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MINISTRY OF  
AGRICULTURE, FISHERIES AND FOOD

# Domestic Food Consumption and Expenditure: 1958

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Annual Report of the  
National Food Survey Committee

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**1960**



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## Preface

NEARLY twenty years have elapsed since the Government began to collect records of food consumption and expenditure in private households, and twelve years since the National Food Survey Committee began to analyse them in detail for publication. Two preliminary reports dealt with the years 1940-49, and the present volume is the ninth of the annual series begun in 1950.

During these two decades the Survey has evolved to meet the changing needs of the times. When it began, the nutrition of considerable sections of the population had for many years been unsatisfactory, and direct measures were taken during the war and afterwards to improve the nutritive value of the national diet, most of which have become permanent. Although the virtual elimination of primary poverty has removed in the United Kingdom what is, in any country, the main cause of dietary deficiencies, the nutritional interest of the Survey remains, particularly for studying long-term trends. Under present conditions, however, the more immediate uses of the Survey are economic. Because of the continuation of controls after the war, this is the first Annual Report in which an attempt has been made to analyse consumer demand in a free market on the basis of time-series as well as cross-sectional data. The series used are still very short, though the continuous nature of the Survey has enabled the best use to be made of them.

The National Food Survey, though primarily intended to provide information for the Government, inevitably contains much of interest to all who are concerned, directly or indirectly, with the home market for food. They will find the main quarterly results for the year 1959 summarised in the *Monthly Digest of Statistics*. Private firms, trade associations or other bodies requiring more detailed analyses than these may apply to the Committee's Secretaries for relevant particulars.

The present Report, like its predecessors, was planned and largely executed by the Secretaries. Mr. A. H. J. Baines was responsible for the sections on food supplies, expenditure, consumption and prices, and Miss D. F. Hollingsworth for those dealing with the energy value and nutrient composition of the diet. The demand analyses were carried out by Mr. S. Clayton using methods developed by Mr. J. A. C. Brown of the Department of Applied Economics, University of Cambridge. The Committee also wish to express their thanks to the Ministry's Scientific Adviser (Food), the Chief Statistician and the officers of their Divisions who were concerned in the preparation of this Report, to the staffs of the Social Survey Division of the Central Office of Information and the Combined Tabulating Installation of H.M. Stationery Office, and to the anonymous housewives who have voluntarily provided the family food budgets on which these Reports are based.

J. H. KIRK

*Chairman, National Food Survey Committee*

April, 1960

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# I

## Introduction

1. The Annual Report for 1958 follows the same general arrangement as that for the previous year. The chapter dealing with family composition has been expanded to include, in addition to the usual section on family composition and social class, two special studies dealing with the effect of the housewife's employment on the household diet and with the diets of households dependent on one woman. Another new feature is the inclusion of a chapter on income and price elasticities of demand for all the main commodities. The demand for butter, margarine and milk is dealt with more fully in Appendix F. A chapter on geographical differences has been included.

2. Apart from the analyses contained in this Report, more recent information, limited to expenditure on 17 food groups and consumption of 24 groups is published regularly in the *Monthly Digest of Statistics* for all households, income groups and selected types of family.

3. The basic tabulations of Survey data, although not all published, are preserved for reference; they contain quarterly estimates of domestic food expenditure, consumption and prices by each class, type of household, region and type of area for some 120 different foods. The series of national averages for this full classification is continued in Appendix B and that for geographical areas in Appendix D, but in the body of the Report a simplified list of 41 food groups has been used. Unpublished data can be supplied on payment varying according to the amount and nature of the information required. Application should be made to the Secretaries of the National Food Survey Committee.

4. In some of the tables, figures have been rounded to the nearest digit shown, and this may cause an apparent slight discrepancy between the total and the sum of the constituent items. The following symbols are used throughout:

- = nil
- ... = less than half the final digit shown
- n.a. = not available, or not applicable

# II

## Food Supplies moving into Consumption, 1958

5. Before considering the National Food Survey record of trends in domestic food consumption during 1958, it is useful to review changes in the general pattern of personal income and expenditure and in the available supplies of the main foods.

In 1958 there was an increase of rather more than 3 per cent in total personal expenditure per head on food. The real value of food supplies per head, estimated by revaluing at 1954 prices the quantities purchased, rose by approximately 1 per cent, which was about the same increase as in the previous year but less than the  $1\frac{1}{2}$  to 2 per cent a year recorded between 1954 and 1956. For all goods and services, the corresponding rise between 1957 and 1958 was 5 per cent at current prices and  $2\frac{1}{2}$  per cent at 1954 prices; of these increases, food accounted for just under a quarter.

6. Table 1 summarises changes in supplies moving into civilian consumption between 1955, the first full year after rationing ended, and 1958, with comparative figures for 1934-38. These estimates cover non-domestic items specifically excluded from the National Food Survey, namely, food consumed in institutions, soft drinks, sweets and meals, snacks and ice-cream obtained outside the home.

7. A noteworthy change compared with 1957 was the continued increase in supplies of butter and the decrease in those of margarine, though the former remained below and the latter well above the pre-war levels. In terms of fat content, total supplies of edible oils and fats have varied little since 1954. Consumption of shell eggs was greater than ever before, and poultry supplies continued to increase rapidly. Total supplies of vegetables other than potatoes exceeded the pre-war average for the first time since 1951. Supplies of coffee again increased, and supplies of chocolate confectionery rose slightly at the expense of those of sugar confectionery; the latter have been declining since 1955. The only main foods whose average consumption was less than before the war were butter, fresh fish, fresh citrus fruit and cereal products.

8. The estimates of the energy value and nutrient content of food supplies given in Table 1 relate to total supplies available for consumption and are therefore not directly comparable with those derived from National Food Survey data, which relate only to the quantities of food obtained for consumption in the home. The energy value of available food supplies again increased, though hardly significantly, to 3,160 Cal. per head per day, 5 per cent more than before the war. Supplies of animal protein exceeded 50 g. per head per day for the first time, while those of vegetable protein continued to decline. The fat content of the diet rose for the sixth successive year, and there were increases in all other nutrients except iron and riboflavin. Food supplies in 1958 were in every respect of higher nutritional value than those available before the war. The most marked changes in nutritive value were those for calcium and thiamine, for which the explanations given in an earlier report<sup>(1)</sup> were still valid: increased milk consumption and the fortification of flour with *creta praeparata* accounted for the former increase, and the restoration to flour of thiamine was largely responsible for the latter. Next in order of relative magnitude were the increases in nicotinic acid, vitamin A, iron and animal protein. The main cause of the increases in nicotinic acid and iron was the restoration of flour with these nutrients, as well as thiamine; increased meat supplies made a minor contribution. Increased consumption of dairy products was the main reason for increased animal protein, with meats making a relatively low contribution. The rise in vitamin A was derived in almost equal amounts from milk and its products, liver, vegetables containing carotene and margarine fortified with vitamin A, which more than offset reduced butter consumption.

<sup>(1)</sup> See *Domestic Food Consumption and Expenditure, 1955*, paragraph 9., H.M.S.O., 1957.

TABLE I  
Changes in Supplies of Principal Foods Moving into Consumption  
in the United Kingdom (a)  
Pre-war, 1955, 1956, 1957 and 1958

	Pre-war	1955	1956	1957	1958	1958	
						percentage change on 1957	percentage change on 1934-38
<i>(lb. per head per annum)</i>							
Dairy products (b), excluding butter (as milk solids)	38.4	53.2	54.1	53.5	54.3	+ 1	+41
Cheese (included also in dairy products)	8.8	9.0	9.3	10.0	9.9	- 1	+13
Meat (edible weight)	110.0	111.2	113.6	116.2	115.4	- 1	+ 5
Fish, including canned fish (edible weight)	26.2	21.3	22.4	21.8	22.7	+ 4	-13
Poultry, game and rabbits (edible weight)	6.5	4.9	5.4	6.0	6.7	+12	+ 3
Eggs and egg products (total shell egg equivalent) (c)	28.3	29.2	30.9	30.6	31.5	+ 3	+11
Oils and fats:							
Butter	24.7	14.6	15.6	17.5	20.2	+15	-18
Margarine	8.7	17.9	16.9	15.1	13.4	-11	+54
Lard and compound cooking fats	9.3	10.6	10.7	10.4	10.8	+ 4	+16
Other edible oils and fats	10.0	10.3	10.4	11.2	9.8	-13	- 2
Total (fat content)	47.1	48.1	48.3	48.8	48.6	- 1	+ 3
Sugar and syrups (d)	104.6	111.2	113.4	116.1	117.9	+ 2	+13
Potatoes	181.9	225.6	209.2	212.6	213.3	+ 0	+17
Pulses, nuts, etc.	9.5	11.5	13.1	12.3	11.0	-11	+16
Fruit, including tomatoes (fresh equivalent) (e)	137.4	140.7	135.8	142.4	140.3	- 2	+ 2
Vegetables, other than potatoes	107.0	100.9	104.6	105.5	109.7	+ 4	+ 3
Cereal products	210.1	196.2	193.2	187.6	188.0	+ 0	-11
Tea	9.3	9.4	10.1	9.8	9.9	+ 1	+ 6
Coffee	0.7	1.3	1.5	1.6	1.7	+ 6	+143
Chocolate confectionery (f)	10.3	11.8	12.9	12.8	13.0	+ 2	+26
Sugar confectionery (f)	12.4	16.0	15.4	14.6	14.4	- 1	+16
<i>(per head per day)</i>							
Total calories	3,000	3,130	3,140	3,150	3,160	+ 0	+ 5
Protein: Animal (g.)	43.5	48.0	49.4	49.7	50.2	+ 1	+15
Vegetable (g.)	36.6	35.0	34.9	34.3	34.2	- 0	- 7
Fat (g.)	130.0	137.7	138.8	140.1	140.7	+ 0	+ 8
Carbohydrate (g.)	377.3	389.5	388.6	388.4	389.5	+ 0	+ 3
Calcium (mg.)	689	1,113	1,130	1,128	1,147	+ 2	+66
Iron (mg.)	13.1	14.2	14.7	15.7	15.6	- 1	+19
Vitamin A (i.u.)	3,698	4,235	4,522	4,476	4,585	+ 2	+24
Thiamine (mg.)	1.3	1.7	1.6	1.7	1.8	+ 6	+38
Riboflavin (mg.)	1.6	1.8	1.8	1.8	1.8	0	+13
Nicotinic acid (mg.)	13.1	15.0	15.3	16.2	16.4	+ 1	+25
Vitamin C (mg.)	93	96	92	94	96	+ 2	+ 3

(a) More detailed estimates will be found in the *Board of Trade Journal*, Vol. 177, No. 3,260, 11th September, 1959.

(b) One pint of milk taken as equal to 1.3lb. approximately.

(c) One egg taken as 2 oz. approximately.

(d) Includes sugar in manufactured foods (which is not included elsewhere in the table, except for confectionery) but excludes sugar used in brewing and distilling.

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

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

9. When viewing the recent economic background of the diet, it is convenient to take 1954 as a base period, since this was the year rationing ended and is also the reference year for other statistical series. Between 1954 and 1958 consumers' expenditure per head at current prices both on all goods and services and on food increased by 22 per cent; at constant (1954) prices, by 7 and 6 per cent respectively. The Index of Retail Prices rose by 17 per cent for all items and by 18 per cent for food. The Survey index of average food prices covers virtually all domestic food purchases and also takes into account changes in their pattern since the base period; it therefore records a somewhat smaller increase than the London and Cambridge food price index, which has different coverage and has fixed weights except for a break in 1956.

10. Table 2 shows that during the period under review average weekly earnings moved steadily ahead of the general level of prices, and also outpaced both total and domestic food expenditure. The proportion of consumers' expenditure (at current prices) which was devoted to food rose steadily from 1946 to 1956, but subsequently tended to decline, as might be expected under free market conditions with a rising demand for many consumer durables.

TABLE 2  
*Changes in Earnings, Prices and Consumers' Expenditure 1954-58*  
(1954 = 100)

	1954	1955	1956	1957	1958
Index of average weekly earnings (a)	100	109	118	123	128
Index of Retail Prices (all items)	100	105	110	114	117
Retail food prices:					
National Food Survey Index	100	106	111	114	115
London and Cambridge Index (b)	100	108	112	115	118
Domestic food expenditure per head (N.F.S.)	100	109	116	118	120
Total food expenditure per head (c)					
at current prices	100	108	114	118	122
at 1954 prices	100	102	104	105	106
Total consumers' expenditure per head (c)					
at current prices	100	107	112	117	122
at 1954 prices	100	103	104	105	107
Total food expenditure as percentage of total expenditure on consumers' goods and services (c)					
at current prices	31.6	32.1	32.3	32.0	31.4
at 1954 prices	31.6	31.3	31.7	31.6	31.4

(a) *Ministry of Labour Gazette*, Vol. 67, No. 2, February 1959.

