.19	0.13	0.16	0.10	0.29	0.25	0.30	0.20	0.18	0.17	0.25	0.22
Total Cereals	63.19	67.59	67.14	69.72	68.37	65.06	64.40	65.05	61.49	56.66	55.38	65.99	64.46	62.48	63.25	70.25
BEVERAGES:																
Tea	2.59	3.10	2.16	2.59	2.75	2.89	2.64	2.60	2.42	2.48	2.65	2.72	2.68	2.50	2.41	2.48
Coffee, bean and ground	0.09	0.06	0.06	0.04	0.06	0.06	0.06	0.05	0.18	0.13	0.17	0.07	0.05	0.07	0.12	0.12
Coffee, instant	0.42	0.24	0.33	0.49	0.42	0.47	0.50	0.40	0.39	0.45	0.46	0.41	0.39	0.42	0.47	0.36
Coffee essences (fl. oz.)	0.06	0.10	0.01	0.02	0.08	0.02	0.12	0.12	0.12	0.04	0.02	0.04	0.06	0.06	0.11	0.14
Cocoa and drinking chocolate	0.20	0.18	0.15	0.16	0.16	0.19	0.18	0.22	0.23	0.24	0.21	0.16	0.19	0.20	0.25	0.37
Branded food drinks	0.25	0.18	0.10	0.11	0.28	0.22	0.30	0.31	0.33	0.29	0.26	0.21	0.23	0.28	0.26	0.33
Total Beverages	3.61	3.86	2.81	3.41	3.75	3.85	3.83	3.70	3.67	3.63	3.77	3.61	3.60	3.53	3.62	3.80
MISCELLANEOUS:																
Baby foods, canned or bottled	0.82	0.72	0.84	0.46	0.66	1.32	0.47	0.80	0.41	0.95	1.11	1.01	0.70	0.78	0.73	0.29
Soups, canned	3.54	3.40	7.67	4.13	3.52	3.84	3.36	2.90	1.89	2.61	2.56	4.50	3.61	3.46	3.44	2.64
Soups, dehydrated or powdered	0.11	0.07	0.14	0.11	0.14	0.15	0.14	0.08	0.09	0.10	0.08	0.14	0.12	0.12	0.10	0.09
Spreads and dressings	0.26	0.20	0.20	0.18	0.25	0.16	0.41	0.20	0.26	0.36	0.28	0.19	0.24	0.34	0.31	0.19
Pickles and sauces	1.55	1.94	1.77	1.94	1.45	1.28	1.49	1.55	1.42	1.54	1.48	1.43	1.66	1.68	1.51	1.34
Meat and vegetable extracts	0.15	0.10	0.07	0.11	0.12	0.14	0.16	0.12	0.14	0.20	0.19	0.12	0.13	0.16	0.15	0.16
Table jellies, squares and crystals (eq. pt.)	0.08	0.10	0.07	0.08	0.06	0.08	0.10	0.07	0.09	0.10	0.10	0.07	0.08	0.08	0.09	0.04
Ice cream (served as part of a meal), mousse, soufflé	0.86	1.12	0.66	0.92	0.64	0.58	0.87	0.87	0.78	1.16	1.15	0.67	0.70	0.81	1.11	0.88
All quick-frozen foods not specified above	0.16	0.14	0.19	0.16	0.08	0.10	0.20	0.18	0.12	0.21	0.24	0.15	0.14	0.15	0.18	0.04
Salt	1.00	1.27	0.96	0.79	0.90	0.90	1.17	1.20	0.98	1.04	1.12	0.95	0.89	1.28	1.00	0.63

TABLE 25
Household food consumption according to region and type of area; annual averages for individual foods, 1971
(oz per person per week, except where otherwise stated)

	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	Conurbations	Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns	
MILK AND CREAM:																
Liquid milk	4.46	4.54	4.16	3.85	4.14	4.38	4.56	4.66	4.55	4.74	4.74	4.08	4.45	4.44	4.65	4.72
Full price	0.20	0.13	0.22	0.18	0.20	0.15	0.22	0.20	0.18	0.20	0.22	0.19	0.20	0.17	0.21	0.16
Welfare	0.08	0.08	0.09	0.09	0.04	0.08	0.06	0.11	0.06	0.09	0.08	0.06	0.10	0.08	0.08	0.06
School																
<i>Total Liquid Milk</i>	4.74	4.75	4.47	4.12	4.38	4.61	4.84	4.97	4.79	5.03	5.04	4.33	4.75	4.69	4.94	4.94
Condensed milk	0.18	0.12	0.14	0.22	0.15	0.18	0.20	0.20	0.16	0.21	0.20	0.17	0.20	0.19	0.18	0.17
Dried milk	0.01	0.04	0.01	—	0.01	—	0.01	0.01	0.04	—	—	0.02	0.01	—	0.01	0.02
National	0.08	0.06	0.11	0.04	0.14	0.10	0.10	0.06	0.06	0.06	0.08	0.11	0.08	0.07	0.04	0.07
Branded	0.11	0.14	0.09	0.11	0.13	0.10	0.07	0.10	0.10	0.12	0.13	0.11	0.08	0.12	0.10	0.10
Other milk	0.04	0.04	0.02	0.02	0.04	0.04	0.03	0.03	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.04
Cream																
<i>Total Milk and Cream</i>	5.16	5.15	4.84	4.51	4.85	5.03	5.24	5.37	5.20	5.46	5.49	4.77	5.19	5.11	5.31	5.34
CHEESE:																
Natural	3.25	3.17	2.62	2.62	2.76	3.16	3.53	3.57	3.11	3.66	3.68	2.87	3.10	3.26	3.58	3.20
Processed	0.38	0.36	0.36	0.37	0.40	0.46	0.38	0.31	0.37	0.39	0.38	0.36	0.38	0.40	0.38	0.41
<i>Total Cheese</i>	3.63	3.53	2.98	2.99	3.16	3.62	3.91	3.88	3.48	4.05	4.06	3.23	3.48	3.66	3.96	3.61
MEAT AND MEAT PRODUCTS:																
Carcase meat	7.96	7.74	10.14	8.94	8.06	7.14	6.91	6.50	7.52	7.93	8.95	7.87	7.50	7.50	8.60	7.28
Beef and veal	5.41	5.92	2.48	3.46	4.35	6.02	4.14	5.48	4.91	6.96	8.05	5.27	5.02	4.19	5.26	5.06
Mutton and lamb	3.04	2.73	1.58	2.34	3.35	1.86	2.78	3.94	3.97	3.72	4.00	2.59	2.83	2.66	3.35	3.55
Pork																
<i>Total Carcase Meat</i>	16.41	16.39	14.20	14.74	15.76	15.02	13.83	15.92	16.40	18.61	21.00	15.73	15.35	14.35	17.21	15.89
Other meat	0.16	0.20	0.43	0.16	0.01	0.13	0.11	0.06	0.28	0.14	0.07	0.23	0.14	0.20	0.14	0.19
Bones	0.80	0.63	0.56	0.62	0.88	0.70	0.88	0.80	0.82	0.95	0.94	0.62	0.79	0.86	0.84	0.76
Liver	0.49	0.50	0.25	0.29	0.51	0.53	0.45	0.39	0.53	0.61	0.57	0.50	0.48	0.46	0.46	0.42
Offals, other than liver	5.12	6.20	3.96	6.04	6.00	5.46	5.43	5.72	4.40	4.52	4.69	5.43	5.01	4.62	5.76	5.17
Bacon and ham, uncooked																
Bacon and ham, cooked	0.92	1.08	0.80	1.06	0.96	0.88	1.18	0.88	1.03	0.86	1.00	0.90	0.90	0.96	0.90	0.86
including canned	0.21	0.19	0.13	0.32	0.33	0.42	0.21	0.14	0.02	0.14	0.18	0.35	0.20	0.18	0.14	0.13
Cooked chicken																

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

TABLE 25—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area				
	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(a) England	Conurbations		Other urban areas		Semi-rural areas	Rural areas
										London	Provincial	Larger towns	Smaller towns		
Other meat—contd.	0.39	0.50	0.48	0.34	0.38	0.38	0.42	0.38	0.33	0.34	0.42	0.43	0.43	0.33	0.32
Corned meat	0.68	1.09	0.84	0.60	0.78	0.74	0.59	0.64	0.52	0.58	0.77	0.72	0.79	0.50	0.54
Other cooked meat, not canned	1.85	2.91	2.96	2.30	2.12	1.99	1.69	1.91	1.35	1.20	2.19	1.90	1.90	1.92	1.70
Broiler chicken, uncooked	3.27	2.08	2.49	2.81	3.18	2.70	3.68	3.51	3.91	3.87	3.32	3.31	3.44	2.72	2.02
Other poultry, uncooked, not quick-frozen	0.82	0.68	0.50	0.62	1.35	0.58	0.58	1.10	0.84	1.00	1.07	0.58	0.56	0.94	1.01
Other poultry, uncooked, quick-frozen	0.62	0.20	0.47	0.83	0.50	0.34	0.34	0.55	0.84	0.84	0.50	0.66	0.65	0.59	0.38
Rabbit, game and other meat	0.12	0.08	0.11	0.18	0.06	0.12	0.15	0.05	0.13	0.11	0.13	0.13	0.13	0.08	0.12
Sausages, uncooked, pork	2.36	1.16	2.17	1.84	1.66	2.96	3.12	1.81	2.99	2.79	1.65	2.32	2.34	2.81	2.53
Sausages, uncooked, beef	1.33	3.63	1.60	1.17	1.25	0.54	0.47	1.27	0.82	1.06	1.93	1.15	1.60	0.70	0.94
Meat pies and sausage rolls, ready to eat	0.71	0.45	0.85	1.15	0.44	1.36	0.95	0.37	0.65	0.62	0.70	0.72	0.65	0.89	0.79
Quick-frozen meat (other than uncooked poultry), or quick-frozen meat products	0.55	0.19	0.44	0.57	0.36	0.55	0.67	0.67	0.63	0.53	0.44	0.61	0.65	0.52	0.32
Other meat products	2.20	3.94	3.50	1.63	2.83	1.62	1.45	2.27	1.57	1.75	2.70	2.30	2.40	1.67	1.89
Total Other Meat and Meat Products	22.60	21.64	24.90	22.73	33.03	22.54	22.10	21.61	21.80	22.15	23.85	22.10	23.06	21.91	20.09
Total Meat and Meat Products	39.01	35.84	39.64	38.49	38.05	36.37	38.02	38.01	40.41	43.15	39.58	36.45	38.41	39.12	35.98
FISH:	1.10	2.25	1.74	0.82	0.88	0.89	1.01	0.61	0.88	1.02	1.08	1.10	1.20	1.08	0.98
White, filleted, fresh	0.71	0.80	0.31	1.15	1.32	0.41	0.39	0.74	0.52	0.58	1.32	0.49	0.58	0.58	0.63
White, unfileted, fresh	0.26	0.04	0.28	0.31	0.20	0.30	0.27	0.28	0.33	0.32	0.18	0.31	0.22	0.33	0.21
Herrings, filleted, fresh	0.01	0.04	0.01	—	—	0.01	0.02	—	—	—	0.01	0.02	0.01	—	—
Herrings, unfileted, fresh	0.08	0.02	0.10	0.06	0.04	0.08	0.05	0.11	0.11	0.08	0.05	0.12	0.06	0.10	0.16
Fat, fresh, other than herrings	0.12	0.15	0.03	0.03	0.12	0.12	0.11	0.28	0.12	0.10	0.09	0.13	0.12	0.08	0.24
White, processed	0.28	0.71	0.25	0.19	0.18	0.24	0.14	0.13	0.30	0.34	0.23	0.31	0.31	0.21	0.28
Fat, processed, filleted	0.06	0.04	0.10	0.07	0.05	0.04	0.06	0.06	0.07	0.07	0.08	0.06	0.04	0.06	0.06
Fat, processed, unfileted	0.13	0.17	0.15	0.09	0.07	0.06	0.06	0.06	0.18	0.22	0.12	0.10	0.12	0.10	0.19
Shell	0.05	0.02	0.02	0.03	0.05	0.13	0.81	0.85	0.08	0.11	0.04	0.04	0.06	0.03	0.03
Cooked	0.94	0.36	1.56	1.87	0.88	1.31	0.81	0.95	0.77	0.89	1.36	0.92	0.79	0.84	0.59
Salmon, canned	0.38	0.21	0.42	0.45	0.46	0.60	0.46	0.20	0.30	0.34	0.48	0.34	0.41	0.35	0.21
Other canned or bottled fish products, not quick-frozen	0.25	0.11	0.17	0.24	0.18	0.32	0.22	0.26	0.31	0.32	0.20	0.23	0.27	0.23	0.26
Quick-frozen fish products, and quick-frozen fish, not specified above	0.13	0.13	0.26	0.17	0.13	0.15	0.11	0.12	0.09	0.10	0.14	0.13	0.13	0.14	0.09
Total Fish	5.15	5.45	6.11	6.15	5.12	5.30	4.30	4.38	4.84	5.21	5.84	4.96	5.01	4.92	4.39

TABLE 25—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 (of) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Eggs (Eggs purchased) . . . (no.)	4.55 (4.37)	4.62 (3.94)	4.65 (4.36)	4.86 (4.79)	4.92 (4.69)	4.42 (4.22)	4.44 (4.10)	4.36 (4.26)	4.40 (3.90)	4.47 (4.37)	4.54 (4.45)	4.49 (4.45)	4.50 (4.44)	4.45 (4.37)	4.77 (4.26)	4.69 (3.45)
FATS:																
Butter	5.53	8.22	4.92	5.36	5.18	4.85	5.22	5.38	5.71	5.88	6.08	4.86	5.65	5.42	5.62	5.94
Margarine	3.15	2.78	3.60	3.52	4.06	4.18	3.42	3.02	2.94	2.42	2.29	3.74	2.89	3.28	3.30	3.90
Lard and compound cooking fat	1.98	1.97	1.06	2.08	2.58	1.98	2.76	2.35	2.06	1.82	1.80	1.93	1.95	2.14	2.18	1.72
Suet	0.12	0.03	0.04	0.16	0.10	0.06	0.12	0.12	0.24	0.16	0.11	0.08	0.12	0.12	0.16	0.16
Vegetable and salad oils (fl. oz.)	0.62	0.86	0.38	0.42	0.48	0.77	0.59	0.42	0.56	0.77	0.95	0.63	0.52	0.56	0.60	0.38
All other fats	0.20	0.12	0.38	0.26	0.20	0.19	0.29	0.07	0.24	0.16	0.14	0.16	0.26	0.24	0.15	0.26
Total Fats	11.60	13.98	10.38	11.80	12.60	12.03	12.40	11.36	11.75	11.21	11.37	11.40	11.35	11.76	12.01	12.36
SUGAR AND PRESERVES:																
Sugar	15.80	17.54	15.86	14.93	16.12	16.74	19.00	16.39	15.61	14.56	14.46	16.64	15.46	16.07	15.97	16.98
Jams, jellies and fruit curds	1.28	1.28	1.67	1.39	1.26	1.42	1.27	1.04	1.25	1.11	1.15	1.43	1.30	1.26	1.20	1.23
Marmalade	0.88	0.72	0.85	0.83	0.96	1.00	0.75	0.69	0.97	0.90	0.84	0.79	0.88	0.89	1.02	0.72
Syrup, treacle and honey	0.55	0.26	1.17	0.54	0.78	0.48	0.34	0.52	0.53	0.50	0.44	0.43	0.45	0.62	0.70	1.11
Total Sugar and Preserves	18.51	19.80	19.55	17.69	19.12	19.64	21.36	18.64	18.36	17.07	16.89	19.29	18.09	18.84	18.89	20.04
VEGETABLES:																
Old potatoes																
January–August, not pre-packed	16.55	19.66	13.82	19.50	15.47	16.70	17.53	19.34	17.59	14.30	17.07	16.23	18.25	15.52	15.80	11.95
January–August, pre-packed	4.14	2.33	7.82	4.40	3.08	3.84	2.06	2.70	5.94	3.36	4.06	5.75	4.66	4.50	2.13	0.52
New potatoes																
January–August, not pre-packed	10.32	11.16	9.41	10.36	11.44	13.04	9.06	11.56	9.34	8.96	10.14	11.51	10.12	10.12	10.02	8.80
January–August, pre-packed	1.08	0.24	2.81	2.26	0.56	0.70	0.77	0.44	1.32	0.70	0.96	1.37	1.16	0.98	1.04	0.10
Potatoes																
September–December, not pre-packed	13.43	11.41	9.22	13.83	14.21	15.85	22.97	15.16	16.26	11.77	12.75	13.07	12.39	15.77	13.72	14.07
September–December, pre-packed	3.66	4.84	7.65	3.28	1.81	2.35	2.37	2.87	2.48	3.14	4.70	3.41	5.34	2.71	1.98	0.57
Total Potatoes (Potatoes purchased)	49.18 (15.65)	49.64 (41.30)	50.73 (42.87)	53.63 (51.13)	46.57 (42.65)	52.48 (51.28)	54.76 (47.48)	52.07 (49.15)	52.93 (46.63)	42.23 (38.87)	49.68 (48.45)	51.34 (50.55)	51.92 (50.51)	49.60 (46.42)	44.69 (36.77)	36.01 (16.94)

TABLE 24—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All households	Wales	Scot-land	North	York-shire and Humberside	North West	East Mid-lands	West Mid-lands	South West	South East (all) East Anglia	London	Provin-cial	Larger towns	Smaller towns	Semi-rural areas	Rural areas
Other meat—cont'd.	0.71	1.02	0.82	1.00	0.76	0.67	0.77	0.72	0.59	0.56	0.80	0.78	0.72	0.66	0.53	
Corned meat																
Other cooked meat, not canned	0.67	0.53	1.01	0.70	0.83	0.82	0.64	0.51	0.50	0.49	0.78	0.82	0.65	0.58		
Other canned meat	1.98	3.10	1.65	3.41	2.50	2.50	1.73	1.67	1.32	0.92	2.24	2.35	3.33	1.87		
Broiler chicken, uncooked	3.51	2.76	2.90	3.22	3.05	3.02	3.70	3.03	4.20	4.83	3.26	3.37	3.33	3.29		
Other poultry, uncooked, not quick-frozen	0.68	1.33	0.25	0.44	0.87	0.81	0.66	1.12	0.61	0.78	0.73	0.65	0.49	0.82		
Other poultry, uncooked, quick-frozen	0.65	0.86	0.31	0.73	0.66	0.56	0.48	0.76	0.79	0.50	0.60	0.66	0.58	0.98		
Rabbit, game and other meat	0.12	0.03	0.02	0.12	0.37	0.08	0.10	0.03	0.13	0.16	0.09	0.13	0.06	0.18		
Sausages, uncooked, pork	2.36	2.36	1.03	2.06	2.19	1.66	3.12	2.14	2.92	2.94	1.80	2.74	2.11	2.58		
Sausages, uncooked, beef	1.38	1.53	3.77	2.26	1.12	1.25	0.56	1.17	0.88	0.89	1.72	1.59	1.26	1.48		
Meat pies and sausage rolls, ready to eat	0.77	0.38	0.63	1.02	1.31	0.39	1.14	0.49	0.65	0.57	0.67	0.87	0.92	0.78		
Quick-frozen meat (other than uncooked poultry, or quick-frozen meat products)	0.55	1.07	0.15	0.39	0.34	0.49	0.89	0.64	0.62	0.54	0.51	0.55	0.66	0.56		
Other meat products	2.33	1.25	3.90	4.00	2.26	2.99	1.40	1.74	1.74	1.80	2.64	2.96	2.06	1.79		
Total Other Meat and Meat Products	23.65	25.70	22.68	28.02	24.25	24.12	24.28	21.69	22.25	22.60	24.09	24.61	23.22	23.05		
Total Meat and Meat Products	39.53	41.20	35.09	43.02	38.50	40.07	41.00	39.30	39.17	42.32	39.91	39.23	37.99	38.23		
FISH:	1.07	0.68	2.04	1.38	1.36	0.80	1.07	0.38	0.82	1.03	1.08	1.30	0.87	0.98		
White, filleted, fresh	0.68	0.78	0.48	0.34	0.96	1.20	0.40	0.40	0.63	0.74	0.90	0.69	0.50	0.59		
White, unfileted, fresh	0.32	0.44	0.01	0.42	0.22	0.30	0.52	0.37	0.42	0.34	0.30	0.28	0.37	0.40		
Herring, filleted, fresh	0.01	0.01	0.08	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.01		
Herrings, unfileted, fresh	0.09	0.10	0.07	0.06	0.03	0.07	0.10	0.06	0.14	0.15	0.06	0.07	0.10	0.06		
Fat, fresh, other than herrings	0.11	0.11	0.13	0.02	0.02	0.08	0.13	0.07	0.17	0.15	0.09	0.08	0.07	0.13		
Fat, processed	0.30	0.22	0.40	0.34	0.22	0.27	0.24	0.26	0.36	0.42	0.26	0.32	0.24	0.25		
White, processed	0.07	0.09	0.03	0.18	0.08	0.05	0.08	0.06	0.06	0.10	0.05	0.06	0.08	0.05		
Fat, processed, filleted	0.15	0.24	0.14	0.16	0.12	0.14	0.06	0.06	0.11	0.26	0.12	0.15	0.10	0.16		
Shell	0.04	0.03	0.01	1.79	0.04	0.01	0.02	0.04	0.09	0.12	0.02	0.04	0.03	0.03		
Cooked	1.01	0.58	0.56	0.48	1.93	0.88	1.10	0.49	0.92	1.11	1.13	0.93	0.93	0.81		
Salmon, canned	0.38	0.64	0.32	0.48	0.33	0.44	0.51	0.26	0.30	0.34	0.46	0.40	0.33	0.38		
Other canned or bottled	0.31	0.26	0.12	0.22	0.29	0.23	0.34	0.36	0.42	0.38	0.26	0.31	0.32	0.33		
Fish products, not quick-frozen	0.14	0.08	0.12	0.21	0.41	0.14	0.08	0.05	0.11	0.09	0.22	0.18	0.10	0.11		
Quick-frozen fish products, and quick-frozen fish, not specified above	0.67	0.88	0.37	0.88	0.48	0.57	0.67	0.64	0.74	0.72	0.53	0.70	0.69	0.73		
Total Fish	5.35	5.13	4.88	6.49	6.50	5.20	5.30	4.08	5.38	5.95	5.50	5.73	4.73	5.02		

TABLE 24—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 (and East Anglia)	Other urban areas			Semi-rural areas	Rural areas	
											Larger towns	Smaller towns	Provincial			
EGGS (Eggs purchased). . . (no.)	4.66 (4.44)	4.64 (4.14)	4.83 (4.70)	5.46 (5.38)	4.62 (4.50)	4.22 (4.11)	4.92 (4.50)	4.33 (4.05)	4.95 (4.46)	4.54 (4.41)	4.71 (4.70)	4.40 (4.37)	4.78 (4.76)	4.32 (4.24)	4.82 (4.24)	5.56 (3.49)
FATS:																
Butter	5.99	8.72	5.22	5.52	5.30	5.72	5.84	6.20	6.88	6.19	6.10	5.74	5.72	6.04	6.42	6.54
Margarine	2.86	2.11	3.23	3.64	3.84	3.73	3.22	2.84	2.23	2.12	1.69	3.38	2.87	2.81	3.12	3.58
Lard and compound cooking fat	2.21	2.96	1.19	2.27	3.04	2.21	2.95	2.52	2.02	1.90	1.66	2.12	2.46	2.16	2.28	2.81
Suet	0.12	0.04	0.04	0.22	0.18	0.04	0.08	0.08	0.12	0.18	0.16	0.08	0.12	0.10	0.14	0.15
Vegetable and salad oils (fl. oz.)	0.62	0.67	0.55	0.28	0.52	0.62	0.52	0.44	0.52	0.80	1.24	0.52	0.48	0.64	0.56	0.20
All other fats	0.15	0.08	0.24	0.35	0.18	0.20	0.16	0.04	0.11	0.10	0.10	0.18	0.18	0.14	0.16	0.04
Total Fats	11.95	14.58	10.47	12.28	13.06	12.52	12.77	12.12	11.88	11.29	10.95	12.02	11.83	11.89	12.68	13.32
SUGAR AND PRESERVES:																
Sugar	16.94	19.92	14.52	14.69	17.51	17.72	18.08	18.98	15.86	16.20	15.44	16.90	16.16	16.55	17.60	25.32
Jams, jellies and fruit curds	1.30	1.32	1.74	1.66	1.55	1.34	1.50	0.98	1.00	1.19	1.04	1.33	1.47	1.21	1.44	0.87
Marmalade	0.85	0.76	0.79	0.91	0.84	0.88	0.96	0.74	0.68	0.90	0.94	0.88	0.80	0.75	0.87	0.98
Syrup, treacle and honey	0.42	0.32	0.43	0.40	0.52	0.34	0.42	0.30	0.45	0.50	0.40	0.30	0.37	0.44	0.61	0.58
Total Sugar and Preserves	19.51	22.32	17.48	17.66	20.42	20.28	20.96	21.00	17.99	18.79	17.82	19.41	18.80	18.95	20.52	27.75
VEGETABLES:																
Old potatoes																
January–August, not pre-packed	16.27	13.80	11.96	17.27	16.72	16.91	14.64	24.28	22.92	14.06	15.84	14.40	15.86	18.09	16.86	19.32
January–August, pre-packed	5.20	3.64	10.85	7.94	4.23	5.36	6.30	3.16	2.02	4.22	4.47	5.80	5.82	6.02	4.30	1.61
New potatoes																
January–August, not pre-packed	10.86	15.50	10.34	11.76	10.59	13.87	9.44	12.65	10.38	8.96	9.96	12.31	11.78	10.63	9.81	6.58
January–August, pre-packed	0.92	0.34	2.99	0.42	0.66	0.93	0.55	0.42	0.29	1.07	0.86	1.47	0.54	0.64	1.27	0.95
Potatoes																
September–December, not pre-packed	15.57	17.74	10.25	17.47	17.03	14.01	13.71	21.21	20.78	12.70	13.53	12.24	17.46	14.62	14.46	31.94
September–December, pre-packed	3.02	2.12	7.45	1.94	2.82	4.78	4.10	1.98	0.84	1.78	1.78	6.38	2.59	3.56	1.14	—
Total Potatoes (Potatoes purchased)	51.84 (48.24)	53.14 (46.91)	53.84 (51.72)	56.80 (54.52)	52.05 (49.92)	55.86 (54.54)	48.74 (42.97)	63.70 (57.57)	57.23 (49.88)	42.79 (39.77)	46.44 (45.78)	52.60 (51.81)	54.05 (52.61)	53.56 (51.14)	47.84 (39.50)	60.40 (35.77)

TABLE 24—continued
(oz per person per week, except where otherwise stated)

	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	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
VEGETABLES—contd.	4.50	5.48	2.40	3.30	3.59	3.15	3.39	4.60	5.46	6.09	7.01	3.43	4.14	4.46	4.37	3.89
Cabbages, fresh	2.47	2.04	0.88	2.32	2.82	1.51	3.65	2.76	2.91	2.86	2.57	1.88	2.63	2.64	2.72	2.23
Brussels sprouts, fresh	2.77	4.22	1.11	2.26	3.10	2.35	3.65	4.08	3.28	2.84	2.24	2.60	2.98	3.08	2.94	2.21
Cauliflower, fresh	1.21	0.84	0.66	0.90	1.06	0.95	1.56	1.45	1.26	1.53	1.63	1.05	1.05	1.20	1.35	0.99
Leafy salads	0.66	1.18	0.09	0.23	0.77	0.21	1.12	1.14	0.84	0.72	0.65	0.49	0.54	0.55	0.96	1.36
Peas, fresh	1.02	1.60	0.16	0.22	0.66	0.50	1.12	1.64	1.30	1.55	1.80	0.66	0.98	1.06	1.01	0.34
Peas, quick-frozen	1.29	2.38	0.07	0.18	0.51	0.22	1.65	1.84	3.16	1.79	1.34	0.41	1.12	1.41	1.93	3.20
Beans, fresh	0.31	0.28	0.06	0.16	0.18	0.18	0.27	0.27	0.33	0.56	0.63	0.19	0.25	0.30	0.37	0.03
Beans, quick-frozen	0.22	0.10	0.02	0.01	0.04	—	0.23	0.27	0.56	0.40	0.27	...	0.16	0.34	0.29	0.73
Total Fresh Green Vegetables	14.45	18.12	5.46	9.58	12.73	9.07	16.35	18.05	19.10	18.34	18.14	10.71	13.85	15.04	15.94	14.98
Total Fresh Green Vegetables	3.00	2.70	2.94	2.96	3.30	4.01	2.44	2.80	2.62	3.00	2.81	3.26	2.78	2.99	3.30	2.92
Carrots, fresh	1.12	2.26	2.09	2.34	1.15	1.00	0.65	0.77	0.94	0.66	0.52	1.36	1.26	1.16	0.97	1.49
Turnips and swedes, fresh	0.91	1.12	0.26	0.36	0.57	0.37	0.81	1.19	1.34	1.35	1.83	0.50	0.69	0.72	1.06	1.35
Other root vegetables, fresh	3.00	2.66	2.91	3.29	3.09	3.63	3.53	2.75	2.35	2.76	3.03	3.54	3.09	2.75	2.49	2.86
Onions, shallots, leeks, fresh	0.76	0.86	0.15	0.43	0.76	0.29	0.79	0.95	0.80	1.14	1.09	0.43	0.67	1.00	0.78	0.66
Cucumbers, fresh	0.36	0.30	0.11	0.38	0.30	0.25	0.43	0.42	0.38	0.50	0.51	0.28	0.38	0.34	0.40	0.08
Mushrooms, fresh	0.80	0.20	0.10	0.33	0.67	0.41	0.92	0.82	0.76	1.40	1.44	0.43	0.64	0.80	0.95	0.78
Miscellaneous fresh vegetables	3.20	2.80	2.65	5.03	4.22	4.11	3.52	2.78	2.29	2.59	2.27	3.68	3.79	3.42	2.66	1.71
Canned peas	3.86	3.66	4.28	4.16	4.16	3.92	4.15	3.42	3.31	3.66	3.73	3.86	3.98	4.32	3.49	3.24
Canned beans	1.16	0.67	0.73	1.33	1.75	1.43	1.38	0.94	1.08	1.09	1.08	1.22	1.26	1.15	1.13	0.62
Canned vegetables, other than pulses or potatoes	0.40	0.59	0.88	0.63	0.56	0.50	0.45	0.14	0.29	0.18	0.28	0.33	0.48	0.35	0.34	0.21
Dried pulses, other than air-dried	0.04	0.02	0.04	0.02	0.02	0.02	0.04	0.02	0.04	0.05	0.05	0.02	0.04	0.04	0.03	0.01
Air-dried vegetables	1.35	0.68	0.99	2.45	2.28	1.80	1.16	1.47	0.70	1.01	0.86	1.78	1.58	1.45	0.98	0.60
Chips, not quick-frozen	0.76	0.62	0.70	0.82	0.80	0.88	1.26	0.83	0.55	0.69	0.56	0.89	0.86	0.76	0.76	0.32
Other potato products, not quick-frozen	0.13	0.02	0.08	0.44	0.08	0.08	0.08	0.08	0.07	0.18	0.20	0.10	0.16	0.10	0.12	0.03
Other vegetable products	0.41	0.30	0.45	0.56	0.37	0.50	0.39	0.48	0.35	0.40	0.46	0.49	0.32	0.40	0.51	0.11
All quick-frozen vegetables and vegetable products, not specified above	21.26	19.46	19.36	25.53	24.08	23.20	22.00	19.86	17.87	20.66	20.72	22.37	21.98	21.75	19.97	16.99
Total Other Vegetables and Vegetable Products	87.55	90.72	78.66	91.91	88.86	88.13	87.09	101.61	94.20	81.79	85.30	85.68	89.88	90.35	83.75	92.37
Total Vegetables																

TABLE 24—continued
(oz per person per week, except where otherwise stated)

	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	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
FRUIT:																
Fresh	3.69	3.50	3.60	3.27	3.68	3.41	3.66	3.27	3.03	4.26	4.84	3.72	3.48	3.20	3.76	2.66
Oranges	1.32	1.08	1.15	1.34	0.86	1.48	1.28	1.08	1.36	1.58	1.94	1.32	1.32	0.93	1.30	0.86
Other citrus fruit	7.32	7.92	5.58	5.70	6.31	6.03	7.91	7.47	8.51	8.44	8.86	6.33	6.51	6.84	8.18	10.18
Apples	0.95	0.90	0.70	0.99	0.68	0.92	0.84	1.00	0.88	1.12	1.55	0.91	0.92	0.76	0.81	0.54
Pears	0.68	0.62	0.30	0.33	0.41	0.54	0.96	1.11	1.02	0.86	1.06	0.60	0.56	0.60	0.88	0.20
Stone fruit	0.44	0.34	0.44	0.52	0.43	0.28	0.56	0.35	0.29	0.54	0.71	0.38	0.48	0.36	0.42	0.07
Grapes	0.88	1.72	0.30	0.47	0.86	0.56	0.96	0.96	0.88	1.09	0.88	0.71	0.60	0.79	1.27	3.06
Soft fruit, other than grapes	2.99	3.20	2.97	2.47	3.10	2.34	2.86	2.96	2.90	3.43	3.52	2.80	2.86	3.07	3.04	2.57
Bananas	0.46	0.52	0.54	0.27	0.25	0.43	0.50	0.52	0.58	0.32	0.36	0.35	0.41	0.56	0.58	0.62
Rhubarb	4.00	3.90	2.82	3.72	3.57	3.68	3.82	4.30	4.23	4.59	4.91	3.66	3.70	4.06	4.04	4.09
Tomatoes	0.41	0.18	0.62	0.26	0.25	0.28	0.46	0.29	0.29	0.59	0.84	0.37	0.30	0.26	0.48	0.34
Other fresh fruit	23.14	23.88	19.02	19.34	20.40	19.95	23.91	23.31	23.97	27.02	29.33	21.02	21.14	21.43	24.76	25.19
Total Fresh Fruit	0.82	1.23	0.12	1.10	1.40	0.48	1.93	1.16	0.52	0.60	0.48	0.67	1.16	0.82	0.88	0.36
Other Fruit	2.32	2.62	2.38	2.14	2.16	2.27	2.14	2.55	2.07	2.50	2.55	2.26	2.06	2.58	2.53	1.68
Tomatoes, canned and bottled	2.29	2.00	1.94	1.86	2.14	2.08	2.30	2.29	2.28	2.79	2.61	2.12	2.14	2.34	2.54	1.82
Canned peaches, pears and pineapples	0.95	1.47	0.50	0.85	1.05	0.58	1.12	1.11	1.18	1.06	1.00	0.66	0.87	0.81	1.34	1.52
Other canned or bottled fruit	0.22	0.14	0.10	0.25	0.19	0.14	0.26	0.21	0.25	0.32	0.28	0.15	0.23	0.21	0.28	0.13
Dried fruit and dried fruit products	0.56	0.54	0.61	0.67	0.28	0.46	0.32	0.40	0.66	0.79	0.75	0.48	0.48	0.52	0.72	0.30
Nuts and nut products	0.04	0.02	0.05	0.04	0.03	0.03	0.03	0.03	0.04	0.06	0.05	0.04	0.02	0.06	0.04	0.03
Fruit juices (fl. oz.)	7.20	8.02	5.70	6.91	7.25	6.04	8.10	7.77	7.00	8.12	7.72	6.38	6.96	7.34	8.33	5.84
Welfare orange juice (fl. oz.)	30.34	31.90	24.72	26.25	27.65	25.99	31.91	31.08	30.97	35.14	37.05	27.40	28.10	28.77	33.09	31.03
Total Other Fruit and Fruit Products	2.42	2.20	1.54	4.89	2.70	3.34	2.02	1.61	2.06	2.22	2.22	2.56	2.84	2.20	2.20	1.56
CEREALS:	6.85	16.19	3.94	0.94	3.76	3.94	6.06	8.78	11.46	7.72	6.86	3.66	4.88	7.54	8.91	22.26
Brown bread, large loaves, unwrapped	20.37	15.50	27.66	22.62	21.16	25.44	22.02	24.62	16.49	14.93	14.56	25.57	21.11	20.84	18.46	17.20
White bread, large loaves, wrapped	2.89	6.92	0.60	4.00	3.09	3.44	2.15	2.80	2.37	2.83	3.34	3.03	3.07	2.54	2.62	2.14
White bread, small loaves, unwrapped	2.12	0.91	1.40	3.82	3.02	2.82	2.97	1.72	1.08	1.69	2.09	2.76	2.58	1.64	1.53	0.66
White bread, small loaves, wrapped	0.50	0.56	0.14	0.14	0.38	0.28	0.48	0.58	0.54	0.82	0.87	0.28	0.32	0.51	0.66	0.68
Wholewheat and wholemeal bread	2.96	1.45	7.36	3.80	2.92	2.48	2.33	2.11	2.56	2.20	2.44	3.36	3.58	2.50	2.60	2.04
Other bread	38.11	43.73	42.64	40.21	37.03	41.74	38.03	42.22	36.56	32.41	32.38	41.22	38.38	37.77	36.98	46.54
Total Bread																

TABLE 24—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area				Rural areas
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (excl. Anglia)	Other urban areas		Semi-rural areas		
											Larger towns	Smaller towns			
											London	Provincial			
CEREALS—contd.															
Flour	5.68	7.32	2.49	8.90	9.48	3.59	4.76	5.38	5.60	4.29	4.60	4.60	6.16	5.30	8.33
Buns, scones and teacakes	1.21	0.78	1.42	2.09	2.03	1.47	0.93	1.06	0.87	0.87	1.62	1.62	1.30	1.08	0.65
Cakes and pastries	4.47	4.15	4.89	4.66	4.62	4.83	4.54	4.85	4.23	4.23	4.58	4.58	4.78	4.49	3.21
Biscuits, other than chocolate biscuits	4.78	4.08	4.86	5.06	5.14	4.32	4.32	5.29	4.97	4.93	4.42	4.42	5.09	4.71	4.11
Chocolate biscuits	0.98	1.10	1.84	1.54	1.09	1.04	0.71	0.85	0.70	0.60	1.22	1.08	1.08	0.88	0.59
Oatmeal and oat products	0.50	0.40	1.32	0.26	0.29	0.41	0.47	0.32	0.42	0.46	0.45	0.45	0.44	0.54	0.78
Breakfast cereals	2.74	2.22	2.30	2.49	2.91	2.97	2.82	3.44	2.72	2.47	2.81	2.81	2.59	3.00	2.84
Canned milk puddings	1.69	1.40	1.88	1.80	2.54	1.92	1.74	1.24	1.31	1.33	2.02	2.02	1.74	1.81	1.05
Other puddings	0.35	0.34	0.35	0.46	0.42	0.48	0.34	0.23	0.28	0.26	0.42	0.42	0.40	0.29	0.32
Rice	0.58	0.40	0.42	0.30	0.88	0.38	0.38	0.28	0.85	1.20	0.68	0.68	0.44	0.41	0.35
Invalid foods, including slimming foods	0.16	0.12	0.18	0.08	0.27	0.18	0.14	0.14	0.19	0.12	0.12	0.12	0.18	0.16	0.08
Infant foods, other than canned or bottled	0.14	0.20	0.14	0.06	0.12	0.26	0.16	0.10	0.10	0.13	0.18	0.18	0.12	0.14	0.12
Cereal convenience foods, including canned, not specified above	1.58	1.17	2.02	1.62	1.36	1.34	1.42	1.46	1.76	1.81	1.45	1.45	1.58	1.73	1.06
Other cereal foods	0.22	0.18	0.39	0.19	0.19	0.13	0.10	0.29	0.25	0.30	0.20	0.20	0.18	0.17	0.22
Total Cereals	63.19	67.59	67.14	69.72	68.37	65.06	65.05	61.49	56.66	55.38	65.99	64.46	64.46	62.48	70.25
BEVERAGES:															
Tea	2.59	3.10	2.16	2.59	2.75	2.89	2.64	2.42	2.48	2.65	2.72	2.68	2.68	2.50	2.48
Coffee, bean and ground	0.09	0.06	0.06	0.04	0.06	0.06	0.06	0.18	0.13	0.17	0.07	0.07	0.05	0.07	0.12
Coffee, instant	0.42	0.24	0.33	0.49	0.42	0.47	0.50	0.39	0.45	0.46	0.41	0.39	0.42	0.42	0.36
Coffee essences (fl. oz.)	0.06	0.10	0.01	0.02	0.08	0.02	0.15	0.12	0.04	0.02	0.04	0.06	0.06	0.06	0.14
Cocoa and drinking chocolate	0.20	0.18	0.15	0.16	0.16	0.19	0.22	0.23	0.24	0.21	0.16	0.19	0.19	0.20	0.37
Branded food drinks	0.25	0.18	0.10	0.11	0.28	0.22	0.30	0.33	0.29	0.26	0.21	0.23	0.23	0.28	0.33
Total Beverages	3.61	3.86	2.81	3.41	3.75	3.85	3.83	3.67	3.63	3.77	3.61	3.60	3.60	3.53	3.80
MISCELLANEOUS:															
Baby foods, canned or bottled	0.82	0.72	0.84	0.46	0.66	1.32	0.47	0.41	0.95	1.11	1.01	0.70	0.70	0.78	0.29
Soups, canned	3.54	3.40	7.67	4.13	3.52	3.84	3.36	1.89	2.61	2.56	4.50	3.61	3.61	3.46	2.64
Soups, dehydrated or powdered	0.11	0.07	0.14	0.11	0.14	0.15	0.14	0.09	0.10	0.08	0.14	0.12	0.12	0.12	0.09
Spreads and dressings	0.26	0.08	0.20	0.18	0.25	0.16	0.20	0.26	0.36	0.28	0.19	0.24	0.34	0.31	0.19
Pickles and sauces	1.55	1.94	1.77	1.94	1.45	1.28	1.49	1.42	1.54	1.48	1.43	1.66	1.66	1.68	1.34
Meat and vegetable extracts	0.15	0.10	0.07	0.11	0.12	0.14	0.16	0.14	0.20	0.19	0.12	0.13	0.13	0.16	0.16
Table jellies, squares and crystals	0.08	0.10	0.07	0.08	0.06	0.08	0.10	0.09	0.10	0.10	0.07	0.08	0.08	0.08	0.04
Ice cream (served as part of a meal), mousse, soufflé	0.86	1.12	0.66	0.92	0.64	0.58	0.87	0.78	1.16	1.15	0.67	0.70	0.70	0.81	0.88
All quick-frozen foods not specified above	0.16	0.14	0.19	0.16	0.08	0.10	0.20	0.12	0.21	0.24	0.15	0.14	0.14	0.15	0.04
Salt	1.00	1.27	0.96	0.79	0.90	0.90	1.17	0.98	1.04	1.12	0.95	0.89	0.89	1.28	0.63

TABLE 25
Household food consumption according to region and type of area; annual averages for individual foods, 1971
(oz per person per week, except where otherwise stated)

	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	Conurbations			Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns				
MILK AND CREAM:																		
Liquid milk	4.46	4.54	4.16	3.85	4.14	4.38	4.56	4.66	4.55	4.74	4.74	4.08	4.45	4.44	4.65	4.72		
Full price	0.20	0.13	0.22	0.18	0.20	0.15	0.22	0.20	0.18	0.20	0.22	0.19	0.20	0.17	0.21	0.16		
Welfare	0.08	0.08	0.09	0.09	0.04	0.08	0.06	0.11	0.06	0.08	0.08	0.06	0.10	0.08	0.08	0.06		
School																		
Total Liquid Milk	4.74	4.75	4.47	4.12	4.38	4.61	4.84	4.97	4.79	5.03	5.04	4.33	4.75	4.69	4.94	4.94		
Condensed milk (eq. pt.)	0.18	0.12	0.14	0.22	0.15	0.18	0.20	0.20	0.16	0.21	0.20	0.17	0.20	0.19	0.18	0.17		
Dried milk	0.01	0.04	0.01	—	0.01	—	—	0.01	0.04	—	—	0.02	0.01	—	0.01	0.02		
National (eq. pt.)	0.08	0.06	0.11	0.04	0.14	0.10	0.10	0.06	0.06	0.06	0.08	0.11	0.08	0.07	0.04	0.07		
Branded (eq. pt.)	0.11	0.14	0.09	0.11	0.13	0.10	0.07	0.10	0.10	0.12	0.13	0.11	0.11	0.12	0.10	0.10		
Other milk (pt.)	0.04	0.04	0.02	0.02	0.04	0.04	0.03	0.03	0.05	0.04	0.04	0.03	0.04	0.04	0.04	0.04		
Cream																		
Total Milk and Cream (pt. or eq. pt.)	5.16	5.15	4.84	4.51	4.85	5.03	5.24	5.37	5.20	5.46	5.49	4.77	5.19	5.11	5.31	5.34		
CHEESE:																		
Natural	3.25	3.17	2.62	2.62	2.76	3.16	3.53	3.57	3.11	3.66	3.68	2.87	3.10	3.26	3.58	3.20		
Processed	0.38	0.36	0.36	0.37	0.40	0.46	0.38	0.31	0.37	0.39	0.38	0.36	0.38	0.40	0.38	0.41		
Total Cheese	3.63	3.53	2.98	2.99	3.16	3.62	3.91	3.88	3.48	4.05	4.06	3.23	3.48	3.66	3.96	3.61		
MEAT AND MEAT PRODUCTS:																		
Carcass meat	7.96	7.74	10.14	8.94	8.06	7.14	6.91	6.50	7.52	7.93	8.95	7.87	7.50	7.50	8.60	7.28		
Beef and veal	5.41	5.92	2.48	3.46	4.35	6.02	4.14	5.48	4.91	6.96	8.05	5.27	5.02	4.19	5.26	5.06		
Mutton and lamb	3.04	2.73	1.58	2.34	3.35	1.86	2.78	3.94	3.97	3.72	4.00	2.59	2.83	2.66	3.35	3.55		
Pork																		
Total Carcass Meat	16.41	16.39	14.20	14.74	15.76	15.02	13.83	15.92	16.40	18.61	21.00	15.73	15.35	14.35	17.21	15.89		
Other meat	0.16	0.20	0.43	0.16	0.01	0.13	0.11	0.06	0.28	0.14	0.07	0.23	0.14	0.20	0.14	0.19		
Bones	0.80	0.63	0.56	0.62	0.88	0.70	0.88	0.80	0.82	0.95	0.94	0.62	0.79	0.86	0.84	0.76		
Liver	0.49	0.50	0.25	0.29	0.31	0.53	0.45	0.39	0.53	0.61	0.57	0.50	0.48	0.46	0.46	0.42		
Offals, other than liver	5.12	6.20	3.96	6.04	6.00	5.46	5.43	5.72	4.40	4.52	4.69	5.43	5.01	4.62	5.76	5.17		
Bacon and ham, uncooked																		
Bacon and ham, cooked																		
including canned	0.92	1.08	0.80	1.06	0.96	0.88	1.18	0.88	1.03	0.86	1.00	0.90	0.90	0.96	0.90	0.86		
Cooked chicken	0.21	0.19	0.13	0.32	0.33	0.42	0.21	0.14	0.02	0.14	0.18	0.35	0.20	0.18	0.14	0.13		

