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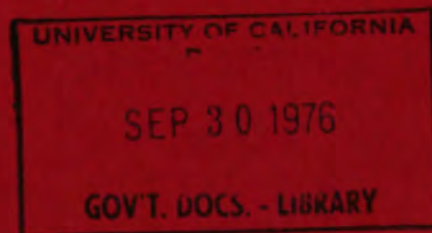
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MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1974

Annual Report of the
National Food Survey Committee



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Annual Report of the
National Food Survey Committee

LONDON
HER MAJESTY'S STATIONERY OFFICE

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THE NATIONAL FOOD SURVEY COMMITTEE

L NAPOLITAN, CB, MSc(Econ)
Ministry of Agriculture, Fisheries and Food, *Chairman*

M A ABRAMS, PhD(Econ)
Director, Survey Unit, Social Science Research Council

A W ASHBY, MS
Unilever Ltd

A H J BAINES, MA
Ministry of Agriculture, Fisheries and Food

C J BROWN, MA

PROFESSOR J A C BROWN, MA
University of Oxford

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G A H ELTON, DSc, PhD, CChem, FRIC, FIBiol, FIFST
Ministry of Agriculture, Fisheries and Food

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Scottish Home and Health Department

J A HEADY, MA, PhD
Medical Research Council

DOROTHY F HOLLINGSWORTH, OBE, BSc, FRIC, FIBiol, FIFST, SRD
Director-General, The British Nutrition Foundation

PROFESSOR J H KIRK, CBE, MA
Emeritus Professor of Marketing, University of London

C G THOMAS
Office of Population Censuses and Surveys

PROFESSOR W J THOMAS, MSc, MA(Econ)
Faculty of Economics and Social Studies, University of Manchester

Secretaries

D H BUSS, PhD
Ministry of Agriculture, Fisheries and Food

S CLAYTON
Ministry of Agriculture, Fisheries and Food

Preface

During 1974 the national economy was moving into recession. The year began inauspiciously with three-day working and, over the year as a whole, total consumers' expenditure on goods and services fell slightly, in real terms, for the first time for over 20 years. The weakening of economic activity was reflected in a falling demand for labour. The rate of inflation accelerated. High world prices for oil and many other primary products led to a massive increase in the cost of imports and an exceptionally large deficit developed in our balance of payments. The cost of imports of food and feedingstuffs went up by over a quarter. It is not surprising therefore that the cost of food showed a further sharp increase in 1974. Total food expenditure per head was more than 50 per cent above the 1970 level, although the total quantity of food purchased per head was about the same. Indeed, for the household food purchases to which the National Food Survey relates, it becomes increasingly clear that 1970 was a peak year, though part of the subsequent fall was due to an increase in the number of meals eaten outside the home, and part may be attributed to a diminution in wastage inside the home through improved storage facilities.

The rise in retail food prices was moderated by the introduction of consumer subsidies, and milk in particular became unprecedentedly cheap in real terms. The social beef scheme introduced by the European Economic Community led to a temporary change in the pattern of meat purchases by the elderly beneficiaries under the scheme. Another exceptional feature of the year was the shortage which developed in supplies of sugar in the summer.

In recording these events, the National Food Survey has been faced with unusual difficulties. The Survey has not previously been interrupted by two General Elections in the same year: the resulting loss of information can only be imperfectly made good by interpolation from the results just before and after the breaks. Further, the rapid spread of deep-freezers is diminishing the frequency of purchase of many commodities, thus increasing the sampling variation in the Survey results. Since financial stringencies do not permit an increase in the number of households in the Survey, it becomes all the more important for the Committee to ensure that the sampling design, fieldwork and methods of analysis are kept as efficient as possible.

The Committee wish to renew their thanks to the Office of Population Censuses and Surveys, the British Market Research Bureau Ltd and the Ministry of Agriculture, Fisheries and Food. They also wish to thank, in particular, the housewives who have recorded the details of their expenditures and the Secretaries who have digested and presented the results.

LEONARD NAPOLITAN

Chairman, National Food Survey Committee

December 1975

NOTE

The main results of the National Food Survey are published quarter by quarter in the *Monthly Digest of Statistics* and, with commentaries, in *Trade and Industry*. Applications for unpublished analyses should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex HA5 2DT (Telephone 01-868 7161 extension 43 or 44).

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PART I

Introduction and summary

Chapter 1

INTRODUCTION AND SUMMARY

1 Introduction: personal income, expenditure and retail prices

1 Before considering the results of the National Food Survey in 1974, it is relevant to examine how incomes and prices moved in general and what changes occurred in consumers' expenditure. Some key indicators are therefore presented in Table 1.

2 Average weekly earnings rose by $17\frac{1}{2}$ per cent in 1974 while personal disposable income per head rose by $16\frac{1}{2}$ per cent. The latter, when adjusted for the decline in the value of money, represents an increase of 1 per cent in real terms, compared with increases of 7 per cent in 1972 and 6 per cent in 1973. In these two earlier years, the amount spent by consumers on all goods and services (in real terms per head) rose by $5\frac{1}{2}$ per cent and $4\frac{1}{2}$ per cent, but in 1974 there was a reduction of $\frac{1}{2}$ per cent. In contrast, household food expenditure per head (as defined for the national accounts) was maintained in real terms in 1974, almost reaching the 1970 level. At the same time, catering expenditure on food rose in real terms by $1\frac{1}{2}$ per cent and was $4\frac{1}{2}$ per cent higher than in 1970.

3 The decline in 1974 in total consumers' expenditure, revalued at constant (1970) prices, is at present estimated at £221 million ($-\frac{1}{2}$ per cent), the first such cut-back since 1950–52. Household spending on food, similarly revalued, rose by £30 million ($+\frac{1}{2}$ per cent), though this was outpaced by an increase of £93 million ($+3$ per cent) in expenditure on alcoholic drink, mostly spirits. These increases may be contrasted with decreases (similarly measured at 1970 prices) of £327 million ($-19\frac{1}{2}$ per cent) in purchases of motor vehicles, but of only £15 million ($-\frac{1}{2}$ per cent) in their running costs; of £76 million ($-13\frac{1}{2}$ per cent) in consumers' expenditure abroad; of £105 million (-13 per cent) in purchases of furniture and floor coverings; and of £57 million (-4 per cent) in expenditure on travel, newspapers and magazines. Because of these changes, the proportion of consumers' expenditure (at constant prices) devoted to food, which had been decreasing since 1956, increased slightly to 20·8 per cent in 1974 (22·1 per cent at current prices).

2 Summary of Survey results: 1974

4 General situation Average expenditure on food for consumption in the home by private households in Great Britain was £3·10 per person per week in 1974, 36p (12·9 per cent) more than in 1973. Percentage increases greater than this overall average were recorded for beef, bacon, eggs, margarine, cooking fats, sugar, preserves, potatoes, green vegetables, bread, beverages and many processed foods, particularly convenience foods, while, in contrast, there was some saving in expenditure on liquid milk as a result of a decrease in its average price. An index of the general level of food prices actually paid by housewives participating in the Survey rose by 15·2 per cent, which, when compared with the rise of 12·9 per cent in their average food expenditure, implies a fall of 2·1 per cent in the real value of food purchased per head. Most of this fall was concentrated

TABLE 1

Changes in incomes, prices and consumers' expenditure, 1970-1974

	1970	1971	1972	1973	1974
Index of personal disposable income per head (a) (b):					
In money terms	100	110·8	126·8	146·0	169·9
In real terms (c)	100	102·3	109·8	116·4	117·5
Index of average weekly earnings per head (a) (d)	100	111·4	125·7	142·4	167·5
General Index of Retail Prices (a):					
All items	100	109·4	117·2	128·0	148·4
Food	100	111·1	120·9	139·1	164·1
Consumers' expenditure per head (e):					
Household food expenditure (f)					
At current prices	100	109·0	115·8	131·4	152·9
At 1970 prices	100	99·6	98·6	99·4	99·8
Catering expenditure on food (g)					
At current prices	100	110·2	118·4	139·3	162·8
At 1970 prices	100	100·5	99·6	102·8	104·4
Total food expenditure (h)					
At current prices	100	108·8	115·6	131·7	153·2
At 1970 prices	100	99·4	98·2	99·3	99·9
Total consumers' expenditure					
At current prices	100	111·1	125·1	142·1	162·6
At 1970 prices	100	102·6	108·3	113·2	112·5
Total food expenditure as percentage of total consumers' expenditure on goods and services:					
At current prices	23·4	23·0	21·6	21·7	22·1
At 1970 prices	23·4	22·7	21·2	20·5	20·8

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

(b) Includes all sources of personal income and takes into account deductions for income tax, national insurance contributions and net transfers abroad.

(c) Using the Consumers' Expenditure Deflator derived from the National Accounts to remove the effect of price changes. If the General Index of Retail Prices had been used as a deflator the indices would have been 100, 101·2, 108·2, 114·1 and 114·4 respectively.

(d) Estimated average weekly earnings, as measured by the Department of Employment's monthly enquiry into the total wage and salary bills of manufacturing and some other industries and services in Great Britain. This enquiry takes into account temporary reductions in earnings while three-day working and other restrictions were in operation during the first quarter of 1974. In previous Annual Reports an index restricted to earnings of manual workers in manufacturing and other industries in October each year has been cited.

(e) Derived from data in *National Income and Expenditure 1964-1974*, HMSO, 1975.

(f) Includes in addition to items included in the National Food Survey, soft drinks, sweets, casual and other purchases of food not entering the household food supply, but not the ingredient cost of food consumed in catering establishments.

(g) Expenditure on food (generally at wholesale prices) by commercial and non-commercial catering establishments including institutions and public authorities, but excluding expenditure incurred by public authorities in providing welfare and school milk and welfare foods.

(h) Household food expenditure plus total catering expenditure on food, including expenditure incurred by public authorities in providing welfare and school milk and welfare foods.

in the first quarter of the year, when fuel supplies were disrupted and a three-day working week was consequently in operation, though there was an actual increase in the output of the food processing industries, and consumption of convenience foods fell less than that of seasonal and other foods. However, taking the year as a whole, about three-fifths of the decrease was attributable to reduced purchases of convenience foods (the decline being mainly in canned foods), nearly a third to seasonal foods and about a twelfth to all other foods.

5 Indices of changes between 1970 and 1974 in the real value of household food purchases per head which have been compiled from the Survey data show consistently downward trends for bacon, meat (all kinds taken together), fish, eggs, sugar, potatoes and bread, and less regular downward trends for lamb, preserves, fresh greens and fresh fruit, but generally rising trends for milk, cheese, pork and processed fruit.

6 In 1974, 20·3 per cent of household food expenditure was incurred on foods which received a direct subsidy during at least part of the year; in pensioner households and in the largest families the proportion was about 22½ per cent, while in the highest income group it was 17½ per cent. The corresponding foods had accounted for 21·4 per cent of expenditure in 1973, while average quantities purchased (except of butter) changed very little between the two years. A price index calculated from the Survey data shows that, averaged over the whole year, the foods eligible for subsidy were 5·6 per cent dearer in 1974 than in 1973 while all other foods were 17·9 per cent dearer. (Chapters 2 and 3.)

7 The nutritional value of the household diet was slightly lower than in 1973. The energy value was 2320 kcal per person per day (101 per cent of the recommended intake) compared with 2400 kcal (104 per cent) in 1973, although it would have been 2360 kcal (102 per cent) but for the use of completely new and comprehensive analyses of the nutrient composition of meat and meat products. These analyses also resulted in iron and thiamin values approximately 8 and 5 per cent lower than would otherwise have been recorded. There were also slight declines in energy and nutrient intake because of the decreased sugar purchases recorded in the autumn and because of the exceptional circumstances in the first quarter of the year. Despite these changes, however, the intakes of all nutrients remained above the recommended intakes, except for energy, iron and vitamin D in some larger families (regardless of income). (Chapter 4.)

8 Special analyses About 15 per cent of the households which participated in the Survey in 1974 owned a separate deep-freezer, compared with 12 per cent in 1973 and 8 per cent in 1972; practically all of these households also owned a refrigerator. In all, 84 per cent of the households in the sample owned a refrigerator, compared with 81 per cent in 1973 and 74 per cent in 1972, while 16 per cent owned neither a refrigerator nor a deep-freezer. The dietary patterns of households owning these appliances (as shown in Tables 32 to 35) are closely similar to those discussed in the Report for 1973.

9 The growth in the proportion of households which own their own dwellings on mortgage has increased substantially in recent years, and such households accounted for 30 per cent of the sample in 1974 compared with 23 per cent in 1967, while the proportion renting unfurnished from private landlords has decreased from 20 per cent to 12 per cent. Over the same period, the proportion in the sample renting unfurnished local authority accommodation has risen slightly to 30 per cent. Because of the social importance of these changes, some data descriptive of the average dietary patterns of households in each of six categories of housing tenure are presented in this Report, but such dietary differences as are shown between the averages for the six groups appear to be associated not with type of tenure as such, but with differences in family size, composition, income and occupation. Thus, owner-occupiers without a mortgage are a comparatively elderly group, and council tenants are more likely to be

manual workers than are house-owners. Nevertheless, while the *average* value of food obtained for consumption in the home was remarkably uniform for four of the six categories (between £3·00 and £3·06 per person per week), it rose appreciably above that level to £3·36 per person for people renting unfurnished accommodation from private landlords, and to £3·53 for people owning their dwellings outright. Both these groups were of lower than average household size, having few children, especially the latter group, which also had relatively few earners and few meals out. In comparison with mortgagors, council tenants had somewhat lower intakes of vitamin C and those nutrients for which milk is an important source, but their average intakes were safely in excess of the recommended levels.

10 Data obtained from a special questionnaire introduced into the Survey in February 1971 have provided no evidence of any significant change in milk consumption habits by any age group following the changes made in 1971 to the welfare milk and school milk schemes.

11 In 1974 there was a further increase in the average number of meals eaten outside the home and a corresponding decrease in the average number provided from the household supply. The increase in meals out was proportionately less for mid-day meals than for other meals, and for children of school age there was a decrease in the average number of school meals obtained. (Chapter 5.)

PART II
Survey results

Chapter 2

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

1 General levels of food consumption, expenditure and prices

INTRODUCTION

12 The data from the National Food Survey relate to private households in *Great Britain*; they include only food which is intended for human consumption and which enters into the household food supply, and exclude such items as soft drinks, alcoholic drinks, and chocolate and sugar confectionery which are often purchased by members of the family without coming to the housewife's notice. The fieldwork of the Survey in 1974 commenced on Thursday 3rd January and continued until Friday 20th December, except for breaks from Thursday 14th February to Sunday 3rd March and from Saturday 28th September to Sunday 20th October because of general elections. Interpolated results have been included to compensate for the loss of information during these two election periods, but such interpolations are, of course, an inferior substitute for the household records which would otherwise have been obtained, and they are particularly prone to error when their timing coincides with a marked change in prices or consumption.

13 Some further details of the methodology of the National Food Survey and of the composition of the sample in 1974 are given in Appendix A.

MAIN RESULTS IN 1974

14 Average food expenditure recorded by the Survey was £3·10 per person per week in 1974 compared with £2·74 in 1973. The increase was slightly greater in absolute terms than that recorded in the previous year (36p compared with 33p) but a little less in percentage terms (12·9 compared with 13·8 per cent). However, the value (at retail prices) of garden and allotment produce and other food obtained without specific payment rose more rapidly than expenditure, particularly in the second half of the year, and when these additional supplies are taken into account the total value of food obtained for consumption in the home increased to £3·17 per person per week, an increase of 13·3 per cent compared with 13·6 per cent in 1973. Percentage increases greater than the average were recorded for beef, bacon, eggs, margarine, cooking fats, sugar, preserves, potatoes, green vegetables, bread, beverages and many processed foods, particularly convenience foods, while in contrast, there was a saving in expenditure on liquid milk as a result of the reduction in its average price.

15 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

TABLE 2
Household food expenditure and total value of food obtained for
consumption, 1974
(per person per week)

	Expenditure on food			Value of garden and allotment produce, etc (a)		Value of consumption (b)		
	1973	1974	Per-centage change	1973	1974	1973	1974	Per-centage change
	£	£		£	£	£	£	
1st quarter	2.59	2.91	+12.3	.04	.04	2.63	2.94	+12.1
2nd quarter	2.71	3.07	+13.1	.04	.05	2.75	3.12	+13.4
3rd quarter	2.81	3.16	+12.3	.09	.12	2.90	3.28	+12.9
4th quarter	2.85	3.25	+13.9	.06	.10	2.92	3.35	+14.8
Yearly average	2.74	3.10	+12.9	.06	.08	2.80	3.17	+13.3

(a) Valued at average prices paid by housewives for comparable purchases.

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

TABLE 3
Percentage changes in average expenditure, food prices and real value of food
purchased: quarters of 1974 compared with corresponding quarters of 1973

	Quarter				1974 on 1973
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a)	+15.1	+12.0	+11.1	+11.0	+12.5
Convenience foods (a)	+15.1	+18.8	+11.0	+21.0	+16.5
All other foods (b)	+10.5	+11.0	+13.3	+11.5	+11.3
All foods (b)	+12.4	+13.1	+12.3	+13.7	+12.8
<i>Food prices</i>					
Seasonal foods (a)	+25.8	+12.1	+15.1	+12.7	+17.1
Convenience foods (a)	+19.7	+22.6	+23.1	+25.1	+22.6
All other foods (b)	+16.3	+10.6	+ 8.5	+10.9	+11.6
All foods (b)	+18.7	+13.8	+13.3	+14.6	+15.2
<i>Real value of food purchased</i>					
Seasonal foods (a)	- 8.6	- 0.1	- 3.5	- 1.5	- 3.9
Convenience foods (a)	- 3.8	- 3.1	- 9.8	- 3.3	- 5.0
All other foods (b)	- 5.0	+ 0.4	+ 4.4	+ 0.5	- 0.3
All foods (b)	- 5.3	- 0.6	- 0.9	- 0.8	- 2.1

(a) Foods included in these categories are itemised in Appendix A, Table 12.

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

the index of expenditure and thereby obtain a measure of the relative change in the overall quantity of food purchases.¹ In these comparisons it is necessary to exclude welfare and school milk and a few food items for which the expenditure but not the quantity and price is recorded in the Survey. Excluding these items, which together accounted for an expenditure of 1½p per person per week in 1974, average food expenditure was 12·8 per cent greater than in 1973 while the index of food prices paid by housewives rose by 15·2 per cent, implying a fall of 2·1 per cent in the real value of food purchased.² The change in real value was not uniform throughout the year, much the greatest decrease (5·3 per cent) being in the first quarter, when the disruption to fuel supplies and the three-day working week caused temporary and in some cases localised shortages of certain foods and their associated packaging materials, though the total output of the food processing industries actually rose, and consumption of convenience foods showed a smaller decrease than that of seasonal and other foods. Taking the year as a whole, about three-fifths of the decrease of 2·1 per cent in the real value of household food purchases was due to decreases in purchases of convenience foods (more than two-fifths to canned foods), nearly a third of it to seasonal foods and only about a twelfth to all other foods. Average prices paid by housewives for convenience foods were 22·6 per cent higher than in 1973 (canned convenience foods 28·2 per cent higher), compared with average price increases of 17·1 per cent for seasonal foods and 11·6 per cent for all other foods. Full details of average consumption, expenditure and prices for each item in the Survey classification of foods in each quarter of 1974, together with the annual averages, are given in Tables 9–11.

16 Changes between 1970 and 1974 in average expenditure, prices and real value of food purchased are illustrated in Table 4 by annual index numbers which also have been calculated from the Survey data. These indices show that average food expenditure rose by nearly 50 per cent between 1970 and 1974, while the general level of food prices actually paid by housewives rose by nearly 60 per cent, implying a fall of about 5½ per cent in the real value of food purchases per head, the rate of decrease in 1974 being greater than that in any of the three previous years.³ Frozen convenience foods provided a very marked contrast to the general trend as average expenditure on them rose by more than 80 per cent between 1970 and 1974 while their average price increased by just under 40 per cent, equal to a fall in price in real terms of nearly 10 per cent, and implying an increase in the real value of average purchases of these foods of over 30 per cent. Moreover, this growth-rate is more likely to be an under-estimate than an over-

¹Such 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 sufficiently 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.

²If a Paasche-type price index had been used as deflator, this fall would have been 1·9 per cent; and if such an index had been built up from quarterly averages of expenditure and quantities instead of annual averages, the change would be further reduced to 1·4 per cent. This latter method would correspond with that used in the national accounts, and would reduce the divergence between that series (see Table 1) and the Survey estimate to near the conventional 5 per cent level of significance. Further, the National Food Survey excludes soft drinks and some casual purchases which do not enter the household food supply as recorded by the housewife.

³Prior to 1971 the average real value had followed a generally upward trend for fifteen years.

TABLE 4

Indices of expenditure, prices and real value of food purchased for household consumption, 1970-1974

(1970 (a) = 100)

	1971 (a)	1972	1973	1974
<i>Expenditure indices</i>				
Seasonal foods (b)	107·7	107·3	131·0	147·4
Convenience foods (b)				
Canned	98·8	110·9	128·8	145·4
Frozen	109·7	131·1	164·1	184·0
Other convenience foods	107·2	117·0	130·3	154·8
Total convenience foods	104·9	116·2	132·5	154·3
All other foods (c)	112·1	118·5	132·0	146·9
All foods (c)	109·6	116·0	131·9	148·8
<i>Indices of average prices</i>				
Seasonal foods (b)	106·3	112·7	138·8	162·6
Convenience foods (b)				
Canned	108·6	115·9	127·4	163·3
Frozen	107·0	109·2	120·0	139·1
Other convenience foods	110·7	118·1	131·7	159·6
Total convenience foods	109·8	116·7	129·3	158·8
All other foods (c)	112·4	122·3	139·4	155·8
All foods (c)	110·7	119·3	136·7	157·7
<i>Indices of real value of food purchased</i>				
Seasonal foods (b)	101·3	95·2	94·4	90·7
Convenience foods (b)				
Canned	91·0	95·7	101·1	89·1
Frozen	102·5	120·0	136·8	132·4
Other convenience foods	96·9	99·0	98·9	97·0
Total convenience foods	95·5	99·6	102·4	97·2
All other foods (c)	99·7	96·9	94·7	94·3
All foods (c)	99·0	97·3	96·5	94·4

(a) The estimates for 1970 and 1971 have been adjusted to conform with the revised definitions of a person and of seasonal foods adopted by the Survey in 1972.

(b) Foods included in these categories are itemised in Appendix A, Table 12.

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

estimate because a more restrictive definition than hitherto of frozen convenience foods was introduced into the Survey in 1973; also, the suspension of fieldwork during the general election campaign in the autumn of 1974 may have caused some under-estimation of frozen foods because it coincided with a period when households owning deep-freezers tend to be re-stocking them after letting stocks run down in the summer holiday period. Canned convenience foods showed a sharp reversal in 1974 of the formerly upward trend in average purchases, and although this reversal may have been precipitated by the exceptional economic circumstances which prevailed in the first quarter of the year, there were no firm signs of recovery in the remainder of the year.

17 Similar indices to those shown in Table 4, but giving details for each of the main food groups, are shown in Tables 6, 7 and 8. The indices of expenditure

(Table 6) show considerably greater differences in trend between the various food groups than are shown by the indices of the real value of food purchases (Table 8), the principal reason being the greatly differing trends in average prices which in some cases were affected by subsidies as well as by market forces (Table 7). Thus, compared with the overall average increase in food prices of 58 per cent between 1970 and 1974, the price index for liquid milk rose by only 13 per cent and that for beverages by 24 per cent while at the other end of the range the increases in the price indices for cheese, lamb, bacon, fish, and cooking oils and fats exceeded 80 per cent.¹ The indices of real value of average purchases in Table 8 show consistently downward trends between 1970 and 1974 for bacon, meat (all kinds taken together), fish, eggs, sugar, potatoes and bread; only slightly less consistently downward trends are shown for lamb, preserves, fresh greens and fresh fruit. In contrast, the trends for milk, cheese, pork and processed fruit seem to have been generally rising.

2 Individual foods: consumption, expenditure, prices and demand

18 Changes in average household consumption of individual foods are summarised in paragraphs 19 to 36 below. Full details of average consumption and expenditure for each of the foods in the Survey classification are given in Tables 9 and 10 respectively, and corresponding estimates of the average prices paid are given in Table 11. Results of various demand analyses which have been carried out on the Survey data for 1974 or for longer periods up to the end of 1974 are tabulated in Appendix B. These results include estimates of elasticities of demand, including certain cross-elasticities, and of changes in demand apparently not attributable to changes in income or food prices.

Subsidised foods

19 During 1974, as part of the Government's policy of restraint on price increases, a number of direct food subsidies were introduced on some staple foods of particular importance in the dietary patterns of households in the lower income groups, and the subsidies on liquid milk and butter were increased. Average weekly quantities of these foods purchased by private households and the average expenditure incurred and average prices paid in 1973 and 1974 are listed in Table 5, together with the aggregate value of the subsidies. In 1974, 20·3 per cent of household food expenditure was on these subsidised foods compared with 21·4 per cent on the same foods in 1973, while average quantities purchased changed very little between the two years (except for butter). Because the subsidies came into operation at different times during 1974 and some of the rates of subsidy or the range of products to which they were applied changed during the year, the differences between the annual averages for 1973 and 1974 do not fully reflect the influence the subsidies may have had on consumption. To estimate the magnitude of this is impracticable in the short-run because of sampling variation and the margins of possible error in the relevant estimates of the various demand parameters. It is also impossible to estimate the effect of the voluntary agreements entered into by retailers and food manufacturers in 1974 to concentrate price reductions and cut-price promotions on certain basic food items (including most of those which are subsidised, viz bread, butter, cheese,

¹Some analyses of the effect of changes in prices on consumption of individual foods are given in Appendix B.

TABLE 5
Subsidised foods: average expenditure, purchases and prices, 1973 and 1974

Food	Total value of food subsidies (a)		Average quantity purchased (per person per week)		Average expenditure (per person per week)		Average price paid (per lb)	
	1973	1974	1973	1974	1973	1974	1973	1974
Milk, liquid	£m	£m	oz	oz	pence	pence	pence	pence
Cheese, natural	50.5 (b)	277.6 (b)	4.56 (c)	4.53 (c)	25.70 (c)	22.86 (c)	5.64 (c)	5.08 (c)
Butter	Nil	22.0	3.46	3.46	7.09	8.00	33.21	36.83
Bread	11.6 (d)	53.9 (d)	5.23	5.61	6.92	7.78	21.20	22.14
White, large loaves, unsliced	.	.	6.19	6.05	2.48	3.11	6.41	8.20
White, large loaves, sliced	.	.	17.55	18.85	6.80	9.23	6.19	7.83
White, small loaves, unsliced	.	.	2.50	2.23	1.31	1.55	8.39	11.11
White, small loaves, sliced	.	.	1.33	1.10	0.73	0.80	8.76	11.58
Brown	.	.	2.22	2.08	1.19	1.43	8.54	10.96
Wholewheat and wholemeal	.	.	0.54	0.56	0.27	0.35	7.95	9.95
All above bread	Nil	41.1	30.33	30.87	12.78	16.47	6.73	8.52
Flour	Nil	1.8	5.25	5.30	1.42	2.13	4.31	6.39
Tea	Nil	9.7	2.16	2.24	4.79	5.49	35.53	38.97
Total	62.1	406.1	n.a.	n.a.	58.70	62.73	n.a.	n.a.

(a) Effective dates of subsidies:

Milk, liquid - Increased 21st April 1974 and 3rd November 1974.

Cheese, natural - Introduced 6th May 1974, scope extended 19th August 1974, increased 11th November 1974.

Butter - Introduced 14th May 1973, increased 1st April 1974 and 7th October 1974. Social butter subsidy (tokens) introduced 1st July 1973, reduced 1st January 1974, increased 1st April 1974 and withdrawn 31st December 1974.

Bread - Introduced 24th March 1974, increased and scope extended 12th May 1974, increased 13th August 1974 and 29th September 1974.

Flour - Introduced 2nd September 1974.

Tea - Introduced 2nd September 1974.

(b) Including the general subsidy on full price milk, welfare milk and school milk, but excluding the additional payments made to re-imburse suppliers of free welfare and school milk.

(c) Full-price milk; quantity in pints, price in pence per pint.

(d) Includes FEC butter subsidy.

flour and tea) because no information is available about what the prices would have been if there had been no such voluntary agreements.

Milk and cream

20 Averaged over the whole year, consumption of liquid milk (including welfare and school milk) at 4.74 pints per person per week was the same as in 1973 despite a fall to 4.63 pints during the fuel crisis in the first quarter of the year; the subsequent recovery appears to have been expedited and assisted by the decrease of 1p in the price of standard grade milk to 4½p per pint from 21st April onwards when the rate of subsidy was increased. Consumption of condensed milk and of instant milk powder was maintained, while the recorded small increase for yoghurt and the small decrease for cream were both within the range of normal sampling variation.

Cheese

21 Household consumption of natural cheese continued its upward trend in 1974 to an average of 3.74 oz per person per week, but this was offset by a decrease to 0.27 oz in purchases of processed cheese. Most of the increase in purchases of natural cheese can be associated with the further decrease in real terms in its average price, including, after 6th May, the effect of the subsidy. The increase in purchases appears to have been concentrated on UK varieties other than Cheddar and on Continental hard cheeses, both of which were at a lesser price disadvantage compared with Cheddar types than in the previous year.

Meat and poultry

22 Average expenditure on meat of all kinds rose in 1974 by 10p to just over £1 per person per week, of which 50p was spent on red carcase meat and offal, 23p on meat products, 18p on bacon and ham and 9p on poultry. Nearly 6p of the rise of 10p in average expenditure was due to housewives buying greater quantities of beef and, to a much less extent, pork, mainly at moderately higher prices (but lower prices in real terms), and about 4p was because generally higher prices were paid for decreased quantities of other meats, poultry and most meat products.

23 Greater supplies of *beef* throughout 1974 resulted in household consumption averaging 7.41 oz per person per week for the year as a whole compared with 6.31 oz in 1973. In the fourth quarter of 1974 consumption rose to 8.30 oz, the highest quarterly average recorded for nearly four years, even after abatement to discount the additional quantities of beef obtained by pensioners in December under the Social Beef Scheme.¹ The average price paid by housewives for beef in the fourth quarter was more than 5 per cent lower than in the first quarter of the year, while in real terms it was 17 per cent lower and at its lowest level for almost three years. The results of the demand analysis which are presented in Appendix B suggest that the increase in household purchases of beef in 1974 was rather more than past experience would have suggested might result from the decrease in its real price and the advantage it thereby gained over the main directly competitive meats. It is not possible to say on the basis of the available evidence whether this was due to a genuine strengthening of the underlying

¹See paragraph 52 below.

demand for beef in 1974, or to an increase in its own-price elasticity to a value of about -1.25 (instead of the estimate of -1.07 given in Table 5 of Appendix B).

24 Household consumption of *lamb* fell to a new low level of 3.35 oz per person per week in the first quarter of 1974, and although it subsequently showed some recovery, averaging 4.11 oz per week over the year as a whole compared with 4.44 oz in 1973, nearly half of the decline in 1974 appears to have been in continuation of the long-term downward trend in the underlying demand. In contrast, the underlying demand for *pork* had followed a generally upward trend for several years; this trend, however, does not appear to have continued in 1974 when the increase in average consumption to 3.20 oz per person per week from 3.00 oz in the previous year was rather less than past experience suggested might result from changes in incomes and in the average prices of pork and the main competing meats during the year.

25 The net increase in average consumption of carcass meat from 13.75 oz per person per week in 1973 to 14.72 oz in 1974 was offset in terms of overall weight and in meat content by a decrease from 22.88 oz to 21.23 oz in consumption of processed meat, poultry and meat products. Within this sector, much the greatest change was the decrease in consumption of *poultry* from 6.09 oz to 5.18 oz, the decrease being rather less for broiler chicken than for other kinds of poultry.¹ Purchases of uncooked bacon and ham have followed a downward trend for four years, and averaged 4.18 oz per person per week in 1974 compared with 4.41 oz in the previous year; much of the downward trend appears to have been due to the upward trend in the average price. Purchases of cooked and canned ham, however, were fully maintained in 1974 as were those of frozen convenience meats, sausages and some miscellaneous convenience meat products, but in each case there was comparatively little change or even a decrease in their real (deflated) prices. A decrease in consumption of corned beef appears to have been due to an increase in its real price, but part of the decrease in consumption of other canned meats and of meat pies and sausage rolls appears to have been due to other factors, not least, perhaps, the improvement in supplies of beef.

Fish

26 Household consumption of fish had suffered a sharp decline during 1973 from 5.03 oz per person per week in the first quarter of the year to 4.28 in the fourth quarter, principally because of a decrease in landings of white fish, but the decline appears at least to have been halted, if not reversed, in 1974 when the average recorded for the year as a whole was 4.33 oz per person per week. Indeed, this average of 4.33 oz is probably under-estimated as a result of sampling variation, especially in the fourth quarter of the year, when the size of the sample was reduced by the suspension of fieldwork during the General Election period and unrealistically low averages of purchases of frozen fish and frozen convenience fish products were recorded by the sub-sample of freezer-owning households. The effect of the latter on the national averages, however, is probably little more than an understatement of 0.2 oz in the national averages for the fourth quarter and consequently of 0.05 oz in the national averages for

¹Estimates of total supplies of poultry available for consumption (inclusive of the Christmas trade and of catering, institutional and other usage not covered by the National Food Survey) show no change between 1973 and 1974.

the year. These considerations apart, the most significant change in fish consumption in 1974 appears to have been the sharp decline in purchases of canned salmon from 0·29 oz to 0·19 oz per person per week, which may be associated with an increase of 30 per cent in real terms in the average price paid by housewives and a lower level of imports.

Eggs

27 Household demand for eggs continued to be very inelastic to price changes in 1974 and to show signs of further weakening. In real terms, the average price (which had risen sharply throughout 1973 in response to a cut-back in UK production greater than the increase in imported supplies) fell by about 30 per cent between the fourth quarter of 1973 and the third quarter of 1974 and was accompanied by an increase of about 4 per cent in average household consumption. The slaughter of part of the flock of laying fowls in the summer resulted in a lower level of egg supplies in the autumn and winter and an increase in real terms as well as in money terms in the average retail price. Averaged over the year as a whole, however, the real price was about 2½ per cent higher than the average for 1973, and the fall of about 4 per cent in average household consumption to 4·09 eggs per person per week is greater than can be attributed on the basis of past experience to the change in price.

Fats

28 Increased imports of butter in 1974, together with increases in the subsidy, resulted in a further fall in real terms in the average retail price, while concurrently the real price of margarine was rising because of increased costs of raw materials. Principally as a result of these factors, average consumption of butter rose from 5·24 oz per person per week in 1973 to 5·61 oz in 1974 and that of margarine fell from 3·03 oz to 2·60 oz, the latter decrease being almost entirely in respect of soft margarine (from 1·62 oz to 1·21 oz). Rather less than 1 per cent of the total amount of butter recorded by all the households which participated in the Survey in 1974 was declared to have been bought at a reduced price with tokens issued under the Social Butter Scheme.¹ The results of the demand analyses which are given in Table 6 of Appendix B suggest that the increase in average purchases of butter in 1974 was rather less than might have been expected to result from changes in incomes and in the prices of butter and margarine in that year, and imply that had it not been for changes in those factors over the period from 1967 to 1974, average purchases of butter would have shown a downward trend and those of margarine an upward trend. The long-term upward trend in purchases of cooking oils suffered a reversal in 1974 because of a sharp upturn in their average price to 30p per pint from around 20p per pint in the previous year. Purchases averaged 0·71 oz per person per week in 1974 compared with 0·82 oz in 1973 and 0·60 oz in 1972. There were no significant changes in consumption of other visible fats.

¹This scheme took advantage of an EEC regulation which enabled butter to be supplied at reduced prices to recipients of social assistance. Under the scheme, all recipients of family income supplements, supplementary pensions or continuing supplementary allowances were entitled to 2 vouchers per month, each entitling them to buy ½ lb of butter at a reduced price; the value of each voucher was 5p from 1st July 1973 (when the scheme started) to 31st December 1973, 4½p from 1st January to 31st March 1974, and 6p from 1st April 1974 to 31st December 1974, when the scheme ended. See also paragraph 54 below.

Sugar and preserves

29 The year 1974 will be remembered, among other things, for the temporary disappearance of sugar from many retailers' shelves and for the resulting pressure for this product to be rationed. Imports of unrefined sugar were at an unusually low level in the first six months of 1974 (783,000 tons compared with 991,000 tons in the corresponding months of 1973). Uncertainties about the flow of refined sugar led to a disruption of normal purchasing habits in the second half of the year, despite an improvement in imports. The household food budgets collected by the Survey provide information on retail purchases reported month by month, as indicated in the following table:

	Average quantity purchased per person per week (a)	% of households which bought sugar during their week of participation in the Survey	Average amount purchased at each transaction	Average number of transactions per buying household per week	Average price paid per lb
	oz	%	oz	no.	p
<i>1973</i>					
January-March	14.23	72	45.1	1.30	4.51
April-June	12.50	68	43.0	1.31	4.74
July-September	13.98	71	45.7	1.34	5.10
October-December	14.03	71	45.8	1.32	5.20
<i>1974</i>					
January-March	14.06	70	45.4	1.32	5.24
April-June	13.80	69	45.2	1.34	5.27
July	15.84	71	46.2	1.45	5.83
August	12.19	66	34.8	1.54	6.72
September	11.53	68	33.7	1.43	6.92
July-September	13.21	69	37.7	1.49	6.49
October	10.90	71	35.1	1.28	7.60
November	9.88	67	33.8	1.34	9.71
December	13.04	69	39.4	1.44	11.08
October-December	11.04	68	36.0	1.34	9.30

(a) Averaged over all households in the sample, including those which did not buy any sugar during their week of participation in the Survey.

Household purchases of sugar averaged 14.1 oz per person per week in the first quarter of the year and 13.8 oz in the second, but rose sharply in July to 15.8 oz when reports that refiners had introduced an allocation system of deliveries led to an increase in the frequency of purchases. In August many retailers tried to ensure an equitable distribution by restricting each customer to 2 lb, as the table confirms. At the same time the number of transactions per buying household rose further, but the percentage of households buying any sugar during the Survey week decreased; clearly some housewives succeeded in buying several packets at different shops while others gave up the chase. With this strain on retail supplies, recorded purchases fell to 12.2 oz in August and 11.5 oz in September. Data for October are incomplete owing to the suspension of field-work during the General Election, but in November the average fell further to 9.9 oz per person per week, supplies being affected by a strike at a major refinery. By this time significant quantities of sugar from EEC countries were on the market, though at an appreciably higher retail price than for supplies from traditional sources. In December the average price was twice that in the first half of the year (11.1p per lb compared with 5.3p) but demand and supply

were more in balance, though purchasers' behaviour was not quite back to normal. Taking the year as a whole, recorded purchases averaged 13·0 oz per person per week compared with 13·7 oz in 1973, though total sugar supplies available at a primary level of distribution were greater than in the preceding year.

30 Consumption of jam and of marmalade remained about the same in 1974 as in 1973 at 1·15 oz and 0·87 oz per person per week respectively, but average purchases of syrup and treacle increased slightly to 0·28 oz, reversing the previous trend.

Vegetables

31 Average consumption of potatoes remained at nearly 46 oz per person per week in 1974 while consumption of fresh green vegetables was fully maintained at 12·7 oz and that of other fresh vegetables was unchanged at 13·9 oz. Within these totals, however, 4·1 oz of potatoes, 3·3 oz of fresh green vegetables and 1·9 oz of other fresh vegetables came from gardens, allotments and other non-commercial supplies compared with 2·7 oz, 2·4 oz and 1·5 oz respectively in 1973; the retail value of these "free" supplies averaged 4·2p per person per week in 1974 and 2·7p in 1973. There is other evidence that continually rising prices have stimulated interest in home food production. In the processed vegetable sector there was a small decrease in purchases of canned potatoes and a small increase in purchases of crisps, but no significant changes in purchases of other potato products. Purchases of other canned vegetables except peas and tomatoes declined significantly, but small decreases recorded for most frozen vegetables may have been due to sampling variation.

Fruit

32 Consumption of fresh fruit was barely changed in 1974 at 17·8 oz per person per week, decreases for imported citrus fruits and bananas being offset by increases for apples, pears, soft fruit and stone fruit. Garden and allotment produce (mainly apples, soft fruit and rhubarb) amounted to 1·7 oz per person per week compared with 1·6 oz in 1973. Consumption of processed fruit fell from 7·1 oz to 6·0 oz, principally because of decreases in purchases of canned fruit which had shown above-average price increases.

Bread, flour confectionery and other cereal foods

33 From 1955 to 1972 the percentage of household food expenditure devoted to the cereals group had been remarkably stable at around 15 per cent; it fell to 14·2 per cent in 1973 but rose sharply to 15·6 per cent in 1974. Of the average expenditure of 48p per person per week on this group of foods in 1974, 19½p was spent on bread, 19p on flour and flour confectionery, and 9½p on other (mainly convenience) cereal foods, whose share of the household food budget rose from 2·5 per cent in 1971 to 3·1 per cent in 1974.

34 The long-term downward trend in household consumption of bread appears to have halted in 1974 when purchases averaged 33·5 oz per person per week compared with 33·4 oz in the previous year and 34·4 oz in 1972. A succession of increases in the price of bread culminated in the average price paid by housewives in the first quarter of 1974 being nearly 16 per cent higher in money terms, and over 11 per cent higher in real terms, than the average for the previous

quarter. To avert further increases, a subsidy was introduced on 24th March; this, together with further injections of subsidy in May, August and September 1974 and also with some assistance in June from voluntary retail pricing policies and, in October, from statutory maximum prices for subsidised bread, kept bread prices at a stable level throughout most of the remainder of the year and thus, by the end of the year, restored them *in real terms* to about the same level as at the end of 1973. The halt to the downward trend in consumption was apparent only in respect of consumption in the second and third quarters of the year, when the higher levels then recorded may have been stimulated not only by the fall in the real price but also by the publicity given to the arrangements for stabilising the money price. At the same time the effective price advantage to be gained by purchasing large loaves in place of small ones was enhanced, and taken advantage of by housewives. Whether or not this led to greater wastage cannot be determined from the Survey data. The fall in bread purchases in the fourth quarter of the year to an average of 32·1 oz per person per week was a result of the disruption to supplies through strike action in December by some workers in plant bakeries. This also resulted in an increase in demand for unsliced bread from smaller bakeries which were not affected by the strike but did not have the capacity *fully* to make good the deficiency in overall supplies. Consequently, household purchases of flour, crispbread, cakes, biscuits and other flour confectionery all increased during the period of the strike; nevertheless, when averaged over the whole year, purchases of most items of flour confectionery and of cereal convenience foods were at a slightly lower level than in 1973, while recorded purchases of flour, oatmeal, rice and some other basic cereal foods increased.

Beverages

35 The long-term downward trend in consumption of tea did not continue into 1974 even though the trend in its *real* price turned upwards after the first quarter of the year and did not resume its downward course until after the introduction of the subsidy in September. The increase in the yearly average purchases from 2·16 oz per person per week in 1973 to 2·24 oz in 1974 is statistically significant at the conventional 5 per cent level of significance, especially so when the previous downward trend in household demand is taken into account. A recorded increase in average purchases of instant coffee from 0·47 oz to 0·51 oz is also statistically significant. The results of the demand analyses which are given in Tables 5 and 6 of Appendix B suggest that the increases in purchases of tea and of instant coffee in 1974 were due more to a strengthening of the underlying demand than to the closely matched decreases in their real (annual average) prices. However, the possibility that these shifts in demand may have been due to consumers stocking up in anticipation of future price increases should perhaps not be discounted. The Survey does not cover alcohol, on which expenditure, according to other sources, has been increasing (see paragraph 3 above).

Miscellaneous foods

36 Within this sector the only statistically significant changes were a decrease from 1·41 oz to 1·24 oz per person per week in the quantity of ice-cream bought to serve with meals and an increase from 0·85 oz to 1·08 oz in the average quantity of salt bought for use in the home; the latter increase was due entirely to unfounded reports of shortage which housewives failed to take with a pinch of salt.

Chapter 3

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

1 Introduction

37 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 are not in general as accurate as those for the whole community because they are each based on fewer household records, and the variation between households within each group is often quite large. Nevertheless, the pattern of differences between the various groups within a particular classification shows a broad consistency from year to year.

2 Geographical differences

CLASSIFICATION USED

38 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, while the second classifies them according to the degree of urbanisation of the polling districts in which they are located. The two classifications are made independently of each other and no cross-classification according to degree of urbanisation within each region has been attempted. 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 urbanisation distinguishes six types of area defined in terms of local authority areas as they existed prior to the re-organisation of local government in April 1974, viz:

London conurbation (coterminous with the Greater London Council area).

Provincial conurbations The largest areas of continuous urban development outside London, centred in Birmingham, Manchester, Liverpool, Leeds, Newcastle-upon-Tyne and Glasgow (as defined by the Registrars-General).

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.

39 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. In the analysis according to type of area, the sample from those least densely populated areas not contiguous to a town of 25,000 or more people was exceptionally small in 1974 (1·3 per cent of the persons in the whole sample compared with a target of 3·9 per cent) and the results for this group should therefore be regarded with even more circumspection than usual.

MAIN RESULTS

40 Table 13 gives estimates of average food expenditure per person per week in each region and type of area in 1974 and the value of food obtained for consumption in the home inclusive of the value of garden and allotment produce and other food obtained without direct payment. Because of the limitations of the data mentioned in paragraph 39 the regional and type of area averages are not discussed in the present Report, but are broadly similar to those found in recent years. It is proposed to consider such differences based on averages for 1970–1975 in the next Annual Report. A review of the 5-year period from 1966 to 1970 was included in the Report for 1970 and 1971.¹

41 Indices which compare the levels of food prices paid by housewives in each region and type of area in 1974 with the national level are also given in Table 13. These indices have been constructed in a manner analogous to that used for the price indices in Tables 3 and 4 and are in fact each the geometric mean of two indices which respectively have weights appropriate to the region or type of area under consideration and to the whole of Great Britain.

42 Table 13 also gives indices of the “real” value of average purchases in each region and type of area. These indices were derived in a manner analogous to that described in paragraph 15 above by dividing the expenditure indices (shorn of the component due to the few items for which the expenditure but not the quantity and price was recorded in the Survey) by the corresponding price indices. The resulting indices represent the geographical differences in food expenditure adjusted to a common level of food prices, and thus reflect differences in the quantity and pattern of food *purchased*. The combined effect which geographical variation in food prices and in access to garden and allotment produce and other “free” food has on expenditure is illustrated by the series (also shown in Table 13) in which the indices of value of consumption have been deflated by the corresponding indices of food prices.

43 Variation in dietary pattern, of course, remains an important – and in some areas possibly the most important – cause of geographical variation in food expenditure. Some indication of the importance of this factor is given by the “price of energy” indices² in Table 13.

¹*Household Food Consumption and Expenditure: 1970 and 1971*, HMSO, 1973.

²These “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 variations in consumers’ choice of food as well as variations in prices paid.

44 Estimates of average consumption in 1974 of each of the items in the main Survey classification of foods are given for each region and type of area in Table 14. In some instances these may not be typical of the whole region or type of area for the reasons given in paragraph 39.

3 *Income group differences*

CLASSIFICATION USED

45 Households participating in the National Food Survey are classified into income groups which, except for pensioner households, are defined in terms of the gross weekly income (ie 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 the income ranges appropriate to groups A1 to D, the aim is to determine them in such a way that, of the effective sample of households containing at least one earner, it may be expected that approximately 3 per cent will be in the range determined for group A1, 7 per cent in that for group A2, 40 per cent in each of groups B and C, and the remaining 10 per cent in group D. Because of changes in money incomes the income ranges for each group are revised 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 several specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. Because the income ranges are thus determined before the income distribution is known, any unforeseen change during the year in the latter will of itself result in a drift of the sample distribution from the target irrespective of any differential rate of response to the Survey. The income ranges used in 1974 and the distribution of households in the effective sample are as shown on page 24. Further details of the sample of households in each group in 1974 are given in Tables 5 to 10 of Appendix A.

MAIN RESULTS

46 Estimates of average expenditure on food in 1974 in each of the income groups are given in Table 15. These are not strictly comparable with the estimates obtained in previous years, partly because of the removal of some non-earning households from groups A, B and C into the new group E1 (as described in footnote (b) to the table on page 24), but also, and more particularly, because in an inflationary situation it is usually impossible to determine in advance what ranges of income should be specified for each of the income groups so as to ensure that households in the sample will be distributed between those groups with the relative frequencies aimed at.

47 In this latter respect, the relative frequencies obtained in 1974 were much closer to the targets than those obtained in 1973, and closely similar to those obtained in 1972. Comparing, therefore, the estimates of average food expenditure in the various groups in 1974 with those obtained in 1972, some degree of levelling appears to have taken place. Thus, in 1974, the average of £3·45 per person per week for group A1 was 11·4 per cent above the national average compared with £2·84 (18·1 per cent above the national average) in 1972, while for group D the average of £2·92 was 5·5 per cent below the national average in 1974 compared with £2·30 (4·6 per cent below the national average) in 1972.

Income group	Gross weekly income of head of household (a)	Number of households	Percentage of households		
			in whole sample	in groups A1 to D	
				realised	target
<i>Households containing one or more earners:</i>					
A1	£100 or more	116	1.6	2.0	3
A2	£70 but less than £100	355	4.8	6.2	7
B	£41 but less than £70	2534	34.3	44.5	40
C	£23 but less than £41	2324	31.4	40.8	40
D	Less than £23	361	4.9	6.3	10
Total		5690	77.0	100	100
<i>Households without an earner:</i>					
E1 (b)	£23 or over	206	2.8		
E2	Less than £23	465	6.3		
<i>Pensioner households (c)</i>					
	n.a.	1033	14.0		
Total		7394	100		

(a) Or of the principal earner if the income of the head of the household was below £23 (the upper limit for group D).

(b) This group was introduced into the classification in 1974 in order to distinguish non-earning households previously placed in one or other of groups A1 to C according to level of income.

(c) Households are classified as pensioner households only if they contain one or more persons over the national insurance retirement age and if at least three-quarters of the total income of the household is derived from national insurance retirement or similar pensions, and/or supplementary pensions, or allowances paid in supplementation or instead of such pensions; provided these conditions are met, a household is classified as a pensioner household even if a member of the household receives some earned income. Because of this restricted definition 43 per cent of pensioners in the households surveyed were not in households classified as pensioner households.

However, some of this apparent levelling must be attributed to sampling variation because the households in the sample from group A1 in 1974 were of greater average size than in 1972, and contained more children under 12 years of age. Sampling variation may also partly explain the shift in the relative position of households in group E2, for which average expenditure moved from £2.43 per person per week in 1972 (0.9 per cent above the national average) to £3.29 in 1974 (6.3 per cent above the national average); the sample of households from this largely adult group was of even smaller average household size in 1974 and contained even fewer young children than in 1972. Such considerations do not, however, explain the improvement in the relative position of pensioner households, whose average weekly food expenditure per head rose from £2.51 (4.4 per cent above the national average) in 1972 to £3.29 (6.3 per cent above the national average) in 1974; here, as for the non-earning households in group E2, some of the shift can be attributed to increased pension rates and other social security benefits. The differences in food expenditure between the various income groups are widened only slightly if the value of garden and allotment produce and food perquisites is also taken into account.

48 Table 15 also shows average expenditure by each income group on seasonal foods, on convenience foods, and on all other foods. It is worthy of note that

there is considerably less variation between income groups in their average expenditure on convenience foods than in their average expenditure on seasonal foods or in that on all other foods. However, for convenience foods as a whole (but not for frozen convenience foods) average expenditure varies in inverse relationship with the income of the head of the household (except for group D), while average expenditure on the other groups of foods shown in the table varies in direct relationship with the head's income. This generalisation is, of course, descriptive rather than analytical, because the various income groups differ in respect of other characteristics which have an influence on food expenditure; moreover, empirical relationships found for broad categories of food do not necessarily hold for each of the constituent items. Some estimates of the income elasticities of demand for individual foods and for groups of foods are given in Appendix B: these latter estimates have been obtained using a more analytical approach which takes into account family size and composition as well as the disposable income of the whole family.

49 Table 15 also gives indices which compare the levels of food prices paid by housewives in each income group with the national level. The indices were derived by the method outlined in paragraphs 15 and 41 above. They show that the levels of prices paid for food varied directly with the income of the head of the household, with housewives in the highest earning group paying prices which exceeded the national average by about 5 per cent, and housewives in the lowest income groups paying prices about 1 to 1½ per cent below the average. The different price levels presumably reflect differences in quality in the widest sense and thus include differences due to the type of shop patronised, the type of district in which it is located, and the type of service offered. These differences in prices and in "quality" can be eliminated from the expenditure indices by dividing the latter by the corresponding price indices as described in paragraphs 15 and 42 above. The resulting indices of food purchases, which are also given in Table 15, show a less steep gradation with income than the corresponding indices of expenditure, and provide a measure of the variation in level and pattern of food purchases between the income groups. If it is wished also to take into account the different amounts of garden and allotment produce and other food perquisites consumed, the index of expenditure (which relates of course only to food purchases) can be replaced by an index of the value of all food obtained for consumption in the home, and this latter index can be deflated by the index of food prices. The results of such a calculation are also shown in Table 15.

50 The "price of energy" indices¹ given in Table 15 take into account not only price variation but also differences between groups in their dietary patterns. They show that the average cost per calorie of the dietary pattern followed by income group A1 was over 23 per cent higher than the national average while that in group D was more than 5 per cent below the national average cost. Pensioners and other lower income groups also showed dietary patterns slanted towards low-cost calories, and this characteristic was also shown by the more affluent non-earning households, even though their average expenditure was almost as great as that for group A1.

51 Tables 16 and 17 show, in respect of the main foods, details of average consumption and expenditure in each income group in 1974. Estimates of the

¹See footnote to paragraph 43.

standard errors of these averages are given in Tables 15 and 16 of Appendix A. Table 17 also shows the relative importance in the household food budget of those foods which received direct subsidies during the whole or part of 1974. Average spending on these foods was 63p per person per week (20·3 per cent of the household food budget) and ranged from 60p in group A (18·0 per cent of the food budget) to 74p (22·6 per cent of the food budget) in pensioner households. Price indices¹ which have been calculated from the Survey data comparing annual averages for 1974 with those for 1973 show that the price index for these subsidised foods rose by 5·6 per cent while that for all other foods rose by 17·9 per cent; indices of the real value of food purchases¹ showed an increase of 1·2 per cent for the subsidised foods, but a fall of 3·0 per cent for other foods.

52 In the summer of 1974 the European Economic Community took certain steps to strengthen the beef market and encourage beef consumption; Member States were authorised, at their discretion, to operate schemes under which persons in receipt of social benefits could receive financial assistance towards the cost of buying fresh beef in the shops. In the United Kingdom, the Social Beef Scheme which was introduced on 2nd December adapted these arrangements to provide for all retirement pensioners and certain other Social Security beneficiaries of retirement pension age to buy beef at reduced prices. Such beneficiaries were eligible to receive special tokens to the value of 20p per week for a period of 18 weeks; these tokens could be used for purchases of beef and veal provided not less than a further 20p was spent on those meats. The Survey fieldwork for the year terminated on 20th December and thus covered rather less than three of the four weeks of operation of the scheme in 1974; indeed, during the period up to 20th December a number of people said they were taking advantage of the limited facility to save up their tokens to make a special purchase of beef for Christmas, which therefore would not be included in the Survey records. Nevertheless, the usage of tokens recorded by the Survey during the period from 2nd to 20th December was sufficient to account for 0·33 oz out of the *annual* average of 8·56 oz of beef per person per week shown in Table 16 for pensioner households and for 0·13 oz out of 7·27 oz shown for households in group E1. Quantities of beef recorded by beneficiaries in other income groups during this period were very much smaller: 0·01 oz and 0·02 oz in groups B and C respectively, with an average of 0·04 oz for the whole sample including pensioners. Provisional results for the first quarter of 1975 confirm that the scheme had a marked effect in stimulating consumption of beef; pensioner households recorded 13·23 oz per person per week compared with 6·96 oz in group A, whereas in the whole of 1973 they had obtained 6·16 oz compared with 7·09 oz in group A. Average quantities obtained per person per week with the use of tokens during that period, together with average quantities without tokens, are as shown on the opposite page.

53 Not all of the increase in beef consumption during the first quarter of 1975 was due to the Social Beef Scheme since, of course, other market factors, particularly the effect on prices of the comparatively high level of available supplies, played their part. Indeed, some of the increase in beef consumption may have been at the expense of lamb and of pork. This is shown in the table opposite of comparative estimates of consumption of the principal meats in the first quarters

¹See paragraph 15.

Income group	Average quantity of beef and veal obtained in January–March 1975		
	With the use of tokens	Without tokens	Total
	oz per person per week		
A (A1 + A2)	Nil	6.96	6.96
B	0.05	8.78	8.83
C	0.21	8.53	8.74
D	1.08	8.24	9.32
E1	2.18	9.49	11.67
E2	4.55	6.13	10.68
Pensioner households	5.95	7.28	13.23
All households	0.81	8.30	9.11

of 1974 and 1975: in this table, results for all income groups other than pensioner households have been pooled in order to overcome the effects of changes in their definition between the two periods, and to reduce the possible sampling error.

	Average consumption, oz per person per week		Percentage change
	Jan–March 1974	Jan–March 1975	
<i>Pensioner households</i>			
Beef and veal	7.91	13.23	+67
Lamb	4.87	4.63	– 5
Pork	3.44	2.48	–28
Poultry	3.01	3.60	+20
All other meats	17.68	14.08	–20
Total	36.91	38.03	+ 3
<i>Other households</i>			
Beef and veal	7.19	8.80	+22
Lamb	3.23	4.15	+28
Pork	3.02	2.79	– 8
Poultry	4.64	5.13	+11
All other meats	16.12	16.04	–
Total	34.21	36.90	+ 8
<i>All households</i>			
Beef and veal	7.24	9.11	+26
Lamb	3.35	4.18	+25
Pork	3.05	2.77	– 9
Poultry	4.52	5.02	+11
All other meats	16.24	15.90	– 2
Total	34.41	36.98	+ 7

54 The estimates of average butter consumption which are contained in Table 16 include butter obtained at reduced price by beneficiaries under the Social Butter Scheme.¹ However, the range of beneficiaries entitled to purchase butter at a reduced price under this scheme was more restricted than that under the Social Beef Scheme, as it included only recipients of family income supple-

¹See paragraph 28 above.

ments, supplementary pensions or *continuing* (ie, not short-term) supplementary allowances. Consequently such social butter was only of importance in income group D, the non-earning groups and the pensioner households, and in each case accounted for less than 2½ per cent of the total amount of butter obtained, except in income group E2 and in pensioner households where it accounted for 5½ per cent.

4 *Household composition differences*

CLASSIFICATION USED

55 Households participating in the National Food Survey are now classified into ten main categories according to the number of adults and the number of children under 18 years of age. Four of these categories are childless households containing respectively one, two, three or four or more adults; these four categories taken together included 54 per cent of the households in the sample in 1974. Households containing children are respectively grouped into (a) those where there is only one adult (2 per cent of the overall sample), (b) those with two adults, further sub-divided according to whether they have one or two children (25 per cent), three children (7 per cent) or four or more children (3 per cent), and (c) those with three or more adults, sub-divided into those with one or 2 children (7 per cent) and those with three or more children (2 per cent). Further details of the samples of households in each of these groups in 1974, cross-classified according to income group, are given in Tables 8 and 9 of Appendix A.

MAIN RESULTS

56 Table 18 shows that average food expenditure in 1974 by *wholly adult* households ranged from £3·84 per person per week in households containing only one adult to £3·34 per person in those containing at least four adults. Much of the gradation in expenditure between the four categories in this range seems to be due to economies of scale, and this is to some small extent reflected in the indices¹ (also in the table) comparing the average levels of prices paid for food by each group. The 'price of energy' indices² for these four groups show very little difference and do not suggest marked differences in dietary patterns except in that followed by the single-adult (predominantly female) households (see paragraph 57). Moreover, reference to Table 8 in Appendix A shows that household size tends to be positively correlated with income of the head of the household in these four groups and that pensioner and other non-earning households most frequently contain only one or two persons, so that neither income of the head nor occupational activity provide an explanation for the decrease in average per caput expenditure with increasing household size. Net family income per head also is greater the larger the household. The data on meals eaten outside the home (Table 41) may at first sight suggest an explanation for some of the differences, but when meals served in the home to visitors are taken into account it seems that only the difference in average weekly expenditure between households of three adults (£3·55 per person) and those of four or more adults (£3·34 per person) can be attributed mainly to a difference in the number of meals provided from the household food supply. Reference to the average energy content of the food obtained for consumption in the home by

¹See paragraph 41.

²See footnote to paragraph 43.

these households in comparison with recommended levels (Table 28, ii) suggests that one of the economies of scale may well be less wastage.

57 The dietary pattern of single-adult households shows some significant differences from those of the other three groups of wholly-adult households; many of these differences may be associated with economies of scale, but others are perhaps more associated simply with solitude and with the higher average age and the predominance of women in the group. Thus, the per caput averages in Tables 18–21 show that in comparison with households of two or more adults, people living alone obtained greater quantities of some convenience foods, especially cakes, biscuits and breakfast cereals, and also of liquid milk, processed milk, cheese, eggs, fresh fish, butter, sugar, preserves, fruit (especially fresh fruit), brown and wholemeal bread and non-alcoholic beverages, but smaller quantities of meat, potatoes, processed and frozen vegetables, white bread, margarine and cooking fats.

58 Table 18 also shows that the six groups of households containing children all had a lower average food expenditure *per head* than is shown in any of the four wholly-adult groups because children have a lower *average* food requirement than adults. This characteristic also contributes to a decrease in average food expenditure per head as the number of children in the family increases. Economies of scale also play their part and provide some explanation why average expenditure per head on food in 1974 ranged from £2·95 per person per week in households of two adults and one or two children, through £2·50 when there was a third child, to £2·43 when there were four or more children, and was as little as £2·29 for the group of very large households with at least three adults and at least three children. After allowing for inflation and the general rise in food prices, this range is very little different from that recorded in 1973 except that households containing two adults and four or more children appear to have improved their relative position. Further details of average consumption and expenditure in respect of the main foods or groups of foods are given in Tables 19 and 20 for each type of family.

59 Table 20 also shows the relative importance in the household food budget of those foods which received direct subsidies during the whole or part of 1974. Average spending on these foods accounted for about a fifth of the food budget in all groups, the proportions ranging from 19·4 per cent to 22·4 per cent, and varying directly with the number of children in the family. In absolute terms, average weekly spending on these foods in wholly-adult households ranged from 83p in single-adult households to 65p a head in households containing four or more adults. In households containing children the range was from 61p a head in families of three or more adults but only one or two children to 51p a head in families of three or more adults and three or more children; the average for single-parent families was 54p.