(b) *Bulletin of the London and Cambridge Economic Service*, in *The Times Review of Industry*, March 1959. The food component of the Index of Retail Prices, on which this index is based, has a discontinuity at the beginning of 1956.

(c) *Monthly Digest of Statistics*.

11. Table 3 compares quarterly changes in domestic food expenditure per head in 1957 and 1958 with changes in retail prices and weekly wage rates. The seasonal peak in food prices occurred in the second quarter, mainly because of a shortage of old potatoes, together with higher prices for carcase meat and bacon. With the arrival of new potatoes and the seasonal fall in fruit and vegetable prices, the food price index fell in the third quarter, but in the fourth it increased again because of the poor main crop of potatoes. These changes are reflected in the Survey estimates of household food expenditure per head.

TABLE 3  
Domestic Food Expenditure, Wage Rates and Prices 1957-58  
(January-March 1957 = 100)

	1957				1958			
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Weekly wage rates . . . . .	100	103	104	104	105	105	107	108
Index of Retail Prices:								
All items . . . . .	100	101	102	103	104	105	104	105
Food . . . . .	100	101	103	102	102	106	102	105
Domestic food expenditure per head (National Food Survey)	100	105	105	105	102	107	104	106

### III

## The Household Diet in 1958

### Food Expenditure and Prices

12. Estimates of total domestic expenditure on food and of the value of free supplies are given in Table 4 for each quarter of 1957 and 1958. As in the previous Report, it has been necessary to make adjustments for some over-representation of households in wholly rural areas<sup>(1)</sup> (which have access to greater free supplies of a number of foods), but the effect of the adjustment was found to be smaller than in 1957. The correction for rural bias increased the estimated average domestic expenditure on all food by 0.51d. per head per week (0.15 per cent) and reduced the average value of free food by 0.48d. (4.1 per cent), so that the total value of food obtained for consumption was virtually unchanged. Nevertheless, a difference of ½d. in total food expenditure is not negligible in comparison with the standard error (about 1d.), or with the actual increase of 3½d. between 1957 and 1958. The estimates for differ-

<sup>(1)</sup> Rural districts with population density not greater than one person per four acres, which are not contiguous to urban areas with a population of 25,000 or more.

ent income groups and types of family have not been re-weighted, since the correct geographical distribution of these separate groups is not known.

13. The quarterly re-weighted estimates in Table 4 conceal a number of fluctuations, largely seasonal in character. Domestic expenditure on food in 1958 rose steadily from 27s. 4d. per head per week in January to 28s. 3d. in April, and reached a new high level of 29s. 8d. in June; the average fell sharply in July, mainly because of cheaper supplies of vegetables, especially potatoes, and a temporary reduction in meat purchases. From August to November expenditure was very stable at around 28s. 6d., but it increased to 28s. 10d. in December, when more was spent on fruit and nuts for Christmas. Field work for the year ended on Friday, 19th December, so that the monthly averages for some foods are doubtless underestimated, especially those for poultry, purchases of which are often delayed until Christmas Eve.

TABLE 4  
*Domestic Food Expenditure, Value of Free Food, and Value of Food  
obtained for Domestic Consumption, 1957 and 1958  
(per head per week)*

	Expenditure on food			Value of free food		Value of consumption		
	1957	1958	Per-centage change	1957	1958	1957	1958	Per-centage change
	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	
1st Quarter . . .	27 1	27 8	+2.2	8	8	27 9	28 4	+2.2
2nd Quarter . . .	28 6	29 0	+1.9	10	9	29 3	29 9	+1.8
3rd Quarter . . .	28 6	28 3	-0.8	1 6	1 5	30 0	29 8	-0.9
4th Quarter . . .	28 5	28 8	+0.7	10	11	29 4	29 6	+0.8
Yearly average . . .	28 1	28 5	+1.0 <sup>a</sup>	11	11	29 1	29 4	+0.9

<sup>a</sup>This figure is obtained by giving equal weight to the four quarters. Taking the year's sample as a whole, the rise would be 1.2 per cent, as stated in *Economic Trends*, November 1958.

14. "Free" food is food which enters the household during the survey week without payment, and 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; it also includes certain home-produced foods, namely potatoes, beans, bottled fruit and tomatoes, preserves, apples and pears and eggs, which are withdrawn from store and used during the survey week. Free supplies were valued for each group of households by applying the average prices currently paid by that group for corresponding purchases, and the value of free food was added to the household food expenditure to obtain an estimate of the total value of food obtained for domestic consumption (abbreviated as "value of consumption"). This appears to be the only practicable method of valuing free supplies, though if the households concerned had not had access to such supplies, they would probably not have fully replaced them by purchases at full retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk were not valued, and cheap welfare milk was entered at its actual retail price. Cod liver oil and vitamin A and D tablets have been excluded from the analysis



because of their erratic effect on some of the nutritional estimates. Purchases were recorded when they were brought into the household, not at the time of actual consumption, but any consequential slight distortion of seasonal differences should be evened out over the full year.

15. The average value of free supplies at current retail prices, calculated as in paragraph 12, was 11·3d. per head per week, 1 per cent less than in the preceding year. The seasonal maximum (20·5d.) occurred in August, as in 1957, but value of consumption was greatest in June, because of the very pronounced peak in food expenditure before garden supplies became plentiful.

16. Improvements in service, processing and packaging have gained momentum in recent years, and are reflected in shifts of demand from such staple foods as bread, flour, potatoes, fresh fish and preserves to cakes and biscuits, processed fish, cereal, vegetable and meat products and other miscellaneous processed foods, in which the manufacturer has relieved the housewife of much of the labour of preparation. Table 5, which illustrates changes during 1954-58 in the quantities of certain foods purchased, shows that in 1958 there was a further shift in demand towards "other" milk and cream, "other" meat, processed and prepared fish, "other" fruit and vegetables, "other" cereal foods and miscellaneous foods; most of these groups contain food products recently developed. Butter was exceptionally cheap in 1958 and tended to displace margarine. The fall in fresh fruit should also be associated with supply rather than demand. Bread made up a little of the ground lost in previous years, though the gain was entirely in the dearer kinds of bread.

TABLE 5  
Indices of Quantities of Principal Food Groups purchased in 1954-58  
(1954 = 100)

	Quantity decreases				Quantity increases				
	1955	1956	1957	1958	1955	1956	1957	1958	
Liquid milk .	101	101	101	98	Other milk and cream	111	123	121	140
					Cheese . . . . .	96	98	98	101
Pork . . . . .	96	79	82	89	Beef and veal . . . . .	102	109	115	104
Bacon . . . . .	100	96	96	98	Mutton and lamb . . . . .	110	120	105	101
Fresh fish . . . . .	101	99	94	88	Other meat . . . . .	102	106	110	116
					Eggs . . . . .	98	106	105	106
					Processed and prepared fish . . . . .	115	131	130	138
Margarine . . . . .	97	93	83	72	Butter . . . . .	111	116	133	151
Cooking and other fats . . . . .	99	96	91	96					
Preserves . . . . .	95	88	85	83	Sugar . . . . .	104	106	104	109
Potatoes . . . . .	97	94	93	91	Fresh green vegetables	108	105	117	115
Fresh Fruit . . . . .	104	104	108	97	Other vegetables . . . . .	103	114	108	116
					Other fruit . . . . .	118	121	126	127
Bread . . . . .	98	92	88	90	Cakes and biscuits . . . . .	105	109	112	113
Flour . . . . .	97	89	88	88	Other cereals . . . . .	106	113	116	118
					Tea . . . . .	99	102	99	101
					Other beverages . . . . .	97	102	105	105
					Miscellaneous foods . . . . .	114	121	128	133

17. The continued and remarkable stability of consumers' outlay as between certain broad groups of food is again evidenced by Table 6, which compares the percentages of total domestic food expenditure devoted to the main food groups in October 1958 to March 1959, which were the same as those found in the previous year, with those found by Crawford and Broadley<sup>(1)</sup> for October 1936 to March 1937. Changes in household spending habits have therefore taken place mainly within these five broad groups, not between them; but it should be noted that the actual consumption of liquid milk has increased relatively more than expenditure because of the availability of welfare and free school milk.

TABLE 6  
*Allocation of Domestic Food Expenditure to Main Food Groups,  
1936-1937 and 1957-1959*

	<i>Crawford and Broadley October 1936- March 1937</i>	<i>National Food Survey</i>	
		<i>October 1957- March 1958</i>	<i>October 1958- March 1959</i>
Milk, eggs and cheese . . . . .	18	18	18
Meat and fish . . . . .	30	32	32
Fruit and vegetables . . . . .	14	16	16
Cereals, fats, sugar and preserves . . . . .	27	26	26
Other foods . . . . .	11	8	8
<i>All foods . . . . .</i>	<i>100</i>	<i>100</i>	<i>100</i>

18. Total domestic food expenditure rose by 3½d. per head per week between 1957 and 1958 (see Table 8); this was much the smallest increase recorded by the Survey since the sample was extended in 1950. Increases in expenditure on potatoes (3d.), total meat (1¼d.), prepared fish (1d.) and eggs (1d.) were partly offset by decreases in full price liquid milk (1½d.), fruit (1½d.) and margarine (1d.). As these estimates are affected variously by price changes they should not be considered in isolation from the corresponding changes in consumption discussed in paragraphs 25-43.

19. Table 7 shows for each quarter of the year, and for each of the main food groups, the percentage change in the average price paid and the average quantity purchased, compared with the corresponding quarters of 1957. This form of comparison removes seasonal variations as far as possible and so indicates the underlying trends. The quantity or rather "quantum" of purchases is measured by an index obtained by deflating the index of expenditure by a price index of the Fisher Ideal type, the geometric mean of indices with weights appropriate to the earlier and the later periods respectively. It is thus possible to estimate how much of the increase in domestic food expenditure between 1957 and 1958 was due to price increase and how much to a real gain in consumer satisfaction (an economic concept which may not correspond either with the nutritional value of the diet or with its physical volume).

20. Such an apportionment of the expenditure rise between price and quantum presents some conceptual difficulty. When incomes rise more than prices, housewives tend to buy more expensive foods. Any increase in expenditure must, by the method of calculation used, be shown as associated with either a price or a quantity rise. Purchase of a more expensive variety of a particular food might appropriately

<sup>(1)</sup> *The People's Food*: Heinemann, 1938.

be recorded in a third category, that is as a quality change. Conceptually, purchase of a more expensive variety indicates a rising standard of living, and if it has to be shown as either a price or a quantity change it should therefore be shown as a quantity change. In some circumstances, however, it is shown as a price change, because the Survey classification of foods cannot be indefinitely detailed. A shift to a dearer variety within the same kind of food, for example, Danish instead of New Zealand butter, appears as a price rise because the average price paid for the commodity butter has increased. A shift of demand from margarine to butter, on the other hand, is a change to a new kind of food, from one commodity to another; there is no change in the price of either margarine or butter and hence this is recorded as a quantity change and does not affect the price index. It seems, therefore, that with rising standards of living the method used may slightly exaggerate the price rise and correspondingly underestimate the rise in the quantum of purchases. With declining standards of living the fall in standard might similarly be somewhat underestimated. With an indefinitely detailed sub-division of foods, an improvement in the average quality of purchases would always be regarded as a replacement of some foods by others, and thus would raise the quantity but not the price index – as it should, since the former is intended to assess changes in the standard of purchases, as measured by consumer preference. With the classification of foods actually used, such an interpretation of the quantity index can only be approximate.

21. With the above qualifications, it may be concluded that most of the small increase of 1 per cent in average domestic food expenditure in 1958 was attributable to higher prices for seasonal foods rather than an improvement in the standard of purchases. The rate of increase in the quantum of household food purchases, which was about two per cent per annum between 1953 and 1956, slowed down to about one half per cent in 1957 and was halted in 1958. For total food supplies moving into consumption, however, there was a rise of 1 per cent in both 1957 and 1958 (see paragraph 5). A diminution in the annual gain was not unexpected, if only because the rise in consumption due specifically to the decontrol of foodstuffs had been almost completed by the end of 1957, and the additional purchasing power of the public was being increasingly devoted to consumer goods other than food. Moreover, the average calorie intake of the population had reached such a level that there was little scope for increases in the quantum of purchases except through improvements in quality, service, processing and packing or through increased wastage. As explained above, improvements in quality are here taken to include shifts from less to more preferred foods.