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

TABLE 25—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Other meat— <i>contid.</i>	0.39	0.48	0.50	0.48	0.34	0.38	0.38	0.42	0.38	0.33	0.34	0.42	0.43	0.43	0.33	0.32
Corned meat	0.68	0.51	1.09	0.84	0.60	0.78	0.74	0.59	0.64	0.52	0.58	0.77	0.72	0.79	0.50	0.54
Other cooked meat, not canned	1.85	2.91	1.51	2.96	2.30	2.12	1.99	1.69	1.91	1.35	1.20	2.19	1.91	1.90	1.92	1.70
Other canned meat	3.27	3.00	2.08	2.49	2.81	3.18	2.70	3.68	3.51	3.91	3.87	3.32	3.31	3.44	2.72	2.02
Broiler chicken, uncooked	0.82	0.80	0.68	0.50	0.62	1.35	0.50	0.58	1.10	0.84	1.00	1.07	0.58	0.56	0.94	1.01
Other poultry, uncooked, not quick-frozen	0.62	0.64	0.20	0.47	0.83	0.50	0.82	0.34	0.55	0.84	0.84	0.50	0.66	0.65	0.59	0.38
Other poultry, uncooked, quick-frozen	0.12	0.10	0.08	0.11	0.18	0.06	0.12	0.15	0.05	0.13	0.12	0.13	0.11	0.13	0.08	0.12
Rabbit, game and other meat	2.36	2.28	1.16	2.17	1.84	1.66	2.96	3.12	1.81	2.99	2.79	1.65	2.32	2.34	2.81	2.53
Sausages, uncooked, pork	1.33	1.37	3.63	1.60	1.17	1.25	0.54	0.47	1.27	0.82	1.06	1.93	1.15	1.60	0.70	0.94
Sausages, uncooked, beef	0.71	0.46	0.45	0.85	1.15	0.44	1.36	0.95	0.37	0.65	0.62	0.70	0.72	0.65	0.89	0.79
Meat pies and sausage rolls, ready to eat	0.55	0.96	0.19	0.44	0.57	0.36	0.55	0.67	0.67	0.63	0.53	0.44	0.61	0.65	0.52	0.32
Quick-frozen meat (other than uncooked poultry), or quick-frozen meat products	2.20	1.70	3.94	3.50	1.63	2.83	1.62	1.45	2.27	1.57	1.75	2.70	2.30	2.40	1.67	1.89
Other meat products	22.60	24.01	21.64	24.90	22.73	23.03	22.54	22.10	21.61	21.80	22.15	23.85	22.10	23.06	21.91	20.09
Total Other Meat and Meat Products	39.01	40.40	35.94	39.64	38.49	38.05	36.37	38.02	38.01	40.41	43.15	39.58	36.45	38.41	39.12	35.98
Total Meat and Meat Products	1.10	0.82	2.25	1.74	0.82	0.88	0.89	1.01	0.61	0.88	1.02	1.08	1.10	1.20	1.08	0.98
FISH:	0.71	0.72	0.80	0.31	1.15	1.32	0.41	0.39	0.74	0.52	0.58	1.32	0.49	0.58	0.58	0.63
White, filleted, fresh	0.26	0.36	0.04	0.28	0.31	0.20	0.30	0.27	0.28	0.33	0.32	0.18	0.31	0.22	0.33	0.21
White, unfileted, quick-frozen	0.01	0.02	0.04	0.01	0.06	0.04	0.01	0.02	0.11	0.11	0.08	0.05	0.02	0.01	0.10	0.16
Herrings, filleted, fresh	0.08	0.02	0.15	0.10	0.03	0.12	0.08	0.05	0.11	0.12	0.10	0.09	0.12	0.12	0.08	0.24
Herrings, unfileted, fresh	0.12	0.38	0.06	0.03	0.03	0.12	0.12	0.11	0.28	0.20	0.10	0.12	0.13	0.12	0.08	0.16
Fat, fresh, other than herrings	0.28	0.11	0.71	0.25	0.19	0.18	0.24	0.14	0.13	0.30	0.34	0.23	0.31	0.31	0.21	0.28
White, processed	0.06	0.07	0.04	0.10	0.07	0.05	0.04	0.07	0.06	0.07	0.07	0.08	0.06	0.04	0.06	0.06
Fat, processed, filleted	0.13	0.17	0.22	0.15	0.09	0.07	0.06	0.06	0.06	0.10	0.22	0.12	0.10	0.12	0.10	0.19
Fat, processed, unfileted	0.05	0.02	0.02	0.02	0.03	0.05	0.13	0.02	0.03	0.08	0.11	0.04	0.04	0.06	0.03	0.03
Shell	0.94	0.36	0.36	1.56	1.87	0.88	1.31	0.81	0.85	0.77	0.89	1.36	0.92	0.79	0.84	0.59
Cooked	0.38	0.56	0.21	0.42	0.45	0.46	0.60	0.45	0.20	0.30	0.34	0.48	0.34	0.41	0.35	0.21
Salmon, canned	0.25	0.29	0.11	0.17	0.24	0.18	0.32	0.22	0.26	0.31	0.32	0.20	0.23	0.27	0.23	0.26
Other canned or bottled frozen fish products, not quick-frozen	0.13	0.08	0.13	0.26	0.17	0.13	0.15	0.11	0.12	0.09	0.10	0.14	0.13	0.13	0.14	0.09
Quick-frozen fish products, and quick-frozen fish, not specified above	0.65	0.82	0.31	0.71	0.67	0.56	0.64	0.56	0.65	0.78	0.72	0.46	0.66	0.69	0.79	0.46
Total Fish	5.15	4.80	5.45	6.11	6.15	5.12	5.30	4.30	4.38	4.84	5.21	5.84	4.96	5.01	4.92	4.39

TABLE 25—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 (n) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
EGGS (Eggs purchased) . . . (no.)	4.55 (4.37)	4.62 (3.94)	4.65 (4.36)	4.86 (4.79)	4.92 (4.69)	4.42 (4.22)	4.44 (4.10)	4.36 (4.26)	4.40 (3.90)	4.47 (4.37)	4.54 (4.53)	4.49 (4.45)	4.50 (4.44)	4.45 (4.37)	4.77 (4.26)	4.69 (3.45)
FATS:																
Butter	5.53	8.22	4.92	5.36	5.18	4.85	5.22	5.38	5.71	5.88	6.08	4.86	5.65	5.42	5.62	5.94
Margarine	3.15	2.78	3.60	3.52	4.06	4.18	3.42	3.02	2.94	2.42	2.29	3.74	2.89	3.28	3.30	3.90
Lard and compound cooking fat	1.98	1.97	1.06	2.08	2.38	1.98	2.76	2.35	2.06	1.82	1.80	1.93	1.95	2.14	2.18	1.72
Suet	0.12	0.03	0.04	0.16	0.10	0.06	0.12	0.12	0.24	0.16	0.11	0.08	0.12	0.14	0.16	0.16
Vegetable and salad oils (fl. oz.)	0.62	0.86	0.38	0.42	0.48	0.77	0.59	0.42	0.56	0.77	0.95	0.63	0.52	0.56	0.60	0.38
All other fats	0.20	0.12	0.38	0.26	0.20	0.19	0.29	0.07	0.24	0.16	0.14	0.16	0.26	0.24	0.15	0.26
Total Fats	11.60	13.98	10.38	11.80	12.60	12.03	12.40	11.36	11.75	11.21	11.37	11.40	11.39	11.76	12.01	12.36
SUGAR AND PRESERVES:																
Sugar	15.80	17.54	15.86	14.93	16.12	16.74	19.00	16.39	15.61	14.56	14.46	16.64	15.46	16.07	15.97	16.98
Jams, jellies and fruit curds	1.28	1.28	1.67	1.39	1.26	1.42	1.27	1.04	1.25	1.11	1.15	1.43	1.30	1.26	1.20	1.23
Marmalade	0.88	0.72	0.85	0.83	0.96	1.00	0.75	0.69	0.97	0.90	0.84	0.79	0.88	0.89	1.02	0.72
Syrup, treacle and honey	0.55	0.26	1.17	0.54	0.78	0.48	0.34	0.52	0.53	0.50	0.44	0.43	0.45	0.62	0.70	1.11
Total Sugar and Preserves	18.51	19.80	19.55	17.69	19.12	19.64	21.36	18.64	18.36	17.07	16.89	19.29	18.09	18.84	18.89	20.04
VEGETABLES:																
Old potatoes																
January–August, not pre-packed	16.55	19.66	13.82	19.50	15.47	16.70	17.53	19.34	17.59	14.30	17.07	16.23	18.25	15.52	15.80	11.95
January–August, pre-packed	4.14	2.33	7.82	4.40	3.08	3.84	2.06	2.70	5.94	3.36	4.06	5.75	4.66	4.50	2.13	0.52
New potatoes																
January–August, not pre-packed	10.32	11.16	9.41	10.36	11.44	13.04	9.06	11.56	9.34	8.96	10.14	11.51	10.12	10.12	10.02	8.80
January–August, pre-packed	1.08	0.24	2.81	2.26	0.56	0.70	0.77	0.44	1.32	0.70	0.96	1.37	1.16	0.98	1.04	0.10
Potatoes																
September–December, not pre-packed	13.43	11.41	9.22	13.83	14.21	15.85	22.97	15.16	16.26	11.77	12.75	13.07	12.39	15.77	13.72	14.07
September–December, pre-packed	3.66	4.84	7.65	3.28	1.81	2.35	2.37	2.87	2.48	3.14	4.70	3.41	5.34	2.71	1.98	0.57
Total Potatoes (Potatoes purchased)	49.18 (45.65)	49.64 (41.30)	50.73 (42.87)	53.63 (51.13)	46.57 (42.65)	52.48 (51.28)	54.76 (47.48)	52.07 (49.15)	52.93 (46.63)	42.23 (38.87)	49.68 (48.45)	51.34 (50.55)	51.92 (50.51)	49.60 (46.42)	44.69 (36.17)	36.01 (16.94)

TABLE 25—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area						
	All households	Wales		Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (and East Anglia)	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Cabbages, fresh	4.68	5.09	2.68	3.33	4.27	3.35	4.60	4.98	5.66	5.85	6.64	3.74	4.60	4.18	4.89	4.14	
Brussels sprouts, fresh	2.63	1.88	1.08	1.94	2.88	1.74	4.50	3.00	3.34	3.17	3.11	1.96	2.80	2.70	2.83	1.86	
Cauliflower, fresh	2.71	3.33	0.99	2.16	3.16	3.07	3.50	3.50	3.34	2.91	2.76	2.32	2.78	2.82	2.97	2.38	
Leafy salads	1.30	1.19	0.60	0.96	1.57	1.24	1.42	1.29	1.17	1.54	1.45	1.14	1.30	1.23	1.43	1.24	
Peas, fresh	0.53	0.63	0.08	0.29	0.93	0.38	0.66	0.75	0.56	0.57	0.56	0.52	0.36	0.49	0.82	0.65	
Peas, quick-frozen	1.12	1.05	0.08	0.26	0.96	0.73	1.06	0.97	1.24	1.87	2.04	0.59	1.13	1.09	1.08	0.63	
Beans, fresh	1.35	2.55	0.08	0.31	0.84	0.38	2.17	1.50	2.76	2.08	1.60	0.37	1.37	1.22	1.85	3.42	
Beans, quick-frozen	0.31	0.25	0.05	0.10	0.32	0.22	0.21	0.22	0.25	0.52	0.61	0.21	0.30	0.27	0.27	0.12	
Other fresh green vegetables	0.19	0.03	0.06	0.10	0.05	0.04	0.37	0.16	0.34	0.36	0.24	0.02	0.22	0.23	0.24	0.38	
Total Fresh Green Vegetables	14.82	16.00	5.77	9.45	14.98	10.32	18.06	16.37	17.82	18.87	19.01	10.87	14.86	14.23	16.38	14.82	
Carrots, fresh	3.07	3.24	2.85	3.51	3.56	4.17	2.34	2.56	3.54	2.68	2.49	3.20	2.88	3.06	3.72	2.99	
Turnips and swedes, fresh	1.37	2.59	2.73	2.17	1.69	0.82	0.43	0.82	2.82	0.83	0.72	1.70	1.40	1.48	1.23	2.04	
Other root vegetables, fresh	0.94	2.04	0.22	0.52	0.69	0.56	1.01	0.92	0.98	1.40	1.40	0.54	0.82	0.91	1.13	1.31	
Onions, shallots, leeks, fresh	3.04	3.32	2.94	3.37	3.92	4.10	2.32	2.73	2.47	2.60	2.80	3.62	2.92	2.95	2.93	2.76	
Cucumbers, fresh	0.75	0.82	0.21	0.45	0.44	0.40	0.94	0.78	0.77	1.16	1.27	0.42	0.72	0.70	0.78	0.76	
Mushrooms, fresh	0.44	0.49	0.13	0.44	0.46	0.34	0.38	0.42	0.37	0.59	0.54	0.35	0.46	0.38	0.50	0.32	
Miscellaneous fresh vegetables	0.96	0.35	0.19	0.37	0.87	0.62	1.22	0.76	0.44	1.64	1.44	0.54	0.94	0.86	1.22	0.62	
Canned peas	2.84	3.44	2.48	4.09	2.90	3.24	2.93	3.18	3.14	2.10	2.10	3.43	3.20	2.85	2.42	1.98	
Canned beans	3.60	4.00	3.76	3.70	3.73	3.52	3.69	3.58	3.59	3.36	3.15	3.94	3.88	3.60	3.28	3.10	
Canned vegetables, other than pulses or potatoes	1.06	0.85	0.58	1.33	1.16	1.42	1.02	0.93	0.92	1.02	1.07	1.15	1.13	1.06	0.91	0.64	
Dried pulses, other than air-dried	0.40	0.44	1.22	0.64	0.35	0.50	0.52	0.16	0.26	0.14	0.22	0.48	0.45	0.43	0.32	0.56	
Air-dried vegetables	0.02	0.02	0.03	0.01	0.02	0.02	0.02	0.02	0.02	0.03	0.04	0.02	0.03	0.03	0.02	0.03	
Chips, not quick-frozen	1.15	0.60	0.82	1.75	1.93	1.31	1.73	1.22	1.18	0.76	0.82	1.52	1.11	1.38	0.96	0.67	
Other potato products, not quick-frozen	0.76	0.79	0.89	0.89	0.67	0.74	0.96	0.74	0.75	0.64	0.61	0.80	0.85	0.86	0.64	0.48	
Other vegetable products	0.14	0.04	0.09	0.31	0.08	0.16	0.02	0.07	0.04	0.20	0.25	0.13	0.10	0.10	0.17	0.05	
All quick-frozen vegetables, not specified above	0.42	0.34	0.23	0.36	0.59	0.38	0.36	0.30	0.21	0.53	0.58	0.40	0.42	0.40	0.38	0.17	
Total Other Vegetables and Vegetable Products	20.96	23.37	19.37	23.91	23.06	22.30	19.89	19.19	21.50	19.68	19.50	22.24	21.31	21.05	20.61	18.48	
Total Vegetables	84.96	89.01	75.87	86.99	84.61	85.10	92.71	87.63	92.25	80.78	88.19	84.45	88.09	84.88	81.68	69.31	

TABLE 25—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area				
	All household	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (incl) East Anglia	Other urban areas			Semi-rural areas	Rural areas
											Larger towns	Smaller towns	Provincial		
FRUIT:															
Fresh	3.70	3.84	3.12	2.97	4.35	3.85	2.95	3.41	4.10	4.41	3.49	3.51	3.44	4.02	3.12
Oranges	1.89	1.66	1.35	1.32	1.89	1.90	1.52	1.53	2.38	2.49	1.66	1.69	1.56	2.36	1.53
Other citrus fruit	7.80	8.92	5.17	6.55	7.17	7.22	7.71	7.83	9.38	9.55	6.58	7.20	7.64	8.80	8.00
Apples	0.90	0.81	0.71	0.96	0.98	1.07	0.98	0.71	0.97	1.12	0.97	0.81	0.84	0.92	0.56
Pears	0.63	0.74	0.21	0.30	0.33	0.53	0.54	0.75	0.84	0.94	0.38	0.68	0.52	0.70	0.63
Stone fruit	0.39	0.42	0.30	0.34	0.43	0.38	0.33	0.20	0.48	0.61	0.39	0.38	0.36	0.32	0.24
Grapes	0.60	1.01	0.23	0.44	0.51	0.62	0.68	1.31	0.73	0.58	0.33	0.27	0.66	1.02	1.26
Soft fruit, other than grapes	3.12	3.16	2.81	2.84	3.10	2.94	2.97	3.06	3.50	3.60	2.98	2.87	3.23	3.36	2.46
Bananas	0.54	0.94	0.43	0.43	0.46	0.47	0.53	0.54	0.66	0.52	0.40	0.41	0.79	0.55	1.02
Rhubarb	3.99	4.80	2.57	3.92	3.94	3.88	4.04	3.85	4.53	4.57	3.50	3.93	3.84	4.24	4.19
Tomatoes	0.50	0.44	0.56	0.48	0.54	0.66	0.48	0.16	0.54	0.46	0.64	0.49	0.35	0.54	0.56
Other fresh fruit															
Total Fresh Fruit	24.06	26.74	17.72	20.55	23.90	23.52	22.92	23.09	28.11	28.85	21.32	22.39	23.23	26.83	23.37
Other Fruit															
Tomatoes, canned and bottled	0.85	0.74	0.10	0.68	1.02	0.70	1.91	0.56	0.82	0.88	0.72	0.97	0.92	0.81	0.46
Canned peaches, pears and pineapples	2.25	2.50	2.36	1.88	2.11	1.88	2.25	2.16	2.43	2.67	2.00	2.15	2.22	2.38	2.29
Other canned or bottled fruit	2.23	1.76	1.64	2.15	1.72	2.12	2.26	2.42	2.66	2.54	1.91	2.10	2.50	2.41	1.70
Dried fruit and dried fruit products	1.02	1.28	0.74	0.82	1.16	0.71	1.14	1.00	1.20	1.20	0.80	0.87	1.06	1.19	1.57
Nuts and nut products	0.26	0.19	0.16	0.15	0.27	0.18	0.23	0.16	0.41	0.43	0.17	0.21	0.26	0.32	0.15
Fruit juices (fl. oz.)	0.86	1.02	0.73	0.66	0.70	0.79	0.51	0.78	1.18	1.08	0.71	0.91	0.70	1.01	0.61
Welfare orange juice (fl. oz.)	0.04	0.04	0.02	—	0.02	0.06	0.02	0.06	0.02	0.04	0.04	0.02	0.05	0.06	0.04
Total Other Fruit and Fruit Products	7.51	7.53	5.75	6.34	7.00	6.44	8.32	7.82	8.76	8.84	6.35	7.23	7.71	8.18	6.82
Total Fruit	31.57	34.27	23.47	26.89	30.90	29.96	31.24	29.78	36.87	37.69	27.67	29.62	30.94	35.01	30.39
CEREALS:															
Brown bread	2.58	3.55	2.19	3.94	3.06	3.34	1.98	2.02	2.46	2.34	2.73	2.24	2.55	3.05	3.24
White bread, large loaves, unwrapped	6.14	16.76	5.11	1.90	2.54	3.74	8.08	5.88	8.40	7.71	3.14	5.48	5.72	7.58	14.69
White bread, large loaves, wrapped	18.88	14.33	25.44	23.11	15.18	19.07	20.54	23.44	14.24	15.98	22.62	20.64	18.02	16.42	13.09
White bread, small loaves, unwrapped	2.78	3.28	0.58	2.90	5.00	4.12	2.83	2.25	2.57	2.71	3.34	2.65	2.67	2.72	2.16
White bread, small loaves, wrapped	2.07	0.76	1.04	3.24	3.57	3.31	2.10	1.67	1.39	1.81	3.16	2.06	1.96	1.48	0.83
Wholewheat and wholemeal bread	0.49	0.59	0.17	0.28	0.60	0.42	0.34	0.48	0.64	0.54	0.43	0.52	0.45	0.49	0.38
Other bread	2.82	1.75	6.20	3.39	3.11	2.73	2.21	2.24	2.09	2.13	3.41	2.80	3.15	2.40	2.96
Total Bread	35.76	41.02	40.73	38.76	33.06	36.73	38.08	37.98	31.79	33.22	38.83	36.39	34.52	34.14	37.35

TABLE 25—continued
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All household	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		
CEREALS—cont'd.																
Flour	5.86	6.79	3.62	6.81	8.88	5.39	6.81	4.92	8.48	5.57	5.86	4.99	6.03	7.37	7.78	
Buns, scones and teacakes	1.42	1.18	2.64	1.89	2.74	1.96	2.74	3.92	1.09	0.74	0.78	1.36	1.52	1.13	1.52	
Cakes and pastries	4.04	3.96	4.44	4.57	3.49	4.13	4.30	3.92	4.73	3.86	3.82	4.18	4.48	3.66	3.56	
Biscuits, other than chocolate biscuits	4.80	4.63	5.77	5.09	4.76	4.36	4.16	4.33	5.04	4.93	5.26	4.84	4.91	4.63	4.83	
Chocolate biscuits	1.00	0.81	1.58	1.57	1.20	0.95	0.70	0.70	0.84	0.79	0.83	1.01	1.04	0.97	0.93	
Oatmeal and oat products	0.53	0.37	1.74	0.28	0.36	0.70	0.44	0.44	0.32	0.40	0.44	0.42	0.56	0.50	1.61	
Breakfast cereals	2.68	2.78	1.70	2.27	2.67	2.74	2.99	2.99	2.64	2.96	2.95	2.74	2.74	2.77	2.22	
Canned milk puddings	1.68	1.62	1.60	1.95	2.01	1.98	1.85	1.55	1.52	1.31	1.22	1.95	1.60	1.43	1.08	
Other puddings	0.31	0.17	0.37	0.40	0.34	0.37	0.37	0.33	0.18	0.24	0.24	0.37	0.36	0.18	0.08	
Rice	0.49	0.58	0.39	0.44	0.46	0.34	0.38	0.46	0.49	0.62	0.77	0.42	0.44	0.39	0.45	
Invalid foods, including slimming foods	0.13	0.17	0.08	0.08	0.22	0.11	0.08	0.10	0.17	0.16	0.12	0.06	0.16	0.18	0.18	
Infant foods, other than canned or bottled	0.11	0.11	0.10	0.06	0.09	0.18	0.09	0.12	0.09	0.11	0.12	0.11	0.09	0.14	0.08	
Cereal convenience foods, including canned, not specified above	1.72	1.36	1.94	1.40	1.42	1.29	1.50	1.57	1.61	2.07	2.18	1.84	1.70	1.46	1.38	
Other cereal foods	0.24	0.19	0.56	0.20	0.14	0.09	0.13	0.22	0.24	0.35	0.38	0.23	0.34	0.16	0.35	
Total Cereals	60.77	65.74	67.26	65.77	61.84	61.32	62.74	60.57	60.45	55.90	58.19	60.91	60.56	59.11	63.40	
BEVERAGES:																
Tea	2.39	2.33	2.28	2.43	2.36	2.44	2.64	2.38	2.52	2.31	2.42	2.44	2.40	2.17	2.10	
Coffee, bean and ground	0.10	0.03	0.08	0.06	0.04	0.14	0.09	0.05	0.15	0.14	0.09	0.09	0.09	0.13	0.15	
Coffee, instant	0.44	0.30	0.32	0.46	0.46	0.50	0.51	0.41	0.41	0.47	0.52	0.39	0.46	0.47	0.41	
Coffee essences (fl. oz.)	0.06	0.08	0.03	0.03	0.02	0.03	0.14	0.15	0.12	0.06	0.04	0.05	0.09	0.10	0.11	
Cocoa and drinking chocolate	0.16	0.11	0.10	0.10	0.16	0.13	0.16	0.19	0.22	0.20	0.19	0.14	0.14	0.20	0.18	
Branded food drinks	0.21	0.11	0.02	0.11	0.16	0.20	0.35	0.35	0.24	0.24	0.18	0.24	0.22	0.27	0.14	
Total Beverages	3.36	2.96	2.83	3.19	3.16	3.44	3.89	3.53	3.66	3.42	3.44	3.35	3.40	3.34	3.09	
MISCELLANEOUS:																
Baby foods, canned or bottled	0.66	0.40	0.58	0.39	0.58	0.76	0.60	0.50	0.22	0.88	1.04	0.62	0.57	0.58	0.42	
Soups, canned	3.09	2.13	5.68	3.64	3.36	3.41	2.34	2.54	2.36	2.26	2.31	3.38	3.16	2.57	2.01	
Soups, dehydrated or powdered	0.10	0.06	0.08	0.09	0.10	0.12	0.12	0.12	0.14	0.10	0.11	0.10	0.11	0.09	0.12	
Accelerated freeze dried foods (excl. coffee)	0.28	0.19	0.20	0.22	0.30	0.20	0.32	0.26	0.29	0.39	0.33	0.27	0.32	0.36	0.29	
Spreads and dressings	1.51	1.88	1.48	1.53	1.39	1.16	1.41	1.50	1.41	1.63	1.90	1.50	1.43	1.48	1.18	
Pickles and sauces	0.16	0.12	0.08	0.09	0.16	0.11	0.16	0.13	0.14	0.22	0.25	0.16	0.13	0.17	0.12	
Meat and vegetable extracts	0.08	0.09	0.10	0.06	0.07	0.06	0.09	0.08	0.08	0.10	0.10	0.09	0.10	0.07	0.10	
Table jellies, squares and crystals (eq. pt.)	0.08	0.09	0.10	0.06	0.07	0.06	0.09	0.08	0.08	0.10	0.10	0.09	0.10	0.07	0.10	
Ice cream (served as part of a meal), mousse, soufflé	0.88	0.95	0.92	0.68	0.76	0.53	0.73	0.68	0.76	1.20	1.11	0.97	0.88	0.74	1.05	
All quick-frozen foods not specified above	0.18	0.15	1.08	0.17	0.18	0.13	0.08	0.09	0.13	0.25	0.30	0.16	0.18	0.11	0.17	
Salt	0.92	1.10	1.08	0.70	0.78	0.82	1.02	0.93	1.04	0.98	0.89	0.91	0.91	0.66	1.56	

Tables relating to income group differences
in average consumption, expenditure or
prices

TABLE 26

Household expenditure on seasonal, convenience and other foods, together with food price indices according to income group; annual averages, 1970 and 1971

	Income group								All households
	A			B	C	D			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	OAP	
	£	£	£	£	£	£	£	£	£
	<i>(per person per week)</i>								
	1970								
Expenditure on:									
Seasonal foods	0.77	0.63	0.67	0.55	0.52	0.51	0.54	0.64	0.56
Convenience foods									
Canned	0.20	0.19	0.19	0.19	0.20	0.18	0.18	0.17	0.15
Quick-frozen	0.08	0.05	0.06	0.04	0.04	0.03	0.02	0.02	0.04
Other	0.28	0.31	0.30	0.30	0.29	0.26	0.24	0.24	0.25
<i>Total convenience foods</i>	<i>0.56</i>	<i>0.55</i>	<i>0.55</i>	<i>0.54</i>	<i>0.52</i>	<i>0.47</i>	<i>0.44</i>	<i>0.44</i>	<i>0.52</i>
All other foods	1.31	1.06	1.13	1.02	1.00	0.95	0.89	1.15	1.03
<i>Total expenditure</i>	<i>2.63</i>	<i>2.24</i>	<i>2.35</i>	<i>2.11</i>	<i>2.04</i>	<i>1.93</i>	<i>1.88</i>	<i>2.22</i>	<i>2.11</i>
Value of garden and allotment produce (a)	0.11	0.08	0.09	0.05	0.04	0.02	0.04	0.05	0.05
Value of consumption	2.75	2.31	2.44	2.15	2.09	1.95	1.92	2.27	2.16
	1971								
Expenditure on:									
Seasonal foods	0.84	0.73	0.76	0.64	0.59	0.56	0.64	0.68	0.64
Convenience foods									
Canned	0.19	0.18	0.18	0.19	0.19	0.19	0.18	0.17	0.19
Quick-frozen	0.07	0.06	0.06	0.05	0.04	0.03	0.04	0.02	0.04
Other	0.31	0.31	0.31	0.32	0.31	0.32	0.30	0.26	0.31
<i>Total convenience foods</i>	<i>0.57</i>	<i>0.54</i>	<i>0.55</i>	<i>0.56</i>	<i>0.53</i>	<i>0.55</i>	<i>0.52</i>	<i>0.45</i>	<i>0.54</i>
All other foods	1.35	1.16	1.21	1.11	1.08	1.04	1.08	1.21	1.12
<i>Total expenditure</i>	<i>2.77</i>	<i>2.43</i>	<i>2.52</i>	<i>2.31</i>	<i>2.20</i>	<i>2.14</i>	<i>2.24</i>	<i>2.34</i>	<i>2.31</i>
Value of garden and allotment produce (a)	0.11	0.07	0.08	0.06	0.06	0.04	0.06	0.05	0.05
Value of consumption	2.87	2.50	2.60	2.37	2.26	2.18	2.29	2.39	2.36
	<i>per cent (all households = 100)</i>								
Expenditure as percentage of that in all households									
1966	123.1	107.9	111.6	97.8	96.7	96.5	105.7	99.4	100.0
1967	130.5	108.1	113.6	99.1	95.9	96.8	97.7	103.4	100.0
1968	121.8	107.4	110.6	97.8	97.1	97.7	93.6	102.0	100.0
1969	115.9	105.4	108.0	98.9	95.3	92.7	100.6	103.1	100.0
1970	125.0	106.1	111.6	100.0	97.0	91.6	89.0	105.6	100.0
1971	120.0	105.5	109.2	100.3	95.6	92.9	97.0	101.7	100.0
Value of consumption as percentage of that in all households									
1966	126.7	108.7	113.0	97.7	97.3	96.0	105.7	99.4	100.0
1967	132.4	109.5	115.1	99.1	96.4	95.9	97.9	103.6	100.0
1968	123.1	108.5	111.7	97.7	97.2	97.5	93.6	102.0	100.0
1969	117.9	106.0	109.0	98.6	95.6	92.5	100.5	103.3	100.0
1970	127.2	107.2	113.1	99.8	96.7	90.4	88.8	105.1	100.0
1971	121.9	106.2	110.2	100.5	95.9	92.3	97.3	101.6	100.0
Price index (all foods)									
1966	107.4	102.8	103.9	99.8	99.4	99.5	99.8	98.6	100.0
1967	106.4	103.1	103.9	100.0	99.6	99.3	98.3	99.8	100.0
1968	108.1	103.0	104.1	99.6	99.0	99.6	99.9	99.6	100.0
1969	108.4	102.7	104.1	99.7	98.3	97.7	98.2	98.1	100.0
1970	108.3	103.3	104.8	100.2	99.1	98.0	99.2	98.9	100.0
1971	106.6	102.3	103.4	100.3	99.2	98.1	100.4	99.5	100.0
'Price of energy' index (b) (all foods)									
1966	128.9	110.1	114.5	98.6	95.4	94.2	102.6	96.6	100.0
1967	127.3	112.5	116.3	100.3	95.7	94.0	96.2	98.4	100.0
1968	126.4	111.3	114.6	99.0	94.9	96.1	96.6	97.1	100.0
1969	124.6	108.2	112.2	99.3	94.2	94.1	99.4	97.3	100.0
1970	126.5	112.4	116.7	100.9	95.9	95.2	94.9	97.1	100.0
1971	124.3	110.9	114.4	100.4	95.6	94.7	97.4	96.6	100.0

(a) See Glossary.

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

TABLE 27
Household food consumption according to income group; main food groups, annual averages, 1970
 (oz per person per week, except where otherwise stated)

	Income group										All households	
	A			B	C	D			OAP			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)					
MILK AND CREAM:												
Liquid milk—full price	4.89	4.28	4.46	3.71	3.58	3.33	3.59	4.86	4.86	3.82		
Liquid milk—welfare and school	0.63	0.90	0.82	0.99	0.81	0.77	0.90	0.01	0.01	0.81		
<i>Total Liquid Milk</i>	5.52	5.18	5.28	4.70	4.39	4.10	4.49	4.87	4.87	4.63		
Condensed milk	0.16	0.18	0.17	0.20	0.22	0.17	0.13	0.22	0.22	0.20		
Dried and other milk	0.19	0.16	0.17	0.20	0.23	0.17	0.16	0.15	0.15	0.21		
Cream	0.10	0.06	0.07	0.04	0.02	0.02	0.02	0.02	0.02	0.04		
<i>Total Milk and Cream</i>	5.97	5.58	5.69	5.14	4.86	4.46	4.80	5.26	5.26	5.08		
CHEESE:												
Natural	4.22	3.57	3.76	3.20	3.10	2.74	3.00	3.65	3.65	3.25		
Processed	0.46	0.45	0.45	0.34	0.37	0.26	0.22	0.26	0.26	0.34		
<i>Total Cheese</i>	4.68	4.02	4.21	3.54	3.47	3.00	3.22	3.91	3.91	3.59		
MEAT:												
Beef and veal	11.82	8.82	9.68	8.72	7.36	7.67	5.64	8.34	8.34	7.80		
Mutton and lamb	5.28	4.97	5.06	5.06	4.78	4.27	4.75	7.67	7.67	5.25		
Pork	4.06	2.96	3.28	2.84	2.70	2.15	1.82	2.96	2.96	2.83		
<i>Total Carcass Meat</i>	21.16	16.75	18.02	16.62	14.84	14.09	12.21	18.97	18.97	15.88		
Bacon and ham, uncooked	5.81	5.58	5.62	5.14	5.24	4.94	4.82	6.14	6.14	5.32		
Poultry, uncooked	9.08	4.90	6.10	5.12	4.34	4.31	4.08	3.93	3.93	4.84		
Other meat	12.05	12.20	12.16	13.36	14.31	14.31	13.09	12.03	12.03	13.49		
<i>Total Meat</i>	48.10	39.43	41.90	40.24	38.73	37.65	34.20	41.07	41.07	39.53		

TABLE 27—continued
 (oz per person per week, except where otherwise stated)

	Income group										All households	
	A			B	C	D			OAP			
	A1	A2	A1 & A2	with earners (D1)	without earners (D2)							
FRUIT:												
Fresh	40.72	32.07	34.67	24.10	19.36	16.95	22.25	23.50	23.14			
Other	11.26	9.69	10.17	7.57	6.58	5.16	5.03	6.91	7.20			
<i>Total Fruit</i>	51.98	41.76	44.84	31.67	25.94	22.11	27.28	30.41	30.34			
CEREALS:												
Brown bread	2.71	2.93	2.86	2.18	2.20	2.66	2.66	4.60	2.42			
White bread	20.90	23.55	22.78	31.19	35.31	37.83	33.79	29.84	32.23			
Wholewheat and wholemeal bread	0.98	1.00	1.00	0.46	0.36	0.29	0.92	0.80	0.50			
Other bread	3.26	3.19	3.20	2.68	3.10	3.66	2.18	3.93	2.96			
<i>Total Bread</i>	27.85	30.67	29.84	36.51	40.97	44.44	39.55	39.17	38.11			
Flour	5.55	5.00	5.17	5.45	5.70	3.97	5.97	8.87	5.68			
Cakes (c)	4.82	5.43	5.26	5.76	5.84	4.84	4.56	6.58	5.68			
Biscuits	5.27	5.81	5.66	5.95	5.75	4.71	5.21	6.28	5.76			
Oatmeal and oat products	0.71	0.57	0.62	0.42	0.49	0.53	0.29	0.79	0.50			
Breakfast cereals	2.59	3.17	2.99	2.91	2.71	2.33	2.34	2.06	2.74			
Other cereals	3.65	4.36	4.17	4.61	4.79	4.52	4.56	5.85	4.72			
<i>Total Cereals</i>	50.44	55.01	53.71	61.61	66.25	65.34	62.48	69.60	63.19			
BEVERAGES:												
Tea	1.84	1.83	1.83	2.37	2.67	2.94	2.89	4.16	2.59			
Coffee	1.01	0.87	0.92	0.61	0.48	0.45	0.50	0.60	0.57			
Cocoa	0.28	0.21	0.23	0.24	0.15	0.17	0.18	0.23	0.20			
Branded food drinks	0.09	0.24	0.20	0.23	0.22	0.14	0.18	0.64	0.25			
<i>Total Beverages</i>	3.22	3.15	3.18	3.45	3.52	3.70	3.75	5.63	3.61			

(c) Includes buns, scones, teacakes, cakes and pastries.

TABLE 28
Household food consumption according to income group; main food groups, annual averages, 1971
 (oz per person per week, except where otherwise stated)

	Income group										All households	
	A			B	C	D			OAP			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)					
MILK AND CREAM:												
Liquid milk—full price	5.14	4.93	4.98	4.55	4.24	3.68	4.20	4.80	4.46			
Liquid milk—welfare and school	0.18	0.25	0.24	0.31	0.28	0.36	0.49	...	0.28			
<i>Total Liquid Milk</i>	5.32	5.18	5.22	4.86	4.52	4.04	4.69	4.80	4.74			
Condensed milk	0.14	0.14	0.14	0.19	0.19	0.21	0.23	0.20	0.18			
Dried and other milk	0.16	0.23	0.22	0.19	0.20	0.23	0.25	0.12	0.20			
Cream	0.08	0.05	0.06	0.04	0.02	0.02	0.02	0.03	0.04			
<i>Total Milk and Cream</i>	5.70	5.60	5.64	5.28	4.93	4.50	5.19	5.15	5.16			
CHEESE:												
Natural	3.89	3.55	3.64	3.32	3.03	2.78	3.00	3.61	3.25			
Processed	0.57	0.38	0.44	0.40	0.36	0.30	0.48	0.35	0.38			
<i>Total Cheese</i>	4.46	3.93	4.08	3.72	3.39	3.08	3.48	3.96	3.63			
MEAT:												
Beef and veal	11.54	8.66	9.36	7.60	7.71	7.16	6.51	8.52	7.96			
Mutton and lamb	6.37	6.21	6.22	5.20	4.96	3.99	5.20	6.50	5.41			
Pork	4.67	3.79	3.96	3.27	2.59	2.56	2.33	3.18	3.04			
<i>Total Carcass Meat</i>	22.58	18.66	19.54	16.07	15.26	13.71	14.04	18.20	16.41			
Bacon and ham, uncooked	5.21	5.04	5.09	5.21	4.76	4.94	5.33	5.70	5.12			
Poultry, uncooked	8.07	5.77	6.38	4.82	4.27	3.82	4.86	3.16	4.71			
Other meat	10.41	10.84	10.70	12.60	13.46	15.05	12.77	11.46	12.77			
<i>Total Meat</i>	46.27	40.31	41.71	38.70	37.75	37.52	37.00	38.52	39.01			

TABLE 28—continued
(oz per person per week, except where otherwise stated)

	Income group										All households	
	A		B		C		D			OAP		
	A1	A2	A1 & A2	B	C	with earners (D1)	without earners (D2)	OAP				
FISH:												
Fresh	2.23	2.06	2.09	1.78	1.83	2.26	2.01	3.38	2.02			
Processed and shell (a)	1.08	0.57	0.69	0.49	0.47	0.49	0.64	0.66	0.52			
Prepared (b)	1.24	1.33	1.30	1.70	1.74	1.87	1.83	1.70	1.70			
Quick-frozen	1.35	1.01	1.11	0.95	0.86	0.60	0.97	0.73	0.91			
<i>Total Fish</i>	5.90	4.97	5.19	4.92	4.90	5.22	5.45	6.47	5.15			
EGGS												
(Eggs purchased)	5.20 (4.88)	4.73 (4.56)	4.84 (4.64)	4.48 (4.26)	4.43 (4.18)	4.32 (4.27)	4.85 (4.74)	4.82 (4.73)	4.55 (4.37)			
FATS:												
Butter	6.36	5.77	5.92	5.68	5.07	4.94	5.28	6.67	5.53			
Margarine	1.82	2.38	2.23	3.04	3.56	3.70	3.54	3.45	3.15			
Lard and compound cooking fat	1.10	1.58	1.45	2.02	2.07	1.94	2.64	2.20	1.98			
Other fats	1.38	1.39	1.39	0.91	0.86	0.90	0.60	0.89	0.94			
<i>Total Fats</i>	10.66	11.12	10.99	11.65	11.56	11.48	12.06	13.21	11.60			
SUGAR AND PRESERVES:												
Sugar	12.93	13.04	12.99	15.46	16.62	16.34	15.98	18.64	15.80			
Honey, preserves, syrup and treacle	2.60	2.70	2.66	2.48	2.72	2.89	2.83	3.70	2.71			
<i>Total Sugar and Preserves</i>	15.53	15.74	15.65	17.94	19.34	19.23	18.81	22.34	18.51			
VEGETABLES:												
Potatoes	35.06	35.30	35.15	49.76	53.76	51.23	46.99	40.70	49.18			
Fresh green	16.09	13.86	14.46	13.59	12.45	11.07	13.77	16.81	13.39			
Quick-frozen	3.71	3.04	3.23	2.15	1.35	0.90	0.99	0.74	1.85			
Other vegetables	20.54	19.36	19.63	20.00	21.27	21.48	20.39	18.61	20.54			
<i>Total Vegetables</i>	75.40	71.56	72.47	85.50	88.83	84.68	82.14	76.86	84.96			

(a) Includes smoked, salted, pickled and dried fish. (b) Includes all cooked, canned or bottled fish, and fish products, not quick-frozen.

TABLE 28—continued
(oz per person per week, except where otherwise stated)

	Income group										All households	
	A			B		C		D				
	A1	A2	A1 & A2	B	C	with earners (D1)	without earners (D2)	OAP				
FRUIT:												
Fresh	41.24	32.84	34.89	24.90	20.54	18.05	21.85	23.54	24.06			
Other	11.69	9.60	10.15	8.24	6.40	5.80	6.01	6.54	7.51			
<i>Total Fruit</i>	52.93	42.44	45.04	33.14	26.94	23.85	27.86	30.08	31.57			
CEREALS:												
Brown bread	3.40	2.94	3.06	2.39	2.26	2.59	3.14	4.54	2.58			
White bread	18.85	22.87	21.84	28.76	33.34	32.35	31.03	27.32	29.87			
Wholewheat and wholemeal bread	0.88	0.65	0.72	0.46	0.37	0.36	0.67	0.74	0.49			
Other bread	2.68	2.26	2.36	2.60	3.04	3.31	2.74	3.66	2.82			
<i>Total Bread</i>	25.81	28.72	27.98	34.21	39.01	38.61	37.58	36.26	35.76			
Flour	6.45	5.45	5.68	6.13	5.49	5.06	4.76	8.73	5.86			
Cakes (c)	4.38	4.75	4.67	5.46	5.69	5.67	5.42	6.24	5.46			
Biscuits	5.34	5.60	5.53	5.82	5.78	5.71	6.78	6.28	5.80			
Oatmeal and oat products	0.65	0.50	0.54	0.46	0.59	0.48	0.69	1.12	0.53			
Breakfast cereals	2.88	3.02	2.99	2.94	2.58	2.03	2.02	1.81	2.68			
Other cereals	3.82	4.30	4.17	4.54	4.59	4.64	6.08	5.47	4.68			
<i>Total Cereals</i>	49.33	52.34	51.56	59.56	63.73	62.20	63.33	65.91	60.77			
BEVERAGES:												
Tea	1.59	1.88	1.80	2.22	2.43	2.89	2.80	3.43	2.39			
Coffee	1.04	0.85	0.91	0.62	0.53	0.49	0.56	0.56	0.60			
Cocoa	0.29	0.18	0.21	0.15	0.15	0.15	0.11	0.17	0.16			
Branded food drinks	0.25	0.22	0.24	0.16	0.20	0.19	0.24	0.46	0.21			
<i>Total Beverages</i>	3.17	3.13	3.16	3.15	3.31	3.72	3.71	4.62	3.36			

(c) Includes buns, scones, teacakes, cakes and pastries.