HOUSEHOLD COMPOSITION DIFFERENCES WITHIN INCOME GROUPS

60 In order to illustrate the effect which the size and composition of the family has upon food consumption and expenditure patterns at different income levels, and vice versa, the Survey data have been analysed according to family composition within each broad income group. Pensioner households have been excluded from this analysis because they rarely contain children, and

non-earning households in income group E1 have been excluded because they are distributed over a wide income range and do not occur with sufficient frequency in the samples from those family groups which include children. The samples of households in income groups A1 and A2 are also too small for separate analysis according to family composition and have therefore been combined, as have those for income groups D and E2. Similarly, all wholly-adult households have been placed in a single category regardless of household size, and so have all households with children if they also contain three or more adults. The analysis is therefore confined to 24 sub-groups of households as shown in Table 21. Details of the composition of the samples included in those groups in 1974 are given in Table 8 of Appendix A. Estimates of average weekly food expenditure per head and per household in 23 of the 24 sub-groups are given in Table 21 (the sample contained only one one-parent family in the highest income group and details of its expenditure cannot be divulged). With the income and family size groupings adopted in the table, average food expenditure *per head* in the two-adult families with children appears to vary more with the income of the head of the family than with the number of children, but the converse appears to hold in respect of the average food expenditure *per household*.

61 Details of the food consumption patterns of each of the 23 sub-groups are given in Table 22, together with estimates of their average expenditure on subsidised foods. The latter accounted for less than 18 per cent of the household food budget in the smaller families in the highest income group, but 24 to 25 per cent in the larger families in the lowest income group.

Chapter 4

NUTRITIONAL VALUE OF HOUSEHOLD FOOD

1 Introduction

62 The nutritional value of the food itemised in Chapters 2 and 3 is estimated by using appropriate conversion factors. These factors are revised annually to take account both of the changing knowledge of the composition of foods and of the relative contribution of separate foods to the composite food items in the Survey classification; they also allow for inedible material and for the losses of thiamin and vitamin C which are likely to occur during cooking. The results are presented in three main ways: (a) as average intakes per person; (b) as proportions of the intakes recommended by the Department of Health and Social Security (after making allowances for individual needs, for meals eaten outside the home, and for an assumed wastage of 10 per cent of the *edible* portion of all foods); and (c) as nutrients per 1,000 kcal. The methodology and the advantages of each presentation are discussed in detail in the Annual Report for 1972.¹

63 The values for 1974 should not be compared directly with those for previous years because they include the results of the first comprehensive analyses of the nutrient composition of meat and meat products – major items in most diets – to be undertaken for many years. The main effects which these revised factors had on the estimates of nutritional value for each type of household were a reduction in the proportion of fat and an increase in the proportion of protein which together resulted in a slight decrease in energy value, and decreases in iron and thiamin; there was also a slight decrease in nicotinic acid, partly offset by an increase in the amino acid tryptophan which can be converted to nicotinic acid in the body. The changes in the composition of meat will have occurred gradually over the years, but the cumulative result may be considered sufficient to constitute a break in series in these Reports.

2 National averages

64 The nutritional value of the average household diet in 1974 is given in two ways in Table 23. The first results from the reapplication of the nutrient conversion factors used in 1973 to the quantities of food obtained in 1974, and allows some estimate to be made of the consequences of the changes in dietary pattern alone; the second results from the use of the new conversion factors and is a more accurate statement of the nutritional value of the household food for each quarter as well as for the year as a whole.

65 The effect of the new factors, mainly those for meat, was to increase the apparent intake of (animal) protein by nearly 1 per cent and to reduce the apparent intakes of energy, fat, iron and thiamin by nearly 2, 4, 8 and 5 per cent respectively. But, even after allowance has been made for this, the intake of every nutrient was slightly lower than in 1973 both absolutely and as a proportion of the recommended intakes – although in no case except vitamin D (and

¹*Household Food Consumption and Expenditure: 1972*, paragraph 100 and Appendix A, paragraphs 17–22, HMSO, 1974.

energy in the second quarter) was the intake of any nutrient below that recommended. Much of the slight decline is attributable to the exceptional circumstances in the first quarter of the year, when intakes were no higher than in the second quarter when the lowest intakes of the year usually occur. The nutritional *quality* of the diet in terms of nutrients obtained per 1,000 kcal was, however, similar to that in 1973, largely because of the decline in the consumption of sugar, which provides nothing but calories. It must also be borne in mind that consumption of meals eaten outside the home and of alcoholic drink both increased, the latter representing for the population as a whole 159 kcal per person per day or an additional 7 per cent on the energy value of the household food.

66 Table 24 summarises the contributions made by major foods to the overall nutritional value of the diet. Largely because of the reduced fat content of meat and the reduced purchases of sugar in the autumn, the average contributions made to the energy value of the household food were slightly different from those in 1973. The percentages were: cereals and cereal products, 29·4; meat and meat products, 15·6; visible fats, 14·9; milk, cream and cheese, 14·8; and sugar (bought as such) and preserves, 10·1. The contributions made by meat and meat products to iron and thiamin intakes declined, however, from 28·1 to 22·7 per cent and from 17·5 to 14·0 per cent respectively, primarily because of the new analyses.

3 *Geographical differences*

67 The nutritional values of diets in households in Wales, Scotland and seven standard regions of England, and in households classified according to their degree of urbanisation, are shown in Table 25. The results were all above the recommended intakes except for energy in smaller towns and rural areas and for vitamin D; they were also broadly similar to those in previous years except for Wales. But because the households selected could not be truly representative of each of these areas, detailed discussion is deferred until the next Annual Report when the period 1970 to 1975 will be reviewed.

4 *Income group differences*

68 The nutritional value of diets in households in different income groups is given in Table 26. The results should not be directly compared with those in previous years, not only because of the new information on meat composition but also because households wholly dependent on unearned income are now more clearly separated than formerly from those containing earners (see also paragraphs 45 and 46).

69 The only nutrient for which there was a marked relationship with earned income was vitamin C: the intake in group A1 was 20 per cent higher than in group A2 and 40 per cent higher than in group D. The intakes of animal protein, riboflavin, nicotinic acid and β -carotene were also higher in group A1 while, in contrast, those of vegetable protein, carbohydrate, iron, retinol and vitamin D were lowest in this group. Households with unearned income (groups E1, E2 and pensioner households) were, however, anomalous in recording the highest absolute intakes of almost every nutrient; this was in part due to their higher absolute requirements for food because they contained comparatively few children.

70 The replacement of margarine by butter which occurred during the year (together with some decrease in purchases of fatty fish) resulted in a decline in the intake of vitamin D. In income group D, for example, the total intake was 2.70 micrograms (μg) per person per day (82 per cent of requirements) in 1974 compared with 2.89 μg (91 per cent of requirements) in 1973, while the decline in income group A1 was even greater.

71 For the first time, the proportions of each nutrient which were derived from the major foods by households in the higher (A1 and A2) and lower (D and E2) income groups are presented and compared. Table 27 (i) shows that the differences were small except for vitamins C and D: the lower income group derived a significantly greater proportion of their vitamin C from potatoes and other vegetables (especially brassicas) and less from fruit, and more of their vitamin D from margarine and less from fatty fish. White bread and (for energy) sugar and preserves were also relatively more important in the diets of the lower income households, while milk, cheese, carcase meat, fish and fruit were more important in the diets of higher income households.

5 Household composition differences

72 Table 28 shows the nutritional value of diets in households containing different numbers of adults and children, but without regard to the age of the housewife. The absolute intakes of energy and nutrients per head were easily the highest in households with no children; for the other households, intakes were lowest when there were three or more children. When considered in relation to the recommended intakes, which make allowance for the lower nutrient requirements of children, the differences were smaller but still apparent.

73 The effect of the new conversion factors (reflecting the changed composition of meat) on the nutrient intakes recorded by the largest families – those with four or more children – was to reduce the apparent intakes of energy, fat, iron and thiamin by 1, 3, 7 and 5 per cent respectively.

74 In Table 27 (ii) the contributions made by major foods to the nutrient intakes of households containing two adults and four or more children are compared with those in households containing two adults but no children. In the diet of the larger households, white bread was very important, especially for energy, protein, calcium, iron and thiamin; milk also provided a greater proportion of most nutrients than in the smaller households while potatoes were more important for vitamin C than were other vegetables or fruit. Breakfast cereals were also relatively important for B vitamins. In contrast, a greater proportion of the nutrients in the smaller households was provided by carcase and other meat.

75 The nutritional value of the food in households classified according to both family composition and income at the same time is shown in Table 29; this classification is restricted as explained in paragraph 60. Households without children had by far the highest intakes of nutrients per head regardless of income, but the quality of their food estimated as nutrients per 1,000 kcal was no higher than in the households with children. The intakes of nutrients in households with children were lower, and in some cases did not meet the recommended intakes

for energy, iron or vitamin D¹ after the conventional allowance for the wastage of 10 per cent of all food (again regardless of the income of the head of the household); these results provide a reason for watchful concern.

6 *Cost of nutrients*

76 The nutritional "value for money" of a number of major foods is compared in Table 30 as the amount of each nutrient obtained for the expenditure of 1p on each, as in 1973.² Corresponding indices are given in Table 31. Because the price of food has risen, about 13 per cent less of most nutrients could be obtained for this expenditure than in 1973; milk, however, was an exception in that the subsidies paid made it even better value for money for all nutrients than in 1973. The relative values of meats also changed, especially for iron and thiamin, partly as a result of the new analyses described in paragraph 63. Nevertheless, liver remained, with milk, cheese, potatoes, cereal products, and to a lesser extent peas and beans, among the cheapest sources of most nutrients.

¹A dietary source of this vitamin is, however, not necessary for most adults because they obtain all they need by the action of sunlight on the skin.

²*Household Food Consumption and Expenditure: 1973*, Tables 30 and 31 and paragraphs 86–89, HMSO, 1975.

Chapter 5

SPECIAL ANALYSES

1 Food consumption, expenditure and nutrition in households owning a deep-freezer or a refrigerator

77 The Annual Report¹ for 1973 gave details of average food consumption, expenditure and nutritional levels in 1972 and 1973 for households owning a deep-freezer; estimates were also given for households owning a refrigerator but not a deep-freezer and for households owning neither. Comparable estimates for 1974 are given in Tables 32 to 35 and in Table 10 of Appendix A. It should be noted that food purchased for storage in a deep-freezer is recorded in the Survey at the time it is purchased; in contrast, quantities of garden, allotment and other free supplies which have been stored in the freezer are recorded at the time when they are removed from the freezer for consumption. As mentioned in paragraph 16, purchases of frozen convenience foods and of other frozen foods by freezer-owning households in 1974 are probably under-estimated because the fieldwork of the National Food Survey has to be suspended during general election campaigns, and the suspension in the autumn of 1974 coincided with a period when households tend to be re-stocking their deep-freezers after the summer holiday period. Information from other sources suggests that the true averages for 1974 would be no less than those recorded in the previous year. Subject to this limitation, the results obtained in 1974 are broadly similar to those found in 1973 and discussed in the Annual Report for that year.¹

2 Food consumption, expenditure and nutrition in households classified according to housing tenure

78 Some users of National Food Survey data have expressed an interest in seeing tabulations of average food consumption, expenditure and nutritional patterns for groups of households classified according to the type of tenure under which they occupy their dwellings. For this purpose, households participating in the Survey have been grouped into six categories, namely those occupying property—

- (a) rented unfurnished from a local authority
- (b) rented unfurnished from other owners
- (c) rented furnished
- (d) rent free (eg accommodation provided by an employer as part of an employee's remuneration)
- (e) which they own outright
- (f) which they own with a mortgage.

Details of the size of the samples of responding households in each of these categories in 1974 together with summary particulars of their average expenditure on food are given in Table 36. Further details of their food consumption and expenditure patterns are given in Tables 37 and 38.

¹*Household Food Consumption and Expenditure: 1973*, paragraphs 90–97, Tables 32–35, and Appendix A, Table 9, HMSO, 1975.

79 It cannot be too strongly emphasised that no cause and effect relationship between type of tenure and dietary pattern should be inferred from the data in the tables. The averages for each group are purely descriptive of each group, and, as indicated in Table 36, the groups differ (apart from housing tenure) in several important characteristics which govern their food consumption and expenditure patterns. Indeed, housing tenure itself is often governed by such characteristics as household size, composition and income. Thus, property rented from local authorities tends to be occupied, on average, by larger families than those living in property rented from other landlords, while owner-occupiers without a mortgage tend to be older and to have fewer children living with them than have owner-occupiers with a mortgage. The latter, together with families living in rented furnished accommodation have more meals out than other kinds of occupier. Average net declared income *per head* is highest for those renting furnished property and least for those occupying rent-free accommodation, but net declared income *per family* is highest for families with a mortgage and least for those renting unfurnished property from a private landlord.

80 Despite the reservations made in paragraph 79, the average value of food obtained for consumption in the home in 1974, inclusive of garden and allotment produce and food perquisites, was remarkably uniform in four of the six groups (between £3·00 and £3·06 per person per week). The two exceptions were in respect of people living in accommodation rented from private landlords (£3·36) and those owning their property outright (£3·53); both these groups were of lower than average household size and had few children, especially the latter group, which also had relatively few earners and few meals out.

81 The main characteristics of the average food consumption and expenditure patterns of council tenants are that they obtained least garden and allotment produce, incurred much the lowest cost per calorie, and (together with mortgagors) generally paid lower prices for food than were paid by all other types of household. They incurred the highest expenditure on canned convenience foods, and consumed greater amounts of bread (specifically white bread), processed meats and cooking fats than other households and had by far the highest level of consumption of potatoes. Their purchases of fried fish, chips, margarine, sugar and tea were well above—and those of butter and preserves below—the national average, and they recorded the lowest consumption of milk, cream, cheese, flour, wholemeal bread, coffee and branded food drinks.

82 Occupiers of dwellings rented unfurnished from private landlords recorded averages for overall food expenditure, prices paid for food and cost per calorie which were a little above the national averages, but nevertheless tended to share some of the dietary characteristics shown by council tenants. These included comparatively high consumption of potatoes, bread, sugar and tea, and low average consumption of frozen vegetables. Compared with council tenants they ate even more fish and chips and more fresh meat, poultry and bacon but less processed meat, and their consumption of most other foods was closer to the national average.

83 Households renting furnished accommodation recorded the highest general level of food prices actually paid by housewives and the highest cost per calorie. They had the highest average expenditure per head on convenience foods, especially frozen convenience foods, and equated with council tenants in having

the highest expenditure on canned foods and the least (in value terms) self-supplied garden and allotment produce. They had the greatest average consumption of poultry, frozen fish, vegetable oils, processed vegetables, brown bread, rice, some cereal convenience foods, coffee and cocoa, and they also showed comparatively high averages for cheese, breakfast cereals and branded food drinks, but low averages for milk, carcass meat, flour and oat products and the lowest averages for bacon, eggs, fresh fish, butter, margarine, cooking fat, sugar, preserves, fresh greens, potatoes, white bread, cakes, biscuits and tea. On average, people in this type of dwelling obtained 5.0 meals away from home each week, of which 2.5 were mid-day meals, compared with national averages of 2.9 and 1.7 respectively.

84 Occupiers of rent-free accommodation obtained by far the greatest amount of garden and allotment produce and food perquisites (worth 18p per person per week), and although on the whole they paid above-average prices for their food purchases the cost per calorie was slightly below average. They recorded the lowest average expenditure on seasonal foods and on convenience foods (especially canned foods) and the lowest overall expenditure on food. Their average consumption of milk, eggs and biscuits was greater than for any of the five other categories of tenure and they also recorded comparatively high levels of consumption of processed meats, frozen fish, preserves, fresh greens, cakes and oat products, but low levels of consumption of cheese, fresh fish, potatoes and fruit, and the lowest levels of consumption of cream, meat (especially fresh meat and poultry), canned fish, fish products, fats and dried vegetables.

85 Outright owners of their own (unmortgaged) dwellings tended to be elderly with few or no children, and they recorded much the highest levels of overall food expenditure per head and of spending on seasonal foods, but they tied with rent-free occupiers in having the lowest expenditure on convenience foods. They obtained well above average amounts of food from gardens or allotments or as perquisites and the average cost per calorie of their food was exceeded only by people renting furnished accommodation. They recorded the highest per caput consumption of cream, cheese, fresh meat, bacon, fresh fish, fats (especially butter and margarine), sugar, preserves, fresh greens, fruit, flour, cakes, oatmeal, tea, coffee, and branded food drinks, but the lowest consumption of frozen fish, breakfast cereals and cocoa.

86 Owners of mortgaged dwellings bought their food at below-average prices but their average cost per calorie was a little above the national average. They had a comparatively high level of consumption of frozen vegetables, breakfast cereals, cream, frozen fish, poultry, vegetable oils and fruit, but low consumption of lamb, bacon, eggs, processed meats, potatoes, fresh greens, sugar, bread, cakes, oatmeal and tea.

87 These variations in circumstances and food purchases resulted in the highest intakes of most nutrients *per person* in houses owned outright and the lowest in furnished rented dwellings. But when more realistically considered in terms of recommended intakes, the quality of the diet in the latter households was the highest of all, while that in the small group of rent-free houses was the lowest. The extent to which diets exceeded the recommended intakes was fairly close to the national average for both council tenants and owners of mortgaged dwellings, except that the former had somewhat lower intakes of vitamin C and the nutrients for which milk is a specially important source.

3 Consumption of milk by different categories of person

88 Introduction Since February 1971, households participating in the National Food Survey have been asked to keep a special record of the quantities of milk drunk or consumed in beverages by each member of the family separately, together with quantities used for cooking purposes and amounts served to visitors. This supplementary information (as distinct from the normal Survey records of quantities obtained for the family as a whole) was aimed primarily at keeping under review the levels of milk consumption by those classes of person whose entitlement to cheap welfare milk or to free school milk was terminated in 1971.¹ For this purpose, three broad categories of households were distinguished, namely:

Group I—households containing one or more children aged 0–4 years and/or an expectant mother, but no child aged 7–9 years. This group includes all households which would have been entitled to welfare milk under the regulations applicable before April 1971, but excludes a number (though not all) of households containing a child which would have been eligible for free school milk² under the old regulations but not under the new regulations. Sacrificing strict accuracy to brevity, this group is referred to below as “households affected by the change in arrangements for welfare milk but not by that for school milk”.

Group II—households containing one or more children aged 7–9 years, but no expectant mother and no child aged 0–4 years. Virtually all the households in this group would contain at least one child whose entitlement to free school milk² was removed in September 1971, but virtually none of the households which were affected by the change in regulations for welfare milk. For convenience, this group is referred to below as “households affected by the change in arrangements for school milk but not by that for welfare milk”.

Group III—households containing at least one child aged 0–4 years and/or an expectant mother, and at least one child aged 7–9 years. For convenience, this group is referred to below as “households affected by the changes in arrangements for both welfare milk and school milk”.²

The three broad categories of household were further sub-divided into families in the higher income groups (income groups A and B as defined in paragraph 45

¹*The Welfare Food Order 1971*, SI No. 457, HMSO, 1971, terminated the arrangements for the supply of one pint of milk a day at reduced price to children under 5 years of age and to expectant mothers, but provided for free milk to be supplied on a wider scale to families in need.

The *Education (Milk) Act, 1971*, restricted the supply of free milk at school to certain classes of pupils in maintained schools while permitting the *sale* of milk in schools. With a number of exceptions, the general effect was that the supply of free milk was thereafter restricted to pupils up to the end of the summer term next following their seventh birthday.

²The system of coding and processing National Food Survey data which was in use in 1971 when these groups were defined did not make it possible to match them more closely with households which were affected by the changes in the regulations for school milk. The matching could only be attempted in terms of distinguishing households containing children in either the age range from 7 to 12 (ie under 13) years or that from 10 to 12 years or that from 7 to 9 years, the latter being the one which was adopted. Although a closer match would have been possible if the relevant computer tapes had carried the ages of children in single years instead of a range, an exact match would still not have been possible because, in fact, only about half of the children aged seven or eleven years would have been affected, as eligibility to school milk is for the whole academic year and does not terminate on a birthday.

above) and those in the lower groups (income groups C, D and E2). A further (alternative) sub-division distinguished between families with only one or two children and those with three or more.

89 Quantities of milk consumed in the home by different categories of person

Details of average quantities of milk drunk in 1973 and 1974 by various categories of person in each of the three groups are given in Table 40. Similar data for 1972 were given in the Report for that year, and were compared with estimates obtained during February and March 1971 (ie the only period for which similar data had been collected *before* the implementation of the revised arrangements for welfare milk).¹ Those comparisons, however, were unsatisfactory because the estimates obtained during February/March 1971 were from very small samples and subject to a wide margin of sampling error. They had hinted at the possibility that in the groups of households affected *only* by the change in arrangements for welfare milk, children under 5 years of age in the lower income groups might have consumed on average rather less milk in 1972 than in February/March 1971, and that adult women might also have consumed less. The results for the comparable groups in 1973 and 1974 suggest that consumption by such children was at least fully restored and that consumption by the adult females was not decreasing further; indeed, they throw into doubt the fall recorded for the latter in 1972 because it had only been recorded for adult women in small families or in the lower income group, and the small samples from both these categories in February/March 1971 had recorded much higher levels of consumption than for other groups of adult women.

90 Similarly, in the groups of families affected only by the change in arrangements for school milk, the small (and not statistically significant) decreases recorded in 1972 for children of 7 years of age and over in the lower income group and for those aged 10 or over in the large families, were made good in 1973 and 1974; also the general run of the data for adults suggests that such decreases as were recorded for them between February/March 1971 and the whole of 1972 arose most probably because of sampling variation in the earlier period.

91 In the groups of families affected by both the change in welfare milk and that for school milk, the high levels of consumption recorded in February/March 1971 by people in high income families (in comparison with similar people in high income families affected only by one of the changes in milk distribution arrangements) appear, in retrospect, to result from sampling variation, and so do the high values for some categories of person in larger families. Between 1972 and 1974 changes in average consumption by people in these groups have, in the main, been small and of no real significance.

92 On the whole, the data obtained from this special study since 1971 provide no evidence of any significant change in milk consumption habits by any age group resulting either from the above changes in legislation or from the fall in the real (deflated) price of milk between 1971 and 1974. The differences between the age groups remain unchanged, with consumption varying inversely with age. No nutritional interpretation can be placed on these data because nutritional status depends on the diet as a whole rather than on any single component.

¹*Household Food Consumption and Expenditure: 1972*, paragraphs 93-95, HMSO, 1974.

4 Meals eaten outside the home

93 The Survey records of meals obtained away from home by members of private households and not provided from the household food supply were again analysed in 1974 to show the average number of such meals and the average number taken at mid-day. The results are given in Table 41, and show an overall increase since 1973¹ and increases in practically all of the household groups for which separate results have been compiled. Overall, the increase was from 2·69 meals out per person per week in 1973 to 2·90 in 1974, with an increase from 1·66 mid-day meals out to 1·70. This tendency for the average number of mid-day meals out to increase proportionately less than the average number of other meals out in 1974 was also apparent in most household groups, but quantitative comparisons should be made only with circumspection in view of sampling variation (particularly in the geographical analyses), and the changes in definition of the income groups.

94 Table 41 also shows the average "net balance" for persons in the Survey and for visitors. The net balance for persons is, in effect, a measure of the proportion of their meals which were provided from the household food supply when each meal is given a weighting in proportion to its importance. Thus, assuming a four-meal day, each breakfast was given a relative weight of 0·02, each mid-day meal a weight of 0·06, each tea a weight of 0·02 and each supper a weight of 0·04, the weights for the two latter meals being interchangeable according to which meal was the larger; if the household adopted a three-meal per day pattern and only one evening meal was taken, it was given a weight of 0·06. A person eating all his meals at home is given a net balance of 1·00, but, when meals are eaten away from home, deductions according to the above scale of weights are made from each person's net balance; conversely, but using a similar process of weighting, a net balance is built up in respect of meals served to visitors. The average net balance of 0·86 given in the table for all persons in the sample thus means that 86 per cent of the week's meals, thus weighted, were provided from the household food supply and the remaining 14 per cent were obtained outside the home; similarly, the average net balance of 0·04 for visitors means that meals served to visitors were, on this scale, equivalent to 4 per cent of the whole week's meals for all *members* of the household. The relative change in the overall net balance from 0·87 in 1973 to 0·86 in 1974 is not in contradiction to that in the *number* of meals out mentioned in the preceding paragraph, since (rounding apart) the difference arises from the smaller increase in mid-day meals out than in that for other meals out.

95 **School meals** Because of the interest which is taken in the provision of mid-day meals to children at school the Survey records have been further analysed to show the number of mid-day meals eaten outside the home by children of 5–14 years of age. These meals have been classified according to the number of school dinners in day schools, the number of packed lunches prepared from the household food supply, and the number of other mid-day meals eaten outside the home. Meals eaten when the child was away from home (eg on holiday or at boarding school) are excluded except in a very small minority of cases where the absence was of such short duration that the child qualified as a member of the household for purposes of the Survey (ie it spent

¹See *Household Food Consumption and Expenditure: 1973*, pp. 43, 44 and 151, HMSO, 1975.

at least four nights at home during the week and ate at least one meal a day from the household food supply on at least four days). The results are shown in Table 42 as the average number of each type of mid-day meal per school child per week throughout the year (inclusive of such portion of the school holiday periods as was spent at home). Generally, the average number of school meals was rather less in 1974 than in 1973 (2·42 compared with 2·56) and more mid-day meals were eaten at home. Changes recorded between 1973¹ and 1974 for children in the various categories of household shown in Table 42 should be regarded with circumspection for reasons given in paragraph 93.

¹See *Household Food Consumption and Expenditure: 1973*, pp. 44 and 152, HMSO, 1975.

PART III

Main tables

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

TABLE 6
Indices of expenditure on main food groups (a), 1970-1974

(1970 (b) = 100)

	Indices of expenditure			
	1971 (b)	1972	1973	1974
Liquid milk	122.1	126.1	134.1	119.9
Other milk and cream	115.1	134.5	143.6	156.3
Milk and cream	121.2	127.2	135.4	124.6
Cheese	122.5	156.1	172.4	190.0
Beef and veal	115.2	114.0	135.6	164.2
Mutton and lamb	114.4	122.1	141.5	146.7
Pork	112.7	129.8	161.0	179.7
Carcass meat	114.5	118.9	141.6	162.2
Bacon and ham, uncooked	102.2	108.2	137.5	153.6
Poultry, uncooked	107.6	123.5	170.2	162.6
Other meat and meat products	102.6	113.4	135.7	153.4
All meat	108.4	116.0	141.5	158.2
Fish, fresh and processed	111.4	117.9	145.3	158.3
Fish, convenience	105.4	123.8	127.1	149.6
Fish	108.2	121.1	135.5	153.6
Eggs	108.3	94.4	135.7	154.7
Butter	125.7	119.2	107.5	120.1
Margarine	126.9	148.0	131.3	152.1
Other fats	106.1	107.8	125.7	182.1
Fats	122.3	122.7	115.6	138.0
Sugar	100.7	111.1	104.2	128.9
Preserves	111.4	116.8	128.3	152.7
Potatoes (raw)	83.2	86.8	101.3	118.3
Fresh green vegetables	103.4	114.0	126.4	147.4
Other fresh vegetables	114.6	118.0	139.8	154.5
Other vegetables	104.7	120.0	134.6	164.4
Vegetables	101.2	109.6	125.7	146.8
Fresh fruit	121.8	122.5	142.2	155.5
Other fruit	111.3	116.6	142.3	156.6
Fruit	118.0	120.4	142.2	155.9
Bread	102.2	108.3	113.2	142.5
Cereals other than bread	109.1	116.8	127.5	157.2
Cereals	106.1	113.1	121.3	150.8
Beverages	102.4	101.4	103.3	119.4
Miscellaneous foods (c)	102.0	112.1	128.0	148.1
ALL FOODS (c)	109.6	116.0	131.9	148.8

(a) See Appendix A, Table 13 for definitions of the food groups.

(b) The estimates for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972.

(c) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded and for which average prices therefore could not be calculated.

TABLE 7
 Indices of prices for main food groups (a), 1970-1974
 (1970 = 100)

	Indices of prices			
	1971	1972	1973	1974
Liquid milk	117.3	121.5	125.4	113.0
Other milk and cream	118.6	134.3	149.9	162.7
Milk and cream	117.4	123.1	128.7	119.8
Cheese	120.6	156.3	162.8	180.7
Beef and veal	113.0	126.7	164.8	170.9
Mutton and lamb	109.7	126.0	162.8	185.7
Pork	105.0	116.9	148.5	156.4
Carcass meat	110.7	124.6	161.2	171.8
Bacon and ham, uncooked	105.6	120.1	162.1	191.3
Poultry, uncooked	110.6	107.7	137.0	155.1
Other meat and meat products	109.4	117.8	141.7	167.9
All meat	109.6	120.3	152.7	171.7
Fish, fresh and processed	113.9	131.0	163.9	200.7
Fish, convenience	111.4	120.9	140.7	185.1
Fish	112.6	125.5	151.3	192.2
Eggs	110.2	97.3	144.5	171.4
Butter	135.4	146.6	120.8	126.1
Margarine	115.6	117.7	121.9	164.0
Other fats	111.9	115.0	124.6	189.1
Fats	126.9	134.0	121.8	145.3
Sugar	108.1	123.1	126.6	163.5
Preserves	105.8	114.9	137.8	167.1
Potatoes (raw)	88.0	96.7	113.5	136.1
Fresh green vegetables	102.0	112.5	127.5	161.2
Other fresh vegetables	109.4	119.5	138.5	158.2
Other vegetables	109.6	113.7	123.1	151.8
Vegetables	102.6	110.6	125.2	150.8
Fresh fruit	114.2	128.7	148.7	164.3
Other fruit	103.2	106.8	121.8	157.4
Fruit	110.2	120.4	138.2	161.7
Bread	108.4	116.9	125.8	161.0
Cereals other than bread	110.7	121.0	128.3	164.9
Cereals	109.7	119.2	127.2	163.3
Beverages	107.7	107.1	112.5	123.9
Miscellaneous foods (b)	107.0	110.4	114.8	133.9
ALL FOODS (b)	110.7	119.3	136.7	157.7

(a) See Appendix A, Table 13 for definitions of the food groups.

(b) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded and for which average prices therefore could not be calculated.

TABLE 8

Indices of real value of purchases of main food groups (a), 1970-1974

(1970 (b) = 100)

	Indices of real value of purchases			
	1971 (b)	1972	1973	1974
Liquid milk	104.1	103.7	107.0	106.1
Other milk and cream	97.1	100.1	95.8	96.1
Milk and cream	103.3	103.3	105.1	104.0
Cheese	101.6	99.9	105.9	105.2
Beef and veal	102.0	90.0	82.3	96.1
Mutton and lamb	104.3	96.9	86.9	79.0
Pork	107.3	111.0	108.4	114.9
Carcase meat	103.5	95.4	87.9	94.4
Bacon and ham, uncooked	96.8	90.1	84.8	80.3
Poultry, uncooked	97.3	114.6	124.2	104.8
Other meat and meat products	93.8	96.3	95.8	91.3
All meat	99.0	96.4	92.7	92.2
Fish, fresh and processed	97.8	90.0	88.6	78.9
Fish, convenience	94.7	102.4	90.4	80.8
Fish	96.1	96.5	89.5	79.9
Eggs	98.3	97.0	93.9	90.3
Butter	92.8	81.3	89.0	95.2
Margarine	109.8	125.8	107.7	92.8
Other fats	94.8	93.7	100.9	96.3
Fats	96.3	91.5	94.9	94.9
Sugar	93.2	90.2	82.3	78.9
Preserves	105.3	101.7	93.1	91.4
Potatoes (raw)	94.5	89.7	89.2	86.9
Fresh green vegetables	101.4	101.3	99.1	91.4
Other fresh vegetables	104.8	98.7	100.9	97.6
Other vegetables	95.5	105.6	109.4	108.3
Vegetables	98.6	99.1	100.4	97.4
Fresh fruit	106.7	95.3	95.6	94.7
Other fruit	107.9	109.1	116.8	99.5
Fruit	107.1	100.0	102.9	96.4
Bread	94.3	92.7	90.0	88.5
Cereals other than bread	98.5	96.6	99.4	95.3
Cereals	96.7	94.9	95.4	92.4
Beverages	95.1	94.6	91.8	96.4
Miscellaneous foods (c)	95.3	101.5	111.5	110.6
ALL FOODS (c)	99.0	97.3	96.5	94.4

(a) See Appendix A, Table 13 for definitions of the food groups.

(b) The estimates for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972.

(c) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded and for which average prices therefore could not be calculated.

TABLE 9

*Household consumption of individual foods (a): quarterly
and annual national averages, 1974*

(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)	4.51	4.65	4.70	4.72	4.65	4.53
Welfare (pt)	0.03	0.04	0.03	0.02	0.03	—
School (pt)	0.09	0.06	0.03	0.07	0.06	—
<i>Total liquid milk</i> (pt)	<i>4.63</i>	<i>4.75</i>	<i>4.76</i>	<i>4.80</i>	<i>4.74</i>	<i>4.53</i>
Condensed milk (eq pt)	0.14	0.16	0.18	0.19	0.17	0.17
Dried milk						
National (eq pt)	0.01	0.01	0.01	...	0.01	0.01
Branded (eq pt)	0.07	0.05	0.05	0.05	0.06	0.06
Instant milk (eq pt)	0.07	0.06	0.07	0.06	0.07	0.07
Yoghurt (pt)	0.04	0.06	0.05	0.04	0.05	0.05
Other milk (pt)	...	0.01	0.02	0.01	0.01	0.01
Cream (pt)	0.03	0.03	0.03	0.03	0.03	0.03
<i>Total milk and cream</i> (pt or eq pt)	<i>4.99</i>	<i>5.12</i>	<i>5.18</i>	<i>5.19</i>	<i>5.12</i>	<i>4.91</i>
CHEESE:						
Natural	3.24	3.58	3.59	3.45	3.47	3.46
Processed	0.29	0.27	0.26	0.27	0.27	0.27
<i>Total cheese</i>	<i>3.54</i>	<i>3.85</i>	<i>3.85</i>	<i>3.72</i>	<i>3.74</i>	<i>3.74</i>
MEAT AND MEAT PRODUCTS:						
Carcass meat						
Beef and veal	7.24	6.74	7.37	8.30	7.41	7.38
Mutton and lamb	3.35	3.71	4.73	4.65	4.11	4.09
Pork	3.05	3.82	3.15	2.76	3.20	3.18
<i>Total carcass meat</i>	<i>13.64</i>	<i>14.27</i>	<i>15.24</i>	<i>15.71</i>	<i>14.72</i>	<i>14.65</i>
Other meat and meat products						
Liver	0.70	0.66	0.67	0.67	0.68	0.68
Offals, other than liver	0.42	0.30	0.35	0.41	0.37	0.37
Bacon and ham, uncooked	4.07	4.26	4.46	3.93	4.18	4.18
Bacon and ham, cooked, including canned	0.72	1.01	1.08	0.92	0.93	0.93
Cooked poultry, including canned	0.17	0.22	0.18	0.19	0.19	0.19
Corned meat	0.33	0.38	0.42	0.37	0.38	0.38
Other cooked meat, not purchased in cans	0.58	0.71	0.66	0.51	0.62	0.61
Other canned meat and canned meat products	1.82	1.85	1.77	1.43	1.72	1.72
Broiler chicken, uncooked, including frozen	3.50	3.89	3.90	3.08	3.59	3.59
Other poultry, uncooked, including frozen	1.02	1.28	1.67	1.61	1.40	1.36
Rabbit and other meat	0.16	0.06	0.06	0.07	0.09	0.08
Sausages, uncooked, pork	1.96	1.84	1.98	2.01	1.95	1.95
Sausages, uncooked, beef	1.59	1.64	1.48	1.48	1.55	1.55
Meat pies and sausage rolls, ready-to-eat	0.61	0.66	0.66	0.64	0.64	0.64
Frozen convenience meats or frozen convenience meat products	0.78	0.73	0.79	0.60	0.73	0.73
Other meat products	2.33	2.30	2.16	2.16	2.24	2.23
<i>Total other meat and meat products</i>	<i>20.77</i>	<i>21.78</i>	<i>22.30</i>	<i>20.08</i>	<i>21.23</i>	<i>21.15</i>
<i>Total meat and meat products</i>	<i>34.41</i>	<i>36.05</i>	<i>37.54</i>	<i>35.79</i>	<i>35.95</i>	<i>35.80</i>
FISH:						
White, filleted, fresh	0.72	0.66	0.67	0.71	0.69	0.69
White, unfileted, fresh	0.50	0.53	0.70	0.57	0.58	0.56
White, uncooked, frozen	0.29	0.27	0.31	0.25	0.28	0.28
Herrings, filleted, fresh	0.02	...	0.01	0.01	0.01
Herrings, unfileted, fresh	0.05	0.06	0.07	0.09	0.07	0.07
Fat, fresh, other than herrings	0.09	0.07	0.14	0.07	0.09	0.09
White, processed	0.25	0.23	0.16	0.15	0.20	0.20
Fat, processed, filleted	0.07	0.11	0.10	0.09	0.09	0.09
Fat, processed, unfileted	0.16	0.08	0.11	0.12	0.12	0.12
Shellfish	0.05	0.06	0.07	0.05	0.06	0.06
Cooked fish	0.66	0.75	0.73	0.82	0.74	0.74
Canned salmon	0.14	0.16	0.20	0.24	0.19	0.19
Other canned or bottled fish	0.36	0.39	0.48	0.43	0.42	0.42
Fish products, not frozen	0.12	0.13	0.13	0.11	0.12	0.12
Frozen convenience fish products	0.82	0.74	0.59	0.57	0.68	0.67
<i>Total fish</i>	<i>4.29</i>	<i>4.25</i>	<i>4.47</i>	<i>4.29</i>	<i>4.33</i>	<i>4.30</i>

TABLE 9—continued

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
EGGS (no.)	4.06	4.26	4.21	3.82	4.09	3.94
FATS:						
Butter	5.37	5.59	5.53	5.93	5.61	5.61
Margarine	2.81	2.59	2.54	2.45	2.60	2.60
Lard and compound cooking fat	1.91	1.81	1.68	1.88	1.82	1.82
Vegetable and salad oils (fl oz)	0.85	0.62	0.68	0.70	0.71	0.71
All other fats	0.34	0.26	0.27	0.37	0.31	0.31
<i>Total fats</i>	<i>11.28</i>	<i>10.86</i>	<i>10.70</i>	<i>11.33</i>	<i>11.04</i>	<i>11.04</i>
SUGAR AND PRESERVES:						
Sugar	14.06	13.80	13.21	11.04	13.03	13.03
Jams, jellies and fruit curds	1.06	1.21	1.13	1.21	1.15	1.11
Marmalade	0.79	0.76	0.88	1.04	0.87	0.87
Syrup, treacle	0.31	0.22	0.28	0.29	0.28	0.28
Honey	0.17	0.15	0.13	0.24	0.17	0.17
<i>Total sugar and preserves</i>	<i>16.40</i>	<i>16.13</i>	<i>15.64</i>	<i>13.81</i>	<i>15.50</i>	<i>15.45</i>
VEGETABLES:						
Old potatoes						
January–August not prepacked	35.29	22.13	0.31	—	14.43	13.69
prepacked	11.95	6.99	—	—	4.74	4.74
New potatoes						
January–August not prepacked	0.42	12.76	23.96	—	9.29	8.13
prepacked	0.02	1.06	3.29	—	1.09	1.09
Potatoes						
September–December not prepacked	—	—	13.59	41.04	13.66	11.49
prepacked	—	—	2.40	7.42	2.46	2.46
<i>Total fresh potatoes</i>	<i>47.69</i>	<i>42.93</i>	<i>43.55</i>	<i>48.45</i>	<i>45.66</i>	<i>41.58</i>
Fresh green vegetables						
Cabbages, fresh	3.70	4.12	5.21	4.45	4.37	3.44
Brussels sprouts, fresh	2.99	0.06	0.31	4.14	1.88	1.49
Cauliflowers, fresh	1.92	3.97	2.92	2.98	2.95	2.67
Leafy salads, fresh	0.53	1.82	2.11	0.67	1.28	0.98
Peas, fresh	0.05	0.27	1.66	0.21	0.55	0.24
Beans, fresh	0.13	0.41	4.24	0.99	1.44	0.48
Other fresh green vegetables	0.28	0.46	0.11	0.06	0.23	0.12
<i>Total fresh green vegetables</i>	<i>9.62</i>	<i>11.12</i>	<i>16.55</i>	<i>13.50</i>	<i>12.70</i>	<i>9.42</i>
Other fresh vegetables						
Carrots, fresh	3.44	2.37	2.31	3.52	2.91	2.58
Turnips and swedes, fresh	1.79	0.60	0.70	1.89	1.25	1.09
Other root vegetables, fresh	1.00	0.37	0.90	1.18	0.86	0.57
Onions, shallots, leeks, fresh	3.03	2.76	2.67	3.61	3.02	2.67
Cucumbers, fresh	0.38	1.05	1.13	0.56	0.78	0.73
Mushrooms, fresh	0.46	0.44	0.43	0.42	0.44	0.43
Tomatoes, fresh	1.88	3.84	5.88	3.34	3.74	3.25
Miscellaneous fresh vegetables	0.53	0.41	1.39	1.45	0.95	0.74
<i>Total other fresh vegetables</i>	<i>12.51</i>	<i>11.84</i>	<i>15.41</i>	<i>15.97</i>	<i>13.93</i>	<i>12.04</i>
Processed vegetables						
Tomatoes, canned or bottled	1.02	0.96	0.90	0.89	0.94	0.94
Canned peas	2.84	3.28	2.54	2.37	2.76	2.76
Canned beans	3.67	3.70	3.19	3.75	3.58	3.58
Canned vegetables, other than pulses, potatoes or tomatoes	1.54	1.42	1.11	0.99	1.27	1.27
Dried pulses, other than air-dried	0.39	0.23	0.28	0.39	0.32	0.32
Air-dried vegetables	0.05	0.05	0.03	0.03	0.04	0.04
Vegetable juices (fl oz)	0.15	0.16	0.09	0.13	0.13	0.13
Chips, excluding frozen	0.97	1.14	1.20	1.02	1.08	1.08
Instant potato	0.15	0.09	0.09	0.07	0.10	0.10
Canned potato	0.20	0.33	0.14	0.22	0.22	0.22
Crisps and other potato products not frozen	0.55	0.63	0.54	0.51	0.56	0.56
Other vegetable products	0.20	0.30	0.29	0.22	0.25	0.25
Frozen peas	1.32	1.30	1.18	1.37	1.29	1.29
Frozen beans	0.51	0.56	0.38	0.32	0.44	0.44
Frozen chips and other frozen convenience potato products	0.47	0.56	0.51	0.36	0.48	0.48
All frozen vegetables and frozen vegetable products not specified elsewhere	0.46	0.52	0.49	0.31	0.45	0.45
<i>Total processed vegetables</i>	<i>14.49</i>	<i>15.23</i>	<i>12.95</i>	<i>12.95</i>	<i>13.91</i>	<i>13.89</i>
<i>Total vegetables</i>	<i>84.31</i>	<i>81.12</i>	<i>88.46</i>	<i>90.87</i>	<i>86.19</i>	<i>76.93</i>

TABLE 9—continued
(oz per person per week, except where otherwise stated)

	Consumption					Purchases
	Jan/ March	April June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	4.29	3.95	2.64	1.95	3.21	3.21
Other citrus fruits	1.87	1.32	0.82	1.47	1.37	1.36
Apples	6.74	6.83	6.55	8.20	7.08	6.10
Pears	0.76	0.42	0.78	1.08	0.76	0.73
Stone fruit	0.04	0.26	1.94	0.20	0.61	0.59
Grapes	0.11	0.10	0.36	0.76	0.33	0.33
Soft fruit, other than grapes	0.05	0.71	1.76	0.11	0.66	0.39
Bananas	2.37	3.04	3.06	2.97	2.86	2.85
Rhubarb	0.40	1.07	0.56	0.04	0.52	0.15
Other fresh fruit	0.09	0.17	0.83	0.49	0.40	0.40
<i>Total fresh fruit</i>	<i>16.72</i>	<i>17.87</i>	<i>19.30</i>	<i>17.27</i>	<i>17.79</i>	<i>16.10</i>
Canned peaches, pears and pineapples	1.67	1.97	1.51	1.81	1.74	1.74
Other canned or bottled fruit	1.82	2.02	2.06	1.95	1.96	1.92
Dried fruit and dried fruit products	0.81	0.51	0.90	1.53	0.94	0.94
Frozen fruit and frozen fruit products	0.04	0.07	0.04	0.04	0.05	0.05
Nuts and nut products	0.20	0.16	0.23	0.44	0.26	0.26
Fruit juices (fl oz)	1.08	1.02	1.07	1.12	1.07	1.06
<i>Total other fruit and fruit products</i>	<i>5.64</i>	<i>5.75</i>	<i>5.81</i>	<i>6.90</i>	<i>6.03</i>	<i>5.96</i>
<i>Total fruit</i>	<i>22.36</i>	<i>23.62</i>	<i>25.11</i>	<i>24.17</i>	<i>23.82</i>	<i>22.06</i>
CEREALS:						
White bread, large loaves, unsliced	5.76	6.30	5.89	6.26	6.05	6.05
White bread, large loaves, sliced	18.43	20.44	19.09	17.47	18.86	18.85
White bread, small loaves, unsliced	2.31	2.16	2.14	2.32	2.23	2.23
White bread, small loaves, sliced	1.06	1.02	1.33	0.99	1.10	1.10
Brown bread	1.90	1.85	2.42	2.14	2.08	2.08
Wholewheat and wholemeal bread	0.59	0.49	0.60	0.55	0.56	0.56
Other bread	2.60	2.69	2.78	2.39	2.62	2.61
<i>Total bread</i>	<i>32.66</i>	<i>34.94</i>	<i>34.25</i>	<i>32.13</i>	<i>33.50</i>	<i>33.48</i>
Flour	4.84	4.46	5.01	6.88	5.30	5.30
Buns, scones and teacakes	1.05	0.90	0.74	1.06	0.94	0.94
Cakes and pastries	3.18	3.44	3.63	3.77	3.51	3.50
Crispbread	0.24	0.31	0.29	0.36	0.30	0.30
Biscuits, other than chocolate biscuits	3.82	4.26	4.27	4.48	4.21	4.21
Chocolate biscuits	1.20	1.11	1.03	1.13	1.12	1.12
Oatmeal and oat products	0.62	0.41	0.39	0.70	0.53	0.53
Breakfast cereals	2.86	2.86	3.01	2.80	2.88	2.88
Canned milk puddings	1.70	1.80	1.39	1.39	1.57	1.57
Other puddings	0.27	0.24	0.14	0.44	0.27	0.27
Rice	0.64	0.45	0.61	0.60	0.58	0.58
Cereal-based invalid foods (including 'slim- ming' foods)	0.03	0.02	0.03	0.01	0.02	0.02
Infant cereal foods	0.10	0.12	0.07	0.09	0.10	0.10
Frozen convenience cereal foods	0.20	0.20	0.22	0.13	0.19	0.19
Cereal convenience foods, including canned, not specified elsewhere	2.17	2.04	2.11	2.06	2.10	2.10
Other cereal foods	0.40	0.23	0.27	0.32	0.31	0.31
<i>Total cereals</i>	<i>55.97</i>	<i>57.79</i>	<i>57.46</i>	<i>58.34</i>	<i>57.39</i>	<i>57.36</i>
BEVERAGES:						
Tea	2.20	2.15	2.29	2.30	2.24	2.24
Coffee, bean and ground	0.12	0.10	0.07	0.09	0.10	0.10
Coffee, instant	0.49	0.46	0.51	0.56	0.51	0.51
Coffee, essences (fl oz)	0.05	0.05	0.05	0.05	0.05	0.05
Cocoa and drinking chocolate	0.17	0.12	0.18	0.19	0.17	0.17
Branded food drinks	0.18	0.13	0.17	0.17	0.16	0.16
<i>Total beverages</i>	<i>3.22</i>	<i>3.01</i>	<i>3.28</i>	<i>3.37</i>	<i>3.22</i>	<i>3.22</i>
MISCELLANEOUS:						
Baby foods, canned or bottled	0.73	0.69	0.83	0.55	0.70	0.70
Soups, canned	4.26	3.16	2.86	3.54	3.46	3.46
Soups, dehydrated and powdered	0.17	0.10	0.10	0.16	0.13	0.13
Accelerated freeze-dried foods (excl. coffee)	—	—	—	—	—	—
Spreads and dressings	0.20	0.41	0.38	0.18	0.29	0.29
Pickles and sauces	1.51	1.59	1.47	1.61	1.55	1.54
Meat and yeast extracts	0.20	0.16	0.13	0.19	0.17	0.17
Table jelly, squares and crystals	0.31	0.46	0.49	0.39	0.41	0.41
Ice-cream (served as part of a meal), moussé	0.95	1.68	1.47	0.87	1.24	1.24
All frozen convenience foods not specified elsewhere	0.01	0.01	0.01	0.01	0.01
Salt	0.95	0.81	1.04	1.53	1.08	1.08
Novel protein foods	—	0.01	0.01	0.01	0.01

(a) See Appendix A, Table 12 for further details of the classification of foods.

TABLE 10

Household expenditure on individual foods (a): quarterly
and annual national averages, 1974

(pence per person per week)

	Expenditure					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	25.25	22.09	21.24	22.86	22.86	98
Welfare (quality premium)	0.01
School	0.02	0.01	...	0.02	0.01	...
Total liquid milk	25.27	22.10	21.25	22.88	22.88	98
Condensed milk	0.78	0.90	1.10	1.33	1.03	20
Dried milk						
National	0.02	0.02	0.04	...	0.02	...
Branded	0.42	0.38	0.38	0.43	0.40	2
Instant milk	0.37	0.30	0.36	0.37	0.35	3
Yoghurt	0.81	1.20	1.11	1.05	1.04	15
Other milk	0.12	0.14	0.29	0.32	0.22	3
Cream	1.21	1.39	1.46	1.36	1.36	23
Total milk and cream	29.00	26.43	25.99	27.74	27.29	99
CHEESE:						
Natural	7.14	8.09	8.29	8.48	8.00	71
Processed	0.77	0.73	0.76	0.81	0.77	15
Total cheese	7.91	8.83	9.04	9.29	8.77	75
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	26.63	24.58	26.52	28.75	26.62	68
Mutton and lamb	9.91	10.64	13.05	13.13	11.68	40
Pork	9.30	9.20	8.88	8.67	9.01	34
Total carcase meat	45.85	44.43	48.45	50.55	47.32	84
Other meat and meat products						
Liver	2.00	1.95	2.01	2.04	2.00	20
Offals, other than liver	0.81	0.60	0.69	0.82	0.73	12
Bacon and ham, uncooked	13.12	13.10	14.53	14.51	13.82	73
Bacon and ham, cooked, including canned	3.58	5.02	5.16	4.56	4.58	37
Cooked poultry, including canned	0.55	0.74	0.64	0.66	0.65	4
Corned meat	1.42	1.76	2.01	1.81	1.75	15
Other cooked meat, not purchased in cans	2.12	2.62	2.78	2.25	2.44	27
Other canned meat and canned meat products	3.58	3.95	3.80	3.17	3.63	28
Broiler chicken, uncooked, including frozen	5.95	6.45	6.44	5.66	6.13	24
Other poultry, uncooked, including frozen	1.76	2.28	2.71	2.79	2.39	5
Rabbit and other meat	0.33	0.14	0.10	0.19	0.19	1
Sausages, uncooked, pork	3.66	3.55	3.84	4.04	3.77	37
Sausages, uncooked, beef	2.79	2.94	2.69	2.71	2.78	28
Meat pies and sausage rolls, ready-to-eat	1.16	1.31	1.37	1.33	1.29	16
Frozen convenience meats or frozen con- venience meat products	2.10	2.02	2.12	1.74	2.00	15
Other meat products	5.24	5.54	5.17	5.16	5.28	45
Total other meat and meat products	50.17	53.94	56.07	53.41	53.40	96
Total meat and meat products	96.02	98.37	104.52	103.96	100.72	98
FISH:						
White, filleted, fresh	2.32	1.99	1.98	2.30	2.15	14
White, unfileted, fresh	1.39	1.40	1.83	1.66	1.57	10
White, uncooked, frozen	1.05	0.99	1.07	0.91	1.01	7
Herrings, filleted, fresh	...	0.04	0.01	0.02	0.02	...
Herrings, unfileted, fresh	0.07	0.10	0.11	0.16	0.11	1
Fat, fresh, other than herrings	0.16	0.14	0.49	0.16	0.24	1
White, processed	0.68	0.66	0.54	0.49	0.59	5
Fat, processed, filleted	0.16	0.29	0.32	0.25	0.26	3
Fat, processed, unfileted	0.27	0.15	0.22	0.23	0.22	3
Shellfish	0.26	0.26	0.29	0.25	0.27	2
Cooked fish	2.14	2.54	2.53	2.77	2.50	18
Canned salmon	0.97	1.03	1.32	1.61	1.23	7
Other canned or bottled fish	0.82	0.96	1.21	1.10	1.02	14

TABLE 10—continued
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
<i>FISH—continued</i>						
Fish products, not frozen	0·40	0·50	0·53	0·45	0·47	9
Frozen convenience fish products	2·23	2·14	1·64	1·50	1·88	18
<i>Total fish</i>	<i>12·93</i>	<i>13·22</i>	<i>14·08</i>	<i>13·85</i>	<i>13·52</i>	<i>70</i>
<i>EGGS</i>	<i>14·02</i>	<i>12·23</i>	<i>10·88</i>	<i>12·09</i>	<i>12·31</i>	<i>81</i>
<i>FATS:</i>						
Butter	7·23	7·48	7·65	8·76	7·78	77
Margarine	2·95	3·05	3·12	3·39	3·13	42
Lard and compound cooking fat	1·78	1·90	1·86	2·23	1·94	38
Vegetable and salad oils	1·08	0·93	1·12	1·25	1·10	6
All other fats	0·54	0·45	0·46	0·67	0·53	9
<i>Total fats</i>	<i>13·59</i>	<i>13·81</i>	<i>14·21</i>	<i>16·31</i>	<i>14·48</i>	<i>90</i>
<i>SUGAR AND PRESERVES:</i>						
Sugar	4·60	4·55	5·36	6·41	5·23	69
Jams, jellies and fruit curds	0·98	1·18	1·12	1·29	1·14	18
Marmalade	0·66	0·67	0·82	1·04	0·80	14
Syrup, treacle	0·20	0·15	0·21	0·25	0·20	3
Honey	0·36	0·32	0·31	0·59	0·40	3
<i>Total sugar and preserves</i>	<i>6·81</i>	<i>6·86</i>	<i>7·82</i>	<i>9·59</i>	<i>7·77</i>	<i>76</i>
<i>VEGETABLES:</i>						
<i>Old potatoes</i>						
January–August						
not prepacked	4·35	3·04	0·04	—	1·86	(b)
prepacked	1·97	1·16	—	—	0·78	
New potatoes						
January–August						
not prepacked	0·19	5·33	4·48	—	2·50	
prepacked	0·01	0·43	0·83	—	0·32	
Potatoes						
September–December						
not prepacked	—	—	2·05	5·71	1·94	
prepacked	—	—	0·51	1·58	0·52	
<i>Total fresh potatoes</i>	<i>6·52</i>	<i>9·96</i>	<i>7·90</i>	<i>7·29</i>	<i>7·92</i>	<i>66</i>
Cabbages, fresh	1·39	1·95	1·49	1·19	1·51	32
Brussels sprouts, fresh	1·31	0·04	0·18	1·65	0·80	17
Cauliflowers, fresh	1·06	1·88	1·32	1·31	1·39	25
Leafy salads, fresh	1·03	2·12	1·29	0·84	1·32	32
Peas, fresh	—	0·13	0·48	0·01	0·16	(b)
Beans, fresh	—	0·12	1·04	0·18	0·34	(b)
Other fresh green vegetables	0·16	0·12	0·03	0·03	0·09	2
<i>Total fresh green vegetables</i>	<i>4·95</i>	<i>6·34</i>	<i>5·82</i>	<i>5·22</i>	<i>5·58</i>	<i>69</i>
Carrots, fresh	0·98	0·95	0·89	1·13	0·99	33
Turnips and swedes, fresh	0·48	0·18	0·19	0·53	0·35	12
Other root vegetables, fresh	0·38	0·24	0·32	0·38	0·33	11
Onions, shallots, leeks, fresh	1·27	1·61	1·42	1·43	1·43	39
Cucumbers, fresh	0·51	1·15	0·98	0·61	0·81	21
Mushrooms, fresh	0·92	0·87	0·81	1·45	1·01	18
Tomatoes, fresh	2·85	6·14	4·92	3·00	4·23	54
Miscellaneous fresh vegetables	0·47	0·47	0·77	0·78	0·62	10
<i>Total other fresh vegetables</i>	<i>7·86</i>	<i>11·59</i>	<i>10·29</i>	<i>9·32</i>	<i>9·77</i>	<i>81</i>
Tomatoes, canned or bottled	0·86	0·88	0·84	0·90	0·87	16
Canned peas	1·47	1·80	1·51	1·58	1·59	35
Canned beans	2·26	2·63	2·41	2·92	2·56	44
Canned vegetables, other than pulses, potatoes or tomatoes	1·09	0·98	0·85	0·88	0·95	21
Dried pulses, other than air-dried	0·47	0·32	0·37	0·57	0·43	8
Air-dried vegetables	0·20	0·22	0·16	0·16	0·19	4
Vegetable juices	0·12	0·13	0·09	0·15	0·12	2
Chips, excluding frozen	1·07	1·29	1·38	1·23	1·24	20
Instant potato	0·32	0·21	0·23	0·18	0·24	4
Canned potato	0·13	0·24	0·10	0·18	0·16	3
Crisps and other potato products not frozen	1·23	1·60	1·53	1·60	1·49	26
Other vegetable products	0·34	0·51	0·49	0·44	0·45	8
Frozen peas	1·26	1·30	1·22	1·53	1·33	21
Frozen beans	0·63	0·74	0·48	0·46	0·58	9

TABLE 10—continued
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
VEGETABLES—continued						
Frozen chips and other frozen convenience potato products	0·35	0·42	0·40	0·32	0·37	5
All frozen vegetables and frozen vegetable products, not specified elsewhere	0·62	0·73	0·67	0·49	0·63	8
<i>Total processed vegetables</i>	<i>12·42</i>	<i>13·99</i>	<i>12·73</i>	<i>13·57</i>	<i>13·18</i>	<i>83</i>
<i>Total vegetables</i>	<i>31·75</i>	<i>41·88</i>	<i>36·74</i>	<i>35·40</i>	<i>36·44</i>	<i>97</i>
FRUIT:						
Fresh						
Oranges	2·42	2·37	2·00	1·44	2·06	31
Other citrus fruit	1·16	0·81	0·71	1·22	0·98	17
Apples	3·80	4·69	4·32	4·45	4·32	53
Pears	0·55	0·36	0·58	0·67	0·54	9
Stone fruit	0·08	0·38	1·90	0·19	0·64	7
Grapes	0·18	0·22	0·54	0·80	0·44	6
Soft fruit, other than grapes	...	0·84	1·28	0·01	0·53	4
Bananas	1·70	2·27	2·43	2·32	2·18	36
Rhubarb	0·18	0·12	0·02	0·01	0·08	2
Other fresh fruit	0·09	0·13	0·62	0·42	0·32	3
<i>Total fresh fruit</i>	<i>10·16</i>	<i>12·19</i>	<i>14·40</i>	<i>11·53</i>	<i>12·07</i>	<i>74</i>
Canned peaches, pears and pineapples	1·40	1·75	1·52	1·99	1·67	24
Other canned or bottled fruit	1·58	1·96	2·21	2·24	2·00	26
Dried fruit and dried fruit products	1·32	0·88	1·58	2·62	1·60	14
Frozen fruit and frozen fruit products	0·08	0·13	0·07	0·08	0·09	1
Nuts and nut products	0·43	0·32	0·55	1·22	0·63	8
Fruit juices	0·91	0·84	0·91	1·08	0·94	11
<i>Total other fruit and fruit products</i>	<i>5·72</i>	<i>5·88</i>	<i>6·84</i>	<i>9·24</i>	<i>6·92</i>	<i>53</i>
<i>Total fruit</i>	<i>15·88</i>	<i>18·07</i>	<i>21·24</i>	<i>20·77</i>	<i>18·99</i>	<i>84</i>
CEREALS:						
White bread, large loaves, unsliced	2·88	3·24	3·03	3·27	3·11	28
White bread, large loaves, sliced	8·88	10·13	9·29	8·63	9·23	58
White bread, small loaves, unsliced	1·53	1·52	1·51	1·65	1·55	23
White bread, small loaves, sliced	0·73	0·74	0·98	0·74	0·80	14
Brown bread	1·27	1·27	1·68	1·48	1·43	24
Wholewheat and wholemeal bread	0·34	0·31	0·38	0·37	0·35	5
Other bread	2·92	3·17	3·54	2·93	3·14	38
<i>Total bread</i>	<i>18·55</i>	<i>20·38</i>	<i>20·41</i>	<i>19·07</i>	<i>19·60</i>	<i>97</i>
Flour	1·76	1·85	2·13	2·77	2·13	28
Buns, scones and teacakes	1·35	1·35	1·14	1·59	1·36	24
Cakes and pastries	5·74	6·64	7·35	8·08	6·95	55
Crispbread	0·34	0·48	0·46	0·63	0·48	10
Biscuits, other than chocolate biscuits	4·28	5·25	5·70	6·78	5·50	65
Chocolate biscuits	2·53	2·67	2·73	3·22	2·79	33
Oatmeal and oat products	0·48	0·32	0·36	0·62	0·45	8
Breakfast cereals	3·27	3·53	3·97	4·01	3·70	41
Canned milk puddings	0·83	0·95	0·76	0·86	0·85	18
Other puddings	0·34	0·35	0·22	0·78	0·42	6
Rice	0·72	0·54	0·74	0·77	0·69	7
Cereal-based invalid foods (including "slimming" foods)	0·13	0·09	0·16	0·03	0·10	1
Infant cereal foods	0·21	0·25	0·18	0·22	0·22	3
Frozen convenience cereal foods	0·33	0·37	0·48	0·29	0·37	4
Cereal convenience foods, including canned, not specified elsewhere	2·25	2·22	2·51	2·55	2·38	37
Other cereal foods	0·40	0·27	0·33	0·40	0·35	6
<i>Total cereals</i>	<i>43·49</i>	<i>47·50</i>	<i>49·62</i>	<i>52·68</i>	<i>48·32</i>	<i>100</i>
BEVERAGES:						
Tea	4·89	5·17	5·95	5·93	5·49	64
Coffee, bean and ground	0·49	0·43	0·32	0·42	0·42	3
Coffee, instant	3·39	3·32	3·97	4·64	3·83	26
Coffee, essences	0·10	0·11	0·11	0·11	0·11	2
Cocoa and drinking chocolate	0·26	0·21	0·35	0·38	0·30	4
Branded food drinks	0·38	0·30	0·41	0·41	0·38	4
<i>Total beverages</i>	<i>9·51</i>	<i>9·53</i>	<i>11·11</i>	<i>11·89</i>	<i>10·51</i>	<i>74</i>

TABLE 10—continued
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
MISCELLANEOUS:						
Baby foods, canned or bottled	0·76	0·78	0·96	0·70	0·80	5
Soups, canned	2·54	1·92	1·89	2·67	2·26	34
Soups, dehydrated and powdered	0·58	0·34	0·39	0·61	0·48	8
Accelerated freeze-dried foods (excluding coffee)	—	—	—	—	—	—
Spreads and dressings	0·31	0·64	0·61	0·36	0·48	8
Pickles and sauces	1·59	1·72	1·70	2·06	1·77	28
Meat and yeast extracts	1·07	0·88	0·71	1·09	0·94	15
Table jelly, squares and crystals	0·39	0·62	0·74	0·68	0·61	15
Ice-cream (served as part of a meal), mousse	0·94	1·69	1·57	0·94	1·29	14
All frozen convenience foods, not specified elsewhere	—	0·01	0·02	0·03	0·02	—
Salt	0·23	0·20	0·30	0·48	0·30	11
Artificial sweeteners (expenditure only)	0·05	0·05	0·05	0·04	0·05	1
Miscellaneous (expenditure only)	1·35	1·18	1·37	1·89	1·45	29
Novel protein foods	0·01	—	0·03	0·03	0·02	—
<i>Total miscellaneous</i>	<i>9·80</i>	<i>10·04</i>	<i>10·34</i>	<i>11·58</i>	<i>10·44</i>	<i>76</i>
<i>Total expenditure</i>	<i>£2·91</i>	<i>£3·07</i>	<i>£3·16</i>	<i>£3·25</i>	<i>£3·10</i>	<i>100</i>

(a) See Appendix A, Table 12 for further details of the classification of foods.