22. Table 7 subdivides the price and quantity indices into components relating to seasonal and non-seasonal foods; the former group includes those main foods, listed at the foot of the table, which regularly exhibit a marked quarterly variation in price or in quantity. During the first half of 1958, potatoes, eggs, fresh green vegetables and fresh fruit were all much dearer than a year before. These increases in seasonal prices were partly offset by reductions in the prices of sugar, fats and cheese; indeed only the shortage of fruit and vegetables, especially potatoes, prevented a fall in the general level of food prices compared with the previous year. The quantity index for the second quarter showed a slight decrease, the first fall compared with a year before which had been recorded by the Survey since 1952. The improvement in the average household diet<sup>(1)</sup> appeared, at least temporarily, to have come to a

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<sup>(1)</sup>The quantity index is confined to purchases, but free supplies also showed no increase compared with 1957.

TABLE 7

*Changes in Indices of Average Prices and Quantities Purchased  
Quarters of 1958 compared with corresponding Quarters of 1957  
(percentage change)*

	Price					Quantity purchased				
	Quarter				1958 on 1957	Quarter				1958 on 1957
	1	2	3	4		1	2	3	4	
<b>MILK, CREAM AND CHEESE:</b>										
Liquid milk . . .	+ 5	+ 1	- 4	+ 0	+ 1	- 6	- 2	- 0	- 3	- 3
Natural cheese . . .	-22	-13	- 7	+24	- 7	+ 6	+ 3	+ 7	- 2	+ 3
Other . . .	- 1	- 3	- 4	- 1	- 2	+ 8	+15	+ 1	+16	+11
All . . .	+ 1	- 1	- 5	+ 3	- 0	- 3	- 0	+ 2	- 1	- 1
<b>MEAT:</b>										
Carcase . . .	+ 1	+ 1	+ 5	+ 8	+ 4	+ 0	- 2	- 7	-12	- 6
Bacon . . .	- 8	+ 5	+ 2	+10	+ 2	+ 4	+ 1	+ 4	- 3	+ 2
Other . . .	- 1	+ 1	+ 1	+ 4	+ 1	+ 7	+ 3	+ 8	+ 6	+ 6
All . . .	- 1	+ 2	+ 3	+ 7	+ 3	+ 3	- 0	- 1	- 5	- 1
<b>FISH . . .</b>	+ 3	+ 6	+ 7	+ 6	+ 6	+ 4	- 4	- 4	+ 5	- 0
<b>EGGS . . .</b>	+15	+20	- 2	- 2	+ 7	- 2	- 2	+ 2	+ 4	+ 0
<b>FATS:</b>										
Butter . . .	- 6	-22	-23	- 9	-15	+ 2	+18	+21	+12	+13
Margarine . . .	- 2	- 5	- 2	- 6	- 4	- 1	-16	-26	-12	-13
Other . . .	- 6	- 5	- 4	- 2	- 5	+ 6	+ 6	+ 2	+ 0	+ 5
All . . .	- 5	-15	-16	- 7	-11	+ 2	+ 6	+ 5	+ 4	+ 5
<b>SUGAR . . .</b>	-25	-20	- 2	+10	-12	+ 3	+ 9	+ 5	+ 2	+ 5
<b>PRESERVES . . .</b>	+ 1	- 1	- 1	- 1	- 1	- 0	- 0	- 1	- 7	- 2
<b>VEGETABLES:</b>										
Potatoes . . .	+50	+46	-11	+27	+30	- 0	+ 1	+ 3	- 9	- 2
Fresh green . . .	+16	+ 5	-15	+ 7	+ 2	-10	- 6	+ 8	+ 4	- 1
Other . . .	+ 1	+ 2	- 0	- 2	+ 0	+ 7	+ 9	+ 1	+ 6	+ 7
All . . .	+23	+20	- 9	+12	+13	+ 0	+ 2	+ 3	- 2	+ 1
<b>FRUIT:</b>										
Fresh . . .	+14	+14	- 2	-14	+ 2	-16	-23	+ 1	+ 0	-10
Other . . .	+ 1	+ 1	- 1	0	+ 0	+ 2	+ 1	- 3	- 4	+ 0
All . . .	+ 9	+10	- 2	- 8	+ 1	-10	-17	0	- 1	- 7
<b>CEREALS:</b>										
Bread . . .	- 1	- 4	- 2	- 2	- 2	+ 1	+ 2	+ 4	- 0	+ 1
Flour . . .	- 3	- 4	- 1	- 2	- 2	+ 5	- 2	- 3	- 3	- 0
Cakes and biscuits . . .	+ 1	+ 1	+ 1	+ 2	+ 1	+ 5	+ 3	+ 1	- 5	+ 1
Other . . .	+ 1	+ 2	+ 3	- 0	+ 0	- 0	+ 5	- 0	+ 4	+ 3
All . . .	- 0	- 1	- 0	- 0	- 1	+ 2	+ 2	+ 2	- 2	+ 1

TABLE 7—continued  
(percentage change)

	Price					Quantity purchased				
	Quarter				1958 on 1957	Quarter				1958 on 1957
	1	2	3	4		1	2	3	4	
<b>BEVERAGES:</b>										
Tea . . .	- 4	- 2	+ 1	- 1	- 2	+ 2	+ 1	- 1	+ 2	+ 1
Other . . .	+ 1	+ 4	- 3	- 0	+ 1	- 2	+ 4	+ 4	- 5	- 0
All . . .	- 3	- 1	- 0	- 1	- 1	+ 1	+ 2	+ 0	+ 0	+ 1
Miscellaneous (a)	+12	+ 3	+ 3	- 0	+ 3	+15	+13	-5	- 2	+ 7
Seasonal foods (b)	+11.6	+13.5	-4.2	+1.4	+5.6	-6.3	-7.5	+1.2	-2.0	-3.7
All other foods (a)	- 2.0	- 2.3	-0.5	+2.7	-0.5	+3.3	+2.8	+0.8	-1.3	+1.4
All foods (a)	+ 1.7	+ 2.4	-1.7	+2.3	+1.3	+0.5	-0.6	+0.9	-1.5	-0.1

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

(b) Liquid milk (full price), cream, eggs, fish (other than canned or bottled fish and fish products), fresh green vegetables, potatoes (excluding crisps), root and miscellaneous fresh vegetables and fresh fruit.

standstill. The quantity index for the first two quarters of the year may actually be a little too optimistic in showing practically no change for potatoes, although purchases were lower than in the earlier period. This was because relatively more new potatoes were bought than in the first half of 1957 owing to the shortage of old potatoes, and the majority of consumers may well have derived little real satisfaction from this variation in their normal buying behaviour.

23. In the third quarter most of the seasonal foods were cheaper than in the previous year, and for the first time the Survey recorded a decrease in the general level of food prices compared with a year earlier. The quantity index accordingly registered a modest gain, though its non-seasonal component would have been almost stationary but for the transference of demand from margarine to butter, which remained exceptionally cheap. In the fourth quarter the quantity index for all foods showed a fall compared both with the previous quarter and with a year before, when, however, the demand for non-seasonal foods had been unusually high.

24. Taking the year as a whole, the most notable changes in the quantity index were the 13 per cent increase in butter purchases, partly offset by a 13 per cent fall in margarine; the 6 per cent fall in carcass meat (mainly beef) largely counter-balanced by a 6 per cent rise in "other" meat; the substitution of sugar for preserves, and the further rise in miscellaneous foods. These changes had all been foreshadowed in 1957, if not earlier, but the sharp fall in fresh fruit reversed a previous trend.

### Consumption

25. Tables 8 and 9 summarize domestic expenditure on and consumption of the main foods during each quarter of the year, together with annual averages for 1957 and 1958. Tables showing expenditure and consumption in more detail, with average prices paid by housewives and the proportion of households purchasing each type of food during the survey week, are given for all foods in Appendix B. The

TABLE 8

Domestic Food Expenditure by All Households, 1958  
(pence per head per week)

	1957	1958				Yearly average	Per- centage change 1958 on 1957
	Yearly average	Quarter					
		1	2	3	4		
<b>MILK AND CREAM:</b>							
Liquid - full price . . . . .	30.94	29.76	29.35	28.90	30.15	29.54	- 5
Liquid - welfare . . . . .	2.14	2.88	2.64	2.53	2.91	2.74	+28
<i>All Liquid Milk</i> . . . . .	33.08	32.64	31.99	31.43	33.06	32.28	- 2
Condensed . . . . .	1.38	1.34	1.52	1.49	1.33	1.42	+ 3
Dried and other . . . . .	0.56	0.80	0.83	0.78	0.81	0.80	+45
Cream . . . . .	0.94	0.87	1.14	1.36	0.98	1.09	+16
<i>Total Milk and Cream</i> . . . . .	35.96	35.65	35.48	35.06	36.18	35.59	- 1
<b>CHEESE:</b>							
Natural . . . . .	5.06	4.53	4.80	4.80	5.46	4.90	- 3
Processed and packeted . . . . .	1.30	1.05	1.28	1.38	1.30	1.25	- 4
<i>Total Cheese</i> . . . . .	6.36	5.58	6.08	6.18	6.76	6.15	- 3
<b>MEAT:</b>							
Beef and veal . . . . .	28.42	29.70	26.53	26.03	27.20	27.36	- 4
Mutton and lamb . . . . .	15.66	14.12	15.89	16.43	14.81	15.31	- 2
Pork . . . . .	5.56	6.77	5.34	5.35	6.46	5.98	+ 8
<i>All Carcase Meat</i> . . . . .	49.64	50.59	47.76	47.81	48.47	48.65	- 2
Bacon and ham, uncooked . . . . .	14.55	14.20	15.67	15.22	15.44	15.13	+ 4
Other (a) . . . . .	29.11	29.53	29.98	32.80	32.46	31.19	+ 7
<i>Total Meat</i> . . . . .	93.30	94.32	93.41	95.83	96.37	94.97	+ 2
<b>FISH:</b>							
Fresh . . . . .	6.08	5.93	6.14	5.91	6.10	6.01	- 1
Processed and shell (b) . . . . .	1.92	1.79	1.84	1.84	1.94	1.85	- 4
Prepared (c) . . . . .	5.30	5.83	6.02	6.23	6.62	6.18	+17
<i>Total Fish</i> . . . . .	13.30	13.55	14.00	13.98	14.66	14.04	+ 6
<b>EGGS</b> . . . . .	15.80	15.64	15.71	17.27	19.03	16.91	+ 7
<b>FATS:</b>							
Butter . . . . .	12.81	11.64	11.27	12.62	13.64	12.29	- 4
Margarine . . . . .	5.69	5.47	4.57	4.20	4.64	4.72	-17
Lard and compound cooking fat . . . . .	2.70	2.85	2.70	2.69	2.72	2.74	+ 1
Other fats . . . . .	0.76	0.79	0.61	0.43	0.89	0.68	-10
<i>Total Fats</i> . . . . .	21.96	20.75	19.15	19.94	21.89	20.43	- 7
<b>SUGAR AND PRESERVES:</b>							
Sugar . . . . .	9.88	8.47	9.20	9.96	9.43	9.26	- 6
Honey, preserves, syrup and treacle . . . . .	4.14	4.13	4.27	3.86	3.86	4.02	- 3
<i>Total Sugar and Preserves</i> . . . . .	14.02	12.60	13.47	13.82	13.29	13.28	- 5

TABLE 8—continued  
(pence per head per week)