TABLE 29
Household food expenditure according to income group; main food groups, annual averages, 1970
(new pence per person per week)

	Income group										All households	
	A			B	C	D			OAP			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)					
MILK AND CREAM:												
Liquid milk—full price	22.83	19.88	20.77	17.23	16.77	16.08	17.54	23.53	17.82			
Liquid milk—welfare	1.35	1.92	1.75	2.11	1.64	1.48	1.00	0.03	1.68			
Total Liquid Milk	24.18	21.80	22.52	19.34	18.41	17.56	18.54	23.56	19.50			
Condensed milk	0.61	0.66	0.65	0.78	0.85	0.69	0.57	0.90	0.81			
Dried and other milk	1.88	1.19	1.39	1.02	1.03	0.79	0.77	0.52	1.02			
Cream	3.59	2.06	2.50	1.02	0.68	0.59	0.58	0.58	1.01			
Total Milk and Cream	30.26	25.71	27.06	22.16	20.97	19.63	20.46	25.56	22.34			
CHEESE:												
Natural	5.99	4.58	4.99	4.02	3.87	3.41	3.70	4.60	4.09			
Processed	0.95	0.82	0.86	0.56	0.63	0.45	0.35	0.44	0.59			
Total Cheese	6.94	5.40	5.85	4.58	4.50	3.86	4.05	5.04	4.68			
MEAT:												
Beef and veal	28.65	19.64	22.25	16.49	15.30	15.25	11.29	16.58	16.45			
Mutton and lamb	9.03	7.81	8.14	7.77	7.34	6.59	7.60	11.32	8.00			
Pork	7.71	5.53	6.16	5.17	4.78	3.84	3.08	5.03	5.11			
Total Carcase Meat	45.39	32.98	36.55	29.43	27.42	25.68	21.97	32.93	29.56			
Bacon and ham, uncooked	10.90	10.23	10.38	8.92	8.88	8.25	7.41	9.94	9.10			
Poultry, uncooked	10.39	5.45	6.90	5.58	4.61	4.89	4.21	4.48	5.29			
Other meat	20.53	19.69	19.93	20.61	21.56	20.62	18.94	18.78	20.66			
Total Meat	87.21	68.35	73.76	64.54	62.47	59.44	52.53	66.13	64.61			

TABLE 29—continued

(new pence per person per week)

	Income group										All households	
	A			B	C	D		OAP				
	A1	A2	A1 & A2	with earners (D1)	without earners (D2)							
FISH:												
Fresh	3.59	3.27	3.37	2.42	2.41	3.06	3.62	4.80	2.73			
Processed and shell (a)	2.26	0.72	1.17	0.70	0.71	0.57	0.65	1.16	0.80			
Prepared (b)	3.66	3.24	3.35	3.84	3.78	3.74	4.58	3.27	3.73			
Quick-frozen	2.35	1.75	1.93	1.69	1.71	1.45	1.15	1.29	1.67			
<i>Total Fish</i>	11.86	8.98	9.82	8.65	8.61	8.82	10.00	10.52	8.93			
EGGS	9.20	8.30	8.55	8.16	7.91	7.74	7.78	9.02	8.15			
FATS:												
Butter	7.99	7.26	7.47	6.49	6.26	5.28	5.91	8.73	6.57			
Margarine	1.71	1.43	1.51	1.99	2.35	2.28	2.49	2.24	2.09			
Lard and compound cooking fat	0.99	0.96	0.97	1.20	1.31	1.12	0.87	1.42	1.23			
Other fats	1.44	0.89	1.04	0.82	0.62	0.49	0.50	0.67	0.76			
<i>Total Fats</i>	12.13	10.54	10.99	10.50	10.54	9.17	9.77	13.06	10.65			
SUGAR AND PRESERVES:												
Sugar	3.89	3.50	3.61	3.88	4.13	4.21	4.09	5.02	4.07			
Honey, preserves, syrup and treacle	1.96	1.91	1.93	1.57	1.62	1.32	1.86	2.59	1.67			
<i>Total Sugar and Preserves</i>	5.85	5.41	5.54	5.45	5.75	5.53	5.95	7.61	5.74			
VEGETABLES:												
Potatoes	4.43	5.00	4.84	6.67	7.22	7.83	7.33	5.80	6.75			
Fresh green	4.85	4.28	4.45	3.88	3.45	3.40	3.18	4.69	3.85			
Quick-frozen	4.16	2.45	2.94	1.90	1.46	0.87	0.74	1.05	1.73			
Other vegetables	10.56	8.95	9.44	9.59	9.52	9.70	8.60	6.88	9.30			
<i>Total Vegetables</i>	24.00	20.68	21.67	22.04	21.65	21.80	19.85	18.42	21.63			

(a) Includes smoked, salted, pickled and dried fish. (b) Includes all cooked, canned or bottled fish, and fish products, not quick-frozen.

TABLE 29—continued

(new pence per person per week)

	Income group										All households	
	A			B	C	D		OAP				
	A1	A2	A1 & A2	with earners (D1)	without earners (D2)							
FRUIT:												
Fresh	19.65	14.56	16.08	11.30	9.37	8.69	9.93	10.51	10.88			
Other	8.21	7.04	7.40	5.15	4.25	3.05	3.62	4.54	4.83			
Total Fruit	27.86	21.60	23.48	16.45	13.62	11.74	13.55	15.05	15.71			
CEREALS:												
Brown bread	1.14	1.20	1.18	0.89	0.89	1.08	1.11	1.91	0.99			
White bread	7.06	7.95	7.69	10.34	11.70	12.48	11.32	10.45	10.75			
Wholewheat and wholemeal bread	0.45	0.40	0.41	0.17	0.13	0.10	0.33	0.29	0.19			
Other bread	2.42	2.13	2.21	1.88	2.11	2.48	1.51	2.57	2.04			
Total Bread	11.07	11.68	11.49	13.28	14.83	16.14	14.27	15.22	13.97			
Flour	1.21	1.06	1.10	1.13	1.21	0.87	1.26	1.88	1.20			
Cakes (c)	5.88	6.16	6.08	6.25	6.17	4.86	4.74	6.35	6.06			
Biscuits	5.57	6.08	5.93	5.78	5.38	4.52	4.72	5.31	5.46			
Oatmeal and oat products	0.35	0.29	0.31	0.20	0.23	0.23	0.15	0.38	0.23			
Breakfast cereals	2.42	2.77	2.66	2.48	2.28	1.99	1.92	1.74	2.34			
Other cereals	2.79	3.09	3.01	2.95	2.96	2.30	2.25	3.17	2.94			
Total Cereals	29.29	31.13	30.58	32.07	33.06	30.91	29.31	34.05	32.20			
BEVERAGES:												
Tea	3.96	3.93	3.93	4.79	5.42	5.83	5.87	8.26	5.26			
Coffee	4.54	4.35	4.42	3.08	2.35	2.40	2.28	2.67	2.86			
Cocoa	0.42	0.33	0.35	0.34	0.22	0.27	0.25	0.33	0.30			
Branded food drinks	0.15	0.42	0.34	0.41	0.41	0.26	0.33	1.23	0.46			
Total Beverages	9.07	9.03	9.04	8.62	8.40	8.76	8.73	12.49	8.88			
MISCELLANEOUS:												
Soups, canned, dehydrated and powdered	1.68	1.74	1.72	1.82	2.03	1.94	2.57	1.82	1.88			
Other foods	7.86	6.70	7.09	5.79	4.96	3.61	3.11	3.70	5.33			
Total Miscellaneous	9.54	8.44	8.81	7.61	6.99	5.55	5.68	5.52	7.21			
TOTAL EXPENDITURE	£2.63	£2.24	£2.35	£2.11	£2.04	£1.93	£1.88	£2.22	£2.11			

(c) Includes buns, scones, teacakes, cakes and pastries.

TABLE 30—continued

(new pence per person per week)

	Income group										All households	
	A			B	C	D		OAP				
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)					
FISH:												
Fresh	4.47	3.55	3.77	2.79	2.72	3.26	3.07	5.19		3.19		
Processed and shell (a)	1.88	1.32	1.45	0.84	0.68	0.70	0.88	0.89		0.87		
Prepared (b)	3.08	3.36	3.28	3.84	3.86	3.94	3.90	3.74		3.85		
Quick-frozen	2.76	1.90	2.13	1.83	1.65	1.11	1.87	1.47		1.76		
<i>Total Fish</i>	12.19	10.13	10.63	9.30	8.91	9.01	9.72	11.29		9.67		
EGGS	10.43	9.10	9.43	8.58	8.35	8.43	9.74	9.74		8.83		
FATS:												
Butter	9.90	8.72	9.02	8.42	7.56	7.31	7.72	10.06		8.23		
Margarine	1.55	2.07	1.93	2.56	2.98	3.14	2.99	2.94		2.65		
Lard and compound cooking fat	0.78	1.04	0.97	1.22	1.26	1.19	1.63	1.34		1.22		
Other fats	1.45	1.37	1.38	0.88	0.78	0.80	0.64	0.84		0.90		
<i>Total Fats</i>	13.68	13.20	13.30	13.08	12.58	12.44	12.98	15.18		13.00		
SUGAR AND PRESERVES:												
Sugar	3.64	3.58	3.59	4.02	4.30	4.14	4.10	4.96		4.11		
Honey, preserves, syrup and treacle	1.87	1.90	1.89	1.69	1.84	1.81	2.00	2.62		1.86		
<i>Total Sugar and Preserves</i>	5.51	5.48	5.48	5.71	6.14	5.95	6.10	7.58		5.97		
VEGETABLES:												
Potatoes	4.27	4.30	4.28	5.55	5.73	6.04	5.99	4.77		5.61		
Fresh green	4.99	4.41	4.57	4.02	3.38	3.48	4.14	4.30		3.94		
Quick-frozen	3.38	3.02	3.13	2.20	1.39	1.05	1.07	0.84		1.88		
Other vegetables	11.49	10.16	10.52	9.92	10.02	9.85	9.36	7.62		9.93		
<i>Total Vegetables</i>	24.13	21.89	22.50	21.69	20.52	20.42	20.56	17.53		21.36		

(a) Includes smoked, salted, pickled and dried fish. (b) Includes all cooked, canned or bottled fish, and fish products, not quick-frozen.

TABLE 30—continued

(new pence per person per week)

	Income group										All households	
	A		B		C		D		OAP			
	A1	A2	A1 & A2	B	C	with earners (D1)	without earners (D2)					
FRUIT:												
Fresh	22.19	17.48	18.65	13.38	11.11	9.95	12.17	12.36	12.99			
Other	9.34	7.15	7.71	5.79	4.38	3.90	4.34	4.55	5.29			
<i>Total Fruit</i>	<i>31.53</i>	<i>24.63</i>	<i>26.36</i>	<i>19.17</i>	<i>15.49</i>	<i>13.85</i>	<i>16.51</i>	<i>16.91</i>	<i>18.28</i>			
CEREALS:												
Brown bread	1.54	1.32	1.38	1.05	0.98	1.19	1.34	2.03	1.14			
White bread	6.91	8.29	7.95	10.24	11.80	11.60	11.21	10.40	10.69			
Wholewheat and wholemeal bread	0.37	0.29	0.31	0.19	0.16	0.15	0.29	0.31	0.21			
Other bread	2.08	1.84	1.90	2.03	2.42	2.68	1.98	2.82	2.21			
<i>Total Bread</i>	<i>10.90</i>	<i>11.74</i>	<i>11.54</i>	<i>13.51</i>	<i>15.36</i>	<i>15.62</i>	<i>14.82</i>	<i>15.56</i>	<i>14.25</i>			
Flour	1.57	1.28	1.35	1.38	1.29	1.16	1.13	2.11	1.36			
Cakes (c)	6.02	5.92	5.97	6.63	6.73	6.63	6.33	7.26	6.56			
Biscuits	6.97	6.10	6.32	6.10	6.03	6.11	6.66	5.91	6.05			
Oatmeal and oat products	0.39	0.29	0.32	0.24	0.31	0.35	0.42	0.54	0.28			
Breakfast cereals	3.02	2.85	2.89	2.72	2.37	1.90	1.80	1.69	2.48			
Other cereals	3.13	3.10	3.12	3.11	2.99	2.93	3.72	3.09	3.10			
<i>Total Cereals</i>	<i>32.00</i>	<i>31.28</i>	<i>31.51</i>	<i>33.69</i>	<i>35.08</i>	<i>34.70</i>	<i>34.88</i>	<i>36.16</i>	<i>34.08</i>			
BEVERAGES:												
Tea	3.65	4.08	3.96	4.79	5.22	6.25	6.06	7.33	5.15			
Coffee	5.16	4.41	4.60	3.48	2.92	2.79	3.17	2.84	3.28			
Cocoa	0.48	0.27	0.33	0.22	0.23	0.27	0.16	0.25	0.24			
Branded food drinks	0.34	0.42	0.40	0.31	0.38	0.44	0.52	0.91	0.40			
<i>Total Beverages</i>	<i>9.63</i>	<i>9.18</i>	<i>9.29</i>	<i>8.80</i>	<i>8.75</i>	<i>9.75</i>	<i>9.91</i>	<i>11.33</i>	<i>9.07</i>			
MISCELLANEOUS:												
Soups, canned, dehydrated and powdered	1.57	1.62	1.60	1.63	1.90	2.03	1.78	1.89	1.79			
Other foods	8.20	7.44	7.62	6.26	4.94	4.63	5.24	3.55	5.65			
<i>Total Miscellaneous</i>	<i>9.77</i>	<i>9.06</i>	<i>9.22</i>	<i>7.89</i>	<i>6.84</i>	<i>6.66</i>	<i>7.02</i>	<i>5.44</i>	<i>7.44</i>			
<i>TOTAL EXPENDITURE</i>	<i>£2.77</i>	<i>£2.43</i>	<i>£2.52</i>	<i>£2.31</i>	<i>£2.20</i>	<i>£2.14</i>	<i>£2.24</i>	<i>£2.34</i>	<i>£2.31</i>			

(c) Includes buns, scones, teacakes, cakes and pastries.

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

TABLE 31
Household expenditure on seasonal, convenience and other foods together with food price indices according to household composition; annual averages, 1970 and 1971

	Households with one man and one woman and										Other households with			All households
	no other		children only				adolescents and children		adults only	adolescents but no children	one or more children with or without adolescents	£		
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only		£	£	£			
							1970	1971						
£	£	£	£	£	£	£	£	£	£	£	£			
Expenditure on: Seasonal foods	0.73	0.74	0.52	0.45	0.42	0.38	0.64	0.50	0.69	0.64	0.47	0.56		
Convenience foods	0.20	0.27	0.23	0.17	0.15	0.15	0.22	0.17	0.20	0.21	0.17	0.19		
Canned	0.04	0.07	0.05	0.04	0.03	0.03	0.04	0.03	0.04	0.04	0.04	0.04		
Quick-frozen	0.29	0.37	0.33	0.29	0.27	0.22	0.34	0.28	0.30	0.30	0.26	0.29		
Other	0.53	0.71	0.60	0.50	0.45	0.40	0.61	0.47	0.54	0.55	0.47	0.52		
Total convenience foods	1.37	1.36	1.03	0.86	0.77	0.72	1.19	0.87	1.24	1.06	0.88	1.03		
All other foods	2.63	2.81	2.15	1.82	1.65	1.50	2.44	1.85	2.47	2.25	1.82	2.11		
Total expenditure	0.06	0.05	0.04	0.04	0.05	0.03	0.07	0.03	0.06	0.05	0.04	0.05		
Value of garden and allotment produce (a)	2.70	2.87	2.20	1.85	1.69	1.53	2.51	1.88	2.53	2.30	1.87	2.16		
Value of consumption	0.79	0.80	0.64	0.55	0.51	0.46	0.75	0.56	0.74	0.65	0.54	0.64		
Expenditure on: Seasonal foods	0.20	0.26	0.22	0.17	0.15	0.14	0.23	0.15	0.21	0.20	0.16	0.19		
Convenience foods	0.04	0.07	0.06	0.04	0.04	0.03	0.06	0.04	0.04	0.04	0.04	0.04		
Canned	0.30	0.39	0.34	0.30	0.28	0.25	0.36	0.28	0.32	0.33	0.29	0.31		
Quick-frozen	0.54	0.73	0.61	0.52	0.46	0.43	0.65	0.47	0.57	0.57	0.49	0.54		
Other	1.48	1.49	1.11	0.89	0.81	0.74	1.37	0.93	1.33	1.22	0.98	1.12		
Total convenience foods	2.82	3.02	2.37	1.97	1.78	1.62	2.78	1.96	2.64	2.45	2.01	2.31		
All other foods	0.08	0.06	0.05	0.04	0.05	0.04	0.07	0.04	0.08	0.05	0.06	0.05		
Total expenditure	2.89	3.08	2.42	2.01	1.83	1.66	2.85	2.00	2.71	2.50	2.07	2.36		
Value of garden and allotment produce (a)														
Value of consumption														

(a) See Glossary.

TABLE 31—continued

	Households with one man and one woman and										Other households with			All households	
	no other					children only					adolescents and children	adults only	adolescents but no children		one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children					
			<i>per cent (all households = 100)</i>												
Expenditure as percentage of that in all households	120.3	135.5	102.0	85.5	75.3	66.2	115.6	88.6	113.1	102.1	87.4	100.0			
	121.4	137.0	103.0	85.8	75.0	65.2	115.7	87.5	115.4	111.4	87.5	100.0			
	123.5	133.2	99.8	84.8	77.3	66.9	115.8	88.2	117.2	106.8	87.1	100.0			
	122.3	134.4	99.5	87.4	76.0	69.3	117.9	87.1	116.5	108.4	85.8	100.0			
	125.0	133.5	102.2	86.2	78.2	71.2	115.8	87.7	117.2	106.9	86.6	100.0			
	122.2	131.1	102.8	85.3	77.4	70.5	120.4	84.9	114.5	106.2	87.1	100.0			
Value of consumption as percentage of that in all households	121.0	135.6	102.1	85.6	75.2	66.9	115.8	88.7	113.9	110.6	87.6	100.0			
	122.4	137.6	103.0	85.6	75.3	65.5	115.9	87.5	115.9	112.6	88.0	100.0			
	123.9	133.3	99.5	84.7	77.6	67.1	116.4	87.9	117.5	107.6	87.2	100.0			
	123.1	134.3	99.5	87.1	76.1	69.2	118.1	86.8	117.1	108.0	86.0	100.0			
	124.9	132.8	101.8	85.9	78.4	70.9	116.2	87.1	117.4	106.5	86.5	100.0			
	122.8	130.7	102.8	85.3	77.7	70.6	120.9	84.8	115.1	106.0	87.9	100.0			
Price index (all foods)	100.6	103.1	100.9	99.0	97.5	97.5	100.1	98.6	101.9	101.9	98.9	100.0			
	101.7	103.3	100.9	98.9	97.6	95.4	101.0	97.5	101.8	100.5	100.0	100.0			
	101.8	102.2	100.4	98.5	97.8	95.6	100.8	98.1	104.2	100.0	99.3	100.0			
	100.2	102.3	100.7	99.3	98.0	95.0	100.9	98.0	101.8	101.3	98.8	100.0			
	101.4	103.4	100.8	99.5	98.5	97.2	100.1	97.3	101.5	100.7	98.5	100.0			
	102.3	103.2	99.9	99.2	98.5	97.3	102.9	96.5	102.1	99.2	98.3	100.0			
"Price of energy" index (all foods) (b)	104.1	110.6	101.4	95.6	89.4	83.3	103.4	92.1	106.3	103.5	96.3	100.0			
	105.1	112.8	101.8	95.9	91.0	80.3	104.1	90.9	106.2	104.3	95.7	100.0			
	104.5	110.8	100.6	92.5	91.3	82.5	103.5	91.5	106.7	100.8	95.7	100.0			
	104.7	109.9	102.0	95.5	90.6	83.0	104.0	91.3	106.8	103.6	94.6	100.0			
	104.7	109.9	102.2	97.1	90.9	87.0	100.8	92.1	105.5	103.7	94.6	100.0			
	103.1	110.1	102.5	97.6	94.1	85.3	105.6	90.3	105.8	98.6	93.7	100.0			

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

TABLE 32
Household food consumption according to household composition; main food groups, annual averages, 1970
 (oz. per person per week, except where otherwise stated)

	Households with one man and one woman and										Other households with			
	no other					children only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only							
MILK AND CREAM:	4-96	4-79	3-24	3-02	2-79	2-60	4-87	3-49	4-85	4-46	3-36			
Liquid milk—full price	—	0-28	1-45	1-77	1-77	1-72	...	0-58	0-02	0-04	0-82			
Liquid milk—welfare and school	(pt.)	(pt.)	(pt.)	(pt.)	(pt.)	(pt.)	(pt.)	(pt.)	(pt.)	(pt.)	(pt.)			
Total Liquid Milk	4-96	5-07	4-69	4-79	4-56	4-32	4-87	4-07	4-87	4-50	4-18			
Condensed milk	0-20	0-25	0-20	0-23	0-16	0-14	0-16	0-18	0-23	0-26	0-16			
Dried and other milk	0-12	0-14	0-38	0-24	0-25	0-26	0-23	0-14	0-13	0-11	0-22			
Cream	0-04	0-06	0-04	0-03	0-02	0-02	0-04	0-03	0-04	0-04	0-02			
Total Milk and Cream	5-32	5-52	5-31	5-29	4-99	4-74	5-30	4-42	5-27	4-91	4-58			
CHEESE:	4-43	4-83	3-23	2-70	2-32	1-72	3-80	2-55	4-00	3-77	2-67			
Natural	0-30	0-44	0-43	0-32	0-27	0-21	0-46	0-31	0-46	0-40	0-30			
Processed	4-73	5-27	3-66	3-02	2-59	1-93	4-26	2-86	4-46	4-17	2-97			
Total Cheese	10-91	10-17	7-32	6-32	5-27	4-58	9-40	6-09	9-54	8-30	7-08			
MEAT:	8-01	6-10	4-25	3-78	3-24	3-30	5-67	4-64	7-08	5-34	4-04			
Beef and veal	3-87	4-78	2-85	1-96	1-69	1-80	3-45	1-74	3-96	2-91	2-10			
Mutton and lamb	22-79	21-05	14-42	12-06	10-20	9-68	18-52	12-47	20-58	16-55	13-22			
Pork	7-32	6-82	5-29	4-20	3-27	3-49	6-44	4-47	6-82	5-60	4-46			
Total Carcass Meat	6-05	7-37	5-14	4-11	3-82	3-22	4-85	4-85	5-65	5-03	3-66			
Bacon and ham, uncooked	14-46	17-47	14-92	11-77	11-54	10-66	16-95	12-53	14-64	15-56	12-87			
Poultry, uncooked	50-62	52-71	39-77	32-14	28-83	27-05	46-76	34-32	47-69	42-74	34-21			
Other meat	4-02	2-03	1-58	1-16	1-04	0-95	2-22	1-38	2-97	2-00	1-37			
Total Meat	1-13	0-61	0-49	0-32	0-31	0-22	0-49	0-25	0-81	0-77	0-40			
FISH:	2-10	2-58	2-19	1-58	1-50	1-25	2-39	1-64	2-00	1-93	1-64			
Fresh	0-87	1-44	1-12	1-09	1-02	0-82	0-71	0-89	1-05	0-93	0-93			
Processed and shell (a)	8-12	6-66	5-38	4-15	3-87	3-24	5-81	4-16	6-83	5-63	4-34			
Prepared (b)														
Quick-frozen														
Total Fish														

(a) Includes smoked, salted, pickled and dried fish. (b) Includes all cooked, canned or bottled fish, and fish products, not quick-frozen.

TABLE 32—continued
(oz per person per week, except where otherwise stated)

	Households with one man and one woman and										Other households with			
	no other					children only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only							
EGGS (Eggs purchased)	5.52 (5.32)	5.48 (5.32)	4.66 (4.44)	4.11 (3.90)	3.87 (3.72)	3.66 (3.53)	5.55 (5.38)	5.32 (5.08)	5.02 (4.73)	4.16 (3.94)				
FATS:														
Butter	8.36	7.65	5.82	5.08	4.57	3.68	7.01	7.54	6.52	4.92				
Margarine	3.24	3.26	2.62	2.47	2.98	2.68	3.61	2.72	2.78	3.07				
Lard and compound cooking fat	2.66	2.91	2.38	2.04	1.98	1.75	2.39	2.34	2.39	1.89				
Other fats	1.13	1.15	0.89	0.74	0.93	0.70	0.63	0.94	1.04	0.75				
Total Fats	15.39	14.97	11.71	10.33	10.46	8.81	13.64	13.54	12.73	10.63				
SUGAR AND PRESERVES:														
Sugar	21.15	18.50	15.97	14.00	14.39	14.73	19.84	19.56	17.18	15.58				
Honey, preserves, syrup and treacle	4.16	3.70	2.51	1.96	1.82	1.92	2.93	3.28	1.94	2.10				
Total Sugar and Preserves	25.31	22.20	18.48	15.96	16.21	16.65	22.77	22.84	19.12	17.68				
VEGETABLES:														
Potatoes	50.57	66.22	47.75	46.35	49.29	48.24	64.81	51.14	50.11	54.37				
Fresh green	20.14	17.52	12.20	10.10	9.52	7.24	17.21	17.34	13.85	9.94				
Quick-frozen	1.91	3.40	2.23	1.65	1.05	0.91	2.01	1.81	2.00	1.46				
Other vegetables	21.86	26.48	22.73	19.32	18.19	18.49	23.49	21.11	21.16	19.88				
Total Vegetables	94.48	113.62	84.91	77.42	78.05	74.88	107.52	91.40	87.12	85.65				
FRUIT:														
Fresh	29.43	29.01	23.02	20.08	19.46	15.31	25.73	27.53	27.40	17.92				
Other	8.72	11.19	7.43	6.80	6.36	5.02	8.78	7.66	8.10	5.99				
Total Fruit	38.15	40.20	30.45	26.88	25.82	20.33	34.51	35.19	35.50	23.91				

TABLE 33—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 only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents		
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more							
EGGS (Eggs purchased) (no.)	5.54 (5.35)	5.40 (5.24)	4.62 (4.47)	3.89 (3.73)	3.69 (3.54)	3.55 (3.34)	5.21 (4.80)	3.98 (3.85)	5.14 (4.85)	4.87 (4.56)	4.19 (3.90)		
FATS:													
Butter	7.40	7.12	5.29	4.47	3.83	3.53	6.65	4.39	6.74	6.17	4.94		
Margarine	3.92	3.33	2.98	2.58	2.70	3.29	3.18	3.30	3.18	3.63	3.30		
Lard and compound cooking fat	2.59	2.58	2.09	1.77	1.64	1.75	2.02	1.82	2.02	2.02	1.74		
Other fats	1.29	1.44	0.92	0.97	0.52	0.46	1.47	0.77	1.10	0.90	0.63		
Total Fats	15.20	14.47	11.28	9.79	8.69	9.03	13.32	10.48	13.04	12.72	10.61		
SUGAR AND PRESERVES:													
Sugar	20.68	17.27	14.85	12.70	11.98	13.95	17.20	15.50	17.46	18.51	15.48		
Honey, preserves, syrup and treacle	3.93	3.09	2.58	2.00	2.35	1.95	3.81	2.17	3.35	2.49	2.29		
Total Sugar and Preserves	24.61	20.36	17.43	14.70	14.33	15.90	21.01	17.67	20.81	21.00	17.77		
VEGETABLES:													
Potatoes	45.44	52.18	49.70	44.90	42.78	51.98	50.26	57.36	44.59	62.88	52.91		
Fresh green	21.00	18.05	13.09	10.28	9.40	7.06	15.57	10.78	17.01	12.65	10.07		
Quick-frozen	1.69	3.58	2.23	1.72	1.45	1.18	2.89	1.54	1.79	1.84	1.42		
Other vegetables	22.39	25.82	21.86	19.15	17.04	16.95	24.45	19.86	20.87	22.35	18.85		
Total Vegetables	90.52	99.63	86.88	76.05	70.67	77.17	93.17	89.54	84.26	99.72	83.25		
FRUIT:													
Fresh	30.13	31.44	24.16	20.14	18.81	15.56	29.42	21.26	29.57	25.62	19.65		
Other	8.72	10.61	8.44	7.06	5.58	4.74	9.95	6.70	8.08	9.03	6.29		
Total Fruit	38.85	42.05	32.60	27.20	24.39	20.30	39.37	27.96	37.65	34.65	25.94		

TABLE 33—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 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							
CEREALS:													
Brown bread	4.71	3.37	1.80	1.39	1.50	1.39	3.29	1.78	4.19	2.45	1.86		
White bread	29.85	30.76	28.04	26.36	26.74	32.08	34.77	32.80	29.20	34.05	31.80		
Wholewheat and wholemeal bread	0.98	0.50	0.46	0.38	0.14	0.40	0.64	0.24	0.69	0.26	0.26		
Other bread	3.85	3.69	2.60	1.88	1.68	1.56	3.97	2.38	4.10	2.94	2.49		
Total Bread	39.39	38.22	32.90	30.01	30.06	35.43	42.67	37.20	38.18	39.70	36.41		
Flour	9.75	6.86	5.30	4.74	4.46	3.48	7.09	5.94	6.65	5.58	4.85		
Cakes (c)	6.64	7.60	5.33	4.50	4.10	3.07	6.26	4.94	6.94	5.56	5.00		
Biscuits	6.24	6.47	6.25	5.49	5.55	5.18	6.69	5.44	6.18	5.61	5.37		
Oatmeal and oat products	0.90	0.80	0.32	0.34	0.53	0.38	0.55	0.32	0.83	0.48	0.57		
Breakfast cereals	2.01	2.20	2.66	3.20	3.73	3.76	2.02	3.34	1.82	2.12	2.85		
Other cereals	5.39	5.02	5.49	4.45	4.16	4.34	3.80	3.84	4.84	3.74	4.26		
Total Cereals	70.32	67.27	58.25	52.73	52.59	55.64	69.08	61.02	65.44	62.79	59.31		
BEVERAGES:													
Tea	3.69	2.82	2.05	1.63	1.42	1.48	2.75	2.02	3.17	2.72	2.06		
Coffee	0.70	0.89	0.58	0.51	0.45	0.33	0.95	0.45	0.78	0.70	0.49		
Cocoa	0.18	0.21	0.09	0.16	0.15	0.10	0.18	0.19	0.17	0.15	0.15		
Branded food drinks	0.36	0.29	0.17	0.14	0.09	0.05	0.38	0.09	0.36	0.15	0.10		
Total Beverages	4.93	4.21	2.89	2.44	2.11	1.96	4.26	2.75	4.48	3.72	2.80		

(c) Includes buns, scones, teacakes, cakes and pastries.

TABLE 34—continued
(new pence per person per week)

	Households with one man and one woman and										Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents		
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more							
EGGS	10.02	10.01	8.08	6.99	6.60	6.36	9.91	7.46	9.50	8.70	7.19		
FATS:													
Butter	9.33	8.40	6.35	5.42	4.89	3.97	7.73	5.14	8.54	7.13	5.34		
Margarine	2.48	2.45	1.95	1.77	2.10	1.83	2.61	2.57	2.07	2.03	2.20		
Lard and compound cooking fat	1.50	1.65	1.30	1.14	1.04	0.97	1.37	1.10	1.30	1.38	1.04		
Other fats	0.98	1.04	0.77	0.59	0.75	0.55	0.63	0.53	0.87	0.82	0.59		
Total Fats	14.29	13.54	10.37	8.92	8.78	7.32	12.34	9.34	12.78	11.36	9.17		
SUGAR AND PRESERVES:													
Sugar	5.15	4.47	3.82	3.37	3.47	3.50	4.73	3.72	4.73	4.09	3.72		
Honey, preserves, syrup and treacle	2.75	2.43	1.64	1.22	1.07	1.20	1.89	1.40	2.22	1.27	1.33		
Total Sugar and Preserves	7.90	6.90	5.46	4.59	4.54	4.70	6.62	5.12	6.95	5.36	5.05		
VEGETABLES:													
Potatoes	6.62	8.00	6.48	5.94	6.40	6.05	7.71	7.41	6.81	6.76	7.01		
Fresh green	5.59	5.75	3.64	2.96	2.70	2.02	4.05	2.52	5.09	4.23	2.88		
Quick-frozen	1.94	3.52	2.09	1.66	0.97	0.87	2.03	1.31	1.84	1.97	1.39		
Other vegetables	8.86	13.05	10.92	9.07	8.11	7.74	10.60	9.39	9.11	9.61	8.92		
Total Vegetables	23.01	30.32	23.13	19.63	18.18	16.68	24.39	20.63	22.85	22.57	20.20		
FRUIT:													
Fresh	13.49	14.98	11.12	9.37	8.45	6.87	11.55	9.80	13.15	13.16	8.61		
Other	5.93	7.56	5.26	4.73	4.28	3.18	5.92	4.32	5.21	5.25	3.80		
Total Fruit	19.42	22.54	16.38	14.10	12.73	10.05	17.47	14.12	18.36	18.41	12.41		

TABLE 34—continued
(new pence per person per week)

	Households with one man and one woman and										Other households with									
	no other					children only					adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents			
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents only	adults only	adolescents but no children	one or more children with or without adolescents								
CEREALS:																				
Brown bread	1.88	1.28	0.81	0.71	0.50	0.41	0.88	0.68	1.53	1.00	0.68	1.00	0.68							
White bread	11.40	11.92	10.32	9.03	9.14	10.23	12.84	11.62	11.19	11.29	11.62	11.29	11.36							
Wholemeal and wholemeal bread	0.28	0.21	0.09	0.14	0.08	0.08	0.13	0.05	0.40	0.25	0.10	0.25	0.10							
Other bread	2.79	2.55	1.88	1.57	1.45	1.25	2.48	1.74	2.60	2.41	1.92	2.41	1.92							
Total Bread	16.35	15.96	13.10	11.44	11.23	11.97	16.33	14.09	15.72	14.95	14.06	14.95	14.06							
Flour	2.04	1.34	0.92	0.91	1.06	0.77	1.52	1.26	1.46	1.21	0.90	1.21	0.90							
Cakes (c)	7.79	7.86	6.49	5.41	4.77	3.67	7.37	5.33	7.63	6.24	4.99	6.24	4.99							
Biscuits	6.04	6.83	6.22	5.64	5.04	4.19	7.03	5.44	5.31	5.25	4.97	5.25	4.97							
Oatmeal and oat products	0.38	0.21	0.18	0.20	0.38	0.20	0.20	0.20	0.29	0.19	0.18	0.19	0.18							
Breakfast cereals	1.54	2.18	2.35	2.80	3.09	3.27	2.07	2.70	1.78	2.40	2.28	2.40	2.28							
Other cereals	3.17	3.49	3.59	3.10	2.85	2.91	2.95	2.54	2.93	2.75	2.41	2.75	2.41							
Total Cereals	37.31	37.87	32.85	29.44	28.24	27.16	37.47	31.61	35.32	32.99	29.79	32.99	29.79							
BEVERAGES:																				
Tea	8.53	6.84	4.63	3.54	3.06	3.34	6.30	4.40	7.13	5.21	4.37	5.21	4.37							
Coffee	3.12	4.31	3.09	2.71	2.14	1.84	3.41	2.35	3.55	3.70	2.23	3.70	2.23							
Cocoa	0.23	0.34	0.26	0.33	0.28	0.16	0.37	0.25	0.23	0.34	0.38	0.34	0.38							
Branded food drinks	0.85	0.69	0.49	0.35	0.25	0.18	0.29	0.33	0.61	0.30	0.31	0.30	0.31							
Total Beverages	12.73	12.18	8.47	6.93	5.73	5.52	10.37	7.33	11.52	9.55	7.29	9.55	7.29							
MISCELLANEOUS:																				
Soups, canned, dehydrated and powdered	1.84	2.57	2.10	1.77	1.68	1.65	1.74	2.14	1.86	2.00	2.03	2.00	2.03							
Other foods	4.87	6.85	7.39	6.13	4.92	4.25	5.24	4.36	4.88	4.53	4.90	4.53	4.90							
Total Miscellaneous	6.71	9.42	9.49	7.90	6.60	5.90	6.98	6.50	6.74	6.53	6.93	6.53	6.93							
TOTAL EXPENDITURE	£2.63	£2.81	£2.15	£1.82	£1.65	£1.50	£2.44	£1.85	£2.47	£2.25	£1.83	£2.25	£1.83							

(c) Includes buns, scones, teacakes, cakes and pastries.

TABLE 35—continued
(new pence per person per week)

	Households with one man and one woman and						Other households with			
	no other		children only				adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more				
CEREALS:										
Brown bread	2.10	1.49	0.80	0.60	0.63	0.58	1.44	0.78	1.86	0.80
White bread	11.09	11.35	10.03	9.26	9.36	11.16	12.46	11.37	10.78	11.11
Wholemeal and wholemeal bread	0.41	0.22	0.19	0.16	0.06	0.16	0.29	0.10	0.30	0.11
Other bread	2.94	2.86	2.03	1.50	1.34	1.23	3.23	1.98	3.14	2.07
Total Bread	16.54	15.92	13.05	11.52	11.39	13.13	17.42	14.23	16.08	14.09
Flour	2.31	1.62	1.22	1.08	0.98	0.81	1.68	1.28	1.59	1.14
Cakes (c)	8.03	9.09	6.61	5.41	4.93	3.58	7.90	5.84	8.24	5.96
Biscuits	6.23	7.28	6.65	5.97	5.79	4.89	7.05	5.45	6.47	5.63
Oatmeal and oat products	0.48	0.34	0.19	0.19	0.25	0.21	0.28	0.17	0.45	0.32
Breakfast cereals	1.88	2.12	2.53	2.95	3.40	3.26	1.94	2.96	1.79	2.60
Other cereals	3.11	3.66	4.09	3.19	2.78	2.76	2.74	2.48	3.04	2.87
Total Cereals	38.58	40.03	34.34	30.31	29.52	28.64	39.01	32.41	37.66	32.61
BEVERAGES:										
Tea	7.91	6.12	4.47	3.50	3.00	3.16	6.13	4.30	6.88	4.40
Coffee	3.68	5.22	3.26	2.81	2.39	1.99	4.85	2.43	4.18	2.78
Cocoa	0.27	0.35	0.14	0.24	0.22	0.17	0.28	0.28	0.28	0.22
Branded food drinks	0.75	0.55	0.34	0.30	0.17	0.11	0.73	0.18	0.66	0.21
Total Beverages	12.61	12.24	8.21	6.85	5.78	5.43	11.99	7.19	12.00	7.61
MISCELLANEOUS:										
Soups, canned, dehydrated and powdered	1.81	2.37	1.90	1.67	1.64	1.59	2.13	1.69	1.81	1.63
Other foods	5.21	7.38	7.68	6.03	5.54	4.74	6.81	4.63	5.02	5.05
Total Miscellaneous	7.02	9.75	9.58	7.70	7.18	6.33	8.94	6.32	6.83	6.68
TOTAL EXPENDITURE	£2.82	£3.02	£2.37	£1.97	£1.78	£1.62	£2.78	£1.96	£2.64	£2.01

(c) Includes buns, scones, teacakes, cakes and pastries.

Tables relating to differences in average
consumption and expenditure in certain
household composition groups within
income groups

TABLE 36

A. Total household food expenditure by certain household composition groups within income groups, 1970

(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 adults under 55)	3.12	2.81	2.74	2.81	6.24	5.63	5.49	5.62
1 child	2.41	2.13	2.14	2.15	7.24	6.38	6.42	6.46
2 children	1.99	1.82	1.75	1.82	7.95	7.27	6.99	7.26
3 children	1.76	1.65	1.60	1.65	8.79	8.23	8.00	8.23
4 or more children	(1.98)	1.59	1.40	1.50	(12.15)	10.08	9.02	9.58
adolescents only	2.48	2.47	2.40	2.44	8.00	7.73	7.57	7.69
adolescents and children	2.24	1.84	1.74	1.85	10.59	9.69	9.28	9.66
<i>All households (a)</i>	2.35	2.11	2.03	2.11	8.00	7.36	6.71	6.55

B. Average declared (b) net family income in certain household composition groups within income groups, 1970

(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 adults under 55)	24.47	15.66	11.22	14.60	48.93	31.32	22.44	29.20
1 child	13.48	8.78	6.19	8.00	40.44	26.33	18.57	24.00
2 children	10.80	7.00	5.15	6.70	43.21	27.99	20.60	26.78
3 children	8.74	5.99	4.17	5.40	43.68	29.96	20.87	26.99
4 or more children	(7.44)	4.96	3.33	4.01	(45.58)	31.60	21.52	25.75
adolescents only	15.15	10.39	7.91	9.78	49.50	32.13	25.10	30.76
adolescents and children	11.07	6.69	5.05	6.26	51.86	35.05	26.94	32.73
<i>All households (b)</i>	13.71	8.94	6.60	7.95	46.96	31.37	22.02	24.47

(a) Including household types not shown elsewhere in this table.

(b) See footnote 1 to paragraph 82.

Figures in brackets are averages based on a sample of only 16 households; details of the number of households in each sub-group are shown in Table 8 of Appendix A.

TABLE 37

A. Total household food expenditure by certain household composition groups within income groups, 1971

(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 head	per household	per household	
	£	£	£	£	£	£	£	
Households with one man and one woman and: no other (both adults under 55)	3.28	3.07	2.86	3.02	6.55	6.14	5.72	6.04
1 child	2.68	2.38	2.24	2.37	8.05	7.13	6.71	7.11
2 children	2.09	1.98	1.91	1.97	8.35	7.92	7.65	7.87
3 children	2.03	1.79	1.67	1.78	10.14	8.97	8.37	8.92
4 or more children	(2.10)	1.74	1.48	1.62	(13.46)	11.11	9.34	10.31
adolescents only	3.21	2.82	2.50	2.78	10.02	8.82	7.64	8.58
adolescents and children	2.14	2.09	1.81	1.96	10.57	10.45	9.84	10.16
All households (a)	2.52	2.31	2.19	2.31	8.51	7.98	7.15	7.01

B. Average declared (b) net family income in certain household composition groups within income groups, 1971

(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 head	per household	per household	
	£	£	£	£	£	£	£	
Households with one man and one woman and: no other (both adults under 55)	26.79	17.53	12.74	16.57	53.57	35.06	25.47	33.15
1 child	14.84	9.85	6.84	9.32	44.52	29.56	20.52	27.95
2 children	12.12	7.86	5.65	7.42	48.46	31.43	22.61	29.67
3 children	9.84	6.53	4.74	6.21	49.21	32.65	23.71	31.03
4 or more children	(8.97)	5.47	3.81	4.88	(56.59)	35.15	24.03	30.95
adolescents only	18.77	10.99	8.56	11.46	58.88	34.11	25.86	35.21
adolescents and children	10.77	7.51	5.21	6.64	51.47	37.81	28.63	34.77
All households (b)	15.41	9.91	7.48	8.97	52.59	34.61	24.45	26.89

(a) Including household types not shown elsewhere in this table.

(b) See footnote 1 to paragraph 82.

Figures in brackets are averages based on a sample of only 17 households; details of the number of households in each sub-group are shown in Table 9 of Appendix A.

TABLE

Household food consumption of main foods by certain household
(oz per person per week,

	Income group A							Households	
	Households with one man and one woman and								
	no other (both adults under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents only	adoles- cents and child- ren	no other (both adults under 55)	1 child
MILK AND CREAM:									
Liquid milk—full price (pt.)	5.46	4.12	3.69	3.58	3.98	5.40	4.84	4.73	3.15
Liquid milk—welfare and school (pt.)	0.12	1.07	1.61	1.53	1.32	—	0.30	0.30	1.61
<i>Total Liquid Milk</i>	<i>5.58</i>	<i>5.19</i>	<i>5.30</i>	<i>5.11</i>	<i>5.30</i>	<i>5.40</i>	<i>5.14</i>	<i>5.02</i>	<i>4.76</i>
Condensed milk (eq. pt.)	0.29	0.13	0.20	0.15	0.08	0.24	0.22	0.20	0.19
Dried and other milk (pt. or eq. pt.)	0.21	0.52	0.11	0.22	0.04	0.30	0.05	0.15	0.34
Cream (pt.)	0.12	0.08	0.05	0.04	0.04	0.09	0.05	0.07	0.04
<i>Total Milk and Cream</i> (pt. or eq. pt.)	<i>6.20</i>	<i>5.92</i>	<i>5.67</i>	<i>5.52</i>	<i>5.46</i>	<i>6.02</i>	<i>5.46</i>	<i>5.44</i>	<i>5.33</i>
CHEESE:									
Natural	4.35	3.66	3.46	2.69	2.50	3.57	3.98	4.77	3.07
Processed	0.36	0.45	0.32	0.39	0.49	0.50	0.41	0.51	0.43
<i>Total Cheese</i>	<i>4.72</i>	<i>4.10</i>	<i>3.78</i>	<i>3.08</i>	<i>2.99</i>	<i>4.07</i>	<i>4.39</i>	<i>5.28</i>	<i>3.50</i>
MEAT:									
Beef and veal	10.38	8.95	7.05	6.10	8.70	10.76	8.88	10.65	7.31
Mutton and lamb	6.07	4.77	4.01	2.83	3.78	3.91	3.24	6.43	3.94
Pork	6.27	3.15	2.26	1.88	2.70	2.83	2.84	4.60	2.85
<i>Total Carcase Meat</i>	<i>22.72</i>	<i>16.88</i>	<i>13.32</i>	<i>10.81</i>	<i>15.18</i>	<i>17.50</i>	<i>14.96</i>	<i>21.68</i>	<i>14.10</i>
Bacon and ham, uncooked	6.42	5.92	4.47	3.36	5.29	7.47	4.58	6.85	4.72
Poultry, uncooked	7.89	6.35	4.81	5.21	3.65	4.34	10.20	7.80	5.04
Other meat	16.05	12.71	10.38	9.03	8.21	12.94	11.76	17.11	14.53
<i>Total Meat</i>	<i>53.08</i>	<i>41.86</i>	<i>32.96</i>	<i>28.40</i>	<i>32.32</i>	<i>42.26</i>	<i>41.49</i>	<i>53.44</i>	<i>38.39</i>
FISH:									
Fresh	2.58	1.73	1.51	1.00	1.65	3.62	1.17	2.08	1.56
Processed and shell (a)	0.79	0.51	0.34	0.18	0.08	1.18	0.35	0.44	0.37
Prepared (b)	2.43	2.32	1.42	1.41	0.59	2.57	1.26	2.71	2.18
Quick-frozen	1.65	1.60	1.61	0.96	0.74	0.24	1.18	1.32	1.02
<i>Total Fish</i>	<i>7.47</i>	<i>6.17</i>	<i>4.88</i>	<i>3.56</i>	<i>3.06</i>	<i>7.62</i>	<i>3.96</i>	<i>6.57</i>	<i>5.13</i>
EGGS (no.)	5.79	4.64	3.96	4.25	5.24	7.24	5.40	5.48	4.75
(Eggs purchased) (no.)	(5.68)	(4.48)	(3.48)	(4.15)	(5.24)	(7.24)	(4.96)	(5.40)	(4.47)
FATS									
Butter	8.44	5.97	5.89	5.53	4.90	8.41	5.82	7.77	6.23
Margarine	1.38	1.97	1.85	2.57	1.06	1.93	2.82	3.23	2.47
Lard and compound cooking fat	2.57	1.56	1.41	1.21	1.63	1.24	1.79	2.53	2.58
Other fats	1.03	1.18	0.84	1.18	1.10	2.33	0.72	1.37	0.85
<i>Total Fats</i>	<i>13.43</i>	<i>10.68</i>	<i>9.99</i>	<i>10.49</i>	<i>8.69</i>	<i>13.91</i>	<i>11.15</i>	<i>14.90</i>	<i>12.12</i>

(a) Includes smoked, salted, pickled and dried fish.