(b) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 12 below.

TABLE 11

Household food prices (a): quarterly and annual national averages,
individual foods (b), 1974

	Average prices paid in 1974				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
MILK AND CREAM:					
Liquid milk, full price	5·67	4·88	4·71	4·95	5·08
Condensed milk	5·63	5·76	6·22	7·09	6·18
Dried milk					
National	2·85	2·86	3·33	2·86	3·04
Branded	6·32	7·09	7·89	8·00	7·17
Instant milk	5·16	5·24	5·21	5·68	5·30
Yoghurt	20·87	21·31	22·60	23·97	22·07
Other milk	26·00	27·07	18·85	22·60	22·31
Cream	42·61	42·73	43·42	48·63	44·07
CHEESE:					
Natural	35·22	36·20	37·04	39·34	36·83
Processed	42·11	42·92	46·04	48·01	44·46
MEAT AND MEAT PRODUCTS:					
Carcass meat					
Beef and veal	58·97	58·70	57·71	55·74	57·81
Mutton and lamb	47·81	46·22	44·36	45·41	45·90
Pork	48·84	38·88	45·27	50·60	45·32
Other meat and meat products					
Liver	45·60	47·35	47·73	48·85	47·23
Offals, other than liver	31·16	32·23	31·87	32·24	31·80
Bacon and ham, uncooked	51·62	49·23	52·23	59·23	52·72
Bacon and ham, cooked, including canned	79·66	79·91	76·89	79·42	78·93
Cooked poultry, including canned	53·07	53·04	57·67	58·37	55·21
Corned meat	68·29	73·93	77·66	77·21	74·15
Other cooked meat, not purchased in cans	58·09	59·58	67·14	69·92	62·94
Other canned meat and canned meat products	31·39	34·19	34·39	35·42	33·60
Broiler chicken, uncooked, including frozen	27·37	26·49	26·46	29·47	27·29
Other poultry, uncooked, including frozen	28·24	28·80	26·76	28·67	28·08
Rabbit and other meat	36·99	40·50	33·70	44·80	38·57
Sausages, uncooked, pork	29·85	30·96	31·07	32·15	30·93
Sausages, uncooked, beef	28·19	28·70	29·01	29·30	28·74
Meat pies and sausage rolls, ready-to-eat	30·50	31·96	33·26	32·92	32·08
Frozen convenience meats or frozen convenience meat products	43·35	44·23	42·90	46·34	44·01
Other meat products	36·19	38·60	38·24	38·59	37·79
FISH:					
White, filleted, fresh	51·29	48·61	47·58	51·56	49·87
White, unfileted, fresh	44·22	43·48	44·56	46·60	44·67
White, uncooked, frozen	57·19	58·59	54·82	58·68	57·23
Herrings, filleted, fresh	25·78	30·89	36·92	28·46	30·08
Herrings, unfileted, fresh	23·30	25·61	22·79	27·88	25·11
Fat, fresh, other than herrings	30·18	34·88	56·30	36·40	41·42
White, processed	44·28	46·82	53·36	52·84	48·11
Fat, processed, filleted	38·35	42·23	49·58	43·17	43·46
Fat, processed, unfileted	26·91	29·53	32·19	31·53	29·50
Shellfish	76·16	78·57	69·15	72·63	74·11
Cooked fish	51·69	54·09	55·34	54·34	53·81
Canned salmon	107·71	103·60	107·53	105·95	106·21
Other canned or bottled fish	36·54	39·62	40·00	41·20	39·30
Fish products, not frozen	52·57	60·75	63·57	66·63	60·22
Frozen convenience fish products	43·57	46·38	44·29	44·60	44·68
EGGS					
	3·50	3·01	2·72	3·27	3·14
FATS:					
Butter	21·56	21·42	22·14	23·63	22·14
Margarine	16·83	18·88	19·65	22·16	19·09
Lard and compound cooking fat	14·90	16·83	17·69	19·04	16·93
Vegetable and salad oils	25·37	30·29	33·06	35·63	30·34
All other fats	25·89	27·37	27·39	29·27	27·41
SUGAR AND PRESERVES:					
Sugar	5·24	5·27	6·49	9·30	6·29
Jams, jellies and fruit curds	15·14	15·79	16·53	18·11	16·31
Marmalade	13·38	14·16	14·95	16·04	14·64
Syrup, treacle	10·38	10·74	12·06	14·20	11·72
Honey	33·96	35·86	37·36	39·82	36·81
VEGETABLES:					
Old potatoes					
January–August not prepacked	2·07	2·33	2·85	n.a.	2·16
prepacked	2·63	2·65	n.a.	n.a.	2·64
New potatoes					
January–August not prepacked	7·31	6·92	3·62	n.a.	5·02
prepacked	6·10	6·50	4·01	n.a.	4·68

TABLE 11—continued

	Average prices paid in 1974				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
VEGETABLES—continued					
Potatoes					
September–December					
not prepacked	n.a.	n.a.	2.82	2.66	2.70
prepacked	n.a.	n.a.	3.39	3.40	3.40
Cabbages, fresh	6.68	9.08	6.30	5.93	7.05
Brussels sprouts, fresh	8.07	10.84	9.60	8.70	8.44
Cauliflowers, fresh	9.16	8.29	8.22	8.04	8.40
Leafy salads, fresh	31.57	21.74	15.87	25.03	21.88
Peas, fresh	n.a.	11.92	9.81	8.00	10.19
Beans, fresh	39.11	11.96	10.85	13.32	11.25
Other fresh green vegetables	11.77	9.71	10.63	17.16	11.15
Carrots, fresh	4.82	6.49	7.42	6.40	6.02
Turnips and swedes, fresh	4.46	5.03	6.33	5.42	5.02
Other root vegetables, fresh	7.91	11.72	11.21	8.25	9.17
Onions, shallots, leeks, fresh	7.18	10.17	9.68	7.73	8.55
Cucumbers, fresh	21.67	17.46	15.92	19.25	17.90
Mushrooms, fresh	32.16	32.49	31.97	57.74	37.56
Tomatoes, fresh	24.49	25.77	16.52	18.83	21.14
Miscellaneous fresh vegetables	14.93	21.40	11.30	12.38	13.67
Tomatoes, canned or bottled	13.58	14.65	15.07	16.19	14.73
Canned peas	8.27	8.79	9.53	10.71	9.15
Canned beans	9.82	11.37	12.09	12.45	11.31
Canned vegetables, other than pulses, potatoes or tomatoes	11.34	11.01	12.25	14.23	11.92
Dried pulses, other than air-dried	19.52	21.99	21.46	23.67	21.46
Air-dried vegetables	64.15	79.38	89.25	96.49	78.05
Vegetable juices	16.41	15.75	20.04	22.15	18.04
Chips, excluding frozen	17.71	18.00	18.38	19.38	18.31
Instant potato	33.05	38.29	41.15	43.63	37.33
Canned potato	10.28	11.49	11.85	13.09	11.56
Crisps and other potato products, not frozen	36.03	40.68	45.82	50.32	42.44
Other vegetable products	27.17	27.15	27.26	32.54	28.22
Frozen peas	15.36	16.07	16.58	17.87	16.39
Frozen beans	19.85	21.24	19.96	22.68	20.76
Frozen chips and other frozen convenience potato products	11.89	11.91	12.36	14.06	12.38
All frozen vegetables and frozen vegetable products, not specified elsewhere	21.63	22.43	21.57	25.53	22.45
FRUIT:					
Fresh					
Oranges	9.06	9.59	12.10	11.87	10.14
Other citrus fruit	9.88	9.94	14.04	13.48	11.28
Apples	10.01	11.26	12.81	11.43	11.25
Pears	11.62	13.61	12.25	10.90	11.85
Stone fruit	28.46	23.55	16.40	15.92	17.50
Grapes	26.16	35.59	23.59	16.78	21.12
Soft fruit, other than grapes	44.80	26.69	19.58	34.18	22.13
Bananas	11.51	11.97	12.71	12.53	12.17
Rhubarb	10.34	6.94	8.07	21.85	8.81
Other fresh fruit	16.12	12.78	11.95	13.64	12.85
Canned peaches, pears and pineapples	13.37	14.19	16.15	17.60	15.13
Other canned or bottled fruit	14.32	16.13	17.25	18.74	16.50
Dried fruit and dried fruit products	26.03	27.73	28.09	27.41	27.25
Frozen fruit and frozen fruit products	31.88	29.50	28.19	36.60	31.12
Nuts and nut products	33.58	32.69	38.21	44.78	38.76
Fruit juices	16.92	16.38	16.97	20.42	17.57
CEREALS:					
White bread, large loaves, unsliced	8.01	8.22	8.25	8.37	8.20
White bread, large loaves, sliced	7.71	7.94	7.79	7.90	7.83
White bread, small loaves, unsliced	10.59	11.31	11.37	11.33	11.11
White bread, small loaves, sliced	11.06	11.56	11.79	12.05	11.58
Brown bread	10.69	11.01	11.12	11.05	10.96
Wholewheat and wholemeal bread	9.26	10.21	10.00	10.61	9.95
Other bread	17.95	18.90	20.37	19.75	19.16
Flour	5.81	6.64	6.79	6.45	6.39
Buns, scones and teacakes	20.62	23.95	24.84	23.96	23.03
Cakes and pastries	28.96	30.89	32.55	34.36	31.61
Crispbread	22.66	24.84	25.01	28.02	25.22
Biscuits, other than chocolate biscuits	17.92	19.74	21.37	24.23	20.70
Chocolate biscuits	33.71	38.31	42.31	45.41	39.31
Oatmeal and oat products	12.33	12.50	14.98	14.08	13.32
Breakfast cereals	18.28	19.73	21.12	22.97	20.34
Canned milk puddings	7.80	8.42	8.78	9.90	8.59
Other puddings	20.37	23.50	25.24	28.80	24.70
Rice	18.08	19.29	19.40	20.46	19.20
Cereal-based invalid foods (including "slimming" foods)	70.44	73.45	73.94	85.16	73.23
Infants cereal foods	32.59	32.92	41.59	39.03	35.49
Frozen convenience cereal foods	27.31	30.64	34.52	34.57	31.30

TABLE 11—continued

	Average prices paid in 1974				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
CEREALS—continued					
Cereal convenience foods, including canned, not specified elsewhere	16·58	17·43	19·06	19·82	18·07
Other cereal foods	15·88	18·36	19·57	19·88	18·02
BEVERAGES:					
Tea	35·50	38·44	41·57	41·22	38·97
Coffee, bean and ground	64·08	66·89	69·31	73·32	67·61
Coffee, instant	111·10	116·58	125·23	133·43	121·20
Coffee, essences	38·80	42·86	44·98	42·12	41·97
Cocoa and drinking chocolate	25·28	28·61	30·51	31·17	28·78
Branded food drinks	33·34	36·91	38·15	39·05	36·54
MISCELLANEOUS:					
Baby foods, canned or bottled	16·50	18·07	18·54	20·15	18·09
Soups, canned	9·54	9·72	10·58	12·07	10·35
Soups, dehydrated and powdered	53·29	54·91	61·85	60·81	57·05
Accelerated freeze-dried foods (excluding coffee)	n.a.	n.a.	n.a.	n.a.	n.a.
Spreads and dressings	24·15	25·26	25·94	31·02	26·04
Pickles and sauces	16·78	17·32	18·58	20·53	18·18
Meat and yeast extracts	85·20	86·41	90·52	94·59	88·66
Table jelly, squares and crystals	20·42	21·71	24·44	27·80	23·48
Ice-cream (served as part of a meal), mousse	15·76	16·17	17·10	17·26	16·50
All frozen convenience foods, not specified elsewhere	38·40	41·29	44·95	41·75	42·34
Salt	3·83	3·99	4·62	5·02	4·42
Novel protein foods	57·78	n.a.	70·17	49·52	58·79

(a) Pence per lb, except per pint of milk, yoghurt, cream, vegetable and salad oils, vegetable juices, fruit juices, coffee essences; per equivalent pint of condensed, dried and instant milk; per egg.

(b) See Appendix A, Table 12 for further details of the classification of foods.

TABLE 12

Percentage of all households purchasing seasonal types of food during survey week, 1974

	Jan/ March	April/ June	July/ Sept	Oct/ Dec
FISH:				
White, fresh, filleted	16	14	12	14
White, fresh, unfileted	9	10	12	10
Herrings, fresh, filleted
Herrings, fresh, unfileted	1	1	1	2
Fat, fresh, other than herrings	2	1	1	1
White, processed	5	5	4	4
Fat, processed, filleted	2	3	3	3
Fat, processed, unfileted	4	2	2	2
Shell fish	2	2	2	2
EGGS	83	82	79	80
VEGETABLES:				
Old potatoes				
January-August, not prepacked	45	34	1 (a)	—
" " prepacked	24	14	— (a)	—
New potatoes				
January-August, not prepacked	3	42	65 (a)	—
" " prepacked	3	12 (a)	—
Potatoes				
September-December, not prepacked	—	—	57 (b)	47
" " prepacked	—	—	15 (b)	17
Cabbages, fresh	32	36	31	27
Brussels sprouts, fresh	30	1	4	34
Cauliflowers, fresh	20	34	25	24
Leafy salads, fresh	23	49	35	20
Peas, fresh	—	2	8	...
Beans, fresh	2	16	3
Other fresh green vegetables	3	2	1	1
Carrots, fresh	38	32	27	35
Turnips and swedes, fresh	19	7	5	15
Other root vegetables, fresh	13	9	10	11
Onions, shallots, leeks, fresh	39	43	36	38
Cucumbers, fresh	13	32	26	14
Mushrooms, fresh	20	18	17	17
Tomatoes, fresh	41	67	67	43
Miscellaneous fresh vegetables	8	9	13	12
FRUIT:				
Oranges, fresh	37	38	26	22
Other citrus fruit, fresh	22	15	11	20
Apples, fresh	53	59	49	50
Pears, fresh	9	6	10	11
Stone fruit, fresh	1	5	22	2
Grapes, fresh	2	2	6	13
Soft fruit, fresh, other than grapes	6	11	...
Bananas, fresh	31	38	37	37
Rhubarb, fresh	4	3	1	...
Other fresh fruit	1	1	6	4

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

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

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

TABLE 13
Household expenditure on seasonal, convenience and other foods according to region and type of area, together with comparative indices of food prices and the real value of food purchased, 1974

	Region						Type of area						All house-holds			
	Wales	Scot-land	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (a)	Conurbations	Other urban areas			Rural areas		
	£	£	£	£	£	£	£	£	£	£	£	£		£		
(i) <i>Expenditure and value of garden and allotment produce, etc</i>																
Expenditure on:																
Seasonal foods	0.53	0.54	0.51	0.54	0.54	0.47	0.51	0.50	0.56	0.68	0.56	0.53	0.50	0.46	0.33	0.53
Convenience foods																
Canned	0.27	0.25	0.29	0.25	0.23	0.22	0.22	0.23	0.20	0.20	0.24	0.24	0.22	0.21	0.21	0.22
Frozen	0.09	0.04	0.06	0.06	0.03	0.06	0.07	0.10	0.09	0.10	0.06	0.08	0.07	0.07	0.04	0.07
Other convenience foods	0.45	0.55	0.58	0.52	0.49	0.44	0.45	0.55	0.48	0.47	0.50	0.52	0.50	0.44	0.52	0.49
Total convenience foods	0.81	0.84	0.94	0.82	0.77	0.72	0.74	0.87	0.77	0.78	0.79	0.84	0.79	0.72	0.77	0.79
All other foods	1.70	1.79	1.73	1.82	1.78	1.71	1.80	1.68	1.82	1.94	1.83	1.74	1.70	1.75	1.65	1.78
Total expenditure	3.04	3.17	3.17	3.18	3.09	2.90	3.06	3.05	3.15	3.39	3.18	3.11	2.99	2.93	2.75	3.10
Value of garden and allotment produce, etc.	0.04	0.05	0.04	0.05	0.04	0.10	0.07	0.08	0.10	0.04	0.03	0.05	0.09	0.15	0.29	0.08
Value of consumption	3.08	3.21	3.21	3.23	3.13	3.00	3.12	3.13	3.25	3.43	3.20	3.16	3.08	3.09	3.04	3.17
(ii) <i>Comparative indices (b) of expenditure, prices and purchases (all foods)</i>																
Expenditure	98.3	102.3	102.5	102.6	99.8	93.7	98.8	98.5	101.8	109.6	102.6	100.5	96.5	94.8	88.7	100.0
Value of consumption	97.1	101.5	101.4	101.7	98.7	94.6	98.5	98.4	102.3	108.2	101.1	99.5	97.0	97.2	95.7	100.0
Prices	99.7	102.6	97.8	97.8	100.0	98.5	99.9	97.0	101.2	102.7	100.6	99.3	99.4	99.3	98.5	100.0
Index of value of consumption deflated by index of food prices	97.4	98.9	103.7	104.0	98.7	96.0	98.6	101.4	101.1	105.4	100.5	100.2	97.6	97.9	97.2	100.0
Food purchases	99.3	99.9	104.4	103.5	99.2	95.2	99.1	101.1	100.7	106.5	102.2	101.3	97.2	95.4	92.0	100.0
"Price of energy"	98.8	101.7	96.3	96.6	97.4	92.1	97.1	97.7	104.8	111.5	100.1	98.2	97.9	97.1	94.8	100.0

(all households = 100)

(a) Including London, for which separate results are shown in the analysis according to type of area.
 (b) For definition see paragraphs 41-43.

TABLE 14
Household food consumption according to region and type of area: annual averages for individual foods (a), 1974
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
MILK AND CREAM:																	
Liquid milk	4.65	4.54	4.12	4.47	4.41	4.97	4.68	4.80	4.81	4.66	4.48	4.57	4.65	4.90	4.62		
Full price	0.03	0.03	0.07	0.02	0.07	0.02	0.01	0.02	0.02	0.03	0.05	0.02	0.04	0.04	0.01		
Welfare	0.06	0.07	0.04	0.03	0.04	0.04	0.06	0.04	0.08	0.09	0.06	0.05	0.05	0.06	0.06		
School																	
Total liquid milk	4.74	4.63	4.23	4.53	4.52	5.02	4.74	4.86	4.90	4.79	4.59	4.64	4.74	4.97	4.69		
Condensed milk	0.17	0.10	0.22	0.20	0.14	0.16	0.17	0.12	0.19	0.15	0.12	0.17	0.18	0.17	0.28		
Dried milk																	
National	0.01	0.02	0.02	0.01	0.01	0.02	0.03	0.03	0.03	0.01	0.07	0.01	0.01	0.03	0.06		
Branded	0.06	0.10	0.15	0.05	0.07	0.03	0.03	0.03	0.03	0.04	0.04	0.06	0.05	0.05	0.11		
Instant milk	0.07	0.11	0.07	0.11	0.05	0.05	0.06	0.05	0.06	0.06	0.06	0.07	0.07	0.04	0.11		
Yoghurt	0.05	0.03	0.03	0.04	0.04	0.04	0.05	0.05	0.06	0.06	0.03	0.04	0.05	0.05	0.05		
Other milk	0.01	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.02	0.02	0.01	0.01	0.01	0.02	0.02		
Cream	0.03	0.02	0.02	0.04	0.03	0.03	0.03	0.04	0.04	0.04	0.02	0.03	0.03	0.04	0.01		
Total milk and cream	5.12	4.83	4.73	4.97	4.86	5.35	5.08	5.17	5.30	5.17	4.93	5.04	5.15	5.32	5.33		
CHEESE:																	
Natural	3.47	3.09	2.28	3.17	3.24	3.73	3.75	3.66	3.74	3.75	3.09	3.24	3.55	3.95	3.08		
Processed	0.27	0.34	0.24	0.28	0.26	0.31	0.27	0.20	0.27	0.29	0.29	0.27	0.26	0.26	0.35		
Total cheese	3.74	3.43	2.51	3.45	3.50	4.04	4.03	3.86	4.02	4.05	3.38	3.51	3.81	4.21	3.43		
MEAT AND MEAT PRODUCTS:																	
Carcass meat	7.41	9.78	7.37	7.82	7.45	5.89	6.71	6.91	7.21	7.93	8.02	7.21	7.13	7.03	7.55		
Beef and veal	4.11	2.14	3.45	3.36	4.93	3.98	4.55	3.54	4.64	6.40	4.14	3.83	3.52	3.68	2.35		
Mutton and lamb	3.20	1.77	2.77	3.96	2.00	2.86	3.73	4.04	3.55	3.63	3.41	2.96	2.64	3.47	2.75		
Pork																	
Total carcass meat	14.72	13.68	13.59	15.15	14.39	12.72	14.99	14.49	15.40	17.96	15.56	14.00	13.30	14.18	12.65		
Other meat and meat products																	
Liver	0.68	0.56	0.71	0.93	0.66	0.69	0.77	0.66	0.68	0.77	0.71	0.66	0.61	0.74	0.22		
Offals, other than liver	0.37	0.17	0.55	0.44	0.49	0.35	0.29	0.32	0.42	0.49	0.33	0.43	0.25	0.33	0.45		
Bacon and ham, uncooked	4.18	3.60	4.94	4.10	5.25	3.80	5.27	3.85	3.65	3.79	4.56	4.11	3.93	4.54	3.17		
Bacon and ham, cooked, including canned	0.93	0.93	1.03	1.18	0.97	0.88	0.92	1.24	0.86	0.96	1.05	1.03	0.87	0.77	0.55		

TABLE 14—continued
 (oz per person per week, except where otherwise stated)

	Region										Type of area						
	All house-holds	Wales	Scot-land	North	York-shire and Hum-ber-side	North West	East Mid-lands	West Mid-lands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Pro-vincial	Larger towns	Smaller towns			
MEAT AND MEAT PRODUCTS—continued																	
Cooked poultry, including canned	0.19	0.28	0.43	0.19	0.07	0.27	0.11	0.18	0.13	0.13	0.20	0.25	0.20	0.17	0.12	0.17	
Corned meat	0.38	0.80	0.46	0.61	0.36	0.36	0.38	0.30	0.28	0.28	0.40	0.41	0.40	0.41	0.34	0.46	
Other cooked meat, not purchased in cans	0.61	0.39	0.99	0.65	0.64	0.87	0.57	0.69	0.43	0.43	0.64	0.78	0.64	0.64	0.47	0.81	
Other canned meat and canned meat products	1.72	3.39	1.76	3.36	2.43	1.90	1.88	1.85	1.14	1.14	2.14	1.89	2.14	1.74	1.51	1.22	
Broiler chickens, uncooked, including frozen	3.59	3.48	3.23	3.12	2.59	3.34	3.48	3.96	4.11	4.11	4.75	3.69	3.53	3.26	3.17	2.85	
Other poultry, uncooked, including frozen	1.40	1.43	0.77	1.27	1.56	1.31	1.58	1.32	1.68	1.68	1.45	1.03	1.50	1.59	1.54	0.43	
Rabbit and other meat	0.09	0.02	0.20	0.23	0.23	0.06	0.10	0.01	0.14	0.14	0.12	0.01	0.11	0.05	0.15	—	
Sausages, uncooked, pork	1.95	1.56	3.87	1.76	1.62	1.53	2.57	2.57	2.43	2.43	2.23	1.69	1.77	1.96	2.17	2.48	
Sausages, uncooked, beef	1.55	1.63	3.87	1.80	1.58	1.69	0.49	1.71	1.18	1.18	1.25	2.32	1.52	1.42	1.17	1.46	
Meat pies and sausage rolls, ready-to-eat	0.64	0.58	0.48	0.93	0.98	0.42	0.74	0.47	0.65	0.65	0.52	0.59	0.72	0.62	0.74	0.39	
Frozen conveniences meats or frozen convenience meat products	0.73	1.12	0.42	0.44	0.60	0.54	0.76	1.24	0.84	0.84	0.84	0.60	0.80	0.75	0.63	0.61	
Other meat products	2.24	2.31	3.77	3.78	2.20	2.67	1.52	2.59	1.76	1.76	1.91	2.67	2.57	2.34	1.55	1.89	
Total other meat and meat products	21.23	23.00	22.25	25.34	21.52	22.34	19.16	21.50	21.49	20.38	21.01	22.59	22.11	20.61	19.92	17.18	
Total meat and meat products	35.95	38.25	35.93	38.93	36.67	36.73	31.88	36.49	35.98	35.78	38.97	38.15	36.11	33.91	34.10	29.83	
FISH:																	
White, filleted, fresh	0.69	0.47	2.01	0.25	0.30	0.67	0.72	0.30	0.49	0.49	0.53	1.25	0.49	0.73	0.45	1.06	
White, unfileted, fresh	0.58	0.28	0.32	1.16	1.62	0.84	0.52	0.64	0.46	0.46	0.60	0.49	0.76	0.49	0.50	0.21	
White, uncooked, frozen	0.28	0.41	0.05	0.19	0.15	0.31	0.30	0.35	0.38	0.38	0.41	0.19	0.28	0.22	0.36	0.06	
Herrings, filleted, fresh	0.01	0.07	0.05	0.15	0.04	0.07	0.01	0.04	0.01	0.01	0.08	0.04	0.01	0.07	0.07	0.16	
Herrings, unfileted, fresh	0.07	0.02	0.14	0.15	0.04	0.06	0.07	0.10	0.13	0.13	0.13	0.07	0.07	0.13	0.08	—	
Fat, fresh, other than herrings	0.09	0.02	0.40	0.14	0.10	0.20	0.10	0.14	0.20	0.20	0.26	0.21	0.15	0.24	0.15	0.27	
White, processed	0.09	0.09	0.03	0.14	0.09	0.14	0.05	0.08	0.05	0.05	0.19	0.07	0.11	0.06	0.06	—	
Fat, processed, filleted	0.12	0.05	0.13	0.21	0.21	0.12	0.05	0.04	0.15	0.15	0.17	0.14	0.11	0.09	0.11	0.05	
Fat, processed, unfileted	0.06	0.05	0.01	0.10	0.05	0.03	0.04	0.04	0.09	0.09	0.17	0.03	0.06	0.03	0.04	—	
Shellfish	0.74	0.47	0.40	1.30	1.48	0.60	0.72	0.70	0.73	0.73	0.61	0.74	0.81	0.89	0.52	1.37	
Cooked fish	0.19	0.19	0.13	0.22	0.23	0.24	0.22	0.30	0.15	0.15	0.17	0.22	0.20	0.17	0.16	0.22	
Canned salmon	0.42	0.41	0.27	0.28	0.38	0.29	0.40	0.55	0.45	0.45	0.43	0.31	0.39	0.42	0.50	0.73	
Other canned or bottled fish	0.12	0.10	0.11	0.25	0.27	0.17	0.12	0.10	0.09	0.09	0.07	0.14	0.16	0.12	0.10	0.04	
Fish products, not frozen	0.68	0.88	0.43	1.06	0.61	0.56	0.66	0.66	0.97	0.97	0.78	0.56	0.74	0.66	0.67	0.51	
Frozen convenience fish products																	
Total fish	4.33	3.54	4.54	5.45	5.56	4.28	3.92	3.95	4.04	4.23	4.60	4.48	4.41	4.35	3.77	4.67	

TABLE 14—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 (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
EGGS (Eggs purchased)	4.09 3.94	3.91 3.91	4.29 4.22	4.75 4.69	4.00 3.89	4.08 3.97	4.07 3.87	3.71 3.52	3.98 3.87	4.08 3.93	4.14 4.14	3.99 3.97	4.06 4.02	4.17 4.05	4.09 3.62	4.16 3.62
FATS:																
Butter	5.61	6.04	5.44	5.67	5.58	5.43	5.70	5.47	5.86	5.79	5.87	5.82	5.75	5.19	5.50	4.68
Margarine	2.60	1.71	2.36	2.85	3.27	3.66	2.92	2.82	2.09	2.21	1.89	2.40	2.63	2.67	3.01	3.62
Lard and compound cooking fat	1.82	2.29	1.19	2.15	2.69	1.87	1.95	1.95	1.73	1.62	1.53	1.76	1.92	1.98	1.84	1.42
Vegetable and salad oils	0.71	0.79	0.90	0.37	0.37	0.34	1.02	0.33	0.52	1.03	1.23	0.58	0.84	0.43	0.48	1.17
All other fats	0.31	0.25	0.21	0.58	0.44	0.28	0.29	0.13	0.51	0.36	0.37	0.16	0.41	0.26	0.33	0.16
Total fats	11.04	11.08	10.10	11.62	12.34	11.58	12.29	10.91	10.71	11.01	10.88	10.72	11.55	10.52	11.17	11.04
SUGAR AND PRESERVES:																
Sugar	13.03	12.06	11.71	11.98	13.93	13.75	14.48	15.11	12.33	12.32	10.93	13.33	12.82	13.44	13.87	14.56
Jams, jellies and fruit curds	1.15	1.01	1.48	1.38	1.70	1.40	0.99	0.96	1.03	1.03	0.98	1.22	1.30	1.07	1.13	1.13
Marmalade	0.87	0.50	0.97	0.62	0.98	0.74	0.80	0.82	1.03	0.97	0.94	0.91	0.87	0.88	0.81	0.47
Syrup, treacle	0.28	0.23	0.36	0.21	0.30	0.23	0.32	0.25	0.34	0.26	0.21	0.15	0.27	0.29	0.39	0.67
Honey	0.17	0.12	0.19	0.30	0.23	0.13	0.15	0.13	0.06	0.20	0.18	0.15	0.18	0.15	0.19	0.28
Total sugar and preserves	15.50	13.93	14.71	14.49	17.14	16.27	16.74	17.28	14.89	14.78	13.23	15.77	15.42	15.83	16.34	17.11
VEGETABLES:																
Old potatoes	14.43	14.82	11.07	13.24	21.28	19.75	10.65	16.82	17.04	11.55	11.76	14.53	14.45	15.84	14.39	15.98
not prepacked	4.74	7.40	7.96	7.01	3.25	4.42	4.68	3.35	3.20	4.22	5.58	6.05	4.87	5.27	2.78	0.16
prepacked																
New potatoes	9.29	9.75	9.35	10.85	9.26	9.67	10.18	8.68	11.94	8.13	8.25	9.76	9.40	9.71	8.92	9.25
not prepacked	1.09	2.05	1.91	0.73	1.38	0.81	0.81	0.57	0.37	1.18	1.73	1.22	1.01	1.82	0.17	—
prepacked																
Potatoes	13.66	15.78	9.65	17.13	14.56	17.83	15.92	15.69	16.90	11.73	10.08	14.11	15.32	13.24	14.72	11.38
not prepacked	2.46	3.87	6.34	2.45	1.46	1.30	2.11	2.01	1.06	2.03	3.73	4.69	1.93	1.73	1.21	—
prepacked																
Total fresh potatoes	45.66	53.67	46.27	51.47	51.20	53.76	44.35	47.11	50.30	38.84	41.12	50.36	46.99	47.62	42.18	36.77
Cabbages, fresh	4.37	5.06	2.79	5.15	3.99	2.95	3.99	4.06	4.00	5.46	5.97	3.84	4.25	3.94	4.33	4.39
Brussels sprouts, fresh	1.88	1.37	0.86	1.36	2.16	1.23	2.68	1.79	1.59	2.32	2.35	1.48	1.68	2.10	1.88	3.43
Cauliflowers, fresh	2.95	3.47	1.68	3.26	2.73	2.71	3.86	3.07	3.20	3.07	2.78	2.68	3.06	3.29	2.85	2.67
Leafy salads, fresh	1.28	1.07	0.74	0.89	1.24	1.18	1.45	1.58	1.15	1.51	1.45	1.25	1.20	1.24	1.44	0.49
Peas, fresh	0.55	0.42	0.19	0.15	0.60	0.38	0.58	0.85	0.59	0.55	0.45	0.31	0.38	0.65	0.80	2.17

TABLE 14—continued
 (oz per person per week, except where otherwise stated)

	All household	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Pro-vincial	Larger towns	Smaller towns			
VEGETABLES—continued																	
Beans, fresh	1.44	0.13	0.19	1.31	0.42	2.32	1.77	2.36	1.95	1.34	0.70	1.22	1.59	2.67	0.53		
Other fresh green vegetables	0.23	0.06	0.05	0.13	0.03	0.39	0.19	0.14	0.42	0.25	0.05	0.19	0.46	0.24	0.06		
Total fresh green vegetables	12.70	6.45	11.05	12.18	8.89	15.28	13.31	13.02	15.29	14.60	10.30	12.00	13.26	14.21	13.74		
Carrots, fresh	2.91	2.85	2.70	3.50	4.13	2.25	2.68	3.10	2.69	2.57	2.74	2.88	2.91	3.32	3.50		
Turnips and swedes, fresh	1.25	2.03	2.29	3.79	0.86	0.58	0.68	0.64	0.69	0.70	1.54	1.55	1.19	0.96	1.23		
Other root vegetables, fresh	0.86	0.83	0.15	0.37	0.46	0.81	0.99	1.01	1.27	1.21	0.52	0.75	0.88	1.14	0.93		
Onions, shallots, leeks, fresh	3.02	2.43	3.12	3.46	3.32	3.26	2.98	2.64	2.80	3.31	3.35	3.02	2.95	2.63	2.53		
Cucumbers, fresh	0.78	0.84	0.29	0.51	0.72	0.83	0.72	0.81	1.16	1.31	0.57	0.76	0.67	0.78	0.46		
Mushrooms, fresh	0.44	0.43	0.22	0.39	0.39	0.51	0.46	0.42	0.52	0.53	0.34	0.46	0.37	0.49	0.38		
Tomatoes, fresh	3.74	3.45	3.10	3.84	3.36	3.77	3.90	3.26	4.23	4.44	3.65	3.38	3.41	3.78	4.02		
Miscellaneous fresh vegetables	0.95	0.41	0.23	0.55	0.33	1.00	0.92	0.48	1.62	1.54	0.64	0.74	0.86	0.97	2.73		
Total other fresh vegetables	13.93	12.26	14.62	13.96	13.36	13.01	13.34	14.36	14.99	15.61	13.37	13.74	13.23	14.06	15.77		
Tomatoes, canned or bottled	0.94	1.33	0.28	1.20	0.77	1.66	1.13	0.71	0.90	1.08	0.75	1.01	1.04	0.95	0.26		
Canned peas	2.76	2.74	2.88	3.17	3.71	2.80	2.92	2.97	1.95	1.99	3.41	3.11	2.61	2.39	1.77		
Canned beans	3.58	3.95	4.08	3.62	3.51	3.41	3.24	4.12	3.35	3.19	3.76	3.69	3.62	3.49	3.52		
Canned vegetables, other than pulses, potatoes or tomatoes	1.27	1.65	1.01	1.80	1.42	1.05	1.31	1.44	1.16	1.17	1.13	1.53	1.20	1.23	0.50		
Dried pulses, other than air-dried	0.32	0.25	0.68	0.34	0.43	0.34	0.20	0.20	0.17	0.21	0.39	0.39	0.30	0.17	0.85		
Air-dried vegetables	0.04	0.01	0.03	0.04	0.08	0.05	0.03	0.04	0.04	0.02	0.04	0.04	0.03	0.05	0.01		
Vegetable juices (fl oz)	0.13	0.09	0.20	0.18	0.11	0.13	0.08	0.03	0.17	0.23	0.09	0.16	0.09	0.13	0.04		
Chips, excluding frozen	1.08	1.24	1.01	1.88	1.16	1.09	1.05	1.03	0.85	0.68	1.30	1.20	1.31	0.74	1.44		
Instant potato	0.10	0.11	0.08	0.07	0.09	0.11	0.13	0.10	0.09	0.11	0.12	0.09	0.12	0.07	0.01		
Canned potato	0.22	0.45	0.06	0.23	0.19	0.30	0.25	0.28	0.25	0.24	0.14	0.30	0.20	0.21	—		
Crisps and other potato products not frozen	0.56	0.49	0.91	0.51	0.43	0.52	0.58	0.74	0.48	0.32	0.71	0.54	0.59	0.58	0.38		
Other vegetable products	0.25	0.11	0.22	0.66	0.19	0.18	0.13	0.21	0.36	0.47	0.17	0.28	0.14	0.27	—		
Frozen peas	1.29	1.68	0.23	0.39	0.76	1.14	1.53	1.88	1.97	2.40	0.98	1.28	0.92	1.30	0.22		
Frozen beans	0.44	0.60	0.08	0.29	0.25	0.45	0.52	0.46	0.67	0.90	0.34	0.42	0.32	0.41	0.06		
Frozen chips and other frozen convenience potato products	0.48	0.15	0.58	0.42	0.38	0.36	0.50	0.82	0.47	0.40	0.53	0.60	0.42	0.41	0.03		
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.45	0.50	0.35	0.21	0.49	0.46	0.34	0.27	0.60	0.75	0.33	0.43	0.43	0.33	0.81		
Total processed vegetables	13.91	15.35	12.67	17.84	13.80	13.93	13.94	15.30	13.48	14.16	14.21	15.09	13.34	12.74	83.19		
Total vegetables	86.19	94.90	77.65	92.74	89.81	86.57	87.70	93.18	82.60	85.49	88.24	87.82	87.45	83.19	76.17		

TABLE 14—continued
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
Eggs (Eggs purchased)	4.09 3.94	3.91 3.91	4.29 4.22	4.75 4.69	4.00 3.89	4.08 3.97	4.07 3.87	3.71 3.52	3.98 3.87	4.08 3.93	4.14 4.14	3.99 3.97	4.06 4.02	4.17 4.05	4.09 3.62	4.16 3.62	
FATS:																	
Butter	5.61	6.04	5.44	5.67	5.58	5.43	5.70	5.47	5.86	5.79	5.87	5.82	5.75	5.19	5.50	4.68	
Margarine	2.60	1.71	2.36	2.85	3.27	3.66	2.92	2.82	2.09	2.21	1.89	2.40	2.63	2.67	3.01	3.62	
Lard and compound cooking fat	1.82	2.29	1.19	2.15	2.60	1.87	2.35	1.95	1.73	1.62	1.53	1.76	1.92	1.98	1.84	1.42	
Vegetable and salad oils (fl oz)	0.71	0.79	0.90	0.37	0.37	0.34	1.02	0.33	0.52	1.03	1.23	0.58	0.84	0.43	0.48	1.17	
All other fats	0.31	0.25	0.21	0.58	0.44	0.28	0.29	0.13	0.51	0.56	0.37	0.16	0.41	0.26	0.33	0.16	
Total fats	11.04	11.08	10.10	11.62	12.34	11.58	12.29	10.91	10.71	11.01	10.88	10.72	11.55	10.52	11.17	11.04	
SUGAR AND PRESERVES:																	
Sugar	13.03	12.06	11.71	11.98	13.93	13.75	14.48	15.11	12.33	12.32	10.93	13.33	12.82	13.44	13.87	14.56	
Jams, jellies and fruit curds	1.15	1.01	1.48	1.38	1.70	1.40	0.99	0.96	1.13	1.03	0.98	1.22	1.30	1.07	1.13	1.13	
Marmalade	0.87	0.50	0.97	0.62	0.98	0.74	0.80	0.82	1.03	0.97	0.94	0.91	0.87	0.88	0.81	0.47	
Syrup, treacle	0.28	0.23	0.36	0.21	0.30	0.23	0.32	0.25	0.34	0.26	0.21	0.15	0.27	0.29	0.39	0.67	
Honey	0.17	0.12	0.19	0.30	0.23	0.13	0.15	0.13	0.06	0.20	0.18	0.15	0.18	0.15	0.19	0.28	
Total sugar and preserves	15.50	13.93	14.71	14.49	17.14	16.27	16.74	17.28	14.89	14.78	13.23	15.77	15.42	15.83	16.34	17.11	
VEGETABLES:																	
Old potatoes																	
January–August	14.43	14.82	11.07	13.24	21.28	19.75	10.65	16.82	17.04	11.55	11.76	14.53	14.45	15.84	14.39	15.98	
not prepacked	4.74	7.40	7.96	7.01	3.25	4.42	4.68	3.35	3.20	4.22	5.58	6.05	4.87	5.27	2.78	0.16	
prepacked																	
New potatoes																	
January–August	9.29	9.75	9.35	10.85	9.26	9.67	10.18	8.68	11.94	8.13	8.25	9.76	9.40	9.71	8.92	9.25	
not prepacked	1.09	2.05	1.91	0.73	1.38	0.81	0.81	0.57	0.37	1.18	1.73	1.22	1.01	1.82	0.17	—	
prepacked																	
Potatoes																	
September–December	13.66	15.78	9.65	17.13	14.56	17.83	15.92	15.69	16.90	11.73	10.08	14.11	15.32	13.24	14.72	11.38	
not prepacked	2.46	3.87	6.34	2.45	1.46	1.30	2.11	2.01	1.06	2.03	3.73	4.69	1.93	1.73	1.21	—	
prepacked																	
Total fresh potatoes	45.66	53.67	46.27	51.41	51.20	53.76	44.35	47.11	50.50	38.84	41.12	50.36	46.99	47.62	42.18	36.77	
Cabbages, fresh	4.37	5.06	2.79	5.15	3.99	2.95	3.99	4.06	4.00	5.46	5.97	3.84	4.25	3.94	4.33	4.39	
Brussels sprouts, fresh	1.88	1.37	0.86	1.36	2.16	1.23	2.68	1.79	1.59	2.32	2.35	1.48	1.68	2.10	1.88	3.43	
Cauliflowers, fresh	2.95	3.47	1.68	3.26	2.73	2.71	3.86	3.07	3.20	3.06	2.78	2.68	3.06	3.29	2.85	2.67	
Leafy salads, fresh	1.28	1.07	0.74	0.89	1.24	1.18	1.45	1.58	1.15	1.51	1.45	1.25	1.20	1.24	1.44	0.49	
Peas, fresh	0.55	0.42	0.19	0.15	0.60	0.38	0.58	0.85	0.59	0.55	0.45	0.31	0.38	0.65	0.80	2.17	

TABLE 14—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 (b) Anglia	Conurbations	Other urban areas			Semi-rural areas	Rural areas
												Provincial	Larger towns	Smaller towns		
VEGETABLES—continued																
Beans, fresh	1.44	1.82	0.13	0.19	1.31	0.42	2.32	1.77	2.36	1.95	1.34	1.22	1.59	2.67	0.53	
Other fresh green vegetables	0.23	—	0.06	0.05	0.13	0.03	0.39	0.19	0.14	0.42	0.25	0.19	0.46	0.24	0.06	
<i>Total fresh green vegetables</i>	12.70	13.21	6.45	11.03	12.18	8.89	15.28	13.31	13.02	15.29	14.60	12.00	13.26	14.21	13.74	
Carrots, fresh	2.91	2.25	2.85	2.70	3.50	4.13	2.25	2.68	3.10	2.69	2.57	2.88	2.91	3.32	3.50	
Turnips and swedes, fresh	1.25	2.03	2.29	3.79	0.86	0.82	0.58	0.68	2.64	0.69	0.70	1.54	1.19	0.96	1.23	
Other root vegetables, fresh	0.86	0.83	0.15	0.37	0.67	0.46	0.81	0.99	1.01	1.27	1.21	0.52	0.75	1.14	0.93	
Onions, shallots, leeks, fresh	3.02	2.43	3.12	3.46	3.33	3.52	3.26	2.98	2.64	2.80	3.31	3.02	2.95	2.63	2.53	
Cucumbers, fresh	0.78	0.84	0.29	0.51	0.72	0.35	0.83	0.72	0.81	1.16	1.31	0.57	0.76	0.78	0.46	
Mushrooms, fresh	0.44	0.43	0.22	0.39	0.50	0.39	0.51	0.46	0.42	0.52	0.53	0.34	0.46	0.49	0.38	
Tomatoes, fresh	3.74	3.45	3.10	3.04	3.84	3.36	3.77	3.90	3.26	4.23	4.44	3.65	3.41	3.78	4.02	
Miscellaneous fresh vegetables	0.95	0.41	0.23	0.36	0.55	0.33	1.00	0.92	0.48	1.62	1.54	0.64	0.74	0.97	2.73	
<i>Total other fresh vegetables</i>	13.93	12.67	12.26	14.62	13.96	13.36	13.01	13.34	14.36	14.99	15.61	13.37	13.74	14.06	15.77	
Tomatoes, canned or bottled	0.94	1.33	0.38	1.20	1.46	0.77	1.66	1.13	0.71	0.90	1.08	1.01	1.04	0.95	0.26	
Canned peas	2.76	2.74	2.88	4.88	3.17	3.71	2.80	2.92	2.97	1.95	1.99	3.11	2.61	2.39	1.77	
Canned beans	3.58	3.95	4.08	4.18	3.62	3.51	3.41	3.24	4.12	3.35	3.19	3.69	3.62	3.49	3.52	
Canned vegetables, other than pulses, potatoes or tomatoes	1.27	1.65	1.01	1.94	1.80	1.42	1.05	1.31	1.44	1.16	1.17	1.53	1.20	1.23	0.50	
Dried pulses, other than air-dried	0.32	0.25	0.68	0.67	0.34	0.43	0.34	0.20	0.20	0.17	0.21	0.39	0.30	0.17	0.85	
Air-dried vegetables	0.04	0.01	0.03	0.02	0.04	0.08	0.05	0.03	0.04	0.04	0.02	0.04	0.03	0.05	0.01	
Vegetable juices (R oz)	0.13	0.09	0.20	0.21	0.18	0.11	0.13	0.08	0.03	0.17	0.23	0.09	0.09	0.13	0.04	
Chips, excluding frozen	1.08	1.24	1.01	1.88	1.74	1.16	0.99	1.05	1.03	0.85	0.68	1.20	1.31	0.74	1.44	
Instant potato	0.10	0.11	0.08	0.11	0.07	0.09	0.11	0.13	0.10	0.09	0.11	0.09	0.12	0.07	0.01	
Canned potato	0.22	0.45	0.06	0.23	0.25	0.19	0.30	0.25	0.28	0.25	0.24	0.30	0.20	0.21	—	
Crisps and other potato products not frozen	0.56	0.49	0.91	0.51	0.52	0.43	0.52	0.58	0.74	0.48	0.32	0.71	0.54	0.58	0.38	
Other vegetable products	0.25	0.11	0.22	0.66	0.10	0.19	0.18	0.13	0.21	0.36	0.47	0.17	0.28	0.14	0.27	
Frozen peas	1.29	1.68	0.23	0.39	0.76	0.60	1.14	1.53	1.88	1.97	2.40	0.98	1.28	0.92	1.30	
Frozen beans	0.44	0.60	0.08	0.21	0.29	0.25	0.45	0.52	0.46	0.67	0.90	0.34	0.42	0.41	0.06	
Frozen chips and other frozen convenience potato products	0.48	0.15	0.58	0.42	0.89	0.38	0.36	0.50	0.82	0.47	0.40	0.53	0.60	0.41	0.03	
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.45	0.50	0.35	0.33	0.21	0.49	0.46	0.34	0.27	0.60	0.75	0.33	0.43	0.33	0.81	
<i>Total processed vegetables</i>	13.91	15.35	12.67	17.84	15.40	13.80	13.93	13.94	15.30	13.48	14.16	15.09	13.34	12.74	9.89	
<i>Total vegetables</i>	86.19	94.90	77.65	94.92	92.74	89.81	86.57	87.70	93.18	82.60	85.49	87.82	87.45	83.19	76.17	

TABLE 14—continued
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area					
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Pro- vincial	Larger towns	Smaller towns			
FRUIT:																	
Fresh	3.21	2.65	3.34	3.13	2.98	2.75	3.06	3.34	2.77	3.50	4.12	3.31	3.03	2.92	3.05	2.63	
Oranges	1.37	1.62	1.24	0.77	0.88	1.36	1.31	0.96	0.96	1.89	2.14	1.12	1.38	1.10	1.37	0.96	
Other citrus fruit	7.08	6.86	4.68	5.20	6.34	5.87	6.63	8.26	8.26	8.75	9.34	5.98	6.97	6.71	7.26	5.89	
Apples	0.76	0.43	0.55	0.63	1.12	0.52	0.71	0.72	0.99	0.99	1.31	0.64	0.68	0.80	0.66	0.33	
Pears	0.61	0.37	0.48	0.32	0.56	0.47	0.48	0.59	0.85	0.85	0.99	0.45	0.57	0.63	0.65	0.08	
Stone fruit	0.33	0.43	0.35	0.40	0.61	0.42	0.22	0.31	0.37	0.37	0.52	0.30	0.36	0.34	0.19	0.45	
Grapes	0.66	0.28	0.53	0.35	0.72	0.33	0.65	0.75	0.74	0.74	0.53	0.24	0.52	0.86	0.91	2.34	
Soft fruit, other than grapes	2.86	2.58	2.51	2.36	2.51	2.38	2.65	2.77	2.71	3.42	3.60	2.66	2.74	2.70	2.90	2.26	
Bananas	0.52	0.25	0.59	0.12	0.16	0.24	0.67	0.56	0.67	0.63	0.48	0.24	0.35	0.78	0.82	0.16	
Rhubarb	0.40	0.20	0.31	0.12	0.34	0.22	0.13	0.35	0.31	0.62	0.75	0.25	0.29	0.65	0.28	—	
Other fresh fruit	17.79	15.67	14.58	13.30	16.22	14.37	16.38	16.96	18.04	21.77	23.78	15.19	16.90	17.49	18.09	15.11	
Total fresh fruit	1.74	1.62	1.93	1.58	1.74	1.70	1.65	1.46	2.07	1.84	1.80	1.63	1.83	1.75	1.69	1.59	
Canned peaches, pears and pineapples	1.96	1.58	1.49	1.43	1.76	1.72	2.27	1.96	2.53	2.28	1.97	1.58	2.07	2.02	2.17	1.63	
Other canned or bottled fruit	0.94	0.93	0.59	0.59	1.11	0.85	0.87	0.94	1.32	1.11	1.14	0.73	0.93	0.82	1.17	0.68	
Dried fruit and dried fruit products	0.05	0.01	0.01	0.09	0.09	—	0.02	0.03	0.05	0.09	0.10	0.02	0.07	0.02	0.03	—	
Frozen fruit and frozen fruit products	0.26	0.16	0.13	0.23	0.28	0.14	0.24	0.15	0.36	0.37	0.39	0.16	0.25	0.21	0.32	0.24	
Nuts and nut products	1.07	1.04	1.08	0.49	1.06	0.90	0.71	1.07	1.09	1.38	1.66	0.94	1.06	0.80	1.10	0.86	
Fruit juices (fl oz)	6.03	5.34	5.23	4.42	6.05	5.31	5.77	5.62	7.42	7.07	7.06	5.06	6.21	5.63	6.48	4.99	
Total other fruit and fruit products	23.82	21.01	19.81	17.72	22.27	19.68	22.15	22.58	25.46	28.84	30.84	20.25	23.11	23.12	24.57	20.10	
Total fruit	6.05	9.14	2.09	1.81	4.85	6.46	6.18	6.31	6.66	7.19	6.81	5.45	5.16	4.95	7.97	8.56	
CEREALS:	18.86	19.73	27.16	22.30	17.02	18.80	21.34	23.70	14.82	13.85	12.99	25.56	17.88	20.29	16.79	17.65	
White bread, large loaves, unsliced	2.23	1.75	0.32	3.82	4.80	3.69	1.88	1.89	1.97	2.24	2.66	1.74	2.86	1.67	2.04	1.89	
White bread, large loaves, sliced	1.10	0.82	1.05	2.37	1.79	1.89	1.10	0.89	0.54	0.83	1.14	1.19	1.42	1.05	0.65	0.55	
White bread, small loaves, unsliced	2.08	1.48	1.95	2.87	2.75	2.77	1.88	1.50	0.50	2.24	2.50	1.94	2.37	1.49	1.95	2.55	
Brown bread	0.56	0.36	0.11	0.12	0.18	0.35	0.65	0.37	0.90	0.83	1.04	0.21	0.45	0.63	0.75	—	
Wholewheat and wholemeal bread	1.46	1.46	5.32	3.79	2.96	1.81	2.21	2.05	2.68	2.00	2.34	3.15	2.44	2.94	2.01	4.18	
Other bread	33.50	34.74	38.01	37.07	34.35	35.77	35.23	36.91	29.08	29.18	29.48	39.25	32.57	33.02	32.15	35.38	
Total bread	5.30	4.67	2.92	8.40	7.25	5.36	8.71	4.31	5.99	5.27	3.93	2.93	6.64	5.32	6.57	5.86	
Flour	0.94	0.63	1.53	1.15	1.77	1.51	0.60	0.57	0.99	0.65	0.56	1.21	1.08	0.87	0.79	0.84	
Buns, scones and teacakes	3.51	3.42	3.93	3.55	2.95	3.37	3.08	3.32	4.49	3.44	3.15	3.72	3.53	3.84	3.13	4.12	
Cakes and pastries	0.30	0.17	0.34	0.22	0.37	0.32	0.24	0.23	0.32	0.33	0.40	0.26	0.29	0.25	0.34	0.29	
Crispbread	4.21	3.97	4.60	4.83	4.45	3.75	3.95	3.84	4.75	4.18	4.16	3.73	4.48	4.40	3.86	6.14	
Biscuits, other than chocolate biscuits																	

(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 (b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
CEREALS—continued																
Chocolate biscuits	1.12	1.19	2.01	1.75	1.12	1.01	0.86	1.17	0.88	0.89	1.27	1.19	1.17	0.98	1.24	
Oatmeal and oat products	0.53	0.13	1.05	0.28	0.35	0.61	1.02	0.31	0.31	0.41	0.71	0.36	0.62	0.60	0.65	
Breakfast cereals	2.88	2.56	2.48	2.53	2.83	2.72	2.73	3.93	2.98	2.88	2.34	2.87	2.95	3.27	3.66	
Canned milk puddings	1.57	1.65	1.91	1.93	2.52	1.94	1.59	1.89	1.14	1.03	1.87	1.80	1.34	1.51	1.63	
Other puddings	0.27	0.25	0.21	0.31	0.32	0.39	0.27	0.29	0.23	0.26	0.31	0.31	0.24	0.24	0.02	
Rice	0.58	0.43	0.55	0.43	0.23	0.43	0.45	0.51	0.78	1.28	0.63	0.43	0.42	0.42	0.27	
Cereal-based invalid foods (including "slimming" foods)	0.02	0.01	0.02	0.06	0.04	0.01	0.02	0.03	0.03	0.02	0.02	0.03	0.03	0.01	0.02	
Infant cereal foods	0.10	0.15	0.09	0.12	0.06	0.11	0.08	0.11	0.09	0.12	0.09	0.10	0.10	0.09	0.07	
Frozen convenience cereal foods	0.19	0.07	0.27	0.12	0.18	0.07	0.12	0.15	0.23	0.24	0.17	0.18	0.16	0.21	0.13	
Cereal convenience foods, including canned, not specified elsewhere	2.10	1.73	2.24	2.00	2.36	1.84	1.99	1.85	2.41	2.13	2.05	2.14	2.07	2.09	1.97	
Other cereal foods	0.31	0.30	0.66	0.18	0.19	0.17	0.12	0.08	0.16	0.45	0.31	0.24	0.31	0.26	0.52	
Total cereals	57.39	56.06	62.82	64.91	61.33	59.40	60.35	58.47	56.63	57.39	60.87	58.23	57.09	56.50	62.82	
BEVERAGES:																
Tea	2.24	2.02	2.20	2.86	2.46	2.25	2.22	2.17	2.13	2.29	2.40	2.27	2.03	2.09	2.82	
Coffee, bean and ground	0.10	0.07	0.11	0.03	0.20	0.09	0.05	0.06	0.05	0.17	0.09	0.09	0.06	0.12	0.12	
Coffee, instant	0.51	0.36	0.41	0.56	0.50	0.54	0.43	0.45	0.62	0.50	0.44	0.51	0.51	0.52	0.60	
Coffee, essences (fl oz)	0.05	0.05	0.05	0.01	0.05	0.02	0.05	0.09	0.07	0.02	0.04	0.04	0.05	0.07	0.20	
Cocoa and drinking chocolate	0.17	0.10	0.16	0.09	0.17	0.13	0.16	0.14	0.19	0.18	0.15	0.14	0.17	0.18	0.35	
Branded food drinks	0.16	0.15	0.06	0.10	0.16	0.15	0.21	0.15	0.23	0.14	0.07	0.19	0.24	0.16	0.19	
Total beverages	3.22	2.75	2.94	3.64	3.54	3.17	3.14	3.07	3.28	3.31	3.19	3.24	3.06	3.14	4.16	
MISCELLANEOUS:																
Baby foods, canned or bottled	0.70	0.82	0.80	1.14	0.45	0.78	0.70	0.59	0.41	0.82	0.58	0.73	0.72	0.63	1.05	
Soups, canned	3.46	2.30	6.72	4.80	2.79	4.10	2.60	2.79	2.61	2.66	4.65	3.48	3.52	2.61	4.66	
Soups, dehydrated and powdered	0.13	0.06	0.18	0.08	0.09	0.15	0.14	0.10	0.13	0.15	0.12	0.11	0.17	0.15	0.07	
Accelerated freeze-dried foods (excluding coffee)	0.29	0.08	0.25	0.36	0.37	0.19	0.33	0.20	0.33	0.33	0.19	0.33	0.28	0.35	0.08	
Spreads and dressings	1.55	1.75	1.56	1.76	1.57	1.17	1.30	1.52	1.61	1.90	1.56	1.57	1.40	1.42	1.14	
Pickles and sauces	0.17	0.14	0.11	0.09	0.24	0.13	0.12	0.16	0.15	0.25	0.14	0.16	0.16	0.18	0.06	
Meat and yeast extracts	0.41	0.47	0.39	0.29	0.41	0.40	0.41	0.40	0.48	0.38	0.39	0.44	0.36	0.49	0.25	
Table jelly, squares and crystals	1.24	1.36	0.96	1.11	0.72	0.89	1.03	1.02	1.31	1.77	0.70	1.31	1.18	1.42	0.53	
Ice-cream (served as part of a meal), mousse	0.01	0.01	1.07	0.94	0.01	0.87	1.25	1.08	1.34	0.02	1.05	1.09	1.03	1.12	0.68	
All frozen convenience foods not specified elsewhere	0.08	0.06	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	
Salt	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	
Novel protein foods	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	

(a) See Appendix A, Table 12 for details of the classification of foods.

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

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

TABLE 15

Household expenditure on seasonal, convenience and other foods according to income group, together with comparative indices of food prices and the real value of food purchased, 1974

	Income groups (gross weekly income of head of household)								OAP	All households
	Households with 1 or more earners						Households with no earner			
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	£23 or more	Less than £23		
	A1	A2	All A	B	C	D	E1	E2		
(i) <i>Expenditure and value of garden and allotment produce, etc</i>	£	£	£	£	£	£	£	£	£	£
<i>Expenditure on:</i>	(per person per week)									
Seasonal foods	0.70	0.61	0.63	0.53	0.50	0.50	0.67	0.60	0.58	0.53
Convenience foods										
Canned	0.19	0.21	0.20	0.23	0.23	0.22	0.23	0.22	0.20	0.22
Frozen	0.09	0.09	0.09	0.08	0.07	0.05	0.06	0.07	0.04	0.07
Other convenience foods	0.48	0.50	0.50	0.50	0.52	0.43	0.43	0.47	0.44	0.49
<i>Total convenience foods</i>	0.76	0.80	0.79	0.81	0.82	0.70	0.72	0.75	0.68	0.79
All other foods	2.00	1.88	1.91	1.73	1.72	1.72	2.03	1.94	2.02	1.78
<i>Total expenditure</i>	3.45	3.29	3.33	3.07	3.04	2.92	3.42	3.29	3.29	3.10
<i>Value of garden and allotment produce, etc</i>	0.09	0.10	0.10	0.06	0.07	0.05	0.11	0.06	0.08	0.08
<i>Value of consumption</i>	3.54	3.39	3.43	3.13	3.11	2.97	3.53	3.35	3.37	3.17
(ii) <i>Comparative indices (a) of expenditure, prices and purchases (all foods)</i>	(all households = 100)									
<i>Expenditure</i>	111.4	106.2	107.5	99.1	98.2	94.5	110.5	106.3	106.3	100.0
<i>Value of consumption</i>	111.5	106.8	107.9	98.7	98.1	93.8	111.2	105.7	106.2	100.0
<i>Prices</i>	105.1	104.4	104.4	100.3	98.9	98.3	101.9	99.1	99.0	100.0
<i>Index of value of consumption deflated by index of food prices</i>	106.1	102.3	103.4	98.4	99.2	95.4	109.1	106.7	107.3	100.0
<i>Food purchases</i>	106.8	101.9	103.3	99.3	98.8	95.6	108.7	106.0	107.3	100.0
<i>"Price of energy"</i>	123.1	111.8	114.4	100.8	96.9	94.8	105.6	98.1	95.9	100.0

(a) These indices have been derived in a manner analogous to that described in paragraphs 41-43.