	1957	1958				Yearly average	Percentage change 1958 on 1957
		Quarter					
		1	2	3	4		
<b>VEGETABLES:</b>							
Potatoes, including chips and crisps . . . . .	11.66	14.04	19.59	10.72	14.02	14.59	+25
Fresh green . . . . .	6.58	5.84	8.06	6.87	5.60	6.60	+0
Other (d) . . . . .	10.18	10.91	12.56	9.24	10.67	10.84	+6
<i>Total Vegetables</i> . . . . .	<i>28.42</i>	<i>30.79</i>	<i>40.21</i>	<i>26.83</i>	<i>30.29</i>	<i>32.03</i>	<i>+13</i>
<b>FRUIT:</b>							
Fresh (e) . . . . .	19.68	14.98	21.19	22.18	14.12	18.12	-8
Other (f) . . . . .	9.23	8.28	9.08	8.76	10.64	9.20	-0
<i>Total Fruit (e)</i> . . . . .	<i>28.91</i>	<i>23.26</i>	<i>30.27</i>	<i>30.94</i>	<i>24.76</i>	<i>27.32</i>	<i>-5</i>
<b>CEREALS:</b>							
Brown bread . . . . .	1.06	0.81	0.88	0.90	0.85	0.86	-19
White bread . . . . .	17.32	16.65	16.22	16.18	15.14	16.05	-7
Wholewheat and wholemeal bread . . . . .	0.82	0.76	0.91	0.98	0.86	0.88	+7
Other bread (g) . . . . .	2.71	3.30	3.72	4.30	4.39	3.93	+45
<i>Total Bread (g)</i> . . . . .	<i>21.91</i>	<i>21.52</i>	<i>21.73</i>	<i>22.36</i>	<i>21.24</i>	<i>21.72</i>	<i>-1</i>
Flour . . . . .	3.62	3.89	3.45	3.30	3.43	3.52	-3
Cakes (h) . . . . .	10.67	10.30	10.89	10.99	10.94	10.78	+1
Biscuits . . . . .	9.49	9.32	9.79	9.71	10.07	9.72	+2
Oatmeal and oat products . . . . .	0.87	1.33	0.81	0.71	1.31	1.04	+20
Breakfast cereals . . . . .	3.00	2.58	3.35	3.28	2.80	3.00	0
Other . . . . .	3.86	3.61	3.98	4.25	4.00	3.96	+3
<i>Total Cereals</i> . . . . .	<i>53.42</i>	<i>52.55</i>	<i>54.00</i>	<i>54.60</i>	<i>53.79</i>	<i>53.74</i>	<i>+1</i>
<b>BEVERAGES:</b>							
Tea . . . . .	14.03	14.27	13.91	13.45	14.06	13.92	-1
Coffee . . . . .	2.92	2.86	2.98	2.89	2.93	2.92	0
Cocoa . . . . .	0.60	0.69	0.56	0.51	0.64	0.60	+1
Branded food drinks . . . . .	0.82	1.16	0.72	0.68	0.83	0.85	+4
<i>Total Beverages</i> . . . . .	<i>18.37</i>	<i>18.98</i>	<i>18.17</i>	<i>17.53</i>	<i>18.46</i>	<i>18.29</i>	<i>-0</i>
<b>MISCELLANEOUS (i).</b>	<b>7.57</b>	<b>8.24</b>	<b>7.92</b>	<b>7.28</b>	<b>8.31</b>	<b>7.92</b>	<b>+5</b>
<b>TOTAL ALL FOODS .</b>	<b>337.38</b>	<b>331.93</b>	<b>347.83</b>	<b>339.25</b>	<b>343.86</b>	<b>340.72</b>	<b>+1</b>
	(28s. 1d.)	(27s. 8d.)	(29s. 0d.)	(28s. 3d.)	(28s. 8d.)	(28s. 5d.)	

- (e) Includes cooked and canned meats, and meat products.
- (b) Includes smoked, dried and salted fish.
- (c) Includes cooked, canned and bottled fish, and fish products.
- (d) Includes dried and canned vegetables and vegetable products.
- (e) Includes tomatoes.
- (f) Includes dried, canned and bottled fruit.
- (g) Includes rolls, fruit bread, sandwiches and milk bread.
- (h) Includes buns, scones, teacakes, muffins and crumpets.
- (i) Invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts and items for which expenditure only was recorded.

TABLE 9  
Domestic Food Consumption by All Households, 1958  
(oz. per head per week except where otherwise stated)

	1957	1958				Yearly average	Per- centage change 1958 on 1957
	Yearly average	Quarter					
		1	2	3	4		
<b>MILK AND CREAM:</b>							
Liquid—full price (pt.)	4.05	3.85	3.99	4.01	3.90	3.94	- 3
Liquid—welfare and school (pt.) . . .	0.79	0.91	0.83	0.74	0.94	0.86	+ 8
<i>All Liquid Milk (pt.) . . .</i>	<i>4.84</i>	<i>4.76</i>	<i>4.82</i>	<i>4.75</i>	<i>4.83</i>	<i>4.80</i>	<i>- 1</i>
Condensed (eq. pt.) . . .	0.15	0.15	0.17	0.16	0.15	0.16	+ 5
Dried and other (pt. or eq. pt.) . . .	0.09	0.13	0.12	0.13	0.12	0.13	+28
Cream (pt.) . . .	0.02	0.01	0.02	0.02	0.01	0.02	+ 7
<i>Total Milk and Cream (pt. or eq. pt.) . . .</i>	<i>5.10</i>	<i>5.06</i>	<i>5.13</i>	<i>5.07</i>	<i>5.12</i>	<i>5.10</i>	<i>0</i>
<b>CHEESE:</b>							
Natural . . . . .	2.52	2.58	2.72	2.60	2.51	2.60	+ 3
Processed and packeted	0.37	0.32	0.40	0.42	0.38	0.38	+ 3
<i>Total Cheese . . . . .</i>	<i>2.89</i>	<i>2.90</i>	<i>3.12</i>	<i>3.02</i>	<i>2.89</i>	<i>2.98</i>	<i>+ 3</i>
<b>MEAT:</b>							
Beef and veal . . . . .	10.54	10.96	9.31	8.88	9.12	9.57	- 9
Mutton and lamb . . . . .	6.28	5.82	6.34	6.28	5.73	6.04	- 4
Pork . . . . .	1.98	2.46	1.89	1.94	2.24	2.13	+ 8
<i>All Carcase Meat . . . . .</i>	<i>18.80</i>	<i>19.24</i>	<i>17.54</i>	<i>17.10</i>	<i>17.09</i>	<i>17.74</i>	<i>- 6</i>
Bacon and ham, uncooked . . . . .	5.08	5.16	5.31	5.12	5.06	5.16	+ 2
Other (a) . . . . .	11.56	12.28	11.48	12.35	12.93	12.27	+ 6
<i>Total Meat . . . . .</i>	<i>35.44</i>	<i>36.68</i>	<i>34.33</i>	<i>34.57</i>	<i>35.08</i>	<i>35.17</i>	<i>- 1</i>
<b>FISH:</b>							
Fresh . . . . .	3.32	3.01	3.13	3.02	3.06	3.06	- 8
Processed and shell (b)	1.02	0.85	0.79	0.81	0.94	0.84	-18
Prepared (c) . . . . .	1.60	1.74	1.76	1.86	1.84	1.80	+12
<i>Total Fish . . . . .</i>	<i>5.94</i>	<i>5.60</i>	<i>5.68</i>	<i>5.69</i>	<i>5.84</i>	<i>5.70</i>	<i>- 4</i>
<b>EGGS (No.) . . . . .</b>	<b>4.41</b>	<b>4.36</b>	<b>4.61</b>	<b>4.37</b>	<b>4.36</b>	<b>4.42</b>	<b>+ 0</b>
<b>Eggs purchased (No.) . . . . .</b>	<b>3.98</b>	<b>3.95</b>	<b>4.08</b>	<b>3.89</b>	<b>4.06</b>	<b>4.00</b>	<b>+ 1</b>
<b>FATS:</b>							
Butter . . . . .	5.37	5.45	6.27	6.52	6.14	6.10	+14
Margarine . . . . .	4.02	3.89	3.35	3.08	3.50	3.46	-14
Lard and compound cooking fat . . . . .	1.98	2.23	2.09	2.11	2.16	2.15	+ 9
Other fats . . . . .	0.59	0.65	0.44	0.38	0.66	0.53	-10
<i>Total Fats . . . . .</i>	<i>11.96</i>	<i>12.22</i>	<i>12.15</i>	<i>12.09</i>	<i>12.46</i>	<i>12.24</i>	<i>+ 2</i>



TABLE 9—continued  
(oz. per head per week except where otherwise stated)

	1957	1958				Yearly average	Per- centage change 1958 on 1957
	Yearly average	Quarter					
		1	2	3	4		
<b>SUGAR AND PRESERVES:</b>							
Sugar . . . . .	17.70	18.25	18.03	19.34	18.59	18.55	+ 5
Honey, preserves, syrup and treacle . . . . .	3.59	3.58	3.62	3.32	3.43	3.49	- 3
<i>Total Sugar and Preserves . . . . .</i>	<i>21.29</i>	<i>21.83</i>	<i>21.65</i>	<i>22.66</i>	<i>22.02</i>	<i>22.04</i>	<i>+ 4</i>
<b>VEGETABLES:</b>							
Potatoes, including chips and crisps . . . . .	58.47	59.94	49.95	54.46	57.21	55.39	- 5
Fresh green . . . . .	15.95	11.47	13.16	20.77	13.50	14.73	- 8
Other (d) . . . . .	16.13	18.01	15.17	15.23	19.43	16.97	+ 5
<i>Total Vegetables . . . . .</i>	<i>90.55</i>	<i>89.42</i>	<i>78.28</i>	<i>90.46</i>	<i>90.14</i>	<i>87.09</i>	<i>- 4</i>
<b>FRUIT:</b>							
Fresh (e) . . . . .	21.22	15.21	18.03	24.92	19.58	19.42	- 8
Other (f) . . . . .	6.74	6.22	6.69	6.34	7.42	6.66	- 1
<i>Total Fruit (e) . . . . .</i>	<i>27.96</i>	<i>21.43</i>	<i>24.72</i>	<i>31.26</i>	<i>27.00</i>	<i>26.08</i>	<i>- 7</i>
<b>CEREALS:</b>							
Brown bread . . . . .	2.28	1.79	1.95	1.97	1.88	1.89	-17
White bread . . . . .	40.86	39.75	38.95	38.68	36.39	38.43	- 6
Wholewheat and wholemeal bread . . . . .	1.44	1.33	1.59	1.74	1.49	1.54	+ 7
Other bread (g) . . . . .	3.42	4.29	5.10	5.84	6.16	5.35	+56
<i>Total Bread (g) . . . . .</i>	<i>48.00</i>	<i>47.16</i>	<i>47.59</i>	<i>48.23</i>	<i>45.92</i>	<i>47.21</i>	<i>- 2</i>
Flour . . . . .	7.81	8.54	7.65	7.19	7.63	7.75	- 1
Cakes (h) . . . . .	5.83	5.60	5.89	5.92	5.86	5.82	- 0
Biscuits . . . . .	5.50	5.37	5.67	5.62	5.68	5.58	+ 1
Oatmeal and oat products . . . . .	1.04	1.54	0.86	0.69	1.52	1.15	+11
Breakfast cereals . . . . .	1.82	1.55	2.00	1.93	1.70	1.80	- 1
Other . . . . .	3.12	3.04	3.16	3.35	3.24	3.19	+ 2
<i>Total Cereals . . . . .</i>	<i>73.12</i>	<i>72.80</i>	<i>72.82</i>	<i>72.93</i>	<i>71.55</i>	<i>72.50</i>	<i>- 1</i>
<b>BEVERAGES:</b>							
Tea . . . . .	2.81	2.90	2.83	2.74	2.88	2.84	+ 1
Coffee . . . . .	0.40	0.39	0.41	0.38	0.41	0.40	- 2
Cocoa . . . . .	0.20	0.23	0.19	0.18	0.21	0.20	- 1
Branded food drinks . . . . .	0.20	0.28	0.17	0.16	0.19	0.20	+ 2
<i>Total Beverages . . . . .</i>	<i>3.61</i>	<i>3.80</i>	<i>3.60</i>	<i>3.46</i>	<i>3.69</i>	<i>3.64</i>	<i>+ 1</i>

- (a) Includes cooked and canned meats, and meat products.  
 (b) Includes smoked, dried and salted fish.  
 (c) Includes cooked, canned and bottled fish, and fish products.  
 (d) Includes dried and canned vegetables, and vegetable products.  
 (e) Includes tomatoes.  
 (f) Includes dried, canned and bottled fruit.  
 (g) Includes rolls, fruit bread, sandwiches and milk bread.  
 (h) Includes buns, scones, teacakes, muffins and crumpets.

percentage changes shown in the last column of Table 9 may differ from the corresponding changes in the quantity index in Table 7 partly because the latter takes no account of changes in the value of free supplies, and partly because the quantity index is affected by any change in the proportions of different foods within each group.

#### MILK, CHEESE, MEAT, FISH AND EGGS

**26.** Total domestic consumption of liquid and processed milk has not varied appreciably for seven years, and in 1958 was unchanged at 5·10 pints per person per week, a slight fall in purchases of full-price liquid milk being made good by a rise in those of welfare and dried milk. Consumption of cream continued to increase, averaging 0·016 pt. per head per week, compared with 0·009 pt. four years earlier. The consumption of both natural and processed cheese increased by 3 per cent; the average price of both types fell by 7 per cent. The average price of natural cheese was almost constant at 2s. 4d. per lb. until the middle of the year, but then rose steadily to 3s. 5d. in January 1959.

**27.** Total domestic consumption of carcase meat was 17·7 oz. per head per week compared with 18·8 oz. in 1957 and 19·1 oz. in 1956; in the third and fourth quarters the average was only 17·1 oz., the downward trend in consumption which began towards the end of 1956 having been accelerated by a rapid decline in supplies of beef and veal.

**28.** Charts 1-4 illustrate the underlying trends in consumption and average prices over the years 1954-58 for each of the main types of carcase meat, after removing seasonal variations but without adjustment for variations in the proportions of imported and home-killed meat. From the middle of 1955 to the third quarter of 1957, consumption of beef and veal exhibited a steadily rising trend, and thereafter a progressively steeper decline, reflecting the changing supply situation. Average prices paid by housewives rose fairly rapidly after decontrol in mid-1954, but the trend levelled during 1956 before rising again in 1957 and more rapidly in 1958. During the period from July 1954 to June 1958 the average seasonal deviations from the trend in consumption were  $+6\frac{1}{2}$  per cent in the first quarter of the year,  $-5$  per cent in the second and third and  $+5\frac{1}{2}$  per cent in the fourth. The corresponding seasonal deviations in average prices were smaller and less regular, but usually converse in sign, averaging  $-1\frac{1}{2}$ ,  $+1$ ,  $+1\frac{3}{4}$  and  $-\frac{1}{2}$  per cent in the four quarters.