(b) Includes all cooked, canned or bottled fish, and fish products, not quick-frozen.

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composition groups within income groups; annual averages, 1970
except where otherwise stated)

Income group B					Income groups C & D1						
with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
3.06	2.93	2.53	5.43	3.36	4.67	3.13	2.76	2.33	2.44	4.19	3.32
1.81	1.77	1.74	...	0.68	0.32	1.40	1.76	1.86	1.83	—	0.55
4.86	4.70	4.27	5.44	4.04	4.98	4.53	4.52	4.20	4.27	4.19	3.86
0.20	0.18	0.18	0.13	0.17	0.31	0.24	0.28	0.15	0.15	0.18	0.18
0.19	0.15	0.23	0.05	0.18	0.11	0.42	0.34	0.38	0.31	0.43	0.10
0.03	0.02	0.02	0.04	0.03	0.05	0.02	0.02	0.01	0.02	0.02	0.02
5.29	5.06	4.70	5.67	4.43	5.45	5.21	5.16	4.74	4.74	4.81	4.16
2.72	2.45	1.77	4.04	2.59	4.99	3.32	2.37	2.02	1.56	3.44	2.10
0.36	0.20	0.25	0.37	0.27	0.39	0.45	0.28	0.28	0.15	0.53	0.35
3.08	2.65	2.02	4.41	2.87	5.39	3.77	2.65	2.31	1.71	3.98	2.45
6.53	5.00	4.59	9.55	6.19	9.51	7.03	5.78	5.24	3.87	9.02	5.43
3.73	3.54	3.87	6.66	6.26	5.78	4.60	3.75	2.99	3.16	4.68	3.11
2.02	1.65	1.71	4.33	1.54	4.56	2.76	1.78	1.73	1.99	2.76	1.62
12.28	10.19	10.17	20.54	13.99	19.84	14.39	11.31	5.96	9.02	16.47	10.16
4.11	3.81	3.69	5.35	4.81	6.96	5.82	4.22	2.91	3.08	7.10	3.89
4.29	3.71	3.86	5.30	4.62	6.44	4.85	3.72	3.46	3.00	4.82	3.85
11.33	10.90	11.31	15.63	12.23	18.38	16.14	12.84	13.08	10.88	19.43	12.95
31.99	28.61	29.01	46.84	35.63	51.61	41.20	32.08	29.42	25.98	47.80	30.84
1.27	0.95	0.98	1.95	1.25	1.83	1.51	0.94	1.13	0.86	2.25	1.54
0.37	0.33	0.27	0.51	0.18	0.79	0.59	0.23	0.29	0.18	0.24	0.31
1.56	1.62	1.57	2.19	1.71	2.59	2.17	1.64	1.40	1.21	2.58	1.67
1.02	0.97	0.92	0.84	1.00	1.48	1.17	1.02	1.09	0.77	0.69	0.67
4.26	3.87	3.74	5.49	4.12	6.68	5.45	3.83	3.92	3.00	5.77	4.19
4.01	3.86	3.85	5.66	4.33	5.44	4.67	4.26	3.73	3.38	5.00	4.19
(3.88)	(3.62)	(3.85)	(5.41)	(4.12)	(5.19)	(4.45)	(4.04)	(3.68)	(3.13)	(4.84)	(4.00)
5.17	4.79	3.71	7.88	4.76	7.42	5.26	4.66	4.05	3.52	5.86	4.59
2.23	2.69	2.66	3.76	3.23	3.85	3.02	2.96	3.16	2.94	3.60	4.14
2.12	2.10	1.85	2.45	2.03	3.45	2.36	2.14	2.18	1.71	2.73	1.97
0.63	1.15	0.78	0.46	0.79	0.94	0.90	0.84	0.52	0.60	0.32	0.52
10.14	10.73	9.00	14.55	10.81	15.67	11.54	10.61	9.91	8.77	12.51	11.21

TABLE 38—
(oz per person per week)

	Income group A							Households	
	Households with one man and one woman and						no other (both adults under 55)		
	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only		adolescents and children	
SUGAR AND PRESERVES:									
Sugar	14.72	17.48	11.87	13.69	9.14	14.62	13.64	17.53	15.03
Honey, preserves, syrup and treacle	3.17	2.69	2.19	2.88	3.39	2.41	2.77	3.41	2.37
<i>Total Sugar and Preserves</i>	<i>17.89</i>	<i>20.16</i>	<i>14.05</i>	<i>16.58</i>	<i>12.53</i>	<i>17.03</i>	<i>16.41</i>	<i>20.93</i>	<i>17.40</i>
VEGETABLES:									
Potatoes	52.12	36.68	38.96	40.95	51.18	27.59	36.51	57.07	46.24
Fresh green	19.41	16.13	10.29	9.52	13.10	21.52	9.31	18.24	11.89
Quick-frozen	4.57	4.25	2.71	1.68	2.47	3.32	1.59	3.72	1.76
Other	26.68	22.15	17.91	16.35	13.57	20.02	21.95	25.51	23.01
<i>Total Vegetables</i>	<i>102.75</i>	<i>79.23</i>	<i>69.89</i>	<i>68.48</i>	<i>80.31</i>	<i>72.42</i>	<i>69.33</i>	<i>104.53</i>	<i>82.85</i>
FRUIT:									
Fresh	35.69	37.13	27.94	26.26	30.93	42.83	35.01	32.58	22.17
Other	15.78	9.32	9.67	8.76	8.10	10.02	10.30	11.25	7.78
<i>Total Fruit</i>	<i>51.47</i>	<i>46.45</i>	<i>37.61</i>	<i>35.02</i>	<i>39.03</i>	<i>52.85</i>	<i>45.31</i>	<i>43.83</i>	<i>29.95</i>
CEREALS:									
Brown bread	3.02	2.26	2.23	1.62	0.57	4.14	2.96	3.00	2.29
White bread	24.97	23.26	21.15	20.01	22.71	31.13	25.85	33.22	29.87
Wholewheat and wholemeal bread	2.43	0.22	1.22	0.55	1.00	—	0.62	0.41	0.26
Other bread	4.78	3.13	2.22	2.49	1.80	2.41	2.60	2.83	2.77
<i>Total Bread</i>	<i>35.20</i>	<i>28.87</i>	<i>26.81</i>	<i>24.67</i>	<i>26.08</i>	<i>37.69</i>	<i>32.03</i>	<i>39.47</i>	<i>35.17</i>
Flour	3.06	3.86	5.11	5.30	6.69	5.79	6.46	6.44	4.15
Cakes (c)	5.81	5.51	4.82	3.88	3.87	6.48	6.56	7.55	6.27
Biscuits	5.44	5.30	6.46	5.42	4.76	4.12	6.21	7.29	6.48
Oatmeal and oat products	0.63	0.25	0.37	0.71	1.39	0.62	0.59	0.26	0.33
Breakfast cereals	1.98	2.85	3.38	4.34	5.50	1.62	3.38	2.50	2.53
Other cereals	4.52	4.45	4.62	4.27	5.27	2.89	4.18	5.17	5.28
<i>Total Cereals</i>	<i>56.63</i>	<i>51.08</i>	<i>51.58</i>	<i>48.59</i>	<i>53.55</i>	<i>59.20</i>	<i>59.42</i>	<i>68.66</i>	<i>60.21</i>
BEVERAGES:									
Tea	2.70	1.75	1.27	1.13	1.14	1.59	1.95	2.99	2.23
Coffee	1.25	0.92	0.72	0.60	0.88	1.10	0.81	0.75	0.66
Cocoa	0.20	0.18	0.21	0.32	—	0.28	0.25	0.32	0.19
Branded food drinks	0.40	0.16	0.14	0.10	0.16	—	0.31	0.31	0.26
<i>Total Beverages</i>	<i>4.54</i>	<i>3.03</i>	<i>2.34</i>	<i>2.16</i>	<i>2.18</i>	<i>2.97</i>	<i>3.31</i>	<i>4.38</i>	<i>3.34</i>
EXPENDITURE—ALL FOODS	£3.12	£2.41	£1.99	£1.76	£1.98	£2.48	£2.24	£2.81	£2.13

(c) Includes buns, scones, teacakes, cakes and pastries.

continued

except where otherwise stated)

Income group B					Income groups C & D1						
with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
13·37	14·92	13·99	21·58	14·93	20·43	16·51	15·44	13·97	15·83	19·56	17·02
1·96	1·59	2·11	3·25	2·22	4·13	2·75	1·89	1·57	1·67	2·72	2·04
15·33	16·51	16·10	24·83	17·16	24·56	19·26	17·33	15·53	17·49	22·28	19·07
46·84	47·90	54·65	50·24	59·00	76·22	51·75	48·09	52·13	45·12	92·86	60·84
9·95	10·47	7·70	17·79	10·50	16·57	11·66	10·19	8·05	6·15	15·60	6·69
1·72	1·13	1·10	2·34	1·33	2·89	2·32	1·21	0·77	0·55	1·40	1·20
18·64	16·34	21·42	23·02	21·65	26·87	22·71	20·65	20·43	18·25	24·67	21·03
77·17	75·84	84·87	93·38	92·47	122·55	88·45	80·15	81·38	70·08	134·54	89·78
19·78	21·67	19·75	25·20	23·32	24·05	20·97	17·84	14·48	11·06	21·46	15·63
6·58	6·25	5·17	9·81	6·42	9·77	6·64	6·03	5·44	4·58	7·44	5·89
26·36	27·92	24·92	35·01	29·74	33·82	27·61	23·87	19·92	15·64	28·90	21·52
1·93	1·21	0·69	2·05	1·58	3·38	1·65	1·44	1·08	1·49	1·67	1·57
26·49	28·20	31·92	35·67	35·22	40·19	34·45	30·43	31·74	32·87	42·82	37·90
0·21	0·50	0·34	0·38	0·11	0·03	0·25	0·18	0·15	0·08	0·49	0·04
2·16	1·72	1·20	3·33	2·17	4·31	2·71	2·33	2·16	1·80	3·46	3·33
30·80	31·62	34·16	41·44	39·08	47·90	39·06	34·38	35·12	36·24	48·45	42·85
4·28	5·25	3·63	8·47	5·86	7·32	4·88	4·10	4·90	3·75	6·65	6·59
5·38	4·27	3·93	6·51	4·88	7·34	5·58	4·65	4·50	3·48	6·84	4·80
5·67	5·36	5·46	6·79	5·65	6·77	6·25	5·55	5·96	4·44	8·26	5·21
0·29	0·38	0·70	0·68	0·48	0·49	0·42	0·28	0·46	0·80	0·21	0·47
3·29	3·55	4·13	3·18	3·41	2·70	2·74	3·17	3·44	3·72	2·24	3·24
4·49	3·96	4·02	5·70	3·58	5·49	5·68	4·98	5·33	5·38	4·71	4·82
54·21	54·39	56·03	72·78	62·96	78·01	64·59	57·11	59·71	57·81	77·35	67·58
1·70	1·49	1·48	2·96	2·00	3·77	2·49	2·00	1·69	1·77	3·53	2·33
0·54	0·48	0·41	0·73	0·47	0·76	0·46	0·44	0·32	0·29	0·46	0·37
0·25	0·26	0·22	0·35	0·18	0·13	0·17	0·24	0·11	0·09	0·10	0·20
0·24	0·15	0·09	0·15	0·25	0·44	0·26	0·16	0·15	0·12	0·24	0·09
2·71	2·37	2·19	4·19	2·90	5·09	3·37	2·83	2·27	2·25	4·33	3·00
£1·82	£1·65	£1·59	£2·47	£1·84	£2·74	£2·14	£1·15	£1·60	£1·40	£2·40	£1·74

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TABLE
Household food consumption of main foods by certain households
(oz per person per week)

	Income group A							Households	
	Households with one man and one woman and								
	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child
MILK AND CREAM:									
Liquid milk—full price (pt.)	5.38	5.32	4.90	4.51	4.39	5.40	5.00	4.93	4.46
Liquid milk—welfare and school (pt.)	—	0.20	0.53	0.63	0.26	—	0.05	0.04	0.36
<i>Total Liquid Milk</i>	<i>5.38</i>	<i>5.52</i>	<i>5.43</i>	<i>5.14</i>	<i>4.66</i>	<i>5.40</i>	<i>5.05</i>	<i>4.97</i>	<i>4.82</i>
Condensed milk (eq. pt.)	0.17	0.21	0.11	0.13	0.08	0.14	0.17	0.23	0.22
Dried and other milk (pt. or eq. pt.)	0.14	0.25	0.16	0.14	0.51	0.16	0.31	0.14	0.34
Cream (pt.)	0.11	0.07	0.04	0.04	0.06	0.07	0.03	0.06	0.03
<i>Total Milk and Cream (pt. or eq. pt.)</i>	<i>5.80</i>	<i>6.05</i>	<i>5.74</i>	<i>5.45</i>	<i>5.32</i>	<i>5.77</i>	<i>5.56</i>	<i>5.40</i>	<i>5.41</i>
CHEESE:									
Natural	5.57	3.56	2.90	2.69	3.14	4.17	3.63	5.01	3.49
Processed	0.75	0.37	0.40	0.46	0.17	0.21	0.23	0.54	0.44
<i>Total Cheese</i>	<i>6.32</i>	<i>3.93</i>	<i>3.30</i>	<i>3.15</i>	<i>3.30</i>	<i>4.38</i>	<i>3.86</i>	<i>5.54</i>	<i>3.93</i>
MEAT:									
Beef and veal	11.29	16.39	6.95	7.06	4.95	11.92	5.86	9.99	7.29
Mutton and lamb	7.61	7.15	4.43	6.84	3.99	4.75	4.27	7.27	4.89
Pork	5.56	6.04	2.26	2.52	1.99	2.64	2.00	5.65	3.41
<i>Total Carcase Meat</i>	<i>24.46</i>	<i>29.58</i>	<i>13.65</i>	<i>16.42</i>	<i>10.94</i>	<i>19.31</i>	<i>12.13</i>	<i>22.91</i>	<i>15.59</i>
Bacon and ham, uncooked	7.22	4.89	3.85	3.64	4.22	5.53	4.37	7.57	5.06
Poultry, uncooked	9.79	6.43	4.46	4.64	6.16	6.76	5.82	6.10	5.30
Other meat	14.50	11.97	8.21	9.36	9.00	18.50	8.38	16.16	13.07
<i>Total Meat</i>	<i>55.97</i>	<i>52.86</i>	<i>30.16</i>	<i>34.06</i>	<i>30.33</i>	<i>50.10</i>	<i>30.70</i>	<i>52.73</i>	<i>39.02</i>
FISH:									
Fresh	3.17	1.83	1.23	1.33	1.25	3.00	1.31	2.29	1.56
Processed and shell (a)	0.56	0.74	0.42	0.87	0.24	0.29	0.36	0.63	0.58
Prepared (b)	1.75	1.23	1.18	1.06	2.18	1.57	1.15	2.25	2.17
Quick-frozen	0.94	0.85	1.15	0.92	1.18	2.72	1.56	1.21	1.00
<i>Total Fish</i>	<i>6.43</i>	<i>4.65</i>	<i>3.97</i>	<i>4.18</i>	<i>4.85</i>	<i>7.58</i>	<i>4.39</i>	<i>6.37</i>	<i>5.32</i>
EGGS									
(Eggs purchased)	5.76 (5.62)	4.82 (4.56)	3.84 (3.78)	4.18 (4.10)	5.17 (5.17)	4.75 (4.75)	4.53 (4.53)	5.33 (5.21)	4.53 (4.45)
FATS:									
Butter	8.42	5.52	4.49	4.11	4.33	6.34	5.81	7.10	5.49
Margarine	2.06	1.91	2.09	1.99	1.47	2.19	2.57	3.55	2.92
Lard and compound cooking fat	1.64	1.78	1.11	1.12	1.17	1.43	1.77	2.69	1.95
Other fats	2.48	0.68	1.74	0.73	0.75	1.10	1.76	1.04	1.00
<i>Total Fats</i>	<i>14.61</i>	<i>9.90</i>	<i>9.43</i>	<i>7.95</i>	<i>7.72</i>	<i>11.06</i>	<i>11.92</i>	<i>14.38</i>	<i>11.36</i>

(a) Includes smoked, salted, pickled and dried fish.

(b) Includes all cooked, canned or bottled fish, and fish products, not quick-frozen.

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composition groups within income groups, annual averages, 1971
except where otherwise stated)

Income group B					Income groups C & D1						
with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
4.24	4.23	4.04	5.09	4.45	4.70	4.09	4.01	3.67	3.32	4.42	3.74
0.60	0.61	0.66	—	0.15	0.05	0.54	0.55	0.59	0.80	—	0.24
4.84	4.85	4.70	5.09	4.60	4.75	4.62	4.56	4.25	4.12	4.42	3.98
0.17	0.19	0.14	0.19	0.15	0.16	0.25	0.20	0.15	0.13	0.20	0.19
0.24	0.15	0.24	0.19	0.17	0.21	0.43	0.34	0.23	0.28	0.20	0.16
0.03	0.02	0.02	0.07	0.03	0.05	0.03	0.02	0.01	0.01	0.03	0.01
5.28	5.21	5.10	5.54	4.95	5.17	5.32	5.11	4.64	4.53	4.85	4.34
2.52	2.43	1.97	3.84	2.86	4.09	2.94	2.34	1.86	1.64	3.66	2.50
0.34	0.37	0.30	0.49	0.35	0.52	0.40	0.36	0.26	0.28	0.44	0.31
2.85	2.80	2.26	4.33	3.21	4.60	3.34	2.70	2.11	1.91	4.10	2.81
5.92	4.98	4.51	9.02	6.85	10.28	6.12	6.39	4.53	3.74	8.86	5.42
3.50	3.50	3.39	6.68	5.21	6.02	4.98	4.01	3.43	2.43	6.25	3.89
2.70	2.11	2.07	3.96	2.83	3.94	2.63	1.97	1.06	1.08	3.57	2.18
12.12	10.59	9.97	19.66	14.88	20.25	13.73	12.37	9.02	7.25	18.68	11.48
4.35	3.80	3.23	5.73	4.93	6.41	4.71	3.67	2.81	2.60	6.21	3.79
4.76	3.88	2.78	6.34	4.40	7.03	4.81	3.32	3.61	2.30	3.21	3.33
10.75	10.00	10.22	15.22	11.98	16.41	14.51	12.06	12.25	10.99	15.19	12.44
31.97	28.26	26.21	46.97	36.22	50.12	37.79	31.42	27.69	23.13	43.28	31.05
1.27	1.22	0.60	2.44	1.52	1.55	1.67	0.90	1.17	0.96	2.47	1.66
0.31	0.24	0.28	0.62	0.40	0.69	0.41	0.26	0.26	0.21	0.48	0.36
1.52	1.02	1.23	2.05	1.44	2.35	1.85	1.70	1.50	1.16	1.87	1.31
1.03	1.01	0.96	1.04	0.76	1.36	1.03	1.02	0.65	0.67	1.21	0.66
4.13	3.49	3.07	6.16	4.12	5.95	4.97	3.87	3.58	3.00	6.01	4.00
3.89	3.73	3.73	5.27	4.18	5.36	4.65	3.91	3.44	3.19	5.43	3.72
(3.79)	(3.52)	(3.32)	(4.95)	(4.11)	(5.17)	(4.48)	(3.64)	(3.33)	(3.03)	(4.80)	(3.53)
4.80	3.74	4.47	7.07	4.81	6.71	4.92	4.12	3.86	2.89	6.38	3.81
2.39	2.51	2.89	3.26	3.54	3.42	3.46	2.97	3.19	3.79	3.67	3.66
1.84	1.67	1.98	2.65	2.14	2.71	2.40	1.94	1.76	1.72	1.80	1.65
1.00	0.52	0.61	1.07	0.58	1.49	0.87	0.66	0.41	0.37	1.77	0.62
10.03	8.44	9.95	14.06	11.08	14.32	11.65	9.68	9.22	8.77	13.61	9.74

TABLE 39—
(oz per person per week,

	Income group A							Households	
	Households with one man and one woman and								
	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child
SUGAR AND PRESERVES:									
Sugar	16.59	13.25	8.71	10.26	11.01	11.62	13.51	15.34	14.63
Honey, preserves, syrup and treacle	2.98	2.36	2.08	1.88	1.92	4.21	1.67	2.85	2.49
<i>Total Sugar and Preserves</i>	<i>19.56</i>	<i>15.62</i>	<i>10.79</i>	<i>12.15</i>	<i>12.94</i>	<i>15.83</i>	<i>15.18</i>	<i>18.18</i>	<i>17.11</i>
VEGETABLES:									
Potatoes	37.06	32.14	29.93	34.26	30.83	27.47	57.19	52.99	48.19
Fresh green	21.44	14.39	11.03	11.81	5.89	13.21	17.02	17.58	13.14
Quick-frozen	4.26	3.74	2.45	3.20	3.32	4.73	2.86	4.17	2.46
Other	25.86	17.89	18.05	16.46	16.26	22.69	22.95	24.82	21.50
<i>Total Vegetables</i>	<i>88.60</i>	<i>68.15</i>	<i>61.46</i>	<i>65.71</i>	<i>56.30</i>	<i>68.11</i>	<i>100.02</i>	<i>99.53</i>	<i>85.30</i>
FRUIT:									
Fresh	43.70	33.08	27.69	33.21	24.38	40.23	34.14	33.26	24.63
Other	13.12	10.61	8.35	7.99	9.49	12.86	10.64	10.55	8.64
<i>Total Fruit</i>	<i>56.82</i>	<i>43.69</i>	<i>36.04</i>	<i>41.20</i>	<i>33.87</i>	<i>53.09</i>	<i>44.78</i>	<i>43.81</i>	<i>33.27</i>
CEREALS:									
Brown bread	4.27	1.92	1.93	3.12	1.16	4.47	3.42	3.60	1.70
White bread	22.78	23.14	19.43	16.86	23.89	23.11	24.57	29.10	28.05
Wholewheat and wholemeal bread	1.31	0.57	0.94	0.11	1.03	1.45	0.40	0.51	0.33
Other bread	2.64	2.21	1.68	2.01	0.56	3.71	1.96	3.66	2.97
<i>Total Bread</i>	<i>30.98</i>	<i>27.85</i>	<i>23.99</i>	<i>22.09</i>	<i>26.63</i>	<i>32.75</i>	<i>30.34</i>	<i>36.86</i>	<i>33.04</i>
Flour	7.33	6.41	3.93	3.74	2.20	5.89	6.26	6.88	5.25
Cakes (c)	7.69	4.32	4.37	3.78	3.83	6.27	3.67	7.60	5.03
Biscuits	6.41	5.85	4.82	5.51	5.53	7.79	4.93	6.41	6.42
Oatmeal and oat products	0.46	0.18	0.47	0.48	0.26	0.26	0.30	1.11	0.30
Breakfast cereals	2.52	3.05	3.22	3.29	4.33	2.01	4.60	2.33	2.68
Other cereals	5.48	4.85	4.50	3.79	4.83	3.51	3.53	4.44	5.40
<i>Total Cereals</i>	<i>60.85</i>	<i>52.50</i>	<i>45.31</i>	<i>42.69</i>	<i>47.61</i>	<i>58.47</i>	<i>53.63</i>	<i>65.63</i>	<i>58.13</i>
BEVERAGES:									
Tea	1.96	1.48	1.51	1.02	0.88	2.00	1.64	3.02	2.02
Coffee	1.04	0.87	0.76	0.46	0.52	2.03	0.77	0.86	0.50
Cocoa	0.39	0.16	0.20	0.12	—	0.49	0.15	0.14	0.08
Branded food drinks	0.15	0.21	0.07	0.06	0.15	0.38	0.15	0.27	0.12
<i>Total Beverages</i>	<i>3.54</i>	<i>2.72</i>	<i>2.54</i>	<i>1.66</i>	<i>1.54</i>	<i>4.91</i>	<i>2.72</i>	<i>4.29</i>	<i>2.72</i>
EXPENDITURE—ALL FOODS	£3.28	£2.68	£2.09	£2.03	£2.10	£3.21	£2.14	£3.07	£2.38

(c) Includes buns, scones, teacakes, cakes and pastries.

continued

cept where otherwise stated)

Income group B					Income groups C & D1						
Households with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
12·77	12·11	15·41	17·02	15·49	19·62	15·77	13·96	12·53	13·75	20·37	16·14
2·01	2·46	1·86	2·64	2·15	3·40	2·75	1·98	2·40	1·96	4·48	2·30
14·78	14·57	17·26	19·66	17·65	23·02	18·52	15·94	14·93	15·71	24·86	18·44
45·85	45·36	52·23	55·35	54·38	54·32	58·87	48·06	43·51	55·55	56·85	61·54
11·03	9·74	9·28	17·07	12·11	17·23	12·52	9·03	7·92	6·03	13·79	8·43
2·06	1·50	1·25	3·11	1·92	2·54	1·32	1·12	0·72	0·74	1·69	0·84
18·47	16·11	16·85	25·03	18·71	26·61	23·72	19·92	18·22	16·95	24·81	20·24
77·42	72·72	79·60	100·54	87·11	100·71	96·43	78·12	70·38	79·28	97·15	91·05
20·78	17·73	19·88	26·61	22·99	25·84	20·12	16·52	14·16	11·81	25·55	16·78
7·72	5·56	5·71	11·52	7·40	9·56	7·26	5·88	4·60	3·48	7·26	5·00
28·50	23·29	25·59	38·13	30·39	35·40	27·38	22·40	18·76	15·29	32·81	21·78
1·35	1·37	1·51	1·87	1·70	2·86	1·87	1·27	0·94	1·33	3·64	1·42
25·35	26·56	29·84	37·44	31·04	35·69	30·17	29·85	31·23	34·83	37·29	36·29
0·35	0·21	0·28	0·45	0·35	0·21	0·60	0·24	0·09	0·30	0·41	0·13
1·75	1·25	1·25	3·80	2·23	4·20	2·30	2·14	2·07	1·89	4·26	2·58
28·80	29·40	32·88	43·56	35·32	42·96	34·95	33·49	34·33	38·35	45·60	40·42
5·27	3·50	4·56	6·23	8·96	6·60	4·83	4·39	5·67	3·13	8·59	3·88
4·44	4·18	3·13	6·45	6·10	7·48	6·17	4·71	4·12	2·87	6·01	4·36
5·37	5·72	5·62	6·55	6·04	6·55	6·09	5·84	5·42	4·96	6·18	5·12
0·27	0·34	0·46	0·52	0·27	0·65	0·38	0·36	0·81	0·36	0·80	0·33
3·22	4·06	4·78	2·43	3·42	1·89	2·49	3·19	3·52	3·12	1·69	3·01
4·37	4·19	4·11	4·46	4·33	5·42	5·81	4·58	4·25	4·37	3·32	3·59
51·74	51·42	55·53	70·19	64·46	71·55	60·72	56·56	58·13	57·16	72·18	60·72
1·55	1·33	1·42	3·00	2·14	2·86	2·29	1·75	1·68	1·63	2·88	2·04
0·51	0·51	0·38	0·70	0·47	0·88	0·54	0·46	0·37	0·26	0·72	0·36
0·12	0·15	0·14	0·17	0·26	0·22	0·09	0·19	0·16	0·10	0·06	0·15
0·13	0·10	0·02	0·56	0·05	0·33	0·21	0·18	0·10	0·05	0·16	0·12
2·31	2·10	1·97	4·43	2·91	4·29	3·14	2·57	2·30	2·04	3·80	2·68
£1·98	£1·79	£1·74	£2·82	£2·09	£2·86	£2·24	£1·91	£1·67	£1·48	£2·50	£1·81

Average expenditure on groups of commodities as a percentag

		All households	Income group A							Household	
			Households with one man and one woman and							no other (both adults under 55)	1 child
			no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children		
Dairy products (excluding butter)	1956	12	11	12	13	14	13	11	12	11	12
	1961	12	12	13	14	15	14	12	13	12	12
	1966	13	13	13	14	15	13	12	13	12	13
	1970	13	13	14	15	16	14	15	14	12	13
	1971	14	14	15	17	17	16	14	16	13	15
Meat and meat products	1956	28	30	28	26	25	24	29	28	29	27
	1961	28	31	28	27	24	25	30	27	30	29
	1966	30	31	30	28	28	30	31	29	32	29
	1970	31	32	31	28	27	30	31	30	33	30
	1971	30	33	34	26	29	26	32	25	33	29
Fish	1956	4	4	4	4	4	4	4	4	4	4
	1961	4	6	4	4	4	5	4	5	5	4
	1966	5	6	4	4	4	4	4	4	5	4
	1970	4	5	5	4	3	3	4	3	4	4
	1971	4	4	4	4	4	5	5	4	4	4
Eggs	1956	5	6	6	6	5	6	6	5	6	6
	1961	5	5	5	5	6	6	5	5	5	5
	1966	4	4	4	4	4	4	4	4	4	4
	1970	4	4	3	3	4	5	5	4	4	4
	1971	4	4	3	4	4	5	3	4	3	4
Fats (including butter)	1956	7	6	6	7	7	7	7	7	6	7
	1961	6	5	5	5	6	5	5	6	6	5
	1966	6	5	5	5	5	5	5	5	5	5
	1970	5	4	4	5	5	4	6	5	5	5
	1971	6	5	5	5	5	5	4	6	5	5
Sugar and preserves	1956	4	3	4	4	4	5	4	4	3	4
	1961	3	3	3	3	3	3	3	3	3	3
	1966	3	2	2	3	3	3	3	3	3	3
	1970	3	2	3	2	3	2	2	2	2	2
	1971	3	2	2	2	2	2	2	2	2	2
Vegetables	1956	9	8	8	8	8	9	9	8	9	10
	1961	9	9	10	9	8	10	9	9	9	10
	1966	10	9	10	9	9	9	9	10	10	10
	1970	10	11	10	10	9	9	8	9	11	11
	1971	9	9	9	10	9	9	9	10	10	10
Fruit	1956	8	11	11	11	10	8	10	10	9	9
	1961	8	10	11	11	11	9	11	11	9	9
	1966	8	11	10	10	9	7	10	11	9	8
	1970	7	10	10	10	10	9	10	10	9	8
	1971	8	11	10	10	11	10	11	11	9	8
Cereals	1956	15	12	13	14	15	17	13	15	14	15
	1961	15	11	13	15	16	15	12	14	14	15
	1966	15	11	13	14	15	14	13	14	14	15
	1970	15	11	12	15	15	15	12	14	13	16
	1971	15	12	12	14	13	14	12	14	13	14

of expenditure on all foods 1956, 1961, 1966, 1970, 1971

Income group B					Income groups C & D1						
with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
12	12	12	11	12	12	12	12	11	11	12	12
13	13	13	12	12	11	12	13	13	13	11	12
14	14	13	12	13	11	12	13	13	13	12	12
14	13	13	13	12	12	12	13	12	13	12	12
16	16	16	14	15	12	14	15	15	15	12	14
25	25	23	29	26	30	27	26	24	24	29	26
26	25	24	30	27	31	28	26	25	24	30	26
28	26	27	32	28	31	30	28	26	27	31	28
29	27	28	32	29	32	31	28	28	27	32	27
28	28	26	31	29	32	29	28	27	25	31	29
3	4	3	4	4	4	4	4	3	3	4	4
4	4	3	4	4	5	4	4	3	3	5	4
4	4	3	5	4	5	4	4	4	3	5	4
4	4	4	3	3	5	4	4	4	3	4	4
4	4	4	4	4	4	4	4	4	3	4	4
6	6	6	5	6	5	5	6	5	6	5	5
5	5	5	5	5	5	5	5	6	6	5	5
4	4	4	4	4	4	4	4	4	5	4	5
4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	3	4	4	4	4	4	4	4	4
7	7	7	7	7	7	7	7	7	7	7	7
6	6	6	6	6	6	6	6	6	6	6	6
5	6	6	5	6	6	6	5	6	6	6	6
5	6	5	5	5	5	5	5	5	5	5	5
6	5	6	6	6	6	5	5	6	6	6	5
4	5	5	4	4	3	4	5	5	6	4	5
3	4	4	3	4	3	4	4	4	4	3	4
3	3	4	3	3	3	3	3	4	4	3	3
2	3	3	3	3	3	3	3	3	3	3	3
2	3	3	2	3	3	3	3	3	3	3	3
10	10	11	9	10	9	9	9	12	12	8	10
10	10	11	10	10	9	10	10	10	11	10	10
10	10	12	10	11	10	11	10	11	11	10	10
11	11	12	9	12	11	11	11	12	11	11	12
10	10	10	10	9	10	10	10	10	11	9	10
9	8	6	9	8	8	8	8	7	5	8	7
9	8	7	9	8	7	8	7	6	6	8	7
8	8	6	8	8	8	7	7	6	5	8	6
8	8	7	7	8	7	7	7	6	6	6	7
8	7	8	8	8	8	7	7	6	6	7	6
16	17	18	15	16	14	15	17	18	20	15	17
16	17	18	14	16	15	16	17	18	20	16	18
16	17	18	14	16	15	16	17	18	19	15	18
16	16	18	15	17	15	16	17	19	19	17	18
15	16	17	14	17	14	16	17	18	19	15	17

TABLE 40-

		All households	Income group A						Household		
			Households with one man and one woman and						no other (both adults under 55)	1 child	
			no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only			adolescents and children
Beverages	1956	5	5	5	5	4	5	6	5	6	5
	1961	5	5	4	4	4	4	5	4	5	5
	1966	4	5	4	4	3	3	4	3	5	4
	1970	4	4	4	4	4	3	3	4	4	4
	1971	4	3	3	4	2	2	5	4	4	3
Other foods	1956	2	2	2	3	3	2	2	2	2	3
	1961	3	3	3	3	3	3	2	3	3	3
	1966	3	3	4	4	4	6	3	3	3	4
	1970	3	3	5	4	4	5	3	4	3	4
	1971	3	3	4	5	4	5	4	4	3	4
Each year		100	100	100	100	100	100	100	100	100	100
Expenditure on food as percentage of declared net family income	1956	33	21	26	27	27	31	24	27	28	35
	1961	31	18	22	25	26	30	22	25	25	33
	1966	27	15	19	21	23	25	19	23	21	28
	1970	26	13	18	18	20	27	16	20	18	24
	1971	26	12	18	17	21	23	17	20	18	24
Food expenditure per head as percentage of all households' expenditure per head on food	1956	100	152	121	96	88	71	129	97	142	107
	1961	100	160	118	97	84	81	137	103	137	108
	1966	100	150	113	96	86	80	127	103	135	102
	1970	100	148	115	94	83	94	118	106	134	101
	1971	100	142	116	91	88	91	139	93	133	103

continued

Income group B					Income groups C & D1						
with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
5	5	5	5	5	6	5	5	5	5	6	5
5	4	4	5	5	5	5	5	5	4	5	5
4	3	4	4	4	4	4	4	4	4	5	5
4	4	3	4	4	5	4	4	3	4	5	4
3	3	3	4	4	4	4	3	4	4	4	4
3	2	2	2	2	2	2	2	2	2	2	2
3	3	3	2	3	3	3	3	3	3	2	2
4	4	4	3	3	3	4	4	4	3	2	3
5	4	4	3	4	3	5	4	4	4	3	3
4	4	3	3	3	3	4	4	4	4	3	3
100	100	100	100	100	100	100	100	100	100	100	100
38	40	43	32	38	32	42	47	49	51	36	41
35	38	40	28	32	31	42	43	46	51	34	37
29	31	34	24	29	27	36	39	42	46	30	34
26	27	32	24	28	24	35	34	38	42	30	34
25	27	32	26	28	22	33	34	35	39	29	35
88	79	67	122	91	131	100	82	68	57	112	82
90	79	69	117	90	130	101	80	71	62	110	84
84	74	65	114	89	128	97	83	71	62	111	81
86	78	75	117	87	130	102	83	76	66	114	83
86	78	76	122	91	124	97	83	73	64	108	79

**Tables of average energy value
and nutrient content of the diet**

TABLE 41
 Energy value and nutrient content of household food consumption:
 national averages, 1966-1971

	1966	1967	1968	1969	1970	1971	
		<i>(i) Consumption per person per day (a)</i>					
Energy value (kcal)	2,560	2,590	2,560	2,570	2,600	2,530	
	(MJ)	10.7	10.8	10.7	10.8	10.6	
Total protein (g)	75.6	75.8	75.4	74.4	74.9	73.6	
Animal protein (g)	46.3	46.7	46.6	46.5	46.2	45.8	
Fat (g)	117	119	118	120	121	119	
Carbohydrate (b) (g)	321	324	318	317	322	310	
Calcium (mg)	1,020	1,040	1,040	1,050	1,050	1,040	
Iron (mg)	13.6	14.0	13.5	13.3	13.7	13.5	
Thiamin (mg)	1.24	1.22	1.21	1.17	1.19	1.20	
Riboflavin (mg)	1.83	1.81	1.81	1.79	1.79	1.78	
Nicotinic acid (mg)	15.8	15.7	15.7	16.2	16.4	16.5	
Nicotinic acid equivalent (mg)	29	29	29	29.4	29.9	29.3	
Vitamin C (mg)	53	52	52	52	52	53	
Vitamin A: retinol (µg)				910	910	900	
β-carotene (µg)				2,110	2,160	2,170	
total (retinol equivalent) (µg)	1,420	1,400	1,400	1,360	1,370	1,360	
Vitamin D (c) (µg)	3.16	3.24	3.14	2.90	2.87	2.83	
		<i>(ii) As a percentage of recommended intake (d)</i>					
Energy value	108	109	108	109	111	107	
Protein	127	128	127	126	128	124	
(as a percentage of minimum requirement)							
Calcium	194	195	194	193	195	190	
Iron	188	191	191	194	194	193	
Thiamin	123	126	122	121	124	122	
Riboflavin	128	126	125	122	124	124	
Nicotinic acid equivalent	130	129	129	130	130	128	
Vitamin C	189	189	189	190	194	190	
Vitamin A (retinol equivalent)	183	180	181	181	184	186	
Vitamin D (c)	204	202	203	199	200	197	
	90	93	90	84	84	85	
		<i>(iii) Percentage of energy value derived from protein, fat and carbohydrate</i>					
Protein	11.8	11.7	11.8	11.6	11.5	11.6	
Fat	41.0	41.3	41.6	42.0	41.8	42.3	
Carbohydrate	47.0	47.0	46.6	46.3	46.5	46.0	
		<i>(iv) Animal protein as a percentage of total protein</i>					
	61.3	61.6	61.9	62.5	61.7	62.3	
		<i>(v) Consumption of nutrients per 1000 kcal</i>					
Total protein (g)	29.6	29.3	29.5	28.9	28.9	29.0	
Animal protein (g)	18.1	18.1	18.2	18.1	17.8	18.1	
Fat (g)	46	46	46	47	46	47	
Carbohydrate (g)	126	125	124	123	124	123	
Calcium (mg)	400	401	407	407	403	411	
Iron (mg)	5.3	5.4	5.3	5.2	5.3	5.3	
Thiamin (mg)	0.49	0.47	0.47	0.45	0.46	0.47	
Riboflavin (mg)	0.71	0.70	0.71	0.70	0.69	0.70	
Nicotinic acid equivalent (mg)	12	11	11	11.4	11.5	11.6	
Vitamin C (mg)	21	20	20	20	20	21	
Vitamin A (retinol equivalent) (µg)	555	542	549	531	528	536	
Vitamin D (c) (µg)	1.24	1.25	1.23	1.13	1.11	1.12	

(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. The figures given for 1966 to 1968 inclusive are the same as those published in the Annual Report for 1968 for all nutrients except thiamin.

(b) As monosaccharide.

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

(d) Estimates of percentage adequacy are based on the recommendations of the Department of Health and Social Security (1969). In deriving all these percentages, an arbitrary deduction of 10 per cent is made from the consumption figures given in section (i) of the table to allow for wastage.

TABLE 42
Contributions made by groups of foods to the energy value and nutrient content of household food consumption:
national averages, 1970
 (per person per day)

	Energy value		Protein		Fat		Carbohydrate		Calcium		Iron	
	kcal	MJ	g	Per cent of total	g	Per cent of total	g	Per cent of total	mg	Per cent of total	mg	Per cent of total
Liquid milk	253	1.06	12.6	16.8	14.7	12.2	19	5.8	464	44.3	0.4	2.9
Dried milk	6	0.02	0.3	0.4	0.3	0.3	...	0.1	10	0.9	0.1	0.5
Other milk and cream	25	0.10	0.9	1.2	1.6	1.4	2	0.5	32	3.1	...	0.2
Cheese	58	0.24	3.6	4.9	4.8	4.0	112	10.7	0.1	0.6
Total Milk, Cream and Cheese	342	1.43	17.5	23.3	21.5	17.8	21	6.4	618	59.0	0.6	4.2
Beef and veal	75	0.31	4.9	6.5	6.1	5.1	3	0.3	1.2	8.9
Mutton and lamb	56	0.24	2.7	3.6	5.0	4.2	2	0.2	0.4	2.7
Pork	40	0.17	1.2	1.6	3.9	3.2	1	0.1	0.1	0.8
Bacon (uncooked)	84	0.35	2.1	2.8	8.4	7.0	2	0.2	0.2	1.6
Liver	5	0.02	0.6	0.8	0.3	0.2	0.5	3.3
Poultry (uncooked)	20	0.08	2.8	3.7	0.9	0.8	0.2	1.6
Sausages	50	0.21	1.6	2.1	3.9	3.2	2	0.7	4	0.3	0.2	1.3
Other meat	99	0.42	5.2	7.0	7.3	6.0	4	1.1	8	0.7	1.2	8.8
Total Meat	429	1.79	21.1	28.1	35.8	29.7	6	1.8	22	2.1	4.0	29.1
Fat fish (a)	7	0.03	0.8	1.1	0.4	0.4	9	0.9	0.1	0.6
Other fish (b)	20	0.08	2.5	3.3	0.8	0.6	1	0.3	7	0.7	0.2	1.2
Total Fish	27	0.11	3.3	4.4	1.2	1.0	1	0.3	16	1.6	0.3	1.8
Eggs	52	0.22	3.9	5.2	4.0	3.3	20	1.9	1.0	7.2
Butter	181	0.76	0.1	0.1	20.0	16.6	3	0.3	...	0.2
Margarine	89	0.37	9.9	8.2	0.3
Other fats	110	0.46	12.2	10.1	0.1
Total Fats	380	1.59	0.1	0.2	42.2	34.9	4	0.4	0.1	0.5
Sugar and preserves	299	1.25	...	0.1	80	24.7	3	0.3	0.1	0.9
Potatoes	122	0.51	3.1	4.2	29	8.9	15	1.4	1.1	8.2
Cabbage, brussels sprouts and cauliflowers	8	0.04	0.8	1.0	1	0.4	14	1.4	0.3	2.1
Leafy salads	1	...	0.1	0.1	1	0.1	...	0.3

TABLE 42—continued
(per person per day)

	Thiamin (f)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (f)		Vitamin A (g)				Vitamin D (g)			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total
Liquid milk	0.16	13.4	0.58	32.5	0.3	2.0	180.8	19.0	3.4	11.3	4.0	7.6	119	13.1	74	3.4	156	11.3	0.10	3.5
Dried milk	0.4	0.01	0.7	0.7	...	0.1	4.1	0.4	0.1	0.3	0.2	0.5	8	0.8	2	0.1	9	0.6	0.10	3.6
Other milk and cream	0.01	0.7	0.04	2.3	...	0.2	12.5	1.3	0.2	0.8	0.4	0.4	12	1.4	8	0.4	16	1.2	0.01	0.5
Cheese	0.01	0.4	0.07	3.9	...	0.1	44.0	4.6	0.7	2.5	—	—	44	4.9	28	1.3	59	4.3	0.05	1.7
<i>Total Milk, Cream and Cheese</i>	<i>0.18</i>	<i>14.8</i>	<i>0.71</i>	<i>39.4</i>	<i>0.4</i>	<i>2.3</i>	<i>241.4</i>	<i>25.4</i>	<i>4.4</i>	<i>14.8</i>	<i>4.4</i>	<i>8.5</i>	<i>184</i>	<i>20.2</i>	<i>113</i>	<i>5.2</i>	<i>239</i>	<i>17.5</i>	<i>0.26</i>	<i>9.2</i>
Beef and veal	0.01	0.9	0.06	3.4	1.5	9.3	54.9	5.8	2.4	8.2	—	—	4	0.5	—	—	4	0.3	—	—
Mutton and lamb	0.02	1.4	0.05	2.6	0.9	5.7	34.1	3.6	1.5	5.0	—	—	3	0.3	—	—	3	0.2	—	—
Pork	0.06	4.9	0.02	1.1	0.5	3.0	16.5	1.7	0.8	2.6	—	—	—	—	—	—	—	—	—	—
Bacon (uncooked)	0.01	0.6	0.03	1.7	0.3	2.0	28.9	3.0	0.8	2.7	—	—	—	—	—	—	—	—	—	—
Liver	0.01	0.6	0.10	5.5	0.4	2.6	8.6	0.9	0.6	1.9	1.0	—	325	35.7	—	—	325	23.7	0.02	0.8
Poultry (uncooked)	...	0.4	0.02	1.2	0.8	4.9	28.5	3.0	1.3	4.3	—	—	—	—	—	—	—	—	—	—
Sausages	0.01	0.7	0.3	1.6	19.3	2.0	0.6	1.9	—	—	1	0.1	—	—	1	...	—	—
Other meat	0.07	5.8	0.08	4.5	1.2	7.5	63.5	6.7	2.3	7.6	0.2	0.3	8	0.9	5	0.2	9	0.6	...	0.2
<i>Total Meat</i>	<i>0.22</i>	<i>19.0</i>	<i>0.37</i>	<i>20.7</i>	<i>6.0</i>	<i>36.6</i>	<i>254.4</i>	<i>26.8</i>	<i>10.2</i>	<i>34.3</i>	<i>0.7</i>	<i>1.3</i>	<i>341</i>	<i>37.5</i>	<i>5</i>	<i>0.2</i>	<i>342</i>	<i>24.9</i>	<i>0.03</i>	<i>1.0</i>
Fat fish (a)	0.1	0.6	0.01	0.4	0.2	1.4	8.7	0.9	0.4	1.2	—	—	3	0.3	—	—	3	0.2	0.52	18.1
Other fish (b)	0.01	0.6	0.02	0.9	0.4	2.6	28.7	3.0	0.9	3.0	—	—	—	—	0.05	1.8
<i>Total Fish</i>	<i>0.01</i>	<i>0.8</i>	<i>0.02</i>	<i>1.3</i>	<i>0.6</i>	<i>4.0</i>	<i>37.4</i>	<i>3.9</i>	<i>1.3</i>	<i>4.2</i>	—	—	<i>3</i>	<i>0.4</i>	—	—	<i>3</i>	<i>0.2</i>	<i>0.57</i>	<i>20.0</i>
Eggs	0.04	3.6	0.15	8.2	...	0.2	58.9	6.2	1.0	3.4	—	—	100	11.0	—	—	100	7.3	0.50	17.4
Butter	—	—	—	—	—	—	1.7	0.2	...	0.1	—	—	175	19.2	139	6.4	244	17.8	0.30	10.6
Margarine	—	—	—	—	—	—	0.3	—	—	83	9.2	56	2.6	111	8.1	0.92	32.1
Other fats	—	—	—	—	—	—	—	—	1	0.1	—	—	1	0.1	—	—
<i>Total Fats</i>	—	—	—	—	—	—	<i>2.1</i>	<i>0.2</i>	...	<i>0.1</i>	—	—	<i>259</i>	<i>28.5</i>	<i>194</i>	<i>9.0</i>	<i>356</i>	<i>26.0</i>	<i>1.22</i>	<i>42.6</i>
Sugar and preserves	—	—	0.2	1.2	2.2	2	0.1
Potatoes	0.14	11.8	0.06	3.4	1.9	11.6	54.9	5.8	2.8	9.4	14.8	28.2	—	—	—	—	—	—	—	—
Cabbage, brussels sprouts and cauliflowers	0.01	1.2	0.03	1.5	0.1	0.8	9.1	1.0	0.3	0.9	5.2	9.9	—	—	71	3.3	12	0.9	—	—
Leafy salads	...	0.2	...	0.2	...	0.1	0.6	0.1	...	0.1	0.8	1.5	—	—	51	2.3	9	0.6	—	—

TABLE 42—continued
(per person per day)

	Energy value		Protein		Fat		Carbohydrate		Calcium		Iron	
	kcal	MJ	g	Per cent of total	g	Per cent of total	g	Per cent of total	mg	Per cent of total	mg	Per cent of total
Fresh legumes, including quick-frozen . . .	4	0.02	0.4	0.5	—	—	1	0.2	2	0.2	0.1	1.0
Other fresh green vegetables	0.01	0.1	0.1	—	—	1	0.2	...	0.5	0.1	0.1
Carrots . . .	2	0.01	0.1	0.1	—	—	...	0.1	3	0.3	0.1	0.4
Other root vegetables . . .	58	0.24	2.5	3.3	1.6	1.4	9	2.8	21	2.0	0.9	6.5
Other vegetables and vegetable products (c) . . .												
<i>Total Vegetables</i> . . .	196	0.82	6.9	9.3	1.6	1.4	41	12.7	62	5.9	2.6	18.9
Oranges . . .	4	0.02	0.1	0.1	—	—	1	0.3	5	0.5	...	0.2
Other citrus fruit . . .	1	0.04	0.1	0.2	—	—	3	0.9	1	0.1	0.1	0.6
Apples and pears . . .	10	0.01	0.1	0.1	—	—	1	0.1	1	0.1	...	0.2
Soft fruit . . .	2	0.02	0.1	0.1	—	—	1	0.4	...	0.2	...	0.2
Bananas . . .	6	0.01	0.2	0.2	—	—	...	0.1	2	0.2	0.1	0.5
Fresh tomatoes . . .	2	0.01	0.1	0.1	—	—	...	0.1	2	0.2	0.1	0.1
Other fresh fruit . . .	1	0.14	0.3	0.4	0.5	0.4	7	2.3	6	0.6	0.3	1.9
Other fruit (d) . . .	33											
<i>Total Fruit</i> . . .	59	0.25	0.9	1.2	0.5	0.4	14	4.4	19	1.8	0.5	3.8
White bread . . .	332	1.39	11.1	14.7	1.4	1.1	73	22.6	138	13.2	1.9	13.8
Other bread . . .	57	0.24	2.1	2.8	0.4	0.3	12	3.7	21	2.0	0.5	3.5
Flour . . .	80	0.34	2.2	2.9	0.2	0.2	19	5.7	37	3.6	0.5	3.4
Cakes and pastries . . .	84	0.35	1.3	1.8	3.2	2.6	14	4.2	20	1.9	0.3	2.4
Biscuits . . .	120	0.50	1.4	1.9	0.0	5.0	16	4.9	20	1.9	0.3	2.1
Other cereals . . .	90	0.38	1.9	2.5	1.0	0.8	20	6.1	22	2.1	0.6	4.5
<i>Total Cereals</i> . . .	763	3.19	20.0	26.7	12.2	10.1	152	47.2	259	24.7	4.1	29.7
Tea . . .	11	0.05	0.3	0.4	0.2	0.1	2	0.7	3	0.3	0.1	1.0
Other beverages . . .	11	0.05	0.3	0.4	0.2	0.1	2	0.7	8	0.8	0.1	1.0
<i>Total Beverages</i> . . .	39	0.16	0.9	1.2	1.5	1.2	6	1.8	16	1.6	0.4	2.9
Other foods (e) . . .	2,597	10.87	74.9	100.0	120.7	100.0	322	100.0	1,047	100.0	13.7	100.0
<i>TOTAL ALL FOODS</i> . . .												