TABLE 16

Household food consumption according to income group: main food groups (a), annual averages, 1974

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

	Income groups (gross weekly income of head of household)								OAP	All households
	Households with 1 or more earners						Households with no earner			
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	£23 or more	Less than £23		
	A1	A2	All A	B	C	D	E1	E2		
MILK AND CREAM:										
Liquid milk										
Full price . . . (pt)	5.08	4.89	4.94	4.65	4.45	4.62	4.87	4.85	5.04	4.65
Welfare and school (pt)	0.09	0.08	0.08	0.08	0.08	0.15	0.19	0.27	—	0.09
<i>Total liquid milk . . . (pt)</i>	<i>5.17</i>	<i>4.97</i>	<i>5.02</i>	<i>4.73</i>	<i>4.53</i>	<i>4.76</i>	<i>5.06</i>	<i>5.13</i>	<i>5.04</i>	<i>4.74</i>
Condensed milk (eq pt)	0.14	0.14	0.14	0.15	0.19	0.13	0.22	0.18	0.18	0.17
Dried and other milk (pt or eq pt)	0.21	0.15	0.16	0.20	0.20	0.15	0.27	0.17	0.15	0.20
Cream . . . (pt)	0.07	0.06	0.06	0.03	0.03	0.02	0.04	0.04	0.02	0.03
<i>Total milk and cream (pt or eq pt)</i>	<i>5.58</i>	<i>5.33</i>	<i>5.40</i>	<i>5.10</i>	<i>4.93</i>	<i>5.06</i>	<i>5.59</i>	<i>5.51</i>	<i>5.39</i>	<i>5.12</i>
CHEESE:										
Natural	4.37	4.20	4.25	3.49	3.11	3.15	4.38	3.83	3.55	3.47
Processed	0.27	0.35	0.33	0.25	0.31	0.24	0.25	0.20	0.25	0.27
<i>Total cheese</i>	<i>4.64</i>	<i>4.56</i>	<i>4.59</i>	<i>3.74</i>	<i>3.42</i>	<i>3.39</i>	<i>4.63</i>	<i>4.03</i>	<i>3.80</i>	<i>3.74</i>
MEAT:										
Beef and veal	10.56	7.85	8.49	7.47	6.93	6.57	7.27	7.32	8.56	7.41
Mutton and lamb	3.55	3.88	3.81	3.79	3.74	4.16	6.93	4.97	6.17	4.11
Pork	6.77	3.89	4.60	3.08	3.12	2.41	2.74	3.17	3.10	3.23
<i>Total carcase meat</i>	<i>20.88</i>	<i>15.62</i>	<i>16.90</i>	<i>14.34</i>	<i>13.79</i>	<i>13.14</i>	<i>16.94</i>	<i>15.46</i>	<i>17.83</i>	<i>14.72</i>
Bacon and ham, uncooked	4.78	3.81	4.05	4.09	4.10	4.22	4.26	4.67	5.09	4.18
Poultry, uncooked	6.09	6.16	6.16	5.01	4.90	4.93	6.46	5.62	4.01	4.99
Other meat	9.37	10.87	10.51	11.99	13.28	11.78	11.03	11.60	11.31	12.08
<i>Total meat</i>	<i>41.10</i>	<i>36.45</i>	<i>37.61</i>	<i>35.43</i>	<i>36.06</i>	<i>34.05</i>	<i>38.69</i>	<i>37.35</i>	<i>38.25</i>	<i>35.95</i>
FISH:										
Fresh	1.75	1.81	1.79	1.17	1.24	1.69	2.58	2.25	2.61	1.44
Processed and shell	0.73	0.53	0.58	0.45	0.40	0.43	0.74	0.56	0.54	0.47
Prepared	0.90	1.40	1.28	1.36	1.70	1.54	1.14	1.04	1.64	1.47
Frozen	0.64	1.16	1.04	1.08	0.97	0.70	0.73	0.93	0.73	0.96
<i>Total fish</i>	<i>4.00</i>	<i>4.91</i>	<i>4.69</i>	<i>4.06</i>	<i>4.30</i>	<i>4.35</i>	<i>5.22</i>	<i>4.78</i>	<i>5.49</i>	<i>4.33</i>
EGGS:										
. (no)	4.30	4.11	4.16	3.99	4.06	4.24	4.54	4.49	4.25	4.09
(Eggs purchased) (no)	4.21	3.74	3.86	3.89	3.89	4.10	4.47	4.46	4.23	3.94
FATS:										
Butter	5.69	5.94	5.88	5.52	5.45	5.15	6.39	6.36	7.08	5.61
Margarine	1.14	2.23	1.96	2.32	2.86	2.98	2.67	3.17	3.13	2.60
Lard and compound cooking fat	0.71	1.36	1.20	1.79	1.90	1.94	1.87	1.90	2.34	1.82
All other fats	2.14	1.28	1.49	1.04	1.01	1.03	1.41	0.86	0.79	1.02
<i>Total fats</i>	<i>9.69</i>	<i>10.81</i>	<i>10.53</i>	<i>10.67</i>	<i>11.23</i>	<i>11.11</i>	<i>12.35</i>	<i>12.29</i>	<i>13.34</i>	<i>11.04</i>
SUGAR AND PRESERVES:										
Sugar	7.88	10.32	9.70	12.00	13.14	13.80	14.72	15.79	19.16	13.03
Honey, preserves, syrup and treacle	2.52	2.04	2.16	2.33	2.30	2.23	3.25	3.63	3.98	2.47
<i>Total sugar and preserves</i>	<i>10.41</i>	<i>12.36</i>	<i>11.86</i>	<i>14.33</i>	<i>15.43</i>	<i>16.04</i>	<i>17.97</i>	<i>19.42</i>	<i>23.14</i>	<i>15.50</i>
VEGETABLES:										
Potatoes	29.48	34.50	33.26	46.37	49.91	46.91	31.50	45.38	38.50	45.66
Fresh green	12.09	12.01	12.05	12.12	11.85	10.67	18.83	14.33	17.65	12.70
Other fresh	15.53	15.20	15.30	13.74	13.10	13.91	16.70	15.17	16.24	13.93
Frozen	4.29	3.89	3.98	3.21	2.38	1.39	1.87	1.82	1.43	2.66
Other processed	9.33	8.37	8.59	11.60	12.80	12.49	7.16	10.28	8.11	11.25
<i>Total vegetables</i>	<i>70.72</i>	<i>73.96</i>	<i>73.17</i>	<i>87.04</i>	<i>90.05</i>	<i>85.36</i>	<i>76.07</i>	<i>86.99</i>	<i>81.91</i>	<i>86.19</i>

TABLE 16—continued

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

	Income groups (gross weekly income of head of household)								OAP	All households
	Households with 1 or more earners						Households with no earner			
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	£23 or more	Less than £23		
	A1	A2	All A	B	C	D	E1	E2		
FRUIT:										
Fresh	31·47	23·67	25·60	17·81	15·26	13·68	27·02	19·16	19·40	17·79
Other	7·64	8·99	8·68	6·24	5·48	4·17	8·98	6·49	5·19	6·03
Total fruit	39·11	32·66	34·28	24·05	20·74	17·85	36·00	25·65	24·59	23·82
CEREALS:										
Brown bread	2·20	2·04	2·08	1·83	1·89	2·15	3·75	3·98	3·61	2·08
White bread	19·08	20·03	19·81	27·61	31·07	31·56	21·90	26·13	26·10	28·24
Wholewheat and whole-meal bread	1·16	0·67	0·79	0·56	0·36	0·35	2·08	1·50	0·81	0·56
Other bread	1·83	2·51	2·34	2·40	2·55	2·68	2·72	2·89	3·68	2·62
Total bread	24·28	25·25	25·01	32·39	35·86	36·76	30·45	33·50	34·21	33·50
Flour	2·96	4·78	4·34	5·01	5·42	6·34	8·11	6·75	8·97	5·30
Cakes	3·54	4·19	4·04	4·11	4·78	4·24	4·22	4·35	5·62	4·45
Biscuits	4·53	5·55	5·28	5·51	5·71	4·53	6·13	6·20	6·48	5·63
Oatmeal and oat products	0·43	0·84	0·74	0·38	0·51	0·59	0·67	0·76	0·67	0·53
Breakfast cereals	3·03	3·23	3·19	3·08	2·80	2·36	1·97	3·35	1·80	2·88
Other cereals	3·85	5·47	5·05	5·08	5·07	5·40	5·69	6·89	4·77	5·14
Total cereals	42·61	49·31	47·65	55·55	60·16	60·22	57·22	61·79	62·54	57·39
BEVERAGES:										
Tea	1·46	1·45	1·45	1·98	2·25	2·65	2·76	3·08	3·68	2·24
Coffee	1·26	0·84	0·95	0·64	0·57	0·55	1·03	0·90	0·59	0·66
Cocoa and drinking chocolate	0·17	0·13	0·14	0·16	0·17	0·03	0·11	0·25	0·15	0·17
Branded food drinks	0·07	0·18	0·15	0·12	0·18	0·16	0·11	0·28	0·35	0·16
Total beverages	2·97	2·60	2·69	2·90	3·17	3·40	4·01	4·50	4·77	3·22

(a) See Appendix A, Table 14 for definitions of the food groups.

TABLE 17

Household food expenditure according to income group:
main food groups (a), annual averages, 1974

(pence per person per week)

	Income groups (gross weekly income of head of household)								OAP	All households
	Households with 1 or more earners					Households with no earner				
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	£23 or more	Less than £23		
	A1	A2	All A	B	C	D	E1	E2		
MILK AND CREAM:										
Liquid milk										
Full price	24.19	23.43	23.62	22.93	22.00	23.22	24.58	24.97	25.47	22.86
Welfare and school	0.18	—	0.04	0.02	0.01	0.01	—	...	—	0.01
Total liquid milk	24.36	23.43	23.67	22.95	22.01	23.23	24.58	24.97	25.47	22.88
Condensed milk	0.76	0.90	0.87	0.93	1.16	0.75	1.35	1.07	1.13	1.03
Dried and other milk	2.71	2.47	2.52	2.22	1.81	1.19	2.76	2.01	1.35	2.03
Cream	3.20	2.73	2.86	1.32	1.12	0.93	2.04	1.87	1.15	1.36
Total milk and cream	31.02	29.53	29.92	27.42	26.11	26.09	30.73	29.91	29.11	27.29
CHEESE:										
Natural	10.90	9.82	10.10	7.99	7.13	7.41	10.36	8.91	8.36	8.00
Processed	0.80	1.00	0.95	0.72	0.84	0.66	0.76	0.48	0.68	0.77
Total cheese	11.69	10.82	11.06	8.70	7.96	8.07	11.12	9.39	9.05	8.77
MEAT:										
Beef and veal	37.77	30.89	32.49	26.85	24.68	22.92	25.55	25.77	29.32	26.62
Mutton and lamb	12.32	11.53	11.77	10.89	10.53	11.65	20.16	13.73	16.46	11.68
Pork	15.23	10.57	11.73	8.88	8.80	6.92	8.47	8.98	8.59	9.01
Total carcase meat	65.32	52.99	55.99	46.61	44.00	41.49	54.18	48.48	54.37	47.32
Bacon and ham, uncooked	16.49	13.53	14.26	13.61	13.37	13.60	14.69	14.89	15.46	13.82
Poultry, uncooked	11.74	10.91	11.14	8.51	8.11	8.66	11.15	9.81	7.10	8.52
Other meat	25.87	29.79	28.85	30.99	33.68	29.50	26.45	29.15	29.93	31.09
Total meat	119.41	107.23	110.24	99.72	99.16	93.27	106.46	102.35	106.83	100.72
FISH:										
Fresh	6.55	5.64	5.89	3.28	3.41	4.56	7.54	5.85	7.35	4.09
Processed and shell	2.96	1.52	1.88	1.31	1.14	1.18	2.03	1.47	1.36	1.34
Prepared	3.89	4.88	4.64	4.92	5.77	5.56	4.21	4.25	5.89	5.22
Frozen	1.97	3.60	3.20	3.28	2.82	2.14	2.28	2.60	2.27	2.88
Total fish	15.38	15.66	15.61	12.80	13.13	13.42	16.04	14.17	16.86	13.52
EGGS	13.38	11.76	12.18	12.09	12.05	13.17	14.53	14.14	13.59	12.31
FATS:										
Butter	7.94	8.20	8.13	7.59	7.61	7.19	9.01	8.83	9.90	7.78
Margarine	1.48	2.79	2.47	2.77	3.44	3.65	3.43	3.79	3.80	3.13
Lard and compound cooking fat	0.87	1.53	1.36	1.90	2.00	1.98	2.01	2.05	2.60	1.94
Other fats	3.54	1.96	2.35	1.72	1.56	1.53	2.38	1.34	1.20	1.63
Total fats	13.82	14.47	14.31	13.98	14.61	14.36	16.81	16.01	17.50	14.48
SUGAR AND PRESERVES:										
Sugar	3.49	4.47	4.22	4.82	5.18	5.19	6.08	6.47	7.63	5.23
Honey, preserves, syrup and treacle	2.84	2.29	2.43	2.38	2.28	2.59	3.80	3.92	3.98	2.54
Total sugar and preserves	6.33	6.75	6.64	7.21	7.46	7.78	9.87	10.38	11.60	7.77
VEGETABLES:										
Potatoes	5.87	6.45	6.30	8.17	8.45	8.65	6.64	8.87	7.21	7.92
Fresh green	6.50	6.07	6.18	5.54	5.25	4.87	7.45	6.77	6.79	5.58
Other fresh	12.37	12.92	12.79	9.94	8.98	9.01	10.47	10.04	9.34	9.77
Frozen	4.48	4.17	4.24	3.40	2.65	1.65	2.63	2.05	1.65	2.91
Other processed	8.99	8.65	8.70	10.68	11.54	10.73	6.71	9.14	7.23	10.29
Total vegetables	38.21	38.24	38.21	37.73	36.87	34.91	33.91	36.86	32.24	36.44
FRUIT:										
Fresh	22.00	16.31	17.71	12.29	10.30	8.90	18.25	12.66	12.57	12.07
Other	8.56	11.10	10.50	7.00	6.38	4.91	10.11	7.59	6.11	6.92
Total fruit	30.56	27.41	28.21	19.29	16.68	13.81	28.36	20.25	18.68	18.99

TABLE 17—continued
(pence per person per week)

	Income groups (gross weekly income of head of household)								OAP	All households
	Households with 1 or more earners						Households with no earner			
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	£23 or more	Less than £23		
	A1	A2	All A	B	C	D	E1	E2		
CEREALS:										
Brown bread	1·53	1·37	1·41	1·24	1·28	1·44	2·68	2·94	2·55	1·43
White bread	10·08	10·90	10·71	14·20	15·98	16·30	11·69	14·10	15·07	14·69
Wholewheat and wholemeal bread	0·71	0·46	0·52	0·34	0·22	0·25	1·25	0·33	0·50	0·35
Other bread	2·10	3·17	2·90	2·86	3·12	3·28	2·98	3·40	4·02	3·14
Total bread	14·42	15·90	15·53	18·63	20·61	21·27	18·60	20·77	22·14	19·60
Flour	1·26	1·93	1·77	1·96	2·19	2·61	3·51	2·68	3·64	2·13
Cakes	7·68	8·16	8·04	7·75	8·81	7·84	8·05	7·87	9·99	8·31
Biscuits	8·41	9·44	9·18	8·75	8·91	6·75	8·83	8·82	8·97	8·77
Oatmeal and oat products	0·32	0·66	0·57	0·33	0·42	0·57	0·63	0·57	0·52	0·45
Breakfast cereals	4·24	4·44	4·40	3·92	3·54	2·92	2·72	4·36	2·31	3·70
Other cereals	5·12	6·18	5·92	5·57	5·31	4·79	5·85	6·55	3·94	5·38
Total cereals	41·45	46·70	45·39	46·88	49·80	46·75	48·20	51·60	51·51	48·32
BEVERAGES:										
Tea	4·00	3·61	3·70	4·83	5·63	6·39	7·06	7·09	8·80	5·49
Coffee	7·35	5·36	5·87	4·39	3·69	4·02	6·78	6·02	3·72	4·36
Cocoa and drinking chocolate	0·29	0·25	0·26	0·28	0·32	0·05	2·20	0·48	0·28	0·30
Branded food drinks	0·16	0·41	0·35	0·28	0·40	0·38	0·26	0·65	0·87	0·38
Total beverages	11·80	9·62	10·18	9·77	10·04	10·84	14·29	11·24	13·66	10·51
MISCELLANEOUS:										
Soups, canned, dehydrated and powdered	2·33	2·54	2·48	2·61	2·83	2·93	3·30	2·92	2·63	2·74
Other foods	9·45	7·92	8·30	8·59	7·23	7·02	8·38	6·75	5·68	7·70
Total miscellaneous	11·78	10·45	10·77	11·19	10·06	9·98	11·70	9·67	8·29	10·44
TOTAL EXPENDITURE	£3·45	£3·29	£3·33	£3·07	£3·04	£2·92	£3·42	£3·29	£3·29	£3·10
Expenditure on subsidised foods (b)										
Pence per person per week	61	60	60	61	62	65	70	70	74	63
As a percentage of total food expenditure	17·6	18·2	18·0	19·9	20·4	22·2	20·5	21·2	22·6	20·3

(a) See Appendix A, Table 14 for definitions of the food groups.

(b) Liquid milk, natural cheese, butter, bread (except "other" bread), flour and tea.

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

Main tables

TABLE 18

Household expenditure on seasonal, convenience and other foods according to household composition, together with comparative indices of food prices and the real value of food purchased, 1974

	Households with										All households	
	No. of adults		1		2		3		3 or more			4 or more
	0	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3 or more	0		
(i) Expenditure and value of garden and allotment produce, etc	£	£	£	£	£	£	£	£	£	£	£	£
Seasonal foods	0.73	0.44	0.68	0.48	0.43	0.40	0.62	0.50	0.38	0.60	0.53	
Convenience foods												
Canned	0.25	0.21	0.25	0.24	0.19	0.20	0.21	0.21	0.20	0.21	0.22	
Frozen	0.07	0.09	0.08	0.09	0.06	0.05	0.07	0.06	0.05	0.07	0.07	
Other convenience foods	0.58	0.50	0.52	0.51	0.45	0.41	0.49	0.48	0.40	0.45	0.49	
Total convenience foods	0.90	0.80	0.85	0.84	0.71	0.66	0.77	0.76	0.65	0.74	0.79	
All other foods	2.21	1.42	2.28	1.62	1.37	1.38	2.14	1.71	1.27	2.00	1.78	
Total expenditure	3.84	2.65	3.87	2.95	2.50	2.43	3.53	2.96	2.29	3.34	3.10	
Value of garden and allotment produce, etc	0.05	0.05	0.10	0.06	0.06	0.05	0.09	0.07	0.07	0.07	0.08	
Value of consumption	3.89	2.70	3.91	3.00	2.56	2.49	3.62	3.04	2.36	3.40	3.17	
(ii) Comparative indices (a) of expenditure, prices and purchases (all foods)	(all households = 100)											
Expenditure	124.1	85.6	123.1	95.1	80.8	78.6	113.9	95.7	74.1	107.8	100.0	
Value of consumption	122.5	85.1	123.4	94.6	80.8	78.4	114.1	95.7	74.4	107.3	100.0	
Prices	102.7	98.9	101.0	100.1	97.8	97.0	101.0	99.4	96.4	100.4	100.0	
Index of value of consumption deflated by index of food prices	119.3	86.0	122.2	94.5	82.6	80.8	113.0	96.3	77.2	106.9	100.0	
Food purchases	121.0	87.4	121.6	95.2	82.6	79.9	113.2	96.5	77.1	108.7	100.0	
"Price of energy"	104.5	91.0	106.2	99.6	92.8	86.8	105.9	98.7	85.7	105.2	100.0	

(a) These indices have been derived in a manner analogous to that described in paragraphs 41-43.

TABLE 19

*Household food consumption according to household composition:
main food groups (a), annual averages, 1974*

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

	Households with										
	No. of adults	1		2			3	3 or more		4 or more	
	No. of children	0	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3 or more	
MILK AND CREAM:											
Liquid milk											
Full price . . . (pt)	5.66	4.07	4.90	4.68	4.46	4.00	4.87	4.41	3.86	4.39	
Welfare and school (pt)	—	0.57	—	0.11	0.16	0.26	—	0.06	0.14	—	
<i>Total liquid milk . . . (pt)</i>	<i>5.66</i>	<i>4.63</i>	<i>4.90</i>	<i>4.78</i>	<i>4.62</i>	<i>4.26</i>	<i>4.87</i>	<i>4.46</i>	<i>4.00</i>	<i>4.39</i>	
Condensed milk (eq pt)	0.19	0.17	0.19	0.15	0.13	0.20	0.17	0.18	0.14	0.16	
Dried and other milk (pt or eq pt)	0.24	0.22	0.16	0.25	0.16	0.12	0.14	0.14	0.13	0.16	
Cream . . . (pt)	0.04	0.02	0.05	0.03	0.02	0.01	0.04	0.03	0.02	0.03	
<i>Total milk and cream (pt or eq pt)</i>	<i>6.13</i>	<i>5.03</i>	<i>5.30</i>	<i>5.21</i>	<i>4.93</i>	<i>4.59</i>	<i>5.22</i>	<i>4.81</i>	<i>4.28</i>	<i>4.74</i>	
CHEESE:											
Natural	4.71	2.45	4.41	3.10	2.77	2.53	4.03	3.48	2.27	3.75	
Processed	0.36	0.25	0.25	0.28	0.25	0.20	0.33	0.30	0.24	0.29	
<i>Total cheese</i>	<i>5.07</i>	<i>2.70</i>	<i>4.66</i>	<i>3.38</i>	<i>3.02</i>	<i>2.73</i>	<i>4.36</i>	<i>3.79</i>	<i>2.51</i>	<i>4.05</i>	
MEAT:											
Beef and veal	7.56	4.43	10.24	6.81	5.60	4.38	9.58	7.17	4.70	8.17	
Mutton and lamb	6.25	3.33	5.74	3.14	2.41	4.12	5.60	3.80	2.78	5.53	
Pork	2.82	1.84	4.28	2.85	2.47	2.64	4.25	2.95	1.45	5.13	
<i>Total carcass meat</i>	<i>16.63</i>	<i>9.61</i>	<i>20.25</i>	<i>12.80</i>	<i>10.48</i>	<i>11.14</i>	<i>19.43</i>	<i>13.92</i>	<i>8.93</i>	<i>18.84</i>	
Bacon and ham, uncooked	4.94	3.63	5.66	3.56	2.82	2.66	5.51	4.42	2.97	5.56	
Poultry, uncooked	4.39	5.12	6.61	4.89	4.09	4.07	5.31	4.88	2.88	5.29	
Other meat	12.93	11.32	13.44	12.07	10.64	10.60	13.08	12.33	11.64	13.28	
<i>Total meat</i>	<i>38.88</i>	<i>29.69</i>	<i>45.95</i>	<i>33.32</i>	<i>28.03</i>	<i>28.47</i>	<i>43.34</i>	<i>35.56</i>	<i>26.45</i>	<i>42.97</i>	
FISH:											
Fresh	2.54	0.53	2.42	0.87	0.78	0.68	2.44	1.42	0.34	2.14	
Processed and shell	0.52	0.33	0.77	0.32	0.42	0.34	0.55	0.36	0.36	0.57	
Prepared	1.90	1.02	1.71	1.50	1.11	1.40	1.26	1.55	1.27	1.16	
Frozen	1.01	1.06	1.03	1.09	0.94	0.83	0.83	0.82	0.82	1.02	
<i>Total fish</i>	<i>5.97</i>	<i>2.94</i>	<i>5.92</i>	<i>3.80</i>	<i>3.25</i>	<i>3.22</i>	<i>5.06</i>	<i>4.15</i>	<i>2.79</i>	<i>4.87</i>	
EGGS											
(no)	5.04	3.80	4.82	3.75	3.57	3.41	4.65	3.86	3.25	4.68	
(Eggs purchased)	4.99	3.73	4.67	3.66	3.48	3.30	4.44	3.73	2.96	4.40	
FATS:											
Butter	8.16	4.49	6.99	5.10	4.19	4.74	6.82	5.48	3.87	6.14	
Margarine	2.65	2.95	3.10	2.34	2.26	2.41	2.95	2.34	3.28	2.40	
Lard and compound cooking fat	1.69	1.76	2.25	1.76	1.51	1.46	2.17	1.84	1.41	1.97	
Other fats	0.92	0.78	1.32	1.33	0.58	0.56	1.14	0.87	0.57	0.87	
<i>Total fats</i>	<i>13.42</i>	<i>9.98</i>	<i>13.67</i>	<i>10.53</i>	<i>8.54</i>	<i>9.17</i>	<i>13.08</i>	<i>10.53</i>	<i>9.14</i>	<i>11.37</i>	
SUGAR AND PRESERVES:											
Sugar	18.51	13.14	16.03	11.09	10.60	11.95	14.66	12.56	12.89	11.07	
Honey, preserves, syrup and treacle	4.57	2.00	3.67	1.82	2.09	2.12	2.61	2.24	1.67	2.63	
<i>Total sugar and preserves</i>	<i>23.09</i>	<i>15.14</i>	<i>19.69</i>	<i>12.91</i>	<i>12.70</i>	<i>14.06</i>	<i>17.27</i>	<i>14.80</i>	<i>14.57</i>	<i>13.72</i>	
VEGETABLES:											
Potatoes	39.03	40.37	43.91	44.85	43.13	47.89	47.04	51.73	55.31	55.93	
Fresh green	17.40	7.52	18.06	10.58	8.71	6.52	16.79	12.19	8.73	15.31	
Other fresh	17.82	10.70	18.49	12.37	11.24	10.90	16.22	13.02	10.10	14.06	
Frozen	2.05	2.28	3.05	3.00	2.10	1.47	3.30	2.65	1.70	3.78	
Other processed	8.93	14.27	10.92	12.11	11.42	12.65	10.02	11.70	12.22	10.34	
<i>Total vegetables</i>	<i>85.23</i>	<i>75.12</i>	<i>94.42</i>	<i>82.91</i>	<i>76.60</i>	<i>79.42</i>	<i>93.37</i>	<i>91.30</i>	<i>88.06</i>	<i>99.40</i>	

TABLE 19—continued

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

	Households with										
	No. of adults	1		2				3	3 or more		4 or more
	No. of children	0	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3 or more	0
FRUIT:											
Fresh	25.56	12.98	23.58	16.54	13.83	12.74	19.25	15.63	11.45	17.29	
Other	7.31	3.77	7.98	6.20	4.32	4.09	6.81	5.48	4.32	5.50	
<i>Total fruit</i>	<i>32.87</i>	<i>16.75</i>	<i>31.56</i>	<i>22.74</i>	<i>18.15</i>	<i>16.83</i>	<i>26.06</i>	<i>21.11</i>	<i>15.77</i>	<i>22.79</i>	
CEREALS:											
Brown bread	4.90	1.13	3.68	1.40	1.17	0.84	2.98	1.80	0.83	2.52	
White bread	25.59	29.98	27.40	26.44	27.29	32.49	29.20	30.59	31.81	30.84	
Wholewheat and wholemeal bread	1.25	0.17	0.98	0.36	0.38	0.44	0.72	0.36	0.16	0.44	
Other bread	4.45	1.58	3.42	2.28	1.76	1.34	3.40	2.19	1.58	3.26	
<i>Total bread</i>	<i>36.19</i>	<i>32.85</i>	<i>35.48</i>	<i>30.47</i>	<i>30.60</i>	<i>35.12</i>	<i>36.30</i>	<i>34.95</i>	<i>34.37</i>	<i>37.05</i>	
Flour	6.30	2.30	8.31	4.69	3.94	4.72	6.49	5.16	3.58	5.56	
Cakes	6.33	3.76	5.41	4.31	3.40	3.27	5.54	4.20	2.77	4.10	
Biscuits	7.35	6.99	6.11	5.71	5.74	5.04	5.13	4.76	4.82	4.63	
Oatmeal and oat products	0.89	0.48	0.81	0.43	0.33	0.44	0.41	0.25	0.52	0.51	
Breakfast cereals	2.48	4.91	2.17	2.98	4.00	4.12	2.00	2.77	2.90	1.51	
Other cereals	5.40	6.62	5.52	5.29	5.22	5.63	4.55	4.22	4.72	3.96	
<i>Total cereals</i>	<i>64.94</i>	<i>57.91</i>	<i>63.79</i>	<i>53.89</i>	<i>53.22</i>	<i>58.33</i>	<i>60.43</i>	<i>56.29</i>	<i>53.68</i>	<i>57.31</i>	
BEVERAGES:											
Tea	3.63	1.77	3.43	1.65	1.36	1.37	2.92	2.14	1.76	2.55	
Coffee	1.10	0.58	0.84	0.56	0.52	0.40	0.74	0.67	0.36	0.61	
Cocoa and drinking chocolate	0.22	0.17	0.18	0.13	0.13	0.18	0.19	0.17	0.18	0.04	
Branded food drinks	0.45	0.10	0.26	0.11	0.10	0.07	0.27	0.12	0.02	0.24	
<i>Total beverages</i>	<i>5.40</i>	<i>2.62</i>	<i>4.72</i>	<i>2.46</i>	<i>2.09</i>	<i>2.02</i>	<i>4.12</i>	<i>3.11</i>	<i>2.32</i>	<i>3.45</i>	

(a) See Appendix A, Table 14 for definitions of the food groups.

TABLE 20

Household food expenditure according to household composition:
main food groups (a), annual averages, 1974

(pence per person per week)

	Households with										
	No. of adults	1		2			3	3 or more		4 or more	
	No. of children	0	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3 or more	0
MILK AND CREAM:											
Liquid milk											
Full price	29.45	20.59	24.28	23.25	21.76	19.90	24.03	21.47	18.64	21.51	
Welfare and school	—	—	—	0.01	0.02	0.08	—	0.01	—	—	
Total liquid milk	29.45	20.59	24.28	23.27	21.78	19.98	24.03	21.49	18.64	21.51	
Condensed milk	1.20	0.99	1.17	0.93	0.81	1.17	1.02	1.09	0.86	1.01	
Dried and other milk	2.91	2.59	1.86	2.62	1.61	1.23	1.59	1.60	1.30	2.01	
Cream	2.03	0.76	2.18	1.25	0.81	0.55	1.72	1.11	0.68	1.43	
Total milk and cream	35.60	24.93	29.50	28.06	25.01	22.94	28.36	25.30	21.48	25.97	
CHEESE:											
Natural	11.20	5.62	10.26	7.07	6.50	5.66	9.26	8.02	5.27	8.35	
Processed	1.04	0.64	0.72	0.79	0.68	0.58	0.87	0.86	0.66	0.72	
Total cheese	12.24	6.26	10.98	7.86	7.18	6.23	10.12	8.88	5.93	9.07	
MEAT:											
Beef and veal	27.34	15.31	37.59	24.22	19.08	15.31	35.53	25.35	14.44	31.43	
Mutton and lamb	18.38	8.61	16.19	9.18	6.92	10.09	15.97	11.05	7.11	15.65	
Pork	8.21	4.81	12.01	8.37	6.00	6.28	12.80	8.37	4.16	14.75	
Total carcase meat	53.92	28.74	65.80	41.76	32.00	31.68	64.30	44.76	25.72	61.82	
Bacon and ham, uncooked	16.21	11.67	18.74	11.82	9.23	8.88	18.45	14.28	8.69	17.89	
Poultry, uncooked	8.34	9.26	11.40	8.20	6.55	6.59	9.41	8.13	4.57	10.06	
Other meat	35.43	26.68	35.63	31.01	25.61	24.94	35.00	32.23	27.66	25.32	
Total meat	113.90	76.36	131.55	92.81	73.40	72.09	127.14	99.38	66.63	125.10	
FISH:											
Fresh	7.04	1.47	7.00	2.50	2.28	1.66	6.96	3.73	1.03	5.53	
Processed and shell	1.49	0.09	2.15	0.96	1.18	0.95	1.49	1.10	0.89	1.57	
Prepared	7.08	3.71	6.62	5.30	3.60	3.84	4.67	5.45	4.18	4.59	
Frozen	3.26	2.75	3.29	3.16	2.59	2.17	2.71	2.64	2.51	3.01	
Total fish	18.87	8.93	19.07	11.94	9.64	8.62	15.86	12.93	8.60	14.71	
EGGS											
	16.33	11.86	14.76	11.27	10.72	10.69	14.10	11.57	8.86	13.58	
FATS:											
Butter	11.75	5.95	9.80	6.99	5.75	6.57	9.49	7.58	5.19	8.43	
Margarine	3.24	3.16	3.91	2.78	2.61	2.78	3.65	2.78	3.95	2.83	
Lard and compound cooking fat	1.85	1.90	2.43	1.87	1.57	1.47	2.39	1.91	1.53	2.07	
Other fats	1.66	1.16	2.11	2.08	1.04	0.88	1.67	1.35	0.94	1.32	
Total fats	18.50	12.17	18.25	13.73	10.97	11.71	17.19	13.62	11.61	14.65	
SUGAR AND PRESERVES:											
Sugar	7.62	5.34	6.48	4.37	4.15	4.69	5.72	5.30	5.21	4.30	
Honey, preserves, syrup and treacle	5.23	1.91	3.84	1.88	2.01	2.05	2.61	2.30	1.68	2.79	
Total sugar and preserves	12.87	7.24	10.32	6.25	6.17	6.74	8.32	7.61	6.89	7.09	
VEGETABLES:											
Potatoes	8.07	7.95	8.07	8.04	7.41	7.78	8.30	8.44	8.28	9.81	
Fresh green	8.93	4.20	7.87	4.92	3.79	2.98	7.40	5.15	3.41	6.78	
Other fresh	13.04	7.90	12.17	9.15	8.20	7.55	10.80	9.12	7.10	10.75	
Frozen	2.65	2.59	3.56	3.15	2.15	1.58	3.55	2.78	1.74	4.01	
Other processed	9.02	12.82	10.01	11.46	10.26	10.69	8.78	10.23	10.51	8.96	
Total vegetables	41.71	35.46	41.70	36.73	31.81	30.58	38.82	35.70	31.03	40.34	
FRUIT:											
Fresh	18.17	9.24	15.82	11.37	9.16	8.45	12.49	10.57	8.17	12.33	
Other	8.99	4.28	9.17	7.18	4.93	5.02	7.64	5.98	5.16	6.10	
Total fruit	27.16	13.52	24.99	18.55	14.09	13.47	20.13	16.55	13.33	18.43	

TABLE 20—continued
(pence per person per week)

	Households with									
	No. of adults	1		2			3	3 or more		4 or more
	No. of children	0	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3 or more
CEREALS:										
Brown bread	3.45	0.84	2.54	0.98	0.76	0.51	2.03	1.21	0.55	1.69
White bread	15.02	15.06	15.12	13.59	13.54	16.03	15.60	15.55	15.67	15.84
Wholewheat and wholemeal bread	0.86	0.13	0.62	0.22	0.22	0.25	0.40	0.22	0.11	0.31
Other bread	4.97	1.92	3.92	2.86	2.17	1.70	3.99	2.68	1.71	3.71
Total bread	24.30	17.94	22.19	17.66	16.69	18.48	22.03	19.67	18.04	21.56
Flour	2.64	0.95	3.35	1.84	1.54	1.90	2.68	2.02	1.48	2.26
Cakes	11.72	6.97	10.06	8.12	6.42	5.78	10.27	7.86	5.01	7.57
Biscuits	10.64	10.52	9.51	9.37	8.44	7.32	7.90	7.65	7.04	7.25
Oatmeal and oat products	0.72	0.40	0.68	0.37	0.27	0.37	0.34	0.22	0.39	0.41
Breakfast cereals	3.25	6.21	2.85	3.87	4.98	5.04	2.58	3.56	3.72	1.84
Other cereals	5.07	6.69	5.68	3.86	5.60	5.76	4.55	4.32	4.70	3.77
Total cereals	58.35	49.68	54.32	47.09	43.93	44.65	50.34	45.30	40.38	44.67
BEVERAGES:										
Tea	8.93	4.99	8.26	4.06	3.40	3.50	7.06	5.23	4.22	6.24
Coffee	7.49	4.19	5.34	3.82	3.68	2.70	5.26	4.32	2.32	3.89
Cocoa and drinking chocolate	0.39	0.35	0.35	0.24	0.24	0.30	0.30	0.30	0.32	0.09
Branded food drinks	1.06	0.19	0.60	0.26	0.22	0.15	0.61	0.28	0.04	0.52
Total beverages	17.87	9.71	14.57	8.38	7.53	6.65	13.24	10.14	6.90	10.73
MISCELLANEOUS:										
Soups, canned, dehydrated and powdered	3.67	2.78	3.01	2.72	2.53	2.81	2.00	2.34	2.48	3.35
Other foods	6.97	6.22	8.15	9.14	7.24	6.29	6.99	7.08	5.31	6.15
Total miscellaneous	10.62	8.99	11.16	11.87	9.76	9.09	9.00	9.41	7.77	9.49
TOTAL EXPENDITURE	£3.84	£2.65	£3.81	£2.95	£2.50	£2.43	£3.53	£2.96	£2.29	£3.34
Expenditure on subsidised foods (b):										
Pence per person per week	83	54	74	58	53	54	71	61	51	65
As a percentage of total food expenditure	21.7	20.4	19.5	19.7	21.4	22.4	20.0	20.7	22.3	19.4

(a) See Appendix A, Table 14 for definitions of the food groups.

(b) Liquid milk, natural cheese, butter, bread (except "other" bread), flour and tea.

TABLE 21
Total household food expenditure by certain household composition groups within income groups, 1974

	Income groups (gross weekly income of head of household)						All households		Income groups (gross weekly income of head of household)						All households		
	Households with 1 or more earners			Households with or without earners			Per head	£	Households with 1 or more earners			Households with or without earners			Per household	£	
	£70 and over	£41 and under £70	£23 and under £41	Less than £23	D & E2	£70 and over			£41 and under £70	£23 and under £41	Less than £23	D & E2					
	A	B	C	D & E2	Per head	£	A	B	C	D & E2	Per household	£	A	B	C	D & E2	
Households with:	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
adults only	3.96	3.98	3.74	3.58	3.81	3.81	3.58	3.81	3.58	3.81	3.58	3.81	3.58	3.81	3.58	3.81	3.58
1 adult, 1 or more children	*	(3.19)	3.21	2.37	2.70	2.70	2.37	2.70	2.37	2.70	2.37	2.70	2.37	2.70	2.37	2.70	2.37
2 adults, 1 or 2 children	3.16	2.99	2.85	2.52	2.93	2.93	2.52	2.93	2.52	2.93	2.52	2.93	2.52	2.93	2.52	2.93	2.52
2 adults, 3 children	2.93	2.50	2.31	2.31	2.49	2.49	2.31	2.49	2.31	2.49	2.31	2.49	2.31	2.49	2.31	2.49	2.31
2 adults, 4 or more children	3.24	2.51	2.17	(2.08)	2.40	2.40	(2.08)	2.40	(2.08)	2.40	(2.08)	2.40	(2.08)	2.40	(2.08)	2.40	(2.08)
3 or more adults, 1 or more children	3.22	2.76	2.73	2.40	2.78	2.78	2.40	2.78	2.40	2.78	2.40	2.78	2.40	2.78	2.40	2.78	2.40
All households	3.33	3.07	3.04	3.06	3.10(a)	3.10(a)	3.06	3.10(a)	3.06	3.10(a)	3.06	3.10(a)	3.06	3.10(a)	3.06	3.10(a)	3.06

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

* Fewer than 3 households in the sample.

Figures in brackets are averages based on samples of more than 2 but fewer than 20 households; details of the number of households in each sub-group are shown in Table 8 of Appendix A.

TABLE 22
Household consumption of main foods (a) by certain household composition groups within income groups: annual averages, 1974
(oz per person per week, except where otherwise stated)

	Income group A								Income group B				
	Households (b) with								Households with				
	Adults only	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children		
MILK AND CREAM:													
Liquid milk—full price	5.04	4.72	4.78	5.31	5.10	4.91	3.53	4.53	4.09	4.27			
Liquid milk—welfare and school	—	0.14	0.13	0.23	0.02	—	0.12	0.13	0.19	0.07			
Total liquid milk	5.04	4.86	4.90	5.54	5.13	4.91	3.64	4.66	4.28	4.34			
Condensed milk	0.13	0.14	0.09	0.33	0.15	0.16	—	0.14	0.18	0.16			
Dried and other milk	0.20	0.18	0.24	0.09	0.09	0.16	—	0.17	0.13	0.15			
Cream	0.11	0.05	0.05	0.04	0.06	0.05	—	0.02	0.01	0.02			
Total milk and cream	5.48	5.22	5.28	6.01	5.43	5.28	3.76	4.98	4.59	4.66			
CHEESE:													
Natural	4.98	3.82	3.15	4.21	4.95	4.78	3.24	2.89	2.53	3.32			
Processed	0.47	0.29	0.29	0.43	0.27	0.21	0.65	0.26	0.19	0.29			
Total cheese	5.45	4.11	3.44	4.63	5.23	4.98	3.88	3.15	2.72	3.60			
MEAT:													
Beef and veal	9.32	8.91	7.29	6.78	8.45	10.77	5.71	7.33	4.51	6.24			
Mutton and lamb	5.50	4.19	3.14	1.41	3.19	5.70	0.94	3.07	5.47	3.64			
Pork	5.46	4.15	1.38	14.14	3.24	5.61	3.47	2.58	1.13	2.41			
Total carcass meat	20.28	17.25	11.82	22.33	14.87	22.08	10.12	12.98	11.11	12.29			
Bacon and ham, uncooked	5.52	3.35	3.10	3.53	4.52	5.86	8.35	2.99	2.50	4.09			
Poultry, uncooked	8.11	5.41	5.38	4.11	5.79	6.73	2.53	3.87	4.24	3.78			
Other meat	10.66	10.51	9.77	11.27	10.45	14.26	14.41	11.41	10.34	12.13			
Total meat	44.58	36.53	30.06	41.23	35.61	48.93	35.41	33.24	28.20	32.28			
FISH:													
Fresh	2.84	1.10	2.22	0.97	1.42	2.31	0.47	0.55	0.65	0.89			
Processed and shell	0.79	0.53	0.61	0.08	0.66	0.77	—	0.25	0.40	0.40			
Prepared	1.06	1.13	0.85	3.21	1.26	1.53	2.53	1.06	0.99	1.25			
Frozen	0.95	1.42	0.83	0.65	0.87	1.25	1.29	0.95	0.87	0.90			
Total fish	5.64	4.18	4.51	4.91	4.19	5.87	4.29	3.85	2.91	3.45			

TABLE 22—continued
(oz per person per week, except where otherwise stated)

	Income group A						Income group B					
	Households (b) with						Households with					
	Adults only	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	
EGGS (Eggs purchased)	5.25 4.70	3.57 3.48	3.61 3.58	3.89 3.89	4.47 3.74	4.84 4.73	2.47 2.47	3.86 3.79	3.71 3.59	3.55 3.45	3.57 3.43	
FATS:												
Butter	7.25	5.53	4.56	5.92	5.86	6.98	8.00	5.42	4.35	4.64	5.13	
Margarine	2.05	2.15	1.71	1.28	2.17	2.30	1.88	2.10	2.23	2.47	2.79	
Lard and compound cooking fat	1.59	1.18	0.87	0.85	1.26	2.02	2.35	1.78	1.44	1.57	1.85	
All other fats	1.90	1.62	1.05	0.42	1.75	1.16	—	1.49	0.62	0.65	0.50	
Total fats	12.79	10.49	8.18	8.48	11.04	12.46	12.24	10.81	8.64	9.33	10.27	
SUGAR AND PRESERVES:												
Sugar	10.73	9.51	9.09	9.28	8.72	12.82	13.18	10.99	10.72	12.62	13.76	
Honey, preserves, syrup and treacle	2.34	2.24	2.27	2.16	1.47	3.26	3.76	1.74	2.28	2.51	2.34	
Total sugar and preserves	13.08	11.74	11.37	11.45	10.19	16.08	16.94	12.73	13.01	15.13	16.09	
VEGETABLES:												
Potatoes	34.97	33.41	31.00	35.91	32.39	49.15	15.06	42.59	44.72	46.18	52.80	
Fresh green	19.14	9.87	9.78	5.59	11.84	18.18	7.94	10.87	9.53	7.08	10.93	
Other fresh	20.09	12.51	10.86	15.74	17.05	18.23	15.76	12.90	12.30	11.07	11.99	
Frozen	4.24	3.66	4.63	4.38	3.25	4.60	3.17	3.37	1.75	1.48	2.92	
Other processed	7.82	8.60	8.66	15.93	6.30	11.29	17.84	11.50	11.15	12.93	12.10	
Total vegetables	86.25	68.04	64.92	77.56	70.84	101.46	59.76	81.21	79.45	78.73	90.73	
FRUIT:												
Fresh	31.50	22.60	23.27	15.29	28.34	23.63	24.29	17.88	14.20	15.24	14.03	
Other	13.36	7.26	5.96	10.72	7.13	8.26	1.88	6.73	4.65	3.79	5.02	
Total fruit	44.86	29.86	29.23	26.01	35.47	31.89	26.17	24.61	18.85	19.03	19.05	
CEREALS:												
Brown bread	3.83	1.62	1.61	1.82	1.22	3.34	—	1.53	1.30	0.86	1.32	
White bread	21.91	18.23	18.75	25.01	19.06	28.12	21.42	25.61	26.38	30.36	31.07	
Wholewheat and wholemeal bread	1.35	0.48	0.29	0.43	1.22	0.93	—	0.38	0.59	0.77	0.37	
Other bread	3.00	2.09	2.13	0.94	2.49	3.59	1.06	2.27	1.88	1.72	1.83	
Total bread	30.09	22.41	22.78	28.19	23.99	35.98	22.47	29.78	30.15	33.72	34.59	

TABLE 22—continued
 (oz per person per week, except where otherwise stated)

	Income group A					Income group B					
	Households (h) with					Households with					
	Adults only	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
CEREALS—continued											
Flour	7.19	3.31	2.71	3.66	4.54	6.65	—	5.14	4.12	2.87	4.35
Cakes	4.62	3.88	3.23	5.32	4.07	5.27	2.00	4.06	3.39	3.50	3.62
Biscuits	5.01	5.64	5.80	4.84	4.52	5.60	11.30	5.65	5.72	5.76	4.83
Oatmeal and oat products	1.69	0.39	0.61	0.37	0.38	0.49	—	0.43	0.29	0.41	0.22
Breakfast cereals	2.22	3.04	3.57	6.65	2.64	2.43	2.94	3.04	4.44	3.82	2.58
Other cereals	3.72	5.46	6.13	6.58	4.50	5.05	1.59	5.20	5.18	6.35	4.32
<i>Total cereals</i>	54.53	44.13	44.81	55.61	44.65	61.47	40.29	53.30	53.30	56.43	54.49
BEVERAGES:											
Tea	1.79	1.43	0.83	1.53	1.61	2.93	1.41	1.63	1.44	1.34	2.19
Coffee	1.56	0.56	0.80	0.58	1.25	0.89	1.41	0.59	0.51	0.50	0.54
Cocoa and drinking chocolate	0.27	0.05	0.05	0.37	0.13	0.16	0.47	0.15	0.15	0.16	0.10
Branded food drinks	0.14	0.29	—	0.06	0.08	0.28	—	0.08	0.06	0.03	0.10
<i>Total beverages</i>	3.76	2.33	1.69	2.53	3.06	4.26	3.29	2.45	2.16	2.02	3.00
EXPENDITURE—ALL FOODS	£3.96	£3.16	£2.93	£3.24	£3.22	£3.98	£3.19	£2.99	£2.50	£2.51	£2.76
Expenditure on subsidised foods (b):											
Pence per person per week	69	56	52	62	61	73	53	59	54	52	59
As a percentage of total food expenditure	17.5	17.7	17.7	19.0	19.1	18.4	16.7	19.8	21.7	20.9	21.3

TABLE 22—continued
(oz per person per week, except where otherwise stated)

	Income group C										Income groups D & E2				
	Households with										Households with				
	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children			
MILK AND CREAM:															
Liquid milk—full price	4.79	4.59	4.50	4.16	3.73	4.06	5.30	3.79	4.20	4.24	3.45				
—welfare and school	...	0.12	0.08	0.21	0.28	0.08	—	0.83	0.28	0.32	0.46				
Total liquid milk	4.79	4.70	4.59	4.37	4.00	4.13	5.30	4.62	4.48	4.55	3.91				
Condensed milk	0.22	0.39	0.15	0.13	0.18	0.18	0.18	0.07	0.10	0.19	0.09				
Dried and other milk	0.19	0.23	0.25	0.15	0.15	0.14	0.14	0.20	0.34	0.05	0.12				
Cream	0.04	0.03	0.02	0.01	0.01	0.02	0.04	0.02	0.01	...	0.01				
Total milk and cream	5.24	5.36	5.01	4.66	4.33	4.48	5.66	4.91	4.94	4.80	4.24				
CHEESE:															
Natural	4.19	2.57	2.87	2.43	1.83	2.53	4.22	2.60	2.51	2.46	2.37				
Processed	0.37	0.13	0.30	0.25	0.16	0.31	0.27	0.26	0.15	0.08	0.18				
Total cheese	4.56	2.71	3.18	2.68	2.00	2.85	4.49	2.86	2.66	2.53	2.55				
MEAT:															
Beef and veal	9.87	6.03	5.54	4.71	3.87	6.62	7.85	3.62	6.47	4.15	4.67				
Mutton and lamb	5.04	4.35	2.93	2.42	2.43	3.53	5.88	2.58	3.15	2.42	2.56				
Pork	3.67	1.74	3.06	3.98	1.60	2.79	3.67	1.90	1.87	1.03	1.15				
Total carcass meat	18.58	12.12	11.53	11.12	7.90	12.93	17.40	8.10	11.50	7.60	8.37				
Hacon and ham, uncooked	5.59	4.91	3.54	2.46	2.72	3.89	5.23	3.00	3.22	2.03	4.34				
Poultry, uncooked	6.08	6.90	4.41	3.46	3.62	4.70	4.48	4.48	3.28	6.17	4.76				
Other meat	15.04	11.88	13.41	11.12	10.29	12.83	11.97	10.64	11.98	12.96	11.56				
Total meat	45.28	35.81	32.89	28.16	24.56	34.36	40.14	26.22	30.00	28.74	29.04				
FISH:															
Fresh	2.02	0.42	0.72	0.61	0.62	1.34	2.71	0.65	0.95	0.45	1.48				
Processed and shell	0.61	0.64	0.36	0.30	0.22	0.30	0.69	0.25	0.38	0.15	0.06				
Prepared	1.25	1.25	1.01	1.24	1.27	1.78	1.45	0.94	0.98	1.72	0.72				
Frozen	1.15	1.31	1.01	0.95	0.77	0.74	0.68	1.08	0.89	0.88	0.70				
Total fish	5.58	3.61	3.73	3.09	2.88	4.17	5.54	2.90	3.19	3.20	3.88				
EGGS (Eggs purchased)	5.02	3.98	3.70	3.51	3.12	3.80	4.86	3.69	3.69	3.47	3.58				
	4.75	3.98	3.59	3.45	2.99	3.70	4.83	3.57	3.45	3.47	3.42				

TABLE 22—continued
(oz per person per week, except where otherwise stated)

	Income group C							Income groups D & E2				
	Households with							Households with				
	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
FATS:												
Butter	7.07	5.09	4.64	3.70	4.81	4.81	6.92	3.83	3.79	3.81	4.05	4.26
Margarine	3.33	3.60	2.65	2.80	2.57	2.37	3.51	2.93	3.28	1.22	2.13	3.18
Lard and compound cooking fat	2.23	1.18	1.89	1.84	1.53	1.71	2.04	1.88	1.83	1.98	1.60	1.74
All other fats	1.30	1.20	1.02	0.47	0.58	1.06	1.32	0.74	1.12	—	0.53	0.17
<i>Total fats</i>	13.92	11.05	10.21	8.81	9.48	9.95	13.79	9.38	10.01	7.01	8.32	9.35
SUGAR AND PRESERVES:												
Sugar	16.24	15.19	11.91	11.76	11.47	12.51	17.60	12.67	11.24	11.12	12.37	12.10
Honey, preserves, syrup and treacle	3.28	2.74	1.69	1.89	1.74	1.93	4.01	1.45	2.45	0.61	1.73	1.25
<i>Total sugar and preserves</i>	19.52	17.92	13.60	13.65	13.22	14.44	21.60	14.12	13.69	11.73	14.11	13.36
VEGETABLES:												
Potatoes	47.73	35.72	52.47	43.52	53.16	55.99	45.17	44.38	35.83	56.99	71.04	61.18
Fresh green	16.22	9.67	10.07	6.86	6.69	10.66	16.24	6.67	7.64	3.32	3.79	8.90
Other fresh	16.74	15.78	11.34	9.41	9.16	11.44	17.68	7.61	11.38	7.38	8.60	9.11
Frozen	3.07	3.66	2.63	1.83	0.94	1.62	2.01	1.59	1.07	1.21	0.16	1.15
Other processed	12.48	12.97	13.69	13.23	11.91	12.62	9.67	15.15	15.24	11.50	14.46	15.61
<i>Total vegetables</i>	96.23	77.81	90.21	74.86	80.84	92.34	90.78	75.40	71.17	80.40	98.06	95.95
FRUIT:												
Fresh	20.99	17.88	13.86	10.06	8.70	12.33	22.28	9.96	7.49	6.91	6.95	8.40
Other	7.00	5.48	5.22	3.32	2.71	4.99	6.79	2.83	4.88	3.69	1.45	2.74
<i>Total fruit</i>	27.99	23.36	19.08	13.38	11.41	17.32	29.07	12.79	12.37	10.60	8.40	11.14
CEREALS:												
Brown bread	3.31	2.39	1.15	0.57	0.56	1.83	4.39	0.53	0.99	1.20	0.56	2.06
White bread	30.91	29.74	29.26	31.27	35.57	32.78	26.41	29.84	31.02	34.93	35.84	43.61
Wholewheat and wholemeal bread	0.69	0.11	0.33	0.02	0.23	0.04	0.76	0.22	0.22	—	—	—
Other bread	3.67	2.16	2.34	1.46	1.27	2.27	3.55	1.31	1.99	1.77	0.96	1.52
<i>Total bread</i>	38.57	34.39	33.07	33.32	37.64	36.92	35.11	31.90	34.00	37.90	37.36	47.20
Flour	6.30	3.22	4.31	4.32	5.33	5.30	8.45	1.59	4.41	2.59	4.69	3.38
Cakes	5.88	5.03	4.88	3.28	2.97	3.99	5.06	3.40	2.80	3.79	1.75	3.51
Biscuits	6.00	7.48	5.94	6.06	4.53	4.90	5.82	6.68	3.92	3.65	4.81	3.79
Oatmeal and oat products	0.67	0.53	0.42	0.33	0.50	0.47	0.95	0.34	0.40	0.10	0.96	0.31

TABLE 22—continued
(oz per person per week, except where otherwise stated)

	Income group C								Income groups D & E2				
	Households with								Households with				
	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	
CEREALS—continued													
Breakfast cereals	2.03	5.54	2.87	3.50	3.70	3.15	2.39	5.29	3.79	5.19	2.18		
Other cereals	5.56	5.24	5.21	4.84	4.75	4.39	6.09	7.62	6.95	4.37	4.23		
Total cereals	65.01	61.41	56.68	56.63	59.43	59.11	63.85	56.82	58.77	59.73	64.60		
BEVERAGES:													
Tea	3.44	1.67	1.70	1.42	1.37	1.95	3.63	1.83	1.45	1.49	2.46		
Coffee	0.78	0.68	0.51	0.42	0.24	0.48	0.89	0.52	0.29	0.35	0.38		
Cocoa and drinking chocolate	0.19	0.11	0.14	0.13	0.23	0.20	0.20	0.14	—	—	0.05		
Branded food drinks	0.25	0.19	0.12	0.23	0.14	0.11	0.39	0.07	—	—	—		
Total beverages	4.66	2.65	2.48	2.19	1.98	2.74	5.10	2.57	1.73	1.84	2.90		
EXPENDITURE—ALL FOODS	£3.74	£3.21	£2.85	£2.31	£2.17	£2.73	£3.58	£2.37	£2.31	£2.08	£2.40		
<i>Expenditure on subsidised foods (c):</i>													
Pence per person per week	73	61	58	52	54	57	77	50	53	49	60		
As a percentage of total food expenditure	19.5	19.0	20.2	22.6	25.1	20.9	21.6	21.3	22.8	23.8	25.0		

(a) See Appendix A, Table 14 for definitions of the food groups.
 (b) Averages are not shown for households of 1 adult and 1 or more children in income group A because there were fewer than 3 such households in the sample.
 (c) Liquid milk, natural cheese, butter, bread (except "other" bread), flour and tea.

**Tables of the average nutritional value
of household food**

Nutritional value of household food: national averages, 1972-1974

	1972	1973	1974 (a)	1974			
				Jan/Mar	April/June	July/Sept	Oct/Dec
Energy	2,430	2,400	2,320	2,280	2,320	2,350	2,330
Total protein	72.5	71.4	70.9	68.7	70.9	72.4	71.6
Animal protein	44.7	44.5	44.8	43.1	45.1	46.1	44.8
Fat	112	111	106	104	105	107	108
Fatty acids:							
saturated	52.0	51.5	50.7	49.4	50.5	51.1	51.9
monounsaturated	42.9	41.9	39.8	39.2	39.6	40.1	40.4
polyunsaturated	11.5	11.5	10.6	10.7	10.4	10.6	10.5
Carbohydrate (b)	301	293	287	285	287	289	286
Calcium	1,010	1,020	1,010	980	1,020	1,020	1,030
Iron	13.2	12.7	11.6	11.3	11.4	11.8	11.8
Thiamin	1.26	1.22	1.15	1.12	1.15	1.17	1.15
Riboflavin	1.78	1.79	1.74	1.71	1.73	1.77	1.76
Nicotinic acid	16.6	16.6	15.7	15.3	15.4	16.1	16.0
Nicotinic acid equivalent	29.3	29.0	28.5	27.7	28.2	29.2	28.9
Vitamin C	52	53	50	42	48	63	49
Vitamin A:							
retinol	890	810	770	750	780	790	780
β-carotene	2,120	2,180	2,150	2,330	2,060	1,830	2,370
total (retinol equivalent)	1,340	1,270	1,230	1,220	1,220	1,190	1,280
Vitamin D (c)	2.91	2.89	2.66	2.58	2.68	2.78	2.60
Energy	105	104	101	100	99	101	103
Protein	125	124	123	121	121	124	126
(as a percentage of minimum requirement)	192	190	189	185	187	190	194
Calcium	189	193	192	187	190	193	197
Iron	123	118	108	106	105	109	112
Thiamin	137	134	125	124	124	127	127
Riboflavin	131	132	129	127	127	129	132
Nicotinic acid equivalent	194	193	189	186	185	191	195
Vitamin C	184	189	181	151	171	222	178
Vitamin A (retinol equivalent)	198	190	183	184	180	175	194
Vitamin D (c)	88	89	83	80	81	87	83

(ii) As a percentage of recommended intake (d)

TABLE 23—continued

	1972	1973	1974 (a)	1974			
				Jan/Mar	April/June	July/Sept	Oct/Dec
				(iii) Percentage of energy derived from protein, fat and carbohydrate			
Protein	11.9	12.0	12.3 (11.9)	12.1	12.3	12.4	12.3
Fat	41.5	42.0	41.3 (41.9)	41.2	41.1	41.2	41.7
Carbohydrate	46.4	46.0	46.4 (46.1)	46.8	46.6	46.4	46.0
				(iv) Animal protein as a percentage of total protein			
	61.6	62.3	63.2 (62.0)	62.8	63.6	63.7	62.5
				(v) Consumption of nutrients per 1,000 kcal			
Total protein	29.9	29.8	30.6 (29.9)	30.1	30.6	30.8	30.7
Animal protein	18.4	18.6	19.3 (18.5)	18.9	19.4	19.6	19.2
Fat	46	47	46 (47)	46	45	45	46
Fatty acids:							
saturated	21.4	21.5	21.9 (21.8)	21.7	21.8	21.7	22.3
monounsaturated	17.7	17.5	17.2 (17.5)	17.2	17.1	17.0	17.3
polyunsaturated	4.7	4.8	4.5 (4.6)	4.7	4.5	4.5	4.5
Carbohydrate	124	122	123 (122)	125	124	123	123
Calcium	415	427	436 (429)	430	438	435	440
Iron	5.4	5.3	5.0 (5.3)	4.9	4.9	5.0	5.1
Thiamin	0.52	0.51	0.49 (0.51)	0.49	0.50	0.50	0.49
Riboflavin	0.73	0.75	0.75 (0.75)	0.75	0.75	0.76	0.75
Nicotinic acid equivalent	12.0	12.1	12.3 (12.2)	12.1	12.1	12.4	12.4
Vitamin C	21	22	22 (21)	18	21	27	21
Vitamin A (retinol equivalent)	549	532	530 (522)	537	525	507	550
Vitamin D (c)	1.20	1.21	1.15 (1.13)	1.13	1.16	1.18	1.11

(a) The averages for 1974 are based on revised evaluations of the nutrient composition of foods; figures in brackets show what the averages would have been if the evaluations had not been revised. See paragraphs 64 and 65.

(b) As monosaccharide.