**29.** Consumption of mutton and lamb showed a steady upward trend after decontrol until the third quarter of 1956, after which it fell, at first rapidly, but at a diminishing rate after the middle of 1957; towards the end of 1958 consumption per head was less than at any time since the corresponding months of 1954. Seasonal variations in consumption were fairly regular, and complementary to those for beef and veal, although their amplitude tended to diminish after 1956; seasonal deviations from the trend averaged  $-6\frac{1}{4}$ ,  $+6\frac{1}{4}$ ,  $+7$ ,  $-5\frac{1}{2}$  per cent for the four quarters. The trend in prices was upwards throughout the period except for a stage of relative stability in 1956. Seasonal variations in average prices were irregular, but prices as well as consumption tend to be relatively low in winter and high in summer, the average quarterly seasonal deviations of prices from the trend being  $-2\frac{3}{4}$  per cent in the first quarter and  $+3$  per cent in the third.

**30.** The trends in consumption and in average prices of pork since 1954 reveal in general a clearly marked inverse relationship associated with the high price elasticity

TRENDS IN CONSUMPTION AND AVERAGE PRICES OF CARCASE MEAT 1954-1958

CHART 1 — ALL CARCASE MEAT

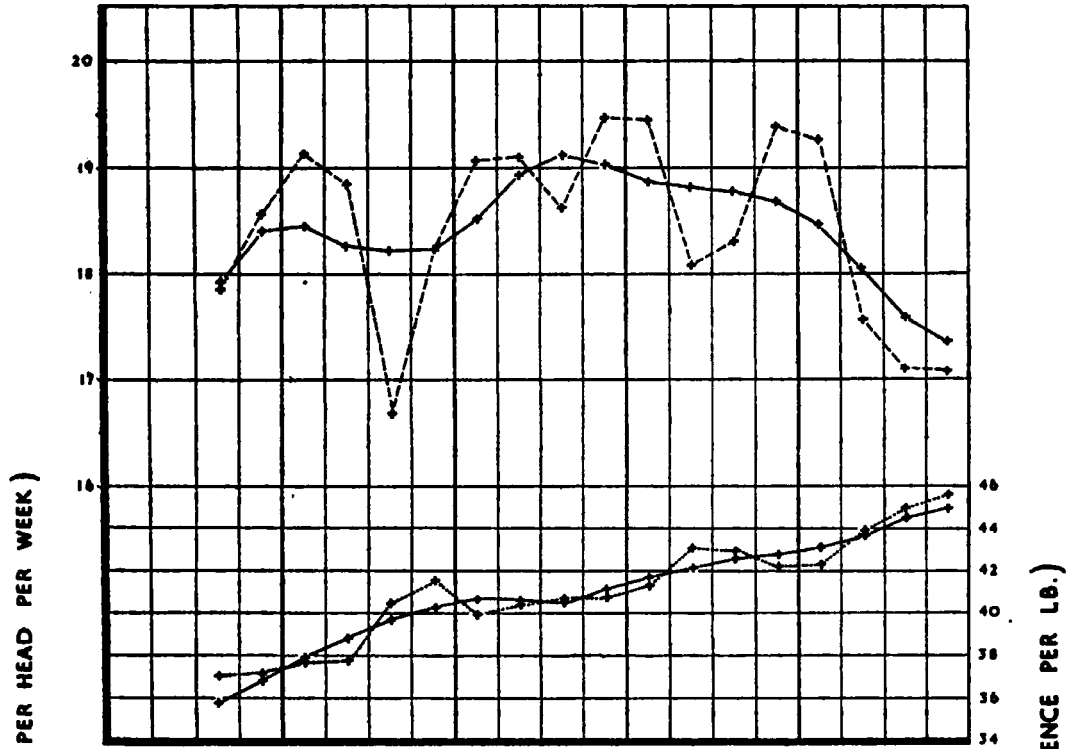
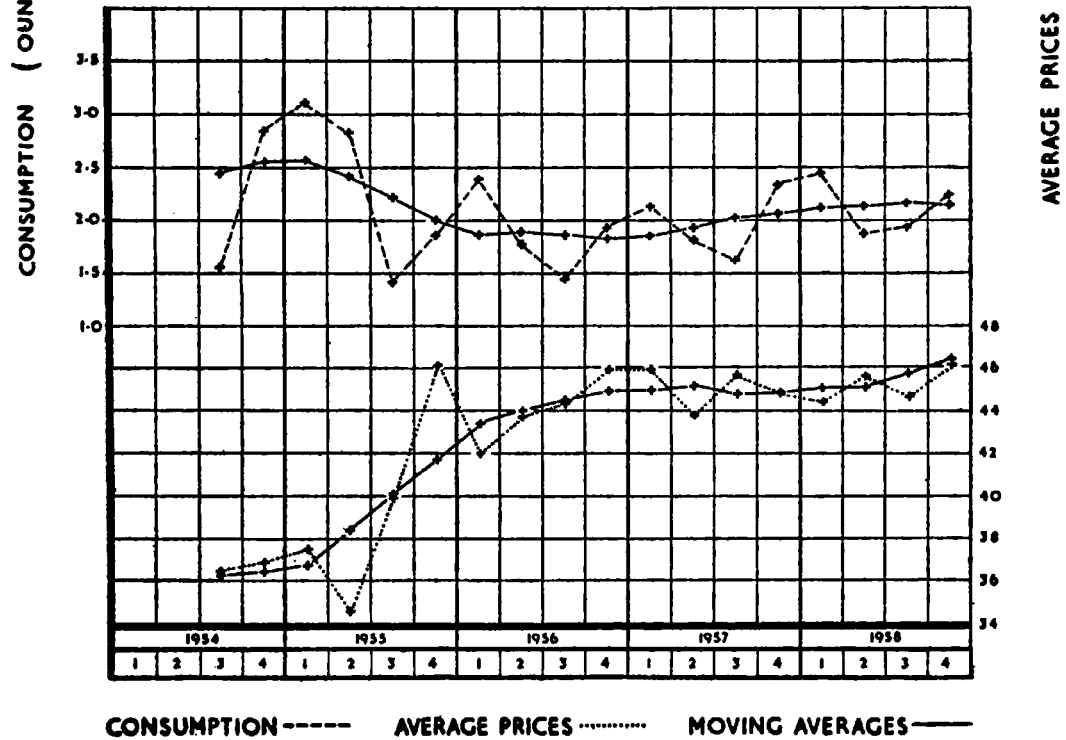


CHART 2 — PORK



CONSUMPTION - - - - - AVERAGE PRICES ..... MOVING AVERAGES ———

TRENDS IN CONSUMPTION AND AVERAGE PRICES OF CARCASE MEAT 1954-1958

CHART 3 — BEEF AND VEAL

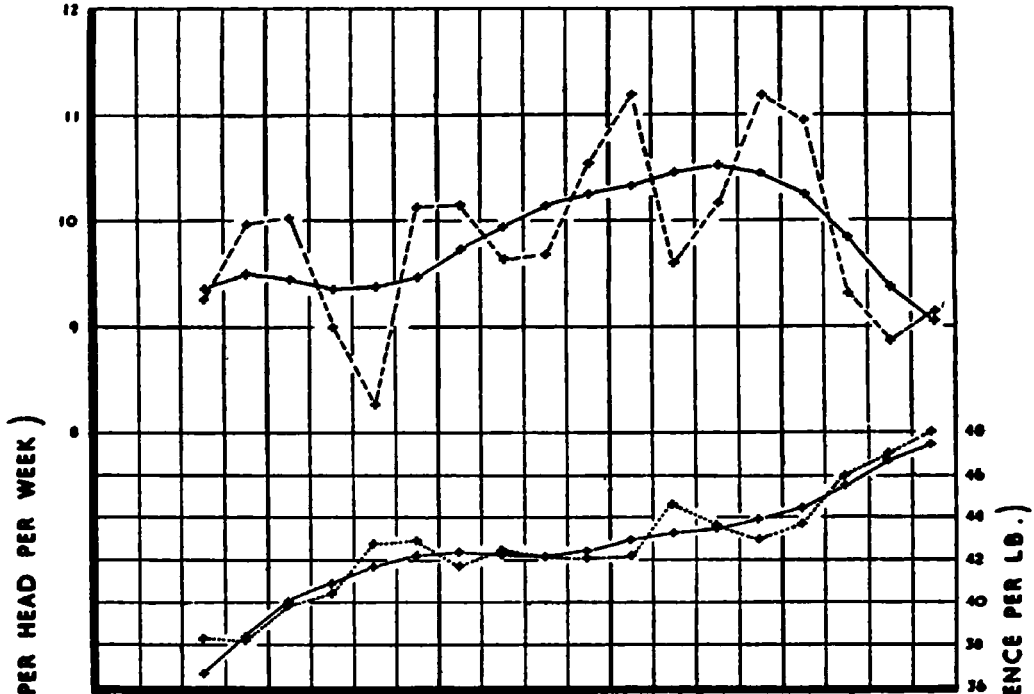
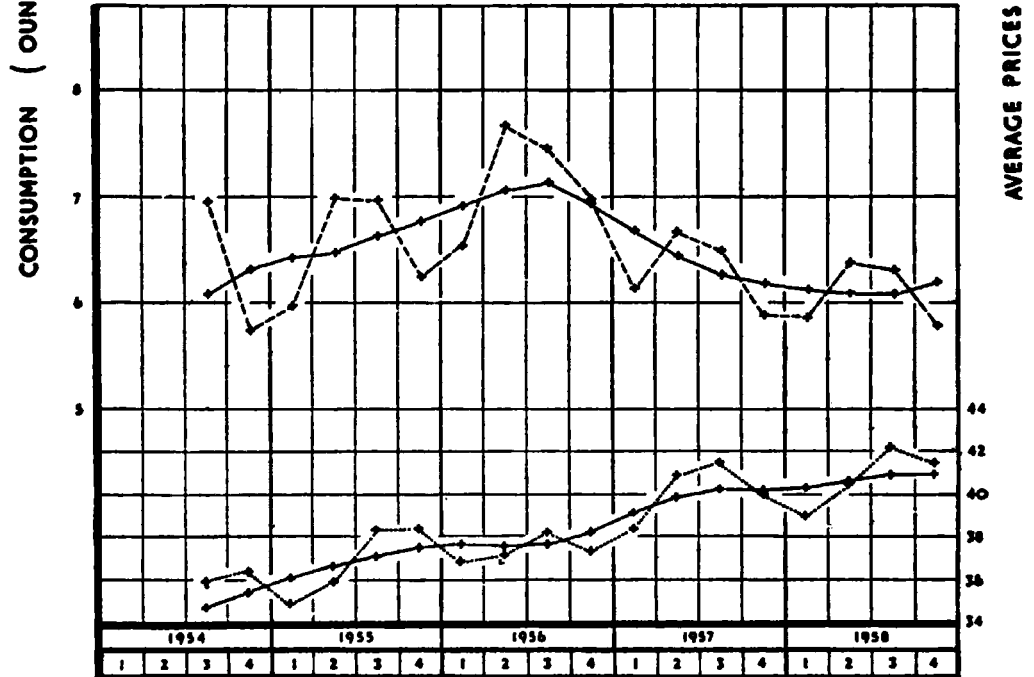


CHART 4 — MUTTON AND LAMB.



CONSUMPTION ---- AVERAGE PRICES ——— MOVING AVERAGES ———

of demand for pork with respect to its own price. The moving annual average consumption rose to a peak of 2.6 oz. per head per week, but then fell steeply before levelling at about 1.9 oz. in 1956; the trend then turned upwards, but the rate of increase slowed in 1958. After decontrol the trend in average prices at first rose slowly, steepened in 1955, eased in 1956 and then levelled. Seasonal variations in consumption were very pronounced and fairly regular except in the second and fourth quarters of 1955, when average prices also deviated widely from the trend. Ignoring these abnormal periods, average consumption showed a seasonal deviation from the trend of +20, -8, -28 and +6 per cent in the four quarters; price changes do not explain these deviations, and the traditional taboo during months containing no "r" may still have an effect.