TABLE 42—continued
(per person per day)

	Thiamin (J)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (J)		Vitamin A (g)				Vitamin D (g)			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol		Carotene		Retinol equivalent			
													µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total
Fresh legumes, including quick-frozen	0.01	1.2	0.01	0.7	0.2	1.1	4.0	0.4	0.3	0.8	0.9	1.7	—	—	—	—	—	—	—	
Other fresh green vegetables	...	0.3	...	0.1	...	0.4	0.2	0.3	...	0.2	0.2	0.3	—	—	—	—	—	—	—	
Carrots	...	0.4	...	0.2	...	0.1	0.5	0.1	0.1	0.2	0.3	0.6	—	—	—	—	—	—	—	
Other root vegetables	...	0.2	...	0.2	...	0.8	0.8	0.1	...	0.2	0.5	1.0	—	—	—	—	—	—	—	
Other vegetables and vegetable products (c)	0.04	3.2	0.03	1.9	0.5	3.0	26.9	2.8	0.9	3.1	2.7	5.2	0.1	
Total Vegetables	0.22	18.2	0.15	8.2	2.8	17.2	96.9	10.2	4.4	14.8	25.3	48.4	0.7	
Oranges	0.01	0.9	...	0.2	...	0.2	0.4	0.1	5.6	10.8
Other citrus fruit	...	0.1	...	0.2	...	0.2	0.2	0.1	1.1	2.1
Apples and pears	0.01	0.9	0.01	0.3	...	0.2	0.7	0.1	...	0.1	1.2	2.4
Soft fruit	...	0.1	...	0.1	...	0.1	0.2	0.1	2.0	3.9
Bananas	...	0.3	...	0.3	...	0.3	0.9	0.1	...	0.1	0.2	0.7
Fresh tomatoes	0.01	0.8	0.01	0.4	...	0.6	1.3	0.1	...	0.4	3.3	6.2
Other fresh fruit	...	0.1	...	0.1	...	0.1	0.1	0.1	0.5	0.9
Other fruit (d)	0.01	0.9	0.01	0.8	0.2	1.0	2.5	0.3	0.2	0.7	5.4	10.3
Total Fruit	0.05	4.1	0.04	2.2	0.4	2.4	6.3	0.7	0.5	1.7	19.8	37.9
White bread	0.21	17.8	0.05	2.6	1.8	11.0	129.9	13.7	2.9	9.7	—	—
Other bread	0.05	4.0	0.02	0.9	0.5	3.3	25.5	2.7	0.5	1.8	—	—
Flour	0.05	4.3	0.01	0.5	0.4	2.4	25.7	2.7	0.6	2.0	—	—
Cakes and pastries	0.02	1.8	0.02	1.2	0.1	0.9	16.9	1.8	0.1	0.1	0.1	0.1
Biscuits	0.03	2.5	0.01	0.6	0.3	1.6	17.0	1.8	0.4	1.2	—	—
Other cereals	0.08	6.7	0.12	6.6	1.1	6.5	23.6	2.5	1.0	3.4	0.1	0.2
Total Cereals	0.44	37.2	0.22	12.4	4.2	25.5	238.6	25.1	5.8	19.5	0.2	0.3
Tea	0.09	5.3	0.6	3.8	3.3	...	0.6	2.1	—	—
Other beverages	0.01	0.9	0.01	0.3	1.0	6.0	3.3	0.3	1.0	3.5	—	—
Total Beverages	0.01	0.9	0.10	5.6	1.6	9.9	3.3	0.3	1.7	5.6	—	—
Other foods (e)	0.02	1.4	0.04	2.0	0.3	1.8	11.5	1.2	0.5	1.5	0.8	1.5
TOTAL ALL FOODS	1.19	100.0	1.79	100.0	16.4	100.0	930.9	100.0	29.9	100.0	52.4	100.0	909	100.0	2,158	100.0	1,372	100.0	2.87	100.0

(a) Includes canned salmon and other canned fish; excludes quick-frozen fat fish.

(b) Includes quick-frozen fat fish.

(c) Including chips and crisps.

(d) Including welfare orange juice.

(e) Spreads and dressings, soups and extracts, pickles and sauces, baby foods (canned or bottled), table jellies, salt and ice-cream (served as part of a meal).

(f) Cooking losses have been taken into account. Intake figures for thiamin allow for a loss of 50 per cent from beef and for smaller losses from other foods (equivalent on average to about 20 per cent loss overall); those for vitamin C from fresh green vegetables and other vegetables allow for losses of 75 and 50 per cent respectively.

(g) Welfare fish liver oil and vitamin A and D tablets excluded.

TABLE 43
*Contributions made by groups of foods to the energy value and nutrient content of household food consumption:
 national averages, 1971*
 (per person per day)

	Energy value		Protein		Fat		Carbohydrate		Calcium		Iron		
	kcal	MJ	Per cent of total	g	Per cent of total	g	Per cent of total	g	Per cent of total	mg	Per cent of total	g	Per cent of total
Liquid milk	261	1.09	10.3	12.9	17.5	15.4	12.9	19	6.1	474	45.6	0.4	3.0
Dried milk	5	0.02	0.2	0.3	0.3	0.3	0.2	2	0.1	8	0.8	0.1	0.5
Other milk and cream	24	0.10	0.9	1.2	1.6	1.6	1.3	2	0.5	32	3.1	...	0.2
Cheese	59	0.25	2.3	3.7	5.0	4.9	4.1	112	10.8	0.1	0.6
<i>Total Milk, Cream and Cheese</i>	<i>348</i>	<i>1.46</i>	<i>13.7</i>	<i>17.7</i>	<i>24.0</i>	<i>22.2</i>	<i>18.6</i>	<i>21</i>	<i>6.8</i>	<i>626</i>	<i>60.2</i>	<i>0.6</i>	<i>4.2</i>
Beef and veal	76	0.32	3.0	5.0	6.8	6.3	5.2	3	0.3	1.2	9.2
Mutton and lamb	58	0.24	2.3	2.8	3.8	5.2	4.3	2	0.2	0.4	2.9
Pork	43	0.18	1.7	1.3	1.8	4.2	3.5	1	0.1	0.1	0.8
Bacon (uncooked)	81	0.34	3.2	2.0	2.8	8.1	6.8	2	0.2	0.2	1.5
Liver	5	0.02	0.2	0.6	0.8	0.3	0.2	0.4	3.3
Poultry (uncooked)	19	0.08	0.8	2.7	3.7	0.9	0.8	1	0.1	0.2	1.6
Sausages	49	0.21	1.9	1.5	2.1	3.9	3.2	2	0.7	4	0.3	0.2	1.3
Other meat	92	0.39	3.6	4.7	6.5	6.8	5.7	3	1.1	7	0.7	1.0	7.6
<i>Total Meat</i>	<i>423</i>	<i>1.77</i>	<i>16.7</i>	<i>20.7</i>	<i>28.1</i>	<i>35.6</i>	<i>29.8</i>	<i>6</i>	<i>1.8</i>	<i>22</i>	<i>2.1</i>	<i>3.8</i>	<i>28.2</i>
Fat fish (a)	6	0.03	0.3	0.7	1.0	0.4	0.3	8	0.8	0.1	0.6
Other fish (b)	19	0.08	0.8	2.4	3.3	0.7	0.6	1	0.2	7	0.7	0.2	1.2
<i>Total Fish</i>	<i>26</i>	<i>0.11</i>	<i>1.0</i>	<i>3.2</i>	<i>4.3</i>	<i>1.1</i>	<i>0.9</i>	<i>1</i>	<i>0.2</i>	<i>15</i>	<i>1.5</i>	<i>0.2</i>	<i>1.8</i>
Eggs	51	0.21	2.0	3.8	5.2	3.9	3.3	19	1.9	1.0	7.1
Butter	167	0.70	6.6	0.1	0.1	18.5	15.5	3	0.3	...	0.2
Margarine	98	0.41	3.9	...	0.1	10.9	9.1	0.3
Other fats	104	0.43	4.1	11.5	9.6	0.1
<i>Total Fats</i>	<i>368</i>	<i>1.54</i>	<i>14.5</i>	<i>0.1</i>	<i>0.2</i>	<i>40.8</i>	<i>34.3</i>	<i>...</i>	<i>...</i>	<i>4</i>	<i>0.4</i>	<i>0.1</i>	<i>0.6</i>
Sugar and preserves	282	1.18	11.1	...	0.1	75	24.2	3	0.3	0.1	0.9
Potatoes	115	0.48	4.6	3.0	4.0	27	8.8	14	1.4	1.1	7.9
Cabbage, brussels sprouts and cauliflowers	9	0.04	0.3	0.8	1.0	1	0.5	15	1.4	0.3	2.2
Leafy salads	1	0.1	0.1	1	0.1	...	0.3

TABLE 43—continued
(per person per day)

	Thiamin (J)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (J)		Vitamin A (g)				Vitamin D (g)			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol		Carotene		Retinol equivalent			
													µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total
Liquid milk	0.16	13.6	0.60	33.6	0.3	2.1	184.9	19.8	3.4	11.5	4.1	7.6	123	13.7	78	3.6	159	11.7	0.10	3.6
Dried milk	...	0.3	0.01	0.6	...	0.1	3.5	0.4	0.1	0.2	0.2	0.4	6	0.7	2	0.1	7	0.5	0.09	3.1
Other milk and cream	0.01	0.6	0.04	2.3	...	0.1	12.3	1.3	0.2	0.8	0.2	0.4	12	1.3	7	0.3	16	1.2	0.01	0.5
Cheese	0.01	0.4	0.07	4.0	...	0.1	44.3	4.7	0.8	2.6	45	5.0	29	1.3	59	4.4	0.05	1.7
<i>Total Milk, Cream and Cheese</i>	<i>0.18</i>	<i>14.9</i>	<i>0.72</i>	<i>40.5</i>	<i>0.4</i>	<i>2.3</i>	<i>244.9</i>	<i>26.2</i>	<i>4.4</i>	<i>15.1</i>	<i>4.5</i>	<i>8.4</i>	<i>186</i>	<i>20.8</i>	<i>115</i>	<i>5.3</i>	<i>241</i>	<i>17.7</i>	<i>0.25</i>	<i>8.9</i>
Beef and veal	0.01	0.9	0.06	3.5	1.6	9.5	56.1	6.0	2.5	8.5	5	0.5	5	0.3
Mutton and lamb	0.02	1.4	0.05	2.7	1.0	5.8	35.1	3.8	1.5	5.3	3	0.3	3	0.2
Pork	0.06	5.2	0.02	1.2	0.5	3.2	17.7	1.9	0.8	2.8
Bacon (uncooked)	0.01	0.6	0.03	1.6	0.3	2.0	27.9	3.0	0.8	2.7	0.5	0.9
Liver	...	0.6	0.10	5.5	0.4	2.6	8.4	0.9	0.6	1.9	319	35.6	319	23.5	0.02	0.8
Poultry (uncooked)	...	0.4	0.02	1.2	0.8	4.8	27.7	3.0	1.2	4.3
Sausages	0.01	0.7	0.3	1.7	19.1	2.0	0.6	2.0
Other meat	0.07	5.5	0.08	4.3	1.2	7.0	58.0	6.2	2.1	7.2	0.2	0.3	8	0.9	5	0.2	8	0.6	...	0.2
<i>Total Meat</i>	<i>0.22</i>	<i>18.8</i>	<i>0.37</i>	<i>20.6</i>	<i>6.0</i>	<i>36.6</i>	<i>250.0</i>	<i>26.7</i>	<i>10.1</i>	<i>34.6</i>	<i>0.6</i>	<i>1.2</i>	<i>335</i>	<i>37.3</i>	<i>5</i>	<i>0.2</i>	<i>336</i>	<i>24.7</i>	<i>0.03</i>	<i>1.0</i>
Fat fish (a)	...	0.1	0.01	0.4	0.2	1.3	7.9	0.8	0.3	1.2	3	0.3	3	0.2	0.48	16.9
Other fish (b)	0.01	0.6	0.02	0.9	0.4	2.5	27.9	3.0	0.9	3.0	0.05	1.8
<i>Total Fish</i>	<i>0.01</i>	<i>0.8</i>	<i>0.02</i>	<i>1.3</i>	<i>0.6</i>	<i>3.8</i>	<i>35.8</i>	<i>3.8</i>	<i>1.2</i>	<i>4.1</i>	3	0.4	3	0.2	<i>0.53</i>	<i>18.7</i>
Eggs	0.04	3.5	0.14	8.1	...	0.2	57.4	6.1	1.0	3.4	97	10.9	97	7.2	0.49	17.2
Butter	1.6	0.2	...	0.1	161	18.0	225	16.6	0.28	9.9
Margarine	0.4	92	10.2	122	9.0	1.01	35.8
Other fats	1	0.1	1	0.1
<i>Total Fats</i>	<i>2.0</i>	<i>0.2</i>	...	<i>0.1</i>	<i>254</i>	<i>28.3</i>	<i>189</i>	<i>8.7</i>	<i>348</i>	<i>25.6</i>	<i>1.29</i>	<i>45.7</i>
Sugar and preserves	0.2	1.2	2.2	2	0.1
Potatoes	0.13	11.1	0.06	3.3	1.8	11.0	52.2	5.6	2.7	9.1	14.0	26.2
Cabbage, brussels sprouts and cauliflowers	0.01	1.2	0.03	1.5	0.1	0.8	9.3	1.0	0.3	1.0	5.4	10.0	74	3.4
Leafy salads	...	0.3	...	0.2	...	0.1	0.6	0.1	...	0.1	0.9	1.6	54	2.5	12	0.9
	0.6	0.1	9	...	9	0.7

TABLE 43—continued
(per person per day)

	Energy value		Protein		Fat		Carbohydrate		Calcium		Iron	
	kcal	MJ	g	Per cent of total	g	Per cent of total	g	Per cent of total	mg	Per cent of total	mg	Per cent of total
Fresh legumes, including quick-frozen . . .	4	0.02	0.4	0.5	—	—	1	0.2	2	0.2	0.1	1.0
Other fresh green vegetables	0.01	0.1	0.1	—	—	...	0.2	...	0.5	0.1	0.5
Carrots . . .	2	0.01	0.1	0.1	—	—	...	0.1	3	0.3	...	0.3
Other root vegetables . . .	54	0.23	2.2	3.0	1.5	1.3	...	2.7	20	1.9	0.8	6.2
Other vegetables and vegetable products (c) . . .												
<i>Total Vegetables</i> . . .	187	0.78	6.6	9.0	1.5	1.3	39	12.5	61	5.9	2.5	18.5
Oranges . . .	4	0.02	0.1	0.1	—	—	1	0.3	5	0.5	...	0.2
Other citrus fruit . . .	1	...	0.1	0.2	—	—	...	1.0	1	0.1	...	0.1
Apples and pears . . .	11	0.05	0.1	0.1	—	—	...	0.1	1	0.1	...	0.6
Soft fruit . . .	2	0.01	—	—	...	0.5	0.2
Bananas . . .	6	0.02	0.1	0.1	—	—	1	0.1	0.2
Fresh tomatoes . . .	2	0.01	0.2	0.2	—	—	...	0.1	2	0.2	0.1	0.5
Other fresh fruit . . .	1	0.01	—	—	...	0.1	2	0.2	...	0.2
Other fruit (d) . . .	36	0.15	0.3	0.5	0.5	0.4	8	2.6	7	0.7	0.3	2.0
<i>Total Fruit</i> . . .	63	0.26	0.9	1.3	0.5	0.4	15	4.7	19	1.9	0.5	4.0
White bread . . .	307	1.29	10.2	13.9	1.3	1.1	67	21.7	128	12.3	1.9	14.2
Other bread . . .	57	0.24	2.1	2.9	0.4	0.3	12	3.8	21	2.0	0.5	3.7
Flour . . .	83	0.35	2.4	3.3	0.3	0.2	19	6.1	34	3.3	0.5	3.7
Cakes and pastries . . .	80	0.34	1.3	1.8	2.9	2.5	13	4.2	21	2.0	0.3	2.3
Biscuits . . .	120	0.50	1.5	2.0	6.1	5.1	16	5.1	20	2.0	0.3	2.2
Other cereals . . .	189	0.37	1.8	2.5	1.0	0.8	19	6.2	21	2.0	0.6	4.4
<i>Total Cereals</i> . . .	737	3.08	19.4	26.4	11.9	10.0	147	47.2	246	23.6	4.1	30.5
Tea . . .	10	0.04	0.3	0.3	0.1	0.1	2	0.6	3	0.3	0.2	1.3
Other beverages . . .	10	0.04	0.3	0.3	0.1	0.1	2	0.6	8	0.7	0.2	1.3
<i>Total Beverages</i> . . .	38	0.16	0.9	1.2	1.5	1.2	6	1.8	16	1.5	0.4	3.0
Other foods (e) . . .	2,533	10.60	73.6	100.0	119.2	100.0	310	100.0	1,040	100.0	13.5	100.0
<i>TOTAL ALL FOODS</i> . . .												

TABLE 43—continued
(per person per day)

	Thiamin (U)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (U)		Vitamin A (g)				Vitamin D (g)		
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol		Carotene		Retinol equivalent		
													µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg
Fresh legumes, including quick-frozen	0.01	1.2	0.01	0.7	0.2	1.2	4.1	0.4	0.3	0.9	0.9	1.8	—	—	31	1.4	5	0.4	
Other fresh green vegetables	...	0.4	...	0.1	0.1	0.4	0.5	0.1	0.1	0.2	0.3	0.6	—	—	22	1.0	4	0.3	
Carrots	...	0.2	...	0.2	...	0.2	0.9	0.1	0.1	0.2	0.6	1.1	—	—	1,132	52.1	189	13.9	
Other root vegetables	
Other vegetables and vegetable products (c)	0.04	3.0	0.03	1.9	0.5	2.9	25.2	2.7	0.9	3.0	2.6	4.9	238	10.9	40	2.9	
Total Vegetables	0.21	17.4	0.14	8.1	2.7	16.6	92.9	9.9	4.3	14.6	24.8	46.5	1,551	71.4	259	19.1	
Oranges	0.01	0.9	...	0.2	...	0.2	0.4	0.1	5.6	10.6	—	—	6	0.3	1	0.1	
Other citrus fruit	...	0.2	0.3	1.5	2.9	—	—	1	
Apples and pears	0.01	0.9	0.01	0.4	...	0.2	0.7	0.1	1.3	2.4	—	—	8	0.4	...	0.1	
Soft fruit	0.1	...	0.1	0.1	0.1	1.4	2.6	—	—	
Bananas	...	0.3	0.01	0.3	...	0.3	1.0	0.1	0.1	0.2	0.8	1.4	—	—	15	0.7	3	0.2	
Fresh tomatoes	0.01	0.8	0.01	0.4	0.1	0.6	1.3	0.1	0.1	0.4	3.2	6.1	—	—	113	5.2	19	1.4	
Other fresh fruit	...	0.1	...	0.1	...	0.1	0.2	0.1	0.6	1.1	—	—	19	0.9	3	0.2	
Other fruit (d)	0.01	0.8	0.02	0.9	0.2	1.0	2.7	0.3	0.2	0.7	6.9	13.0	—	—	61	2.8	10	0.8	
Total Fruit	0.05	4.0	0.04	2.3	0.4	2.5	6.7	0.7	0.5	1.8	21.4	40.1	—	—	224	10.3	38	2.8	
White bread	0.23	18.9	0.04	2.2	1.9	11.7	119.9	12.8	2.7	9.2	—	—	
Other bread	0.05	4.4	0.02	0.9	0.6	3.4	25.6	2.7	0.6	1.9	—	—	
Flour	0.05	4.5	0.01	0.5	0.5	2.9	28.6	3.1	0.7	2.3	—	—	
Cakes and pastries	0.02	1.8	0.02	1.1	0.1	0.9	16.5	1.8	0.3	1.2	0.1	0.1	—	—	
Biscuits	0.03	2.5	0.01	0.6	0.3	1.6	17.1	1.8	0.4	1.3	—	—	
Other cereals	0.08	6.5	0.12	6.5	1.0	6.3	23.5	2.5	1.0	3.4	0.1	0.2	—	—	
Total Cereals	0.46	38.5	0.21	11.8	4.4	26.6	231.2	24.7	5.6	19.3	0.2	0.3	—	—	15	1.7	18	1.3	
Tea	0.09	4.9	0.6	3.5	0.6	2.0	—	—	
Other beverages	0.01	0.7	...	0.3	1.0	6.1	2.8	0.3	1.0	3.6	—	—	
Total Beverages	0.01	0.7	0.09	5.2	1.6	9.6	2.8	0.3	1.6	5.6	—	—	
Other foods (e)	0.02	1.4	0.04	2.1	0.3	1.8	11.0	1.2	0.4	1.5	0.7	1.4	—	—	5	0.5	73	3.3	
TOTAL ALL FOODS	1.20	100.0	1.78	100.0	16.5	100.0	935.0	100.0	29.3	100.0	53.4	100.0	897	100.0	2,172	100.0	1,358	100.0	2.83

(a) Includes canned salmon and other canned fish; excludes quick-frozen fat fish.

(b) Includes quick-frozen fat fish.

(c) Including chips and crisps.

(d) Including welfare orange juice.

(e) Spreads and dressings, soups and extracts, pickles and sauces, baby foods (canned or bottled), table jellies, salt and ice-cream (served as part of a meal).

(f) Cooking losses have been taken into account. Intake figures for thiamin allow for a loss of 50 per cent from beef and for smaller losses from other foods (equivalent on average to about 20 per cent loss overall); those for vitamin C from fresh green vegetables and other vegetables allow for losses of 75 and 50 per cent respectively.

(g) Welfare fish liver oil and vitamin A and D tablets excluded.

TABLE 44
 Geographical variations in energy value and nutrient content of household food consumption, 1970

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (n)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Energy value (kcal)	2,600	2,780	2,450	2,690	2,690	2,620	2,690	2,700	2,580	2,500	2,490	2,590	2,570	2,650	2,920	
Total protein (g)	10.9	11.6	10.2	11.2	11.3	11.0	11.3	11.3	10.8	10.5	10.4	10.8	10.7	11.1	12.2	
Animal protein (g)	74.9	77.1	71.7	78.3	75.6	74.9	76.4	76.8	74.9	73.3	74.8	74.6	73.6	75.2	80.1	
Fat (g)	46.2	46.4	42.3	46.5	45.0	45.8	46.8	46.8	46.9	47.3	49.1	45.6	45.0	46.7	48.8	
Carbohydrate (g)	121	131	108	124	123	122	124	124	122	119	120	119	119	124	131	
Calcium (mg)	322	345	317	333	340	327	333	338	315	303	297	322	319	328	378	
Iron (mg)	1,030	1,070	990	1,000	1,020	1,030	1,090	1,070	1,080	1,060	1,050	1,030	1,050	1,090	1,160	
Thiamin (mg)	13.7	14.0	13.4	14.7	14.0	13.7	13.8	13.8	13.6	13.2	13.5	13.9	13.4	13.6	14.2	
Riboflavin (mg)	1.19	1.24	1.09	1.24	1.22	1.19	1.23	1.27	1.21	1.14	1.15	1.19	1.19	1.19	1.30	
Nicotinic acid (mg)	1.79	1.75	1.61	1.70	1.75	1.78	1.85	1.84	1.88	1.85	1.87	1.77	1.78	1.82	1.90	
Nicotinic acid equivalent (mg)	16.4	16.4	14.7	17.2	16.7	16.7	16.6	17.1	16.6	16.1	16.8	16.4	16.1	16.2	16.9	
Vitamin C (mg)	29.9	30.1	27.4	31.0	30.1	30.1	30.4	31.1	30.3	29.5	30.5	29.9	29.3	29.7	31.3	
Vitamin A: retinol (µg)	52	56	46	49	50	49	52	55	54	56	57	51	51	54	53	
β-carotene (µg)	910	840	780	820	910	880	970	960	970	950	940	930	900	910	910	
total (retinol equivalent) (µg)	2,160	2,030	1,940	2,100	2,280	2,480	2,020	2,100	2,050	2,230	2,150	2,060	2,180	2,310	2,060	
Vitamin D (µg)	1,370	1,290	1,200	1,260	1,390	1,400	1,410	1,410	1,420	1,420	1,400	1,380	1,370	1,410	1,370	
	2.87	2.99	2.91	3.17	3.08	3.16	2.87	2.87	2.59	2.66	2.65	2.88	2.76	2.96	3.10	
Energy value (kcal)	111	104	122	111	114	114	112	114	109	108	109	109	108	112	118	
Protein (as a percentage of minimum requirement)	128	128	122	130	128	130	127	130	126	126	131	126	124	127	130	
Calcium (as a percentage of minimum requirement)	195	196	186	199	196	199	194	199	194	192	198	194	190	195	201	
Iron	194	180	180	182	188	195	200	198	199	198	198	188	193	201	215	
Thiamin	124	126	121	130	127	128	124	126	124	121	125	125	121	123	126	
Riboflavin	130	126	114	126	126	127	126	132	126	120	123	124	123	124	130	
Nicotinic acid equivalent	194	188	179	197	195	200	194	202	195	192	201	193	190	192	195	
Vitamin C	184	162	171	173	173	177	180	194	186	196	203	178	180	187	182	
Vitamin A (retinol equivalent)	200	182	178	181	204	209	202	206	207	208	206	200	199	206	192	
Vitamin D (b)	84	88	83	95	88	94	84	86	75	78	80	83	78	85	104	

TABLE 44—continued

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(a) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns	
Protein	11.5	11.1	11.7	11.7	11.3	11.4	11.3	11.4	11.6	11.7	12.0	11.5	11.6	11.5	11.4	11.0
Fat	41.8	42.3	39.6	41.7	41.3	41.8	42.2	41.5	42.4	42.8	43.2	41.4	41.6	41.9	42.1	40.3
Carbohydrate	46.5	46.5	48.5	46.5	47.4	46.7	46.4	47.0	45.8	45.4	44.7	47.0	46.7	46.6	46.4	48.5
	61.7	60.2	58.9	59.4	59.5	61.1	61.3	60.9	62.6	64.5	65.6	60.5	60.8	61.1	62.1	60.9
					(iii) Percentage of energy value derived from protein, fat and carbohydrate	(iv) Animal protein as a percentage of total protein										
Total protein	28.9	27.7	29.3	29.2	28.1	28.5	28.4	28.5	29.1	29.3	30.0	28.8	29.0	28.7	28.4	27.4
Animal protein	17.8	16.7	17.3	17.3	16.7	17.4	17.4	17.3	18.2	18.9	19.7	17.4	17.6	17.5	17.7	16.7
Fat	46	47	44	46	46	46	47	46	47	48	48	46	46	47	47	45
Carbohydrate	124	124	129	124	126	124	124	125	122	121	119	125	125	124	124	129
Calcium	403	383	403	372	381	394	406	397	418	425	420	390	396	410	412	397
Iron	5.3	5.0	5.5	5.5	5.2	5.2	5.1	5.1	5.3	5.3	5.4	5.3	5.4	5.2	5.1	4.9
Thiamin	0.46	0.45	0.45	0.46	0.45	0.45	0.46	0.47	0.47	0.46	0.46	0.45	0.46	0.46	0.45	0.44
Riboflavin	0.69	0.63	0.66	0.63	0.65	0.68	0.69	0.68	0.73	0.74	0.75	0.67	0.68	0.69	0.69	0.65
Nicotinic acid equivalent	11.5	10.8	11.2	11.5	11.2	11.5	11.3	11.5	11.7	11.8	12.2	11.5	11.5	11.4	11.2	10.7
Vitamin C	20	20	19	18	18	19	19	21	21	22	23	19	20	20	20	18
Vitamin A (retinol equivalent)	528	464	491	470	518	534	523	524	550	568	561	507	531	532	533	471
Vitamin D (b)	1.11	1.07	1.19	1.18	1.15	1.20	1.07	1.06	1.00	1.06	1.06	1.16	1.11	1.07	1.12	1.06

(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 included in the Survey.

TABLE 45
 Geographical variations in energy value and nutrient content of household food consumption, 1971

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(a) East Anglia	Conurbations		Other urban areas		SeMI-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Energy value (kcal)	2,530	2,690	2,500	2,570	2,580	2,530	2,640	2,570	2,530	2,480	2,560	2,530	2,510	2,520	2,560	2,550
Total protein (g)	10.6	11.3	10.5	10.8	10.8	10.6	11.1	10.6	10.6	10.4	10.7	10.6	10.5	10.5	10.7	10.7
Animal protein (g)	73.6	76.0	72.3	74.3	73.6	72.7	74.2	72.9	72.5	73.5	76.7	73.5	73.2	72.0	73.8	71.9
Fat (g)	45.8	46.3	42.7	44.6	45.3	44.8	44.9	45.2	44.7	47.7	49.6	44.9	45.3	44.3	46.5	44.0
Carbohydrate (g)	119	128	120	120	123	118	122	119	118	120	124	116	118	118	123	120
Calcium (mg)	310	329	324	318	314	313	332	311	313	294	304	316	309	312	308	315
Iron (mg)	1,040	1,070	1,000	980	1,010	1,030	1,070	1,060	1,040	1,060	1,080	1,000	1,030	1,030	1,060	1,060
Thiamin (mg)	13.5	13.9	13.6	13.8	13.7	13.4	13.6	13.0	13.4	13.4	14.0	13.5	13.4	13.3	13.5	13.0
Riboflavin (mg)	1.20	1.26	1.13	1.21	1.22	1.18	1.25	1.23	1.21	1.18	1.24	1.19	1.19	1.18	1.21	1.19
Nicotinic acid (mg)	1.78	1.78	1.60	1.65	1.75	1.73	1.80	1.78	1.78	1.87	1.91	1.68	1.77	1.75	1.81	1.73
Nicotinic acid equivalent (mg)	16.5	16.7	15.1	16.5	16.5	16.4	16.7	16.2	16.5	16.7	17.7	16.4	16.3	16.0	16.4	15.3
Vitamin C (mg)	29.3	29.7	27.5	29.2	29.3	29.0	29.7	29.0	29.2	29.7	31.3	29.1	29.1	28.6	29.3	27.6
Vitamin A: retinol (µg)	900	900	790	810	940	870	930	890	900	960	960	810	890	920	930	920
β-carotene (µg)	2,170	2,270	1,860	2,270	2,350	2,570	1,940	1,960	2,310	2,120	2,060	2,150	2,120	2,150	2,420	2,060
total (retinol equivalent) (µg)	1,360	1,390	1,190	1,280	1,430	1,390	1,360	1,320	1,390	1,410	1,410	1,260	1,340	1,380	1,430	1,370
Vitamin D (µg)	2.83	3.02	2.88	2.90	3.14	3.10	2.98	2.75	2.67	2.63	2.64	3.01	2.74	2.84	2.87	3.07
Energy value (as a percentage of minimum requirement)	107	111	104	108	111	109	109	107	104	107	112	109	106	106	108	106
Protein	124	125	120	125	126	126	122	123	120	126	133	126	124	120	125	119
Calcium	190	192	183	190	192	191	187	189	183	193	203	192	189	183	192	182
Iron	193	196	181	181	190	192	196	196	190	199	204	187	192	188	199	195
Thiamin	122	124	120	124	126	123	120	118	119	122	130	123	121	118	123	117
Riboflavin	124	128	115	124	129	125	126	128	122	124	132	125	124	120	126	120
Nicotinic acid equivalent	128	125	113	117	127	126	126	129	124	136	141	122	127	124	131	121
Vitamin C	190	188	174	187	191	190	186	188	184	194	207	190	187	182	191	174
Vitamin A (retinol equivalent)	186	191	151	165	187	186	186	184	178	204	212	175	185	180	197	164
Vitamin D (b)	197	198	170	184	209	204	191	192	198	208	209	185	194	197	210	195
	85	93	87	87	94	96	90	81	79	78	79	92	83	85	84	92

TABLE 45 continued

	Region										Type of area						
	All households	Wales		Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(a)	Conurbations		Other urban areas		Semi-rural areas	Rural areas
						(iii) Percentage of energy value derived from protein, fat and carbohydrate					East Anglia	London	Provincial	Larger towns	Smaller towns		
Protein	11.6	11.3	11.6	11.6	11.4	11.5	11.2	11.5	11.5	11.9	12.0	11.6	11.6	11.4	11.5	11.3	
Fat	42.3	42.8	39.7	42.1	42.9	41.9	41.5	42.2	42.0	43.6	43.5	41.4	42.1	42.0	43.2	42.4	
Carbohydrate	46.0	45.8	48.6	46.3	45.7	46.5	47.1	46.2	46.4	44.4	44.5	46.9	46.2	46.5	45.2	46.3	
	62.3	60.9	59.1	60.0	61.5	61.7	60.5	62.0	61.6	64.9	64.6	61.1	61.9	61.6	63.1	61.1	
					(iv) Animal protein as a percentage of total protein												
Total protein	29.0	28.3	28.9	28.9	28.5	28.8	28.1	28.8	28.6	29.6	29.9	29.1	29.1	28.6	28.9	28.1	
Animal protein	18.1	17.2	17.1	17.3	17.6	17.7	17.0	17.9	17.6	19.2	19.3	17.8	18.0	17.6	18.2	17.2	
Fat	47	48	44	47	48	47	46	47	47	48	48	46	47	47	48	47	
Carbohydrate	123	122	130	124	122	124	126	123	124	119	119	125	123	124	121	124	
Calcium	411	397	399	381	393	404	406	419	411	429	422	394	412	410	416	416	
Iron	5.3	5.2	5.4	5.4	5.3	5.3	5.1	5.2	5.3	5.4	5.5	5.3	5.3	5.3	5.3	5.1	
Thiamin	0.47	0.47	0.45	0.47	0.47	0.47	0.47	0.49	0.48	0.48	0.48	0.47	0.48	0.47	0.48	0.47	
Riboflavin	0.70	0.66	0.64	0.64	0.68	0.68	0.68	0.71	0.70	0.75	0.75	0.67	0.71	0.70	0.71	0.68	
Nicotinic acid equivalent	11.6	11.0	11.0	11.4	11.4	11.5	11.2	11.5	11.5	12.0	12.2	11.5	11.6	11.3	11.5	10.8	
Vitamin C	21	21	18	19	21	21	21	21	21	23	23	20	21	21	22	19	
Vitamin A (retinol equivalent)	536	518	475	499	554	552	513	520	549	569	549	499	533	547	561	537	
Vitamin D (b)	1.12	1.12	1.15	1.13	1.22	1.23	1.13	1.09	1.05	1.06	1.03	1.19	1.09	1.13	1.12	1.20	

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 included in the Survey.

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TABLE 46

Geographical variations in energy value and nutrient intakes

Regions and types of area in which the average nutrient intake, averaged over the five-year period 1966-1970, deviated by three per cent or more from the national average.

REGION		
WALES		
Vegetable protein	+ 8	
Carbohydrate	+ 7	
Vitamin A (retinol equivalent)	+ 7	
Energy value	+ 6	
Fat	+ 6	
Thiamin	+ 4	
SCOTLAND		
Vegetable protein	+ 5	
Nicotinic acid equivalent	- 4	
Animal protein	- 6	
Thiamin	- 6	
Riboflavin	- 6	
Fat	- 8	
Vitamin A (retinol equivalent)	- 9	
Vitamin C	- 12	
NORTH		
Vegetable protein	+ 7	
Vitamin D	+ 6	
Iron	+ 4	
Animal protein	- 3	
Calcium	- 5	
Riboflavin	- 5	
Vitamin A (retinol equivalent)	- 5	
Vitamin C	- 6	
YORKSHIRE & HUMBERSIDE		
Vitamin D	+ 7	
Vegetable protein	+ 4	
Carbohydrate	+ 3	
Calcium	- 4	
Vitamin C	- 4	
SOUTH EAST/EAST ANGLIA (a)		
Vitamin C	+ 7	
Riboflavin	+ 4	
Animal protein	+ 3	
Vitamin A (retinol equivalent)	+ 3	
Carbohydrate	- 4	
Vegetable protein	- 7	
NORTH WEST		
Vitamin D	+ 8	
Carbohydrate	+ 3	
Vitamin A (retinol equivalent)	+ 3	
Vitamin C	- 6	
EAST MIDLANDS		
Vitamin A (retinol equivalent)	- 3	
WEST MIDLANDS		
Thiamin	+ 6	
Vegetable protein	+ 3	
Carbohydrate	+ 3	
Calcium	+ 3	
Nicotinic acid equivalent	+ 3	
SOUTH WEST		
Calcium	+ 3	
Riboflavin	+ 3	
Vitamin C	+ 3	
Vegetable protein	- 3	
Vitamin D	- 7	
TYPE OF AREA (b)		
LONDON CONURBATION		
Vitamin C	+ 10	
Animal protein	+ 6	
Riboflavin	+ 4	
Nicotinic acid equivalent	+ 4	
Energy value	- 3	
Carbohydrate	- 7	
Vitamin D	- 7	
Vegetable protein	- 9	
PROVINCIAL CONURBATIONS		
Vegetable protein	+ 3	
Animal protein	- 3	
Fat	- 3	
Calcium	- 3	
Riboflavin	- 4	
Vitamin A (retinol equivalent)	- 4	
Vitamin C	- 6	
SEMI-RURAL AREAS		
Calcium	+ 4	
Fat	+ 3	
Vitamin C	+ 3	
Vitamin D	+ 3	
RURAL AREAS		
Carbohydrate	+ 8	
Vitamin D	+ 8	
Calcium	+ 7	
Energy value	+ 6	
Thiamin	+ 5	
Vegetable protein	+ 5	
Fat	+ 4	
Vitamin A (retinol equivalent)	- 4	
Total protein	+ 3	
Riboflavin	+ 3	
OTHER URBAN AREAS (LARGER TOWNS)		
Vitamin C	- 3	

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

(b) None of the averages for Smaller Towns deviated from the national average by as much as three per cent.

TABLE 47
Energy value and nutrient content of the household food consumption of households in different income groups, 1970

	Income group										All households
	A		B	C	D		OAP				
	A1	A2	A1 & A2	(i) Consumption per person per day	with earners (D1)	without earners (D2)					
Energy value	2,610	2,480	2,520	2,570	2,620	2,470	2,430	2,810	2,600		
Total protein	10.9	10.4	10.5	10.8	11.0	10.3	10.2	11.8	10.9		
Animal protein	80.1	73.6	75.5	74.3	74.9	72.2	70.1	78.3	74.9		
Fat	133	48.1	50.3	46.1	44.9	42.4	41.9	49.0	46.2		
Carbohydrate	291	292	292	316	331	320	313	349	322		
Calcium	1,140	1,080	1,100	1,040	1,030	960	1,000	1,120	1,030		
Iron	14.3	13.3	13.6	13.5	13.8	13.2	12.6	13.8	13.7		
Thiamin	1.18	1.16	1.16	1.18	1.20	1.13	1.11	1.24	1.19		
Riboflavin	2.00	1.86	1.90	1.79	1.76	1.63	1.67	1.92	1.79		
Nicotinic acid	17.9	16.3	16.7	16.3	16.3	15.7	15.1	17.1	16.4		
Nicotinic acid equivalent	32.7	29.6	30.5	29.7	29.7	28.6	27.5	31.0	29.9		
Vitamin C	71	61	64	54	49	46	48	50	52		
Vitamin A: retinol	1,000	910	940	890	910	810	830	990	910		
β-carotene, total (retinol equivalent)	2,730	2,460	2,540	2,180	2,070	1,860	2,320	2,330	2,160		
Vitamin D (a)	1,570	1,430	1,470	1,350	1,360	1,210	1,320	1,500	1,370		
Vitamin D (a)	2.90	2.57	2.67	2.82	2.96	2.74	2.92	3.04	2.87		
Energy value	113	109	110	110	109	106	108	122	111		
Protein (as a percentage of minimum requirement)	138	129	132	127	124	124	125	136	128		
Calcium	209	197	200	196	192	186	185	195	195		
Iron	212	204	207	194	189	176	182	204	194		
Thiamin	129	123	124	124	124	118	113	124	124		
Riboflavin	146	142	142	142	142	133	133	142	142		
Nicotinic acid equivalent	214	201	205	198	192	184	180	192	184		
Vitamin C	250	222	231	192	172	158	165	177	165		
Vitamin A (retinol equivalent)	232	219	221	204	198	173	190	183	184		
Vitamin D (a)	89	76	80	80	87	81	83	110	84		

TABLE 47—continued

	Income group										All households
	A			B	C	D		OAP			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)				
Protein	12.3	11.9	12.0	11.6	11.4	11.7	11.5	11.1	11.5	11.5	
Fat	45.9	43.8	44.5	42.2	41.1	39.5	39.9	42.2	41.8	41.8	
Carbohydrate	41.7	44.2	43.5	46.2	47.4	48.7	48.4	46.6	46.5	46.5	
	69.2	65.4	66.6	62.1	59.9	58.7	59.8	62.5	61.7	61.7	
	(iii) Percentage of energy value derived from protein, fat and carbohydrate										
	(iv) Animal protein as a percentage of total protein										
	(v) Consumption of nutrients per 1000 kcal										
Total protein	30.7	29.7	30.0	28.9	28.6	29.3	28.9	27.9	28.9	28.9	
Animal protein	21.2	19.4	20.0	17.9	17.1	17.2	17.3	17.4	17.8	17.8	
Fat	51	49	49	47	46	44	44	47	46	46	
Carbohydrate	111	118	116	123	126	130	129	124	124	124	
Calcium	437	434	435	406	394	389	411	399	403	403	
Iron	5.3	5.4	5.4	5.3	5.3	5.4	5.2	4.9	5.3	5.3	
Thiamin	0.45	0.47	0.46	0.46	0.46	0.46	0.46	0.44	0.46	0.46	
Riboflavin	0.76	0.75	0.75	0.69	0.67	0.66	0.69	0.68	0.69	0.69	
Nicotinic acid equivalent	12.5	12.0	12.1	11.6	11.3	11.6	11.3	11.0	11.5	11.5	
Vitamin C	27	24	25	21	19	19	20	18	20	20	
Vitamin A (retinol equivalent)	603	575	583	526	517	489	543	532	528	528	
Vitamin D (a)	1.11	1.04	1.06	1.10	1.13	1.11	1.20	1.08	1.11	1.11	

(a) The contributions from welfare and pharmaceutical sources are not included in the Survey.