(c) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

(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 24
 Contributions made by groups of foods to the nutritional value of household food (a): national averages, 1974
 (per person per day)

	Energy		Protein		Fat		Fatty acids				Carbo- hydrate		Calcium		Iron			
	kcal	MJ	g	Per cent of total	g	Per cent of total	Saturated		Mono-unsaturated		Poly-unsaturated		g	Per cent of total	mg	Per cent of total	mg	Per cent of total
							g	Per cent of total	g	Per cent of total	g	Per cent of total						
Liquid milk	262	1.09	12.8	18.1	14.9	14.0	9.4	18.5	4.5	11.4	0.4	3.7	19	6.6	473	46.8	0.4	3.5
Dried milk	3	0.01	0.2	0.3	0.2	0.2	0.1	0.2	0.1	0.1	...	0.4	...	0.6	0.4	0.2
Other milk and cream	24	0.10	0.9	1.3	1.4	1.4	0.9	1.7	0.4	1.1	...	0.4	...	31	3.1	...	0.2	0.2
Cheese	54	0.23	2.3	3.8	4.3	4.1	2.7	5.3	1.3	3.3	0.1	1.0	...	0.7	11.4	11.3	0.1	0.7
<i>Total milk, cream and cheese</i>	<i>343</i>	<i>1.43</i>	<i>17.7</i>	<i>24.9</i>	<i>20.8</i>	<i>19.6</i>	<i>13.0</i>	<i>25.7</i>	<i>6.3</i>	<i>15.9</i>	<i>0.5</i>	<i>5.1</i>	<i>21</i>	<i>7.4</i>	<i>625</i>	<i>61.8</i>	<i>0.6</i>	<i>4.9</i>
Beef and veal	61	0.26	2.7	5.3	4.4	4.2	2.1	4.1	2.0	5.1	0.1	1.4	2	0.2	0.6	5.3
Mutton and lamb	45	0.19	2.0	2.1	3.9	3.9	2.0	4.0	1.7	4.2	0.2	2.1	1	0.1	0.2	1.5
Pork	34	0.14	1.5	1.8	3.0	2.8	1.5	2.9	1.2	3.0	0.2	1.5	1	0.1	0.1	0.8
Bacon and ham, uncooked	66	0.28	2.9	1.7	2.4	6.3	2.5	4.9	2.9	7.4	0.9	8.5	2	0.2	0.2	1.4
Liver	5	0.02	0.2	0.6	0.8	0.2	0.1	0.2	0.1	0.2	0.1	0.5	0.3	2.7
Poultry, uncooked	20	0.09	0.9	2.8	1.0	1.0	0.3	0.6	0.4	1.0	0.3	2.4	0.2	1.6
Sausages	48	0.20	2.1	1.5	2.1	3.8	1.7	3.4	1.9	4.7	0.2	2.3	6	0.6	0.2	1.5
Other meat	81	0.34	3.5	4.6	5.6	5.3	2.3	4.5	2.6	6.4	0.5	5.1	9	0.9	0.9	7.9
<i>Total meat</i>	<i>361</i>	<i>1.51</i>	<i>20.2</i>	<i>28.5</i>	<i>29.0</i>	<i>27.4</i>	<i>12.5</i>	<i>24.7</i>	<i>12.7</i>	<i>32.0</i>	<i>2.5</i>	<i>23.7</i>	<i>5</i>	<i>1.7</i>	<i>23</i>	<i>2.3</i>	<i>2.6</i>	<i>22.7</i>
Fat fish	7	0.03	0.3	0.7	0.4	0.4	0.1	0.3	0.2	0.4	0.1	1.1	7	0.7	0.1	0.7
Other fish	17	0.07	0.7	2.0	0.7	0.6	0.1	0.3	0.2	0.6	0.3	2.6	6	0.6	0.1	1.1
<i>Total fish</i>	<i>23</i>	<i>0.10</i>	<i>1.0</i>	<i>2.7</i>	<i>1.1</i>	<i>1.0</i>	<i>0.3</i>	<i>0.5</i>	<i>0.4</i>	<i>1.0</i>	<i>0.4</i>	<i>3.7</i>	<i>1</i>	<i>0.3</i>	<i>13</i>	<i>1.3</i>	<i>0.2</i>	<i>1.8</i>
Eggs	43	0.18	1.9	3.6	3.2	3.0	1.2	2.3	1.4	3.6	0.4	4.3	16	1.6	0.6	5.1
Butter	169	0.71	7.3	0.1	18.7	17.7	11.6	22.9	5.6	14.1	0.5	4.4	3	0.3	...	0.2
Margarine	77	0.32	3.3	...	8.6	8.1	3.1	6.0	3.4	8.5	1.7	15.8	0.3
Other fats	99	0.41	4.3	...	10.9	10.3	3.9	7.6	4.8	12.0	1.7	16.5	0.1
<i>Total fats</i>	<i>345</i>	<i>1.44</i>	<i>14.9</i>	<i>0.1</i>	<i>38.2</i>	<i>36.0</i>	<i>18.5</i>	<i>36.5</i>	<i>13.8</i>	<i>34.7</i>	<i>3.9</i>	<i>36.7</i>	<i>...</i>	<i>0.1</i>	<i>4</i>	<i>0.4</i>	<i>0.1</i>	<i>0.6</i>
Sugar and preserves	235	0.99	10.1	63	21.8	0.3	0.9
Potatoes	107	0.45	4.6	2.8	13	1.3	1.0	8.6
Cabbage, brussels sprouts and cauliflower	8	0.03	0.3	0.7	1.0	14	1.4	0.3	2.3
Leafy salads	1	0.1	0.1	1	0.1	...	0.1
Fresh legumes, including frozen	5	0.02	0.2	0.4	3	0.3	0.2	1.4

TABLE 24—continued
(per person per day)

	Energy		Protein		Fat		Fatty acids				Carbo- hydrate		Calcium		Iron	
	kcal	MJ	Per cent of total	g	Per cent of total	g	Saturated		Mono-unsaturated		Poly-unsaturated		g	Per cent of total	mg	Per cent of total
							g	Per cent of total	g	Per cent of total	g	Per cent of total				
Other fresh green vegetables	0.01	0.1	0.2	0.1	0.2	0.1
Fresh tomatoes	2	0.01	0.1	0.1	0.1	0.5	0.5
Carrots	2	0.01	0.1	0.1	0.1	0.5	0.5
Other root vegetables	57	0.24	2.5	3.3	1.5	0.2	0.5	0.6	1.4	0.7	6.2	3.1	2.1	0.9	7.5	7.5
Other vegetables and vegetable products	184	0.77	7.9	9.3	1.5	0.2	0.5	0.6	1.4	0.7	6.2	13.2	6.2	2.5	21.6	21.6
<i>Total vegetables</i>	3	0.01	0.1	0.1	0.2	0.2
Oranges	10	0.04	0.4	0.2	0.1	0.1
Other citrus fruit	1	0.01	0.1	0.1	0.1	0.6
Apples and pears	5	0.02	0.2	0.1	0.2	0.2
Soft fruit	1	0.01	0.1	0.1	0.2	0.2
Bananas	32	0.14	1.4	0.3	0.5	0.2	0.3	0.2	0.4	0.1	1.2	7	6	0.2	1.9	1.9
Other fresh fruit	54	0.23	2.3	0.6	0.5	0.2	0.3	0.2	0.4	0.1	1.2	13	15	0.4	3.5	3.5
Other fruit	286	1.20	12.3	13.1	1.2	0.4	0.9	0.3	0.7	0.4	3.8	64	117	1.7	15.0	15.0
<i>Total fruit</i>	50	0.21	2.2	1.9	0.3	0.1	0.3	0.1	0.2	0.1	1.0	11	13	0.4	3.8	3.8
White bread	75	0.31	3.2	2.1	0.2	0.1	0.2	0.1	0.2	0.1	0.9	17	30	0.5	3.9	3.9
Other bread	66	0.28	2.9	1.0	2.5	0.9	1.7	1.0	2.5	0.4	3.6	11	16	0.6	3.2	3.2
Flour	108	0.45	4.6	2.3	4.5	2.1	4.1	1.9	4.8	0.3	3.1	16	23	0.3	2.2	2.2
Cakes and pastries	98	0.41	4.2	2.1	3.0	0.5	1.1	0.5	1.2	0.3	3.0	21	20	0.4	3.1	3.1
Biscuits	683	2.86	29.4	18.0	10.1	4.2	8.3	3.8	9.5	1.6	15.5	139	224	2.0	16.6	16.6
Other cereals	9	0.04	0.4	0.2	0.1	0.1	0.2	...	0.1	0.2	1.6
<i>Total cereals</i>	9	0.04	0.4	0.2	0.1	0.1	0.2	...	0.1	0.2	1.6
Tea	40	0.17	1.7	1.0	1.4	0.5	1.0	0.5	1.3	0.4	3.5	6	19	0.5	4.3	4.3
Other beverages	2,321	9.71	100.0	70.9	106.1	50.7	100.0	39.8	100.0	10.6	100.0	287	1,011	11.6	100.0	100.0
<i>Total beverages</i>	40	0.17	1.7	1.0	1.4	0.5	1.0	0.5	1.3	0.4	3.5	6	19	0.5	4.3	4.3
Other foods
<i>TOTAL ALL FOODS</i>	2,321	9.71	100.0	70.9	106.1	50.7	100.0	39.8	100.0	10.6	100.0	287	1,011	11.6	100.0	100.0

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TABLE 24—continued
 (per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)			Vitamin A										
	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	Retinol		Carotene		Retinol equivalent		Vitamin D			
															µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total		
Liquid milk	0.16	14.2	0.60	34.1	0.3	2.2	184.6	20.3	3.4	11.9	4.1	8.0	122	15.8	76	3.6	159	13.0	0.10	3.9	0.10	0.10	0.10	0.10
Dried milk	0.01	0.2	0.01	0.4	...	0.1	2.5	0.3	0.1	0.2	0.2	0.5	6	0.7	1	0.1	6	0.5	0.06	2.3	0.06	0.06	0.06	
Other milk and cream	0.01	0.8	0.04	2.3	...	0.2	12.2	1.3	0.2	0.8	0.2	0.4	12	1.6	6	0.3	15	1.3	0.17	6.2	0.17	0.17	0.17	
Cheese	0.01	0.5	0.06	3.6	...	0.1	45.2	5.0	0.8	2.7	47	6.1	29	1.4	62	5.0	0.05	1.9	0.05	0.05	0.05	
<i>Total milk, cream and cheese</i>	0.18	15.6	0.70	40.4	0.4	2.5	244.5	26.9	4.4	15.6	4.5	8.9	187	24.2	113	5.3	243	19.7	0.38	14.3	0.38	0.38	0.38	
Beef and veal	0.01	0.7	0.02	3.8	1.2	7.6	67.7	7.4	2.3	8.1	4	0.5	4	0.3	
Mutton and lamb	0.01	0.7	0.02	1.3	0.5	3.3	25.9	2.9	0.9	3.3	2	0.3	2	0.2	
Pork	0.04	3.7	0.02	1.1	0.5	3.0	20.2	2.2	0.8	2.8	
Bacon and ham, uncooked	0.05	4.1	0.02	1.3	0.3	1.7	22.7	2.5	0.6	2.3	
Liver	0.01	0.5	0.09	5.0	0.4	2.5	5.7	0.6	0.5	1.7	0.4	0.8	271	35.0	271	22.0	0.02	0.7	0.02	0.02	0.02	
Poultry, uncooked	0.01	0.5	0.02	1.3	0.9	5.7	28.9	3.2	1.4	4.8	1	0.1	1	0.1	
Sausages	0.01	0.5	0.02	1.0	0.6	3.7	18.4	2.0	0.9	3.1	5	0.6	5	0.4	
Other meat	0.04	3.8	0.06	3.6	0.9	5.8	53.7	5.9	1.8	6.3	0.1	0.2	1	0.1	1	0.1	
<i>Total meat</i>	0.16	14.0	0.32	18.6	5.2	33.1	243.3	26.8	9.2	32.4	0.5	1.0	283	36.6	283	23.0	0.02	0.9	0.02	0.02	0.02	
Fat fish	0.01	0.6	0.01	0.4	0.2	1.2	7.9	0.9	0.3	1.1	2	0.3	2	0.2	
Other fish	0.01	0.6	0.01	0.8	0.3	2.0	22.6	2.5	0.7	2.4	
<i>Total fish</i>	0.01	0.7	0.02	1.1	0.5	3.2	30.5	3.3	1.0	3.6	2	0.3	2	0.2	0.48	18.1	0.48	0.48	0.48	
Eggs	0.02	1.9	0.14	7.9	...	0.1	64.2	7.1	1.1	3.8	41	5.3	41	3.3	0.44	16.5	0.44	0.44	0.44	
Butter	1.6	0.2	...	0.1	163	21.1	130	6.0	228	18.6	0.28	10.7	0.28	0.28	0.28	
Margarine	0.3	76	9.8	50	2.3	101	8.2	0.83	31.4	0.83	0.83	0.83	
Other fats	0.2	3	0.3	3	0.2	0.02	0.7	0.02	0.02	0.02	
<i>Total fats</i>	2.1	0.2	...	0.1	242	31.2	180	8.4	332	27.0	1.14	42.7	1.14	1.14	1.14	
Sugar and preserves	0.2	1.1	2.1	2	0.1	
Potatoes	0.12	10.7	0.05	3.1	1.7	10.7	48.4	5.3	2.5	8.7	12.8	25.4	
Cabbage, brussels sprouts and cauliflower	0.01	1.1	0.02	1.4	0.1	0.8	8.4	0.9	0.9	0.9	4.8	9.4	63	2.9	10	0.8	
Leafy salads	0.1	0.6	0.1	...	0.8	1.7	54	2.5	9	0.7	
Fresh legumes, including frozen	0.02	1.4	0.01	0.8	0.2	1.4	4.7	0.5	0.3	1.1	1.1	2.1	35	1.6	6	0.5	
Other fresh green vegetables	0.2	0.2	0.3	26	1.2	4	0.4	
Fresh tomatoes	0.01	0.8	0.01	0.3	0.1	0.6	1.2	0.1	0.1	0.4	3.0	6.0	106	4.9	18	1.4	

TABLE 24—continued
(per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)		Retinol		Carotene		Retinol equivalent		Vitamin D	
	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
Carrots	0.4	0.2	0.3	0.2	0.1	0.4	0.1	0.1	0.2	0.3	0.6	0.3	0.6	1,071	49.9	179	14.5	—	—	—
Other root vegetables	0.2	0.1	0.2	0.1	0.2	0.8	0.1	0.1	0.2	0.5	1.1	0.5	—	—	—	—	—	—	—	—
Other vegetables and vegetable products	0.04	3.9	0.04	2.1	0.6	3.6	2.9	2.9	1.0	3.5	7.7	3.9	—	—	322	15.0	54	4.4	—	0.1
Total vegetables	0.22	18.9	0.15	8.5	2.8	17.7	10.0	4.3	15.1	27.4	54.3	27.4	54.3	1,676	78.1	280	22.8	—	—	0.1
Oranges	0.01	0.8	0.2	0.2	0.1	0.4	0.4	0.1	0.1	4.9	9.7	4.9	9.7	5	0.2	1	0.1	—	—	—
Other citrus fruit	0.1	0.1	0.3	0.3	0.2	0.7	0.1	0.1	0.1	1.2	2.2	1.1	2.2	7	0.3	1	0.1	—	—	—
Apples and pears	0.01	0.9	0.01	0.1	0.1	0.2	0.2	0.1	0.1	1.6	3.2	1.2	2.3	2	0.1	2	0.2	—	—	—
Soft fruit	0.1	0.1	0.1	0.3	0.1	0.3	0.9	0.1	0.2	0.7	1.4	0.7	1.4	14	0.6	2	0.2	—	—	—
Bananas	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.5	1.0	0.5	1.0	17	0.8	3	0.2	—	—	—
Other fresh fruit	0.1	0.6	0.01	0.7	0.1	0.9	2.4	0.3	0.2	6.2	12.2	6.2	12.2	34	1.6	6	0.5	—	—	—
Other fruit	0.01	0.6	0.01	0.7	0.1	0.9	2.4	0.3	0.2	6.2	12.2	6.2	12.2	34	1.6	6	0.5	—	—	—
Total fruit	0.03	2.9	0.03	1.7	0.3	1.7	4.9	0.5	0.4	16.2	32.0	16.2	32.0	80	3.7	13	1.1	—	—	—
White bread	0.21	18.3	0.04	2.1	1.6	10.3	107.7	11.8	2.5	8.6	—	—	—	—	—	—	—	—	—	—
Other bread	0.05	4.0	0.01	0.8	0.5	3.2	23.9	2.6	0.5	1.8	—	—	—	—	—	—	—	—	—	—
Flour	0.05	4.2	0.01	0.4	0.4	2.5	25.2	2.8	0.6	2.1	—	—	—	—	—	—	—	—	—	—
Cakes and pastries	0.02	1.5	0.02	0.9	0.1	0.7	13.2	1.4	0.3	1.0	—	—	—	—	—	—	—	—	—	—
Biscuits	0.04	3.3	0.01	0.7	0.3	1.6	19.0	2.1	0.4	1.5	—	—	—	—	—	—	—	—	—	—
Other cereals	0.14	12.6	0.17	9.5	1.6	10.4	24.6	2.7	1.5	5.4	—	—	—	—	—	—	—	—	—	—
Total cereals	0.50	43.8	0.25	14.5	4.5	28.7	213.6	23.5	5.8	20.4	0.1	0.2	13	1.7	17	16	1.3	0.17	0.17	6.4
Tea	0.01	0.5	0.08	4.7	0.5	3.5	—	—	0.5	1.9	—	—	—	—	—	—	—	—	—	—
Other beverages	0.01	0.5	0.01	0.3	1.1	7.0	2.7	0.3	1.1	4.0	—	—	—	—	—	—	—	—	—	—
Total beverages	0.01	0.5	0.09	4.9	1.6	10.5	2.7	0.3	1.7	5.9	—	—	—	—	—	—	—	—	—	—
Other foods	0.02	1.6	0.04	2.4	0.4	2.3	12.5	1.4	0.5	1.9	—	—	—	—	—	—	—	—	—	—
TOTAL ALL FOODS	1.15	100.0	1.74	100.0	15.7	100.0	909.3	100.0	28.5	100.0	50.5	100.0	773	100.0	2,147	100.0	1,229	100.0	2.66	100.0

(a) Contributions from pharmaceutical sources are not recorded by the Survey.
 (b) 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.

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TABLE 25
 Geographical variations in nutritional value of household food, 1974

	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		
Energy (kcal)	2,320	2,280	2,320	2,440	2,440	2,350	2,380	2,350	2,340	2,260	2,250	2,340	2,350	2,300	2,320	2,340
Total protein (MJ)	9.7	9.5	9.7	10.2	10.2	9.8	10.0	9.8	9.8	9.5	9.4	9.8	9.8	9.6	9.7	9.8
Animal protein (g)	70.9	70.3	72.1	74.7	72.9	70.9	70.7	70.9	71.2	69.0	71.5	72.2	71.1	70.0	70.0	69.9
Fat (g)	44.8	44.4	44.6	44.9	45.2	44.0	43.3	44.6	45.1	45.5	47.2	45.0	44.4	43.9	44.5	42.3
Fatty acids: (g)	106	105	103	111	111	107	108	107	106	106	107	106	108	103	106	103
Saturated (g)	50.7	50.8	48.8	52.1	52.9	50.8	51.2	50.9	51.5	51.0	51.6	50.5	51.3	49.4	51.2	48.0
Monounsaturated (g)	39.8	39.8	38.5	42.1	42.4	40.4	40.3	40.1	39.7	39.5	40.0	39.8	40.5	38.8	39.8	38.6
Polysaturated (g)	10.6	9.9	10.7	11.2	11.1	10.6	11.1	10.5	10.2	10.6	10.6	10.4	10.9	10.1	10.4	11.3
Carbohydrate (g)	287	278	292	305	304	293	299	294	290	272	264	292	290	289	288	302
Calcium (mg)	1,010	970	1,000	990	1,010	980	1,060	1,010	1,020	1,020	1,000	990	1,010	1,010	1,040	1,040
Iron (mg)	11.6	11.5	11.9	12.8	12.2	11.7	11.4	11.4	11.4	11.2	11.5	11.8	11.7	11.4	11.3	11.4
Thiamin (mg)	1.15	1.14	1.11	1.21	1.20	1.15	1.16	1.17	1.21	1.21	1.13	1.15	1.16	1.14	1.16	1.14
Riboflavin (mg)	1.74	1.64	1.68	1.74	1.79	1.69	1.74	1.73	1.81	1.79	1.81	1.69	1.73	1.72	1.78	1.72
Nicotinic acid (mg)	15.7	15.3	15.3	16.6	16.6	15.7	15.0	15.5	16.5	15.6	16.2	15.8	15.8	15.3	15.5	15.0
Nicotinic acid equivalent (mg)	28.5	28.1	28.3	29.9	29.8	28.5	27.6	28.3	29.3	28.3	29.2	28.8	28.6	28.0	28.1	27.3
Vitamin C (mg)	50	50	46	47	51	46	50	50	52	54	57	48	50	49	50	48
Vitamin A: (µg)	770	650	720	790	890	790	790	810	760	780	800	780	770	740	810	590
β-carotene (µg)	2,150	1,880	2,110	2,110	2,390	2,580	1,920	2,060	2,180	2,140	2,100	2,020	2,160	2,140	2,300	2,210
total (retinol equivalent) (µg)	1,230	1,050	1,140	1,240	1,380	1,320	1,220	1,250	1,220	1,230	1,250	1,210	1,230	1,190	1,300	1,060
Vitamin D (b) (µg)	2.66	2.34	2.50	3.07	2.88	2.97	2.69	2.65	2.38	2.60	2.57	2.52	2.70	2.66	2.73	3.10
Energy (kcal)	101	100	100	105	104	101	101	101	101	101	103	101	102	99	100	96
Protein (as a percentage of minimum requirement)	123	123	124	128	123	122	120	121	123	124	131	124	123	121	121	115
Calcium (mg)	189	191	190	198	191	187	184	187	188	189	199	190	189	185	186	183
Iron (mg)	192	184	187	186	191	183	198	191	193	196	199	185	189	190	197	196
Thiamin (mg)	108	109	109	120	111	108	105	105	109	107	112	108	109	106	105	106
Riboflavin (mg)	129	126	120	131	129	125	124	127	131	125	130	124	126	124	126	119
Nicotinic acid equivalent (mg)	189	192	186	198	194	187	185	186	193	191	202	189	189	185	186	177
Vitamin C (mg)	181	181	163	168	180	164	176	178	185	197	213	171	179	175	179	170
Vitamin A (retinol equivalent) (µg)	183	161	168	183	202	194	178	185	181	186	193	178	182	176	191	155
Vitamin D (b) (µg)	83	68	76	91	92	93	82	81	77	82	84	79	83	80	85	95
Protein (as a percentage of minimum requirement)	12.3	12.4	12.5	12.3	12.0	12.1	11.9	12.1	12.2	12.2	12.8	12.4	12.1	12.2	12.1	11.9
Fat (g)	41.3	41.7	40.1	40.8	41.2	41.0	40.8	40.9	41.1	42.3	43.0	40.7	41.4	40.6	41.3	39.6
Carbohydrate (g)	46.4	45.9	47.4	46.9	46.8	46.9	47.3	47.0	46.7	45.3	44.2	46.9	46.5	47.2	46.6	48.4

TABLE 25—continued

	Region										Type of area					
	All house-holds	Wales	Scot-land	North	York-shire and Hum-ber-side	North West	East Mid-lands	West Mid-lands	South West	South East (a)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro-vincial	Larger towns	Smaller towns		
	63.2	62.0	60.1	62.0	61.3	62.9	63.3	65.2	66.1	62.4	62.6	62.7	63.5	60.6		
Total protein	30.6	31.1	30.6	29.8	30.1	29.7	30.1	30.5	30.9	31.8	30.2	30.5	30.2	29.8		
Animal protein	19.3	19.3	18.4	18.5	18.7	18.2	18.9	19.3	20.1	21.0	18.9	19.1	19.1	18.1		
Fat	46	44	45	46	45	45	45	45	47	48	46	45	46	44		
Fatty acids:																
saturated	21.9	21.1	21.3	21.6	21.5	21.5	21.6	22.0	22.5	22.9	21.8	21.5	22.0	20.5		
monounsaturated	17.2	16.6	17.2	17.3	17.2	16.9	17.1	17.0	17.5	17.8	17.2	16.9	17.1	16.5		
polyunsaturated	4.5	4.6	4.6	4.5	4.7	4.7	4.5	4.4	4.7	4.7	4.6	4.4	4.5	4.8		
Carbohydrate	123	126	125	125	125	126	125	124	120	117	123	126	124	129		
Calcium	436	434	405	415	445	445	431	436	451	445	422	428	448	442		
Iron	5.0	5.1	5.3	5.0	5.0	4.8	4.8	5.1	5.0	5.1	5.0	5.0	4.9	4.9		
Thiamin	0.50	0.48	0.49	0.49	0.49	0.49	0.50	0.52	0.49	0.50	0.49	0.49	0.50	0.49		
Riboflavin	0.75	0.72	0.71	0.73	0.72	0.73	0.73	0.77	0.79	0.81	0.72	0.74	0.75	0.73		
Nicotinic acid equivalent	12.3	12.2	12.2	12.2	12.1	11.6	12.0	12.5	12.5	13.0	12.3	12.2	12.1	11.7		
Vitamin C	22	20	19	21	20	21	21	22	24	25	21	21	22	21		
Vitamin A (retinol equivalent)	530	492	507	567	512	512	531	524	545	556	522	518	559	452		
Vitamin D (b)	1.15	1.08	1.26	1.18	1.26	1.13	1.13	1.02	1.15	1.14	1.15	1.16	1.18	1.32		

(a) Including London, for which separate results are given in the analysis according to type of area.
 (b) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 26
Nutritional value of household food in different income groups, 1974

	Income groups (gross weekly income of head of household)											All household-holds
	Households with 1 or more earners					Households with no earner			OAP			
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	£23 or more	Less than £23			E2	
	A1	A2	All A	B	C	D	E1	E2				
Energy	2,100	2,220	2,190	2,270	2,350	2,300	2,440	2,500	2,570	2,320		
Total protein	8.8	9.3	9.2	9.5	9.8	9.6	10.2	10.5	10.8	9.7		
Animal protein	70.6	69.8	70.0	70.0	71.2	69.8	74.5	74.8	75.0	70.9		
Fat	50.2	47.0	47.8	44.3	43.9	43.0	49.3	47.4	48.0	44.8		
Fatty acids:	107	108	108	104	106	102	115	113	118	106		
saturated	51.3	52.0	51.8	49.9	50.3	48.6	55.7	54.8	57.0	50.7		
monounsaturated	39.4	39.9	39.8	39.1	40.0	38.6	42.7	42.2	44.2	39.8		
polyunsaturated	11.2	10.7	10.9	10.4	10.8	10.5	10.8	10.5	10.8	10.6		
Carbohydrate	226	256	249	279	294	290	295	314	322	287		
Calcium	1,020	1,020	1,020	1,000	990	1,000	1,000	1,080	1,080	1,010		
Iron	10.6	10.9	10.8	11.5	11.8	11.5	11.6	12.1	11.8	11.6		
Thiamin	1.12	1.10	1.11	1.14	1.16	1.13	1.22	1.22	1.16	1.15		
Riboflavin	1.81	1.79	1.79	1.73	1.70	1.71	1.89	1.92	1.85	1.74		
Nicotinic acid	16.0	15.6	15.7	15.5	15.7	15.3	16.3	17.1	15.9	15.7		
Nicotinic acid equivalent	29.1	28.4	28.6	28.2	28.4	27.9	29.7	30.5	29.5	28.5		
Vitamin C	68	56	59	52	48	42	60	52	48	50		
Vitamin A: retinol	690	800	770	750	770	770	870	890	870	770		
β-carotene	2,330	2,230	2,250	2,130	2,100	2,020	2,620	2,290	2,350	2,150		
total (retinol equivalent)	1,170	1,270	1,250	1,200	1,220	1,200	1,410	1,390	1,380	1,230		
Vitamin D (a)	2.30	2.71	2.61	2.53	2.73	2.70	3.00	2.91	2.96	2.66		
Energy	99	101	101	100	99	100	104	108	112	101		
Protein	132	127	129	123	120	122	127	130	130	123		
(as a percentage of minimum requirement)	201	195	196	190	187	183	186	191	187	189		
Calcium	201	200	201	191	188	188	197	196	197	192		
Iron	104	105	104	108	109	106	104	110	107	108		
Thiamin	132	127	128	126	123	125	124	136	131	125		
Riboflavin	145	140	142	142	125	124	124	130	118	129		
Nicotinic acid equivalent	210	201	203	194	188	181	175	185	169	189		
Vitamin C	262	215	227	192	170	147	148	181	148	181		
Vitamin A (retinol equivalent)	190	201	201	187	182	173	184	184	169	183		
Vitamin D (a)	73	88	84	77	84	82	97	95	107	83		

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TABLE 26—continued

	Income groups (gross weekly income of head of household)											OAP	All households
	Households with 1 or more earners					Households with no earner							
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	D	E1	£23 or more	Less than £23	E2		
Protein	13.5	12.6	12.8	12.4	12.2	12.2	12.2	12.0	11.7	12.3			12.3
Fat	46.0	43.9	44.4	41.5	40.8	40.3	42.4	40.7	41.2	41.3			41.3
Carbohydrate	40.5	43.5	42.8	46.2	47.1	47.5	45.4	47.3	47.1	46.4			46.4
	71.1	67.4	68.3	63.3	61.6	61.6	66.3	63.4	64.0	63.2			63.2
				(iii) Percentage of energy derived from protein, fat and carbohydrate									
				(iv) Animal protein as a percentage of total protein									
				(v) Consumption of nutrients per 1,000 kcal									
Total protein	33.6	31.5	32.0	30.8	30.3	30.4	30.5	29.9	29.1	30.6			30.6
Animal protein	23.9	21.2	21.9	19.5	18.7	18.7	20.2	19.0	18.6	19.3			19.3
Fat	51	49	49	46	45	45	47	45	46	46			46
Fatty acids: saturated	24.4	23.5	23.7	22.0	21.4	21.2	22.8	21.9	22.1	21.9			21.9
monounsaturated	18.8	18.0	18.2	17.2	17.0	16.8	17.5	16.9	17.2	17.2			17.2
polyunsaturated	5.3	4.8	5.0	4.6	4.6	4.6	4.4	4.2	4.2	4.5			4.5
Carbohydrate	108	115	114	123	125	126	121	126	125	123			123
Calcium	484	460	466	441	433	436	451	432	420	436			436
Iron	5.1	4.9	4.9	5.1	5.0	5.0	4.8	4.8	4.6	5.0			5.0
Thiamin	0.53	0.50	0.51	0.50	0.49	0.49	0.46	0.49	0.45	0.49			0.49
Riboflavin	0.86	0.81	0.82	0.76	0.73	0.73	0.77	0.77	0.72	0.75			0.75
Nicotinic acid equivalent	13.8	12.8	13.1	12.4	12.1	12.1	12.1	12.2	11.5	12.3			12.3
Vitamin C	32	25	27	23	20	18	25	21	19	22			22
Vitamin A (retinol equivalent)	558	575	571	529	519	523	579	556	534	530			530
Vitamin D (d)	1.09	1.22	1.19	1.11	1.16	1.18	1.23	1.16	1.15	1.15			1.15

(a) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 27

Percentage contributions made by groups of main foods to the nutritional value of food (a) in selected households, 1974

	Energy		Protein		Fat		Carbo- hydrate		Calcium		Iron		Thiamin (b)		Riboflavin		Nicotinic acid equivalent		Vitamin C (b)		Retinol equivalent		Vitamin D		
	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	
Liquid milk	12.8	11.4	19.5	14.6	14.4	8.1	6.4	49.3	47.3	4.0	3.6	15.6	14.2	35.2	34.1	12.5	12.1	13.2	12.5	9.1	7.3	13.2	12.5	4.1	3.7
Cheese	7.0	2.2	6.5	4.9	4.0	13.6	10.8	0.9	0.7	0.6	0.5	4.2	3.4	3.1	2.6	6.0	4.7	6.0	4.7	2.3	1.7
Carcase meat	9.4	9.1	15.2	12.3	10.2	0.5	0.4	9.2	6.8	7.0	4.5	7.1	5.6	16.5	13.0	0.6	0.5	0.6	0.5
All other meat	1.1	0.9	4.0	3.7	1.1	1.6	1.5	1.7	1.8	14.9	15.0	8.9	8.7	11.6	12.4	17.9	17.8	21.3	23.7	1.2	0.8	21.3	23.7	0.8	0.9
Total fish	2.0	1.9	5.3	3.0	3.1	0.3	0.2	1.4	1.2	2.1	1.8	0.9	0.7	1.4	1.1	3.8	3.5	0.4	0.2	0.4	0.2	25.1	15.9
Eggs	8.1	7.0	0.1	18.2	17.5	0.3	0.3	5.6	5.3	2.0	2.0	7.8	8.0	3.9	3.9	3.3	3.3	3.3	3.3	17.1	16.2
Butter	2.7	4.0	...	6.1	9.8	0.2	0.4	0.1	0.1	19.1	17.8	19.1	17.8	11.4	10.1
Margarine	6.2	9.7	6.2	9.7	24.5	36.3
Sugar and pre-serves	8.1	11.4	19.0	24.0	0.2	0.3	0.8	1.1	1.4	2.8
Potatoes	3.6	4.5	2.9	4.0	...	7.5	8.6	0.9	1.3	6.7	8.5	8.1	10.8	2.2	3.1	6.4	8.8
All other vege- tables	3.2	3.0	5.0	5.3	1.5	4.5	4.1	4.6	4.7	13.2	12.3	8.9	7.4	5.5	5.0	6.3	5.9	26.0	30.1	23.5	22.1	0.1	0.1
Total fruit	3.8	1.9	1.4	0.7	0.9	7.5	3.7	2.1	1.3	5.5	3.0	4.4	2.4	2.5	1.5	1.9	1.0	45.6	28.6
White bread	9.2	12.6	9.3	13.6	0.8	18.1	22.1	8.1	11.9	11.3	15.5	13.3	18.8	1.4	2.1	6.1	9.0
All other cereal products	17.6	17.3	12.0	13.3	8.0	29.4	26.3	9.4	11.6	18.5	19.3	26.8	26.6	12.5	12.7	11.6	12.4	0.2	0.2	1.2	1.3	5.0	6.3

(i) Households in income group A (Col. 1) compared with households in income groups D & E2 (Col. 2):

(ii) Households with 2 adults only (Col. 1) compared with households with 2 adults and 4 or more children (Col. 2):

	Energy		Protein		Fat		Carbo- hydrate		Calcium		Iron		Thiamin (b)		Riboflavin		Nicotinic acid equivalent		Vitamin C (b)		Retinol equivalent		Vitamin D		
	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	Column 1	Column 2	
Liquid milk	10.1	11.3	16.1	18.6	12.1	15.1	6.0	43.8	47.3	3.2	3.5	13.3	13.3	31.0	34.9	10.5	12.2	10.8	9.2	7.0	7.0	10.8	14.5	3.4	3.7
Cheese	2.5	1.9	5.7	4.4	4.2	3.6	...	12.7	9.2	0.8	0.6	0.6	0.4	3.9	3.0	2.9	2.2	5.2	4.6	5.2	4.6	2.0	1.5
Carcase meat	7.2	5.2	15.3	10.7	12.5	10.4	...	0.5	0.4	9.1	5.9	6.3	4.4	7.6	5.1	16.7	11.9	0.6	0.5	0.6	0.5
All other meat	9.8	8.4	16.3	14.2	16.7	15.5	1.6	1.9	1.9	15.8	13.3	10.2	6.6	13.6	10.5	18.9	17.0	24.1	18.7	1.1	0.9	24.1	18.7	1.0	0.7
Total fish	1.1	1.0	4.3	3.4	1.0	1.2	0.2	1.6	1.4	2.2	1.9	0.8	0.6	1.3	1.1	4.1	3.2	0.2	0.2	0.2	0.2	21.5	20.2
Eggs	1.9	1.7	5.2	4.8	2.9	3.0	...	1.7	1.5	5.3	4.8	2.1	1.7	8.2	7.5	3.8	3.6	3.2	3.4	3.2	3.4	16.5	14.9
Butter	7.8	6.8	0.1	0.4	0.3	0.2	0.2	0.1	0.1	19.1	19.5	19.1	19.5	11.3	9.8
Margarine	3.4	3.4
Sugar and pre-serves	11.1	10.2	0.1	0.1	24.5	20.5	0.4	1.1	1.0	2.5	2.8	
Potatoes	3.8	5.3	3.2	4.6	7.5	9.5	1.1	7.1	9.9	9.4	11.6	2.6	3.6	7.1	10.3	...	31.2	
All other vege- tables	2.9	3.5	5.3	5.5	0.9	1.8	4.1	5.4	4.5	12.8	12.7	8.7	6.6	6.1	4.4	6.3	6.0	31.4	25.1	23.5	23.0	...	0.1
Total fruit	2.6	1.9	1.0	0.8	0.4	3.2	1.8	1.2	1.8	4.1	2.8	3.4	2.2	2.1	1.4	1.3	1.1	35.3	28.0
White bread	10.2	15.7	10.8	17.1	0.9	19.0	26.4	10.1	15.0	12.7	19.2	16.0	22.0	1.8	2.7	7.1	11.3
All other cereal products	17.9	17.1	13.7	12.2	7.9	8.6	28.6	12.6	9.8	19.6	18.0	25.9	28.1	10.2	17.2	11.4	13.8	1.3	0.3	1.3	1.4	4.1	7.0

(a) Contributions from pharmaceutical sources are not recorded by the Survey.
 (b) Cooking losses have been taken into account (see footnote (b) to Table 24).

TABLE 28
Nutritional value of food in households of different composition, 1974

	Households with											
	1		2		3		3 or more		4 or more			
	No. of adults	No. of children	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3 or more	4 or more	
			(i) Consumption per person per day									
Energy			2,170	2,700	2,200	2,020	2,090	2,550	2,250	2,020	2,370	
Total protein	(kcal)		11.4	11.3	9.2	8.5	8.8	10.7	9.4	8.4	9.9	
Animal protein	(% of total)		63.5	82.7	67.5	61.7	62.3	78.5	69.5	58.5	75.6	
Fat	(g)		38.4	53.7	42.7	37.8	36.4	50.8	43.3	33.6	48.4	
Fatty acids:	(g)		95	127	102	88	89	121	102	85	112	
saturated	(g)		44.9	60.6	48.3	42.3	42.7	58.3	48.8	40.0	53.7	
monounsaturated	(g)		36.0	47.8	38.2	33.0	33.2	45.6	38.3	32.2	42.4	
polyunsaturated	(g)		10.1	12.3	10.7	8.8	8.9	11.4	10.0	9.1	10.7	
Carbohydrate	(g)		280	324	269	259	277	303	280	269	280	
Calcium	(mg)		940	1,120	990	920	900	1,070	970	840	1,000	
Iron	(mg)		10.5	13.2	11.3	10.2	10.4	12.4	11.4	10.0	12.0	
Thiamin	(mg)		1.27	1.27	1.10	1.07	1.10	1.21	1.13	1.02	1.19	
Riboflavin	(mg)		2.07	1.98	1.68	1.58	1.53	1.88	1.67	1.43	1.76	
Nicotinic acid	(mg)		17.8	18.4	14.7	13.8	14.2	17.2	15.6	13.0	16.6	
Nicotinic acid equivalent	(mg)		32.4	33.3	27.0	24.8	25.0	31.5	28.1	23.4	30.5	
Vitamin C	(mg)		59	60	49	41	40	56	49	41	56	
Vitamin A:												
retinol	(µg)		640	940	720	620	610	930	740	640	900	
β-carotene	(µg)		1,890	2,640	2,060	1,950	1,780	2,290	2,020	1,530	2,020	
total (retinol equivalent)	(µg)		1,040	1,490	1,160	1,020	990	1,420	1,170	970	1,340	
Vitamin D (a)	(µg)		2.43	3.13	2.55	2.31	2.45	2.93	2.44	2.37	2.49	
			(ii) As a percentage of recommended intake									
Energy			105	110	100	93	95	102	95	86	97	
Protein			122	135	122	113	112	125	117	99	124	
(as a percentage of minimum requirement)			187	203	188	177	176	192	181	155	192	
Calcium			178	212	187	173	163	208	188	153	205	
Iron			98	171	108	97	95	115	103	88	116	
Thiamin			136	131	124	124	125	122	120	109	122	
Riboflavin			145	128	133	132	127	122	121	108	120	
Nicotinic acid equivalent			198	195	185	185	185	186	184	159	189	
Vitamin C			172	191	185	165	159	183	175	153	191	
Vitamin A (retinol equivalent)			182	192	187	177	172	185	171	151	184	
Vitamin D (a)			82	116	66	64	70	112	87	78	101	
			(iii) Percentage of energy derived from protein, fat and carbohydrate									
Protein			11.7	12.3	12.3	12.3	11.9	12.4	12.4	11.6	12.8	
Fat			39.7	42.4	41.8	39.4	38.3	42.9	40.8	38.2	42.8	
Carbohydrate			48.6	45.3	46.0	48.3	49.8	44.7	46.8	50.2	44.4	

TABLE 28—continued

	Households with										
	No. of adults .		1		2		3		3 or more		4 or more
	0	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3 or more	0	
No. of children .	65.0	60.5	65.0	63.3	61.3	58.5	64.8	62.4	57.5	64.1	
Total protein	29.8	29.2	30.7	30.6	30.5	29.7	30.8	30.8	29.0	31.9	
Animal protein	19.4	17.7	19.9	19.4	18.7	17.4	20.0	19.2	16.7	20.4	
Fat	46	44	47	46	44	42	48	45	42	47	
Fatty acids:											
saturated	22.6	20.7	22.5	21.9	20.9	20.4	22.9	21.7	19.8	22.7	
monounsaturated	16.9	16.6	17.7	17.3	16.4	15.8	17.9	17.0	16.0	17.9	
polyunsaturated	4.2	4.7	4.6	4.8	4.3	4.2	4.5	4.4	4.5	4.5	
Carbohydrate	124	129	120	122	128	132	119	124	133	118	
Calcium	445	431	416	449	458	430	421	432	419	422	
Iron	4.7	4.9	4.9	5.1	5.0	5.0	4.9	5.0	5.0	5.1	
Thiamin	0.47	0.52	0.47	0.50	0.53	0.52	0.48	0.50	0.50	0.50	
Riboflavin	0.76	0.77	0.74	0.76	0.78	0.73	0.74	0.74	0.71	0.74	
Nicotinic acid equivalent	11.9	11.8	12.4	12.2	12.3	12.0	12.4	12.5	11.6	12.9	
Vitamin C	22	19	22	22	20	19	22	22	20	24	
Vitamin A (retinol equivalent)	568	479	554	525	506	472	558	520	482	565	
Vitamin D (a)	1.15	1.12	1.16	1.16	1.14	1.17	1.15	1.08	1.18	1.05	

(a) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 29
Nutritional value of food in households of different composition within income groups, 1974

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Energy	(kcal)	2,500 2,640 2,700 2,660	(2,070) 2,410 2,070	2,080 2,220 2,230 2,050	1,960 2,030 2,040 1,980	2,330 2,090 2,020 (1,980)	2,120 2,190 2,210 2,120
Total protein	(MJ)	10.4 11.0 11.3 11.1	* (8.6) 10.1 8.6	8.7 9.3 9.3 8.6	8.2 8.5 8.5 8.3	9.7 8.7 8.4 (8.3)	8.9 9.2 9.3 8.9
Animal protein	(g)	80.0 84.6 82.5 79.3	* (58.2) 70.6 60.5	65.9 68.1 67.4 62.5	61.9 61.6 61.1 62.5	77.2 61.2 58.5 (57.7)	68.4 65.6 67.6 64.5
Fat	(g)	54.0 55.7 53.0 50.7	* (39.6) 43.4 36.2	45.6 43.4 41.3 38.4	41.5 37.5 36.5 37.1	52.2 36.2 32.1 (30.3)	47.4 40.1 40.6 35.8
Fatty acids: saturated	(g)	124 126 127 122	* (108) 107 90	104 103 100 92	91 88 88 79	109 90 83 (77)	108 97 97 88
Fatty acids: saturated	(g)	59.7 60.6 60.5 59.0	* (52.6) 50.0 41.9	49.8 49.0 47.2 42.8	43.8 42.5 41.6 38.2	54.5 43.1 39.7 (37.4)	51.7 46.6 45.4 41.4

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Fatty acids— <i>continued</i> monounsaturated (g)	A	45.9	* (40.8)	38.7	33.7	39.7	39.8
	B	47.5	40.3	38.6	33.0	33.8	36.6
	C	47.9	33.8	37.8	33.4	31.1	36.5
	D & E2	45.8		35.0	29.9	(29.0)	33.3
polyunsaturated (g)	A	12.3	* (9.1)	10.8	9.4	9.4	11.2
	B	12.0	11.8	10.9	8.8	9.0	9.4
	C	12.5	9.8	10.5	8.9	8.7	10.1
	D & E2	11.8		10.1	7.7	(7.1)	8.9
Carbohydrate (g)	A	281	* (230)	233	234	274	232
	B	309	308	268	263	274	279
	C	326	271	281	265	274	285
	D & E2	330		257	270	(281)	285
Calcium (mg)	A	1,110	* (800)	950	940	1,130	1,030
	B	1,120	1,010	1,010	930	892	940
	C	1,110	910	970	900	840	910
	D & E2	1,140		930	910	(820)	900
Iron (mg)	A	12.5	* (9.4)	10.0	9.7	12.4	10.3
	B	13.4	11.6	11.3	10.3	10.2	10.8
	C	13.2	10.0	11.5	10.0	10.0	11.3
	D & E2	12.7		10.8	10.7	(10.2)	11.2
Thiamin (mg)	A	1.23	* (0.97)	1.03	1.00	1.41	1.06
	B	1.31	1.23	1.10	1.08	1.05	1.08
	C	1.25	1.10	1.12	1.06	1.06	1.13
	D & E2	1.26		0.99	1.09	(1.15)	1.10
Riboflavin (mg)	A	1.94	* (1.44)	1.68	1.63	2.16	1.79
	B	2.01	1.78	1.70	1.62	1.50	1.58
	C	1.95	1.66	1.64	1.49	1.41	1.59
	D & E2	2.00		1.54	1.56	(1.43)	1.49

TABLE 29—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Nicotinic acid (mg)	A	18.2	* (13.9)	14.3	13.9	18.9	15.3
	B	19.1	16.3	14.8	13.9	13.8	14.5
	C	18.1	14.1	14.7	13.4	13.1	15.2
	D & E2	17.7		13.4	14.3	(14.3)	14.4
Nicotinic acid equivalent (mg)	A	32.8	* (24.4)	26.5	25.2	32.6	28.0
	B	34.5	28.6	27.2	24.8	24.5	26.3
	C	33.0	24.7	26.9	24.2	23.2	27.3
	D & E2	32.1		24.6	25.3	(24.2)	25.7
Vitamin C (mg)	A	73	* (42)	53	51	57	61
	B	67	51	51	43	40	46
	C	57	38	45	35	32	43
	D & E2	55		35	33	(29)	35
Vitamin A: retinol (µg)	A	860	* (900)	760	600	840	850
	B	960	570	720	650	570	690
	C	970	700	720	570	600	710
	D & E2	960		700	480	(360)	700
β-carotene (µg)	A	2,550	* (2,240)	1,990	1,840	2,920	2,490
	B	2,540	1,110	2,120	2,020	1,810	1,850
	C	2,470	1,000	1,990	1,970	1,630	1,820
	D & E2	2,580		2,110	1,540	(1,620)	1,520
total (retinol equivalent) (µg)	A	1,390	* (1,370)	1,180	980	1,420	1,370
	B	1,500	1,160	1,160	1,070	950	1,090
	C	1,490	1,110	1,140	970	950	1,090
	D & E2	1,510	1,000	1,130	800	(700)	1,040
Vitamin D (a) (µg)	A	2.96	* (1.71)	2.39	2.56	2.77	2.54
	B	2.88	3.14	2.48	2.26	2.45	2.45
	C	3.15	2.20	2.64	2.37	2.27	2.34
	D & E2	3.18		2.82	1.83	(1.83)	2.63

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Energy	A	108	* (97)	101	92	108	95
	B	109	116	100	93	95	93
	C	107	101	98	93	90	92
	D & E2	112	101	93	93	(93)	90
Protein	A	138	*	128	116	143	122
	B	140	(109)	123	113	111	112
	C	130	135	119	111	104	112
	D & E2	133	117	113	116	(107)	109
(as a percentage of minimum requirement)	A	208	*	196	179	224	185
	B	214	(171)	190	177	175	173
	C	202	207	185	175	164	173
	D & E2	194	179	172	184	(168)	165
Calcium	A	228	*	191	177	211	203
	B	226	(163)	190	174	162	179
	C	215	202	182	167	152	171
	D & E2	210	171	170	170	(152)	161
Iron	A	122	*	101	93	116	95
	B	128	(89)	108	97	95	99
	C	122	109	109	95	91	100
	D & E2	115	93	101	105	(97)	97
Thiamin	A	133	*	126	118	166	119
	B	136	(116)	125	125	120	116
	C	124	149	124	122	120	118
	D & E2	136	135	113	129	(135)	118
Riboflavin	A	136	*	142	138	184	135
	B	137	(123)	135	135	125	117
	C	128	154	128	123	116	114
	D & E2	127	146	120	132	(122)	108

TABLE 29—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Nicotinic acid equivalent	A	208	*	202	191	249	191
	B	214	(186)	194	185	183	176
	C	197	219	189	180	170	176
	D & E2	184	192	173	193	(185)	166
Vitamin C	A	250	*	213	208	240	229
	B	227	(182)	192	170	162	169
	C	185	220	169	138	129	154
	D & E2	169	155	128	130	(120)	121
Vitamin A (retinol equivalent)	A	195	*	206	173	253	209
	B	204	(237)	189	184	167	163
	C	196	191	182	169	164	158
	D & E2	187	178	179	143	(128)	150
Vitamin D (a)	A	117	*	64	75	102	99
	B	113	(80)	64	65	70	85
	C	119	139	68	63	64	80
	D & E2	116	65	61	44	(48)	83
Protein	A	12.9	(iii) Percentage of energy derived from protein, fat and carbohydrate *	12.7	12.7	13.3	12.9
	B	12.9	(11.3)	12.3	12.2	11.8	12.0
	C	12.2	11.7	12.1	12.0	11.6	12.2
	D & E2	11.9	11.7	12.2	12.6	(11.7)	12.2
Fat	A	44.8	*	45.2	42.1	42.2	45.9
	B	43.1	(46.9)	42.1	39.2	38.9	40.0
	C	42.4	40.1	40.5	39.0	37.3	39.4
	D & E2	41.5	39.1	40.6	36.1	(35.1)	37.3
Carbohydrate	A	42.4	*	42.2	45.1	44.4	41.2
	B	44.0	(41.8)	45.6	48.6	49.4	48.0
	C	45.4	48.1	47.3	49.0	51.1	48.4
	D & E2	46.6	49.2	47.2	51.2	(51.3)	50.5

TABLE 29—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
	A B C D & E2	67.4 65.8 64.3 63.9	* (68.2) 61.5 59.9	69.2 63.8 61.3 61.5	67.0 60.9 59.7 59.4	67.6 59.2 54.8 (52.5)	69.3 61.1 60.0 55.5
		<i>(iv) Animal protein as a percentage of total protein</i>					
		<i>(v) Consumption of nutrients per 1,000 kcal</i>					
Total protein	(g)	32.0 32.1 30.5 29.8	* (28.1) 29.2 29.2	31.6 30.7 30.2 30.5	31.6 30.3 30.0 31.5	33.2 29.2 29.0 (29.1)	32.2 29.9 30.5 30.4
Animal protein	(g)	21.6 21.1 19.6 19.0	* (19.2) 18.0 17.5	21.9 19.6 18.5 18.7	21.2 18.4 17.9 18.7	22.4 17.3 15.9 (15.3)	22.3 18.3 18.3 16.9
Fat	(g)	50 48 47 46	* (52) 44 43	50 47 45 45	47 43 43 40	47 43 41 (39)	51 44 44 41
Fatty acids:							
saturated	(g)	23.9 22.9 22.4 22.1	* (25.5) 20.7 20.2	23.9 22.1 21.1 20.9	22.4 20.9 20.4 19.2	23.4 20.6 19.7 (18.9)	24.3 21.3 20.5 19.5
monounsaturated	(g)	18.4 18.0 17.7 17.2	* (19.7) 16.7 16.3	18.6 17.4 17.0 17.1	17.2 16.2 16.4 15.1	17.1 16.2 15.4 (14.6)	18.8 16.7 16.5 15.7

TABLE 29—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Fatty acids—continued polyunsaturated (g)	A	4.9	*	5.2	4.8	4.0	5.3
	B	4.5	(4.4)	4.9	4.3	4.3	4.3
	C	4.6	4.9	4.7	4.4	4.3	4.6
	D & E2	4.4	4.7	4.9	3.9	(3.6)	4.2
Carbohydrate (g)	A	113	*	112	120	118	109
	B	117	(111)	121	129	131	127
	C	121	128	126	130	136	129
	D & E2	124	131	125	136	(142)	134
Calcium (mg)	A	446	*	458	480	486	486
	B	425	(388)	454	459	427	429
	C	411	419	436	439	418	413
	D & E2	427	437	454	456	(413)	423
Iron (mg)	A	5.0	*	4.8	5.0	5.3	4.8
	B	5.1	(4.5)	5.1	5.1	4.9	4.9
	C	4.9	4.8	5.2	4.9	5.0	5.1
	D & E2	4.8	4.8	5.2	5.4	(5.1)	5.3
Thiamin (mg)	A	0.49	*	0.49	0.51	0.61	0.50
	B	0.50	(0.47)	0.50	0.53	0.50	0.49
	C	0.46	0.51	0.50	0.52	0.53	0.51
	D & E2	0.47	0.53	0.48	0.55	(0.58)	0.52
Riboflavin (mg)	A	0.78	*	0.81	0.83	0.93	0.84
	B	0.76	(0.69)	0.77	0.80	0.72	0.72
	C	0.72	0.74	0.74	0.73	0.70	0.72
	D & E2	0.75	0.80	0.75	0.78	(0.72)	0.70
Nicotinic acid equivalent (mg)	A	13.1	*	12.7	12.9	14.0	13.2
	B	13.1	(11.8)	12.3	12.2	11.7	12.0
	C	12.2	11.8	12.0	11.9	11.5	12.3
	D & E2	12.0	11.9	12.0	12.7	(12.2)	12.1

TABLE 29—continued

	Income group	Households with						
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	
Vitamin C (mg)	A	29	*	25	26	25	29	
	B	26	(20)	23	21	19	21	
	C	21	21	20	17	16	20	
	D & E2	20	18	17	17	(15)	16	
Vitamin A (retinol equivalent) (µg)	A	558	*	567	503	612	645	
	B	567	(663)	525	524	456	495	
	C	553	459	513	479	470	493	
	D & E2	565	485	551	405	(354)	489	
Vitamin D (a) (µg)	A	1·18	*	1·15	1·31	1·19	1·20	
	B	1·09	(0·83)	1·12	1·11	1·17	1·12	
	C	1·17	1·30	1·18	1·16	1·12	1·06	
	D & E2	1·19	1·06	1·37	0·92	(0·92)	1·24	
			(vi) "Price of energy" index (b), all foods (All households = 100)					
	A	120	*	114	113	104	115	
	B	113	(116)	100	92	89	95	
	C	104	98	95	85	80	93	
	D & E2	100	86	92	86	(77)	85	
	All income groups (c)	105	91	100	93	87	95	

* Fewer than three households in the sample.
 (a) The contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.
 (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 30
Nutrients obtained for one penny from selected foods, national averages, 1974 (a)

	Energy kcal	Protein g	Fat g	Carbo- hydrate g	Calcium mg	Iron mg	Thiamin mg	Ribo- flavin mg	Nicotinic acid equivalent mg	Vitamin C mg	Retinol equivalent µg	Vitamin D µg
All foods	51	1.6	2.4	6.4	22	0.3	0.03	0.04	0.6	1	27	0.06
Liquid milk (b)	77	3.8	4.4	5.5	139	0.1	0.05	0.17	1.0	1	47	0.03
Cheese	43	3.0	3.4		91			0.05	0.6		49	0.04
Beef and veal	16	1.4	1.2			0.2		0.02	0.6			
Mutton and lamb	27	1.2	2.4			0.1		0.01	0.6			
Pork	26	1.4	2.3				0.03	0.01	0.6			
Liver	16	2.0	0.9			1.1		0.30	1.7	1	943	0.07
Bacon and ham, uncooked	34	0.8	3.4			0.1		0.01	0.3			
Bacon and ham, cooked	15	1.4	1.1			0.3		0.02	0.5			
Poultry, uncooked	17	2.2	0.8		7	0.1		0.02	1.1			
Sausages, uncooked	51	1.6	4.3			0.2		0.02	0.9			
Fat fish, including canned or bottled fish (b)	15	1.6	1.0		17	0.2		0.02	0.7			0.97
White fish, including frozen (b)	20	1.2	0.9			0.1		0.02	0.4			0.16
Frozen convenience fish products		1.4			9		0.01	0.02	0.5		22	0.24
Eggs (b)	24	2.0	1.7			0.3		0.08	0.6		205	0.26
Butter	152		16.9								226	1.87
Margarine	173		19.2									
Sugar	279			74.2								
Potatoes, old (b)	99	2.5		23.7	13	0.9	0.11	0.05	2.3	9		
Potatoes, new (b)	63	1.7		14.7	7	0.6	0.07	0.03	1.4	12		
Fresh green vegetables (excluding peas and beans) (b)		0.9		18	18	0.4	0.02	0.03	0.3	6	27	
Carrots (b)		0.5		3.2	29	0.4	0.03	0.03	0.4	2	1,106	
Beans, canned	35	2.2		6.6	21	0.9	0.02	0.01	0.6	1	18	
Peas, frozen	17	1.6		2.9		0.5	0.06	0.04	1.0	3	14	
Tomatoes, including canned (b)						0.1	0.01			5	26	
Oranges (b)				2.8	14	0.1	0.03			17		
Fresh fruit, excluding citrus (b)				3.1		0.1	0.01			3		
Fruit juices	38			9.9		0.1	0.01			34		
Bread, white	137	4.4		30.4	56	0.8	0.10	0.02	1.2			
Bread, brown and wholemeal	95	3.8		20.1	32	1.1	0.11	0.03	1.0			
Biscuits	88	1.3	3.8	12.9	19	0.3	0.03	0.03	0.4			
Breakfast cereals	80	1.9		18.3		0.3	0.24	0.28	2.4			
Soups, canned	31	0.9	1.5	3.7	8	0.2	0.01	0.01	0.3	1	34	
Ice-cream	53	1.2	3.1	5.4	42		0.01	0.05	0.3			

(a) Values corresponding to indices below 30 have been omitted (see Table 31).
(b) These foods show marked seasonal variations in nutritional value or price.

TABLE 31
 Indices of nutritional value for money of selected foods, national averages, 1974 (a)

	Energy	Protein	Fat	Carbo- hydrate	Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Retinol equivalent	Vitamin D
	100	100	100	100	100	100	100	100	100	100	100	100
All foods	100											
Liquid milk (h)	149	239	185	87	618	46	187	451	157	106	171	51
Cheese	83	191	146		405			128	97		180	68
Beef and veal	31	88	49			63		45	96			
Mutton and lamb	52	78	104			40		36	89			
Pork	51	90	97				129	38	99			
Liver	31	124	37			428	77	779	267	129	3,462	116
Bacon and ham, uncooked	65	54	143			33	93	31	52			
Bacon and ham, cooked	30	90	47			108	100		73			
Poultry, uncooked	32	142	36			58		49	176			
Sausages	99	99	183		31	73		49	150			
Fat fish, including canned or bottled fish (b)	30	104	42		75	74		39	115			1,641
White fish, including frozen (b)		77					3	40	70			271
Frozen convenience fish products	38	91	36			50			73			408
Eggs (h)	46	126	74		39	128	48	195	94			
Butter	295		716									754
Margarine	335		815									829
Sugar	542			1,169								
Potatoes, old (b)	193	161		372	57	362	448	131	368	821		
Potatoes, new (h)	123	106		231	30	221	289	77	227	1,104		
Fresh green vegetables (excluding peas and beans) (b)	185	55			79	140	72	85	51	577	98	
Carrots (b)		33		50	129	143	112	75	66	166	4,060	
Beans, canned	68	142		103	94	365	77	36	95	112	67	
Peas, frozen	34	99		46		204	244	105	151	312	50	
Tomatoes, including canned (b)						36	53			404	95	
Oranges (b)				44	63	36	128			1,489		
Fresh fruit, excluding citrus (b)				49		38	41			240		
Fruit juices	74			155		57	43			3,011		
Bread, white	265	281		478	249	322	393	45	186			
Bread, brown and wholemeal	185	239		317	143	410	415	87	163			
Biscuits	171	82	162	203	83	103	112	720	56			
Breakfast cereals	155	124		289		231	945		382			
Soups, canned	59	58	65	58	34	66	30	31	41	68	123	
Ice-cream	103	74	131	85	189		54	142	46			

Tables relating to special analyses, 1974

TABLE 32

Household expenditure on seasonal, convenience and other foods according to ownership of deep-freezers and refrigerators, together with comparative indices of food prices and the real value of food purchased, 1974

	All households owning a deep-freezer	Households owning a refrigerator but not a deep-freezer	All other households	All households
	£	£	£	£
<i>(i) Expenditure and value of garden and allotment produce, etc</i>				
<i>Expenditure on:</i>				
Seasonal foods	0.51	0.54	0.52	0.53
Convenience foods				
Canned	0.19	0.23	0.26	0.22
Frozen	0.09	0.07	0.04	0.07
Other convenience foods	0.47	0.50	0.48	0.49
<i>Total convenience foods</i>	<i>0.75</i>	<i>0.81</i>	<i>0.78</i>	<i>0.79</i>
All other foods	1.66	1.83	1.67	1.78
<i>Total expenditure</i>	<i>2.92</i>	<i>3.18</i>	<i>2.97</i>	<i>3.10</i>
Value of garden and allotment produce, etc	0.12	0.06	0.04	0.08
Value of consumption	3.05	3.24	3.01	3.17
<i>(ii) Comparative indices (a) of expenditure, prices and purchases (all foods)</i>				
<i>(all households = 100)</i>				
Expenditure	94.5	102.8	95.9	100.0
Value of consumption	96.1	102.2	94.8	100.0
Prices	97.7	100.6	99.6	100.0
Index of value of consumption deflated by index of food prices	98.4	101.6	95.2	100.0
Food purchases	96.8	102.0	96.1	100.0
"Price of energy"	99.0	101.0	94.3	100.0
<i>Summary characteristics of households</i>				
Number of households	1,139	5,080	1,175	7,394
Number of persons	4,061	15,285	2,754	22,100
Average number of persons per household	3.57	3.01	2.34	2.99
Average number of earners per household	1.57	1.32	0.75	1.27

(a) These indices have been derived in a manner analogous to that described in paragraphs 41-43.