31. Purchases of bacon increased slightly, as did prices. Consumption of liver and other offals was almost unchanged, that of rabbits and game increased and that of both pork and beef sausages declined a little; but the most noteworthy change in the meat group was the continued rise in purchases of poultry. With the advent of the broiler industry, household consumption of poultry doubled between 1955 and 1958. Purchases have been found to be much greater in wholly adult households than in those containing children, and highest in Class A1. The availability of portions (cooked or uncooked) has helped to stimulate a demand from small families and from the elderly. Table 10 illustrates the growth of the poultry industry. During 1954-56 prices rose rapidly and consumption was little more than half an ounce per head per week; since then, prices have fallen and consumption has more than doubled.

32. The decline in household consumption of fresh fish continued, but there were increases of 10 per cent in canned and bottled and in cooked fish, and of 42 per cent in fish products, which were 14 per cent cheaper than in 1957.

TABLE 10  
*Domestic Consumption of Poultry and Average Prices Paid*

	<i>Consumption (oz. per head per week)</i>	<i>Purchases</i>	<i>Average price (pence per lb.)</i>
1954 . . . . .	0.52	0.41	46.6
1955 . . . . .	0.48	0.35	55.0
1956 . . . . .	0.59	0.50	60.3
1957			
January-March . . . . .	0.66	0.55	59.2
April-June . . . . .	0.71	0.56	59.4
July-September . . . . .	0.93	0.72	54.8
October-December (a) . . . . .	0.90	0.74	53.1
Yearly average . . . . .	0.80	0.64	56.5
1958			
January-March . . . . .	0.78	0.61	55.4
April-June . . . . .	0.90	0.78	56.2
July-September . . . . .	1.07	0.96	53.4
October-December (a) . . . . .	1.12	0.93	53.7
Yearly average . . . . .	0.97	0.82	54.6
1959			
January-March . . . . .	1.26	1.07	54.0

(a) Average quantities in the fourth quarter are likely to be underestimated because of the suspension of the Survey during the Christmas holiday.

**33.** During the flush season eggs were less plentiful than in the previous year but over the year as a whole consumption was practically the same as in 1957 despite a price increase of 7 per cent.

#### FATS, SUGAR AND PRESERVES

**34.** Butter consumption rose by 14 per cent to 6·10 oz. per head per week while margarine declined by 14 per cent to 3·46 oz. In view of the changed relationship between butter and margarine and the wide variation in butter prices during the period under review a separate section has been devoted to these commodities (Appendix F). Consumption of lard and compound cooking fats increased by 9 per cent to 2·15 oz., average prices being 7 per cent lower at 1s. 8½d. per lb. Consumption of suet and dripping fell to its lowest level since fats were derationed, though prices showed little change. Purchases of other fats, oils and creams were almost unchanged.

**35.** The consumption of sugar increased by 5 per cent to 18·6 oz. per head per week, average prices being 12 per cent lower than in the previous year. There was a further fall of 3 per cent in the consumption of preserves (6 per cent for marmalade), making a 45 per cent decline since 1950; average prices for the group were about the same as in 1957.

#### FRUIT AND VEGETABLES

**36.** Purchases of potatoes fell by 4 per cent and free supplies by 15 per cent so that the total quantity obtained for consumption was 5 per cent lower at 55·4 oz. per head per week, expenditure being 25 per cent higher. Prices paid for the old crop in the first half of the year were much higher than a year before, when the yield per acre was higher. In July and August new potatoes were cheaper than in 1957, but the price of the new season's crop afterwards rose sharply and checked the seasonal increase in purchases in the fourth quarter.

**37.** Consumption of fresh green vegetables fell by 8 per cent from 16·0 to 14·7 oz. per head per week, both purchases and free supplies being lower than in 1957 except in the third quarter, when leafy salads and fresh peas and beans were more plentiful and some 20 per cent cheaper than in the previous summer. Consumption of root, dried and canned vegetables was uniformly greater than a year earlier, the largest increases being for canned beans (19 per cent), canned peas (8 per cent) and other canned vegetables (24 per cent). The 6 per cent rise in consumption of carrots was mainly due to increased supplies from gardens and allotments. Purchases of vegetable products were 30 per cent lower and prices 16 per cent higher than in 1957.

**38.** Although the seasonal peak in consumption of fresh fruit in the third quarter was higher than in 1957, the yearly average decreased by 8 per cent from 21·2 to 19·4 oz. per head per week, largely because of a fall in the supplies of apples and pears in the first half of the year. Plentiful free supplies of apples appear to have depressed the price of the commercial crop during the last quarter. Stone fruit and soft fruit were cheaper and more abundant than in the year before. Consumption of canned and bottled fruit (other than tomatoes), which had been steadily rising in the post-war period, was slightly but consistently less than a year before, although the average price was no higher. Consumption of canned and bottled tomatoes, on the other hand, increased and made good the reduction in supplies of fresh tomatoes. The average price of dried vine fruit continued to rise and purchases again declined; the averages for other dried fruit showed little change.

CEREALS, BEVERAGES AND MISCELLANEOUS FOODS

39. The long-term decline in bread purchases continued, average consumption falling by 2 per cent to 47.2 oz. per head per week. A higher proportion of wrapped white bread was purchased, 67 per cent of large and 31 per cent of small loaves compared with 59 and 29 per cent in 1957. Purchases of fancy bread at 5.4 oz. were half as large again as in 1957. Purchases of plain flour were maintained at 2.0 oz. but those of self-raising flour fell further to 5.7 oz.; the decline has been continuous since 1954. Consumption of cakes and biscuits showed little change, but the fall in purchases of oatmeal was checked.

40. The demand for tea and other beverages remained very stable. Purchases of tea ranged from 2.90 oz. in the winter to 2.74 oz. in the summer quarter; in 1957 the corresponding seasonal range was from 2.83 to 2.77 oz. There was some further transference of demand from bean and ground coffee to coffee extracts, including instant coffee.

41. Consumption of both canned and dehydrated soups continued to increase; as in previous years, the average price of the latter was highest in the third quarter, no doubt because there was then a greater demand for the lighter and more expensive varieties.

CANNED FOODS

42. The growth since 1953 in the household demand for the principal kinds of canned food is illustrated in Table II. In this table cooked meats have been combined with canned meats because purchases sliced from a bulk pack are not always clearly defined. The quantities of canned fish and of canned fruit may include a very small proportion of bottled produce, but as the figures relate only to purchases, fruit and vegetables bottled by housewives for their own use are excluded. Of the items shown, condensed and dried milk is exceptional in not exhibiting an upward trend over the period, but within this total there has been a transfer of demand from sweetened condensed to evaporated milk and from welfare to branded dried milk.

TABLE II  
Household Purchases of Canned Foods, 1953-58  
(oz.(a) per head per week)

	1953	1954	1955	1956	1957	1958
Condensed and dried milk . . . . .	0.28	0.25	0.27	0.27	0.24	0.28
Cooked and canned meat . . . . .	3.03	2.97	3.13	3.29	3.40	3.63
Canned fish . . . . .	0.31	0.40	0.44	0.57	0.60	0.66
Canned peas (all types) . . . . .	4.08	4.52	2.77	3.22	2.94	3.18
Canned beans . . . . .						
Other canned vegetables . . . . .	0.14	0.18	0.26	0.32	0.34	0.42
Canned tomatoes . . . . .	0.59	0.58	0.68	0.84	0.60	0.88
Canned fruit . . . . .	1.98	2.60	3.45	3.52	3.94	3.89
Fruit juices . . . . .	0.12	0.14	0.18	0.25	0.30	0.29
Canned soups . . . . .	n.a.	1.16	1.44	1.61	1.75	1.89

(a) Except pints (liquid equivalent) of condensed and dried milk.

FREE SUPPLIES

43. Table 12 shows the changes in the proportionate contribution recorded as having been made by free supplies as defined in paragraph 14 to the total value of

food obtained for domestic consumption in urban, rural and all areas between 1953 and 1958. The estimates for 1957 and 1958 have been adjusted for some over-representation of wholly rural areas in the sample. In general, the contribution is somewhat less than it was under conditions of food control, and changes for individual foods are evidently largely governed by the state of the commercial market.

TABLE 12  
Value of free supplies of vegetables, fruit, eggs and other foods as a percentage of the respective total values of these foods obtained for consumption, 1953-58 (per cent)

	1953	1954	1955	1956	1957	1958
<b>ALL HOUSEHOLDS</b>						
Potatoes . . . . .	9.5	10.2	11.0	8.4	13.0	10.3
All other vegetables . . . . .	17.3	16.0	14.7	14.0	15.4	13.7
Fruit . . . . .	9.9	6.8	7.6	6.2	6.4	5.9
Eggs . . . . .	14.2	11.3	10.8	7.9	9.8	9.6
All other foods . . . . .	1.0	1.3	1.2	0.9	1.1	1.2
All foods . . . . .	4.0	3.5	3.5	2.9	3.3	3.2
<b>ALL URBAN AREAS</b>						
Potatoes . . . . .	4.3	4.7	4.7	4.7	6.1	4.8
All other vegetables . . . . .	10.8	9.8	8.6	9.9	9.1	9.5
Fruit . . . . .	6.7	5.4	5.4	5.2	4.1	4.5
Eggs . . . . .	5.8	3.8	4.0	2.9	3.3	3.2
All other foods . . . . .	0.2	0.3	0.4	0.3	0.3	0.4
All foods . . . . .	2.0	1.7	1.7	1.6	1.5	1.7
<b>RURAL AND SEMI-RURAL AREAS</b>						
Potatoes . . . . .	30.5	29.3	32.7	23.3	43.0	32.7
All other vegetables . . . . .	43.2	37.6	35.6	31.4	43.2	31.6
Fruit . . . . .	21.4	12.3	14.3	10.7	14.7	12.3
Eggs . . . . .	38.8	35.7	33.2	27.8	34.7	34.3
All other foods . . . . .	3.7	4.3	3.6	3.5	4.3	4.4
All foods . . . . .	11.1	9.5	9.1	7.9	10.4	9.3

#### Energy Value and Nutrient Content

44. The energy value and nutrient content of the household diet has been calculated by the method described in *The Urban Working Class Household Diet, 1940 to 1949*<sup>(1)</sup>. The only major change in procedure, introduced in 1954, was that the nutritive value of bread and flour was estimated from analyses of flour made by the Government Chemist. The values shown in Table 13 represent the nutrient content of the edible portion of food purchased or otherwise obtained for consumption at home or in packed meals carried from home; other food eaten outside the home is not included, nor are sweets, soft or alcoholic drinks, or fish liver oil or vitamin supplements. In the calculation of the nutritive value of the diet, no allowance has been made for wastage of edible food in the kitchen or at the table, but the figures for thiamine and vitamin C have been adjusted to allow for cooking losses in accordance with the recommendations of the Medical Research Council<sup>(2)</sup>.

<sup>(1)</sup>First Report of the National Food Survey Committee, H.M.S.O., 1951, paragraph 117.

<sup>(2)</sup>*Nutritive Values of Wartime Foods*, Medical Research Council, War Memorandum No. 14. H.M.S.O., 1945.



45. Table 13 shows the annual averages for energy value and nutrient content of the diet in 1954, 1957 and 1958. The estimates for 1958 varied less than 1½ per cent from those for 1957 for protein, fat, carbohydrate, calcium, iron, vitamin A, riboflavin and nicotinic acid and for energy value. There were small reductions in the levels for thiamine and vitamins C and D. The fall of 3 per cent in thiamine resulted from a lower consumption of carcass meat, potatoes and bread and that of 6 per cent in vitamin C from a reduced consumption of potatoes, green vegetables and fruit.

46. The decrease of 8 per cent in the vitamin D content of the diet between 1957 and 1958 was partially accounted for by the continuing replacement of margarine by butter, but was largely due to the change made after 31st October, 1957 in the amounts of vitamin D added to dried milks for infant feeding<sup>(1)</sup>. The reduction for National Dried Milk from 280 i.u. to 100 i.u. per ounce was made on the recommendation of the Joint Sub-Committee on Welfare Foods of the Central and Scottish Health Services Councils' Standing Medical Advisory Committees<sup>(2)</sup> in order to ensure that infants given one source of vitamin D only will be protected against rickets, while the total intake of vitamin D of those given more than one source will not be excessive. Arrangements were also made for a reduction in the vitamin D fortification of proprietary dried milk and infant foods. Since dried milks containing the decreased amounts of vitamin D were unlikely to reach consumers until some weeks after the change was made at the manufacturing level, the lower values were not used in the calculation of Survey data until the beginning of 1958. Thus the reduced level of vitamin D fortification, which was to some extent counteracted by higher consumption of dried milks, contributed to the lowered intakes of this vitamin, which were particularly marked in households containing young children.

47. Table 13 also shows the relative adequacy of the household diet for the years 1954, 1957 and 1958, in comparison with scales of allowances recommended by the Committee on Nutrition of the British Medical Association<sup>(3)</sup>. In applying these allowances to National Food Survey data, adjustments were made for meals taken outside the home and a further arbitrary adjustment of 10 per cent was made to cover plate and other wastage, spoilage of edible food and food given to pets. This deduction has only been made in tables relating to the adequacy of the diet. In previous reports the difficulties involved in the use of arbitrary wastage allowances have been discussed<sup>(4)</sup> and the limitations inherent in the use of scales of nutritional allowances and their approximate nature have been emphasised<sup>(5)</sup>.