TABLE 48
Energy value and nutrient content of the household food consumption of households in different income groups, 1971

	Income group										All households	
	A		B	C	D		OAP					
	A1	A2	A1 & A2	(i) Consumption per person per day	with earners (D1)	without earners (D2)						
Energy value	2,490	2,430	2,440	2,530	2,540	2,470	2,530	2,660	2,530	2,530	2,530	10-6
Total protein	77-4	10-2	10-2	10-6	10-6	10-3	10-6	11-1	10-6	10-6	10-6	10-6
Animal protein	53-3	72-6	73-7	73-4	73-1	70-6	73-0	75-2	73-0	73-0	73-0	73-6
Fat	126	48-2	49-5	45-9	44-1	42-4	45-2	46-9	45-2	45-2	45-2	45-8
Carbohydrate	279	121	122	120	116	113	119	126	119	119	119	119
Calcium	1,090	279	279	309	320	311	310	327	310	310	310	310
Iron	14-0	13-0	13-3	13-5	13-5	13-2	12-9	13-5	12-9	12-9	12-9	13-5
Thiamin	1-21	1-16	1-17	1-21	1-20	1-15	1-17	1-21	1-17	1-17	1-17	1-20
Riboflavin	1-96	1-85	1-87	1-80	1-72	1-61	1-74	1-82	1-74	1-74	1-74	1-78
Nicotinic acid	18-0	16-4	16-8	16-5	16-2	15-7	15-8	16-4	15-8	15-8	15-8	16-5
Nicotinic acid equivalent	31-9	29-3	29-9	29-4	28-9	27-9	28-5	29-3	28-5	28-5	28-5	29-3
Vitamin C	73	61	64	55	50	45	49	49	49	49	49	53
Vitamin A: retinol	940	900	910	940	860	770	840	960	840	840	840	900
β-carotene	2,530	2,420	2,450	2,130	2,100	2,030	1,930	2,280	1,930	1,930	1,930	2,170
total (retinol equivalent)	1,470	1,410	1,420	1,400	1,310	1,200	1,260	1,450	1,260	1,260	1,260	1,360
Vitamin D (α)	2-80	2-62	2-66	2-82	2-90	2-84	2-96	2-94	2-96	2-96	2-96	2-83
Energy value	110	106	107	107	106	106	108	115	108	108	107	107
Protein	137	127	130	124	122	121	125	130	125	125	124	124
(as a percentage of minimum requirement)	207	193	197	191	188	181	186	187	186	186	187	190
Calcium	210	201	204	195	188	177	190	196	190	190	193	193
Iron	130	120	122	123	114	117	122	122	122	122	124	124
Thiamin	130	126	126	124	123	121	123	131	123	123	124	124
Riboflavin	146	139	141	132	124	115	122	116	122	122	128	128
Nicotinic acid equivalent	214	198	202	193	186	178	179	168	179	179	190	190
Vitamin C	268	222	234	196	174	155	164	149	164	164	186	186
Vitamin A (retinol equivalent)	222	214	216	208	191	169	174	178	174	174	187	187
Vitamin D (α)	90	77	80	82	86	85	88	106	88	88	85	85

TABLE 48—continued

	Income group										All households
	A			B	C	D			OAP		
	A1	A2	A1 & A2	(iii) Percentage of energy value derived from protein, fat and carbohydrate	with earners (D1)	without earners (D2)	OAP				
Protein	12.5	12.0	12.1	11.5	11.4	11.5	11.3	11.6			
Fat	45.5	44.9	45.0	41.2	41.2	42.4	42.6	42.3			
Carbohydrate	42.0	43.1	42.8	47.2	47.3	46.0	46.0	46.0			
	68.8	66.5	67.1	60.3	60.0	62.0	62.4	62.3			
			(iv) Animal protein as a percentage of total protein								
Total protein	31.1	29.9	30.2	28.7	28.6	28.8	28.2	29.0			
Animal protein	21.4	19.9	20.3	17.3	17.2	17.9	17.6	18.1			
Fat	51	50	50	46	46	47	47	47			
Carbohydrate	112	115	114	126	126	123	123	123			
Calcium	438	438	438	402	388	413	405	411			
Iron	5.6	5.4	5.4	5.3	5.3	5.1	5.1	5.3			
Thiamin	0.49	0.48	0.48	0.47	0.46	0.46	0.46	0.47			
Riboflavin	0.79	0.76	0.77	0.68	0.65	0.69	0.68	0.70			
Nicotinic acid equivalent	12.8	12.1	12.3	11.4	11.3	11.3	11.0	11.6			
Vitamin C	30	25	26	20	18	19	18	21			
Vitamin A (retinol equivalent)	591	579	582	515	487	497	545	536			
Vitamin D (a)	1.13	1.08	1.09	1.14	1.15	1.17	1.10	1.12			
			(v) Consumption of nutrients per 1000 kcal								
Total protein	29.0	28.7	29.0	28.7	28.6	28.8	28.2	29.0			
Animal protein	18.1	17.3	18.1	17.3	17.2	17.9	17.6	18.1			
Fat	47	46	47	46	46	47	47	47			
Carbohydrate	122	126	122	126	126	123	123	123			
Calcium	414	402	414	402	388	413	405	411			
Iron	5.3	5.3	5.3	5.3	5.3	5.1	5.1	5.3			
Thiamin	0.48	0.47	0.48	0.47	0.46	0.46	0.46	0.47			
Riboflavin	0.71	0.68	0.71	0.68	0.65	0.69	0.68	0.70			
Nicotinic acid equivalent	11.6	11.4	11.6	11.4	11.3	11.3	11.0	11.6			
Vitamin C	22	20	22	20	18	19	18	21			
Vitamin A (retinol equivalent)	551	515	551	515	487	497	545	536			
Vitamin D (a)	1.11	1.14	1.11	1.14	1.15	1.17	1.10	1.12			

(a) The contributions from welfare and pharmaceutical sources are not included in the Survey.

TABLE 49
Energy value and nutrient content of the household food consumption of households of different composition, 1970

	Households with one man and one woman and										Other households with					
	no other		children only				adolescents and children				adults only		adolescents but no children		one or more children with or without adolescents	
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents only	adults only	adolescents but no children	adults only	adolescents but no children	one or more children with or without adolescents		
Energy value (kcal)	3,100	3,140	2,590	2,300	2,240	2,120	2,990	2,460	2,890	2,670	2,890	2,670	2,380			
Total protein (g)	13-0	13-1	10-8	9-6	9-4	8-9	12-5	10-3	12-1	11-2	12-1	11-2	9-9			
Animal protein (g)	88-9	91-5	75-4	66-3	63-0	60-0	85-9	69-7	84-1	77-8	84-1	77-8	68-3			
Fat (g)	56-5	58-0	47-3	41-2	37-7	34-4	52-4	39-8	53-5	48-3	53-5	48-3	40-3			
Carbohydrate (g)	149	153	122	107	101	90	138	108	138	126	138	126	106			
Calcium (mg)	373	372	315	286	287	284	374	321	349	324	349	324	305			
Iron (mg)	1,200	1,230	1,070	990	940	890	1,160	950	1,140	1,060	1,140	1,060	950			
Vitamin A (mg)	16-0	16-7	13-9	12-0	11-6	11-2	15-9	13-0	15-0	14-2	15-0	14-2	12-7			
Thiamin (mg)	1-37	1-44	1-18	1-06	1-03	1-01	1-36	1-14	1-31	1-21	1-31	1-21	1-10			
Riboflavin (mg)	2-10	2-14	1-82	1-67	1-57	1-49	2-00	1-60	1-98	1-85	1-98	1-85	1-59			
Nicotinic acid (mg)	19-7	20-9	16-3	14-1	13-4	12-9	18-9	15-4	18-6	17-3	18-6	17-3	14-8			
Nicotinic acid equivalent (mg)	35-7	37-6	30-0	26-2	24-7	23-5	34-4	27-6	33-8	31-3	33-8	31-3	27-0			
Vitamin C (mg)	60	71	53	47	46	40	59	49	58	55	58	55	46			
Vitamin A ₁ (µg)	1,120	1,120	920	800	760	690	1,080	790	1,020	1,030	1,020	1,030	800			
β-carotene (µg)	2,640	2,860	2,330	2,050	1,820	1,530	2,550	1,920	2,430	2,240	2,430	2,240	1,820			
total (retinol equivalent) (µg)	1,690	1,720	1,410	1,240	1,150	1,020	1,620	1,200	1,540	1,510	1,540	1,510	1,190			
Vitamin D (g)	3-42	3-39	3-18	2-58	2-66	2-39	3-24	2-69	3-05	2-72	3-05	2-72	2-64			
Energy value (as a percentage of minimum requirement)	122	124	113	106	104	100	116	103	116	106	116	106	102			
Protein	140	145	132	122	117	114	132	117	136	123	136	123	117			
Calcium	207	221	203	191	184	180	200	179	204	186	204	186	179			
Iron	216	232	194	187	176	164	214	171	215	199	215	199	174			
Thiamin	139	149	131	118	113	110	127	110	133	118	133	118	113			
Riboflavin	133	138	126	119	118	118	130	118	130	118	130	118	119			
Nicotinic acid equivalent	127	142	138	131	131	131	159	129	159	129	159	129	115			
Nicotinic acid (retinol equivalent)	196	226	204	186	186	182	203	182	198	187	198	187	180			
Vitamin C	182	228	189	182	182	164	196	181	184	182	184	182	168			
Vitamin A (retinol equivalent)	205	228	214	211	206	190	214	183	196	201	196	201	180			
Vitamin D (g)	121	120	77	60	62	58	126	90	113	106	113	106	78			

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TABLE 49—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	adolescents only	adolescents and children					
Protein	11.5	11.7	11.7	11.6	11.3	11.3	11.5	11.3	11.6	11.6	11.7	11.5	
Fat	43.3	43.8	42.6	41.8	40.5	38.2	41.6	39.5	42.9	42.9	42.6	40.3	
Carbohydrate	45.2	44.5	45.6	46.6	48.1	50.3	46.8	49.0	45.3	45.3	45.6	48.0	
	63.6	63.4	62.8	62.2	59.9	57.4	61.0	57.1	63.6	63.6	62.0	59.0	
				(iii)	Percentage of energy value derived from protein, fat and carbohydrate								
							(iv)	Animal protein as a percentage of total protein					
								57.4					
							(v)	Consumption of nutrients per 1000 kcal					
Total protein	28.7	29.2	29.2	28.9	28.1	28.4	28.7	28.3	29.1	29.1	29.2	28.7	
Animal protein	18.2	18.5	18.3	17.9	16.8	16.3	17.5	16.2	18.5	18.5	18.1	16.9	
Fat	48	49	47	46	45	42	46	44	48	48	47	45	
Carbohydrate	121	119	122	124	128	134	125	131	121	121	122	128	
Calcium	387	392	415	432	421	419	389	386	395	395	396	399	
Iron	5.2	5.3	5.4	5.2	5.2	5.3	5.3	5.3	5.2	5.2	5.3	5.3	
Thiamin	0.44	0.46	0.46	0.46	0.46	0.48	0.45	0.46	0.45	0.45	0.45	0.46	
Riboflavin	0.68	0.68	0.71	0.72	0.70	0.71	0.67	0.65	0.69	0.69	0.69	0.67	
Nicotinic acid equivalent	11.5	12.0	11.6	11.4	11.0	11.1	11.5	11.2	11.7	11.7	11.7	11.3	
Vitamin C	19	23	21	20	20	19	20	20	20	20	21	19	
Vitamin A (retinol equivalent)	545	548	546	538	515	484	541	488	534	534	567	501	
Vitamin D (g)	1.10	1.08	1.23	1.12	1.19	1.13	1.08	1.09	1.05	1.05	1.02	1.11	

(v) The contributions from welfare and pharmaceutical sources are not recorded in the Survey.

TABLE 50
Energy value and nutrient content of the household food consumption of households of different composition, 1971

	Households with one man and one woman and										Other households with			
	no other					children only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents only						
Energy value	3,020	3,010	2,540	2,210	2,090	2,100	2,900	2,380	2,760	2,720	2,380	2,760	2,720	2,380
Total protein	12.6	10.6	10.6	9.3	8.8	8.8	12.1	9.9	11.5	11.4	9.9	11.5	11.4	9.9
Animal protein	86.2	88.3	74.9	64.6	61.2	59.0	84.8	67.6	80.7	78.3	67.8	80.7	78.3	67.8
Fat	55.0	56.7	47.9	40.3	37.4	33.7	52.4	39.4	51.5	48.2	40.6	51.5	48.2	40.6
Carbohydrate	147	150	121	103	94	90	137	105	133	127	108	133	127	108
Calcium	360	347	306	273	266	280	352	309	329	337	301	329	337	301
Iron	1,190	1,180	1,070	970	920	890	1,150	960	1,120	1,040	960	1,120	1,040	960
Thiamin	15.6	13.9	13.9	11.9	11.2	10.9	15.9	12.6	14.5	14.6	12.6	14.5	14.6	12.6
Riboflavin	1.37	1.21	1.21	1.07	1.02	1.03	1.36	1.15	1.28	1.26	1.13	1.28	1.26	1.13
Nicotinic acid	2.06	2.06	1.85	1.64	1.55	1.46	2.00	1.61	1.92	1.80	1.61	1.92	1.80	1.61
Nicotinic acid equivalent	19.4	20.4	16.7	14.1	13.4	12.8	19.4	15.2	18.0	17.9	15.1	18.0	17.9	15.1
Vitamin C	34.4	36.0	30.1	25.5	24.0	22.9	34.2	26.8	32.1	31.7	26.8	32.1	31.7	26.8
Vitamin A: retinol	61	69	56	48	42	39	66	49	59	60	46	59	60	46
β-carotene	1,070	970	970	800	730	680	1,130	820	1,000	920	790	1,000	920	790
total (retinol equivalent)	2,720	2,270	2,270	1,950	1,650	1,680	2,420	2,030	2,380	2,210	1,850	2,380	2,210	1,850
Vitamin D (d)	1,650	1,670	1,150	1,210	1,090	1,040	1,640	1,240	1,510	1,400	1,190	1,510	1,400	1,190
	3.44	3.22	3.15	2.48	2.38	2.50	3.20	2.54	3.01	2.91	2.64	3.01	2.91	2.64
Energy value	119	120	112	102	97	97	113	99	111	108	102	111	108	102
Protein	136	141	132	118	113	110	132	113	130	125	116	130	125	116
(as a percentage of minimum requirement)	202	216	202	184	179	173	198	172	195	190	178	195	190	178
Calcium	214	228	197	182	172	163	213	172	211	200	176	211	200	176
Iron	136	146	131	115	109	104	128	106	129	124	112	129	124	112
Thiamin	133	138	130	116	116	116	130	119	127	124	119	127	124	119
Riboflavin	125	138	141	134	132	126	130	119	124	120	120	124	120	120
Nicotinic acid equivalent	190	218	205	174	180	174	201	175	186	192	179	186	192	179
Vitamin C	185	225	202	185	170	160	218	182	202	202	170	202	202	170
Vitamin A (retinol equivalent)	201	224	219	206	194	188	216	188	190	188	180	190	188	180
Vitamin D (d)	122	118	78	58	59	64	125	90	112	117	79	112	117	79

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TABLE 50—continued

	Households with one man and one woman and										Other households with		
	no other		children only				adolescents and children				adolescents but no children	adults only	adolescents with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents and carbohydrate	63-8	61-5	one or more children with or without adolescents	
Protein	11.4	11.8	11.8	11.7	11.7	11.3	11.7	11.7	11.4	11.7	11.5	11.4	
Fat	43.8	44.9	43.0	42.0	40.6	38.5	42.7	42.7	39.7	43.5	42.0	40.9	
Carbohydrate	44.7	43.2	45.1	46.2	47.6	50.1	45.5	45.5	48.8	44.7	46.4	47.6	
	63.8	64.2	63.9	62.4	61.0	57.1	61.8	58.3	58.3	63.8	61.5	60.0	
			(iii) Percentage of energy value derived from protein, fat and carbohydrate										
			29.5	29.2	29.2	28.1	28.1	28.4	28.4	29.3	28.8	28.5	
Total protein	28.6	29.4	18.9	18.2	17.8	16.1	18.1	16.6	16.6	18.7	17.7	17.1	
Animal protein	18.2	18.9	48	47	45	43	47	44	44	48	47	45	
Fat	49	50	120	123	127	134	121	130	130	119	124	127	
Carbohydrate	119	115	421	439	441	424	398	403	403	408	383	403	
Calcium	393	394	5.5	5.4	5.4	5.2	5.5	5.3	5.3	5.3	5.4	5.3	
Iron	5.2	5.4	0.48	0.48	0.49	0.49	0.47	0.48	0.48	0.46	0.46	0.48	
Thiamin	0.46	0.47	0.75	0.74	0.74	0.70	0.69	0.68	0.68	0.70	0.66	0.68	
Riboflavin	0.68	0.69	11.8	11.5	11.5	10.9	11.8	11.3	11.3	11.7	11.6	11.3	
Nicotinic acid equivalent	11.4	12.0	22	22	20	19	23	21	21	21	22	20	
Vitamin C	20	23	451	547	520	494	567	524	524	546	513	502	
Vitamin A (retinol equivalent)	546	556	1.24	1.12	1.14	1.19	1.10	1.07	1.07	1.09	1.07	1.11	
Vitamin D (a)	1.14	1.07											

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

TABLE 51

Energy value and nutrient content of the household food consumption of households of different composition within income groups, 1970

	Income group	Households with one man and one woman and						
		no other (both adults under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
(i) Consumption per person per day								
Energy value (kcal)	A	2,890	2,550	2,290	2,200	(2,210)	2,670	2,540
	B	3,070	2,550	2,270	2,240	2,160	3,050	2,440
	C & D I	3,270	2,650	2,320	2,230	2,100	3,010	2,430
(MJ)	A	12.1	10.7	9.6	9.2	9.2	11.2	10.6
	B	12.9	10.7	9.5	9.4	9.0	12.8	10.2
	C & D I	13.7	11.1	9.7	9.3	8.8	12.6	10.2
Total protein (g)	A	88.0	76.2	67.3	62.5	(66.7)	81.1	76.3
	B	90.4	74.0	66.0	62.5	61.5	85.9	70.0
	C & D I	93.6	77.6	66.4	63.6	59.2	87.2	67.3
Animal protein (g)	A	59.8	51.5	43.9	39.6	(42.3)	54.0	49.5
	B	58.2	46.4	41.3	37.9	35.7	53.5	40.7
	C & D I	57.2	47.9	40.3	36.9	33.3	50.9	36.5
Fat (g)	A	149	123	110	102	(102)	136	120
	B	152	122	106	102	93	143	109
	C & D I	155	123	105	98	88	133	103
Carbohydrate (g)	A	319	302	273	274	(274)	300	305
	B	358	307	281	285	287	378	315
	C & D I	401	328	295	293	287	391	330
Calcium (mg)	A	1,220	1,130	1,050	970	(990)	1,170	1,100
	B	1,210	1,060	990	950	890	1,200	950
	C & D I	1,260	1,080	970	920	880	1,130	910
Iron (mg)	A	15.9	13.9	12.0	10.9	(12.3)	14.3	13.9
	B	16.4	13.5	11.9	11.4	11.5	15.7	13.0
	C & D I	17.3	14.5	12.2	11.9	11.1	16.4	12.6
Thiamin (mg)	A	1.37	1.15	1.06	1.02	(1.14)	1.19	1.17
	B	1.40	1.15	1.05	1.03	1.04	1.35	1.14
	C & D I	1.50	1.22	1.06	1.04	1.00	1.42	1.12
Riboflavin (mg)	A	2.20	1.91	1.74	1.62	(1.75)	1.95	1.87
	B	2.11	1.79	1.66	1.57	1.53	2.08	1.63
	C & D I	2.16	1.86	1.65	1.55	1.47	1.95	1.51
Nicotinic acid (mg)	A	20.6	16.8	14.6	13.2	(14.9)	16.5	16.7
	B	20.4	15.9	14.1	13.3	13.5	18.8	15.5
	C & D I	21.4	16.7	14.0	13.6	12.5	19.7	14.7
Nicotinic acid equivalent (mg)	A	36.9	30.9	26.8	24.4	(26.9)	31.4	30.4
	B	36.9	29.4	26.1	24.6	24.5	34.3	28.0
	C & D I	38.4	30.7	26.0	24.9	22.9	35.6	26.4
Vitamin C (mg)	A	82	64	54	50	(59)	61	54
	B	71	52	47	48	44	59	53
	C & D I	69	53	45	40	35	59	44
Vitamin A: retinol (µg)	A	1,130	860	830	720	(720)	1,010	830
	B	1,120	910	760	740	720	1,120	800
	C & D I	1,120	970	840	800	700	1,020	760
β-carotene (µg)	A	3,220	2,860	2,260	1,840	(1,730)	2,330	2,320
	B	2,930	2,380	2,050	1,690	1,660	2,740	1,810
	C & D I	2,520	2,150	1,980	1,870	1,470	2,410	1,910
total (retinol equivalent) (µg)	A	1,790	1,440	1,310	1,130	(1,090)	1,520	1,320
	B	1,740	1,410	1,200	1,120	1,080	1,710	1,190
	C & D I	1,670	1,430	1,260	1,200	1,020	1,530	1,170
Vitamin D (a) (µg)	A	3.11	3.05	2.38	2.39	(1.77)	3.12	2.80
	B	3.36	3.01	2.56	2.57	2.42	3.29	2.59
	C & D I	3.57	3.45	2.63	2.75	2.54	3.13	2.75

TABLE 51—continued

	Income group	Households with one man and one woman and						
		no other (both adults under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
<i>(ii) As a percentage of recommended intake</i>								
Energy value	A	123	113	108	105	(103)	105	107
	B	124	114	105	106	103	116	102
	C & D I	124	113	107	101	100	119	102
Protein	A	150	135	127	120	(124)	127	129
	B	146	132	122	118	117	130	117
	C & D I	142	132	122	115	113	137	113
<i>(as a percentage of minimum requirements)</i>								
	A	224	205	195	186	(194)	189	194
	B	222	204	189	186	185	197	180
	C & D I	219	203	192	181	178	209	173
Calcium	A	250	205	201	187	(182)	215	198
	B	231	195	186	179	167	215	169
	C & D I	229	192	185	166	162	215	165
Iron	A	149	130	118	108	(117)	113	116
	B	149	131	116	113	113	123	110
	C & D I	149	133	120	114	109	135	107
Thiamin	A	142	125	121	119	(130)	115	122
	B	137	126	118	118	121	127	118
	C & D I	139	127	119	115	117	138	116
Riboflavin	A	154	145	145	141	(149)	128	137
	B	142	139	136	136	135	133	121
	C & D I	138	137	137	128	130	130	112
Nicotinic acid equivalent	A	234	201	199	188	(202)	185	198
	B	225	205	192	188	191	198	185
	C & D I	223	203	192	182	179	214	175
Vitamin C	A	283	230	213	207	(244)	201	200
	B	231	186	179	194	187	192	198
	C & D I	213	183	175	155	146	200	166
Vitamin A (retinol equivalent)	A	250	218	227	207	(195)	200	196
	B	236	219	204	203	201	222	183
	C & D I	215	211	215	208	190	207	179
Vitamin D (a)	A	126	82	58	62	(47)	122	103
	B	119	71	58	59	60	125	83
	C & D I	120	82	62	62	60	126	94
<i>(iii) Percentage of energy value derived from protein, fat and carbohydrate</i>								
Protein	A	12.2	12.0	11.8	11.4	(12.1)	12.1	12.0
	B	11.8	11.6	11.6	11.2	11.4	11.3	11.5
	C & D I	11.4	11.7	11.5	11.4	11.3	11.6	11.1
Fat	A	46.4	43.4	43.5	41.9	(41.5)	45.8	42.7
	B	44.6	43.2	42.0	41.2	38.7	42.3	40.1
	C & D I	42.5	41.7	40.9	39.4	37.5	39.7	37.9
Carbohydrate	A	41.3	44.5	44.8	46.7	(46.4)	42.0	45.2
	B	43.6	45.1	46.4	47.7	49.8	46.4	48.4
	C & D I	46.0	46.5	47.7	49.2	51.2	48.8	50.9

TABLE 51—continued

	Income group	Households with one man and one woman and						
		no other (both adults under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
(iv) Consumption of nutrients per 1000 kcal								
Total protein . (g)	A	30.4	29.9	29.5	28.4	(30.2)	30.4	30.1
	B	29.4	29.0	29.0	27.9	28.5	28.2	28.7
	C & D1	28.6	29.3	28.6	28.5	28.2	29.0	27.7
Animal protein . (g)	A	20.7	20.2	19.2	18.0	(19.1)	20.2	19.5
	B	18.9	18.2	18.2	16.9	16.5	17.5	16.7
	C & D1	17.5	18.1	17.4	16.6	15.8	16.9	15.0
Fat (g)	A	52	48	48	47	(46)	51	47
	B	50	48	47	46	43	47	45
	C & D1	47	46	45	44	42	44	42
Carbohydrate . (g)	A	110	119	119	125	(124)	112	120
	B	116	120	124	127	133	124	129
	C & D1	123	124	127	131	136	130	136
Calcium . . (mg)	A	421	442	458	443	(449)	438	433
	B	394	416	438	424	413	392	389
	C & D1	384	408	419	413	419	376	375
Iron (mg)	A	5.5	5.5	5.2	5.0	(5.6)	5.4	5.5
	B	5.3	5.3	5.2	5.1	5.3	5.2	5.3
	C & D1	5.3	5.5	5.3	5.4	5.3	5.5	5.2
Thiamin . . (mg)	A	0.47	0.45	0.46	0.46	(0.52)	0.45	0.46
	B	0.45	0.45	0.46	0.46	0.48	0.44	0.47
	C & D1	0.46	0.46	0.46	0.47	0.48	0.47	0.46
Riboflavin . (mg)	A	0.76	0.75	0.76	0.74	(0.79)	0.73	0.74
	B	0.69	0.70	0.73	0.70	0.71	0.68	0.67
	C & D1	0.66	0.70	0.71	0.70	0.70	0.65	0.62
Nicotinic acid equivalent . (mg)	A	12.8	12.1	11.7	11.1	(12.2)	11.8	12.0
	B	12.0	11.5	11.5	11.0	11.3	11.2	11.5
	C & D1	11.7	11.6	11.2	11.2	10.9	11.8	10.8
Vitamin C . . (mg)	A	28	25	24	23	(27)	23	21
	B	23	20	20	21	21	19	22
	C & D1	21	20	19	18	17	20	18
Vitamin A (retinol equivalent) . (µg)	A	621	566	574	514	(495)	569	521
	B	566	554	529	499	498	562	490
	C & D1	510	540	543	538	487	508	482
Vitamin D (a) . (µg)	A	1.08	1.20	1.04	1.09	(0.80)	1.17	1.10
	B	1.09	1.18	1.13	1.15	1.12	1.08	1.06
	C & D1	1.09	1.30	1.13	1.23	1.21	1.04	1.13
(v) "Price of energy" index (b) all foods (All households = 100)								
	A	132	117	107	99	(111)	117	109
	B	112	102	98	92	90	101	93
	C & D1	103	99	93	88	82	97	87
	All income groups (c)	110	102	97	91	87	101	92

Figures in brackets are based on a sample of only 16 households.

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

TABLE 52

Energy value and nutrient content of the household food consumption of households of different composition within income groups, 1971

	Income group	Households with one man and one woman and						
		no other (both adults under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
			(i) Consumption per person per day					
Energy value (kcal)	A	3,010	2,550	2,070	2,060	(2,080)	2,710	2,380
	B	2,990	2,530	2,230	2,090	2,200	2,960	2,520
	C & D I	3,020	2,560	2,260	2,120	2,050	2,920	2,300
(MJ)	A	12.6	10.7	8.7	8.6	(8.7)	11.3	10.0
	B	12.5	10.6	9.3	8.7	9.2	12.4	10.5
	C & D I	12.6	10.7	9.4	8.9	8.6	12.2	9.6
Total protein (g)	A	90.0	80.9	62.1	63.1	(63.7)	84.5	69.2
	B	88.3	74.3	64.6	60.9	60.8	85.8	71.3
	C & D I	87.4	73.5	65.4	60.7	57.1	82.5	64.9
Animal protein (g)	A	61.3	56.5	41.5	42.6	(41.9)	56.5	42.7
	B	57.1	47.3	40.6	37.5	35.4	53.2	42.2
	C & D I	54.5	45.3	39.6	34.9	31.2	48.7	36.7
Fat (g)	A	157	129	104	101	(99)	135	111
	B	152	121	105	94	96	142	114
	C & D I	144	119	102	92	85	133	98
Carbohydrate (g)	A	328	284	235	238	(249)	307	295
	B	336	304	272	264	291	354	321
	C & D I	364	317	286	279	280	370	307
Calcium (mg)	A	1,230	1,110	1,000	960	(960)	1,150	1,060
	B	1,190	1,070	970	930	920	1,170	1,010
	C & D I	1,160	1,050	960	890	860	1,110	900
Iron (mg)	A	16.3	14.8	11.2	11.3	(10.9)	16.2	12.9
	B	16.2	13.9	11.7	11.2	11.2	15.9	13.2
	C & D I	16.1	13.7	12.3	11.3	10.7	15.7	12.2
Thiamin (mg)	A	1.39	1.23	1.00	1.00	(1.02)	1.27	1.19
	B	1.44	1.20	1.08	1.03	1.08	1.39	1.21
	C & D I	1.38	1.21	1.08	1.02	1.00	1.37	1.11
Riboflavin (mg)	A	2.20	2.01	1.69	1.66	(1.61)	2.08	1.85
	B	2.10	1.86	1.64	1.60	1.58	2.05	1.70
	C & D I	1.96	1.77	1.61	1.45	1.37	1.89	1.50
Nicotinic acid (mg)	A	20.8	18.8	13.7	13.6	(13.5)	20.5	16.1
	B	20.4	16.5	14.2	13.4	13.5	19.6	15.9
	C & D I	20.0	16.2	14.2	13.1	12.3	18.6	14.6
Nicotinic acid equivalent (mg)	A	36.9	33.3	24.8	25.0	(24.7)	35.3	28.1
	B	36.1	29.7	25.6	24.1	23.9	34.7	28.1
	C & D I	35.3	29.2	25.6	23.4	21.9	32.8	25.6
Vitamin C (mg)	A	82	68	51	54	(47)	73	65
	B	71	57	49	42	43	69	49
	C & D I	61	51	44	38	36	59	44
Vitamin A: retinol (µg)	A	1,200	980	780	710	(620)	1,220	950
	B	1,170	1,050	820	780	730	1,220	860
	C & D I	970	860	790	670	650	1,010	760
β-carotene (µg)	A	2,700	2,040	2,180	1,980	(1,640)	2,480	3,270
	B	2,700	2,330	2,010	1,460	1,890	2,540	2,050
	C & D I	2,650	2,250	1,780	1,700	1,480	2,330	1,740
total (retinol equivalent) (µg)	A	1,780	1,420	1,230	1,130	(980)	1,740	1,610
	B	1,750	1,540	1,250	1,110	1,140	1,760	1,300
	C & D I	1,530	1,340	1,180	1,040	970	1,510	1,140
Vitamin D (a) (µg)	A	2.87	2.66	2.26	2.67	(2.82)	2.67	2.46
	B	3.36	3.23	2.40	2.24	2.25	3.23	2.62
	C & D I	3.16	3.27	2.68	2.44	2.55	3.30	2.54

TABLE 52—continued

	Income group	Households with one man and one woman and						
		no other (both adults under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
			<i>(i) As a percentage of recommended intake</i>					
Energy value	A	124	118	98	95	(104)	112	102
	B	120	111	103	97	101	112	104
	C & D1	119	110	102	98	94	113	96
Protein	A	149	149	118	117	(127)	139	118
	B	142	130	119	113	111	130	118
	C & D1	137	126	118	112	105	128	109
(as a percentage of minimum requirements)	A	224	227	181	181	(199)	207	179
	B	216	200	185	178	176	196	180
	C & D1	212	195	185	178	166	193	167
Calcium	A	241	211	193	178	(186)	222	196
	B	227	197	183	176	169	211	179
	C & D1	224	191	178	166	156	204	161
Iron	A	149	144	110	108	(111)	135	110
	B	146	131	115	109	107	125	109
	C & D1	145	127	118	110	102	126	103
Thiamin	A	140	138	115	113	(124)	129	125
	B	141	129	121	117	121	130	124
	C & D1	133	127	119	115	112	131	115
Riboflavin	A	150	159	142	139	(147)	142	138
	B	140	141	136	136	134	131	124
	C & D1	130	133	130	123	117	123	112
Nicotinic acid equivalent	A	228	236	186	185	(199)	218	187
	B	219	203	188	181	180	200	182
	C & D1	213	196	185	176	165	192	169
Vitamin C	A	272	253	204	216	(205)	253	247
	B	230	203	191	168	174	221	180
	C & D1	200	183	166	151	147	192	165
Vitamin A (retinol equivalent)	A	243	225	213	196	(189)	240	245
	B	235	234	213	199	207	227	193
	C & D1	203	200	197	187	175	197	174
Vitamin D (a)	A	109	68	55	69	(74)	110	91
	B	121	78	56	56	58	121	96
	C & D1	116	81	61	59	63	129	86
			<i>(iii) Percentage of energy value from protein, fat and carbohydrate</i>					
Protein	A	12.0	12.7	12.0	12.3	(12.2)	12.5	11.6
	B	11.8	11.7	11.6	11.7	11.0	11.6	11.3
	C & D1	11.6	11.5	11.6	11.4	11.2	11.3	11.3
Fat	A	47.0	45.5	45.2	44.2	(42.7)	44.9	41.7
	B	45.8	43.0	42.4	40.6	39.1	43.2	40.7
	C & D1	43.0	41.9	40.7	39.1	37.3	41.1	38.3
Carbohydrate	A	40.9	41.7	42.6	43.3	(44.9)	42.5	46.4
	B	42.2	45.0	45.8	47.5	49.5	44.9	47.7
	C & D1	45.2	46.4	47.5	49.2	51.2	47.4	50.1

TABLE 52—continued

	Income group	Households with one man and one woman and						
		no other (both adults under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
(iv) Consumption of nutrients per 1000 kcal								
Total protein . . . (g)	A	29.9	31.7	30.0	30.7	(30.6)	31.2	29.0
	B	29.6	29.4	28.9	29.2	27.6	29.0	28.3
	C & DI	29.0	28.7	29.0	28.6	27.9	28.2	28.2
Animal protein . . . (g)	A	20.4	22.1	20.1	20.7	(20.1)	20.9	17.9
	B	19.1	18.7	18.2	18.0	16.1	18.0	16.8
	C & DI	18.0	17.7	17.5	16.4	15.2	16.7	15.9
Fat (g)	A	52	51	50	49	(47)	50	46
	B	51	48	47	45	43	48	45
	C & DI	48	47	45	43	41	46	43
Carbohydrate . . . (g)	A	109	111	114	116	(120)	113	124
	B	112	120	122	127	132	120	127
	C & DI	120	124	127	131	137	126	134
Calcium (mg)	A	407	433	483	469	(461)	424	445
	B	398	424	435	448	419	395	400
	C & DI	384	410	427	419	417	380	392
Iron (mg)	A	5.4	5.8	5.4	5.5	(5.3)	6.0	5.4
	B	5.4	5.5	5.3	5.3	5.1	5.4	5.2
	C & DI	5.3	5.3	5.4	5.3	5.2	5.4	5.3
Thiamin (mg)	A	0.46	0.48	0.48	0.48	(0.49)	0.47	0.50
	B	0.48	0.48	0.48	0.50	0.49	0.47	0.48
	C & DI	0.46	0.47	0.48	0.48	0.49	0.47	0.48
Riboflavin (mg)	A	0.73	0.79	0.82	0.81	(0.77)	0.77	0.77
	B	0.70	0.73	0.74	0.77	0.72	0.69	0.68
	C & DI	0.65	0.69	0.71	0.68	0.67	0.65	0.65
Nicotinic acid equivalent . . . (mg)	A	12.3	13.0	12.0	12.1	(11.9)	13.0	11.8
	B	12.1	11.8	11.5	11.5	10.8	11.7	11.2
	C & DI	11.7	11.4	11.3	11.0	10.7	11.2	11.1
Vitamin C (mg)	A	27	27	25	26	(23)	27	27
	B	24	22	22	20	19	23	19
	C & DI	20	20	19	18	18	20	19
Vitamin A (retinol equivalent) . . . (μg)	A	592	556	596	550	(470)	644	674
	B	585	609	560	531	515	596	516
	C & DI	505	523	523	491	474	517	495
Vitamin D (a) (μg)	A	0.95	1.04	1.09	1.30	(1.35)	0.99	1.03
	B	1.12	1.28	1.08	1.07	1.02	1.09	1.04
	C & DI	1.05	1.28	1.19	1.15	1.24	1.13	1.10
(v) "Price of energy" index (b) all foods (All households = 100)								
	A	120	117	111	111	(110)	128	100
	B	112	103	97	95	88	105	91
	C & DI	104	96	94	87	81	95	87
	All income groups (c)	110	103	98	94	85	106	90

Figures in brackets are based on a sample of only 17 households.

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

(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.

PART V
Appendices

APPENDIX A

Methodology of the National Food Survey¹ and Composition of the Sample in 1970 and 1971

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 Broadley² and by the Carnegie United Kingdom Trust³. 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 field-worker who seeks the housewife's co-operation in the Survey and asks her to provide particulars of the composition of the household. If the housewife agrees to co-operate, the fieldworker, at this first interview, supplies her with a specially designed log-book in which she is asked to keep a record of the description, quantity and cost of all food which enters the household on that and the next six days. The information which the housewife is asked to provide must be within her knowledge. Thus the Survey excludes those items which other members of the family often purchase for themselves, such as chocolates and sugar confectionery, mineral waters, squashes and alcoholic drinks, and also ice-cream and fish and chips if obtained to eat outside the home. It further excludes vitamin preparations, the consumption of which by one or more members of the family might distort the general impression of the nutritional value of the family's food. The housewife is asked to give particulars of the number and type of meals obtained and consumed outside the house by each member of the family, but not of the cost or composition of such meals; she is also asked to record the quantity of milk supplied to her children under the School Milk Scheme. At a second visit, the interviewer clears up any difficulties which may have arisen, and at the final visit, when the log-book is collected, she obtains if possible certain relevant supplementary data such as the income of the head of the household and of the family. In cases of difficulty the interviewer may pay more than three visits to a family. The information obtained from individual housewives is strictly confidential.

Selection of the sample

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

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.

within the selected constituencies; and the third or final stage, the selection of addresses within these polling districts.

4. First stage. The Parliamentary constituencies included in the sampling frame are first stratified according to the current standard regions, and then within each region constituencies are divided into two groups—those in which the constituency population is living wholly in urban areas, and other constituencies. Within these strata they are further stratified as follows:

Wholly urban constituencies—by a ‘Conservative to Labour’ vote ratio as a measure of socio-economic classification arranged in descending order of the ratio. With the change to Economic Planning regions in 1968 the opportunity was taken to bring up to date the data on constituencies and the stratification procedure. Prior to 1968, constituencies in England and Wales had been classified according to a Juror Index, i.e. the proportion of the electorate qualified for jury service in 1955, while Scottish constituencies had been classified by rateable value per head. Successive revaluations of domestic hereditaments had extended the liability for jury service in England and Wales to so high a proportion that a Juror Index based on current information would not provide a satisfactory method of classification. The former classification was therefore replaced by a new indicator, and in the absence of other data for constituencies the only suitable stratification index available was the vote ratio based on the 1966 General Election results, the latest available at the time. The stratification procedure just described applies to England, Wales and Scotland.

Mixed urban and rural constituencies—by the proportion of electorate living in rural administrative areas (the percentage rural) arranged in descending order of the rural proportion.

5. The sampling frame is divided into 44 groups of constituencies by region. The electorates 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’ selections it is rejected and the process repeated.

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

is used to determine how many of the four groups of polling districts are to be built up from the list of rural polling districts according to the following scheme:

Number of groups of rural polling districts	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
	0	1	2	3	4

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

7. Third stage. The design of the sample requires that a uniform overall sampling fraction should be applied, and as the preceding stages are drawn with probability proportional to size this necessitates the selection of a constant number of addresses at the final stage. To meet this requirement, 20 addresses are drawn 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 or so 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. 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 organised so as to give information throughout the year. For this purpose the year, excluding Christmas, is divided into 17 intervals, each of 21 days. For each interval, two of the selected polling districts are used; one is used in the first part of the interval and another from the same constituency for the second part. In the first polling district the interviewers attempt to place log-books with the pre-selected 20 housewives during the three days Monday to Wednesday. The completed records are collected by the interviewers after a period of seven days. Fieldwork in the second polling district begins in the middle of the 21 days, and the interviewer attempts to place log-books on Wednesday afternoon and during the three days Thursday to Saturday. She collects the completed records seven days later, that is, at the end of the interval. This cycle of operations is repeated throughout the year and in order to facilitate it the 44 constituencies are divided into two sets of 22. These two sets are used alternately, so that in one interval, one set of 22 constituencies is used covering 44 polling districts. In the next interval the other set of 22 constituencies is used covering a further 44 polling districts. However, as there are only 17 such inter-

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

Composition of the sample

9. The 44 parliamentary constituencies selected for survey in 1970 together with those selected in 1971 are listed in Table 1 of this Appendix. At the second stage of sampling, 834 polling districts were selected in 1970 (879 in 1971), and at the third stage, 14,080 addresses (14,960 in 1971). 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 selected sample was 13,376 (14,318 in 1971). When visited, it proved impossible within the time available to obtain any contact at all with a number of these households and in some others the housewife was seen but refused to give any information. Furthermore there were a number of households which answered a questionnaire¹ but declined to keep a log-book, while some of the housewives who undertook to keep a log-book did not in fact complete it; finally a few log-books were rejected at the editing stage leaving effective samples of 7,080 households (53 per cent of the selected sample) in 1970 and 7,444 households (52 per cent) in 1971. Details are as follows:—

	1970		1971	
	Households	Per cent	Households	Per cent
Number of households at the addresses selected in the sample	13,376	100	14,318	100
Number visited, but no contact made	2,020	15	2,119	15
Housewife seen, but refused to give any information	1,754	13	1,746	12
Housewife answered a questionnaire but declined to keep a log-book	1,275	10	1,629	11
Housewife started to keep a log-book but did not complete it	1,125	8	1,246	9
Completed log-books rejected at editing stage	122	1	134	1
Effective sample of responding households ²	7,080 ³	53	7,444	52

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

² 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 larger 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 See paragraph 10.

10. The fieldwork of the Survey was suspended from 23 May to 21 June 1970 while the General Election campaign was in progress and, in order to minimize the effect of the loss of information during the second quarter of the year, results for the last ten-day period before the campaign and the first ten-day period after the break were given double weight. With this replication, the sample was treated as if it contained 7,540 households; thus in Tables 2–9 of this Appendix, replicated households are counted twice. 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.

11. The average household size in the sample was 3·11 persons in 1970 and 3·04 in 1971, compared with 3·05 persons in 1969 and in 1966, and 3·07 persons in 1968 and 1967. In 1970, the age of achieving adult status was reduced, for the purposes of the Survey, from 21 years to 18 years. As a result, the average household contained a slightly larger adult element than in earlier years (2·1 persons compared with 2·0 persons) and a relatively smaller adolescent element (0·1 persons compared with 0·2 persons). The difference in average household size between 1969 and 1970 can be attributed to a slightly larger proportion of children in the Survey sample in 1970.

12. When households were grouped according to the gross weekly income of the head of the household the average household size was greatest in income group B (3·49 persons in 1970, 3·45 in 1971), lower (but still above the overall national average) in group C (3·36 and 3·33 persons in 1970 and 1971 respectively) and below the overall national average in groups D1 and D2 and in pensioner households (2·83, 2·26 and 1·54 persons respectively in 1970, 2·64, 1·94 and 1·58 in 1971). The income ranges used to define income groups in each of the years from 1966 to 1971 are set out in Table 12 of this Appendix, together with the distribution of households obtained; the target distribution is given in paragraph 16(iii) below. Further details of the samples from each income group in 1970 and 1971 are given in Tables 6–10 of this Appendix; Tables 8, 9 and 10 also give some details of the distribution of the sample according to household composition.

Information recorded by housewives

13. 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.

14. Before June 1951, detailed records were obtained of changes in larder stocks between the beginning and end of the Survey week, but such recording was found to involve so much time and trouble as to affect the response rate adversely, to distort the normal pattern of consumption (though not its total volume) and to depress the normal food expenditure by drawing the housewife's attention to her existing stocks; these stocks she thereupon tended to use instead

of food which she would otherwise have purchased during the week. The weighing and recording of larder stocks was therefore discontinued in June 1951, with a resulting improvement in Survey results except those for elderly women living alone¹, 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.