TABLE 33

Food consumption in households owning a deep-freezer compared with consumption in other households: main food groups and selected food items (a), annual averages, 1974

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

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
MILK AND CREAM:				
Liquid milk—full price (pt)	4.88	4.64	4.26	4.65
—welfare and school (pt)	0.08	0.09	0.11	0.09
Total liquid milk (pt)	4.97	4.72	4.37	4.74
Condensed milk (eq pt)	0.15	0.17	0.16	0.17
Dried and other milk (pt or eq pt)	0.20	0.19	0.19	0.20
Cream (pt)	0.04	0.03	0.01	0.03
Total milk and cream (pt or eq pt)	5.36	5.11	4.73	5.12
CHEESE:				
Natural	3.95	3.41	2.88	3.47
Processed	0.26	0.27	0.30	0.27
Total cheese	4.21	3.68	3.18	3.74
MEAT:				
Beef and veal	6.41	7.81	6.50	7.41
Mutton and lamb	3.59	4.23	4.08	4.11
Pork	3.96	3.13	2.40	3.20
Total carcass meat	13.96	15.17	12.98	14.72
Bacon and ham, uncooked	3.84	4.33	3.96	4.18
Poultry, uncooked	5.30	5.27	3.25	4.99
Frozen convenience meats or frozen convenience meat products	0.99	0.72	0.54	0.73
Other meat	9.37	11.82	12.88	11.35
Total meat	33.47	37.22	33.62	35.95
FISH:				
Fresh	1.22	1.45	1.62	1.44
Processed and shell	0.54	0.44	0.44	0.47
Prepared	1.14	1.50	1.82	1.47
Frozen	1.19	0.99	0.65	0.96
Total fish	4.08	4.38	4.52	4.33
EGGS				
(Eggs purchased) (no)	4.26	4.03	4.15	4.09
(Eggs purchased) (no)	3.93	3.94	4.11	3.94
FATS:				
Butter	5.74	5.64	5.68	5.61
Margarine	2.46	2.60	2.77	2.60
Lard and compound cooking fat	1.48	1.92	1.92	1.82
Other fats	1.29	1.06	0.75	1.02
Total fats	10.97	11.22	11.12	11.04
SUGAR AND PRESERVES:				
Sugar	11.98	12.92	14.85	13.03
Honey, preserves, syrup and treacle	2.24	2.51	2.87	2.47
Total sugar and preserves	14.20	15.43	17.72	15.50
VEGETABLES:				
Potatoes	38.48	47.11	50.37	45.66
Fresh green	13.10	12.73	11.07	12.70
Other fresh	14.11	13.95	13.68	13.93
Frozen peas	1.67	1.37	0.38	1.29
Frozen beans	0.74	0.43	0.14	0.44
Frozen chips and other frozen convenience potato products	1.27	0.35	0.24	0.48
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.91	0.38	0.14	0.45
Other processed	9.22	11.73	13.18	11.25
Total vegetables	79.53	88.06	89.20	86.19
FRUIT:				
Fresh	20.77	17.61	13.45	17.79
Frozen fruit and frozen fruit products	0.14	0.03	...	0.05
Other	6.90	6.16	3.95	5.97
Total fruit	27.81	23.81	17.40	23.82

TABLE 33—continued

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

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
CEREALS:				
Brown bread	1.85	2.16	2.39	2.08
White bread	24.94	28.18	32.79	28.24
Wholewheat and wholemeal bread	0.63	0.55	0.39	0.56
Other bread	2.09	2.64	2.83	2.62
<i>Total bread</i>	<i>29.51</i>	<i>33.53</i>	<i>38.39</i>	<i>33.50</i>
Flour	5.42	5.62	5.18	5.30
Cakes	3.67	4.67	4.45	4.45
Biscuits	5.24	5.77	5.51	5.63
Oatmeal and oat products	0.47	0.47	0.73	0.53
Breakfast cereals	3.05	2.86	2.65	2.88
Frozen convenience cereal foods	0.41	0.15	0.08	0.19
Other cereals	4.88	4.96	5.20	4.95
<i>Total cereals</i>	<i>52.65</i>	<i>58.03</i>	<i>62.19</i>	<i>57.39</i>
BEVERAGES:				
Tea	1.81	2.25	2.81	2.24
Coffee	0.81	0.63	0.51	0.66
Cocoa and drinking chocolate	0.17	0.15	0.17	0.17
Branded food drinks	0.18	0.15	0.23	0.16
<i>Total beverages</i>	<i>2.96</i>	<i>3.19</i>	<i>3.70</i>	<i>3.22</i>

(a) See Appendix A, Table 14 for definitions of the food groups.

TABLE 34

Food expenditure in households owning a deep-freezer compared with expenditure in other households: main food groups and selected food items (a), annual averages, 1974

(pence per person per week)

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
MILK AND CREAM:				
Liquid milk—full price	22·97	23·13	21·99	22·86
—welfare and school	0·04	0·01	...	0·01
<i>Total liquid milk</i>	<i>23·02</i>	<i>23·14</i>	<i>22·00</i>	<i>22·88</i>
Condensed milk	0·92	1·06	1·00	1·03
Dried and other milk	2·27	2·04	1·58	2·03
Cream	1·83	1·39	0·59	1·36
<i>Total milk and cream</i>	<i>28·05</i>	<i>27·62</i>	<i>25·16</i>	<i>27·29</i>
CHEESE:				
Natural	9·16	7·84	6·77	8·00
Processed	0·71	0·76	0·87	0·77
<i>Total cheese</i>	<i>9·87</i>	<i>8·60</i>	<i>7·64</i>	<i>8·77</i>
MEAT:				
Beef and veal	21·50	28·48	22·84	26·62
Mutton and lamb	9·41	12·23	11·59	11·68
Pork	8·67	9·42	7·07	9·01
<i>Total carcass meat</i>	<i>39·58</i>	<i>50·14</i>	<i>41·50</i>	<i>47·32</i>
Bacon and ham, uncooked	12·51	14·35	12·58	13·82
Poultry, uncooked	8·72	9·12	5·28	8·51
Frozen convenience meats or frozen convenience meat products	2·36	2·07	1·46	2·00
Other meat	24·39	30·35	32·16	29·09
<i>Total meat</i>	<i>87·56</i>	<i>106·03</i>	<i>92·98</i>	<i>100·72</i>
FISH:				
Fresh	3·35	4·11	4·59	4·09
Processed and shell	1·50	1·28	1·18	1·34
Prepared	4·03	5·40	6·24	5·22
Frozen	3·20	3·06	1·96	2·88
<i>Total fish</i>	<i>12·06</i>	<i>13·86</i>	<i>13·96</i>	<i>13·52</i>
EGGS				
	11·95	12·36	13·11	12·31
FATS:				
Butter	7·79	7·83	8·10	7·78
Margarine	2·89	3·16	3·30	3·13
Lard and compound cooking fat	1·58	2·04	2·08	1·94
Other fats	2·03	1·70	1·14	1·63
<i>Total fats</i>	<i>14·29</i>	<i>14·72</i>	<i>14·63</i>	<i>14·48</i>
SUGAR AND PRESERVES:				
Sugar	4·95	5·15	5·81	5·23
Honey, preserves, syrup and treacle	2·19	2·61	2·98	2·54
<i>Total sugar and preserves</i>	<i>7·13</i>	<i>7·77</i>	<i>8·79</i>	<i>7·77</i>
VEGETABLES:				
Potatoes	6·15	8·41	9·20	7·92
Fresh green	5·03	5·90	5·08	5·58
Other fresh	9·83	9·87	9·46	9·77
Frozen peas	1·45	1·47	0·48	1·33
Frozen beans	0·78	0·60	0·20	0·58
Frozen chips and other frozen convenience potato products	0·76	0·31	0·28	0·37
All frozen vegetables and frozen vegetable products, not specified elsewhere	1·12	0·57	0·21	0·63
Other processed	8·78	10·68	11·62	10·29
<i>Total vegetables</i>	<i>33·88</i>	<i>37·81</i>	<i>36·52</i>	<i>36·44</i>
FRUIT:				
Fresh	13·59	12·10	9·26	12·07
Frozen fruit and frozen fruit products	0·26	0·07	0·01	0·09
Other	7·92	7·00	4·95	6·83
<i>Total fruit</i>	<i>21·76</i>	<i>19·16</i>	<i>14·22</i>	<i>18·99</i>

TABLE 34—continued
(pence per person per week)

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
CEREALS:				
Brown bread	1·22	1·50	1·63	1·43
White bread	12·63	14·74	17·28	14·69
Wholewheat and wholemeal bread	0·37	0·35	0·26	0·35
Other bread	2·46	3·17	3·26	3·14
<i>Total bread</i>	<i>16·69</i>	<i>19·76</i>	<i>22·43</i>	<i>19·60</i>
Flour	2·14	2·24	2·13	2·13
Cakes	7·07	8·69	8·15	8·31
Biscuits	8·43	8·99	8·16	8·77
Oatmeal and oat products	0·37	0·41	0·58	0·45
Breakfast cereals	3·90	3·67	3·40	3·70
Frozen convenience cereal foods	0·80	0·30	0·15	0·37
Other cereals	5·02	5·10	4·75	5·01
<i>Total cereals</i>	<i>44·42</i>	<i>49·15</i>	<i>49·75</i>	<i>48·32</i>
BEVERAGES:				
Tea	4·37	5·52	6·93	5·49
Coffee	5·29	4·27	3·17	4·36
Cocoa and drinking chocolate	0·30	0·28	0·30	0·30
Branded food drinks	0·39	0·36	0·53	0·38
<i>Total beverages</i>	<i>10·34</i>	<i>10·43</i>	<i>10·93</i>	<i>10·51</i>
MISCELLANEOUS:				
Soups, canned, dehydrated and powdered	2·21	2·75	3·38	2·74
Other foods	8·90	7·84	5·66	7·73
<i>Total miscellaneous</i>	<i>11·11</i>	<i>10·59</i>	<i>9·02</i>	<i>10·44</i>
TOTAL EXPENDITURE	£2·92	£3·18	£2·97	£3·10

(a) See Appendix A, Table 14 for definitions of the food groups.

TABLE 35
 Nutritional value of food in households owning a deep-freezer or a refrigerator, 1974

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
	(i) Consumption per person per day			
Energy	2,250	2,350	2,340	2,320
	9.4	9.8	9.8	9.7
Total protein	69.0	71.9	69.5	70.9
Animal protein	44.7	45.5	41.8	44.8
Fat	106	108	102	106
Fatty acids:				
saturated	50.8	51.4	48.7	50.7
monounsaturated	39.1	40.6	38.5	39.8
polyunsaturated	10.7	10.7	10.1	10.6
Carbohydrate	271	289	302	287
Calcium	1,030	1,010	970	1,010
Iron	11.1	11.8	11.7	11.6
Thiamin	1.13	1.16	1.14	1.15
Riboflavin	1.76	1.75	1.66	1.74
Nicotinic acid	15.3	15.9	15.2	15.7
Nicotinic acid equivalent	27.8	28.9	27.6	28.5
Vitamin C	55	50	44	50
Vitamin A:				
retinol	760	790	740	770
β-carotene	2,110	2,180	2,110	2,150
total (retinol equivalent)	1,210	1,250	1,180	1,230
Vitamin D (a)	2.70	2.65	2.71	2.66
	(ii) As a percentage of recommended intake			
Energy	99	102	101	101
Protein	120	124	120	123
(as percentage of minimum requirement)	185	191	183	189
Calcium	196	192	182	192
Iron	103	110	108	108
Thiamin	124	126	126	125
Riboflavin	132	129	120	129
Nicotinic acid equivalent	188	192	179	189
Vitamin C	201	180	154	181
Vitamin A (retinol equivalent)	186	186	171	183
Vitamin D (a)	84	82	84	83

TABLE 35—continued

	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
	(iii) Percentage of energy derived from protein, fat and carbohydrate			
Protein	12.3	12.3	11.9	12.3
Fat	42.3	41.4	39.5	41.3
Carbohydrate	45.4	46.3	48.6	46.4
	(iv) Animal protein as a percentage of total protein			
	64.8	63.2	60.1	63.2
	(v) Consumption of nutrients per 1,000 kcal			
Total protein	30.6	30.6	29.7	30.6
Animal protein	19.8	19.4	17.9	19.3
Fat	47	46	44	46
Fatty acids:				
saturated	22.6	21.9	20.9	21.9
monounsaturated	17.4	17.3	16.5	17.2
polyunsaturated	4.7	4.6	4.3	4.5
Carbohydrate	121	123	129	123
Calcium	459	431	416	436
Iron	4.9	5.0	5.0	5.0
Thiamin	0.50	0.49	0.49	0.49
Riboflavin	0.78	0.75	0.71	0.75
Nicotinic acid equivalent	12.3	12.3	11.8	12.3
Vitamin C	24	21	19	22
Vitamin A (retinol equivalent)	540	532	506	530
Vitamin D (a)	1.20	1.13	1.16	1.15

(a) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 36
Household expenditure on seasonal, convenience and other foods according to type of dwelling occupied, together with comparative indices of food prices and the real value of food purchased, 1974

	Type of dwelling										All households	
	Unfurnished		Furnished rented		Rent free (per person per week)	Owned outright	Owned with mortgage			£		
	Council	Other rented	£	£				£	£			£
(i) Expenditure and value of garden and allotment produce, etc												
Expenditure on:												
Seasonal foods	0.50	0.55	0.50	0.50	0.42	0.62	0.51	0.53				
Convenience foods												
Canned	0.24	0.23	0.24	0.24	0.19	0.21	0.22	0.22				
Frozen	0.07	0.06	0.07	0.12	0.08	0.06	0.09	0.07				
Other convenience foods	0.49	0.51	0.49	0.48	0.48	0.48	0.49	0.49				
Total convenience foods	0.80	0.80	0.80	0.84	0.75	0.75	0.79	0.79				
All other foods	1.72	1.83	1.72	1.62	1.64	2.04	1.67	1.78				
Total expenditure	3.02	3.18	3.02	2.96	2.81	3.40	2.97	3.10				
Value of garden and allotment produce, etc	0.04	0.08	0.04	0.04	0.18	0.13	0.06	0.08				
Value of consumption	3.06	3.26	3.06	3.00	3.00	3.53	3.03	3.17				
(ii) Comparative indices (a) of expenditure, prices and purchases (all foods)												
Expenditure	97.7	102.8	95.5	90.9	109.9	96.0	100.0	100.0				
Value of consumption	96.6	102.8	94.5	94.4	111.3	95.5	100.0	100.0				
Prices	99.3	100.5	101.9	101.1	100.9	99.6	100.0	100.0				
Index of value of consumption deflated by index of food prices	97.2	102.3	92.7	93.3	110.3	96.0	100.0	100.0				
Food purchases	98.8	102.8	94.0	90.4	109.3	96.9	100.0	100.0				
"Price of energy"	94.7	100.7	104.8	99.6	103.3	100.7	100.0	100.0				
Summary characteristics of households												
Number of households	2,234	920	191	135	1,729	2,185	7,394	7,394				
Number of persons	7,074	2,394	414	393	4,146	7,679	22,100	22,100				
Average number of persons per household	3.17	2.60	2.17	2.91	2.40	3.51	2.99	2.99				
Average number of earners per household	1.35	1.09	1.26	1.22	0.87	1.58	1.27	1.27				

(a) These indices have been derived in a manner analogous to that described in paragraphs 41-43

TABLE 37
Household food consumption classified according to type of dwelling occupied: main food groups (a), annual averages, 1974
 (oz per person per week, except where otherwise stated)

	Type of dwelling						All households
	Unfurnished		Furnished rented	Rent free	Owned outright	Owned with mortgage	
	Council	Other rented					
MILK AND CREAM:							
Liquid milk—full price	4.36	4.69	4.40	4.98	4.93	4.68	4.65
—welfare and school	0.12	0.09	0.10	0.18	0.02	0.09	0.09
<i>Total liquid milk</i>	4.48	4.78	4.49	5.16	4.95	4.77	4.74
Condensed milk	0.17	0.17	0.11	0.12	0.18	0.15	0.17
Dried and other milk	0.16	0.22	0.23	0.20	0.19	0.21	0.20
Cream	0.02	0.03	0.03	0.02	0.05	0.04	0.03
<i>Total milk and cream</i>	4.84	5.18	4.86	5.51	5.36	5.15	5.12
CHEESE:							
Natural	3.05	3.61	3.67	3.25	3.83	3.51	3.47
Processed	0.28	0.30	0.31	0.21	0.26	0.28	0.27
<i>Total cheese</i>	3.33	3.91	3.99	3.46	4.09	3.78	3.74
MEAT:							
Beef and veal	7.10	7.62	6.32	6.01	8.14	7.16	7.41
Mutton and lamb	3.88	4.75	3.50	3.31	5.45	3.22	4.11
Pork	2.92	2.80	3.34	3.38	4.13	3.04	3.20
<i>Total carcass meat</i>	13.90	15.17	13.16	12.70	17.71	13.43	14.72
Bacon and ham, uncooked	4.12	4.41	2.98	4.00	5.08	3.76	4.18
Poultry, uncooked	4.42	4.89	5.96	3.44	5.68	5.22	4.99
Other meat	13.90	12.93	11.79	12.80	11.49	10.92	12.06
<i>Total meat</i>	36.34	37.41	33.89	32.93	39.95	33.34	35.95

TABLE 37—continued
(oz per person per week, except where otherwise stated)

	Type of dwelling						All households
	Unfurnished		Furnished rented	Rent free	Owned outright	Owned with mortgage	
	Council	Other rented					
FISH:							
Fresh	1.28	1.65	0.88	1.06	2.22	1.09	1.44
Processed and shell	0.45	0.55	0.47	0.47	0.56	0.40	0.47
Prepared	1.52	1.61	1.36	1.21	1.33	1.45	1.47
Frozen	0.95	0.92	1.17	1.09	0.83	1.11	0.96
<i>Total fish</i>	<i>4.19</i>	<i>4.71</i>	<i>3.86</i>	<i>3.82</i>	<i>4.95</i>	<i>4.04</i>	<i>4.33</i>
EGGS							
(Eggs purchased)	4.01	4.10	3.70	4.53	4.40	3.98	4.09
	3.98	3.86	3.58	3.78	4.17	3.89	3.94
FATS:							
Butter	5.35	5.87	4.90	4.99	6.56	5.37	5.61
Margarine	2.79	2.40	2.07	2.08	3.00	2.35	2.60
Lard and compound cooking fat	2.18	1.77	1.10	1.47	1.79	1.64	1.82
Other fats	0.80	0.98	1.32	0.57	1.24	1.26	1.02
<i>Total fats</i>	<i>11.12</i>	<i>11.02</i>	<i>9.39</i>	<i>9.09</i>	<i>12.60</i>	<i>10.62</i>	<i>11.04</i>
SUGAR AND PRESERVES:							
Sugar	14.47	13.61	8.93	12.54	14.62	11.07	13.03
Honey, preserves, syrup and treacle	2.09	2.56	1.77	2.84	3.42	2.32	2.47
<i>Total sugar and preserves</i>	<i>16.55</i>	<i>16.18</i>	<i>10.71</i>	<i>15.38</i>	<i>18.03</i>	<i>13.40</i>	<i>15.50</i>
VEGETABLES:							
Potatoes	55.46	47.10	32.35	36.25	42.73	39.90	45.66
Fresh green	11.02	12.79	9.35	13.76	16.62	11.27	12.70
Other fresh	12.10	14.90	13.64	13.93	16.96	13.19	13.93
Frozen	2.17	2.05	2.94	2.45	2.71	3.41	2.66
Other processed	13.63	11.88	14.64	9.48	8.93	10.79	11.25
<i>Total vegetables</i>	<i>94.38</i>	<i>88.71</i>	<i>72.94</i>	<i>75.84</i>	<i>87.94</i>	<i>78.56</i>	<i>86.19</i>

TABLE 37—continued

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

	Type of dwelling						All households
	Unfurnished		Furnished rented	Rent free	Owned outright	Owned with mortgage	
	Council	Other rented					
FRUIT:							
Fresh	12.78	17.25	16.64	15.78	23.09	19.37	17.79
Other	4.39	5.09	5.07	4.90	7.87	6.97	6.03
<i>Total fruit</i>	<i>17.17</i>	<i>22.34</i>	<i>21.71</i>	<i>20.68</i>	<i>30.96</i>	<i>26.34</i>	<i>23.82</i>
CEREALS:							
Brown bread	1.58	2.51	3.54	1.27	3.33	1.78	2.08
White bread	34.34	29.87	22.11	26.37	24.40	24.36	28.24
Wholewheat and wholemeal bread	0.20	0.53	0.57	0.54	1.04	0.60	0.56
Other bread	2.63	3.21	2.11	2.45	2.89	2.16	2.62
<i>Total bread</i>	<i>38.76</i>	<i>36.13</i>	<i>28.34</i>	<i>30.62</i>	<i>31.66</i>	<i>28.90</i>	<i>33.50</i>
Flour	4.36	5.04	4.79	4.97	7.95	5.28	5.30
Cakes	4.49	4.62	3.01	5.00	4.09	4.45	4.45
Biscuits	5.66	5.58	4.94	6.74	5.52	5.63	5.63
Oatmeal and oat products	0.53	0.51	0.46	0.65	0.71	0.37	0.53
Breakfast cereals	2.74	2.57	2.79	2.59	2.44	3.33	2.88
Other cereals	5.11	5.29	6.98	4.37	5.02	5.21	5.14
<i>Total cereals</i>	<i>61.66</i>	<i>59.74</i>	<i>51.31</i>	<i>54.94</i>	<i>58.30</i>	<i>52.82</i>	<i>57.39</i>
BEVERAGES:							
Tea	2.61	2.51	1.36	2.02	2.68	1.62	2.24
Coffee	0.51	0.60	0.86	0.69	0.86	0.66	0.66
Cocoa and drinking chocolate	0.15	0.17	0.28	0.16	0.14	0.16	0.17
Branded food drinks	0.14	0.15	0.17	0.16	0.24	0.16	0.16
<i>Total beverages</i>	<i>3.41</i>	<i>3.42</i>	<i>2.68</i>	<i>3.03</i>	<i>3.93</i>	<i>2.60</i>	<i>3.22</i>

(a) See Appendix A, Table 14 for definitions of the food groups.

TABLE 38
Household food expenditure classified according to type of dwelling occupied: main food groups (a), annual averages, 1974
(pence per person per week)

	Type of dwelling							All households
	Unfurnished		Furnished rented	Rent free	Owned outright	Owned with mortgage	All households	
	Council	Other rented						
MILK AND CREAM:								
Liquid milk—full price	22.10	22.45	22.27	20.84	24.42	23.58	22.86	
—welfare and school	...	0.03	0.04	—	0.01	0.02	0.01	
Total liquid milk								
Condensed milk	22.11	22.48	22.31	20.84	24.43	23.61	22.88	
Dried and other milk	1.07	1.02	0.73	0.79	1.11	0.91	1.03	
Cream	1.50	1.99	2.99	2.20	2.27	2.29	2.03	
	0.77	1.08	1.28	0.95	2.27	1.53	1.36	
Total milk and cream								
	25.44	26.57	27.31	24.78	30.08	28.32	27.29	
CHEESE:								
Natural	6.98	8.16	8.55	7.20	9.03	8.02	8.00	
Processed	0.77	0.77	0.85	0.48	0.74	0.78	0.77	
Total cheese								
	7.76	8.94	9.40	7.68	9.77	8.80	8.77	
MEAT:								
Beef and veal	25.49	28.06	21.18	20.50	29.72	25.38	26.62	
Mutton and lamb	10.55	13.52	10.41	10.85	15.65	9.47	11.68	
Pork	8.39	8.49	10.48	10.22	10.96	8.52	9.01	
Total carcass meat								
	44.44	50.06	42.07	41.58	56.34	43.37	47.32	
Bacon and ham, uncooked	13.31	14.63	10.32	13.70	16.51	12.44	13.82	
Poultry, uncooked	7.54	8.45	9.89	6.29	9.90	8.70	8.52	
Other meat	34.94	33.67	30.29	32.33	29.84	28.26	31.09	
Total meat								
	100.25	106.80	92.57	93.88	112.59	92.79	100.72	
FISH:								
Fresh	3.57	4.23	2.78	2.91	6.56	3.05	4.09	
Processed and shell	1.26	1.52	1.33	1.36	1.55	1.17	1.34	

(pence per person per week)

	Type of dwelling							All households
	Unfurnished		Furnished rented	Rent free	Owned outright	Owned with mortgage		
	Council	Other rented						
FISH—continued								
Prepared	5.42	5.78	4.97	3.67	4.97	4.99	5.22	
Frozen	2.90	2.61	3.69	3.71	2.64	3.23	2.89	
<i>Total fish</i>	<i>13.16</i>	<i>14.13</i>	<i>12.75</i>	<i>11.67</i>	<i>15.71</i>	<i>12.44</i>	<i>13.52</i>	
EGGS								
.	12.53	12.27	11.01	11.86	13.35	12.07	12.31	
FATS:								
Butter	7.38	8.24	6.75	6.99	9.24	7.30	7.78	
Margarine	3.29	2.92	2.50	2.60	3.69	2.75	3.13	
Lard and compound cooking fat	2.29	1.88	1.07	1.63	1.92	1.72	1.94	
Other fats	1.19	1.51	2.63	1.00	2.07	1.95	1.63	
<i>Total fats</i>	<i>14.15</i>	<i>14.55</i>	<i>12.95</i>	<i>12.22</i>	<i>16.91</i>	<i>13.72</i>	<i>14.48</i>	
SUGAR AND PRESERVES:								
Sugar	5.62	5.30	3.37	4.93	5.92	4.31	5.23	
Honey, preserves, syrup and treacle	2.10	2.71	2.18	3.02	3.50	2.38	2.54	
<i>Total sugar and preserves</i>	<i>7.72</i>	<i>8.00</i>	<i>5.56</i>	<i>7.96</i>	<i>9.41</i>	<i>6.69</i>	<i>7.77</i>	
VEGETABLES:								
Potatoes	9.79	8.92	6.65	4.99	7.01	6.99	7.92	
Fresh green	5.22	5.95	5.01	4.00	6.86	5.33	5.58	
Other fresh	8.90	10.44	11.35	7.30	10.94	9.63	9.77	
Frozen	2.35	2.45	4.09	2.72	3.04	3.51	2.91	
Other processed	11.75	10.79	14.01	8.48	8.32	10.08	10.29	
<i>Total vegetables</i>	<i>38.02</i>	<i>38.54</i>	<i>41.11</i>	<i>27.50</i>	<i>36.16</i>	<i>35.55</i>	<i>36.44</i>	
FRUIT:								
Fresh	9.05	11.68	11.84	10.01	15.28	12.86	12.07	
Other	4.83	5.70	5.52	6.77	8.93	8.07	6.92	
<i>Total fruit</i>	<i>13.88</i>	<i>17.38</i>	<i>17.36</i>	<i>16.78</i>	<i>24.21</i>	<i>20.93</i>	<i>18.99</i>	

TABLE 38—continued
(pence per person per week)

	Type of dwelling						All households
	Unfurnished		Furnished rented	Rent free	Owned outright	Owned with mortgage	
	Council	Other rented					
CEREALS:							
Brown bread	1.08	1.74	2.38	0.87	2.28	1.22	1.43
White bread	17.65	15.67	11.66	13.65	13.16	12.58	14.69
Wholewheat and wholemeal bread	0.13	0.35	0.40	0.34	0.64	0.36	0.35
Other bread	3.10	3.72	2.46	2.83	3.25	2.71	3.14
<i>Total bread</i>	21.97	21.49	16.89	17.70	19.32	16.88	19.60
Flour	1.74	2.07	2.00	2.07	3.18	2.06	2.13
Cakes	8.21	8.48	5.38	9.58	9.31	7.68	8.31
Biscuits	8.60	8.57	7.70	10.14	8.49	8.85	8.77
Oatmeal and oat products	0.42	0.42	0.51	0.56	0.57	0.32	0.45
Breakfast cereals	3.43	3.25	3.79	3.39	3.18	4.23	3.70
Other cereals	5.00	5.57	8.06	4.85	4.92	5.76	5.38
<i>Total cereals</i>	49.38	49.83	44.32	48.28	48.99	45.79	48.32
BEVERAGES:							
Tea	6.33	6.34	3.42	5.11	6.38	3.94	5.49
Coffee	3.38	4.00	5.03	4.06	5.46	4.56	4.36
Cocoa and drinking chocolate	0.27	0.31	0.44	0.32	0.26	0.29	0.30
Branded food drinks	0.32	0.35	0.38	0.34	0.56	0.35	0.38
<i>Total beverages</i>	10.31	11.00	9.27	9.84	12.65	9.14	10.51
MISCELLANEOUS:							
Soups, canned, dehydrated and powdered	3.00	2.98	3.54	1.58	2.67	2.44	2.74
Other foods	6.78	7.13	8.55	7.42	7.82	8.62	7.73
<i>Total miscellaneous</i>	9.78	10.12	12.09	9.00	10.48	11.07	10.44
TOTAL EXPENDITURE	£3.02	£3.18	£2.96	£2.81	£3.40	£2.97	£3.10

(a) See Appendix A, Table 14 for definitions of the food groups.

TABLE 39—continued

	Type of dwelling						All households
	Unfurnished		Furnished rented	Rent free	Owned outright	Owned with mortgage	
	Council	Other rented					
	60.9	63.1	64.3	64.2	64.6	64.2	63.2
	(iv) Animal protein as a percentage of total protein						
	(v) Consumption of nutrients per 1,000 kcal						
Total protein	30.2	30.9	32.5	30.9	30.2	30.7	30.6
Animal protein	18.4	19.5	20.9	19.8	19.5	19.7	19.3
Fat	44	45	47	45	47	47	46
Fatty acids:							
saturated	21.1	21.8	22.3	21.9	22.6	22.2	21.9
monounsaturated	16.9	17.0	17.2	16.9	17.5	17.4	17.2
polyunsaturated	4.4	4.4	4.9	4.1	4.5	4.8	4.5
Carbohydrate	127	124	119	124	121	121	123
Calcium	416	436	470	468	430	451	436
Iron	5.0	5.0	5.3	5.0	4.8	5.0	5.0
Thiamin	0.49	0.49	0.50	0.49	0.48	0.50	0.49
Riboflavin	0.72	0.75	0.78	0.77	0.75	0.78	0.75
Nicotinic acid equivalent	12.1	12.3	12.9	12.0	12.2	12.4	12.3
Vitamin C	20	21	23	19	23	23	22
Vitamin A (retinol equivalent)	497	535	508	473	557	548	530
Vitamin D (a)	1.12	1.14	1.17	1.14	1.18	1.15	1.15

(a) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 40
 Average quantities of milk consumed in the home by different categories of person, 1973 and 1974

	Income groups				Families with				All families	
	A & B		C, D & E2		1 or 2 children		3 or more children		1973	1974
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
<i>Households containing one or more children aged 0-4 years and/or an expectant mother, but no child aged 7-9 years</i>										
Number of households which supplied details of milk consumption	798	535	335	388	986	811	147	112	1,133	923
Average quantities of milk consumed by:										
Persons age 0-4 years	4.7	4.7	4.8	4.8	4.8	4.8	4.5	4.6	4.7	4.8
Persons aged 5-6 years	4.4	4.5	4.1	4.6	4.5	4.5	4.0	4.4	4.3	4.4
Persons aged 10-17 years	4.3	4.6	3.9	4.0	4.6	4.3	3.8	4.5	4.2	4.5
Males aged 18 years or over	3.8	3.8	3.6	3.6	3.8	3.8	3.4	3.5	3.7	3.7
Females aged 18 years or over	3.9	3.7	3.6	3.4	3.8	3.7	3.6	3.1	3.7	3.6
All persons	4.2	4.2	4.0	4.0	4.2	4.1	3.9	4.1	4.1	4.1
Milk used in cooking or served to visitors	0.6	0.6	0.5	0.5	0.6	0.6	0.5	0.5	0.6	0.5
Total	4.7	4.8	4.5	4.5	4.7	4.7	4.4	4.5	4.7	4.6
<i>Households containing one or more children aged 7-9 years but no expectant mother, and no child aged 0-4 years</i>										
Number of households which supplied details of milk consumption	460	360	203	206	480	403	183	163	663	566
Average quantities of milk consumed by:										
Persons aged 5-6 years	4.5	4.9	4.2	4.3	4.7	4.8	4.2	4.5	4.4	4.6
Persons aged 7-9 years	4.8	4.6	4.4	4.3	4.9	4.6	4.3	4.5	4.7	4.5
Persons aged 10-17 years	4.3	4.2	4.0	4.0	4.6	4.3	3.9	4.1	4.2	4.1
Males aged 18 years or over	3.6	3.4	3.4	3.3	3.7	3.4	3.3	3.3	3.6	3.4
Females aged 18 years or over	3.5	3.4	3.0	3.1	3.4	3.4	3.0	3.2	3.3	3.3
All persons	4.1	4.0	3.7	3.7	4.1	3.9	3.7	3.9	4.0	3.9
Milk used in cooking or served to visitors	0.5	0.6	0.4	0.4	0.5	0.5	0.4	0.5	0.5	0.5
Total	4.6	4.5	4.1	4.1	4.6	4.4	4.1	4.3	4.4	4.4

TABLE 40—continued

	Income groups						Families with				All families	
	A & B		C, D & E2		1 or 2 children		3 or more children		1973	1974	1973	1974
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
<i>Households containing at least one child aged 0-4 years and/or an expectant mother, and at least one child aged 7-9 years</i>	205	188	102	122	101	82	206	228	307	310		
Number of households which supplied details of milk consumption	4.8	4.5	4.5	5.0	4.9	4.5	4.6	4.8	4.7	4.7		
Average quantities of milk consumed by:												
Persons aged 0-4 years	pt	pt	pt	pt	pt	pt	pt	pt	pt	pt	pt	pt
Persons aged 5-6 years	4.3	4.2	3.5	3.9	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1
Persons aged 7-9 years	4.4	4.3	3.8	4.0	4.6	4.4	4.0	4.2	4.2	4.2	4.2	4.2
Persons aged 10-17 years	4.1	3.9	3.2	3.7	(3.7)	(4.2)	3.7	3.7	3.6	3.6	3.6	3.8
Males aged 18 years or over	3.5	3.4	3.2	3.7	3.4	3.8	3.3	3.4	3.4	3.4	3.4	3.5
Females aged 18 years or over	3.3	3.4	3.0	3.2	3.2	3.6	3.1	3.2	3.2	3.2	3.2	3.3
All persons	4.0	4.0	3.5	3.9	4.0	4.1	3.8	3.9	3.9	3.9	3.9	4.0
Milk used in cooking or served to visitors	0.5	0.5	0.3	0.3	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.4
Total	4.5	4.5	3.8	4.2	4.5	4.6	4.2	4.3	4.2	4.2	4.2	4.4

Figures in brackets are derived from samples of more than 2 but less than 20 persons
 * Fewer than 3 persons in the sample.

TABLE 41
Meals eaten outside the home, 1974
(per person per week)

	Meals not from the household supply		Net balance (a)	
	Mid-day meals	All meals out	Persons	Visitors
All households	1.70	2.90	.86	.04
<i>Analysis by region</i>				
Wales	1.60	3.03	.86	.04
Scotland	1.53	2.77	.87	.04
North	1.63	2.72	.87	.04
Yorkshire and Humberside	1.74	2.64	.87	.04
North West	1.63	2.49	.88	.03
East Midlands	1.45	2.45	.88	.03
West Midlands	1.62	2.66	.87	.04
South West	1.69	2.77	.86	.04
South East (b)/East Anglia	1.90	3.31	.84	.04
<i>Analysis by type of area</i>				
London conurbation	2.28	3.99	.81	.05
Provincial conurbations	1.64	2.73	.87	.04
Larger towns	1.65	2.75	.87	.04
Smaller towns	1.47	2.55	.88	.03
Semi-rural areas	1.71	2.87	.86	.04
Rural areas	1.34	2.42	.89	.03
<i>Analysis by income group</i>				
A1	2.49	4.53	.79	.07
A2	2.38	4.03	.81	.05
B	1.93	3.18	.85	.04
C	1.69	2.77	.86	.04
D	1.37	2.26	.89	.03
E1	0.76	1.63	.93	.05
E2	0.97	1.98	.91	.05
OAP (households containing one adult)	0.79	2.05	.91	.06
OAP (households containing one male and one female)	0.37	0.97	.96	.03
OAP ("other" households)	0.39	1.26	.95	.04
OAP (all)	0.53	1.40	.94	.05
<i>Analysis by household composition</i>				
No. of adults	No. of children			
1	0	1.38	3.17	.86
1	1 or more	2.76	4.14	.79
2	0	1.23	2.48	.89
2	1 or 2	1.78	2.96	.86
2	3	2.04	2.90	.85
2	4 or more	2.02	2.55	.86
3	0	1.38	2.63	.88
3 or more	1 or 2	1.96	3.29	.84
3 or more	3 or more	1.77	2.66	.86
4 or more	0	1.76	3.40	.85

(a) For definition of "net balance" see paragraph 94.

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

TABLE 42

Average number of mid-day meals per week, per child aged 5-14 years, 1974

	Mid-day meals not from the household supply		Mid-day meals from the household supply	
	School meals	Other meals out	Packed meals	Other
All households	2.42	0.12	0.33	4.13
<i>Analysis by region</i>				
Wales	2.09	0.07	0.42	4.42
Scotland	1.64	0.15	0.16	5.05
North	2.81	0.08	0.11	4.00
Yorkshire and Humberside	2.73	0.11	0.28	3.88
North West	2.32	0.07	0.22	4.39
East Midlands	2.50	0.04	0.24	4.22
West Midlands	2.45	0.12	0.45	3.98
South West	2.44	0.14	0.36	4.06
South East (a)/East Anglia	2.65	0.17	0.38	3.80
<i>Analysis by type of area</i>				
London conurbation	2.71	0.27	0.36	3.66
Provincial conurbations	2.10	0.13	0.29	4.48
Larger towns	2.35	0.11	0.26	4.28
Smaller towns	2.21	0.08	0.29	4.42
Semi-rural areas	2.97	0.10	0.37	3.56
Rural areas	1.65	—	1.00	4.35
<i>Analysis by income group</i>				
A1	2.85	0.26	0.56	3.33
A2	2.90	0.19	0.46	3.45
B	2.44	0.12	0.30	4.14
C	2.31	0.10	0.29	4.30
D	2.79	0.11	0.30	3.80
E1	1.99	0.22	0.56	4.23
E2	2.04	0.13	0.08	4.75
<i>Analysis by household composition</i>				
1 adult, 1 or more children	2.62	0.14	0.09	4.15
2 adults, 1 or 2 children	2.41	0.15	0.33	4.11
2 adults, 3 children	2.54	0.09	0.30	4.07
2 adults, 4 or more children	2.37	0.09	0.27	4.27
3 or more adults, 1 or 2 children	2.62	0.17	0.45	3.76
3 or more adults, 3 or more children	2.01	0.09	0.30	4.60

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

PART IV

Appendices

APPENDIX A

Structure of the Survey

1 The National Food Survey is a continuous sampling inquiry into the domestic food consumption and expenditure of private households in Great Britain. 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 and during General Election periods. Each housewife provides a detailed record giving the description, quantity and cost of all food which enters the household during the week she participates in the Survey, except that 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. 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. Information about characteristics of the household and of its members is also obtained. The information obtained from individual housewives is strictly confidential.

The sample

2 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 46 Parliamentary constituencies; the second, the selection of polling districts or combinations thereof within the selected constituencies; and the third or final stage, the selection of addresses within these polling districts.

3 The 46 Parliamentary constituencies selected for survey in 1974 are listed in Table 1 of this Appendix. At the second stage of sampling, 782 polling districts were selected initially, and at the third stage, 14,858 addresses. Because fieldwork in the Survey is not allowed during General Election periods, 96 of the polling districts were deleted from the selected sample, and for operational reasons it was necessary also to delete a further four polling districts. Moreover, when visited, a few of the selected addresses were found to be those of institutions of other establishments not eligible for inclusion in the Survey, while some other addresses were each found to contain more than one household. After allowing for all these factors the estimated effective number of households in the selected sample was 12,508. 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 week's record, while some housewives who undertook to keep a record did not in fact complete it; finally a few records were rejected at the editing stage leaving an effective sample of 6,461 households (52 per cent of the selected sample). Details are as follows:

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

	Households	Per cent
Number of households at the addresses selected in the sample	12,508	100
Number visited, but no contact made	2,124	17
Housewife seen, but refused to give any information	1,576	13
Housewife answered a questionnaire but declined to keep a week's record	1,160	9
Housewife started to keep a record but did not complete it	1,149	9
Completed records rejected at editing stage	38	...
Effective sample of responding households	6,461	52

To minimise the loss of information during the two General Election periods which occurred during the year, interpolated estimates have been included in all the tables presented in this Report; these interpolations were made by replicating the results obtained during the ten-days which immediately preceded and the ten-days which immediately followed each of the two breaks, and this notionally added a further 933 households to the sample, giving a total of 7,394.

4 In order to correct for some over-representation of larger provincial towns outside the conurbations, and corresponding under-representation of other types of area, particularly the least densely populated of the rural districts, the national averages have been calculated, as usual, as weighted averages of the results for each of six main types of area,¹ the weights being proportionate to the respective populations.

Reliability of Survey results

5 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 percentage standard errors of the averages of consumption and expenditure for households in different income groups as applicable to the food groups shown in Tables 16 and 17 are given in Tables 15 and 16 of this Appendix. Corresponding estimates, applicable to certain of the averages in Tables 19 and 20 for a selection of families of different composition, and further estimates applicable to the national averages in Tables 9, 10 and 11 were given in Tables 15, 16 and 17 of Appendix A in the Annual Report for 1973.²

6 Further details of the methodology of the Survey were given in Appendix A of the Report for 1973.²

¹Defined as in paragraph 38.

²*Household Food Consumption and Expenditure 1973*: HMSO, 1975.

TABLE I
Constituencies surveyed in 1974

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1974
Wales	The whole of Wales and Monmouthshire	Bedwellty (Monmouthshire) *Barry (Glamorgan)
Scotland	The whole of Scotland	†Coatbridge and Airdrie *Ayr (Ayrshire and Bute) †Glasgow, Kelvingrove *South Angus (Angus and Kincardine)
North	Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire	Teesside, Middlesbrough *Houghton-le-Spring (Durham) Blyth
Yorkshire and Humberside	The East and West Ridings of Yorkshire (including the City of York), and Lincolnshire (Parts of Lindsey excluding Lincoln CB)	Grimsby †Sowerby (Yorkshire W.R.) Sheffield, Hallam *Hemsworth (Yorkshire W.R.)
North West	Cheshire; Derbyshire (those areas not included in the East Midlands Region), and Lancashire	†Liverpool, Garston Nelson and Colne *Nantwich (Cheshire) Blackburn Rossendale †*Huyton (Lancashire)
East Midlands	Derbyshire (all except Buxton MB, Glossop MB, New Mills UD, Whaley Bridge UD and Chapel-en-le Frith RD, which are included in the North West Region); Leicestershire; Lincolnshire (Parts of Holland, Parts of Kesteven, and Lincoln CB); Northamptonshire; Nottinghamshire and Rutland	Leicester West (Leicestershire) *Rushcliff (Nottinghamshire) *Belper (Derbyshire)
West Midlands	Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire	†West Bromwich East *Shrewsbury (Shropshire) †Birmingham, Sparkbrook †Halesowen and Stourbridge *Leek (Staffordshire)
South West	Cornwall (including the Isles of Scilly); Devonshire; Dorset (all except Poole MB); Gloucestershire; Somerset and Wiltshire	Truro (Cornwall) Plymouth, Drake *Kingswood (Gloucestershire)
South East	Bedfordshire; Berkshire; Buckinghamshire; Dorset (Poole MB only); Essex; Hampshire; Isle of Wight; Hertfordshire; Kent; London (Greater London Council area); Oxfordshire; Surrey, and Sussex	†Barnet, Chipping Barnet †Greenwich, Woolwich West †Lewisham East †Harrow East †Camden, St Pancras North †Islington North †Southwark, Peckham Gosport *Banbury (Oxfordshire) *Gravesend (Kent) *Rye (Sussex) Epsom and Ewell Watford East Grinstead (Sussex) *South-West Herts (Hertfordshire)
East Anglia	Cambridgeshire and Isle of Ely; Huntingdonshire and the Soke of Peterborough; Norfolk, and Suffolk	Isle of Ely (Cambridgeshire and 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 (ie the largest areas of continuous urban development as defined by the Registrars-General). Those marked * contain rural districts.

TABLE 2
Composition of the sample of responding households, 1974

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
HOUSEHOLDS IN CONURBATIONS					
LONDON					
Households	286	222	201	182	891
Persons	794	660	562	520	2,536
Persons per household	2.78	2.97	2.80	2.86	2.85
PROVINCIAL					
Households	317	321	307	297	1,242
Persons	1,030	967	872	830	3,699
Persons per household	3.25	3.01	2.84	2.79	2.98
OTHER URBAN HOUSEHOLDS					
Households	1,139	977	914	858	3,888
Persons	3,355	2,981	2,694	2,601	11,631
Persons per household	2.95	3.05	2.95	3.03	2.99
LARGER TOWNS					
Households	854	718	687	658	2,917
Persons	2,496	2,207	2,041	1,996	8,740
Persons per household	2.92	3.07	2.97	3.03	3.00
SMALLER TOWNS					
Households	285	259	227	200	971
Persons	859	774	653	605	2,891
Persons per household	3.01	2.99	2.88	3.02	2.98
SEMI-RURAL HOUSEHOLDS					
Households	352	350	304	276	1,282
Persons	1,086	1,097	900	861	3,944
Persons per household	3.09	3.13	2.96	3.12	3.08
RURAL HOUSEHOLDS					
Households	51	—	10	30	91
Persons	166	—	34	90	290
Persons per household	3.25	—	3.40	3.00	3.19
ALL HOUSEHOLDS					
Households	2,145	1,870	1,736	1,643	7,394
Persons	6,431	5,705	5,062	4,902	22,100
Persons per household	3.00	3.05	2.92	2.98	2.99

TABLE 3
Composition of the sample of responding households: analysis by region
and type of area, 1974

	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-1973 estimates)
Wales	296	974	3.29	4.0	4.4	5.1
Scotland	792	2,373	3.00	10.7	10.7	9.6
North	473	1,461	3.09	6.4	6.6	6.1
Yorkshire & Humberside	461	1,357	2.94	6.2	6.1	8.9
North West	896	2,681	2.99	12.1	12.1	12.4
East Midlands	557	1,668	2.99	7.5	7.5	6.3
West Midlands	851	2,573	3.02	11.5	11.6	9.5
South West	588	1,738	2.96	8.0	7.9	7.1
South East (a)/East Anglia	2,480	7,275	2.93	33.5	32.9	35.0
<i>All households</i>	<i>7,394</i>	<i>22,100</i>	<i>2.99</i>	<i>100</i>	<i>100</i>	<i>100</i>
London conurbation	891	2,536	2.85	12.0	11.5	13.4
Provincial conurbations	1,242	3,699	2.98	16.8	16.7	18.7
Other urban areas:						
larger towns	2,917	8,740	3.00	39.4	39.5	28.2
smaller towns	971	2,891	2.98	13.1	13.1	17.1
Semi-rural areas	1,282	3,944	3.08	17.3	17.8	18.6
Rural areas	91	290	3.19	1.2	1.3	3.9
<i>All households</i>	<i>7,394</i>	<i>22,100</i>	<i>2.99</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 distributions of persons in the samples of responding households from each region and type of area, 1974

(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	Pro-vincial	Larger towns	Smaller towns			
Infants (under 1 year)	1.3	2.3	1.6	2.0	0.9	1.2	1.3	1.0	0.8	1.3	1.4	1.1	1.4	1.4	1.2	2.4	
Children, aged	7.3	8.9	7.6	8.1	6.7	7.0	7.4	7.5	6.3	7.2	6.7	7.1	7.3	8.4	7.0	7.9	
5-8 years	7.7	10.1	7.3	6.9	6.3	7.9	6.8	8.4	8.6	7.6	6.5	7.5	7.9	7.4	8.2	9.0	
Males, aged	5.3	5.7	5.4	4.9	6.1	5.9	6.2	4.7	5.1	4.9	4.4	5.5	5.3	5.5	5.5	3.4	
9-14 years	2.1	1.3	2.2	2.3	2.8	2.1	2.1	2.0	2.6	2.0	2.1	2.3	2.1	1.9	2.2	3.1	
15-17 years	5.2	4.0	5.3	5.5	5.1	6.5	4.3	5.4	4.9	5.1	4.8	5.4	5.2	5.4	5.1	4.5	
18-34 years	2.1	2.4	2.5	1.3	3.1	1.8	2.4	2.3	2.2	2.0	2.0	2.8	2.0	2.0	2.0	1.7	
Males, aged	5.7	5.5	6.2	5.3	5.4	4.6	5.6	6.0	4.7	6.1	7.1	5.9	5.4	5.6	5.1	4.8	
Sedentary	4.6	4.7	4.2	3.7	3.8	4.6	4.9	4.9	5.9	4.1	3.2	4.3	5.1	4.8	4.3	5.2	
Moderately active	1.0	2.1	1.2	1.2	1.5	0.8	1.4	1.1	0.5	0.8	0.7	0.9	0.9	1.3	1.3	2.1	
Very active																	
Males, aged	8.4	8.1	7.8	7.7	7.6	6.7	8.3	8.0	9.3	9.4	10.7	7.5	8.2	8.4	8.5	2.8	
Sedentary	6.0	4.4	5.6	4.7	5.9	6.9	6.0	6.5	6.7	6.0	6.3	6.5	5.9	5.5	5.8	6.6	
Moderately active	1.8	3.0	1.8	3.2	2.9	1.6	1.6	2.1	1.3	1.2	0.9	1.8	1.9	1.2	2.1	6.2	
Very active																	
Males, aged	3.7	2.3	3.0	4.0	4.0	4.1	4.1	4.0	3.7	3.1	3.7	3.7	3.7	3.3	4.2	6.2	
65-74 years	1.4	0.7	1.5	1.1	1.7	1.4	1.1	1.2	1.7	1.5	0.9	1.2	1.4	1.7	1.6	2.1	
75 years and over																	
Females, aged	23.9	25.3	23.9	25.1	23.3	22.5	24.5	23.2	23.6	24.2	26.5	23.4	23.8	23.5	23.4	22.1	
18-54 years	10.1	8.1	10.6	8.8	10.9	11.5	10.0	9.6	9.6	10.0	10.4	10.7	9.9	9.7	9.9	7.9	
55-74 years	2.5	1.1	2.4	2.2	2.0	3.0	2.0	2.1	2.6	2.9	2.1	2.3	2.5	3.0	2.5	2.1	
75 years and over																	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

TABLE 5
Income group distributions of urban and rural samples of responding households, 1974
(per cent)

Income group	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
<i>Proportion of households</i>							
A1	1.6	1.8	0.6	1.7	1.2	2.2	1.1
A2	4.8	7.2	1.9	4.2	5.4	6.9	3.3
B	34.3	38.3	33.7	34.4	32.1	34.4	20.8
C	31.4	30.6	32.8	31.4	30.9	29.9	49.5
D	4.9	3.7	6.4	4.7	5.3	4.6	2.2
E1	2.8	2.2	2.6	2.6	3.3	3.6	—
E2	6.3	6.5	7.5	6.6	4.6	5.8	3.3
OAP	14.0	9.7	14.5	14.4	17.2	12.6	19.8
All	100	100	100	100	100	100	100
No. of households	7,394	891	1,242	2,917	971	1,282	91
<i>Proportion of persons</i>							
A1	2.0	2.7	0.8	2.1	1.2	2.8	1.4
A2	5.9	9.1	2.2	5.2	6.9	8.0	3.1
B	40.6	43.0	39.4	41.7	39.2	40.3	19.0
C	34.5	32.1	38.0	33.9	33.9	32.5	60.7
D	4.3	2.8	5.8	4.0	5.0	4.3	1.7
E1	2.0	1.7	2.0	1.7	2.8	2.3	—
E2	3.8	3.7	4.4	4.3	3.0	3.1	2.8
OAP	6.9	4.8	7.3	7.0	7.9	6.6	11.4
All	100	100	100	100	100	100	100
No. of persons	22,100	2,536	3,699	8,740	2,891	3,944	290

TABLE 6
Age and sex distributions of persons in the samples of responding households in different income groups, 1974
(per cent)

	All households	Income groups (gross weekly income of head of household)						OAP	
		Households with 1 or more earners				Households with no earner			
		£100 and over	£70 and under £100	£41 and under £70	£23 and under £41	Less than £23	£23 or more		Less than £23
		A1	A2	B	C	D	E1		E2
Infants (under 1 year)	1.3	1.2	0.6	1.7	1.4	1.4	0.2	0.8	—
Children, aged 1-4 years	7.3	8.1	7.9	8.4	7.8	7.7	3.9	3.9	—
5-8 years	7.7	10.0	10.3	9.1	7.4	6.5	4.1	6.0	0.3
Males, aged 9-14 years	5.3	6.5	6.5	6.2	5.3	5.0	3.7	3.2	0.1
15-17 years	2.1	2.3	2.2	2.3	2.5	2.5	0.5	0.8	—
Females, aged 9-14 years	5.2	6.3	6.9	6.3	5.2	3.2	2.5	2.7	0.3
15-17 years	2.1	2.1	2.5	2.4	2.4	2.6	1.6	0.2	—
Males, aged 18-34 years									
Sedentary	5.7	7.6	6.5	6.5	5.8	7.7	1.6	2.9	0.2
Moderately active	4.6	1.6	4.4	5.4	5.9	1.4	—	—	—
Very active	1.0	0.5	0.3	0.7	2.0	1.1	—	—	—
Males, aged 35-64 years									
Sedentary	8.4	17.4	15.6	9.6	7.1	7.9	6.8	6.7	0.7
Moderately active	6.0	3.0	4.0	7.6	7.5	1.3	—	—	—
Very active	1.8	—	0.1	1.6	3.2	1.0	—	—	—
Males, aged 65-74 years	3.7	0.7	0.9	0.7	1.6	6.3	20.1	14.6	22.3
75 years and over	1.4	0.9	0.1	0.3	0.4	1.1	7.1	6.0	9.9
Females, aged 18-54 years	23.9	25.0	26.8	27.1	26.2	24.6	9.1	11.4	1.2
55-74 years	10.1	5.6	3.9	3.4	7.7	16.6	30.4	32.6	44.7
75 years and over	2.5	1.4	0.5	0.6	0.6	2.2	8.4	8.0	20.5
All	100	100	100	100	100	100	100	100	100

TABLE 7
 Age and sex distributions of persons in the samples of responding households of different composition
 (per cent)

	No. of adults		Households with										All house-holds
	No. of children		1		2		3		3 or more		4 or more		
	0	1 or more	0	1 or 2	3	4 or more	0	1 or 2	3	3 or more	4 or more	0	
Infants (under 1 year)	—	1.2	—	3.1	1.6	0.9	—	0.7	—	—	1.4	—	1.3
Children, aged 1-4 years	—	7.5	—	14.3	12.9	11.9	—	3.8	—	—	5.3	—	7.3
Children, aged 5-8 years	—	18.9	—	10.7	17.4	19.0	—	4.2	—	—	10.5	—	7.7
Males, aged 9-14 years	—	15.0	—	5.1	11.8	15.2	—	5.4	—	—	13.0	—	5.3
Females, aged 9-14 years	—	6.8	—	2.4	2.6	4.0	—	4.7	—	—	5.7	—	2.1
Males, aged 15-17 years	—	12.6	—	5.6	11.4	13.6	—	5.9	—	—	11.0	—	5.2
Females, aged 15-17 years	—	5.1	—	2.4	2.4	4.5	—	4.7	—	—	6.0	—	2.1
Males, aged 18-34 years	2.2	0.2	5.8	7.0	3.6	2.1	7.9	5.6	4.1	13.4	4.1	13.4	5.7
Sedentary	0.9	—	2.9	6.1	3.0	1.5	7.4	6.2	3.8	11.4	6.2	11.4	4.6
Moderately active	0.3	0.2	0.6	1.0	1.0	1.0	1.7	1.7	1.6	1.4	1.6	1.4	1.0
Very active	—	—	—	—	—	—	—	—	—	—	—	—	—
Males, aged 35-64 years	3.8	1.5	11.1	7.3	6.8	5.0	12.7	9.9	6.3	13.4	6.3	13.4	8.4
Sedentary	2.3	0.2	8.2	5.2	4.4	4.4	9.7	7.3	4.6	6.6	4.6	6.6	6.0
Moderately active	1.0	1.0	2.3	1.1	1.2	1.1	3.4	2.6	2.2	3.5	2.2	3.5	1.8
Very active	7.5	0.2	12.7	0.2	—	0.1	6.7	1.1	0.7	2.7	0.7	2.7	3.7
Males, aged 65-74 years	4.2	4.4	4.4	—	—	—	2.0	0.9	0.6	1.0	0.6	1.0	1.4
Very active	10.7	27.4	28.0	28.0	20.0	15.6	26.4	30.8	20.8	33.5	20.8	33.5	23.9
Females, aged 18-54 years	45.7	1.9	27.2	0.6	0.1	—	18.2	3.4	1.9	11.0	3.4	11.0	10.1
Males, aged 55-74 years	21.4	—	4.5	—	—	—	4.0	1.1	0.7	2.1	1.1	2.1	2.5
Females, aged 75 years and over	—	—	—	—	—	—	—	—	—	—	—	—	—
Total	100	100	100	100	100	100	100	100	100	100	100	100	100
Total number of persons	1,117	412	4,402	6,644	2,505	1,489	1,633	2,408	879	621	22,100	621	22,100

TABLE 8
 Composition of the sample of responding households: analysis by income group and household composition, 1974
 (households)

Household composition: No. of adults	No. of children	Income groups (gross weekly income of head of household)												All households			Average number of persons per household																				
		Households with 1 or more earners						Households with no earner						OAP		All households		All persons		Children																	
		£100 and over		£70 and under £100		£41 and under £70		£23 and under £41		Less than £23		D		E1		E2		No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent		
		A1	A2	B	C	D	E1	E2																													
1	0	5	4.3	7	2.0	86	3.4	131	5.6	73	20.2	47	22.8	198	42.6	570	55.2	1,117	15.1	1	1.05	1	1.27	1	0.78												
1	1 or more	21	18.1	72	20.3	6	0.2	45	1.9	21	5.8	9	4.4	51	11.0	2	0.2	135	1.8	2	3.05	2	1.27	2	0.78												
2	0	33	28.4	127	35.8	582	23.0	651	28.0	134	37.1	123	59.7	187	40.2	431	41.7	2,201	29.8	2	3.53	2	1.19	2	0.34												
2	1 or 2	15	12.9	44	12.4	271	10.7	148	6.4	19	5.3	2	1.0	2	0.4	3	0.3	1,881	25.4	2	6.8	2	2.24	2	0.76												
2	3	7	6.0	14	3.9	93	3.7	100	4.3	10	2.8	5	2.4	1	0.2	—	—	501	6.8	2	6.47	2	3.07	2	1.40												
3	4 or more	11	9.5	33	9.3	191	7.5	247	10.6	17	4.7	8	3.9	8	1.7	26	2.5	541	7.3	3	3.1	3	3.07	3	1.40												
3 or more	1 or 2	18	15.5	34	9.6	252	9.9	191	8.2	19	5.3	1	0.5	3	0.6	—	—	518	7.0	3	4.65	3	0.62	3	0.74												
3 or more	3 or more	1	0.9	9	2.5	62	2.4	42	1.8	7	1.9	—	—	1	0.2	—	—	122	1.6	7	7.20	7	2.05	7	1.76												
4 or more	0	5	4.3	14	3.9	55	2.2	65	2.8	5	1.4	—	—	3	0.6	1	0.1	148	2.0	4	4.20	4	4.20	4	1.76												
Total all household types		116	100	355	100	2,534	100	2,324	100	361	100	206	100	465	100	1,033	100	7,394	100	2.99	2.99	2.06	0.65	0.28													
Average number of persons per household:		No. adults	2.37	2.30	2.25	2.23	2.23	2.23	2.23	1.89	1.78	1.78	1.78	1.50	1.50	No.	1.47	No.	2.06	No.	2.06	0.65	0.28														
		children under 12 years	1.03	0.96	0.93	0.71	0.71	0.71	0.71	0.52	0.24	0.24	0.24	0.25	0.25	No.	0.01	No.	0.65	No.	0.65	0.28															
		children 12-17 years	0.32	0.39	0.37	0.34	0.34	0.34	0.34	0.25	0.11	0.11	0.11	0.07	0.07	1.48	1.48	2.99	2.99	2.99	2.06	0.65	0.28														
Total			3.72	3.66	3.54	3.28	3.28	3.28	3.28	2.66	2.13	2.13	2.13	1.83	1.83	1.48	1.48	2.99	2.99	2.99	2.06	0.65	0.28														

TABLE 9
 Average number of earners per household: analysis by income group and household composition, 1974

Household composition:		All households	Income groups (gross weekly income of head of household)														
			Households with 1 or more earners					Households with no earner			OAP						
			£100 and over A1	£70 and under £100 A2	£70 and over All A	£41 and under £70 B	£23 and under £41 C	Less than £23 D	£23 or more E1	Less than £23 E2							
No. of adults	No. of children	0.27	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	
1	0	0.64	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
2	1 or more	1.01	1.29	1.39	1.37	1.17	1.62	1.13	1.53	1.22	1.29	1.22	1.22	1.22	1.22	1.22	1.22
2	0	1.41	1.24	1.34	1.32	1.40	1.46	1.51	1.53	1.47	1.29	1.47	1.47	1.47	1.47	1.47	1.47
2	1 or 2	1.45	1.13	1.32	1.27	1.27	1.46	1.53	1.53	1.30	1.29	1.47	1.47	1.47	1.47	1.47	1.47
2	3	1.43	1.29	1.43	1.38	1.47	1.46	1.53	1.53	1.30	1.29	1.47	1.47	1.47	1.47	1.47	1.47
3	4 or more	1.92	1.64	2.00	1.91	2.20	2.20	2.04	2.04	1.53	1.53	1.53	1.53	1.53	1.53	1.53	1.53
3 or more	0	2.47	2.22	2.38	2.33	2.47	2.47	2.61	2.61	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89
3 or more	1 or 2	2.57	2.22	2.38	2.33	2.47	2.47	2.61	2.61	1.89	1.89	1.89	1.89	1.89	1.89	1.89	1.89
4 or more	3 or more	2.84	2.80	2.43	2.53	2.76	2.76	3.25	3.25	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
All households	1.27	1.48	1.56	1.54	1.68	1.68	1.69	1.69	1.30	1.30	1.30	1.30	1.30	1.30	1.30	1.30

* Fewer than 3 households.