48. The average household diet in 1958 was nutritionally adequate; the estimates for energy value, calcium, iron and vitamin A were slightly higher than in 1957, those for protein were the same and those for vitamins of the B complex and vitamin C slightly lower. Between 1954 and 1958 the only marked trends in these estimates were those for protein, iron and vitamin A. The levels of total dietary protein fell slightly during this period because decreases in the intake of protein of vegetable

<sup>(1)</sup>The level of addition of vitamin D to fortified infant cereals was also reduced at this time, but because of lack of data, this has not been included in the calculation of the Survey results.

<sup>(2)</sup>Report of the Joint Sub-Committee on Welfare Foods. Ministry of Health and Department of Health for Scotland, H.M.S.O., 1957.

<sup>(3)</sup>British Medical Association Report of Committee on Nutrition, 1950.

<sup>(4)</sup>See *Domestic Food Consumption and Expenditure, 1957*: paragraph 42. H.M.S.O., 1959.

<sup>(5)</sup>See *Domestic Food Consumption and Expenditure, 1957*: paragraph 40. H.M.S.O., 1959.

TABLE 13  
*Energy Value and Nutrient Content of Domestic Food Consumption  
 All Households 1954, 1957 and 1958*

	1954	1957	1958
<b>(A) INTAKE PER PERSON PER DAY</b>			
Energy value (Cal.) . . . . .	2,626	2,587	2,595
Total protein (g.) . . . . .	77	75	75
Animal protein (g.) . . . . .	41	43	43
Fat (g.) . . . . .	107	110	111
Carbohydrate (g.) . . . . .	340	325	325
Calcium (mg.) . . . . .	1,034	1,028	1,036
Iron (mg.) . . . . .	13·4	14·1	14·2
Vitamin A (i.u.) . . . . .	3,911	4,289	4,349
Thiamine (mg.) . . . . .	1·28	1·29	1·25
Riboflavin (mg.) . . . . .	1·67	1·66	1·64
Nicotinic acid (mg.) . . . . .	13·3	13·8	13·6
Vitamin C (mg.) . . . . .	50	52	49
Vitamin D (i.u.) . . . . .	144	145	133
<b>(B) AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (a)</b>			
Energy value . . . . .	105	103	104
Total protein . . . . .	103	100	100
Calcium . . . . .	107	106	107
Iron . . . . .	108	113	115
Vitamin A . . . . .	164	180	184
Thiamine . . . . .	129	129	126
Riboflavin . . . . .	109	109	108
Nicotinic acid . . . . .	134	138	137
Vitamin C (a) . . . . .	229	234	222

(a) Use of the Vitamin C allowances recommended by the National Research Council of the U.S.A., which are over three times those of the British Medical Association, would give much lower figures here and in Tables 25, 33, 38, 42, 45, 52 and Appendix E, Table 4.

origin, notably from bread, were not fully made good by increases from animal sources. The increase in iron resulted from a greater consumption of meat and changes in the composition of flour, and that in vitamin A partly from a higher consumption of butter (which more than compensated for the reduction in margarine), partly from the increased level of fortification of margarine with vitamin A since the introduction of the Margarine Order<sup>(1)</sup> in May, 1954, and partly from a somewhat greater consumption of liver, an extremely rich source.

49. Recent work has led to reconsideration of requirements for nicotinic acid, for which the British Medical Association's recommendations, made in 1950, were related to energy requirements; these are the allowances which have been used in the estimation of the adequacy of diets in the National Food Survey. Since that time, however, experimental work has shown that tryptophan acts as a precursor to nicotinic acid and that human requirements are related to both body-weight and energy needs. In their Report in 1958 on Recommended Dietary Allowances, the Food and Nutrition Board of the National Research Council of the U.S.A. took this evidence into account and expressed their scales for nicotinic acid in terms

<sup>(1)</sup>Foods Standards (Margarine) Order, 1954. Statutory Instrument 1954, No. 613. H.M.S.O.

of dietary "niacin equivalents" (which include the contribution to nicotinic acid intake from tryptophan) and related them to body-weight as well as to energy requirements. These allowances have now been applied to the "niacin equivalent" of the domestic food consumption of various groups of Survey households, and the nicotinic acid content of the diets of all groups was satisfactory, whether assessed by the Food and Nutrition Board's allowances or those of the British Medical Association. In fact, the latter lead to an underestimate of the adequacy of dietary nicotinic acid; if the National Research Council's allowances were used, the estimates of adequacy would be raised by about 15 per cent, the relative position of the various groups remaining unchanged.

50. Table 14 shows the proportion of the energy value of the diet derived from protein, fat and carbohydrate in 1954, 1957 and 1958, and also the proportion of protein obtained from animal sources. The changes in these estimates between 1957 and 1958 were small. In the Report for 1957 the trends in the contribution made by protein, fat and carbohydrate to the energy value of the diet during the period 1952-57 were illustrated in Chart I (page 21). The tendency which started about mid-1957 for these estimates to level off continued throughout 1958. There was a further increase in the proportion of protein obtained from animal sources.

TABLE 14  
Percentage of Energy Value Derived from Protein, Fat and Carbohydrate  
All Households 1954, 1957 and 1958

	1954	1957	1958
Protein . . . . .	11.7	11.6	11.5
Fat . . . . .	36.5	38.1	38.3
Carbohydrate . . . . .	51.8	50.3	50.2
Total energy value . . . . .	100	100	100
Animal protein as percentage of total protein .	53.9	57.6	58.1

51. The increase in consumption during recent years of "convenience" foods has already been mentioned (paragraph 16). Table 15 shows the contribution to the nutrient content of the diet made by certain of these foods, namely cooked and canned meats, other meat products, cooked and canned fish, quick-frozen legumes, canned vegetables, canned fruit, fruit juices, cakes, pastries, biscuits, puddings, other cereals and canned and dehydrated soups. In 1954, apart from iron and vitamin D, these foods provided less than 10 per cent of the total intake of energy and of all nutrients. By 1958 their contributions had increased for most nutrients by about one-third. The larger increase for vitamin C resulted from the heavier consumption of canned fruit and vegetables, quick-frozen legumes and fruit juices, and that for vitamin D from increased consumption of canned fish.

52. The proportion of the value of consumption accounted for by these foods is also shown in Table 15. Since this was considerably higher than their proportionate contribution to the content of most nutrients in the diet, they were expensive sources of nutrients. They were, however, relatively cheap sources of vitamin D, which is provided by only a few foods, of which one is canned fish.

TABLE 15  
 Contribution of certain "Convenience Foods" to Energy Value and  
 Nutrient Content of Domestic Food Consumption  
 All Households, 1954 and 1958

	(per cent)	
	1954	1958
Energy value . . . . .	8.7	11.8
Protein . . . . .	9.8	12.5
Fat . . . . .	9.9	11.3
Calcium . . . . .	5.2	7.1
Iron . . . . .	12.1	15.7
Vitamin A . . . . .	5.0	7.5
Thiamine . . . . .	6.2	8.1
Riboflavin . . . . .	4.4	5.9
Nicotinic acid . . . . .	7.3	9.1
Vitamin C . . . . .	3.2	6.3
Vitamin D . . . . .	13.5	21.8
Value of consumption . . . . .	14.7	17.0

## IV Demand Analysis

### Income Elasticities of Demand

53. The Annual Report for 1955 gave the first estimates made since controls were removed, of the income elasticities for the commodities distinguished in the Survey. These calculations have been repeated for 1958 and, in addition, price elasticities have been calculated using the monthly data from July 1954 to June 1959.

54. The income elasticity of expenditure, quantity purchased or any other variate may be regarded as the percentage change in that variate associated *ceteris paribus* with a unit percentage change in net family income per head. Estimates of these income elasticities have been obtained by cross-section methods for most individual foods and groups of foods for each of eleven common types of household, namely older and younger childless couples, households of one woman living alone, two women, two women and one man, two men and one woman, and one man and one woman with one, two or three children, one adolescent or one adolescent and one child. These groups accounted in 1958 for 70 per cent of all households and 60 per cent of persons, and are thus not fully representative, but there is evidence from a fuller analysis of total food expenditure in 1956 that the inclusion of the more complex household types would not materially alter the conclusions. The households of each type were ranged in order of declared family income, and the median and upper and lower quartiles were determined. The elasticity was estimated from the means of the four groups thus distinguished and the values found for different types of household were combined. A minority of households for which no information on income was available had to be excluded from the analysis.

55. The estimates of the income elasticities of total domestic food expenditure of each household type in 1958 are shown in Table 16 together with corresponding estimates for 1955 and 1956. Because the tendency to understate incomes, common to all family budget surveys, is relatively greater among households with higher incomes, these estimates of income elasticity are possibly a little on the high side. Although there has been no significant change in the average for all households between 1955 and 1958 (0.30 and 0.28 respectively), the values obtained for the different household types show some variation, but they become more uniform if the average expenditures of the income groups are approximately adjusted for meals eaten outside the home and meals served to visitors. This adjustment, which indicates what the income elasticities would have been if all meals had been taken at home, increases the values for nearly all the selected household types, the increase being greatest for younger childless couples, for whom the association between income and the incidence of meals taken outside the home is most marked. For women living alone the adjustment is in the opposite sense, since those with higher incomes receive more visitors. Both in 1956 and in 1958 the estimates for all households were increased from 0.28 to 0.32 by this adjustment.

56. The income elasticities found for individual foods or groups of foods in 1958 are given in Table 17 together with comparative results for 1937-39<sup>(1)</sup> (so far as possible) and for 1955; those for expenditure in 1955 were given in Appendix B of the Annual Report for that year, but the corresponding quantity elasticities have not previously been published. In comparing these values with the pre-war estimates, it should be remembered that in some instances (e.g. meat, margarine) the average quality is now improved. It will be noted from Table 17 that in most cases the elasticity is higher for expenditure than for quantity, the difference arising from the tendency for families in the upper income groups to pay higher prices for the commodity and associated service in question. Indeed, the difference between the elasticities of expenditure and quantity may be regarded as the income elasticity of "quality" in the broadest sense of the term. The price gradient may not always, however, correspond to a gradation either in service or in the quality of the food itself.

57. The coefficients for 1958 are in general in reasonable agreement with those for 1955, especially for the broad food groups; there are more decreases than increases, but the difference in the values for total domestic food expenditure ( $-0.02$ ) is not significant. Changes affecting whole groups of commodities are the decreases in the values found for all cereal foods other than bread, and the increases for all beverages.

58. Since decontrol, the demand for most foods has been less elastic with respect to income than before the war; for some foods the income elasticity has fallen almost to zero or even become negative, making the commodity an "inferior good". The 31 cases where comparison between the income elasticities of expenditure in 1937-39 and 1958 is possible give the following distribution of values:

	Income elasticity of expenditure			
	Less than 0	0 - 0.5	0.5 - 1	1 or over
1937-39 . . . .	5	11	11	4
1958. . . . .	6	16	6	3

<sup>(1)</sup>R. Stone: *The Measurement of Consumers' Expenditure and Behaviour in the United Kingdom 1920-1938*, Vol. 1, Cambridge (1954), Table 106.

59. For all foods consumed at home, the income elasticity appears to have declined from approximately 0.4 to 0.3 over the two decades. These summary findings are therefore consistent with the re-distribution of consumer incomes and the rise in the standard of living that have taken place.

#### Price Elasticities: Method

60. The time-series data considered in this chapter comprise estimates, for each of the main commodities, of the average price paid and the average quantity per head purchased in each month of the year during the five-year period from July 1954, when rationing ended, to June 1959 inclusive. Purchases and prices can be arranged in a two-way array by months and by years, with 12 columns for months (fewer in the case of foods with a limited season) and 5 rows for years (fewer in some cases where the analysis has had to be confined to a shorter period). The real price, deflated by the Index of Retail Prices, has been regarded as the independent variable ( $p$ ) and the quantity purchased as the dependent variate ( $q$ ). Strictly speaking, the technique used assumes that the price at any given time is fixed, while the supply is completely elastic in the short run, short-term changes in demand being met by diversion of supplies from or to alternative uses or by stock adjustments. For some perishable products the supply is completely inelastic in the short run and such adjustments are impossible, so that it would be more accurate to take  $q$  rather than  $p$  as the independent variable. In the intermediate case, where the current supply is neither completely elastic nor completely inelastic, the demand relationship is logically indeterminate without further information on the supply side. In the present analysis, the average retail price has been taken as the independent variable throughout, largely because sampling errors in  $p$  are much smaller than those in the quantity  $q$ .