15. 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 over a longer period it is unlikely to distort the averages to a significant extent, even when the acquisition and initial stocking-up of deep freezers is proceeding at about the current rate.

Main analyses of Survey data

16. The Survey data of food purchases, consumption, expenditure and prices are tabulated for each of 143 categories of foods; details of the classification are given in Table 15. 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. the London conurbation (identified with Greater London), 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 earners (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

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.

the income range for group D and the household contains one or more earners, 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. The ranges of income applicable to each group are re-defined periodically so as to keep as constant as possible the proportion of households in each group. The proportions aimed at are:— group A1 $2\frac{1}{2}$ per cent, group A2 $7\frac{1}{2}$ per cent, group B 35 per cent, group C 35 per cent, group D 20 per cent. The income ranges used and the proportions actually achieved in each of the years 1966 to 1971 are given in Table 12 of this Appendix.

- (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 17 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

17. The energy value and nutrient content of the recorded quantities of foods consumed (cf paragraph 15) 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 this allowance for inedible waste, allowance is also made in the conversion factors for seasonal changes in the wastage 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 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 energy conversion factors that are used for protein, fat and available carbohydrate (expressed in terms of monosaccharides) are respectively 4, 9 and 3.75 kcal per g². The nutrient conversion factors for minerals and vitamins were thoroughly revised for application to the Survey data for 1969 and subsequent years.

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; and see Southgate & Durnin (1970) "Calorie conversion factors. An experimental reassessment of the factors used in the calculation of the energy value of human diets", *British Journal of Nutrition*, 24, 517-535.

18. Allowances are made for losses of vitamin C and thiamin during cooking. The vitamin C contribution from green vegetables is reduced by 75 per cent and that from other vegetables by 50 per cent. Since 1969 appropriate cooking or reheating losses for thiamin 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 derived from an extensive study of the literature. The weighted average loss of thiamin for the whole diet is calculated to be about 20 per cent. Values for thiamin for earlier years which are shown in certain tables of this Report have been made comparable.

19. To allow comparison of the Survey results with the DHSS recommended intakes of nutrients¹, values for vitamin A (retinol) and nicotinic acid are expressed in terms of equivalents² in units of weight. Vitamin D is also expressed in units of weight: 1 i.u. vitamin D = 0.025 μg cholecalciferol. Energy is expressed in terms of kilocalories and also, in some instances, megajoules: 1,000 kcal = 4.184 MJ.

Retinol equivalent

Preformed vitamin A (retinol) and carotene are added together to give the total vitamin A activity or retinol equivalent in the diet: 1 μg retinol equivalent is defined as 1 μg retinol or 6 μg β -carotene³. In earlier 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. 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 to retinol equivalents by multiplying by 0.3.

Nicotinic acid equivalent

Because the amino acid tryptophan (which occurs in almost all proteins) can be metabolised by the body to nicotinic acid, the requirements for nicotinic acid may be met by both nicotinic acid and tryptophan, 60 mg tryptophan being equivalent to 1 mg nicotinic acid. The nicotinic acid equivalent in the diet is the sum of the available nicotinic acid, and of the tryptophan divided by 60: nicotinic acid found naturally in cereal foods (other than that added under the policy of fortification) is ignored as it occurs in a bound form considered to be unavailable to man. Tables 41 to 45 and 47 to 52 of the Report show nicotinic acid equivalent in the average diet, and also nicotinic acid as such (which includes available nicotinic acid plus forms considered to be unavailable but excludes the amount derived from tryptophan); the latter figures are similar to those for nicotinic acid published in the previous Reports. Table 42, in addition, shows the national averages for tryptophan.⁴

20. The estimates of the energy value and nutrient content of the food obtained for consumption are compared with estimates of nutritional need, these being

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.

² For fuller discussion see A. A. Paul (1969) "The calculation of nicotinic acid equivalents and retinol equivalents in the British diet". *Nutrition, Lond.*, 23, 131-136.

³ 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; this has been adopted.

⁴ Calculated from *The amino-acid content of foods and biological data on proteins*, FAO Nutritional Studies No. 24, 1970.

based on the recommendations of the Department of Health and Social Security (Table 13 of this Appendix). Such a comparison provides a means of evaluating the nutritional status of groups varying in composition or from year to year, but it should be noted that the recommended intakes for nutrients are judged to be sufficient or more than sufficient for practically all healthy persons in a population—and hence are necessarily in excess of the requirements of most individuals—while the recommended intake for energy is equated with the estimated average requirement of a group not of individuals. Two kinds of adjustment have to be made to the Survey data in order to compare them with the estimate of nutritional need. Thus, what might be termed “household recommended intakes” are assessed from a knowledge of the age, sex and occupation of the members of the household, making allowance for the number and types of meals taken outside the home by persons belonging to the household, and inside the home by visitors (see paragraph 21). Also an assumption is made that 10 per cent¹ 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 (see paragraph 22).

21. 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” was defined during the period under review as an individual eating at least half of his meals at home during the Survey week, the meals being weighted according to the scale set out below; anyone eating fewer meals was a “visitor”. In comparing the estimates of consumption with estimates of nutritional need, the recommended intakes for 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 total net balance of 1·00. When meals are eaten away from home² deductions are made from this total to give a “net balance” of meals eaten at home by that person; the scale of deductions currently used for this purpose is as follows³:—

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

¹ This deduction of 10 per cent is somewhat arbitrary, and the degree of food wastage is likely to be far from uniform among different families. With this conventional deduction, the energy value of the food obtained for consumption on average by all households, which under rationing was very close to the estimated requirements, has since 1954 been from 3 to 11 per cent above them, and no doubt wastage varies with the scarcity, or otherwise, of food.

² Packed meals, such as sandwiches, provided by the housewife for consumption away from home, are treated as if they have been eaten at home.

³ These values were changed in January 1960; for a fuller discussion see *Household Food Consumption and Expenditure: 1965*, Appendix F, paragraph 16 and Table 2, HMSO, 1967.

Meals eaten by visitors are similarly weighted and are *added* to the household total, so that a visitor's meal in effect cancels a corresponding meal taken out by a similar person. Household recommended intakes are calculated by reference to the net balance for each person and for each visitor. A meal eaten outside the home is therefore assumed to be nutritionally equivalent to the corresponding meal eaten within the household, but estimates of the nutrient content of a meal eaten out are never added to the household food purchases.

22. The procedure adopted for comparing the estimates of the energy value and nutrient content of food obtained for consumption with estimates of nutritional need is as follows. For each type of household analysed, the recommended intakes given in Table 13 for each category of person are multiplied by the total net balance for that category; the products are summed over all categories (and in practice divided by the total number of persons in that household type) to give average recommended intakes (per person) for the group of households. Recorded nutrient consumptions (per person)—less 10 per cent (see paragraph 20)—are then expressed as percentages of these household recommended intakes. 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 their nutritional needs is assumed to be met elsewhere.

Reconciliation of nutritional results

23. The weighted daily per caput energy requirement of the British population, calculated according to the recommendations of the Department of Health and Social Security, is about 2,350 kcal (9.8 MJ) at the level of ingestion. As the total supplies of food available for human consumption in recent years have been equivalent to about 3,100 kcal (13.0 MJ) 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 energy value of food supplies in FAO Food Balance Sheets with those of energy 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 assumed¹, or unless intakes are markedly in excess of physiological requirements which themselves may be inaccurately assessed.

Reliability of Survey results

24. The results obtained from the Survey are subject to chance variations as are all estimates from sampling investigations, but this "sampling error" will not normally be more than two or three times the standard error. Estimates of the standard errors of the yearly *national* averages of expenditure, purchases and prices for each food in the Survey classification are given in Table 14 of this Appendix. Estimates of the percentage standard errors applicable to the annual averages of consumption for households of different composition were given in

¹ See footnote ¹ to paragraph 1 of this Appendix.

the Annual Report for 1969¹. 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 1960². 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 1964³. 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 *Household Food Consumption and Expenditure: 1969*, Appendix A, paragraph 23 and Table 10, HMSO, 1971.

² *Domestic Food Consumption and Expenditure: 1960*, Appendix A, paragraphs 15, 16, and 17 and Tables 12 and 13, HMSO, 1962.

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

TABLE 1
Constituencies surveyed in 1970 and 1971

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1970	Parliamentary Constituencies (b) surveyed to May 1971	Revised constituencies surveyed from 31 May 1971 (c)
Wales	The whole of Wales and Monmouthshire.	Merthyr Tydfil *Brecon and Radnor (Brecknockshire and Radnorshire)	Newport *Carmarthen (Carmarthenshire)	*Newport *Carmarthen (Carmarthenshire)
Scotland	The whole of Scotland.	Dumfries East *Central Ayr (Ayrshire and Bute) *Paisley *Midlothian (Midlothian and Peeblesshire)	†Glasgow, Cathcart *Berwick and East Lothian (Berwickshire and East Lothian) Greenock *Banff (Banffshire)	†Glasgow, Cathcart *Berwick and East Lothian (Berwickshire and East Lothian) Greenock and Port Glasgow *Banff (Banffshire)
North	Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire.	Sunderland South *Bishop Auckland (Durham) Wallsend	Carlisle *Durham (Durham) †Newcastle upon Tyne Central	Carlisle *Durham (Durham) †Newcastle upon Tyne Central
Yorkshire and Humberside	The East and West Ridings of Yorkshire (including the City of York), and Lincolnshire (Parts of Lindsey excluding Lincoln C.B.).	†Bradford North *Brigg (Lincolnshire—Parts of Lindsey) *Kingston-upon-Hull West *Don Valley (Yorkshire—West Riding)	†Leeds East *Harrrogate (Yorkshire, West Riding) †Huddersfield East *Penistone (Yorkshire, West Riding)	†Leeds East *Harrrogate (Yorkshire, West Riding) †Huddersfield East *Penistone (Yorkshire, West Riding)
North West	Cheshire; Derbyshire (those areas not included in the East Midlands Region), and Lancashire.	†Crosby †Bolton West †Macclesfield (Cheshire) Boole Salford East *Westhoughton (Lancashire)	†Manchester, Withington †Bolton East †South Fylde (Lancashire) †Middleton and Prestwich Burnley *High Peak (Derbyshire)	†Manchester, Withington †Bolton East †South Fylde (Lancashire) †Middleton and Prestwich Burnley *High Peak (Derbyshire)
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	Nottingham West *Kettering (Northamptonshire and the Soke of Peterborough) *Newark (Nottinghamshire)	Northampton Ilkeston (Derbyshire) *Rutland and Stamford (Lincolnshire—Parts of Kesteven and Rutlandshire)	Northampton North Ilkeston (Derbyshire) *Rutland and Stamford (Lincoln—Parts of Kesteven and Rutland)
West Midlands	Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire	†Rowley Regis and Tipton *The Wrekin (Shropshire) †Sutton Coldfield (Warwickshire) *Hereford (Herefordshire)	†Bilston *Rugby (Warwickshire) Coventry East *Stafford and Stone (Staffordshire)	†Wolverhampton South East *Rugby (Warwickshire) Coventry South East *Stafford and Stone (Staffordshire)

TABLE 1—continued

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1970	Parliamentary Constituencies surveyed to May 1971	Revised constituencies surveyed from 31 May 1971 (c)
South West	Cornwall (including the Isles of Scilly); Devonshire; Dorset (all except Poole M.B.); Gloucestershire; Somerset, and Wiltshire.	*South Gloucestershire (Gloucestershire) Bristol North West *Fordington (Devon)	*Tavistock (Devon) Swindon *Falmouth and Camborne (Cornwall)	*West Devon (Devon) Swindon *Falmouth and Camborne (Cornwall)
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.	†Surbiton †Lambeth Norwood †Walthamstow West †Chelsea †Mitcham †Battersea South †Shoreditch and Finsbury †Bourne East and Christchurch *Wokingham (Berkshire) *Maidstone (Kent) *Isle of Wight Reading *Hertford (Hertfordshire) *South Bedfordshire (Bedfordshire)	†Wembley North †Hornchurch †Hayes and Harlington †Sutton and Cheam †Croydon South †Feltham †Poplar †Hove *Henley (Oxford) *Chelmsford (Essex) *Reigate (Surrey) *Portsmouth West *South East Essex (Essex) *Hemel Hempstead (Hertfordshire)	†Brent North †Havering, Hornchurch †Hillingdon, Hayes and Harlington †Sutton and Cheam †Croydon Central †Hounslow, Feltham and Heston †Tower Hamlets, Stepney and Poplar †Hove *Henley (Oxford) *Chelmsford (Essex) *Reigate (Surrey) *Portsmouth North *South East Essex (Essex) *Hemel Hempstead (Hertfordshire)
East Anglia	Cambridgeshire and the Isle of Ely; Huntingdonshire and the Soke of Peterborough; Norfolk, and Suffolk.	*Huntingdon (Huntingdonshire)	*Cambridgeshire (Cambridgeshire and the Isle of Ely)	*Cambridgeshire (Cambridgeshire and the Isle of Ely)

(a) These are the standard regions as defined by the Registrars-General in mid-1965.

(b) 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.

(c) The constituencies selected in the sample have been revised in this column to bring them into line with the changed constituencies and new constituency boundaries laid down in The Parliamentary Constituencies (England) Order 1970. Some constituencies are unaltered; those retaining their former names but having new boundaries are marked @.

TABLE 2
Composition of the sample, 1970 and 1971

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
<i>1970</i>					
HOUSEHOLDS IN CONURBATIONS					
LONDON					
Households	266	208	220	210	904
Persons	737	591	635	591	2,554
Persons per household	2.77	2.84	2.89	2.81	2.83
PROVINCIAL					
Households	415	372	460	370	1,617
Persons	1,273	1,160	1,475	1,150	5,058
Persons per household	3.07	3.12	3.21	3.11	3.13
OTHER URBAN HOUSEHOLDS					
LARGER TOWNS					
Households	870	792	817	675	3,154
Persons	2,815	2,499	2,510	2,113	9,937
Persons per household	3.24	3.16	3.07	3.13	3.15
SMALLER TOWNS					
Households	573	501	463	442	1,979
Persons	1,841	1,603	1,381	1,396	6,221
Persons per household	3.21	3.20	2.98	3.16	3.14
SEMI-RURAL HOUSEHOLDS					
Households	297	291	354	233	1,175
Persons	974	896	1,129	717	3,716
Persons per household	3.28	3.08	3.19	3.08	3.16
RURAL HOUSEHOLDS					
Households	43	75	14	60	192
Persons	132	221	42	204	599
Persons per household	3.07	2.95	3.00	3.40	3.12
ALL HOUSEHOLDS					
Households	2,043	1,832	1,978	1,687	7,540
Persons	6,385	5,670	6,165	5,241	23,461
Persons per household	3.13	3.09	3.12	3.11	3.11
<i>1971</i>					
HOUSEHOLDS IN CONURBATIONS					
LONDON					
Households	258	253	272	213	996
Persons	804	772	804	595	2,975
Persons per household	3.12	3.05	2.96	2.79	2.99
PROVINCIAL					
Households	297	352	341	302	1,292
Persons	824	1,047	1,106	878	3,855
Persons per household	2.77	2.97	3.24	2.91	2.98
OTHER URBAN HOUSEHOLDS					
LARGER TOWNS					
Households	871	919	847	853	3,490
Persons	2,623	2,767	2,537	2,641	10,568
Persons per household	3.01	3.01	3.00	3.10	3.03
SMALLER TOWNS					
Households	397	449	383	376	1,605
Persons	1,206	1,350	1,149	1,141	4,846
Persons per household	3.04	3.01	3.00	3.03	3.02
SEMI-RURAL HOUSEHOLDS					
Households	474	470	464	477	1,885
Persons	1,417	1,417	1,388	1,500	5,722
Persons per household	2.99	3.01	2.99	3.14	3.04
RURAL HOUSEHOLDS					
Households	271	295	287	253	1,106
Persons	851	881	925	783	3,440
Persons per household	3.14	2.99	3.22	3.09	3.11
ALL HOUSEHOLDS					
Households	159	148	157	96	560
Persons	525	475	503	294	1,797
Persons per household	3.30	3.21	3.20	3.06	3.21
ALL HOUSEHOLDS					
Households	1,856	1,967	1,904	1,717	7,444
Persons	5,627	5,942	5,875	5,191	22,635
Persons per household	3.03	3.02	3.09	3.02	3.04

TABLE 3
 Composition of the sample of responding households: analysis by
 region and type of area, 1970 and 1971

	Number of households	Number of persons	Average number 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-year estimates)
<i>1970</i>						
Wales	372	1,087	2.92	4.9	4.6	5.0
Scotland	758	2,618	3.45	10.1	11.2	9.6
North	499	1,560	3.13	6.6	6.6	6.2
Yorkshire & Humberside	792	2,439	3.08	10.5	10.4	8.9
North West	1,011	3,177	3.14	13.4	13.5	12.5
East Midlands	629	1,981	3.15	8.3	8.4	6.2
West Midlands	766	2,332	3.04	10.2	9.9	9.6
South West	462	1,506	3.26	6.1	6.4	6.9
South East (a)/East Anglia	2,251	6,761	3.00	29.9	28.8	35.0
<i>All households</i>	<i>7,540</i>	<i>23,461</i>	<i>3.11</i>	<i>100</i>	<i>100</i>	<i>100</i>
London conurbation	904	2,554	2.83	12.0	10.9	14.0
Provincial conurbations	1,617	5,058	3.13	21.4	21.6	19.4
Other urban areas:						
Larger towns	1,979	6,221	3.14	26.2	26.5	28.3
Smaller towns	1,175	3,716	3.16	15.6	15.8	16.5
Semi-rural areas	1,673	5,313	3.18	22.2	22.6	17.6
Rural areas	192	599	3.12	2.5	2.6	4.2
<i>All households</i>	<i>7,540</i>	<i>23,461</i>	<i>3.11</i>	<i>100</i>	<i>100</i>	<i>100</i>
<i>1971</i>						
Wales	319	993	3.11	4.3	4.4	5.0
Scotland	805	2,618	3.25	10.8	11.6	9.7
North	526	1,544	2.94	7.1	6.8	6.1
Yorkshire & Humberside	735	2,094	2.85	9.9	9.3	8.9
North West	937	2,748	2.93	12.6	12.1	12.5
East Midlands	563	1,750	3.11	7.6	7.7	6.3
West Midlands	759	2,414	3.18	10.2	10.7	9.5
South West	472	1,472	3.12	6.3	6.5	7.0
South East (a)/East Anglia	2,328	7,002	3.01	31.3	30.9	35.1
<i>All households</i>	<i>7,444</i>	<i>22,635</i>	<i>3.04</i>	<i>100</i>	<i>100</i>	<i>100</i>
London conurbation	996	2,975	2.99	13.4	13.1	13.7
Provincial conurbations	1,292	3,855	2.98	17.4	17.0	19.0
Other urban areas:						
Larger towns	1,605	4,846	3.02	21.6	21.4	28.3
Smaller towns	1,885	5,722	3.04	25.3	25.3	16.8
Semi-rural areas	1,106	3,440	3.11	14.9	15.2	18.3
Rural areas	560	1,797	3.21	7.5	7.9	3.8
<i>All households</i>	<i>7,444</i>	<i>22,635</i>	<i>3.04</i>	<i>100</i>	<i>100</i>	<i>100</i>

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

TABLE 4
Age and sex distribution of persons in the samples from each region and type of area, 1970
 (per cent)

	All households	Region										Type of area					
		Wales	Scotland	North	Yorks and Humberside	North West	East Midlands	West Midlands	South West	South East(a)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
Men, 18-64:	11.5	11.7	11.5	11.1	8.7	10.8	11.1	11.1	11.8	13.0	14.6	14.6	11.3	11.3	10.8	6.3	
Sedentary	12.7	11.8	11.7	13.7	13.2	13.0	13.6	12.5	12.5	12.1	13.9	14.8	13.7	15.1	10.6	9.3	
Moderately active	3.5	7.1	3.5	3.6	5.2	3.6	3.6	4.0	4.0	1.7	0.9	10.2	2.8	10.7	6.1	14.7	
Active or very active	4.2	5.3	2.9	3.3	4.8	4.1	3.3	4.4	4.4	4.7	4.5	4.0	4.1	3.6	4.6	6.2	
Men, 65 and over																	
Women, 18-59:	15.6	18.7	16.0	17.5	15.3	14.9	14.9	18.8	14.6	14.6	13.9	14.8	15.8	17.1	17.1	16.7	
Sedentary	10.3	6.9	9.7	10.3	9.3	10.1	10.6	8.0	11.7	11.7	13.0	10.2	10.4	8.8	8.8	7.2	
Moderately active	1.2	2.1	1.2	0.8	1.4	1.0	1.4	1.4	1.2	1.2	0.9	1.0	1.0	1.7	1.7	2.5	
Active or pregnant	8.7	10.0	6.5	7.5	9.1	9.5	8.3	7.2	10.0	10.0	11.1	9.2	8.4	8.0	8.0	9.7	
Women, 60 and over																	
Adolescents and children:	1.9	2.6	1.9	1.3	1.9	2.2	1.5	1.4	2.1	2.1	2.2	1.9	1.9	1.8	1.8	1.7	
Under 1	8.0	6.3	9.0	7.4	8.9	7.6	7.5	8.8	7.9	7.2	7.2	7.3	8.2	8.8	8.7	4.3	
1-4	18.2	15.0	21.1	17.9	18.3	18.4	19.8	18.0	17.2	15.8	15.8	19.6	17.6	19.3	18.1	18.2	
5-14	2.1	0.8	2.4	3.3	1.7	2.2	2.1	1.6	2.0	2.0	2.0	2.3	2.2	1.8	2.2	1.7	
15-17 (female)	2.1	1.7	2.6	2.4	2.3	2.2	2.2	2.1	1.8	1.8	2.0	2.3	2.4	2.2	2.2	1.7	
15-17 (male)	2.1	1.7	2.6	2.4	2.3	2.2	2.2	2.1	1.8	1.8	2.0	2.3	2.4	2.2	2.2	1.5	
	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
Age and sex distribution of persons in the samples from each region and type of area, 1971
 (per cent)

	Region										Type of area						
	All households	Wales		Scot-land	North	Yorks and Humberside	North West	East Midlands	West Midlands	South West	South East/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provin- cial	Larger towns	Smaller towns		
Men, 18-64:																	
Sedentary	11.8	11.3	9.5	11.1	11.9	11.9	11.3	11.3	11.1	11.1	13.7	14.6	11.1	11.7	12.1	11.6	9.0
Moderately active	12.1	11.9	10.2	12.6	12.2	11.7	13.9	14.9	12.7	12.7	11.2	12.5	13.4	12.9	12.5	10.5	8.1
Active or very active	3.5	5.6	5.5	3.3	2.7	3.7	5.1	1.9	3.9	2.7	2.7	1.5	2.3	1.9	2.4	6.0	11.9
Men, 65 and over	4.6	4.1	5.3	4.7	5.1	4.9	4.9	3.6	5.2	4.4	3.7	4.6	4.6	4.8	4.8	4.7	5.1
Women, 18-59:																	
Sedentary	16.1	18.5	17.5	15.9	14.3	16.3	15.9	14.9	17.8	16.1	16.0	15.1	15.4	15.6	15.6	17.5	19.3
Moderately active	10.3	8.2	7.3	11.1	11.2	10.3	11.3	11.2	8.6	11.1	12.5	11.3	10.6	10.5	10.5	8.7	6.5
Active or pregnant	1.0	1.2	0.9	1.1	1.1	1.1	1.3	0.7	1.0	1.0	0.9	0.8	0.9	0.9	0.9	1.3	1.8
Women, 60 and over	9.2	8.7	9.6	10.2	11.1	10.2	8.5	7.5	8.7	8.7	8.0	10.1	9.6	9.7	9.7	8.0	8.9
Adolescents and children:																	
under 1	1.6	1.2	1.5	1.1	1.6	1.9	1.7	1.8	1.0	1.8	1.8	1.5	1.5	1.6	1.6	1.8	1.4
1-4	7.5	6.3	6.9	7.6	6.6	7.6	6.7	7.9	7.7	8.1	7.9	7.3	7.4	6.9	6.9	8.4	7.2
5-14	18.1	18.8	20.7	17.4	17.7	16.4	16.3	19.9	18.2	17.5	16.8	17.6	18.5	19.1	19.1	17.8	17.1
15-17 (female)	2.2	2.3	2.2	2.1	2.3	2.1	2.0	2.1	2.6	2.0	2.1	2.5	2.6	2.0	2.0	1.7	1.6
15-17 (male)	2.1	1.8	2.8	1.9	2.1	2.1	2.3	2.5	1.5	1.8	1.6	2.5	2.1	2.1	2.0	2.0	2.1
	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 6
Income group distribution of urban and rural samples, 1970 and 1971
(per cent)

Income group	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
1970							
<i>Proportion of households</i>							
A1	2.8	3.8	2.7	1.4	2.6	4.2	2.1
A2	6.6	9.5	5.1	5.2	6.0	8.5	5.2
B	34.2	42.3	33.0	31.6	34.3	35.0	24.5
C	36.3	26.3	36.5	40.0	38.2	34.3	47.9
D1 (with earners)	4.1	2.9	4.5	4.7	4.2	3.5	4.2
D2 (without earners)	2.4	2.0	2.7	2.8	2.2	2.0	2.6
OAP	13.7	13.3	15.5	14.2	12.6	12.5	13.5
All	100	100	100	100	100	100	100
No. of households	7,540	904	1,617	1,979	1,175	1,673	192
<i>Proportion of persons</i>							
A1	2.9	3.4	3.3	1.4	2.3	4.7	2.5
A2	7.3	9.9	5.9	5.8	6.5	9.7	5.8
B	38.3	48.4	37.2	35.7	37.9	39.2	26.5
C	39.2	28.0	39.4	43.7	41.8	35.9	53.1
D1 (with earners)	3.7	2.4	4.6	4.4	3.7	2.8	2.8
D2 (without earners)	1.7	1.1	2.2	1.8	1.7	1.4	2.5
OAP	6.8	6.9	7.4	7.2	6.0	6.3	6.7
All	100	100	100	100	100	100	100
No. of persons	23,461	2,554	5,058	6,221	3,716	5,313	599
1971							
<i>Proportion of households</i>							
A1	3.0	3.2	1.2	2.4	2.8	5.2	4.5
A2	8.0	13.0	4.3	8.2	6.5	10.4	7.7
B	31.9	41.4	30.8	33.1	28.2	32.8	23.9
C	35.4	27.3	36.5	33.6	39.0	33.3	44.8
D1 (with earners)	3.7	2.2	6.1	3.2	4.0	2.2	3.6
D2 (without earners)	3.1	3.2	3.3	3.9	2.9	2.3	2.5
OAP	15.0	9.7	18.0	15.5	16.6	13.8	13.0
All	100	100	100	100	100	100	100
No. of households	7,444	996	1,292	1,605	1,885	1,106	560
<i>Proportion of persons</i>							
A1	3.2	3.3	1.3	2.7	3.0	5.4	4.5
A2	9.0	14.3	4.8	9.5	7.3	11.4	8.7
B	36.1	46.5	35.7	37.8	32.4	36.3	26.9
C	38.7	27.5	41.6	36.9	42.7	36.2	47.9
D1 (with earners)	3.2	1.6	5.4	2.7	3.8	1.9	3.1
D2 (without earners)	2.0	1.9	2.4	2.5	1.8	1.3	1.6
OAP	7.7	4.8	8.8	7.9	8.9	7.3	7.3
All	100	100	100	100	100	100	100
No. of persons	22,635	2,975	3,855	4,846	5,722	3,440	1,797

TABLE 7
Age and sex distribution of persons in households of different income groups, 1970 and 1971
(per cent)

	All households	Income group						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	OAP
1970								
Men, 18-64:								
Sedentary	11.5	23.5	20.8	13.0	8.4	17.6	13.9	1.6
Moderately active	12.7	2.5	6.7	14.4	16.4	3.9	—	—
Active or very active	3.5	3.2	2.1	3.2	5.1	1.4	—	—
Men, 65 and over	4.2	2.3	0.9	1.3	2.9	4.6	6.4	31.5
Women, 18-59:								
Sedentary	15.6	23.5	19.6	16.4	15.1	14.4	28.9	3.7
Moderately active	10.3	7.8	8.7	11.6	11.3	13.8	—	0.4
Active or pregnant	1.2	1.0	1.2	1.4	1.3	1.3	0.2	—
Women, 60 and over	8.7	4.2	3.3	3.1	6.0	10.6	17.6	61.3
Adolescents and children:								
under 1	1.9	1.9	1.6	2.2	2.1	1.4	1.2	0.1
1-4	8.0	6.2	9.3	9.6	7.6	7.9	10.3	0.1
5-14	18.2	19.3	21.6	19.3	19.5	16.9	19.6	1.1
15-17 (female)	2.1	2.5	2.3	2.3	2.2	3.3	1.2	0.1
15-17 (male)	2.1	2.0	2.0	2.3	2.3	2.8	0.7	0.1
	100	100	100	100	100	100	100	100
1971								
Men, 18-64:								
Sedentary	11.8	26.4	21.3	13.3	8.5	16.8	16.5	1.6
Moderately active	12.1	1.1	5.4	14.4	16.1	4.0	—	—
Active or very active	3.5	2.6	2.8	3.3	4.9	1.1	—	0.1
Men, 65 and over	4.6	2.5	0.7	1.5	2.9	4.7	9.6	32.0
Women, 18-59:								
Sedentary	16.1	23.3	20.1	16.8	15.3	18.7	29.5	4.7
Moderately active	10.3	6.8	9.4	11.6	11.8	14.8	—	0.6
Active or pregnant	1.0	1.0	0.9	1.0	1.3	0.7	—	—
Women, 60 and over	9.2	4.7	3.0	3.3	5.8	10.7	20.3	59.4
Adolescents and children:								
under 1	1.6	0.8	2.1	1.8	1.7	1.2	1.3	—
1-4	7.5	7.2	8.5	8.6	7.5	8.0	7.4	0.3
5-14	18.1	18.7	20.7	20.0	19.5	14.7	13.6	1.1
15-17 (female)	2.2	2.1	2.4	2.3	2.5	2.1	0.7	0.1
15-17 (male)	2.1	2.8	2.6	2.2	2.1	2.5	1.1	0.1
	100	100	100	100	100	100	100	100

TABLE 8
Composition of the sample: analysis by income group and household composition, 1970
(households)

	Income group												All households			Average number of persons per household							
	A1		A2		B		C		D without earners (D2)		OAP		No.	Per cent	All persons	Adults	Child- ren	Adoles- cents					
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent											
<i>Households with one man and one woman and:</i>																							
no other	27	12.9	52	10.5	263	10.2	438	16.0	64	20.8	34	18.8	411	39.7	1,289	17.1	2	2	—	—			
(i) older couples (one or both adults 55 or over):																							
(ii) younger couples (both adults under 55):																							
1 child	31	14.8	50	10.1	312	12.1	253	9.3	17	5.5	1	0.6	—	—	664	8.8	2	2	—	—			
2 children	15	7.2	50	10.1	319	12.4	246	9.0	15	4.9	8	4.4	6	0.6	659	8.7	2	2	1	—			
3 children	24	11.5	95	19.2	441	17.1	337	12.3	12	3.9	3	1.7	1	0.1	913	12.1	4	4	2	—			
4 or more children	14	6.7	47	9.5	162	6.3	138	5.8	10	3.3	3	1.7	—	—	394	5.2	5	5	3	—			
adolescents only	4	1.9	12	2.4	64	2.5	96	3.5	16	5.2	4	2.2	—	—	196	2.6	6.39	4.39	—	—			
adolescents and children	6	2.9	12	2.4	70	2.7	57	2.1	7	2.3	1	0.6	2	0.2	155	2.1	3.15	2.07	—	—			
	7	3.3	26	5.3	151	5.9	123	4.5	9	2.9	1	0.6	—	—	317	4.2	5.23	2	2	1.17	—		
<i>Total of above households</i>	128	61.2	344	69.5	1,782	69.2	1,708	62.4	150	48.9	55	30.4	420	40.5	4,587	60.8	3.25	2	1.13	0.12	—		
<i>Other households with:</i>																							
adults only	43	20.6	87	17.6	433	16.8	642	23.5	115	37.5	80	44.2	606	58.5	2,006	26.6	2.03	2.03	—	—	1.08	—	
adolescents but no children	10	4.8	15	3.0	72	2.8	74	2.7	13	4.2	4	2.2	1	0.1	189	2.5	4.00	2.92	—	—	—	—	
one or more children with or without adolescents	28	13.4	49	9.9	290	11.3	311	11.4	29	9.4	42	23.2	9	0.9	758	10.1	4.91	2.72	1.87	0.32	0.32	—	
<i>Total unclassified households</i>	81	38.8	151	30.5	795	30.8	1,027	37.6	157	51.1	126	69.6	616	59.5	2,953	39.2	2.90	2.27	0.48	0.15	0.15	—	
<i>Total all household types</i>	209	100	495	100	2,577	100	2,735	100	307	100	181	100	1,036	100	7,540	100	3.11	2.10	0.88	0.13	0.13	—	
<i>Average number of persons per household:</i>																							
adults	2.24		2.18		2.24		2.23		1.91		1.51		1.51		2.10		2.03	2.03	—	—	—	—	
children	0.90		1.12		1.09		0.98		0.74		0.70		0.02		0.88		4.00	2.92	—	—	—	—	
adolescents	0.15		0.15		0.16		0.15		0.17		0.04		...		0.13		—	—	—	—	—	—	
<i>Total</i>	3.30		3.44		3.49		3.36		2.83		2.26		1.54		3.11		3.25	2.27	0.48	0.15	0.13	—	

TABLE 9
Composition of the sample: analysis by income group and household composition, 1971
(households)

	Income group												All households			Average number of persons per household			
	A1		A2		B		C		D		OAP		No.	Per cent	All persons	Child- ren	Adoles- cents		
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent							
<i>Households with one man and one woman and:</i>																			
no other																			
(i) older couples (one or both adults 55 or over)	34	15.4	55	9.2	264	11.1	444	16.8	42	15.4	60	26.0	435	39.0	1,334	17.9	2	—	—
(ii) younger couples (both adults under 55)	27	12.2	68	11.4	314	13.2	245	9.3	18	6.6	3	1.3	—	—	675	9.1	2	—	—
1 child	26	11.8	73	12.2	311	13.1	229	8.7	13	4.8	2	0.9	2	0.2	656	8.8	3	1	—
2 children	23	10.4	91	15.3	397	16.7	321	12.2	18	6.6	5	2.2	1	0.1	856	11.5	4	2	—
3 children	10	4.5	43	7.2	188	6.7	125	4.7	6	2.2	—	—	1	0.1	343	4.6	5	3	—
4 or more children	4	1.8	13	2.2	55	2.3	93	3.5	5	1.8	—	—	—	—	170	2.3	2	4	—
adolescents only	9	4.1	25	4.2	55	2.3	62	2.4	5	1.8	1	0.4	1	0.1	158	2.1	3	0.9	1.09
adolescents and children	9	4.1	34	5.7	130	5.5	139	5.3	10	3.7	—	—	—	—	322	4.3	5	1.9	1.16
<i>Total of above households</i>	142	64.3	402	67.4	1,684	71.0	1,658	62.9	117	42.9	71	30.7	440	39.4	4,514	60.6	3	1.06	0.12
<i>Other households with:</i>																			
adults only	43	19.5	105	17.6	365	15.4	601	22.8	113	41.4	113	48.9	659	59.1	1,999	26.9	1	0.99	—
adolescents but no children	6	2.7	12	2.0	75	3.2	63	2.4	9	3.3	3	1.3	2	0.2	170	2.3	4	3.02	1.06
one or more children with or without adolescents	30	13.6	77	12.9	247	10.4	314	11.9	34	12.5	44	19.0	15	1.3	761	10.2	4	1.77	0.30
<i>Total unclassified households</i>	79	35.7	194	32.6	687	29.0	978	37.1	156	57.1	160	69.3	676	60.6	2,930	39.4	2	2.22	0.14
<i>Total all household types</i>	221	100	596	100	2,371	100	2,636	100	273	100	231	100	1,116	100	7,444	100	3	3.04	0.13
<i>Average number of persons per household:</i>																			
adults	2.23		2.18		2.34		2.22		1.89		1.47		1.55		2.09		1.99		1.06
children	0.87		1.07		1.03		0.96		0.63		0.43		0.02		0.82		4.08		—
adolescents	0.16		0.17		0.16		0.15		0.12		0.03		...		0.13		1.77		0.30
<i>Total</i>	3.26		3.43		3.45		3.33		2.64		1.94		1.58		3.04		2.65		0.14

TABLE 10
Average number of earners per household: analysis by income group and family composition, 1970

	All households	Income group						OAP
		A		B	C	D		
		A1	A2	A1 & A2	with earners (D1)	without earners (D2)		
<i>Households with one man and one woman and:</i>								
no other (both adults under 55)	1.73	1.52	1.74	1.65	1.77	1.72	(1.53)	—
no other (one or both adults 55 or over)	0.79	1.15	1.15	1.15	1.25	1.13	1.20	0.08
1 child	1.29	(1.20)	1.26	1.25	1.31	1.34	(1.27)	(0.17)
2 children	1.29	(1.17)	1.22	1.21	1.29	1.33	(1.25)	—
3 children	1.24	(1.14)	1.15	1.15	1.25	1.30	(1.10)	—
4 or more children	1.21	(1.00)	(1.17)	(1.12)	1.27	1.25	(1.12)	—
adolescents only	1.99	(1.50)	(1.33)	(1.39)	2.06	2.19	(2.00)	—
adolescents and children	2.07	(1.43)	1.65	1.61	2.03	2.22	(2.56)	—
<i>Other households with:</i>								
adults only	1.15	1.30	1.80	1.64	2.00	1.66	1.16	0.04
adolescents but no children	2.67	(2.40)	(2.33)	2.36	2.83	2.91	(2.08)	—
children	1.98	1.82	1.86	1.84	2.16	2.17	1.86	(0.22)
<i>All households</i>	1.35	1.41	1.49	1.46	1.67	1.60	1.36	0.06

Figures in brackets are based on samples of fewer than 25 households.

TABLE 11
 Average number of earners per household: analysis by income group and family composition, 1971

	All house-holds	Income group							OAP
		A		B	C	D			
		A1	A2			A1 & A2	with earners (D1)	without earners (D2)	
<i>Households with one man and one woman and:</i>									
no other (both adults under 55)	1.70	1.41	1.72	1.63	1.70	1.76	(1.56)	—	—
no other (one or both adults 55 or over)	0.78	1.00	1.24	1.15	1.21	1.16	1.23	0.11	0.11
1 child	1.30	1.12	1.27	1.23	1.32	1.32	(1.31)	—	(0.50)
2 children	1.28	(1.09)	1.21	1.18	1.30	1.31	(1.11)	—	—
3 children	1.24	(1.40)	1.16	1.21	1.25	1.26	(1.33)	—	—
4 or more children	1.20	(1.50)	(1.31)	(1.35)	1.22	1.17	(1.00)	—	—
adolescents only	2.02	(1.22)	2.08	1.85	1.98	2.19	(2.00)	—	(1.00)
adolescents and children	1.96	(1.22)	1.47	1.42	2.02	2.07	(1.80)	—	—
<i>Other households with:</i>									
adults only	1.07	1.49	1.70	1.64	1.95	1.68	1.22	—	0.05
adolescents but no children	2.79	(2.33)	(1.75)	(1.94)	3.11	2.94	(2.11)	—	(1.50)
children	1.89	1.60	1.68	1.65	2.17	2.16	1.29	—	(0.13)
<i>All households</i>	1.31	1.33	1.48	1.44	1.64	1.61	1.32	—	0.08

Figures in brackets are based on samples of fewer than 25 households.

TABLE 12
Income ranges used to define income groups, 1966-1971

Income group	Gross weekly income of head of household (a)						Percentage of households in sample					
	1966	1967	1968	1969	1970	1971	1966	1967	1968	1969	1970	1971
A: A1	£47 or more	£51 or more	£52 or more	£55 or more	£60 or more	£69 or more	3.1	2.6	2.6	3.6	2.8	3.0
A2	£29 and under £47	£32 and under £51	£33 and under £52	£34.50 and under £55	£40 and under £60	£45 and under £69	9.8	7.4	9.1	11.4	6.6	8.0
B	£17 and under £29	£19 and under £32	£19 and under £33	£20 and under £34.50	£23 and under £40	£27 and under £45	39.2	32.0	38.1	37.5	34.2	31.9
C (b)	£10.50 and under £17	£11 and under £19	£11.50 and under £19	£11.50 and under £20	£12.50 and under £23	£14 and under £27	28.7	35.9	29.3	27.6	36.3	35.4
D (b) (c)	Under £10.50	Under £11	Under £11.50	Under £11.50	Under £12.50	Under £14	19.3	22.1	20.9	19.9	20.2	21.8

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

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

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

TABLE 13
Recommended intakes (based on the Department of Health and Social Security's recommendations, 1969)
 (per person per day)

Category	Energy (n)	Protein (recommended intake)	Protein (minimum requirement)	Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Vitamin A (retinol equivalent)	Vitamin D (cholecalciferol)
	kcal	g	g	mg	mg	mg	mg	mg	mg	µg	µg
MAN:											
Over 65 years	2,250	56	39	500	10	0.9	1.7	18	30	750	2.5
Sedentary	2,650	66	44	500	10	1.1	1.7	18	30	750	2.5
Moderately active	2,950	74	44	500	10	1.2	1.7	18	30	750	2.5
Active	2,950	74	44	500	10	1.2	1.7	18	30	750	2.5
Very active	3,600	90	44	500	10	1.4	1.7	18	30	750	2.5
WOMAN:											
Over 60 years	2,000	50	35	500	10	0.8	1.3	15	30	750	2.5
Sedentary	2,200	55	38	500	12	0.9	1.3	15	30	750	2.5
Moderately active	2,700	55	38	500	12	0.9	1.3	15	30	750	2.5
Active	2,500	63	38	500	12	1.0	1.3	15	30	750	2.5
Pregnancy, latter part	2,400	60	44	1,200	15	1.0	1.6	18	60	750	10
CHILD:											
Under 1 year	800	20	15	600	6	0.3	0.4	5	15	450	10
1-3 years	1,400	35	21	500	7	0.6	0.7	8	20	300	10
4 years	1,650	41	26	500	8	0.7	0.8	9	20	300	10
5-6 years	1,800	45	28	500	8	0.9	0.9	10	20	300	10
7-9 years	2,160	54	31	500	11	0.9	1.0	12	20	450	2.5
10-12 years	2,450	61	39	700	13	1.0	1.3	15	25	625	2.5
BOY:											
13-14 years	2,800	70	47	700	14	1.1	1.5	17	25	725	2.5
15 years	3,000	75	49	600	15	1.2	1.6	18	30	750	2.5
16-17 years	3,000	75	50	600	15	1.2	1.7	19	30	750	2.5
18-20 years	3,000	75	45	500	10	1.2	1.7	18	30	750	2.5
GIRL:											
13-14 years	2,300	58	43	700	14	0.9	1.4	16	25	725	2.5
15 years	2,300	58	41	600	15	0.9	1.4	16	30	750	2.5
16-17 years	2,300	58	40	600	15	0.9	1.4	16	30	750	2.5
18-20 years	2,200	55	38	500	12	0.9	1.3	15	30	750	2.5

(n) 1000 kilocalories (kcal) = 4.184 megajoules (MJ).