TABLE 10
Ownership of deep-freezers and refrigerators, 1974

	Total number of households in sample	Number and percentage of households in each group owning a			
		Deep-freezer		Refrigerator	
		no.	%	no.	%
All households	7,394	1,139	15	6,186	84
<i>Region</i>					
Wales	296	43	15	252	85
Scotland	792	55	7	595	75
North	473	24	5	357	75
Yorkshire and Humberside	461	49	11	337	73
North West	896	99	11	694	77
East Midlands	557	86	15	467	84
West Midlands	851	131	15	673	79
South West	588	145	25	525	89
South East (a)/East Anglia	2,480	507	20	2,286	92
<i>Type of area</i>					
London conurbation	891	138	15	830	93
Provincial conurbations	1,242	97	8	932	75
<i>Other urban areas:</i>					
larger towns	2,917	438	15	2,426	83
smaller towns	971	134	14	792	82
Semi-rural areas	1,282	315	25	1,130	88
Rural areas	91	17	19	76	84
<i>Income group</i>					
A1	116	66	57	116	100
A2	355	141	40	352	99
B	2,534	553	22	2,356	93
C	2,324	287	12	1,993	86
D	361	10	3	259	72
E1	206	36	17	188	91
E2	465	22	5	337	72
OAP	1,033	24	2	585	57
<i>Household composition</i>					
No. of adults	No. of children				
1	0	1,117	26	2	673
1	1 or more	135	8	6	93
2	0	2,201	290	13	1,850
2	1 or 2	1,881	373	20	1,714
2	3	501	141	28	459
2	4 or more	230	38	17	191
3	0	541	84	16	493
3 or more	1 or 2	518	114	22	472
3 or more	3 or more	122	30	25	103
4 or more	0	148	35	24	138

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

TABLE 11
 Recommended intakes of nutrients (a)
 (per person per day)

	Energy		Protein		Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Vitamin A (retinol equivalent)	Vitamin D (cholecalciferol)
	MJ	kcal	(recommended intake)	(minimum requirement)								
Infants (under 1 year)	3.3	800	20	8	600	6	0.3	0.4	5	15	450	10
Children	5.0	1,200	30	15	500	7	0.5	0.6	7	20	300	10
aged 1 year	5.9	1,400	35	21	500	7	0.6	0.7	8	20	300	10
aged 2 years	6.7	1,600	40	25	500	8	0.6	0.8	9	20	300	10
aged 3-4 years	7.5	1,800	45	28	500	8	0.7	0.9	10	20	300	10
aged 5-6 years	8.8	2,100	53	30	500	10	0.8	1.0	11	20	400	2.5
aged 7-8 years	10.5	2,500	63	36	700	13	1.0	1.2	14	25	575	2.5
aged 9-11 years	11.7	2,800	70	46	700	14	1.1	1.4	16	25	725	2.5
aged 12-14 years	12.6	3,000	75	50	600	15	1.2	1.7	19	30	750	2.5
aged 15-17 years	9.6	2,300	58	35	700	13	0.9	1.2	13	25	575	2.5
aged 18-34 years, sedentary	9.6	2,300	58	44	700	14	0.9	1.4	16	25	725	2.5
aged 18-34 years, moderately active	11.3	2,700	68	40	600	15	0.9	1.4	16	30	750	2.5
aged 18-34 years, very active	12.6	3,000	75	45	500	10	1.1	1.7	18	30	750	2.5
aged 35-64 years, sedentary	15.1	3,600	90	45	500	10	1.4	1.7	18	30	750	2.5
aged 35-64 years, moderately active	12.1	2,900	65	43	500	10	1.0	1.7	18	30	750	2.5
aged 35-64 years, very active	15.1	3,600	73	43	500	10	1.2	1.7	18	30	750	2.5
aged 65-74 years (all)	9.8	2,350	59	39	500	10	0.9	1.7	18	30	750	2.5
aged 75 years and over	8.8	2,100	53	38	500	10	0.8	1.7	18	30	750	2.5
Females	9.2	2,200	55	38	500	12	0.9	1.3	15	30	750	2.5
aged 18-54 years (all, except pregnant)	10.0	2,400	60	44	1,200	15	1.0	1.6	18	60	750	10
aged 18-54 years, pregnant	8.6	2,050	51	36	500	10	0.8	1.3	15	30	750	2.5
aged 55-74 years	8.0	1,900	48	34	500	10	0.7	1.3	15	30	750	2.5

(a) Based on: 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 12

Survey classification of foods

Food code no. in 1974	Description	Seasonal food (S) or convenience food (C)	Notes
4	MILK AND CREAM: Liquid milk—full price		Includes long life
5	Liquid milk—welfare		
6	Liquid milk—school		
9	Condensed milk		Includes evaporated milk
10	Dried milk, National		
11	Dried milk, branded		Full-cream or half-cream dried milk
12	Instant milk		
13	Yoghurt		Includes fruit yoghurt and flavoured yoghurts
14	Other milk		Skimmed milk (other than instant milk), goats milk, sour milk, fresh cream desserts etc
17	Cream		Fresh (or processed) bottled or canned (but excluding "imitation" cream—see code 148)
22	CHEESE: Natural		Includes all cheese, other than processed, eg, Cheddar, Cheshire, Caerphilly, Lancashire, Dutch Edam, Danish Blue, cottage cheese, cream cheese
23	Processed		Includes processed cheeses, boxed or portions, lactic cheese, cheese products/spreads (including those with added ham, celery, lobster etc), cheese grills
31	MEAT AND MEAT PRODUCTS: Beef and veal		Any cut; fresh, chilled or frozen (but <i>not</i> frozen convenience meats—see code 88)
36	Mutton and lamb		
41	Pork		
46	Liver		Fresh, chilled or frozen
51	Offals, other than liver		eg, kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry, fresh, chilled or frozen
55	Bacon and ham, uncooked		Fresh, chilled or frozen
58	Bacon and ham, cooked, including canned	C	<i>Not</i> frozen
59	Cooked poultry, including canned	C	Includes poultry removed from the can before sale by retailer (but <i>not</i> frozen)
62	Corned meat	C	Includes all corned meat, whether purchased in cans or sliced
66	Other cooked meat (not purchased in cans)	C	Includes meats removed from can by retailer before sale—eg, luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn; (but <i>not</i> frozen)
71	Other canned meat and canned meat products	C	Purchased in a can—eg, stewed steak, luncheon meat, minced meat, meat puddings and pies, pie fillings, meat with vegetables, ready-meals, sausages (Note: corned meats, canned, are coded 62, baby foods, canned or bottled, are coded 315)
73	Broiler chicken, uncooked, including frozen		Uncooked plucked roasting fowl under 4 lb each, parts of any uncooked chicken; fresh, chilled or frozen
77	Other poultry, uncooked, including frozen		Uncooked chicken of 4 lb or more dressed weight or any unplucked chicken or boiling fowl, any size (or parts) of duck, goose, turkey, partridge, pheasant, grouse, pigeon etc; fresh, chilled or frozen
78	Rabbit and other meat		eg, rabbit, hare, horse, whale, goat, venison; fresh, chilled or frozen

TABLE 12—continued

Food code no. in 1974	Description	Seasonal food (S) or convenience food (C)	Notes
79	MEAT AND MEAT PRODUCTS— <i>contd</i> Sausages, uncooked, pork		Includes pork sausage meat; fresh, chilled or frozen
80	Sausages, uncooked, beef		Includes beef sausage meat and any mixture, eg, pork/beef sausages; fresh, chilled or frozen
83	Meat pies and sausage rolls, ready-to-eat	C	Sausage rolls, "cold" meat pies (eg, pork pies, veal and ham pies etc) complete or in portions (but <i>not</i> steak pies—see code 94, and <i>not</i> frozen items—see code 88)
88	Frozen convenience meats or frozen convenience meat products	C	eg, frozen—braised/roast beef slices, roast pork, beefburgers, porkburgers, steakburgers, cheeseburgers, steaklets, ready-meals, sausage rolls, meat pies, chicken pies, cooked chicken breasts/legs, faggots (but <i>not</i> uncooked chops, steak etc)
94	Other meat products	C	Meat pies (except "cold" ready-to-eat varieties—see code 83), eg, steak pies, pasties, puddings, pastes, spreads, liver sausage, cooked sausage, rissoles, haslet, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs, ready-meals; (<i>not</i> frozen)
100	FISH: White, filleted, fresh	S	} eg, cod, haddock, whiting, plaice, skate, sole and other flat fish, hake, conger eel, red mullet
105	White, unfilleted, fresh	S	
110	White, uncooked, frozen		eg, frozen—cod, haddock, hake, plaice, lemon sole (includes uncooked fish coated with bread-crumbs, but <i>not</i> fish fingers etc—see code 127)
111	Herrings, filleted, fresh	S	Includes frozen
112	Herrings, unfilleted, fresh	S	Includes frozen
113	Fat, fresh, other than herrings	S	eg, mackerel, sprats, salmon, trout, eel, roe (includes frozen)
114	White, processed	S	ie, smoked, dried or salted, eg, haddock, cod, etc (includes frozen)
115	Fat, processed, filleted	S	} ie, smoked, dried or salted, eg, kippers, bloaters, soured or pickled herrings, smoked salmon, anchovies, smoked roe; (includes frozen)
116	Fat, processed, unfilleted	S	
117	Shell	S	Fresh, prepared or frozen (but <i>not</i> canned or bottled—see code 120)
118	Cooked	C	Fried fish, fried roe, scampi, cooked or jellied eels; (<i>not</i> frozen)
119	Salmon, canned	C	
120	Other canned or bottled fish	C	eg, sardines, pilchards, mackerel, herrings, brisling, shellfish, roe, anchovies
123	Fish products, not frozen	C	eg, fish cakes, fish pastes, ready-meals (but <i>not</i> "fish and chips", see codes 118 and 197)
127	Frozen convenience fish products	C	Frozen—fish fingers, fish cakes, cod fries, cod-in-sauce, "fish and chips" etc
129	EGGS	S	
135	FATS: Butter		
138	Margarine		Includes "soft" margarine and margarine containing a proportion of butter
139	Lard and compound cooking fat		
143	Vegetable and salad oils		eg, corn oil, groundnut oil, "cooking" oil, olive oil
148	All other fats		eg, suet, dripping, "imitation" cream, "substitute" cream, low fat spreads (but <i>not</i> "soft" margarine—see code 138)
150	SUGAR AND PRESERVES: Sugar		Includes icing sugar (but <i>not</i> instant icing—see code 323)
151	Jams, jellies, fruit curds		

TABLE 12—continued

Food code no. in 1974	Description	Seasonal food (S) or convenience food (C)	Notes
	SUGAR AND PRESERVES—continued		
152	Marmalade		Includes jelly marmalade
153	Syrup, treacle		
154	Honey		Includes honey spreads
	VEGETABLES:		
	<i>Old potatoes:</i>		
156	January–August, not prepacked	S	} Includes all "old" potatoes purchased in the period January to August inclusive
157	January–August, prepacked	S	
	<i>New potatoes:</i>		
158	January–August, not prepacked	S	} Includes all "new" potatoes purchased in the period January to August inclusive
159	January–August, prepacked	S	
	<i>Potatoes:</i>		
160	September–December, not prepacked	S	} Includes all potatoes purchased in the period September to December inclusive
161	September–December, prepacked	S	
162	Cabbages, fresh	S	eg, red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, kale, curly greens, savoy greens
163	Brussels sprouts, fresh	S	
164	Cauliflower, fresh	S	Includes heading broccoli
167	Leafy salads, fresh	S	eg, lettuce, endive, watercress, mustard and cress, chicory
168	Peas, fresh	S	
169	Beans, fresh	S	
171	Other fresh green vegetables	S	eg, spinach, spinach beet, sprouting broccoli, turnip tops
172	Carrots, fresh	S	
173	Turnips and swedes, fresh	S	
174	Other root vegetables, fresh	S	eg, parsnips, beetroot, kohlrabi, artichokes, horse-radish
175	Onions, shallots, leeks, fresh	S	
176	Cucumbers, fresh	S	
177	Mushrooms, fresh	S	
178	Tomatoes, fresh	S	
183	Miscellaneous fresh vegetables	S	eg, celery, radishes, marrow, asparagus, celeriac, sea kale, pimentoes, aubergines, corn-on-the-cob, salsify, pot herbs, pumpkin
184	Tomatoes, canned or bottled	C	
185	Peas, canned	C	Garden, processed etc
188	Beans, canned	C	Includes baked beans, broad beans, butter beans etc (but <i>not</i> runner beans or kidney beans—see code 191)
191	Canned vegetables (other than pulses, potatoes or tomatoes)	C	eg, carrots, beetroot (but <i>not</i> pickled beetroot—code 327), celery, spinach, runner beans, kidney beans, mixed vegetables, sweet corn, mushrooms, asparagus tips (baby foods, canned or bottled, are coded 315)
192	Dried pulses, other than air-dried		eg, lentils, split peas, mixed barley, peas and lentils
195	Air-dried vegetables	C	Air-dried peas, beans, onion flakes, mixed vegetables etc (AFD foods are coded 320)
196	Vegetable juices	C	Includes tomato juice and purée
197	Chips, excluding frozen	C	Includes chips purchased with fish
198	Instant potato	C	

TABLE 12—*continued*

Food code no. in 1974	Description	Seasonal food (S) or convenience food (C)	Notes
199	VEGETABLES— <i>continued</i> Canned potato	C	
200	Crisps and other potato products, not frozen	C	eg. crisps, chipples, mini-chips, puffs, potato scones, pies and cakes, potato salad
202	Other vegetable products	C	eg. vegetable salad, sauerkraut, pease meal, pease pudding, cheese and onion pie, ready-meals
203	Frozen peas	C	
204	Frozen beans	C	
205	Frozen chips and other frozen convenience potato products	C	Includes puffs, fries, fritters, croquettes
208	All frozen vegetables and frozen vegetable products, not specified elsewhere	C	eg. asparagus, broccoli, carrots, brussels sprouts, cauliflower, mixed vegetables, spinach, corn-on-the-cob, sweet corn
	FRUIT:		
210	Oranges, fresh	S	
214	Other citrus fruits, fresh	S	eg. lemons, grapefruit, tangerines, clementines, limes, ortaniques etc
217	Apples, fresh	S	
218	Pears, fresh	S	
221	Stone fruit, fresh	S	eg. plums, greengages, damsons, cherries, peaches, apricots, nectarines
222	Grapes, fresh	S	
227	Soft fruit, fresh, other than grapes	S	eg. gooseberries, raspberries, strawberries, blackberries, loganberries, mulberries, bilberries, cranberries, blackcurrants, redcurrants
228	Bananas, fresh	S	
229	Rhubarb, fresh	S	
231	Other fresh fruit	S	eg. melons, pineapples, fresh figs, pomegranates
233	Canned peaches, pears and pineapples	C	
236	Other canned or bottled fruit	C	eg. fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries; includes pie fillings
240	Dried fruit and dried fruit products	C	eg. currants, sultanas, raisins, packeted mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallised fruit, dried fruit juice concentrate
241	Frozen fruit and frozen fruit products	C	Includes frozen fruit juices (frozen fruit pies are coded 294)
245	Nuts and nut products	C	Nuts shelled or unshelled, shredded or desiccated coconut, ground almonds, peanut butter, vegetarian nut products
248	Fruit juices	C	eg. grapefruit, orange, pineapple, lemon, lime, blackcurrant, rose-hip syrup (baby foods, canned or bottled, are coded 315 and dried fruit juice concentrate is coded 240)
	CERFALS:		
251	White bread, large loaves, unsliced		} Loaves of 28 ounces or more
252	White bread, large loaves, sliced		
253	White bread, small loaves, unsliced		} Loaves of 14 ounces
254	White bread, small loaves, sliced		

TABLE 12—continued

Food code no. in 1974	Description	Seasonal food (S) or convenience food (C)	Notes
	CEREALS—continued		
255	Brown bread		Excludes wholewheat and wholemeal bread
256	Wholewheat and wholemeal bread		
263	Other bread		Malt bread, fruit bread, French bread, Vienna bread, milk bread, "slimming" bread, white or brown rolls
264	Flour		
267	Buns, scones and teacakes		Includes crumpets, muffins, tea-bread
270	Cakes and pastries	C	eg, fruit cakes, fancy cakes, cream cakes, iced cakes, chocolate cakes, swiss rolls, sponge cakes, tarts, flans, shortbread, doughnuts, fruit pies
271	Crispbread	C	
274	Biscuits other than chocolate biscuits	C	Includes cream-crackers, rusks, shortcake
277	Chocolate biscuits	C	Includes marshmallows and wafers
281	Oatmeal and oat products		Porridge oats (but <i>not</i> instant porridge—see code 282), oatcakes, oatmeal, oat flakes
282	Breakfast cereals	C	eg, cornflakes, "instant" porridge oats
285	Canned milk puddings	C	eg, creamed rice, sago, macaroni, tapioca, semolina, custard (made-up)
286	Other puddings	C	eg, Christmas pudding, fruit puddings, sponge puddings, syrup puddings
287	Rice		Includes ground rice, flaked rice
290	Cereal-based invalid foods (including "slimming" foods)	C	
291	Infant cereal foods	C	Includes infant rusk and cereal preparations and dried instant baby foods (baby foods, canned or bottled, are coded 315)
294	Frozen convenience cereal foods	C	eg, frozen sponges (including those with ice-cream), fruit pies, eclairs, pastry, pizza
299	Cereal convenience foods (including canned) not specified elsewhere	C	eg, cake and pudding mixes, custard powder, instant puddings, canned pasta, pastry, sauce mixes
301	Other cereal foods		eg, pearl barley, semolina, macaroni, spaghetti, sago, tapioca
	BEVERAGES:		
304	Tea		Includes tea bags (but <i>not</i> instant tea—see code 336)
307	Coffee, bean and ground		Includes coffee bags and sachets
308	Coffee, instant	C	Includes accelerated freeze-dried instant coffee
309	Coffee, essences	C	
312	Cocoa and drinking chocolate		
313	Branded food drinks		eg, malted milk
	MISCELLANEOUS:		
315	Baby foods, canned or bottled	C	Strained foods and junior meals in glass jars or cans (other infant foods are coded 291; dried milk is coded 10 and 11)
318	Canned soups	C	Includes broths and canned condensed soups (Note: baby food soups are coded 315)
319	Soups, dehydrated and powdered	C	
320	Accelerated freeze-dried foods (excluding coffee)		Includes AFD peas etc (but excludes AFD instant coffee—see code 308, and any item of which only part is AFD)
323	Spreads and dressings		eg, salad cream, cooking chocolate, sandwich spread, chocolate spread, instant icing

TABLE 12—*continued*

Food code no. in 1974	Description	Seasonal food (S) or convenience food (C)	Notes
327	MISCELLANEOUS—<i>continued</i> Pickles and sauces		Includes, chutneys and continental sauces (but <i>not</i> sauce mixes—see code 299) eg, beef stock cubes, chicken stock cubes
328	Meat and yeast extracts		
329	Table jelly, squares and crystals		
332	Ice-cream (served as part of a meal), mousse	C	
333	All frozen convenience foods not specified elsewhere	C	
334	Salt		
335	Artificial sweeteners (expenditure only)		eg, saccharine
336	Miscellaneous (expenditure only)		eg, bones, gravy salts, vinegar, forcemeat, mustard, pepper, made-up jellies, flavourings and colourings, gelatine, yeast, herbs, curry powders, spices, instant tea
339	Novel protein foods		eg, textured vegetable protein

TABLE 13

Foods included in the main food groups in Tables 6, 7 and 8 of Part III

Main food groups	Food codes 1974	Foods included
Liquid milk	4, 5	Full price; welfare
Other milk and cream	9-14, 17	Condensed; dried (National and branded); instant; yoghurt; other milk; cream
Milk and cream	4, 5, 9-14, 17	As above
Cheese	22, 23	Natural; processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Carcase meat	31, 36, 41	As above
Bacon and ham, uncooked	55	
Poultry, uncooked	73-77	Broiler chicken, uncooked; other uncooked poultry (including frozen)
Other meat and meat products	46, 51, 58, 59, 62, 66, 71, 78-80, 83, 88, 94	Liver; offals (other than liver); bacon and ham, cooked (including canned); cooked poultry (including canned); corned meat; other cooked meat (not purchased in cans); other canned meat and canned meat products; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any frozen convenience meats or frozen convenience meat products; other meat products
All meat	31, 36, 41, 55, 73-77, 46, 51, 58, 59, 62, 66, 71, 78-80, 83, 88, 94	As above
Fish, fresh and processed	100, 105, 110, 111-117	Fish, white, filleted and unfilleted, fresh; fish, white, uncooked, frozen; herrings, filleted and unfilleted, fresh; fish fat, fresh, other than herrings; fish, white, processed; fish, fat, processed, filleted and unfilleted; shellfish; (includes frozen)
Fish, convenience	118-120, 123, 127	Fish, cooked; salmon, canned; other canned or bottled fish; fish products, not frozen; frozen convenience fish products
Fish	100-127	As above
Eggs	129	
Butter	135	
Margarine	138	
Other fats	139, 143, 148	Lard and compound cooking fat; vegetable and salad oils; all other fats
Fats	135, 138, 139, 143, 148	As above

TABLE 13—continued

Main food groups	Food codes 1974	Foods included
Sugar	150	
Preserves, syrup and treacle, honey	151-154	Jams, jellies, fruit curds; marmalade; syrup, treacle; honey
Potatoes	156-161	Includes "old" and "new" potatoes, pre-packed and not prepacked
Fresh green vegetables	162-164, 167-171	Cabbages; brussels sprouts; cauliflower; leafy salads; peas; beans; other fresh green vegetables
Other fresh vegetables	172-178, 183	Carrots; turnips and swedes; other root vegetables; onions, shallots, leeks; cucumbers; mushrooms; tomatoes; miscellaneous fresh vegetables
Other vegetables	184, 185, 188, 191, 192, 195-205, 208	Canned tomatoes; peas, canned; beans, canned; canned vegetables, other than pulses, potatoes or tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding frozen; instant potato; canned potato; crisps and other potato products, not frozen; other vegetable products; frozen peas; frozen beans; frozen chips and other frozen convenience potato products; all frozen vegetables and frozen vegetable products, not specified elsewhere
Vegetables	156-161, 162-164, 167-171, 172-178, 183-185, 188, 191, 192, 195-205, 208	As above
Fresh fruit	210, 214, 217, 218, 221, 222, 227-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
Other fruit	233, 236, 240, 241, 245, 248	Canned peaches, pears and pineapples; other canned or bottled fruit; dried fruit and dried fruit products; frozen fruit and frozen fruit products; nuts and nut products; fruit juices
Fruit	210, 214, 217, 218, 221, 222, 227-231, 233, 236, 240, 241, 245, 248	As above
Bread	251-256, 263	White, large loaves, sliced and unsliced; white, small loaves, sliced and unsliced; brown, wholewheat and wholemeal bread; other bread
Cereals, other than bread	264, 267, 270, 271, 274, 277, 281, 282, 285-287, 290, 291, 294, 299, 301	Flour; buns, scones and teacakes; cakes and pastries; crispbread; biscuits, other than chocolate; biscuits, chocolate; oatmeal and oat products; breakfast cereals; canned milk puddings; other puddings; rice; cereal-based invalid foods (including "slimming" foods); infant cereal foods; frozen cereal convenience foods; other cereal convenience foods (including canned); other cereal foods

TABLE 13—continued

Main food groups	Food codes 1974	Foods included
Cereals	251-256, 263, 264, 267, 270, 271, 274, 277, 281, 282, 285-287, 290, 291, 294, 299, 301	As above
Beverages	304, 307-309, 312, 313	Tea; coffee, bean and ground; coffee, instant (including accelerated freeze-dried); coffee essences; cocoa and drinking chocolate; branded food drinks
Miscellaneous foods	315, 318-320, 323, 327-329, 332-334	Baby foods, canned or bottled; soups, canned; soups, dehydrated and powdered; accelerated freeze-dried foods (excluding coffee); spreads and dressings; pickles and sauces; meat and yeast extracts; table jelly squares and crystals; ice-cream (served as part of a meal), mousse; all frozen convenience foods not specified elsewhere; salt

TABLE 14

Foods included in the main food groups in Tables 16, 17, 19, 20, 22, 33, 34, 37 and 38 of Part III

Main food groups	Food codes 1974	Foods included
Liquid milk— full price welfare and school	4 5-6	
Condensed milk	9	
Dried and other milk	10-14	Dried (National and branded); instant; yoghurt; other milk
Cream	17	
Cheese	22, 23	Natural; processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Bacon and ham, uncooked	55	
Poultry, uncooked	73-77	Broiler chicken, uncooked; other uncooked poultry (including frozen)
Other meat (a)	46, 51, 58, 59, 62, 66, 71, 78, 79, 80, 83, 88, 94	Liver; offals (other than liver); bacon and ham, cooked (including canned); cooked poultry (including canned); corned meat; other cooked meat (not purchased in cans); other canned meat and canned meat pro- ducts; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any frozen convenience meats or frozen con- venience meat products; other meat products
Fish, fresh	100, 105, 111, 112, 113	Fish, white, filleted and unfilleted; herrings, filleted and unfilleted; fish, fat, other than herrings; (includes <i>frozen</i> herrings and fat fish)
Fish, processed and shell	114-117	Fish, white; fish, fat, filleted and unfilleted; shellfish (not bottled or canned); includes <i>frozen</i> processed and shellfish
Fish, prepared	118-120, 123	Fish, cooked (but not cooked and frozen); salmon, canned; other canned or bottled fish; fish products, not frozen
Fish, frozen	110, 127	Fish, white uncooked, frozen; frozen con- venience fish products
Eggs	129	
Butter	135	
Margarine	138	
Lard and compound cooking fat	139	
Other fats	143, 148	Vegetable and salad oils; all other fats
Sugar	150	

TABLE 14—continued

Main foods groups	Food codes 1974	Foods included
Honey, preserves, syrup and treacle	151-154	Jams, jellies, fruit curds; marmalade; syrup, treacle; honey
Potatoes	156-161	Includes "old" and "new" potatoes, pre-packed and not prepacked
Fresh green vegetables	162-171	Cabbages; brussels sprouts; cauliflower; leafy salads; peas; beans; other fresh green vegetables
Frozen vegetables (a)	203-205, 208	Peas, beans, chips and other frozen potato products; all other frozen vegetables
Other vegetables	172-202	Carrots; turnips and swedes; other root vegetables; onions, shallots, leeks; cucumbers; mushrooms; tomatoes; canned or bottled tomatoes; peas, canned; beans, canned; canned vegetables other than pulses, potatoes and tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding frozen; instant potato; canned potato; crisps and other potato products, not frozen; other vegetable products; any other miscellaneous fresh vegetables
Fresh fruit	210-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
Other fruit (a)	233-248	Canned peaches, pears and pineapples; other canned or bottled fruit; dried fruit and dried fruit products; frozen fruit and frozen fruit products; nuts and nut products; fruit juices
Brown bread	255	
White bread	251-254	Large loaves, sliced and unsliced; small loaves, sliced and unsliced
Wholewheat and wholemeal bread	256	
Other bread	263	
Flour	264	
Cakes	267, 270	Buns, scones and teacakes; cakes and pastries
Biscuits	271, 274, 277	Crispbread; biscuits, other than chocolate; biscuits, chocolate
Oatmeal and oat products	281	
Breakfast cereals	282	
Other cereals (a)	285-301	Canned milk puddings; other puddings; rice; cereal-based invalid foods (including "slimming" foods); infant cereal foods; frozen cereal convenience foods; other cereal convenience foods (including canned); other cereal foods
Tea	304	

TABLE 14—continued

Main food groups	Food codes 1974	Foods included
Coffee	307-309	Coffee, bean and ground; coffee, instant (including accelerated freeze-dried); coffee essences
Cocoa and drinking chocolate	312	
Branded food drinks	313	
Soups, canned, dehydrated and powdered	318, 319	
Other foods (b)	315, 320, 323, 327-329, 332-336, 339	Baby foods, canned or bottled; accelerated freeze-dried foods (excluding coffee); spreads and dressings; pickles and sauces; meat and yeast extracts; table jelly squares and crystals; ice-cream (served as part of a meal), mousse; all frozen convenience foods not specified elsewhere; salt; artificial sweeteners; other miscellaneous foods (eg, vinegar, pepper); novel protein foods

(a) In Tables 33 and 34 details are given for frozen convenience foods coded 88, 203, 204, 205, 208, 241, 294 in Table 12 of this Appendix.

(b) Shown only in those summary tables which relate to expenditure.

TABLE 15
 Estimates of the percentage standard errors of average per caput food consumption for households in different income groups, 1974 (a)

	Income groups (gross weekly income of head of household)												All households		
	Households with 1 or more earners						Households with no earner								
	£100 and over		£70 and under £100		£70 and over		£23 and under £41		Less than £23		£23 or more				
	A1	A2	All A	B	C	D	E1	E2	OAP						
MILK AND CREAM:															
Total liquid milk	3.8	2.0	1.8	0.7	0.9	2.6	2.7	2.2	1.4						0.5
Condensed milk	30.1	17.6	15.4	5.9	6.9	17.5	19.6	19.4	11.8						3.8
Dried and other milk	34.0	15.4	14.8	7.0	7.7	24.6	34.9	16.5	16.9						4.5
Cream	12.7	9.0	7.4	4.3	4.8	16.2	15.4	12.1	9.6						2.7
Total milk and cream	3.8	1.9	1.8	0.7	0.8	2.5	3.2	2.0	1.3						0.5
CHEESE:															
Natural	9.5	8.9	7.2	2.1	2.2	6.0	7.5	5.1	3.5						1.4
Processed	21.2	14.9	12.8	5.2	6.6	17.1	20.7	18.8	11.3						3.5
Total cheese	9.1	8.4	6.8	2.0	2.1	5.8	7.2	4.9	3.3						1.3
MEAT:															
Beef and veal	18.3	6.4	7.1	3.8	2.5	6.2	8.4	5.8	3.4						2.0
Mutton and lamb	16.0	13.1	10.7	4.5	4.1	9.4	11.1	8.7	4.9						2.5
Pork	41.1	22.6	21.2	6.9	8.2	10.8	15.8	9.7	6.7						4.6
Total carcass meat	15.9	8.2	7.6	2.9	2.7	4.1	6.5	4.5	2.2						1.7
Bacon and ham, uncooked	11.5	5.7	5.3	2.1	2.3	5.8	6.5	6.4	4.2						1.3
Poultry, uncooked	15.8	9.7	8.3	3.6	3.8	12.3	11.9	10.6	8.0						2.3
Other meat	9.5	4.7	4.3	1.4	1.5	4.2	6.5	4.5	2.8						0.9
Total meat	9.2	4.4	4.1	1.5	1.4	3.2	4.5	3.0	1.7						0.9
FISH:															
Fresh	21.7	15.5	13.0	4.6	4.8	11.5	11.5	10.0	5.8						2.7
Processed and shell	23.3	18.9	14.8	7.8	7.8	20.8	18.3	14.9	11.2						4.5
Prepared	18.4	19.7	16.9	3.4	3.6	10.3	15.3	9.8	7.8						2.3
Frozen	24.8	13.7	12.3	5.0	5.3	12.7	21.7	19.5	10.8						3.2
Total fish	11.9	8.8	7.5	2.3	2.4	6.4	7.6	6.3	4.0						1.4
EGGS (eggs purchased)	7.0	4.1	3.5	1.5	1.6	4.5	5.8	3.7	2.7						0.9
FATS:															
Butter	8.9	4.8	4.2	1.8	2.3	5.3	6.7	3.9	2.7						1.1
Margarine	18.7	8.0	7.5	3.4	3.0	9.1	12.4	7.5	5.4						1.9
Lard and compound cooking fat	19.1	8.2	7.6	2.7	3.0	8.1	12.4	9.4	5.3						1.7
Other fats	25.8	17.0	14.5	9.6	7.6	24.8	17.3	15.0	13.6						5.3
Total fats	8.3	4.2	3.8	1.6	1.7	4.7	5.7	3.5	2.3						0.9

TABLE 15—continued

	Income groups (gross weekly income of head of household)													All households
	Households with 1 or more earners						Households with no earner						OAP	
	Households with 1 or more earners						Households with no earner							
	£100 and over	£70 and under £100	£70 and over	£41 and under £70	£23 and under £41	Less than £23	£23 or more	Less than £23	E1	E2				
A1	A2	All A	B	C	D	E1	E2							
SUGAR AND PRESERVES:														
Sugar	12.6	7.3	6.4	2.6	2.1	5.3	7.7	5.0			2.7			
Honey, preserves, syrup and treacle	21.5	9.3	9.1	4.3	4.0	10.3	15.1	10.7			5.6			
<i>Total sugar and preserves</i>	11.2	6.4	5.5	2.3	2.0	5.0	7.0	4.7			2.5			
VEGETABLES:														
Potatoes	10.5	8.2	6.8	2.5	2.5	5.2	6.4	6.1			3.4			
Fresh green	8.0	5.2	4.4	1.9	2.3	6.4	14.4	5.0			3.4			
Other fresh	8.4	4.3	3.8	1.9	2.0	6.7	6.6	5.3			3.4			
Frozen														
Other processed	16.0	5.4	5.8	1.8	1.8	5.1	8.9	5.4			3.9			
<i>Total vegetables</i>	5.9	4.2	3.5	1.5	1.5	3.6	5.1	3.8			2.3			
FRUIT:														
Fresh	8.4	4.8	4.3	2.1	2.4	6.9	7.6	5.6			3.6			
Other	12.3	8.5	7.3	2.9	3.2	8.2	12.0	8.4			6.1			
<i>Total fruit</i>	7.5	4.4	3.8	1.9	2.1	5.7	7.6	4.9			3.3			
CEREALS:														
Brown bread	15.9	12.3	10.0	4.6	5.2	13.5	14.3	10.0			6.8			
White bread	6.4	3.3	3.0	1.3	1.4	4.8	5.9	3.9			2.5			
Wholewheat and wholemeal bread	24.9	18.7	15.0	11.5	12.5	35.1	25.4	26.3			16.3			
Other bread	15.5	10.4	8.9	3.5	4.2	11.4	16.4	10.3			6.5			
<i>Total bread</i>	4.8	2.7	2.4	1.0	1.2	4.1	3.9	2.9			1.7			
Flour	20.6	11.4	10.2	4.9	5.7	11.9	16.3	10.0			7.2			
Cakes	10.8	6.3	5.5	2.4	2.7	6.7	10.5	6.9			4.6			
Biscuits	10.0	5.3	4.7	1.7	2.0	5.9	7.0	5.4			1.5			
Oatmeal and oat products	39.4	32.5	28.8	7.8	9.0	20.8	28.9	21.3			4.0			
Breakfast cereals	11.8	10.9	8.9	2.7	2.8	10.0	13.7	7.8			15.1			
Other cereals	13.4	7.5	6.7	2.7	2.7	8.2	11.0	8.6			6.9			
<i>Total cereals</i>	3.9	2.6	2.3	0.9	1.0	3.1	3.4	2.5			1.6			
BEVERAGES:														
Tea	13.3	6.7	6.1	2.3	2.4	6.5	7.9	5.3			2.8			
Coffee	17.7	10.3	9.2	4.1	4.2	11.4	12.6	10.5			8.9			
Cocoa and drinking chocolate	47.3	29.5	25.2	10.0	10.5	58.5	44.6	24.1			24.2			
Branded food and drinks	70.2	35.2	32.5	12.0	12.2	33.2	53.8	23.0			17.8			
<i>Total beverages</i>	10.7	6.0	5.3	2.0	2.2	5.8	7.1	4.9			3.0			

(a) See Appendix A, Table 14 for definitions of the food groups.

TABLE 16
Estimates of the percentage standard errors of average per caput food expenditure for households in different income groups, 1974 (a)

	Income groups (gross weekly income of head of household)												OAP	All households						
	Households with 1 or more earners						Households with no earner													
	£70 and over		£41 and under £70		£23 and under £41		Less than £23		£23 or more		Less than £23									
	A1	A2	All A	B	C	D	E1	E2	E1	E2	E1	E2								
MILK AND CREAM:																				
Total liquid milk	4.4	2.2	2.0	0.8	1.0	2.6	3.0	3.7	1.4	0.5	29.8	16.8	14.9	5.8	6.8	17.4	18.7	18.7	11.0	3.7
Condensed milk	17.4	8.9	8.9	4.9	6.1	19.3	17.9	14.7	13.4	3.2	13.3	9.1	7.6	4.2	4.9	19.1	17.9	14.7	13.4	3.2
Cream	13.3	9.1	7.6	4.2	4.9	19.1	17.9	14.7	13.4	3.2	4.3	2.2	2.0	0.8	1.0	2.7	3.4	1.5	0.6	
Total milk and cream	4.3	2.2	2.0	0.8	1.0	2.7	3.2	3.4	1.5	0.6	8.7	7.4	6.0	2.0	2.1	6.2	7.6	5.0	3.6	1.3
CHEESE:																				
Natural	21.2	14.5	12.4	5.1	6.2	17.0	21.3	18.5	11.4	3.4	8.3	6.9	5.6	1.9	2.0	6.0	7.2	4.9	3.4	1.2
Processed	8.3	6.9	5.6	1.9	2.0	6.0	7.2	4.9	3.4	1.2	13.3	6.9	6.2	3.1	2.5	6.5	8.8	5.6	3.5	1.7
Total cheese	13.3	6.9	6.2	3.1	2.5	6.5	8.8	5.6	3.5	1.7	28.3	11.8	9.8	3.9	3.8	9.3	10.7	8.3	4.7	2.2
MEAT:																				
Beef and veal	10.7	6.7	5.7	2.3	2.0	4.4	6.3	4.3	2.2	1.3	10.6	5.6	5.0	1.9	1.9	5.7	8.3	6.2	3.9	1.2
Mutton and lamb	14.4	10.2	8.4	3.6	3.9	12.5	11.8	10.5	7.9	2.3	9.8	4.6	4.3	1.4	1.5	4.2	5.8	4.2	2.7	0.9
Pork	6.6	4.0	3.4	1.4	1.3	3.3	4.5	2.9	1.6	0.8	10.7	6.7	5.7	2.3	2.0	4.4	6.3	4.3	2.2	1.3
Total carcase meat	10.7	6.7	5.7	2.3	2.0	4.4	6.3	4.3	2.2	1.3	14.4	10.2	8.4	3.6	3.9	12.5	11.8	10.5	7.9	2.3
Bacon and ham, uncooked	9.8	4.6	4.3	1.4	1.5	4.2	5.8	4.2	2.7	0.9	6.6	4.0	3.4	1.4	1.3	3.3	4.5	2.9	1.6	0.8
Poultry, uncooked	6.6	4.0	3.4	1.4	1.3	3.3	4.5	2.9	1.6	0.8	23.8	15.7	13.2	4.4	4.7	11.7	11.6	9.3	5.9	2.7
Other meat	23.8	15.7	13.2	4.4	4.7	11.7	11.6	9.3	5.9	2.7	28.4	18.2	15.8	7.3	7.5	21.3	18.1	15.2	11.2	4.3
Total meat	22.7	12.5	11.2	4.4	4.9	12.8	22.8	14.8	10.9	2.9	12.3	7.3	6.3	2.2	2.3	6.3	8.1	6.0	4.1	1.4
FISH:																				
Fresh	6.8	4.3	3.7	1.6	1.6	5.2	6.0	3.8	2.7	0.9	23.8	15.7	13.2	4.4	4.7	11.7	11.6	9.3	5.9	2.7
Processed and shell	23.8	15.7	13.2	4.4	4.7	11.7	11.6	9.3	5.9	2.7	28.4	18.2	15.8	7.3	7.5	21.3	18.1	15.2	11.2	4.3
Prepared	12.3	7.3	6.3	2.2	2.3	6.3	8.1	6.0	4.1	1.4	16.8	11.8	10.1	3.4	3.5	10.3	17.6	12.3	7.7	2.2
Frozen	16.8	11.8	10.1	3.4	3.5	10.3	17.6	12.3	7.7	2.2	22.7	12.5	11.2	4.4	4.9	12.8	22.8	14.8	10.9	2.9
Total fish	12.3	7.3	6.3	2.2	2.3	6.3	8.1	6.0	4.1	1.4	6.8	4.3	3.7	1.6	1.6	5.2	6.0	3.8	2.7	0.9
EGGS																				
FATS:																				
Butter	8.9	4.7	4.2	1.8	2.6	5.4	6.8	4.0	2.7	1.2	20.1	8.3	7.8	3.2	3.2	10.1	12.4	8.0	5.5	1.9
Margarine	19.7	8.1	7.6	2.7	3.1	8.8	12.4	10.1	8.8	3.4	26.1	16.4	14.4	10.0	7.6	27.5	16.3	14.4	13.6	5.6
Lard and compound cooking fat	26.1	16.4	14.4	10.0	7.6	27.5	16.3	14.4	13.6	5.6	8.7	4.1	3.8	1.7	1.9	5.2	5.7	3.6	2.3	1.0
Other fats	8.7	4.1	3.8	1.7	1.9	5.2	5.7	3.6	2.3	1.0	12.1	7.7	6.7	3.9	2.3	5.5	7.8	5.6	2.8	2.0
Total fats	12.1	7.7	6.7	3.9	2.3	5.5	7.8	5.6	2.8	2.0	21.7	10.8	9.9	4.8	4.2	11.6	18.4	10.6	5.7	2.7
SUGAR AND PRESERVES:																				
Sugar	13.0	6.4	5.7	3.1	2.1	3.8	8.7	5.5	2.7	1.6	13.0	6.4	5.7	3.1	2.1	3.8	8.7	5.5	2.7	1.6
Honey, preserves, syrup and treacle	6.4	5.7	5.7	3.1	2.1	3.8	8.7	5.5	2.7	1.6	6.4	5.7	5.7	3.1	2.1	3.8	8.7	5.5	2.7	1.6
Total sugar and preserves	6.4	5.7	5.7	3.1	2.1	3.8	8.7	5.5	2.7	1.6										

TABLE 16—continued

	Income groups (gross weekly income of head of household)													OAP	All households		
	Households with 1 or more earners						Households with no earner						E2				
	£100 and over		£70 and over		£41 and under £70		£23 and under £41		Less than £23		£23 or more					Less than £23	
	A1	A2	All A	B	C	D	E1	E2									
VEGETABLES:																	
Potatoes	9.6	6.4	5.4	2.0	2.3	5.1	7.5	6.2									
Fresh green	8.6	5.6	4.7	2.1	2.5	6.4	10.6	5.2									
Other fresh	8.4	11.6	9.1	1.8	2.0	5.2	7.2	3.2									
Frozen																	
Other processed	13.1	5.2	5.1	1.6	1.8	5.0	9.5	5.2									
Total vegetables	6.1	4.7	3.8	1.1	1.3	3.3	5.1	3.2									0.8
FRUIT:																	
Fresh	9.9	5.5	4.9	2.2	2.5	7.4	8.7	5.9									
Other	11.9	9.4	8.0	2.9	3.7	11.3	11.2	8.8									
Total fruit	8.4	5.2	4.5	1.9	2.3	6.1	7.9	5.3									1.3
CEREALS:																	
Brown bread	15.7	11.9	9.7	4.6	5.0	12.9	14.7	10.2									
White bread	6.4	3.7	3.2	1.2	1.4	4.1	3.4	2.7									
Wholewheat and wholemeal bread	24.3	18.5	14.8	10.8	12.3	33.0	23.5	26.0									
Other bread	14.3	20.3	9.2	3.5	5.8	12.0	17.4	10.2									
Total bread	4.6	3.2	2.7	1.0	1.3	3.4	3.8	2.7									
Flour	24.4	11.6	10.6	4.8	5.9	12.5	17.6	9.8									
Cakes	11.1	6.5	5.6	2.4	2.8	6.9	10.9	7.4									
Biscuits	11.1	5.7	5.1	1.8	2.1	6.7	7.4	5.7									
Oatmeal and oat products	39.2	26.7	23.9	7.8	8.3	21.6	26.5	19.7									
Breakfast cereals	11.2	10.1	8.3	2.7	2.9	9.5	13.1	8.0									
Other cereals	13.0	7.2	6.4	2.8	3.0	7.7	12.3	8.6									
Total cereals	4.5	2.8	2.5	0.9	1.1	2.7	3.6	2.5									0.6
BEVERAGES:																	
Tea	14.1	6.7	6.2	2.2	2.5	6.5	8.2	5.3									
Coffee	16.3	9.3	8.3	4.1	4.0	12.1	12.2	10.7									
Cocoa and drinking chocolate	46.4	28.3	24.3	9.6	10.4	54.5	42.4	24.6									
Branded food drinks	70.8	34.2	31.6	11.5	12.4	32.4	54.0	23.2									
Total beverages	11.9	6.3	5.7	2.2	2.2	5.7	7.7	5.7									1.3
MISCELLANEOUS:																	
Soups, canned, dehydrated and powdered	17.0	8.5	7.6	3.1	3.9	8.3	13.0	9.5									
Other foods	10.6	6.4	5.5	2.4	2.7	7.5	9.5	7.5									
Total miscellaneous	9.7	5.4	4.8	2.0	2.3	5.8	8.4	6.4									1.3
TOTAL EXPENDITURE	3.9	2.4	2.1	0.8	0.9	2.5	3.2	2.1									0.5

(a) See Appendix A, Table 14 for definitions of the food groups.

APPENDIX B

Demand analyses and estimates of demand parameters

Introduction

1 The National Food Survey data for 1974 and some earlier years have been used to estimate sets of demand parameters (and their standard errors) at the household level. These include income elasticities of demand for both food as a whole and for individual items, and price and cross-price elasticities for certain foods in the Survey classification together with estimates of shifts in demand generated by seasonal considerations or by factors other than changes in incomes and food prices. The income elasticities have been derived by cross-sectional analyses of the Survey data obtained in 1974, while the other demand parameters have been obtained from time-series analyses of the monthly averages of prices and purchases calculated from the Survey data over periods of six or eight years up to the end of 1974. Both in the estimation of the income elasticities and the price and cross-price elasticities a form of demand function has been fitted which assumes that the elasticity is constant at all points on the demand curve. Details of the methods used to estimate the elasticity coefficients and other demand parameters were published in the Annual Report for 1969.¹

Income elasticities of total food expenditure

2 Estimates of the income elasticity of household food expenditure per head in 1973 for each of twelve different types of household and for the twelve groups combined are given in Table 1 of this Appendix. The sample of 5009 households included in these twelve groups constituted 68 per cent of the total number of households which participated in the Survey and 93 per cent of the participating households which declared their income. The overall elasticity, obtained as a weighted average of the twelve individual elasticities, was estimated to be 0·21² in 1974 compared with 0·18 in 1973. Previously, the elasticity had decreased between 1955 and 1967, falling from 0·30 to 0·20, and it remained at 0·20 until 1972.

Income elasticities of demand for individual foods

3 Estimates of the income elasticities of expenditure on individual foods as classified in the Survey in 1974 are given in Table 2 of this Appendix, together with corresponding estimates of the income elasticities of quantity purchased. An indication of the degree of precision (or imprecision) of the elasticities is provided by the estimates of their standard errors which are also given in Table 2; thus, it is to be expected that there is less than a 1 in 20 chance that the *estimated* value of the elasticity will differ from the *unknown true* value by more than twice its standard error. Most of the estimates of elasticity given in Table 2 are positive in sign and indicate that, other things being equal, the expenditure on food (or the quantity purchased) increases when real incomes rise; the negative signs indicate food items on which expenditure (or quantity purchased) decreases with increasing income. For most of the foods for which the income elasticity is

¹*Household Food Consumption and Expenditure: 1969*, Appendix B, HMSO, 1971.

²The elasticity of 0·21 may be interpreted in simplified terms and with some degree of approximation as a measure of the extent to which average food expenditure per head changes in percentage terms in response to a 1 per cent change in income, other things remaining equal.

positive, the elasticity of expenditure is greater than that for quantity, because as income rises not only is more food bought, but there is 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 positive in sign.

Price elasticities of demand and shifts in demand for certain foods

4 Estimates of the price elasticities of demand for most of the foods in the Survey classification have been derived from time-series analyses of the monthly Survey averages of purchases and *real* (deflated) prices over the period from 1969 to 1974 and are given in Table 3. These estimates represent approximately the percentage changes which would be expected to result, other things being equal, in average purchases of each food item for each 1 per cent change in its own *real* price; for nearly all foods, the degree of approximation is very close for small changes in price. The estimates are all negative in sign because the average quantity which is purchased decreases when the price is increased, and increases when the price is lowered. In making use of these elasticity coefficients to estimate the change in average quantity which might be expected to result from a change in the real price, due regard should be paid to the standard errors of the elasticities which are shown in brackets in the table and which may be interpreted as outlined in paragraph 3 above. These standard errors are often quite large in relation to the magnitude of the elasticity coefficients, in many cases because the variation in average *deflated* prices over the period of analysis has been too small for the relationship between price and quantity to be determined with precision.

5 The technique which is used to estimate the price elasticity of demand also enables any significant seasonal or annual shifts in the price/quantity demand curve (including shifts due to changes in income) to be detected. Indeed, the effects of such shifts are removed from the original data prior to the estimation of the selected price elasticity coefficient. At a further stage in the analysis, the price elasticity and the income elasticity derived from cross-section analysis in the middle year of the period are used to make estimates of the levels of purchases which might have been expected each year, other things being equal, given the changes in average price and in income which in fact occurred. The differences between those estimates of expected purchases and the levels of purchases actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. These shifts in demand from year to year are given in the form of indices in Table 4 together with corresponding annual series for prices and purchases.

Cross-price elasticities of demand and shifts in demand

6 For some commodities it is important to know not only how much the average quantity purchased changes in response to changes in its own price, but also how much it changes in response to changes in the prices of other foods. For this purpose, the type of analysis used to determine the own-price elasticities presented in Table 3 can be extended to produce sets of simultaneously-determined own-price and cross-price elasticities for a number of commodities, the results being improved by the imposition of constraints on the parameters derived from micro-economic demand theory. In general, the own-price elasticity estimates produced in this way will differ in magnitude from those given in Table 3, because some of the variation in purchases of each commodity is now

related to variation in the prices of a number of commodities instead of as much of it as possible being related simply to changes in its own price. Some results obtained from analyses of the monthly Survey data over the eight-year period from 1967 to 1974 are given in Table 5 for five sets of commodities, namely:

- 1 Beef, lamb, pork and broiler chicken
- 2 Butter and margarine
- 3 Oranges, apples and pears
- 4 Tea and instant coffee
- 5 Brassicas and root vegetables, canned vegetables and frozen vegetables.

In general, the own-price elasticities will, for the reason given in paragraph 4, be negative in sign, but the cross-elasticities will be positive in sign (unless they are for foods which complement each other or, more usually in practice, the estimates are poorly determined). As an illustration of the interpretation which may be placed on the various coefficients, by referring to the set for butter and margarine and reading across the first row, it will be seen that average purchases of butter would be expected to *decrease* by 0.42 per cent for each 1 per cent *increase* in its average price (measured in real terms) but concurrently to *increase* by 0.26 per cent for each 1 per cent *increase* in the real price of margarine; the value of 0.37 for R^2 in the final column indicates that after removal of the effects of any shifts in the demand curve for butter over the eight years, 37 per cent of the variation in the monthly averages of butter purchases over the period has been explained by the two elasticity coefficients and the variation in the prices of butter and of margarine. Similarly, reading across the second row it will be seen that average purchases of margarine would be expected to *increase* by 0.77 per cent for each 1 per cent increase in the real price of butter, but concurrently to *decrease* by 0.65 per cent for each 1 per cent increase in its own real price; in this case, 35 per cent of the variation in purchases (after removal of variation due to shifts in the demand curve) has been explained by the elasticity coefficients and the variation in butter and margarine prices. It will be noted that the standard error of 0.26 attached to the own-price elasticity of -0.65 for margarine implies that the latter value is not very well determined.

7 In a manner analogous to that described in paragraph 5, the sets of elasticity coefficients in Table 5 and the appropriate income elasticity coefficients have been used to make estimates of the levels of purchases of the several commodities which might have been expected each year, other things being equal, given the changes in their prices and in income which in fact occurred. The differences between these estimates of expected purchases and those actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. These estimates of shifts from year to year are given in the form of indices in Table 6 together with corresponding annual series for prices and purchases. In general, they are, in the instances presented, to be preferred to the estimates obtained by taking into account only one commodity at a time as presented in Table 4, since in these instances substitution and/or complementarity between the commodities might reasonably be assumed a priori.

8 A further extension of the type of analysis described in paragraphs 6 and 7 to the 15 main food groups has been attempted for the period 1967–1974. In order to extend the analysis in this way it is necessary to use income as an explanatory variable at an earlier stage in the analysis, average expenditure on some of the 15 groups being sufficiently large for a price increase to be equivalent

in effect to a decrease in income that cannot be ignored. The cross-section income elasticities determined in 1971 were specified in the demand equation in preference to conventional time-series estimates which have often proved unreliable.

9 The demand function to be estimated for this purpose is as follows:

$$\log q_{ijk} = \mu_k + \alpha_{ik} + \beta_{jk} + \sum_{l=1}^{15} \gamma_{kl} \log p_{ijl} + \eta_k \log y_{ij} + \epsilon_{ijk}$$

where q_{ijk} = quantity purchased of commodity k per head per week in month i of year j .

μ_k = a constant for commodity k .

α_{ik} = a measure of the seasonal shift in demand for commodity k in month i .

β_{jk} = a measure of the annual shift in demand for commodity k in year j .

γ_{kl} = the elasticity of demand for commodity k with respect to the price of commodity l .

p_{ijl} = the deflated price of commodity l in month i of year j .

η_k = the income elasticity of quantity for commodity k .

y_{ij} = real personal disposable income per head per week in month i of year j .

ϵ_{ijk} = an error term.

10 Results from the analysis are given in Tables 7 and 8 together with estimates of the standard errors of the own-price elasticities; in general, the estimates of the cross-elasticities were not statistically significant, the standard errors in most cases being between 0.05 and 0.15. For this reason, *individual* estimates of the cross-elasticities are unreliable (even to the point of carrying the wrong sign in some cases) but, although their true value is in many cases likely to be effectively zero, it is expected that their use *collectively* in making demand projections will give better results than if they are wholly ignored. Perhaps the most important conclusion which can be drawn from these results is that there is very little evidence indeed of substitution between the main food groups on the basis of changes in their relative prices. This and other features of the results give pointers to further analyses; in particular, the large cross-elasticities found in respect of "other meat" possibly arise from the invocation of individual demand theory for macro-economic analysis. Estimates of the proportion of variation in monthly average purchases which can be explained by

(i) the own-price elasticity

(ii) the own-price and cross-price elasticities

(iii) the own-price and cross-price elasticities, the income elasticity, and any shifts in demand of a seasonal or annual nature

are also given in Table 7. The implied annual shifts in demand are given in index form in Table 8.

11 A further experimental analysis based on data from the national accounts for 1955-74 and covering twelve broad categories of consumers' expenditure in addition to food has produced an estimate of -0.30 (s.e. 0.14) for the own-price elasticity of demand for food as a whole.

TABLE I

Estimated income elasticity of household food expenditure, 1974
(standard errors of the estimates are shown in brackets)

Type of household	Income elasticity of household food expenditure (and its standard error)	Number of household records from which the elasticity estimates have been compiled
1 adult only (under 55)	0·09 (0·10)	147
1 adult only (55 and over)	0·30 (0·04)	803
2 adults only (housewife under 55)	0·01 (0·05)	573
2 adults only (housewife 55 or over)	0·25 (0·03)	1,031
2 adults, 1 child	0·21 (0·04)	664
2 adults, 2 children	0·18 (0·04)	789
2 adults, 3 children	0·24 (0·05)	369
2 adults, 4 children	0·33 (0·10)	129
3 adults	0·20 (0·05)	286
4 adults	0·37 (0·12)	63
3 adults, 1 child	0·24 (0·08)	126
4 adults, 1 child	0·44 (0·13)	29
All above households	^(a) 0·21 (0·02)	5,009

(a) Weighted average of above estimates.