TABLE 14
*Estimates of the standard errors of the yearly national averages
of expenditure, purchases and prices (a)*

	Standard errors			Percentage standard errors		
	Expendi- ture	Purchases (b)	Prices (c)	Expendi- ture	Purchases	Prices
MILK AND CREAM:						
Liquid milk						
Full price	0.12	0.03	0.01	0.70	0.70	0.13
Welfare and school	0.04	0.01	0.01	2.16	2.15	0.33
<i>Total liquid milk</i>	<i>0.10</i>	<i>0.02</i>		<i>0.57</i>	<i>0.50</i>	
Condensed milk	0.03	0.01	0.03	3.49	3.71	0.73
Dried milk, National	0.01	...	0.24	31.94	30.31	9.54
Dried milk, branded	0.03	0.01	0.08	7.49	7.41	1.97
Milk, other	0.02	...	0.30	3.81	5.12	4.78
Cream	0.03	...	0.51	2.69	2.70	1.69
<i>Total other milk and cream</i>	<i>0.04</i>	<i>0.01</i>		<i>1.89</i>	<i>2.61</i>	
CHEESE:						
Natural	0.05	0.04	0.06	1.16	1.14	0.31
Processed	0.02	0.01	0.28	2.89	3.02	1.03
<i>Total cheese</i>	<i>0.04</i>	<i>0.04</i>		<i>1.06</i>	<i>1.04</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	0.22	0.10	0.14	1.37	1.27	0.42
Mutton and lamb	0.14	0.10	0.17	1.81	2.04	0.69
Pork	0.13	0.08	0.26	2.50	2.84	0.89
<i>Total carcase meat</i>	<i>0.22</i>	<i>0.16</i>		<i>0.87</i>	<i>0.94</i>	
Other meat and meat products:						
Bones	0.01	0.02	0.41	11.43	9.86	6.62
Liver	0.03	0.02	0.17	2.38	2.36	0.61
Offals, other than liver	0.02	0.02	0.33	3.98	4.21	1.65
Bacon and ham, uncooked	0.10	0.07	0.15	1.11	1.23	0.54
Bacon and ham, cooked, including canned	0.06	0.02	0.26	1.86	1.92	0.52
Cooked chicken	0.03	0.02	0.79	6.73	7.55	2.58
Corned meat	0.03	0.02	0.11	2.24	2.28	0.34
Other cooked meat, not purchased in cans	0.04	0.02	0.38	2.41	2.25	0.98
Other canned meat	0.05	0.04	0.14	2.08	2.16	0.69
Broiler chicken, uncooked	0.09	0.08	0.10	2.38	2.42	0.55
Other poultry, uncooked, not quick-frozen	0.06	0.06	0.55	9.38	9.04	3.01
Other poultry, uncooked quick-frozen	0.06	0.05	0.29	8.26	7.75	1.68
Rabbit, game and other meat	0.02	0.01	1.51	10.85	11.85	6.44
Sausages, uncooked, pork	0.04	0.04	0.05	1.58	1.58	0.26
Sausages, uncooked, beef	0.03	0.03	0.08	2.40	2.41	0.45
Meat pies and sausage rolls, ready to eat	0.03	0.02	0.13	2.82	2.85	0.67
Quick-frozen meat, other than uncooked poultry, and quick-frozen meat products	0.04	0.02	0.36	3.60	3.72	1.22
Other meat products	0.06	0.04	0.18	1.91	1.88	0.82
<i>Total other meat and meat products</i>	<i>0.20</i>	<i>0.15</i>		<i>0.69</i>	<i>0.70</i>	
FISH:						
White, filleted, fresh	0.04	0.03	0.16	2.71	2.69	0.69
White, unfileted, fresh	0.04	0.03	0.32	4.08	4.17	1.41
White, uncooked, quick-frozen	0.03	0.02	0.30	4.41	4.78	1.08
Herrings, filleted, fresh	0.68	20.98	20.78	3.92
Herrings, unfileted, fresh	0.01	0.01	0.33	10.55	10.70	2.62
Fat, fresh, other than herrings	0.01	0.01	1.62	12.84	12.67	7.63
White, processed	0.02	0.01	0.23	5.02	4.96	1.01
Fat, processed, filleted	0.01	0.01	1.27	9.70	9.69	5.97
Fat, processed, unfileted	0.01	0.01	0.33	7.32	7.10	2.19
Shell	0.04	0.01	10.18	27.52	14.90	16.89
Cooked	0.04	0.03	0.15	2.57	2.58	0.58
Salmon, canned	0.04	0.01	0.26	2.95	2.98	0.49
Other canned or bottled fish	0.02	0.01	0.61	3.84	3.93	2.12
Fish products, not quick-frozen	0.01	0.01	0.98	4.58	5.66	3.12
Quick-frozen fish products and quick-frozen fish not specified above	0.03	0.02	0.28	2.75	2.88	1.07
<i>Total fish</i>	<i>0.09</i>	<i>0.06</i>		<i>1.08</i>	<i>1.04</i>	
EGGS						
	0.07	0.04	0.02	0.84	0.82	0.89

TABLE 14—continued

	Standard errors			Percentage standard errors		
	Expenditure	Purchases (b)	Prices (c)	Expenditure	Purchases	Prices
FATS:						
Butter	0.06	0.06	0.04	0.97	0.97	0.20
Margarine	0.04	0.05	0.05	1.69	1.62	0.44
Lard and compound cooking fat	0.02	0.03	0.05	1.58	1.51	0.51
Suet	0.01	0.01	0.29	5.87	6.08	2.06
Vegetable and salad oils	0.03	0.04	0.25	5.77	5.97	1.42
All other fats	0.01	0.01	0.53	7.22	7.18	4.54
<i>Total fats</i>	<i>0.07</i>	<i>0.08</i>		<i>0.68</i>	<i>0.66</i>	
SUGAR AND PRESERVES:						
Sugar	0.04	0.16	0.01	0.94	0.93	0.19
Jams, jellies and fruit curds	0.02	0.03	0.07	2.42	2.40	0.66
Marmalade	0.02	0.03	0.07	3.06	3.15	0.75
Syrup, treacle and honey	0.02	0.02	0.28	4.94	4.74	2.37
<i>Total sugar and preserves</i>	<i>0.05</i>	<i>0.16</i>		<i>0.86</i>	<i>0.81</i>	
VEGETABLES:						
Old potatoes:						
January–August, not pre-packed	0.07	0.66	0.03	3.12	4.03	1.56
January–August, pre-packed	0.04	0.24	0.03	4.29	4.46	1.05
New potatoes:						
January–August, not pre-packed	0.06	0.32	0.04	2.82	3.12	1.33
January–August, pre-packed	0.01	0.10	0.10	8.66	10.10	3.82
Potatoes:						
September–December, not pre-packed	0.04	0.59	0.03	3.55	4.80	2.16
September–December, pre-packed	0.02	0.17	0.02	5.96	5.97	1.32
<i>Total potatoes</i>	<i>0.06</i>	<i>0.68</i>		<i>1.02</i>	<i>1.44</i>	
Cabbages, fresh	0.02	0.09	0.05	2.12	2.34	1.16
Brussel sprouts, fresh	0.02	0.05	0.04	2.54	2.60	0.79
Cauliflowers, fresh	0.02	0.06	0.06	2.20	2.34	0.96
Leafy salads, fresh	0.02	0.02	0.18	2.06	2.31	1.27
Peas, fresh	0.01	0.03	0.11	7.27	7.36	1.97
Peas, quick-frozen	0.02	0.03	0.10	2.68	2.88	0.68
Beans, fresh	0.01	0.03	0.13	5.49	5.46	1.87
Beans, quick-frozen	0.02	0.02	0.27	4.53	5.20	1.43
Other fresh green vegetables	0.01	0.29	13.46	12.90	4.88
<i>Total fresh green vegetables</i>	<i>0.05</i>	<i>0.13</i>		<i>1.16</i>	<i>1.18</i>	
Carrots, fresh	0.01	0.06	0.03	2.00	2.08	1.00
Turnips and swedes, fresh	0.01	0.04	0.05	3.78	3.83	1.58
Other root vegetables, fresh	0.01	0.03	0.19	5.79	4.52	3.15
Onions, shallots and leeks, fresh	0.02	0.10	0.13	2.08	3.59	2.20
Cucumbers, fresh	0.01	0.02	0.11	2.66	2.72	0.91
Mushrooms, fresh	0.02	0.01	0.24	3.07	3.21	1.03
Miscellaneous fresh vegetables	0.01	0.03	0.22	4.87	4.56	3.19
Canned peas	0.02	0.06	0.03	1.70	1.75	0.47
Canned beans	0.02	0.06	0.02	1.48	1.52	0.35
Canned vegetables, other than pulses or potatoes	0.02	0.03	0.09	2.82	2.70	1.07
Dried pulses, other than air dried	0.01	0.02	0.19	4.29	4.86	4.72
Air-dried vegetables	0.01	...	2.73	6.42	7.53	4.20
Chips, excluding quick-frozen	0.03	0.04	0.09	2.65	2.76	0.80
Other potato products, not quick-frozen	0.03	0.03	0.54	2.46	3.38	2.14
Other vegetable products	0.01	0.01	0.55	7.21	6.53	3.81
All quick-frozen vegetables and vegetable products, not specified above	0.02	0.03	0.38	5.40	6.74	2.36
<i>Total other vegetables and vegetable products</i>	<i>0.06</i>	<i>0.16</i>		<i>0.82</i>	<i>0.87</i>	
FRUIT:						
Fresh:						
Oranges	0.03	0.10	0.05	2.40	2.61	0.88
Other citrus fruit	0.02	0.05	0.09	3.54	3.64	1.17
Apples	0.04	0.10	0.05	1.57	1.60	0.67
Pears	0.01	0.04	0.10	3.83	4.08	1.53
Stone fruit	0.02	0.05	0.41	5.21	6.79	4.37
Grapes	0.02	0.02	0.22	4.96	4.91	1.86
Soft fruit, other than grapes	0.03	0.05	0.50	7.29	9.22	4.22
Bananas	0.02	0.06	0.04	1.82	1.85	0.49
Rhubarb	0.01	0.20	8.71	8.57	3.24
Tomatoes	0.04	0.05	0.08	1.40	1.40	0.57
Other fresh fruit	0.01	0.03	0.19	7.74	7.73	2.67
<i>Total fresh fruit</i>	<i>0.11</i>	<i>0.22</i>		<i>1.08</i>	<i>1.13</i>	

TABLE 14—*continued*

	Standard errors			Percentage standard errors		
	Expenditure	Purchases (b)	Prices (c)	Expenditure	Purchases	Prices
Other fruit:						
Tomatoes, canned or bottled	0.01	0.03	0.06	3.06	3.12	0.74
Canned peaches, pears and pineapples	0.03	0.05	0.03	2.02	2.08	0.39
Other canned or bottled fruit	0.03	0.05	0.06	2.20	2.18	0.61
Dried fruit and dried fruit products	0.03	0.03	0.11	3.34	3.32	0.84
Nuts and nut products	0.02	0.01	0.67	5.51	5.07	2.34
Fruit juices	0.02	0.03	0.42	4.97	5.74	2.43
Welfare orange juice	0.01	...	—	13.13	13.13	—
Total other fruit and fruit products	0.06	0.10		1.34	1.31	
CFREALS:						
Brown bread	0.03	0.06	0.03	2.55	2.60	0.40
White bread, large loaves, un-wrapped	0.05	0.16	0.01	2.49	2.49	0.16
White bread, large loaves, wrapped	0.08	0.26	...	1.27	1.27	0.10
White bread, small loaves, un-wrapped	0.03	0.08	0.02	2.73	2.74	0.25
White bread, small loaves, wrapped	0.03	0.06	0.02	2.93	2.92	0.24
Wholewheat and wholemeal bread	0.01	0.03	0.07	6.75	6.94	1.09
Other bread	0.04	0.07	0.08	2.21	2.28	0.75
Total bread	0.07	0.22		0.54	0.56	
Flour	0.03	0.14	0.02	2.27	2.45	0.64
Buns, scones and teacakes	0.02	0.03	0.12	2.45	2.56	1.01
Cakes and pastries	0.07	0.06	0.09	1.40	1.36	0.50
Biscuits other than chocolate biscuits	0.04	0.05	0.05	1.16	1.14	0.38
Chocolate biscuits	0.04	0.02	0.18	2.17	2.17	0.68
Total cakes and biscuits	0.10	0.10		0.90	0.86	
Oatmeal and oat products	0.01	0.02	0.11	4.58	4.59	1.44
Breakfast cereals	0.04	0.04	0.06	1.52	1.56	0.46
Canned milk puddings	0.02	0.05	0.03	2.72	2.70	0.48
Other puddings	0.01	0.02	0.19	4.46	4.57	1.30
Rice	0.02	0.06	0.13	8.82	9.91	1.65
Invalid foods, including slimming foods	0.02	0.02	1.19	9.44	10.19	6.50
Infant foods, not canned or bottled	0.01	0.01	0.47	6.55	6.44	2.10
Cereal convenience foods, including canned, not specified above	0.03	0.04	0.15	2.08	2.19	1.19
Other cereal foods	0.01	0.01	0.19	5.64	5.77	2.08
Total other cereals	0.05	0.08		1.08	1.13	
BEVERAGES						
Tea	0.06	0.03	0.10	1.10	1.07	0.30
Coffee, bean and ground	0.02	0.01	0.74	7.80	7.87	1.54
Coffee, instant	0.06	0.01	0.48	2.23	2.31	0.50
Coffee, essences	0.01	0.01	0.42	8.12	8.64	1.32
Cocoa and drinking chocolate	0.02	0.01	0.41	5.50	5.20	1.77
Branded food drinks	0.02	0.01	0.26	5.09	5.20	0.88
Total beverages	0.07	0.03		0.90	0.89	
MISCELLANEOUS:						
Baby foods, canned or bottled	0.04	0.05	0.14	5.49	5.52	1.05
Soups, canned	0.03	0.08	0.03	2.09	2.12	0.43
Soups, dehydrated and powdered	0.01	0.01	0.68	4.70	4.93	1.60
Spreads and dressings	0.01	0.01	0.19	4.30	4.42	1.03
Pickles and sauces	0.03	0.04	0.10	2.18	2.26	0.78
Meat and vegetable extracts	0.02	0.01	1.19	3.08	3.60	1.51
Table jellies, squares and crystals	0.01	...	0.09	3.08	3.10	2.28
Ice-cream (served as part of a meal), moussé, soufflé	0.03	0.04	0.19	3.71	4.30	1.27
All quick-frozen foods not specified above	0.01	0.01	0.54	6.47	6.47	2.54
Salt	0.01	0.04	0.04	3.50	3.55	1.27
Artificial sweeteners	...	n.a.	n.a.	19.80	n.a.	n.a.
Miscellaneous (expenditure only)	0.02	n.a.	n.a.	2.49	n.a.	n.a.
Total miscellaneous	0.06			1.14		
TOTAL ALL FOODS	0.78			0.42		

(a) These estimates of standard errors were calculated from data for the whole sample in 1970, except that those for the sub-totals were calculated from data for 1967.

(b) Pints of milk, cream, made-up jelly; equivalent pints of condensed and dried milk; no. of eggs; fluid ounces of fruit juices, welfare orange juice, vegetable and salad oils, coffee essences.

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

TABLE 15
Survey classification of foods

Description	Seasonal food (S) or convenience food (C)	Notes
MILK AND CREAM:		
Liquid milk --full price welfare school	S	
Condensed milk		
Dried milk, National		
Dried milk, branded		Full cream or half cream dried milk
Other milk		Skimmed milk, skimmed milk powder, instant milk, yoghurt, goat's milk, sour 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
MEAT AND MEAT PRODUCTS:		
Beef and veal		} Fresh, chilled or frozen, but not quick-frozen, any cut
Mutton and lamb		
Pork		
Bones		e.g., bacon ribs, ham bones, bacon knuckles
Liver		
Offals, other than liver		e.g. kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry
Bacon and ham, uncooked		
Bacon and ham, cooked, including canned	C	
Cooked chicken	C	Includes cooked chicken removed from can before sale by retailer
Corned meat	C	Includes all corned meat, whether purchased in cans, or sliced
Other cooked meat, not purchased in cans	C	Includes meats removed from can by retailer before sale--e.g., luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn
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)

TABLE 15—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
Meat and Meat Products—<i>contd.</i>		
Broiler chicken, uncooked		Plucked roasting fowl under 4 lb. each: parts of any uncooked chicken; includes quick-frozen
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, steaks-lets, 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, unfileted, fresh	S	e.g., hake, skate, red mullet
White, uncooked, quick-frozen	S	e.g., cod, haddock, hake, plaice, lemon sole (but not fish fingers, etc.—see below)
Herrings, filleted, fresh	S	
Herrings, unfileted, fresh	S	
Fat, fresh, other than herring	S	e.g., mackerel, sprats, salmon, trout, eel, roe
White, processed	S	i.e. smoked, dried or salted, e.g., haddock, cod
Fat, processed, filleted	S	} i.e. smoked, dried or salted, e.g., kippers, bloaters, soused and pickled herrings, smoked salmon, anchovies, smoked roe
Fat, processed, unfileted	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	

TABLE 15—continued

Description	Seasonal food (S) or convenience food (C)	Notes
Fish—contd.		
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, etc., fish cakes
EGGS:	S	
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, low-fat spreads
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
VEGETABLES:		
<i>Old Potatoes</i>		
January–August, not pre-packed	}	S
January–August, pre-packed		
<i>New Potatoes</i>		
January–August, not pre-packed	}	S
January–August, pre-packed		
<i>Potatoes</i>		
September–December, not pre-packed	}	S
September–December, pre-packed		
Cabbages, fresh	S	e.g., red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, curly greens, savoy greens
Brussels sprouts, fresh	S	

TABLE 15—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
<i>Vegetables—contd.</i>		
Cauliflowers, fresh	S	Includes heading broccoli
Leafy salads, fresh	S	e.g., lettuce, endive, watercress, mustard & 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
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 & sticks, puffs; potato scones, cakes, pies, salad; instant potato, canned potatoes
Other vegetable products	C	e.g., vegetable salad, sauerkraut, pease meal, pease pudding, cheese and onion pie
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

TABLE 15—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
FRUIT:		
<i>Fresh</i>		
Oranges	S	
Other citrus fruit	S	e.g., lemons, grapefruit, tangerines, clem- tines, 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, cran berries
Bananas	S	
Rhubarb	S	
Tomatoes	S	
Other fresh fruit	S	e.g., melon, pineapple, pumpkin, fresh figs, pomegranates
<i>Other fruit</i>		
Tomatoes, canned or bottled	C	
Canned peaches, pears and pineapples	C	
Other canned or bottled fruit	C	e.g., fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, black- berries, 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 coco- nut, 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	

TABLE 15—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
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		
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, custard (made-up)
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, instant rusk and cereal preparations
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

TABLE 15—continued

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

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APPENDIX B

Estimates of income elasticities of demand for individual foods, 1971

1. The elasticity of demand for a commodity with respect to changes in income may be regarded, *in simplified terms and with some degree of approximation*, as a measure of the extent to which the amount demanded will change in percentage terms in response to a change of 1 per cent in income, other things remaining equal. Estimates of the income elasticity of total household food expenditure per head in 1971 and some earlier years for each of twelve household types and for the twelve groups combined are given in Table 1¹. It will be noted that between 1955 and 1967 the overall income elasticity of household food expenditure per head followed a downward trend, falling from 0·30 to 0·20, but that subsequently this trend was halted. Although it might have been expected that the rate of decline would diminish, factors which may have contributed to the levelling off are the increase in unemployment and some slight shift in the income distribution, together with the recent increase in food prices relative to other prices and the disorientation of consumers following decimalisation of the currency.

2. Estimates of the income elasticities of expenditure on individual foods as classified in the Survey in 1971 are given in Table 2, together with corresponding estimates of the income elasticities of quantity¹. Most of the estimates given in Table 2 are positive in sign and indicate that, other things being equal, the expenditure on that food (or the quantity of it purchased) increases when real incomes rise; the negative signs indicate food items on which, other things being equal, expenditure (or quantity purchased) decreases with increasing income. For most of the foods for which the income elasticity is positive the elasticity of expenditure is greater than that for quantity, because as income rises not only is more food bought but there is also a tendency to buy varieties of better quality or at least higher price. Similarly, for certain items for which the elasticity of quantity is negative, the expenditure elasticity may be closer to zero or even be positive in sign.

¹ The estimates were derived from National Food Survey data using cross-sectional methods of analysis as described in *Household Food Consumption and Expenditure: 1969*, Appendix B, HMSO, 1971.

TABLE I
Estimated income elasticity of household food expenditure (a)

Type of household	1955	1958	1960	1962	1965	1966	1967	1969	1971
One man and one woman and: no other (both under 55)	0.16	0.15	0.10	0.08	0.06	0.03	0.11 (.04)	0.10 (.03)	0.06 (.04)
no other (pensioner couples) no other (other couples, one or both 55 or over)	0.36	0.33	0.35	0.35	0.27	0.28	0.20 (.08) 0.17 (.03)	0.37 (.06) 0.19 (.03)	0.21 (.06) 0.21 (.03)
1 child	0.24	0.28	0.24	0.26	0.19	0.21	0.20 (.03)	0.20 (.04)	0.16 (.04)
2 children	0.28	0.30	0.22	0.25	0.13	0.21	0.16 (.03)	0.21 (.03)	0.15 (.03)
3 children	0.29	0.19	0.21	0.20	0.23	0.16	0.19 (.04)	0.15 (.04)	0.21 (.05)
1 adolescent	0.28	0.23	0.28	0.19	0.17	0.13	0.15 (.05)	0.17 (.04)	0.20 (.06)
1 child and 1 adolescent	0.31	0.27	0.23	0.26	0.21	0.34	0.24 (.06)	0.20 (.07)	0.24 (.07)
One woman only.	0.32	0.29	0.28	0.39	0.33	0.26	0.29 (.03)	0.26 (.03)	0.33 (.03)
Two women	0.34	0.30	0.23	0.32	0.35	0.23	0.23 (.06)	0.22 (.06)	0.17 (.05)
One man, two women	0.32	0.32	0.23	0.36	0.32	0.26	0.17 (.04)	0.18 (.06)	0.13 (.05)
Two men, one woman	0.38	0.30	0.29	0.24	0.16	0.37	0.07 (.05)	0.12 (.06)	0.15 (.05)
All above households (weighted average)	0.30	0.28	0.25	0.27	0.23	0.23	0.20 (.01)	0.20 (.01)	0.20 (.01)

(a) Figures in brackets are the standard errors of the elasticity coefficients.

TABLE 2

Estimates of income elasticities of demand for individual foods, 1971 (a)

	Income elasticities of expenditure	Income elasticities of quantity purchased
MILK AND CREAM		
Liquid milk		
Full price	0.19 (0.02)	0.19 (0.02)
Welfare	-0.29 (0.32)	-0.29 (0.33)
<i>Total liquid milk purchased</i>	<i>0.18 (0.02)</i>	<i>0.17 (0.02)</i>
Condensed milk	-0.05 (0.09)	-0.07 (0.09)
Dried milk		
National	n.a.	n.a.
branded	-1.45 (0.34)	-1.52 (0.36)
Other milk	0.81 (0.13)	0.13 (0.16)
Cream	0.85 (0.14)	0.84 (0.08)
<i>Total other milk and cream</i>	<i>0.34 (0.08)</i>	<i>-0.22 (0.09)</i>
CHEESE:		
Natural	0.29 (0.06)	0.24 (0.05)
Processed	0.23 (0.11)	0.22 (0.13)
<i>Total cheese</i>	<i>0.28 (0.05)</i>	<i>0.24 (0.05)</i>
MEAT AND MEAT PRODUCTS:		
Carcase meat		
Beef and veal	0.35 (0.05)	0.30 (0.05)
Mutton and lamb	0.07 (0.06)	0.01 (0.06)
Pork	0.32 (0.05)	0.31 (0.06)
<i>Total carcase meat</i>	<i>0.27 (0.03)</i>	<i>0.21 (0.03)</i>
Other meat and meat products		
Bones	-0.05 (0.58)	-0.08 (0.45)
Liver	0.18 (0.07)	0.14 (0.07)
Offals, other than liver	0.37 (0.23)	0.29 (0.28)
Bacon and ham, uncooked	0.16 (0.06)	0.08 (0.05)
Bacon and ham, cooked, including canned	0.12 (0.06)	0.10 (0.07)
Cooked chicken	0.13 (0.34)	0.06 (0.39)
Corned meat	-0.13 (0.11)	-0.10 (0.10)
Other cooked meats, not purchased in cans	-0.13 (0.11)	-0.23 (0.08)
Other canned meat	-0.31 (0.12)	-0.42 (0.11)
Broiler chicken, uncooked	0.39 (0.07)	0.37 (0.07)
Other poultry, uncooked, not quick frozen	0.62 (0.25)	0.64 (0.23)
Other poultry, uncooked, quick frozen	1.14 (0.27)	1.06 (0.25)
Rabbit, game and other meat	-0.11 (0.45)	-0.35 (0.45)
Sausages, uncooked, pork	0.37 (0.06)	0.35 (0.07)
Sausages, uncooked, beef	-0.72 (0.11)	-0.73 (0.11)
Meat pies and sausage rolls, ready to eat	0.41 (0.07)	0.39 (0.09)
Quick-frozen meat (other than un- cooked poultry) and quick-frozen meat products	0.08 (0.15)	0.03 (0.15)
Other meat products	-0.20 (0.07)	-0.38 (0.06)
<i>Total other meat and meat products</i>	<i>0.11 (0.03)</i>	<i>0.06 (0.03)</i>

(a) Figures in brackets are the standard errors of the elasticity coefficients.

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
FISH:		
White, filleted, fresh	0·27 (0·13)	0·12 (0·13)
White, unfileted, fresh	0·03 (0·12)	-0·12 (0·16)
White, uncooked, quick-frozen	0·14 (0·20)	0·17 (0·21)
Herrings, filleted, fresh	n.a.	n.a.
Herrings, unfileted, fresh	-1·11 (0·60)	-1·13 (0·60)
Fat, fresh, other than herrings	0·59 (0·33)	0·11 (0·22)
White, processed	0·38 (0·19)	0·24 (0·18)
Fat, processed, filleted	0·87 (0·34)	0·38 (0·50)
Fat, processed, unfileted	0·16 (0·20)	0·32 (0·18)
Shell fish	0·88 (0·30)	0·38 (0·28)
Cooked fish	-0·16 (0·07)	-0·25 (0·06)
Salmon, canned	0·28 (0·14)	0·32 (0·13)
Other canned or bottled fish	0·32 (0·11)	0·14 (0·07)
Fish products, not quick-frozen	0·24 (0·18)	0·20 (0·16)
Quick-frozen fish products, and quick- frozen fish not specified above	0·21 (0·07)	0·12 (0·09)
<i>Total fish</i>	<i>0·17 (0·04)</i>	<i>0·04 (0·14)</i>
EGGS		
	0·12 (0·03)	0·09 (0·03)
FATS:		
Butter	0·19 (0·03)	0·18 (0·03)
Margarine	-0·35 (0·08)	-0·36 (0·08)
Lard and compound cooking fat	-0·17 (0·06)	-0·21 (0·06)
Suet	-0·28 (0·23)	-0·24 (0·23)
Vegetable and salad oils	0·54 (0·28)	0·54 (0·31)
All other fats	-0·34 (0·27)	-0·35 (0·15)
<i>Total fats</i>	<i>0·05 (0·03)</i>	<i>-0·03 (0·03)</i>
SUGAR AND PRESERVES:		
Sugar	-0·05 (0·02)	-0·09 (0·01)
Jams, jellies and fruit curds	-0·03 (0·10)	-0·12 (0·12)
Marmalade	0·30 (0·11)	0·26 (0·11)
Syrup, treacle and honey	0·11 (0·15)	-0·09 (0·19)
<i>Total sugar and preserves</i>	<i>0·00 (0·02)</i>	<i>-0·08 (0·01)</i>
VEGETABLES:		
Old potatoes		
January/August, not prepacked	-0·03 (0·10)	-0·09 (0·12)
January/August, prepacked	-0·38 (0·23)	-0·40 (0·23)
New potatoes		
January/August, not prepacked	-0·06 (0·07)	-0·15 (0·10)
January/August, prepacked	-0·31 (0·30)	-0·48 (0·28)
Potatoes		
September/December, not prepacked	-0·21 (0·17)	-0·34 (0·22)
September/December, prepacked	0·30 (0·33)	0·32 (0·31)
<i>Total potatoes</i>	<i>-0·09 (0·06)</i>	<i>-0·17 (0·08)</i>
Cabbages, fresh	0·17 (0·06)	0·17 (0·05)
Brussels sprouts, fresh	0·30 (0·11)	0·31 (0·11)
Cauliflowers, fresh	0·31 (0·06)	0·23 (0·06)
Leafy salads	0·60 (0·07)	0·53 (0·06)
Peas, fresh	-0·22 (0·29)	-0·23 (0·24)
Peas, quick-frozen	0·94 (0·10)	1·06 (0·09)
Beans, fresh	0·30 (0·23)	0·22 (0·21)
Beans, quick-frozen	1·00 (0·20)	1·12 (0·23)
Other fresh green vegetables	0·79 (0·60)	0·68 (0·59)
<i>Total fresh green vegetables</i>	<i>0·50 (0·04)</i>	<i>0·34 (0·03)</i>

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
VEGETABLES—contd.		
Carrots, fresh	0·16 (0·09)	0·16 (0·09)
Turnips and swedes, fresh	-0·22 (0·13)	-0·33 (0·16)
Other root vegetables, fresh	0·46 (0·15)	0·42 (0·12)
Onions, shallots, leeks, fresh	0·10 (0·05)	0·03 (0·05)
Cucumbers, fresh	0·76 (0·08)	0·70 (0·06)
Mushrooms, fresh	0·92 (0·16)	0·93 (0·14)
Miscellaneous fresh vegetables	1·02 (0·09)	0·95 (0·05)
Canned peas	-0·44 (0·10)	-0·46 (0·12)
Canned beans	-0·06 (0·06)	-0·05 (0·06)
Canned vegetables, other than pulses or potatoes	0·32 (0·12)	0·20 (0·12)
Dried pulses, other than air-dried	-0·50 (0·22)	-0·50 (0·32)
Air-dried vegetables	-0·18 (0·43)	-0·31 (0·46)
Chips, excluding quick-frozen	-0·23 (0·10)	-0·26 (0·10)
Other potato products, not quick frozen	0·11 (0·09)	0·21 (0·12)
Other vegetable products	1·38 (0·34)	1·23 (0·33)
All quick-frozen vegetables and vegetable products, not specified above	0·88 (0·19)	0·91 (0·29)
<i>Total other vegetables and vegetable products</i>	<i>0·16 (0·03)</i>	<i>0·05 (0·03)</i>
FRUIT:		
Fresh		
Oranges	0·50 (0·09)	0·49 (0·10)
Other citrus fruit	1·08 (0·17)	1·11 (0·18)
Apples	0·55 (0·04)	0·52 (0·06)
Pears	0·63 (0·13)	0·65 (0·13)
Stone fruit	0·83 (0·11)	0·72 (0·12)
Grapes	0·69 (0·29)	0·65 (0·31)
Soft fruit, other than grapes	1·05 (0·33)	1·15 (0·48)
Bananas	0·44 (0·04)	0·43 (0·05)
Rhubarb	1·39 (0·41)	1·28 (0·27)
Other fresh fruit	1·24 (0·53)	1·18 (0·51)
Tomatoes	0·28 (0·03)	0·27 (0·03)
<i>Total fresh fruit</i>	<i>0·54 (0·11)</i>	<i>0·55 (0·03)</i>
Other fruit:		
Tomatoes, canned or bottled	-0·12 (0·10)	-0·08 (0·14)
Canned peaches, pears and pineapples	0·25 (0·07)	0·28 (0·08)
Other canned or bottled fruit	0·51 (0·10)	0·53 (0·09)
Dried fruit and dried fruit products	0·33 (0·14)	0·21 (0·14)
Nuts and nut products	1·05 (0·08)	0·96 (0·11)
Fruit juices	1·00 (0·13)	1·07 (0·17)
Welfare orange juice	2·09 (0·42)	2·09 (0·42)
<i>Total other fruit and fruit products</i>	<i>0·49 (0·04)</i>	<i>0·43 (0·05)</i>
CEREALS:		
Brown bread	0·32 (0·11)	0·29 (0·12)
White bread		
Large loaves, unwrapped	-0·11 (0·10)	-0·13 (0·09)
Large loaves, wrapped	-0·34 (0·08)	-0·35 (0·08)
Small loaves, unwrapped	0·05 (0·07)	0·03 (0·08)
Small loaves, wrapped	-0·30 (0·12)	-0·30 (0·12)
Wholewheat and wholemeal bread	0·45 (0·21)	0·43 (0·23)
Other bread	-0·03 (0·07)	-0·03 (0·06)
<i>Total bread</i>	<i>-0·16 (0·04)</i>	<i>-0·20 (0·05)</i>

TABLE 2—*continued*

	Income elasticities of expenditure	Income elasticities of quantity purchased
CEREALS—<i>contd.</i>		
Flour	-0.21 (0.05)	-0.21 (0.07)
Buns, scones and teacakes	-0.08 (0.11)	-0.05 (0.13)
Cakes and pastries	0.17 (0.08)	0.12 (0.09)
Biscuits other than chocolate biscuits	0.07 (0.07)	0.00 (0.07)
Chocolate biscuits	0.28 (0.08)	0.25 (0.08)
<i>Total cakes and biscuits</i>	<i>0.13 (0.04)</i>	<i>0.06 (0.05)</i>
Oatmeal and oat products	-0.39 (0.27)	-0.58 (0.30)
Breakfast cereals	0.28 (0.06)	0.24 (0.07)
Canned milk puddings	-0.21 (0.08)	-0.21 (0.09)
Other puddings	0.18 (0.24)	0.15 (0.21)
Rice	0.24 (0.17)	0.25 (0.17)
Invalid foods, including slimming foods	-0.39 (0.53)	-1.14 (0.71)
Infant foods, not canned or bottled	-0.40 (0.25)	-0.43 (0.29)
Cereal convenience foods, including canned, not specified above	0.16 (0.09)	0.08 (0.09)
Other cereal foods	0.27 (0.22)	0.20 (0.21)
<i>Total other cereals</i>	<i>0.12 (0.04)</i>	<i>0.02 (0.05)</i>
BEVERAGES:		
Tea	-0.12 (0.04)	-0.12 (0.03)
Coffee, bean and ground	1.90 (0.36)	1.85 (0.39)
Coffee, instant	0.39 (0.08)	0.41 (0.08)
Coffee, essences	-1.53 (0.48)	-1.35 (0.46)
Cocoa and drinking chocolate	0.09 (0.16)	0.05 (0.17)
Branded food drinks	-0.08 (0.17)	-0.10 (0.17)
<i>Total beverages</i>	<i>0.10 (0.04)</i>	<i>-0.00 (0.03)</i>
MISCELLANEOUS:		
Baby foods, canned or bottled	0.01 (0.31)	-0.00 (0.31)
Soups, canned	-0.03 (0.06)	-0.09 (0.05)
Soups, dehydrated and powdered	0.37 (0.26)	0.47 (0.28)
Spreads and dressings	0.67 (0.19)	0.64 (0.22)
Pickles and sauces	0.39 (0.14)	0.34 (0.16)
Meat and vegetable extracts	0.14 (0.14)	0.19 (0.15)
Table jellies, squares and crystals	0.08 (0.06)	0.11 (0.06)
Ice-cream (served as part of a meal), mousse, soufflé	0.69 (0.05)	0.74 (0.08)
All quick-frozen foods not specified above	1.09 (0.20)	0.96 (0.19)
Salt	0.02 (0.23)	0.09 (0.23)
<i>Total miscellaneous</i>	<i>0.30 (0.04)</i>	<i>0.18 (0.05)</i>
ALL ABOVE FOODS	0.20 (0.01)	

APPENDIX C

Special studies and analyses of National Food Survey data undertaken between 1950 and 1971

The Annual Reports of the National Food Survey Committee deliberately tend to conform to a pattern, with chapters on national household food consumption and expenditure, including the energy value and nutrient content of such consumption; on geographical differences in these particulars; and on differences associated with social class and with family composition. In addition to these regular features, aspects of which may be discussed in greater or lesser detail in different years, each Report usually contains the results of some special study or studies, or of special analyses not usually made. Over a period of years such studies range over a wide area, as illustrated by those listed below which were published in the Reports covering the years 1950 to 1971.

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

1. Meals eaten outside the home in 1952 ...	1952	53-61
2. The incidence of school meals and school milk	1952	61-64
3. Standard errors and coefficients of variation:		
Individual foods, expenditure and consumption, all households	1953	85-88
Main food groups, expenditure and consumption, family households, older couples and pensioner households ...	1953	85-88
Energy value and nutrient intake, all households, family households, older couples and pensioner households ...	1953	89
Individual foods, expenditure, all households	1955	106, 107, 113-116
Individual foods, expenditure and consumption, all households, family households, class A and pensioner households	1960	108, 120-124
Total food expenditure, social classes, households of different composition	1960	108, 118, 119
Energy value and nutrient intake, large families	1964	138, 139
Individual foods, expenditure, purchases and prices, all households	1966	141-144
	1970-71	234-236
Main food groups, consumption, households of different composition ...	1969	158, 167, 168
4. Household diets of occupational groups ...	1955	124-129
	1956	39-50
	1957	44-57
	1958	151-167
5. Effect of children of school and pre-school age on the household diet	1956	75-77

252	<i>Household Food Consumption and Expenditure: 1970 and 1971</i>		
6.	Sources of fat in the household diet ...	1956	144-151
7.	Social class, household composition, and geographical variations in the type of bread consumed	1956	163-166
8.	Effect of age of children in families of the same size and social class	1957	78-81
9.	Demand analysis:		
	Income elasticities of demand for individual foods	1955	113-116
		1958	26-39
		1960	157-162
		1962	114-121
		1965	134-143
		1967	146-154
		1969	176-187
		1970-71	245-250
	Price elasticities of demand for certain foods	1958	26-39
		1959	135-137
		1963	33-44
		1966	10, 20-25, 48-62
		1967	54-60
		1969	10-12, 176-181, 188, 189
		1970-71	14-25, 90-111
10.	Effect of the housewife's employment on the household diet	1958	79-88
11.	Diets of households dependent on one woman	1958	89-94
12.	Household consumption of butter, margarine and milk, 1954-58	1958	168-180
13.	Effect of the housewife's age on the household diet	1959	67-77
14.	Diets of selected groups of old age pensioner households, 1959	1959	78-82
15.	Household consumption of fish, 1954-59 ...	1959	127-134
16.	The diets of households containing an infant	1960	77-87
17.	The household diet at Christmas	1960	147-155
18.	Food expenditure and consumption of households containing an expectant mother, 1960-61	1961	32-44
19.	Changes in the dispersion of the dietary averages of various groups of households about the general averages, 1956-1962 ...	1962	25-31
20.	Food expenditure and consumption in households with a refrigerator and in other households	1962	31-48
21.	Household purchases of fresh fruit and vegetables on each day of the week	1962	122-127

22. Nutrition of large families:	1964	34-44
(i) Regional differences in nutrient consumption		
(ii) Consumption of school meals by children		
23. Food consumption and expenditure by selected groups of old age pensioner households, 1964	1964	45-51
24. Seasonal variation in the energy value and nutrient content of household food consumption	1964	123-129
25. Food expenditure and consumption according to age of housewife and broad socio-economic groupings	1968	23-25, 32, 58-63, 75, 76
	1969	23-25, 34-39, 95-101, 128, 129
26. Garden, allotment and other supplies of food obtained without payment	1968	112-116
27. Household usage of sugar and other sweeteners in beverages	1968	117-119
28. Percentage of households possessing a refrigerator	1968	120-121
29. Types of shop used by housewives for their main food purchases in 1969	1969	26-28, 103-112

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

1. Classes A to D	1952	80-89
2. Households with one man, one woman and various numbers of children	1952	90-99
3. Class A	1954	81
4. Old age pensioner households	1954	82
5. Younger couples	1954	83
6. Households with one man, one woman and four or more children	1954	84
7. Younger couples in Class A	1956	134
8. Households with one man and one woman and four or more children in Classes C & D1	1956	136
9. London conurbation... ..	1956	138
10. Scotland	1956	140
11. Wholly rural households	1956	142
12. Younger childless couples	1961	107
13. Households with one man, one woman and four or more children	1961	109

14.	Class A	1963	104
15.	Class D1	1963	106
16.	London conurbation	1963	108
17.	Scotland	1963	110
18.	Households with one man, one woman and three children	1964	111
19.	Households with one man, one woman and four or more children	1964	113
20.	Households with one man, one woman and adolescents and children	1964	115
21.	Old age pensioner households	1966	124-125

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

1. "Food supply, body weight and activity in Great Britain, 1943-9", by J. M. Harries and D. F. Hollingsworth. *Brit. Med. J.* (1953) *i*, 75-78.
2. "Lessons learnt from the National Food Survey", by D. F. Hollingsworth, *Nutrition, Lond.* (1955) *9*, 104-108.
3. Nutrition Society Symposium on The National Food Survey of Great Britain. Introduction by N. C. Wright, and 6 papers. *Proc. Nutr. Soc.* (1955) *14*, 57-92.
4. "The changing feeding habits of the nation", by N. C. Wright, *Roy. Soc. Hlth. J.* (1958), *78*, 256-267.
5. "Seasonality and elasticity of the demand for food in Great Britain since de-rationing", by J. A. C. Brown, *J. Agric. Econ.* (1959), *13*, 228-249.
6. Estimates of household food expenditure and consumption, 1958. *Economic Trends*, November 1959.
7. Estimates of household food expenditure and consumption, 1960, *Economic Trends*, December 1961.
8. "The changing patterns in British food habits since the 1939-45 War", by D. F. Hollingsworth, *Proc. Nutr. Soc.* (1961) *20*, 25-30.
9. "A survey of food consumption in Great Britain", by D. F. Hollingsworth and A. H. J. Baines, in *Family Living Studies: a symposium*, pp. 120-138. Geneva: International Labour Office (1961).
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APPENDIX D

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 H.M. Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain¹. 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 1966 to 1971 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, 1966-1971*

lb per head per year

	1966	1967	1968	1969	1970	1971
Dairy products, excluding butter (as milk solids)	56.0	55.8	55.7	55.4	55.8	55.5
Cheese (also included in dairy products)	10.4	10.7	11.0	11.3	11.7	12.1
Meat (edible weight)	116.6	117.9	116.4	114.8	114.4	116.1
Poultry, game and rabbits (edible weight)	12.9	13.6	15.4	16.1	16.6	16.4
Fish (edible weight)	19.4	19.9	20.8	19.8	19.5	18.3
Eggs	34.2	34.9	34.8	34.5	34.9	34.6
Butter	20.0	20.5	19.7	19.6	19.3	17.9
Margarine (a)	12.1	11.7	11.3	11.8	11.8	12.6
Lard and compound cooking fats	12.4	12.2	11.9	12.0	12.0	11.1
Other edible oils and fats	12.0	11.4	13.7	13.4	13.8	13.4
Total (fat content)	50.5	49.8	50.9	51.1	51.0	49.3
Sugar and syrups (b)	114.0	112.1	111.3	113.0	112.0	109.9
Sugar (c)	105.4	103.2	101.8	102.6	101.4	98.9
Fruit (fresh equivalent) (d)	145.5	139.9	145.4	144.2	148.0	151.5
Pulses, nuts, etc.	12.3	12.6	12.2	13.1	12.4	11.6
Potatoes	223.8	223.1	226.1	220.3	225.1	221.5
Other vegetables (d)	113.8	112.9	110.9	113.7	114.1	112.0
Grain products	169.1	161.3	161.1	161.8	162.0	159.4
Tea	8.7	9.1	8.8	8.5	8.6	8.2
Coffee	3.1	3.3	3.4	4.0	4.4	4.7
Chocolate confectionery (e)	14.3	14.3	14.0	13.1	12.9	13.0
Sugar confectionery (e)	11.0	11.3	11.3	11.3	11.7	11.9
Energy value kcal	3,140	3,070	3,080	3,100	3,090	3,055
Protein: Animal g	51.3	52.0	52.2	51.9	52.2	52.0
Vegetable g	35.1	33.0	32.6	33.4	33.4	32.2
Total g	86.4	85.0	84.8	85.3	85.6	84.2
Fat g	144	143	144	145	144	143
Carbohydrate g	401	385	386	387	388	382
Calcium mg	1,140	1,110	1,310	1,120	1,110	1,110
Iron mg	14.9	14.6	14.7	14.9	14.7	14.8
Vitamin A i.u.	4,680	4,760	4,720	4,430	—	—
Vitamin A, retinol equivalent (f) µg	—	—	—	1,330	1,310	1,300
Thiamin (g) mg	1.89	1.85	1.84	1.86	1.88	1.87
Riboflavin mg	1.97	1.97	1.97	1.87	1.89	1.88
Nicotinic acid (h) mg	16.8	18.0	18.6	20.0	20.0	20.2
Nicotinic acid equivalent (i) mg	—	—	—	34.9	35.1	34.8
Vitamin C (g) mg	104	103	103	97	101	101
Vitamin D i.u.	130	133	132	122	—	—
Vitamin D (f) µg	—	—	—	3.05	2.93	3.00
Energy value: Alcoholic drink kcal	116	119	121	124	129	135

N.B. More detailed estimates for the years 1968-1971 were published in *Trade and Industry* Vol. 8, No. 3, pages 134/6, 20 July 1972.

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

(b) Refined sugar, including the sugar content of imported manufactured foods and of honey and glucose but excluding that used in the manufacture of alcoholic drinks.

(c) As in (b), less honey and glucose.

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

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

(f) From 1969, vitamin A (retinol) and vitamin D values are expressed in units of weight rather than international units. Retinol activity and carotene are added together to get the total vitamin A or retinol equivalent.

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

(h) Total nicotinic acid.

(i) Available nicotinic acid plus the contribution from tryptophan (new series from 1969).

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 17 years of age inclusive.

Adult. A person of 18 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.

Consumption. See "Food obtained for consumption".

Conurbation. See "Type of area".

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

Deflated price. See "Real price".

Elasticity of demand. A measure for evaluating the influence of variations in prices (or in incomes) on demand. With some approximation it can be said that the elasticity indicates by how much in percentage terms the 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 $\frac{P}{Q} \cdot \frac{\delta Q}{\delta P}$, the cross-price elasticities by $\frac{P_i}{Q} \cdot \frac{\delta Q}{\delta P_i}$, and

the income elasticity of quantity by $\frac{Y}{Q} \cdot \frac{\delta Q}{\delta Y}$. When determining a set of own-price

and cross-price elasticities of demand for a group of commodities constraints are imposed to ensure that each pair of cross-elasticities comply with the theoretical relationships which should exist between them (e.g. the elasticity for beef with respect to the price of pork should be in the same ratio to the coefficient for pork with respect to the price of beef as expenditure on pork is to expenditure on beef).

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

Family households. Households containing one adult of each sex and children or adolescents.

*Foods, Survey classification of—*See Appendix A, Table 15, which lists the 143 food codes used in the Survey to classify food purchases.

Food obtained for consumption. Food purchases plus garden and allotment produce, etc. (q.v.). 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 paragraph 21 of Appendix A.)

Nutrients. In addition to the energy value of food expressed in terms of kilocalories and megajoules (4·184 megajoules=1,000 kilocalories), the food is evaluated in terms of the following nutrients:

protein (animal and total), fat, carbohydrate, calcium, iron, vitamin A (retinol, β -carotene, retinol equivalent), thiamin, riboflavin, nicotinic acid (total, tryptophan, nicotinic acid equivalent), vitamins C and D.

Separate figures for animal and total protein are included: as a generalization, proteins of animal origin are of greater value than those of vegetable origin, and are often associated with sources of B vitamins, so that the proportion of animal protein is to some extent an indication of the nutritive value of the diet.

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 17 of Appendix A.)

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 paragraph 21 of Appendix A.)

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

Price flexibility. A measure of the extent to which the price of a commodity is affected by a change in the level of supply, other things remaining equal. In simplified terms and with some degree of approximation, it may be regarded as the percentage change in price associated with a 1 per cent change in the level of supply. If only a single commodity is under consideration, the price flexibility may be regarded as the reciprocal of the price elasticity. (See elasticity of demand.) If, however, the relationship between demand and prices of a number of related commodities is being considered, the matrix of price flexibilities and cross-price flexibilities is the inverse of the corresponding matrix of own-price and cross-price elasticities, and in general, the individual flexibilities will *not* be identical with the reciprocals of the corresponding elasticities.

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 General Index of Retail Prices (all items) at that time.

Recommended intakes of nutrients (Table 13 of Appendix A). Estimates 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 recommendations for each group of households identified in the Survey. (See paragraph 20 of Appendix A.)

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 (or a conurbation), 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.

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.

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