TABLE 2

Estimates of income elasticities of demand for individual foods, 1974 (a)

	Income elasticities of expenditure	Income elasticities of quantity purchased
MILK AND CREAM:		
Liquid milk, full price	0.06 (0.03)	0.06 (0.03)
Condensed milk	0.12 (0.15)	0.05 (0.15)
Dried milk:		
Branded	-1.31 (0.33)	-1.50 (0.32)
Instant milk	-0.01 (0.30)	-0.12 (0.30)
Yoghurt	0.88 (0.14)	0.93 (0.15)
Other milk	0.23 (0.32)	-0.01 (0.31)
Cream	0.81 (0.17)	0.75 (0.18)
<i>Total milk and cream</i>	<i>0.35 (0.06)</i>	<i>-0.08 (0.07)</i>
CHEESE:		
Natural	0.39 (0.05)	0.36 (0.05)
Processed	0.30 (0.18)	0.25 (0.17)
<i>Total cheese</i>	<i>0.38 (0.05)</i>	<i>0.36 (0.05)</i>
MEAT AND MEAT PRODUCTS:		
Carcase meat		
Beef and veal	0.40 (0.05)	0.32 (0.05)
Mutton and lamb	0.23 (0.09)	0.15 (0.08)
Pork	0.38 (0.10)	0.23 (0.18)
<i>Total carcase meat</i>	<i>0.35 (0.03)</i>	<i>0.25 (0.04)</i>
Other meat and meat products		
Liver	0.14 (0.14)	0.09 (0.14)
Offals, other than liver	0.19 (0.16)	0.02 (0.16)
Bacon and ham, uncooked	0.22 (0.05)	0.14 (0.04)
Bacon and ham, cooked, including canned	0.18 (0.08)	0.10 (0.09)
Cooked poultry, including canned	0.49 (0.46)	0.36 (0.39)
Corned meat	0.08 (0.07)	0.09 (0.09)
Other cooked meat, not purchased in cans	-0.11 (0.13)	-0.23 (0.10)
Other canned meat and canned meat products	-0.18 (0.08)	-0.19 (0.06)
Broiler chicken, uncooked, including frozen	0.37 (0.08)	0.31 (0.08)
Other poultry, uncooked, including frozen	0.57 (0.26)	0.46 (0.26)
Rabbit and other meat	1.16 (0.65)	1.01 (0.76)
Sausages, uncooked, pork	0.28 (0.13)	0.27 (0.13)
Sausages, uncooked, beef	-0.38 (0.10)	-0.42 (0.11)
Meat pies and sausage rolls, ready-to-eat	0.47 (0.12)	0.44 (0.13)
Frozen convenience meats or frozen convenience meat products	0.30 (0.14)	0.29 (0.15)
Other meat products	0.23 (0.07)	0.02 (0.04)
<i>Total other meat and meat products</i>	<i>0.18 (0.03)</i>	<i>0.12 (0.02)</i>
FISH:		
White, filleted, fresh	0.34 (0.15)	0.25 (0.15)
White, unfilleted, fresh	-0.21 (0.12)	-0.28 (0.09)
White, uncooked, frozen	0.69 (0.15)	0.55 (0.15)
Herrings, filleted, fresh	-1.93 (1.43)	-2.37 (1.65)
Herrings, unfilleted, fresh	0.18 (0.25)	0.35 (0.38)
Fat, fresh, other than herrings	1.17 (0.76)	0.75 (0.59)
White, processed	0.81 (0.23)	0.78 (0.24)
Fat, processed, filleted	0.26 (0.34)	0.21 (0.36)
Fat, processed, unfilleted	0.37 (0.44)	0.33 (0.45)
Shellfish	1.19 (0.67)	0.71 (0.63)
Cooked fish	0.03 (0.10)	-0.07 (0.10)
Canned salmon	0.63 (0.13)	0.69 (0.10)
Other canned or bottled fish	0.35 (0.22)	0.31 (0.23)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
FISH—continued		
Fish products, not frozen	0·10 (0·16)	-0·14 (0·14)
Frozen convenience fish products	0·09 (0·08)	0·05 (0·08)
<i>Total fish</i>	<i>0·27 (0·05)</i>	<i>0·16 (0·05)</i>
EGGS		
EGGS	0·12 (0·04)	0·10 (0·04)
FATS:		
Butter	0·14 (0·04)	0·15 (0·05)
Margarine	-0·23 (0·09)	-0·28 (0·08)
Lard and compound cooking fat	-0·17 (0·04)	-0·21 (0·03)
Vegetable and salad oils	0·95 (0·33)	0·83 (0·34)
All other fats	0·26 (0·17)	0·08 (0·18)
<i>Total fats</i>	<i>0·09 (0·04)</i>	<i>0·04 (0·04)</i>
SUGAR AND PRESERVES:		
Sugar	-0·13 (0·04)	-0·15 (0·04)
Jams, jellies and fruit curds	0·02 (0·08)	-0·02 (0·08)
Marmalade	0·35 (0·18)	0·34 (0·17)
Syrup, treacle	0·32 (0·35)	0·34 (0·37)
Honey	0·97 (0·20)	0·90 (0·23)
<i>Total sugar and preserves</i>	<i>0·01 (0·02)</i>	<i>-0·09 (0·04)</i>
VEGETABLES:		
Old potatoes		
January–August		
not prepacked	-0·18 (0·13)	-0·20 (0·15)
prepacked	-0·27 (0·14)	-0·31 (0·12)
New potatoes		
January–August		
not prepacked	-0·05 (0·08)	-0·17 (0·12)
prepacked	0·16 (0·26)	0·17 (0·32)
Potatoes		
September–December		
not prepacked	0·14 (0·07)	0·18 (0·11)
prepacked	0·30 (0·13)	0·23 (0·15)
<i>Total fresh potatoes</i>	<i>-0·04 (0·04)</i>	<i>-0·08 (0·05)</i>
Cabbage, fresh	0·19 (0·06)	0·02 (0·04)
Brussels sprouts, fresh	0·29 (0·15)	0·03 (0·15)
Cauliflowers, fresh	0·46 (0·08)	0·26 (0·09)
Leafy salads, fresh	0·59 (0·10)	0·46 (0·08)
Peas, fresh	0·39 (0·18)	0·37 (0·24)
Beans, fresh	0·52 (0·20)	0·13 (0·15)
Other fresh green vegetables	0·88 (0·72)	0·19 (0·15)
<i>Total fresh green vegetables</i>	<i>0·40 (0·06)</i>	<i>0·15 (0·03)</i>
Carrots, fresh	0·11 (0·07)	-0·08 (0·08)
Turnips and swedes, fresh	-0·44 (0·22)	-0·57 (0·20)
Other root vegetables, fresh	0·66 (0·12)	0·21 (0·11)
Onions, shallots, leeks, fresh	0·18 (0·07)	0·02 (0·06)
Cucumber, fresh	0·61 (0·04)	0·44 (0·09)
Mushrooms, fresh	1·20 (0·20)	0·77 (0·11)
Tomatoes, fresh	0·40 (0·07)	0·30 (0·06)
Miscellaneous fresh vegetables	1·10 (0·21)	0·72 (0·15)
<i>Total other fresh vegetables</i>	<i>0·47 (0·06)</i>	<i>0·13 (0·04)</i>
Tomatoes, canned or bottled	0·05 (0·15)	0·09 (0·17)
Canned peas	-0·45 (0·09)	-0·47 (0·07)
Canned beans	0·01 (0·05)	-0·03 (0·05)
Canned vegetables, other than pulses, potatoes or tomatoes	0·04 (0·14)	-0·16 (0·12)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
VEGETABLES—continued		
Dried pulses, other than air-dried	-0.56 (0.32)	-0.59 (0.29)
Air-dried vegetables	0.33 (0.22)	0.38 (0.26)
Vegetable juices	1.27 (0.19)	1.40 (0.30)
Chips, excluding frozen	-0.23 (0.13)	-0.27 (0.12)
Instant potato	-0.24 (0.15)	-0.34 (0.31)
Canned potato	0.43 (0.36)	0.37 (0.39)
Crisps and other potato products, not frozen	0.09 (0.13)	0.07 (0.10)
Other vegetable products	0.76 (0.12)	0.86 (0.23)
Frozen peas	0.74 (0.06)	0.80 (0.08)
Frozen beans	0.65 (0.13)	0.76 (0.15)
Frozen chips and other frozen convenience potato products	0.56 (0.38)	0.68 (0.50)
All frozen vegetables and frozen vegetable products not specified elsewhere	1.01 (0.19)	1.18 (0.21)
<i>Total processed vegetables</i>	<i>0.14 (0.03)</i>	<i>0.06 (0.03)</i>
FRUIT:		
Fresh		
Oranges	0.54 (0.09)	0.53 (0.07)
Other citrus fruit	0.86 (0.13)	0.90 (0.15)
Apples	0.52 (0.05)	0.49 (0.08)
Pears	0.76 (0.15)	0.82 (0.17)
Stone fruit	0.47 (0.11)	0.57 (0.13)
Grapes	0.50 (0.19)	0.36 (0.16)
Soft fruit, other than grapes	0.92 (0.23)	0.62 (0.27)
Bananas	0.50 (0.08)	0.48 (0.07)
Rhubarb	0.95 (0.32)	0.24 (0.13)
Other fresh fruit	1.01 (0.43)	1.07 (0.38)
<i>Total fresh fruit</i>	<i>0.58 (0.04)</i>	<i>0.55 (0.04)</i>
Canned peaches, pears and pineapples	0.29 (0.08)	0.30 (0.08)
Other canned or bottled fruit	0.28 (0.08)	0.24 (0.09)
Dried fruit and dried fruit products	0.59 (0.22)	0.55 (0.20)
Frozen fruit and frozen fruit products	1.46 (0.30)	1.46 (0.35)
Nuts and nut products	0.89 (0.14)	0.97 (0.08)
Fruit juices	0.93 (0.15)	1.04 (0.10)
<i>Total other fruit and fruit products</i>	<i>0.50 (0.08)</i>	<i>0.48 (0.06)</i>
CEREALS:		
White bread, large loaves, unsliced	0.09 (0.12)	0.10 (0.12)
White bread, large loaves, sliced	-0.30 (0.05)	-0.29 (0.05)
White bread, small loaves, unsliced	0.13 (0.14)	0.14 (0.14)
White bread, small loaves, sliced	-0.38 (0.18)	-0.35 (0.18)
Brown bread	0.27 (0.11)	0.26 (0.13)
Wholewheat and wholemeal bread	0.81 (0.27)	0.78 (0.27)
Other bread	0.17 (0.12)	0.13 (0.08)
<i>Total bread</i>	<i>-0.06 (0.02)</i>	<i>-0.10 (0.02)</i>
Flour	-0.12 (0.14)	-0.08 (0.14)
Buns, scones and teacakes	-0.14 (0.08)	-0.09 (0.07)
Cakes and pastries	0.34 (0.02)	0.28 (0.04)
Crispbread	0.53 (0.25)	0.44 (0.23)
Biscuits, other than chocolate biscuits	0.05 (0.06)	-0.00 (0.07)
Chocolate biscuits	0.34 (0.09)	0.32 (0.09)
<i>Total cakes and biscuits</i>	<i>0.22 (0.03)</i>	<i>0.14 (0.04)</i>
Oatmeal and oat products	0.25 (0.08)	0.29 (0.14)
Breakfast cereals	0.16 (0.07)	0.11 (0.08)
Canned milk puddings	-0.37 (0.13)	-0.36 (0.13)
Other puddings	0.44 (0.13)	0.45 (0.15)
Rice	0.31 (0.29)	0.10 (0.27)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
CEREALS—continued		
Cereal-based invalid foods (including 'slim- ming' foods)	0·78 (0·94)	0·60 (0·90)
Infant cereal foods	-1·38 (0·23)	-1·43 (0·26)
Frozen convenience cereal foods	1·17 (0·22)	1·15 (0·23)
Cereal convenience foods, including canned, not specified elsewhere	-0·14 (0·22)	-0·04 (0·23)
Other cereal foods	0·38 (0·15)	0·25 (0·10)
<i>Total other cereals</i>	<i>0·16 (0·04)</i>	<i>0·06 (0·04)</i>
BEVERAGES:		
Tea	-0·03 (0·05)	-0·03 (0·05)
Coffee, bean and ground	1·29 (0·41)	1·32 (0·48)
Coffee, instant	0·57 (0·08)	0·54 (0·08)
Coffee, essences	-0·64 (0·53)	-0·58 (0·58)
Cocoa and drinking chocolate	0·27 (0·13)	0·24 (0·11)
Branded food drinks	0·13 (0·12)	0·17 (0·13)
<i>Total beverages</i>	<i>0·24 (0·04)</i>	<i>0·12 (0·05)</i>
MISCELLANEOUS:		
Baby foods, canned or bottled	-0·91 (0·19)	-0·98 (0·18)
Soups, canned	-0·02 (0·05)	-0·08 (0·05)
Soups, dehydrated and powdered	0·25 (0·24)	0·19 (0·21)
Spreads and dressings	0·53 (0·13)	0·54 (0·12)
Pickles and sauces	0·23 (0·09)	0·16 (0·10)
Meat and yeast extracts	0·14 (0·12)	0·18 (0·15)
Table jellies, squares and crystals	-0·01 (0·10)	0·03 (0·09)
Ice-cream (served as part of a meal), mousse All frozen convenience foods, not specified elsewhere	0·53 (0·53)	0·25 (0·74)
Salt	0·17 (0·05)	0·08 (0·09)
Novel protein foods	— —	— —
ALL ABOVE FOODS	0·21 (0·02)	

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

Estimates of price elasticities of demand for certain foods, 1969-1974

	Food code in 1974 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages					
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)		Mean	Range
						Mean	Range	Min	Max		
MILK AND CREAM:											
Liquid milk, full price and welfare	04, 05	-0.14 (0.05)	S and A	0.12	0.64	3.11	2.15	3.60	4.47	4.17	4.78
Condensed milk	09	-0.61 (0.38)	S and A	0.05	0.51	2.95	2.53	3.46	0.18	0.12	0.25
Cream	17	-0.23 (0.41)	S and (A)	0.01	0.65	22.42	18.82	25.66	0.03	0.02	0.06
CHEESE:											
Cheese, natural	22	-0.15 (0.17)	S and A	0.01	0.54	16.81	13.73	19.83	3.26	2.87	3.83
Cheese, processed	23	-0.49 (0.41)	S and A	0.03	0.65	21.04	17.63	24.98	0.33	0.21	0.53
All cheese	22, 23	-0.14 (0.16)	S and A	0.01	0.54	17.19	14.33	20.09	3.59	3.17	4.10
MEAT:											
Beef and veal (g)	31	-0.81 (0.19)	S and A	0.25	0.81	26.49	23.67	32.83	7.22	5.38	9.34
Mutton and lamb (g)	36	-1.12 (0.19)	S and A	0.40	0.76	19.58	16.45	25.05	4.77	3.05	5.95
Pork (g)	41	-1.21 (0.21)	S and A	0.37	0.69	21.35	15.96	26.39	2.96	1.95	4.33
All carcass meat	31-41	-0.68 (0.15)	S and A	0.27	0.77	23.20	20.28	28.22	14.95	11.98	17.87
Liver	46	-0.92 (0.14)	S and A	0.38	0.38	20.34	17.97	24.84	0.77	0.55	0.93
Offals, other than liver	51	-0.89 (0.20)	S and A	0.27	0.83	14.74	11.04	18.76	0.44	0.24	0.73
All offals, including liver	46, 51	-0.92 (0.23)	S and A	0.22	0.76	18.28	15.68	21.34	1.21	0.82	1.53
Bacon and ham, uncooked	55	-0.61 (0.14)	S and A	0.24	0.71	21.50	17.52	27.99	4.75	3.82	6.08
Bacon and ham, cooked, including canned	58	-0.41 (0.17)	S and A	0.09	0.75	36.13	32.34	42.30	0.94	0.64	1.29
Poultry, cooked	59	-1.36 (0.25)	S and A	0.34	0.47	23.15	16.70	36.57	0.21	0.04	0.36
Corned meat	62	-2.23 (0.33)	S and A	0.46	0.86	28.46	22.68	37.07	0.50	0.24	0.95
Other canned meat, excluding corned meat	71	-0.35 (0.19)	S and A	0.04	0.04	14.95	12.64	17.05	1.87	1.25	2.34
Other cooked and canned meat	66, 71	-0.47 (0.17)	S and A	0.11	0.42	18.25	16.00	20.89	2.51	1.65	2.92
Broiler chicken, uncooked, including frozen (g)	73	-0.97 (0.27)	S and A	0.19	0.61	12.80	11.14	15.19	3.45	2.12	4.52
Sausages, pork and beef, uncooked and frozen	79, 80	-0.40 (0.12)	S and A	0.16	0.42	13.67	12.89	15.32	3.54	3.09	4.26
Meat pies, sausage rolls, ready-to-eat	83	-1.19 (0.26)	S and A	0.23	0.41	14.56	13.26	16.28	0.73	0.52	0.91
Frozen convenience meats and frozen convenience meat products	88	-1.33 (0.32)	S and A	0.24	0.65	21.08	16.05	24.44	0.61	0.37	1.07
Other meat products	94	-0.02 (0.29)	S and A	...	0.32	16.51	14.67	20.07	2.19	1.58	2.70
All meat and meat products	31-41, 46-94	-0.37 (0.05)	S and A	0.46	0.58	19.90	18.13	23.35	37.26	33.67	41.44
FISH:											
Uncooked white fish, including smoked and frozen	100, 105, 110, 114	-0.80 (0.08)	S and A	0.61	0.70	19.30	15.17	26.05	2.10	1.19	2.80
Frozen white fish	110	-1.18 (0.39)	S and A	0.12	0.24	22.82	17.68	30.35	0.31	0.17	0.48
Fish products (including frozen) and cooked fish	118, 123, 127	-0.93 (0.24)	S and A	0.19	0.44	20.64	15.09	25.52	1.70	1.30	2.31
Cooked fish	118	-1.96 (0.38)	S and A	0.32	0.71	20.92	17.60	27.20	0.89	0.53	1.45
Canned salmon	119	-2.18 (0.17)	S and A	0.74	0.38	38.89	32.72	61.40	0.34	0.12	0.77
Other canned or bottled fish	120	-1.38 (0.24)	S and A	0.38	0.76	19.77	15.34	24.91	0.32	0.14	0.59
All canned and bottled fish	119, 120	-1.21 (0.39)	S and A	0.15	0.62	28.78	24.27	32.05	0.67	0.40	1.17
All convenience fish	118, 119, 120, 123, 127	-0.80 (0.17)	S and A	0.29	0.71	23.06	18.63	30.36	2.36	1.78	3.02

TABLE 3—continued

	Food code in 1974 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages			
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)	
						Mean	Range	Mean	Range
EGGS	129	-0.07 (0.05)	S and A	0.04	0.66	1.35	0.98-1.98	4.20	3.52-4.61
FATS:									
Butter (g)	135	-0.40 (0.07)	A	0.32	0.77	13.22	10.19-18.82	5.51	4.25-6.98
Margarine (g) (with respect to the price of butter)	138	+0.65 (0.11)	A	0.35	0.71	13.22	10.19-18.82	3.01	1.91-4.09
Vegetable and salad oils	143	-0.48 (0.47)	(S) and A	0.02	0.38	12.76	10.31-17.07	0.63	0.31-1.28
SUGAR AND PRESERVES:									
Sugar	150	-0.40 (0.09)	S and A	0.29	0.77	2.85	2.54-4.94	15.07	9.88-17.06
Jams, jellies and fruit curds	151	-0.24 (0.51)	(S) and (A)	...	0.31	7.79	7.09-8.74	1.17	0.90-1.48
Marmalade	152	-1.19 (0.52)	S and (A)	0.09	0.33	6.86	6.41-7.59	0.87	0.57-1.14
Syrup, treacle and honey	153, 154	-0.23 (0.23)	S and A	0.02	0.63	9.05	6.96-13.20	0.47	0.18-0.87
VEGETABLES:									
Potatoes, excluding potato products	156-161	-0.18 (0.09)	S and A	0.07	0.85	1.47	0.97-2.69	43.93	32.80-56.55
Cabbages	162	-0.39 (0.11)	S	0.18	0.57	2.94	1.94-5.67	3.59	2.33-5.12
Brussels sprouts	163	-0.28 (0.26)	S and A	0.04	0.88	3.60	2.69-4.70	3.48	1.24-5.16
Cauliflowers	164	-1.43 (0.22)	S	0.41	0.85	4.10	2.99-6.02	2.54	0.51-5.21
Leafy salads	167	-0.62 (0.20)	S	0.13	0.95	11.61	18.18-18.18	1.02	0.24-2.22
Fresh beans (h)	169	-1.46 (0.36)	S	0.41	0.89	5.42	3.58-8.52	1.16	0.14-2.43
Brussicas	162, 163, 164, 171	-0.50 (0.07)	S	0.46	0.90	3.45	2.83-5.71	8.06	5.13-10.40
Carrots	172	-0.32 (0.11)	S and A	0.15	0.95	2.80	1.99-4.63	2.65	1.45-4.32
All root vegetables excluding carrots	173, 174	-0.73 (0.19)	S	0.20	0.95	3.43	2.29-6.30	1.62	0.30-2.84
Onions, shallots, leeks, fresh	175	-0.36 (0.09)	S and A	0.25	0.82	3.96	2.73-7.63	2.66	1.95-3.63
Cucumbers	176	-0.44 (0.33)	S and A	0.03	0.95	9.24	6.88-13.14	0.70	0.18-1.50
Mushrooms	177	-0.37 (0.32)	S and A	0.02	0.71	16.33	14.66-18.41	3.41	0.24-6.55
Tomatoes, fresh	178	-0.35 (0.10)	S and A	0.19	0.97	10.60	6.02-17.23	3.41	1.67-6.08
Tomatoes, canned and bottled	184	-0.61 (0.33)	S and A	0.06	0.59	5.73	4.37-7.47	2.93	1.30-3.64
Canned peas	185	-1.34 (0.31)	S and A	0.26	0.68	4.30	3.78-4.88	2.93	2.21-3.64
Canned beans	188	-0.54 (0.22)	A	0.08	0.26	4.73	4.17-5.85	3.66	3.09-4.45
Canned vegetables other than pulses, potatoes or tomatoes	191	-0.39 (0.32)	S and A	0.03	0.66	5.85	5.18-6.65	1.20	0.81-1.71
Dried pulses other than air-dried	192	-1.47 (0.33)	S and A	0.27	0.75	8.25	6.15-11.38	0.37	0.16-0.84
Other potato products not frozen excluding chips	198, 199, 200	-0.97 (0.13)	S and A	0.51	0.82	17.42	13.32-21.52	0.80	0.55-1.13
Frozen peas	203	-0.75 (0.31)	S and A	0.10	0.70	9.52	7.21-12.08	1.16	0.79-1.65
Frozen peas and beans	203, 204	-0.86 (0.09)	S	0.62	0.74	10.11	7.82-12.90	1.52	0.94-2.12
All frozen vegetables	203, 204, 205, 208	-1.33 (0.09)	S	0.78	0.81	10.13	7.85-13.06	2.12	1.29-3.22
FRUIT:									
Oranges (g)	210	-0.89 (0.21)	S	0.24	0.91	4.77	3.78-6.42	3.50	1.70-6.60
Other citrus fruit	214	-1.29 (0.21)	S and A	0.40	0.92	5.90	4.51-8.32	1.51	0.53-3.28
Apples (g)	217	-0.55 (0.06)	S and A	0.59	0.85	5.74	3.66-7.80	6.00	4.30-8.07
Pears (g)	218	-1.31 (0.17)	S	0.50	0.84	5.80	3.72-7.79	0.75	0.29-1.72
Stone fruit, fresh (h)	221	-0.86 (0.51)	S	0.11	0.83	8.18	3.96-14.86	1.30	0.04-3.40

TABLE 3—continued

	Food code in 1974 (a)	Estimated price elasticity (b)	Significant seasonal and annual price shifts in demand (c)	Proportion of variation in monthly average purchases explained		Deflated prices (e)			Monthly averages			Purchases (f)	
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Mean	Range		Mean	Min	Max	Min	Max
							Min	Max					
FRUIT—continued													
Bananas	228	-1.36 (0.29)	S and A	0.29	0.69	5.47	4.67	6.39	2.99	1.84	4.23	1.84	4.23
Rhubarb (1)	229	-0.41 (0.43)	S and A	0.03	0.79	4.48	2.39	7.99	0.23	0.01	0.37	0.01	0.37
Canned peaches, pears and pineapples	233	-0.52 (0.34)	S and A	0.04	0.77	6.40	5.26	8.15	2.19	1.37	3.36	1.37	3.36
Other canned and bottled fruit	236	-0.35 (0.49)	(S) and A	0.01	0.41	7.40	6.61	8.68	2.17	1.38	3.10	1.38	3.10
All canned and bottled fruit	233, 236	-0.61 (0.36)	S and A	0.05	0.71	6.90	5.90	8.39	4.36	3.33	6.32	3.33	6.32
Dried fruit and dried fruit products	240	-0.30 (0.12)	S	0.09	0.87	10.05	7.52	14.12	0.98	0.41	2.31	0.41	2.31
Nuts and nut products	245	-0.57 (0.30)	S and (A)	0.06	0.87	18.21	13.25	27.74	0.27	0.10	1.10	0.10	1.10
CEREALS:													
Bread, standard white, brown, wholemeal and wholewheat loaves	251-256	-0.18 (0.20)	S and A	0.01	0.82	3.90	3.63	4.46	32.38	27.88	36.68	27.88	36.68
All bread	251-263	-0.18 (0.19)	S and A	0.02	0.81	4.22	4.04	4.82	35.20	31.09	39.78	31.09	39.78
Flour	264	-1.24 (0.32)	S and A	0.22	0.60	2.55	2.11	3.36	5.51	3.82	8.75	3.82	8.75
Cakes, pastries, buns, scones and teacakes	267, 270	-0.11 (0.36)	S and A	0.18	0.75	12.98	11.73	15.10	5.21	3.97	6.65	3.97	6.65
Chocolate biscuits	277	-0.64 (0.19)	S and A	0.02	0.65	18.20	15.64	23.47	1.07	0.71	1.43	0.71	1.43
All biscuits	271, 274, 277	-0.14 (0.13)	S	0.02	0.65	11.12	10.46	13.34	5.72	4.27	6.61	4.27	6.61
Oatmeal and oat products	281	-1.39 (0.42)	S and A	0.17	0.67	5.66	4.48	7.85	0.53	0.14	1.02	0.14	1.02
Breakfast cereals	282	-0.77 (0.30)	S and A	0.11	0.82	9.61	8.72	10.78	2.77	2.12	3.55	2.12	3.55
Canned milk puddings and other puddings	285, 286	-0.20 (0.23)	S and A	0.01	0.64	5.20	4.39	7.04	1.93	1.31	2.48	1.31	2.48
Puddings, other than canned milk puddings	286	-0.59 (0.37)	S and A	0.05	0.85	11.13	8.90	14.21	0.31	0.12	0.81	0.12	0.81
Rice	287	-0.57 (0.45)	(S) and (A)	0.03	0.29	6.31	4.72	9.97	0.51	0.30	1.31	0.30	1.31
All cereals	251-301	-0.22 (0.15)	S and A	0.04	0.78	6.00	5.62	6.77	59.71	52.88	64.34	52.88	64.34
BEVERAGES:													
Tea (g)	304	na	na	na	na	21.46	17.63	23.80	2.32	1.96	2.70	1.96	2.70
Instant coffee (g)	308	-1.18 (0.15)	A	0.50	0.62	64.63	54.30	72.17	0.44	0.33	0.60	0.33	0.60
Coffee essences	309	-2.65 (0.83)	S	0.13	0.23	22.42	18.25	27.92	0.06	0.01	0.16	0.01	0.16
Cocoa and drinking chocolate	312	-0.87 (0.54)	S and A	0.04	0.52	15.00	11.86	19.24	0.18	0.09	0.35	0.09	0.35
MISCELLANEOUS:													
Baby foods, canned and bottled	315	-1.16 (0.67)	A	0.04	0.17	9.01	7.47	10.23	0.70	0.22	1.14	0.22	1.14
Canned soups	318	-1.22 (0.35)	S and A	0.19	0.89	5.06	4.65	5.71	3.33	2.00	5.02	2.00	5.02
Dehydrated and powdered soups	319	-0.83 (0.31)	S	0.11	0.76	29.97	24.68	37.06	0.12	0.03	0.22	0.03	0.22
Pickles and sauces	327	-0.94 (0.22)	S	0.24	0.79	8.99	8.06	9.78	1.52	1.18	2.53	1.18	2.53

(a) For further details of the items included in each category see Appendix A, Table 12.

(b) Calculated from monthly Survey data from 1969 to 1974 except where otherwise stated. The figures in brackets are estimates of the standard errors.

(c) Where S or A is shown in brackets this indicates that the shift in demand did not quite attain formal statistical significance at the customary 5 per cent level, but that it nevertheless appears to be real.

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

(e) New pence per lb deflated to January 1962 general price level, except for new pence per pint of milk and cream, vegetable and salad oils and coffee essences, new pence per equivalent pint of condensed milk, and new pence per egg.

(f) Ounces per person per week except for these commodities estimated in conjunction with cross-price elasticities for related commodities are given in Table 5 of this Appendix.

(g) Own-price elasticities for June to October, 1969 to 1974.

(h) Calculated from data for June to October, 1969 to 1974.

(i) Calculated from data for January to August, 1969 to 1974.

TABLE 4
Annual indices of average deflated prices (a), purchases and demand, 1969-1974
(Average for the whole period = 100)

	Food code in 1974 (b)	1969	1970	1971	1972	1973	1974
Liquid milk—full price and welfare	04, 05	Prices 104 Purchases 102 Demand (c) 102 Demand (d) 103	103 96 97 97	111 99 101 101	107 99 100 100	101 102 102 101	78 102 99 98
Condensed milk	09	Prices 99 Purchases 95 Demand (c) 94 Demand (d) 95	95 111 108 108	97 104 102 103	107 105 110 109	101 96 96 95	101 91 91 91
Cream	17	Prices 102 Purchases 108 Demand (c) 108 Demand (d) 117	96 100 99 105	103 102 103 106	105 94 95 93	98 101 100 94	96 96 95 87
Cheese, natural	22	Prices 87 Purchases 96 Demand (c) 94 Demand (d) 97	86 98 96 98	97 98 98 99	117 99 101 101	111 104 106 103	106 105 106 103
Cheese, processed	23	Prices 95 Purchases 104 Demand (c) 101 Demand (d) 102	94 107 103 103	93 115 111 111	112 91 96 96	107 102 105 105	103 84 85 85
Total cheese	22, 23	Prices 88 Purchases 96 Demand (c) 95 Demand (d) 98	87 99 97 99	96 100 99 101	116 98 100 99	110 104 105 102	106 103 104 101
Beef and veal (e)	31	Prices 94 Purchases 104 Demand (c) 99 Demand (d) 102	92 106 99 101	95 107 103 104	100 95 95 94	117 87 99 97	105 102 106 103

TABLE 4—continued

			1969	1970	1971	1972	1973	1974
Mutton and lamb (e)		36	94 111 103 107	91 105 95 97	91 110 99 100	98 102 100 99	116 91 108 104	113 84 97 93
			Prices	97	93	97	113	104
		41	96 93 89 93	97 94 90 93	93 101 93 95	97 105 102 101	107 101 118 114	107 107 112 107
			Prices	97	93	97	113	104
			Purchases	94	93	98	101	107
		31, 36, 41	104 100 103	103 98 100	107 102 103	99 98 97	91 101 98	97 102 99
			Purchases	94	93	98	116	107
			Demand (c)	104	103	102	91	97
			Demand (d)	100	98	103	101	102
			Demand (d)	103	100	103	98	99
Liver		46	97 102 100 100	98 104 102 102	96 104 100 100	91 105 97 97	107 95 101 101	112 90 100 100
			Prices	97	96	96	107	112
			Purchases	102	104	104	105	90
			Demand (c)	100	102	100	97	101
			Demand (d)	100	102	100	101	100
Offals, other than liver		51	95 109 104 106	99 112 111 112	93 107 101 102	97 94 92 92	114 93 104 102	104 87 89 88
			Prices	95	93	93	114	104
			Purchases	109	107	107	93	87
			Demand (c)	104	101	101	104	89
			Demand (d)	106	112	102	102	88
All offals, including liver		46, 51	96 105 101 102	98 107 105 105	95 105 101 101	94 101 95 95	109 95 103 102	110 89 97 96
			Prices	96	95	95	109	110
			Purchases	105	107	105	95	89
			Demand (c)	101	105	101	103	97
			Demand (d)	102	105	101	102	96
Bacon and ham, uncooked		55	92 106 101 102	92 110 105 105	89 105 98 98	95 99 96 95	117 94 103 103	119 88 98 97
			Prices	92	89	89	117	119
			Purchases	106	110	105	94	88
			Demand (c)	101	101	98	103	98
			Demand (d)	102	105	98	103	97

TABLE 4—continued

	Food code in 1974 (b)	1969	1970	1971	1972	1973	1974
Bacon and ham, cooked, including canned	58	101 98 98 101	100 100 100 102	98 99 98 99	94 102 99 99	104 100 101 99	105 101 103 101
Poultry, cooked	59	98 103 100 104	93 108 98 100	94 97 89 91	97 106 102 101	99 107 106 102	121 81 106 101
Corned meat	62	87 117 84 85	83 144 96 96	99 77 75 75	104 91 100 100	106 110 126 126	126 77 130 130
Other cooked meat, not canned	66	100 104 na na	99 106 na na	93 105 na na	96 100 na na	104 90 na na	109 96 na na
Other canned meat, excluding corned meat	71	99 97 97 96	97 105 104 103	95 96 95 94	95 104 102 103	106 102 104 106	109 95 98 99
Other cooked and canned meat	66, 71	100 99 99 98	98 105 104 104	96 99 96 96	95 103 100 101	103 100 101 102	109 95 99 100
Broiler chicken, uncooked, including frozen (e)	73	102 94 96 99	99 97 96 98	99 92 91 92	90 104 94 93	107 111 118 115	103 104 107 104

TABLE 4—continued

	Food code in 1974 (b)		1969	1970	1971	1972	1973	1974
Other poultry, uncooked, including frozen	77	Prices Purchases Demand (c) Demand (d)	103 88 na na	96 87 na na	99 92 na na	92 118 na na	105 124 na na	106 97 na na
Sausages, uncooked, pork	79	Prices Purchases Demand (c) Demand (d)	96 111 na na	98 108 na na	97 108 na na	98 96 na na	107 91 na na	105 89 na na
Sausages, uncooked, beef	80	Prices Purchases Demand (c) Demand (d)	93 88 na na	95 99 na na	96 90 na na	99 107 na na	111 106 na na	109 113 na na
Sausages, pork and/or beef, uncooked	79, 80	Prices Purchases Demand (c) Demand (d)	96 102 100 100	97 104 103 103	97 101 99 99	98 100 99 99	108 96 99 99	106 98 100 100
Meat pies, sausage rolls, ready-to-eat	83	Prices Purchases Demand (c) Demand (d)	96 103 98 101	97 106 102 104	99 97 97 98	99 101 99 99	103 103 107 105	106 90 97 95
Frozen convenience meat and frozen convenience meat products	88	Prices Purchases Demand (c) Demand (d)	104 82 86 91	100 90 90 92	98 89 87 88	95 107 100 99	103 116 120 116	101 122 124 118
Other meat products	94	Prices Purchases Demand (c) Demand (d)	95 89 89 89	94 105 105 105	95 97 97 97	96 103 103 103	110 102 102 102	111 104 104 104

TABLE 4—continued

	Food code in 1974 (b)	1969	1970	1971	1972	1973	1974
Meat products, other than uncooked sausages	83, 88, 94	96 91 na na	95 102 na na	96 96 na na	97 103 na na	108 104 na na	109 104 na na
All meat and meat products	31-41 46-94	96 101 99 102	95 103 101 103	95 102 100 101	96 100 99 98	111 97 101 99	109 96 99 97
Uncooked white fish, including smoked and frozen	100, 105, 110, 114	86 117 103 105	85 110 97 98	93 108 101 102	102 98 100 100	117 90 103 101	123 81 96 95
Frozen white fish	110	90 101 90 97	89 106 92 97	97 87 84 87	97 105 100 98	109 111 123 115	121 93 117 108
Fat fish	111, 112, 113, 115, 116	92 112 na na	84 102 na na	97 97 na na	99 93 na na	114 101 na na	119 96 na na
Cooked fish	118	87 105 79 80	90 111 90 90	95 103 94 94	95 116 105 105	114 84 108 108	125 85 132 131
Fish products (including frozen) and cooked fish	118, 123, 127	91 99 92 93	92 105 97 98	94 98 93 94	98 111 110 109	109 95 102 101	118 92 108 106

TABLE 4--continued

	Food code in 1974 (b)		1969	1970	1971	1972	1973	1974
Canned salmon	119	Prices Purchases Demand (c) Demand (d)	89 135 106 110	98 117 112 115	92 114 95 96	93 115 98 97	102 85 88 85	132 56 103 99
Other canned or bottled fish	120	Prices Purchases Demand (c) Demand (d)	100 97 97 99	105 98 106 107	109 78 87 88	101 89 90 89	89 120 102 100	97 126 122 119
All canned and bottled fish.	119, 120	Prices Purchases Demand (c) Demand (d)	98 116 113 116	104 105 110 113	103 93 97 98	101 99 100 99	93 100 91 89	101 89 91 88
Uncooked white fish, and fish products not frozen	100, 105, 114, 123	Prices Purchases Demand (c) Demand (d)	85 118 na na	89 110 na na	92 110 na na	102 97 na na	117 88 na na	120 82 na na
All convenience fish	118, 119, 120, 123, 127	Prices Purchases Demand (c) Demand (d)	94 104 99 101	96 105 101 103	100 95 95 96	98 108 106 106	103 96 98 97	111 92 100 98
Frozen white fish and frozen convenience fish products	110, 127	Prices Purchases Demand (c) Demand (d)	93 96 na na	93 101 na na	97 92 na na	100 106 na na	106 108 na na	112 98 na na
Frozen convenience fish products	127	Prices Purchases Demand (c) Demand (d)	94 93 na na	94 98 na na	97 94 na na	101 106 na na	104 105 na na	110 105 na na

TABLE 4—continued

	Food code in 1974 (b)		1969	1970	1971	1972	1973	1974
Eggs	129	Prices	103	98	98	81	110	112
		Purchases	103	104	102	100	97	94
		Demand (c)	103	104	102	99	98	95
		Demand (d)	105	105	102	99	97	94
Butter (e)	135	Prices	99	96	120	120	91	81
		Purchases	111	108	99	86	95	103
		Demand (c)	110	106	106	92	92	94
		Demand (d)	113	109	108	92	90	92
Margarine (e)	138	Prices (Butter)	99	96	120	120	91	81
		Purchases	93	96	105	120	104	86
		Demand (c)	94	98	93	107	111	99
		Demand (d)	91	97	92	107	114	101
Lard and compound cooking fat	139	Prices	88	100	101	92	95	129
		Purchases	104	112	100	97	95	94
		Demand (c)	na	na	na	na	na	na
		Demand (d)	na	na	na	na	na	na
Vegetable and salad oils	143	Prices	99	98	102	98	89	115
		Purchases	82	94	98	94	123	113
		Demand (c)	82	93	99	93	117	121
		Demand (d)	93	102	104	90	105	107
Sugar	150	Prices	102	97	96	101	96	108
		Purchases	107	111	104	101	93	87
		Demand (c)	108	109	103	101	91	89
		Demand (d)	107	109	102	102	92	90
Jams, jellies and fruit curds	151	Prices	107	101	98	97	95	101
		Purchases	99	105	101	99	99	97
		Demand (c)	101	106	100	99	98	98
		Demand (d)	100	105	100	99	98	99

TABLE 4—continued

			1969	1970	1971	1972	1973	1974
Marmalade	152	Prices Purchases Demand (c) Demand (d)	102 107 110 111	100 97 97 98	98 99 97 97	100 96 96 95	98 103 100 99	102 99 102 100
Syrup, treacle and honey	153, 154	Prices Purchases Demand (c) Demand (d)	94 93 92 93	94 90 89 89	90 121 118 119	96 110 109 109	118 93 97 96	112 96 98 98
All preserves	151, 152, 153, 154	Prices Purchases Demand (c) Demand (d)	102 101 na na	100 99 na na	96 104 na na	98 100 na na	100 99 na na	104 98 na na
Potatoes, excluding potato products	156-161	Prices Purchases Demand (c) Demand (d)	109 102 104 103	111 108 110 109	90 100 98 98	91 96 95 95	97 97 97 97	103 97 98 98
Cabbages	162	Prices Purchases Demand (c) Demand (d)	103 95 96 97	96 101 99 100	95 100 98 98	94 101 98 98	100 106 106 106	114 97 103 102
Brussels sprouts	163	Prices Purchases Demand (c) Demand (d)	109 98 100 102	97 113 112 113	85 119 114 115	93 102 100 99	107 93 95 93	113 80 83 81
Cauliflowers	164	Prices Purchases Demand (c) Demand (d)	107 91 101 104	102 102 105 107	99 96 94 95	97 104 100 99	96 97 91 89	100 11 110 107

TABLE 4—continued

	Food code in 1974 (b)	1969	1970	1971	1972	1973	1974
Leafy salads	167	104 94 96 101	102 92 93 96	97 100 98 100	95 104 101 100	101 109 110 105	103 101 102 98
Fresh beans	169	104 116 123 126	89 117 99 100	99 89 88 89	106 96 104 104	104 84 89 88	98 104 101 99
Brassicas	162, 163, 164, 171	106 94 97 98	99 104 104 105	93 103 99 100	95 102 99 99	98 101 100 98	110 97 102 100
Carrots	172	102 99 100 101	91 100 97 97	98 99 98 99	96 100 99 99	104 102 103 102	109 100 103 102
All root vegetables, excluding carrots	173, 174	104 96 99 99	96 102 99 99	90 111 103 103	102 94 96 96	106 95 99 99	104 103 106 106
Onions, shallots and leeks, fresh	175	93 103 100 101	106 102 104 105	89 99 95 95	91 100 97 97	117 95 101 100	107 101 104 103
Cucumbers	176	105 90 92 97	99 94 93 97	99 100 99 102	96 102 100 99	102 108 109 104	99 108 108 102

TABLE 4—continued

	Food code in 1974 (b)		1969	1970	1971	1972	1973	1974
Mushrooms	177	Prices Purchases Demand (c) Demand (d)	105 92 93 100	102 88 88 92	102 102 103 106	98 101 100 98	96 112 111 104	97 108 106 99
Tomatoes, fresh	178	Prices Purchases Demand (c) Demand (d)	98 107 106 110	95 102 100 103	100 106 106 108	103 96 97 96	105 96 97 94	100 94 94 91
Tomatoes, canned and bottled	184	Prices Purchases Demand (c) Demand (d)	106 84 87 86	100 96 96 96	91 96 91 91	83 110 98 98	98 105 104 104	127 113 130 130
Canned peas	185	Prices Purchases Demand (c) Demand (d)	101 105 106 103	99 109 108 106	102 94 96 95	100 101 101 102	95 96 89 91	103 96 101 104
Canned beans	188	Prices Purchases Demand (c) Demand (d)	99 97 96 95	95 104 101 101	98 96 95 95	101 101 102 102	92 105 100 101	116 98 106 107
Canned vegetables, other than pulses, potatoes or tomatoes	191	Prices Purchases Demand (c) Demand (d)	102 96 97 98	100 96 96 97	103 86 87 88	98 100 99 98	99 115 115 113	99 110 109 107
Dried pulses other than air-dried	192	Prices Purchases Demand (c) Demand (d)	108 97 109 105	98 111 107 104	90 110 94 93	90 106 90 91	92 94 83 86	127 86 122 126

TABLE 4—continued

	Food code in 1974 (b)	1969	1970	1971	1972	1973	1974
Other potato products, not frozen, excluding chips	198, 199, 200	Prices Purchases Demand (c) Demand (d)	100 93 94 95	104 99 102 104	107 94 100 101	103 94 97 96	95 112 107 105
Frozen peas	203	Prices Purchases Demand (c) Demand (d)	123 94 109 121	114 86 95 101	108 95 101 105	93 101 96 94	84 114 100 91
Frozen peas and beans	203, 204	Prices Purchases Demand (c) Demand (d)	123 90 107 118	113 86 95 102	106 93 98 102	92 103 97 94	84 118 102 92
All frozen vegetables	203, 204, 205, 208	Prices Purchases Demand (c) Demand (d)	124 82 109 121	113 82 97 104	106 87 94 98	92 102 92 89	84 130 103 93
Oranges (e)	210	Prices Purchases Demand (c) Demand (d)	99 105 104 111	92 106 98 103	98 105 103 106	103 95 97 96	107 93 98 92
Other citrus fruit	214	Prices Purchases Demand (c) Demand (d)	101 85 86 95	96 90 86 92	106 121 130 135	103 98 102 99	96 94 90 81
Apples (e)	217	Prices Purchases Demand (c) Demand (d)	109 95 99 103	90 99 94 96	93 111 107 109	101 97 98 99	96 103 101 98

TABLE 4—continued

			1969	1970	1971	1972	1973	1974
Pears (e)	218	Prices Purchases Demand (c) Demand (d)	97 112 108 115	91 107 94 98	97 109 104 107	102 96 98 96	113 84 99 94	101 95 97 91
Stone fruit, fresh	221	Prices Purchases Demand (c) Demand (d)	88 122 98 108	86 82 64 68	97 94 90 93	105 88 95 92	127 87 129 119	103 139 146 133
Bananas	228	Prices Purchases Demand (c) Demand (d)	97 112 107 113	97 98 95 97	96 104 99 101	100 95 95 94	103 97 101 98	107 95 104 99
Rhubarb	229	Prices Purchases Demand (c) Demand (d)	105 102 104 105	98 78 77 77	95 104 102 102	100 120 120 120	100 117 117 117	102 86 87 87
Canned peaches, pears and pineapples	233	Prices Purchases Demand (c) Demand (d)	99 111 110 112	100 107 107 108	98 104 103 103	93 100 96 95	97 102 100 99	115 81 86 85
Other canned and bottled fruit	236	Prices Purchases Demand (c) Demand (d)	102 108 109 113	101 101 102 104	97 99 98 100	94 99 97 96	99 104 104 101	107 89 91 88
All canned and bottled fruit	233, 236	Prices Purchases Demand (c) Demand (d)	101 110 110 113	103 104 104 106	97 101 100 101	94 99 95 95	98 103 102 100	111 85 90 88

TABLE 4—continued

	Food code in 1974 (b)	1969	1970	1971	1972	1973	1974
Dried fruit and dried fruit products	240	96 102 100 103	94 96 94 96	87 107 103 104	85 105 101 100	112 96 99 97	133 95 103 101
Nuts and nut products	245	105 96 99 111	106 88 91 98	98 97 96 101	100 102 102 99	92 114 109 99	100 104 104 93
Bread, standard white, brown, wholemeal and wholewheat loaves	251-256	99 107 106 105	101 106 107 106	99 100 100 99	98 97 97 97	97 94 94 94	106 96 97 98
All bread	251-263	97 106 105 104	99 106 106 106	99 100 99 99	100 98 98 98	99 95 95 96	107 96 97 98
Flour	264	99 98 97 94	95 103 97 95	96 108 103 102	94 100 92 93	96 96 92 94	122 96 123 126
Cakes, pastries, buns, scones and teacakes	267, 270	95 111 110 111	94 109 109 109	97 105 105 105	102 99 100 99	102 92 93 92	110 86 87 86
Crispbread and plain biscuits	271, 274	99 102 na na	98 102 na na	99 103 na na	99 99 na na	98 98 na na	107 97 na na

TABLE 4—continued

		1969	1970	1971	1972	1973	1974
Chocolate biscuits	277	99 96 95 98	101 93 94 96	101 93 94 95	102 98 99 98	92 117 111 108	104 106 108 105
All biscuits	271, 274, 277	98 100 100 101	98 100 100 100	98 101 100 101	100 99 99 99	98 101 101 101	107 98 99 99
Oatmeal and oat products	281	94 102 94 92	96 86 81 80	101 108 109 108	101 121 122 123	96 89 84 85	115 97 118 120
Breakfast cereals	282	107 93 98 99	101 98 99 100	101 96 96 96	97 103 100 100	93 107 101 100	103 104 106 105
Canned milk puddings and other puddings	285, 286	102 95 95 92	99 107 107 105	97 100 99 98	102 94 95 96	98 107 106 109	102 98 98 102
Puddings, other than canned milk puddings	286	101 101 102 100	97 115 113 112	98 99 98 98	100 94 94 95	99 102 102 103	104 90 92 94
Rice	287	99 93 93 96	92 104 99 102	86 93 86 87	85 99 90 89	101 103 104 100	149 108 135 130

TABLE 4—continued

	Food code in 1974 (b)		1969	1970	1971	1972	1973	1974
All cereals	251-301	Prices	98	97	98	100	99	108
		Purchases	104	105	100	99	97	96
		Demand (c)	103	104	100	99	97	98
		Demand (d)	102	104	100	99	98	98
Tea (e)	304	Prices	109	108	105	98	93	88
		Purchases	106	110	101	96	93	96
		Demand (c)	na	na	na	na	na	na
		Demand (d)	na	na	na	na	na	na
Coffee, bean and ground	307	Prices	99	104	103	97	100	98
		Purchases	113	89	102	116	88	95
		Demand (c)	na	na	na	na	na	na
		Demand (d)	na	na	na	na	na	na
Instant coffee (e)	308	Prices	109	104	106	95	97	90
		Purchases	86	95	98	104	106	114
		Demand (c)	95	100	105	98	102	101
		Demand (d)	99	103	107	97	98	97
Coffee essences	309	Prices	109	102	102	104	92	92
		Purchases	115	105	120	101	84	81
		Demand (c)	146	111	127	111	68	64
		Demand (d)	135	106	123	113	73	69
Cocoa and drinking chocolate	312	Prices	110	110	107	96	87	93
		Purchases	115	117	93	96	89	93
		Demand (c)	125	127	99	93	79	88
		Demand (d)	127	128	99	93	78	86
Baby foods, canned and bottled	315	Prices	107	104	99	96	98	98
		Purchases	108	120	91	98	89	97
		Demand (c)	117	126	90	93	87	94
		Demand (d)	109	120	88	94	92	100

TABLE 4—continued

	Food code in 1974 (b)	1969	1970	1971	1972	1973	1974
Canned soups	318	Prices	106	100	98	97	99
		Purchases	94	89	98	109	105
		Demand (c)	100	88	96	104	104
		Demand (d)	101	89	96	104	104
Dehydrated and powdered soups	319	Prices	106	106	95	95	94
		Purchases	97	94	101	101	111
		Demand (c)	102	98	96	97	101
		Demand (d)	103	99	97	97	99
Pickles and sauces	327	Prices	105	102	101	98	97
		Purchases	93	102	97	103	104
		Demand (c)	98	104	98	101	99
		Demand (d)	101	106	99	100	96

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

(b) For further details of the items included in each category see Appendix A, Table 12. In a number of cases estimates of demand parameters have been given for aggregations of two or more closely related individual food items in the Survey classification as well as for each of the constituent items. Such aggregations, however, may give rise to a series of annual demand constants which are not compatible with the corresponding constants for the constituent items; for example, those for carcass meat as a whole, where the relative contributions of beef, lamb and pork to the aggregation changed over the period covered by the analysis.

(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) For these foods indices which take into account the effects of cross-price elasticities for related commodities are given in Table 6 of this Appendix.

TABLE 5
Estimates of price and cross-price elasticities of demand (a) for certain foods, 1967-1974

	Elasticity with respect to the price of				R ²
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	
Beef and veal	-1.07 (.18)	0.22 (.10)	0.15 (.07)	0.05 (.07)	0.28
Mutton and lamb	0.44 (.21)	-1.43 (.21)	0.12 (.11)	0.25 (.12)	0.36
Pork	0.48 (.23)	0.18 (.17)	-1.35 (.18)	-0.12 (.13)	0.47
Broiler chicken	0.20 (.31)	0.53 (.27)	-0.16 (.18)	-1.30 (.30)	0.22

	Elasticity with respect to the price of		R ²
	Butter	Margarine	
Butter	-0.42 (.06)	0.26 (.04)	0.37
Margarine	0.77 (.11)	-0.65 (.26)	0.35

	Elasticity with respect to the price of			R ²
	Oranges	Apples	Pears	
Oranges	-0.90 (.22)	0.29 (.10)	-0.10 (.08)	0.29
Apples	0.14 (.05)	-0.58 (.06)	0.03 (.02)	0.52
Pears	-0.39 (.30)	0.27 (.19)	-1.59 (.24)	0.49

	Elasticity with respect to the price of		R ²
	Tea	Instant coffee	
Tea	-0.28 (.25)	0.51 (.16)	0.06
Instant coffee	0.97 (.30)	-0.95 (.34)	0.11

	Elasticity with respect to the price of			R ²
	Brassicas and root vegetables	Canned vegetables	Frozen vegetables	
Brassicas and root vegetables	-0.40 (.09)	0.14 (.09)	0.05 (.08)	0.21
Canned vegetables	0.15 (.09)	-1.38 (.26)	0.21 (.14)	0.27
Frozen vegetables	0.10 (.15)	0.38 (.25)	-1.72 (.28)	0.35

(a) Calculated from monthly Survey data from 1967 to 1974. The figures in brackets are estimates of the standard errors.

TABLE 6

Annual indices of average deflated prices, purchases and demand taking into account the effect of cross-price elasticities for related commodities, 1967-1974

(average for the whole period=100)

		1967	1968	1969	1970	1971	1972	1973	1974
Beef and veal	Prices (a)	91	95	96	94	97	102	120	107
	Purchases (b)	113	103	102	103	104	93	85	99
	Demand (c)	104	99	99	99	104	96	98	103
	Demand (d)	106	101	101	100	104	94	95	100
Mutton and lamb	Prices (a)	91	94	96	94	93	100	119	116
	Purchases (b)	117	111	106	100	106	98	87	81
	Demand (c)	105	103	102	95	98	101	100	96
	Demand (d)	109	106	105	96	98	99	97	92
Pork	Prices (a)	100	98	97	97	94	98	114	104
	Purchases (b)	81	88	99	99	107	111	107	113
	Demand (c)	87	89	97	99	101	105	113	112
	Demand (d)	90	92	100	101	101	103	108	107
Broiler chicken	Prices (a)	110	104	100	97	97	88	104	101
	Purchases (b)	85	92	98	101	96	108	115	108
	Demand (c)	103	101	100	101	95	91	109	101
	Demand (d)	105	103	102	102	95	90	106	97
Butter	Prices (a)	110	102	97	94	118	117	89	80
	Purchases (b)	109	107	108	105	97	84	93	100
	Demand (c)	113	109	108	103	102	90	90	88
	Demand (d)	116	112	110	104	102	88	87	85
Margarine	Prices (a)	100	95	94	100	105	100	95	112
	Purchases (b)	101	95	93	96	106	121	105	87
	Demand (c)	94	91	92	101	96	105	111	111
	Demand (d)	92	89	90	100	96	108	115	115
Brassicas and root vegetables	Prices (a)	98	98	106	99	95	97	100	109
	Purchases (b)	101	100	96	102	103	100	101	98
	Demand (c)	98	98	97	102	101	99	103	102
	Demand (d)	99	99	98	103	101	98	101	100
Canned vegetables	Prices (a)	106	102	99	96	98	99	94	107
	Purchases (b)	93	97	101	106	95	102	105	101
	Demand (c)	98	97	95	99	94	104	100	115
	Demand (d)	96	96	94	98	94	105	101	117
Frozen vegetables	Prices (a)	120	117	117	107	100	87	81	79
	Purchases (b)	66	80	91	91	96	114	144	145
	Demand (c)	88	104	120	105	98	91	104	94
	Demand (d)	97	112	130	109	100	86	92	82
Oranges	Prices (a)	102	100	99	92	98	102	102	107
	Purchases (b)	103	103	104	105	104	94	97	92
	Demand (c)	102	100	101	100	105	97	97	100
	Demand (d)	108	105	106	103	106	94	90	92
Apples	Prices (a)	117	110	104	86	90	97	108	92
	Purchases (b)	94	93	97	102	114	99	97	106
	Demand (c)	102	99	100	95	107	97	101	100
	Demand (d)	105	102	102	96	108	95	97	95
Pears	Prices (a)	119	100	94	88	94	99	110	99
	Purchases (b)	85	105	114	109	111	98	86	97
	Demand (c)	108	103	102	90	103	97	99	99
	Demand (d)	114	108	107	92	104	94	92	92

TABLE 6—continued

		1967	1968	1969	1970	1971	1972	1973	1974
Tea	Prices (a) . . .	116	110	105	104	101	94	89	84
	Purchases (b) . . .	111	106	103	107	98	93	90	93
	Demand (c) . . .	108	105	102	108	97	95	91	95
	Demand (d) . . .	108	105	102	107	97	95	91	96
Instant coffee	Prices (a) . . .	116	107	105	101	102	92	93	87
	Purchases (b) . . .	73	87	93	102	106	112	114	123
	Demand (c) . . .	72	84	93	99	107	109	119	128
	Demand (d) . . .	75	87	96	101	108	107	114	121

(a) Deflated to allow for changes in the General Index of Retail Prices.

(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.

TABLE 7
Estimates of price and cross-price elasticities of demand for broad food groups, 1967-1974

	Elasticity with respect to the price of:														Standard error of own-price elasticities (g)	Proportion of variation explained by demand parameters (b)			
	Milk & cream	Cheese	Carcass meat	Other meat	Fish	Eggs	Fats	Sugar & pre-serves	Potatoes	Other vegetables	Fresh fruit	Other fruit	Bread	Other cereals		Beverages	I	II	III
Milk and cream	.16	.04	.00	.04	.03	.01	.04	.01	.04	.18	.02	.09	.20	.03	.10	.37	.10	.13	
Cheese	.17	.29	.44	.54	.13	.07	.38	.19	.01	.01	.07	.20	.07	.03	.01	.57	.18	.28	
Carcass meat	.00	.08	.60	.25	.10	.03	.02	.04	.00	.02	.05	.00	.08	.13	.01	.76	.19	.15	
Other meat	.02	.08	.22	.95	.12	.02	.04	.00	.03	.04	.02	.12	.04	.03	.06	.59	.30	.30	
Fish	.08	.07	.35	.46	.92	.18	.18	.01	.10	.09	.17	.01	.13	.13	.10	.78	.08	.26	
Fresh fruit	.02	.05	.12	.09	.08	.11	.08	.02	.04	.00	.05	.01	.05	.03	.00	.70	.03	.12	
Other fruit	.08	.18	.06	.12	.15	.06	.02	.05	.08	.12	.06	.07	.11	.12	.09	.65	.02	.12	
Bread	.05	.17	.21	.00	.01	.03	.10	.05	.05	.03	.09	.01	.26	.24	.13	.79	.26	.27	
Other cereals	.17	.01	.02	.19	.16	.05	.16	.05	.18	.09	.05	.02	.03	.16	.08	.84	.04	.09	
Beverages	.05	.00	.04	.08	.04	.00	.07	.01	.03	.34	.09	.08	.11	.01	.02	.57	.09	.21	
Average deflated price (c)	3.32	16.85	22.64	17.68	20.38	1.34	10.57	3.57	1.44	5.86	5.70	8.07	4.18	8.58	27.58				
Average purchases (d)	4.88	3.54	15.31	22.25	5.08	4.27	11.58	18.13	44.69	35.42	16.57	6.51	36.22	24.84	3.38				

(a) Standard errors of the cross-price elasticities are not shown in the table but in most cases they are between .05 and .15.
 (b) Column I shows the proportion of the total variation in average purchases which can be explained by seasonal and annual shifts in demand and by changes in income in a single-equation model. (Values shown in the corresponding column of the previous Annual Report should have been subtracted from unity.)
 (c) Column II shows the proportion of the residual variation in average purchases (after removal of seasonal and annual shifts and income effects) which can be explained by the own-price variation in a single-equation model.
 (d) Column III shows the proportion of the residual variation in average purchases (after removal of seasonal and annual shifts and income effects) which can be explained by variation in all prices in the multivariate model. For technical reasons, some of the proportions given in this column are slightly smaller than those given in Column II for the single-equation model.
 (e) New pence per lb deflated to January 1962 general price level, except for new pence per pint of milk and cream and new pence per egg.
 (f) Ounces per person per week, except for pints of milk and cream and number of eggs.

TABLE 8

Annual indices of average deflated prices, purchases and demand (a) for broad food groups, 1967-1974

(average for the whole period=100)

		1967	1968	1969	1970	1971	1972	1973	1974
Milk and cream	Prices . . .	101	102	102	101	109	106	101	77
	Purchases . . .	100	100	102	97	100	99	101	101
	Demand . . .	102	102	104	100	103	99	97	93
Cheese	Prices . . .	98	93	88	87	98	118	112	107
	Purchases . . .	93	95	99	101	103	99	105	104
	Demand . . .	84	92	97	98	97	104	117	110
Carcass meat	Prices . . .	90	95	96	95	95	101	118	110
	Purchases . . .	109	103	103	102	106	96	88	94
	Demand . . .	105	102	103	99	104	99	94	95
Other meat	Prices . . .	102	98	97	96	95	94	108	110
	Purchases . . .	95	99	101	106	100	102	102	96
	Demand . . .	100	101	101	106	98	96	103	97
Fish	Prices . . .	95	93	91	94	97	102	111	119
	Purchases . . .	112	111	107	104	96	98	89	81
	Demand . . .	106	104	102	104	97	99	92	96
Eggs	Prices . . .	102	102	103	98	98	81	109	112
	Purchases . . .	105	103	103	104	101	98	95	92
	Demand . . .	108	103	103	103	102	97	93	91
Fats	Prices . . .	107	100	96	96	111	105	90	95
	Purchases . . .	103	102	102	104	101	96	97	96
	Demand . . .	108	105	108	107	102	91	92	87
Sugar and preserves	Prices . . .	105	102	100	94	95	99	97	108
	Purchases . . .	111	106	104	107	102	97	89	83
	Demand . . .	109	103	100	101	96	99	97	94
Potatoes	Prices . . .	117	93	107	109	87	89	96	102
	Purchases . . .	106	105	101	107	99	93	94	94
	Demand . . .	107	102	100	106	99	95	96	94
Other vegetables	Prices . . .	99	99	102	98	98	98	101	105
	Purchases . . .	97	99	99	102	100	100	102	101
	Demand . . .	96	97	100	102	99	99	101	106
Fresh fruit	Prices . . .	109	104	100	89	94	100	105	100
	Purchases . . .	96	101	104	103	110	95	96	97
	Demand . . .	105	107	108	100	109	92	93	87
Other fruit	Prices . . .	104	101	100	99	95	94	97	109
	Purchases . . .	101	99	102	97	102	100	108	91
	Demand . . .	98	103	108	106	103	96	95	91
Bread	Prices . . .	95	98	98	100	100	101	100	108
	Purchases . . .	111	106	104	105	98	95	92	90
	Demand . . .	110	105	105	105	99	97	91	87
Other cereals	Prices . . .	102	101	100	97	96	99	98	107
	Purchases . . .	101	101	100	102	102	98	99	97
	Demand . . .	101	102	101	101	102	98	98	97
Beverages	Prices . . .	108	104	103	102	103	96	94	90
	Purchases . . .	105	105	104	107	99	95	90	94
	Demand . . .	113	110	106	106	104	94	86	79

(a) After removal of effects of price changes and income changes.

APPENDIX C

Estimates of national supplies of food moving into consumption

The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For some purposes, however, it is useful to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food used in the manufacture of soft drinks and sweets, food consumed in catering establishments or in institutions such as hospitals, boarding schools and prisons, food consumed by HM Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain.¹ Estimates (expressed as averages per head per year) of national supplies of the main foods moving into consumption in the United Kingdom for each of the years 1971 to 1974 are given on the next page.

¹The 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, 1971-1974*

	1971	1972	1973	1974	
lb per head per year					
Dairy products, excluding butter (as milk solids)	56.1	56.5	56.7	57.2	
Cheese (also included in dairy products)	12.4	11.9	12.8	13.0	
Meat (edible weight)	117.1	114.5	106.6	106.7	
Poultry, game and rabbits (edible weight)	17.0	19.0	18.6	18.5	
Fish (edible weight)	18.4	18.3	18.1	17.5	
Eggs	35.0	34.9	33.6	32.8	
Butter	18.0	15.9	16.8	18.8	
Margarine (a)	12.7	14.0	12.8	11.1	
Lard and compound cooking fat	11.2	12.4	12.0	13.4	
Other edible oils and fats	13.5	12.3	14.2	13.2	
Total fats (fat content)	49.7	48.8	50.1	50.4	
Sugar and syrups (b)	112.7	115.1	114.0	124.5	
Sugar (c)	99.8	101.3	99.2	108.7	
Potatoes	221.2	215.2	218.4	219.8	
Other vegetables	133.9	139.0	146.2	146.5	
Fruit (fresh equivalent)	129.1	123.9	125.6	121.0	
Pulses, nuts, etc	11.7	12.7	13.5	11.6	
Grain products	159.7	158.6	158.8	154.2	
Tea	8.2	8.0	7.5	7.8	
Coffee	4.7	4.4	5.9	4.5	
Chocolate confectionery (d)	13.0	14.1	15.5	15.2	
Sugar confectionery (d)	12.0	12.0	12.4	12.1	
Nutritional value					
per head per day					
Energy	kcal	3,070	3,060	3,040	3,000
Protein: animal	g	52.4	52.6	51.1	52.3
vegetable	g	32.4	32.5	33.1	31.6
total	g	84.8	85.1	84.2	83.9
Fat	g	144	142	141	133
Carbohydrate	g	384	385	384	393
Calcium	mg	1,110	1,110	1,120	1,110
Iron	mg	14.8	14.9	14.7	13.0
Thiamin (e)	mg	1.88	1.89	1.88	1.71
Riboflavin	mg	1.89	1.96	1.97	1.94
Nicotinic acid (f)	mg	20.3	20.2	20.7	19.2
Nicotinic acid equivalent (g)	mg	35.0	35.5	35.7	34.3
Vitamin C (e)	mg	100	99	99	99
Vitamin A: retinol equivalent (h)	µg	1,320	1,370	1,290	1,280
Vitamin D	µg	2.98	3.15	3.23	2.87
Energy: alcoholic drink (i)	kcal	136	142	153	159

NB: More detailed estimates for the years 1971-1974 were published in *Trade and Industry*, Vol. 21, No. 2, pages 118-121, 10th October 1975.

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

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

(f) Total nicotinic acid.

(g) Available nicotinic acid plus the contribution from tryptophan.

(h) Retinol activity and carotene are added together to obtain the total vitamin A or retinol equivalent.

(i) Not included in total energy shown above.

(j) Using revised nutrient and energy conversion factors for 1974 based on new analytical information for meat. The effects have been to reduce the totals for fat, iron and thiamin in 1974 by 6, 11 and 9 per cent respectively. Using the old factors the figures for 1974 would have been 141, 14.4 and 1.87. The total energy value, using 1973 factors, would have been 3,070 kcal per head per day.

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.

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. Sometimes referred to as "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 18 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 (other than sausages), 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 frozen foods which fulfil the requirements of the previous sentence.

Deflated price. See "Real price".

Demand. This term is popularly, and mistakenly, confused with "consumption" or "sales". The economic concept of demand is best visualized as a demand schedule or demand curve which represents the whole series of quantities which would be demanded by consumers at different prices, other things being equal. Thus, a change in demand signifies a shift in the entire demand schedule or curve and is generally associated with such major factors as a change in incomes, tastes or marketing policies.

Elasticity of demand. A measure for evaluating the influence of variations in prices (or in incomes) on purchases. 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 1 per cent; a minus sign attached to the elasticity coefficient indicates that purchases 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 purchases of the commodity is measured in terms of the percentage change in the physical amount of the commodity, the elasticity may be referred to as an *income elasticity of quantity*, but if the change 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 quantity (Q) of 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 complies with the theoretical relationships which should exist between them (eg 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. It is also used to make comparisons at one point of time between different household groups.

Foods, Survey classification of – See Appendix A, Table 12, which lists the 153 categories into which the Survey normally classifies food purchases.

Food obtained for consumption. Food purchases plus garden and allotment produce, etc (q.v.). Neither ‘consumption’ nor ‘intake’ need be identical with ingestion.

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 eight income groups (A1, A2, B, C, D, E1, E2 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. All households whose heads are adult male full-time agricultural workers earning less than the lower limit for income group C are nevertheless placed in that group so as to keep the occupational composition of income groups C and D as closely as possible the same over time.

Index of real value of food purchased (index of food purchases). 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. It is identical with an index of

quantities derived as the geometric mean of two separate quantity indices formed as weighted averages of quantity relatives, the weights in the one case being equal to expenditure in the base period, and in the other case, the weights are equal to the current cost of the base-period quantities.

Larger towns. See "Type of area".

Intake. See "Food obtained for consumption".

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 94 in Chapter 5).

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 (including the component saturated, monounsaturated and polyunsaturated fatty acids), 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, foods of animal origin are of greater value than those of vegetable origin, because of a greater content of some B vitamins and trace elements, 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.

Old age pensioner households (OAP). Households in which at least three-quarters of total income is derived from National Insurance retirement or similar pensions and/or supplementary pensions or allowances paid in supplementation or instead of such pensions. Such households will include at least one person over the national insurance retirement age.

Person. An individual of any age who during the week of the Survey spends at least four nights in the household ("at home"), and has at least one meal a day from the household food supply on at least four days, except that if he/she is the head of the household, or the housewife, he or she is regarded as a person in all cases.

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. 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, or in the case of non-temporal comparisons (eg regional, type of area, income group and household composition), with weights appropriate to the group under consideration and the national average respectively.

"Price of energy" indices. These indices show relative differences in the "cost per calorie". They have been obtained by dividing the money value of food obtained for consumption (purchases plus supplies from garden and 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 variations in consumers' choice of food as well as variations in prices paid.

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. 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.

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) eggs, fresh and processed fish, shell fish, potatoes, fresh vegetables and fresh fruit. (See also Table 12 in Appendix A).

Semi-rural areas. See "Type of area".

Smaller towns. See "Type of area".

Standard errors. Like all estimates based on samples, the results of the Survey are subject to chance variations. The magnitude of the possible inaccuracy from this cause is indicated by the standard error of the estimate, examples of which are given in paragraph 5 and Tables 15 and 16 of Appendix A for an important selection of the Survey results. Conventionally, the extent of this inaccuracy (above or below the estimate presented) is expected rarely to exceed twice the standard error. Standard errors of certain derived statistics (for example, some of the demand parameters given in Appendix B) may be interpreted in the same way even though, in this case, the chance variation is not wholly a result of sampling procedure, but is augmented by the attempt to fit smooth demand equations.

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. Free school milk and free welfare milk are valued at the average price paid by the group for full price milk. (*See also* "Garden and allotment produce, etc.").

Symbols and conventions used

Symbols. The following are used throughout:

— = nil

... = less than half the final digit shown

na = 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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