61. The mathematical model used is therefore:

$$q_{ij} = a_i + \beta_j + \gamma p_{ij} + \epsilon_{ij}$$

where  $q$  and  $p$  are measured in logarithms as deviations from their average values during the whole period considered. The  $a_i$  are monthly constants and the  $\beta_j$  annual constants, subject to  $\sum a = \sum \beta = 0$ ;  $\gamma$  is the price elasticity of demand and will usually be negative. The  $\epsilon_{ij}$  are random disturbances, assumed to be independent of  $a_i$ ,  $\beta_j$  and  $p$ , and to be normally distributed about zero.

62. The method used to estimate  $\gamma$  and to test for the existence of monthly or annual shifts in the demand curve is the covariance technique described by Mr. J. A. C. Brown\*. If there are  $m$  monthly averages in each of  $n$  years (usually  $m=12$ ,  $n=5$ ) the following regressions are calculated:

	<i>Degrees of freedom</i>
Total regression . . . . .	$mn-1$
Between months (regression fitted to monthly means)	$m-1$
Between years (regression fitted to yearly means)	$n-1$
Residual . . . . .	$(m-1)(n-1)$
Within months . . . . .	$m(n-1)$
Within years . . . . .	$n(m-1)$

63. The first test of significance is that for the residual association between  $p$  and  $q$ ; all the others are measured against this. The next test examines whether there is sufficient evidence of monthly shifts in the demand curve (i.e. whether any of the

\*On the use of covariance techniques in demand analysis: F.A.O./E.C.E. Study Group on the Demand for Agricultural Products (1958).

$a_i$  differ significantly from zero); this test is valid whether or not there are annual shifts, and there is a similar test for the existence of annual shifts, free from any assumption concerning seasonal movements. In some cases the demand is subject to a trend throughout the period, and the significance of the annual shift arises from this trend; indeed, a regression fitted to the yearly means may differ significantly from the residual regression even when the preceding test has not demonstrated the significance of annual shifts. Alternatively, when a straight line has been fitted to the annual means, their deviations from this line may be greater than would be expected from random variation alone, and this provides an additional test for annual shifts other than those conforming to a linear trend. These tests apply to the yearly means, but the variation between the monthly means can similarly be divided into linear and non-linear components, which can be separately tested for significance. If the trend in demand during the period is sufficiently pronounced, it will be apparent even within a year, and will thus affect the  $a_i$  as well as the  $\beta_j$ .

64. If all these tests (except the initial test for the significance of the residual association) fail to reveal significance, the elasticity of demand can properly be taken as the slope of the total regression rather than the residual regression. If any of the tests for monthly shifts in the demand curve gives a significant result, but none of those for annual shifts does so, the component "between years" can be combined with the residual, giving the component "within months", and the tests for monthly shifts can be repeated against this new criterion; this will usually confirm the previous findings and strengthen their significance. Further, since annual effects can now be ignored, we have a set of  $n$  independent observations for each of the  $m$  months, and can fit a regression to each set. A comparison of these  $m$  regressions provides a test for seasonal variations in the elasticity of demand, which may be important for some commodities, e.g. eggs. There is an exactly analogous chain of tests for annual effects if the monthly shifts in demand are not significant. Frequently, however, both seasonal and annual effects are established; it is then possible to test either for monthly or for yearly variations in the elasticity, but not for both simultaneously; and the tests are not independent.

65. Once the elasticity of demand has been estimated, whether from the residual regression or from some subsequent stage in the analysis, the constants  $a_i$  and  $\beta_j$  in the demand equation can be expressly estimated. The pattern of the monthly constants which measure seasonal shifts in the demand curve may arise from regular seasonal changes in the supply of the commodity in question or in its quality, or in the supply or quality of other commodities which are alternative or complementary to it. For some foods, such as eggs, there is no seasonal shift in the demand curve, though different sections of the same demand curve may operate at different times of the year. Annual shifts may arise from changes in supply conditions and from improvements in the standard of living, associated with improved facilities for cooking and storage. Long-term changes in taste, especially the steadily increasing demand for "convenience" foods, also give rise to annual shifts in demand.

#### **Income and Price-Elasticities: Particular Commodities**

66. Estimates of the price elasticities of demand for individual foods, together with their standard errors (in parenthesis) are shown in Table 17. Results are given even when the first of the tests outlined in paragraph 63 has failed to reveal a significant residual association between deflated price and quantity purchased. Although no precision can be claimed for such estimates, most of which are smaller than their standard errors, they do indicate that the commodity in question is

price-inelastic, except in a few cases where the observed variation in deflated prices has been insufficient for the elasticity to be measured. No attempt has been made to calculate the price elasticities of certain food items for which the Survey grouping embraces a heterogeneous range of commodities.

67. It should be noted that the price-elasticity calculations relate to a period when some food prices were rising fairly rapidly, with few decreases, and when supplies of certain foods, e.g. imported canned goods from the dollar area, were still relatively scarce. The time-series will need to be extended before the results are likely to be of value as longer-term indicators.

#### MILK AND MILK PRODUCTS

68. The price and income elasticities for milk are discussed in Appendix F, paragraphs 12-14. The income elasticity of expenditure on cream has fallen from its pre-war value of 1.7 to 1.3 in 1955 and 1.1 in 1958. The price elasticity remains fairly large ( $-0.86$ ), probably because evaporated milk serves as a cheaper substitute.

69. The demand for natural cheese appears to have become slightly more elastic to differences in income than in 1955, probably because of the increase in varieties, and that for processed cheese slightly less so, although for all cheese the income elasticity is similar to that found in 1937-39. Since 1954 the demand for natural cheese has strengthened, with very little reaction to the considerable fluctuations in prices. The demand for both types of cheese varies seasonally, tending to fall off in the winter months but being particularly strong for processed cheese from August to October.

#### MEAT, FISH AND EGGS

70. Beef and veal have remained less elastic to differences in income than pork and mutton and lamb. The values for beef and veal and for mutton and lamb are lower than before the war, but the income elasticity of expenditure on pork rose in 1958 to its pre-war value of 0.6. The price elasticities for the three carcass meats are high, with significant seasonal and annual shifts in the demand curves. The trends in consumption and in average prices since 1955 are described in paragraphs 27-30 and illustrated in Charts 1-4. The cross-price elasticities of the three carcass meats were estimated for the period July 1954 to June 1957 by Mr. J. A. C. Brown<sup>(1)</sup>. In each case the coefficients with respect to the other two prices were relatively low. Substitution within this group is probably governed more by the availability of supplies than by price.

71. There is also considerable opportunity for substitution within the remainder of the meat group, that between pork and beef sausages being most striking. The income elasticities for poultry though apparently higher than before the war, have fallen slightly since 1955, probably because of the widening market. The Survey does not, however, cover the peak in poultry purchases at Christmas, when field-work is temporarily suspended. The price elasticities for all of the processed and fancy meats and for offals are fairly high; the demand curves for most items vary seasonally, and annual shifts are apparent for bacon, canned meat, poultry, rabbit and for pork sausages. Demand for offals falls off appreciably in summer.

72. The income and price elasticities of demand for fish are similar in magnitude to those for meat. For most types of fresh fish the demand is highly seasonal, but

<sup>(1)</sup>*Journal of Agricultural Economics*, 1959. Vol. XIII. Pp. 228-249.



is with fresh meat, it appears to be well adjusted to supplies, and is helped in this respect by substitution. Shellfish remains a luxury (income elasticity  $+1.4$ ) and dried fish an "inferior" commodity ( $-0.04$ ), although its price elasticity is high. The apparent perversity of the sign of the price elasticity shown for canned and bottled fish arises from the heterogeneity of the group and the liberalisation of imports of canned salmon. Fresh herrings, despite their nutritional value, are now bought mainly by the lower income groups. The positive income elasticity of expenditure on other fresh fat fish, with a negative coefficient for quantity, suggest a shift in demand to the more expensive varieties as income increases.

**73.** The income elasticity of demand for eggs has not changed since 1955, remaining rather less than before the war. Prices fluctuate widely during the year, and since the demand curve remains stationary, it has been possible to estimate the price elasticity with some precision. There is evidence, however, that the elasticity tends to fall when consumption is increased and that the market can only absorb unusually large supplies if prices are greatly reduced.

#### FATS, SUGAR AND PRESERVES

**74.** Recent changes in the household consumption of butter and margarine are fully discussed in Appendix F, paragraphs 2-7. For lard and compound cooking fat and for suet and dripping demand appears to be inelastic, but stronger in the winter than in the summer. There was a downward trend in household purchases of lard and compound cooking fat during 1955-57, which was not associated with price changes, with some recovery in 1958. Other fats, oils and creams appear as luxuries, but the group covers too wide a range of items, including peanut butter, synthetic cream and cooking oils, to enable a realistic estimate of price elasticity to be obtained.

**75.** Demand for sugar has remained very inelastic to variation in income and comparatively inelastic to changes in price. There has been an upward trend in purchases since rationing ended, with downward seasonal movements in the second quarter of each year and an increase in purchases in the third quarter for preserving fruit. The income elasticities for marmalade and other preserves suggest some transfer of demand from the latter to the former as income increases. The combined demand for syrup, treacle and honey has diminished since 1954, but as there has probably been substitution within the group, the estimate of the price elasticity may be misleading.

#### FRUIT AND VEGETABLES

**76.** The differences between the income elasticities calculated for old and for new potatoes in 1955 and in 1958 should be viewed with reserve, the price differential being unusually small in the latter year.

**77.** The income elasticities for fresh green vegetables are rather lower than in 1937-39; they are least for cabbages and greatest for quick-frozen peas and beans. Compared with 1955 the main change has been the fall in the values for fresh peas and beans, probably because of the growing demand for the corresponding quick-frozen products. Cabbages and sprouts appear to be the only types of green vegetables which are comparatively inelastic to changes in price.

**78.** The demand for canned peas and beans appears quite inelastic to differences in income, but highly sensitive to price changes. Dried pulses have become an "inferior good" since 1937-39, having lost ground to the canned and quick-frozen

varieties. The small positive price elasticity found for other canned vegetables must be attributed to the heterogeneity of this group.

**79.** Both income and price elasticities for all kinds of fresh fruit are high, although those for oranges and bananas are lower than before the war. The values for oranges have increased slightly since 1955, but remain well below those for other citrus fruit. The demand for all citrus fruit is greater in the winter months when other fresh fruit is scarce; for oranges, it improves when bitter oranges are available for marmalade making. Apples were not distinguished from pears in the classification used by the Survey until 1958, but in that year the separate income elasticities of purchases and expenditure were respectively 0.60 and 0.74 for apples, and 0.92 and 1.01 for pears.

**80.** Canned fruit is much less elastic to changes in income than before the war, when it ranked as a luxury, the coefficient having fallen from 1.3 to 0.7. In 1958 the income elasticities of purchases and of expenditure for canned peaches, pears and pineapples were 0.65 and 0.63, and those for other canned and bottled fruit 0.82 and 0.83. The demand for dried vine fruit appears to be very inelastic, but that for other dried fruit is much more elastic to changes both in income and in price.

#### CEREALS, BEVERAGES AND MISCELLANEOUS FOODS

**81.** The income elasticities of expenditure on all bread in 1955 and in 1958 show no change on the pre-war value of  $-0.05$ , but while the separate values for large white loaves are significantly negative, those for all other types of bread are positive, presumably because of shifts in demand within the group as income increases. Price elasticities cannot be given for the various types of bread because during the three years after decontrol in 1956 there was insufficient variation in average prices to determine these values, or even to establish their sign. Differences in the estimated income elasticities for brown bread and wholemeal bread may be affected by the difficulty of some housewives in discriminating between them.

**82.** Flour exhibits a small negative elasticity with respect to income, as in the pre-war period; there is no difference between plain and self-raising flour in this respect, but the former appears to have the greater price elasticity.

**83.** The income elasticities for the two groups comprising cakes and biscuits and all other cereal foods are much lower than in 1937-39, and buns, scones and tea-cakes, oatmeal and rice have shown increasingly negative values since 1955. In 1958 the income elasticities of purchases and expenditure for chocolate biscuits were respectively 0.52 and 0.54, and for other biscuits 0.11 and 0.15.

**84.** The demand for tea remains highly inelastic to both income and price changes; slight seasonal increases in purchases and in average prices paid occur in the winter months. A quality differential appears to have developed since 1955. The income elasticity of nearly 2.0 for bean and ground coffee is the highest obtained for any food; the price analysis, however, failed to yield valid results. The much higher income elasticity of expenditure than of purchases for coffee extracts and essences implies that demand moves from essences to the dearer instant coffee as income rises. The appearance of positive income elasticities for cocoa and drinking chocolate since 1955 similarly suggests a transfer of demand from cocoa to the more expensive drinking chocolate.

85. The most interesting results in the group of miscellaneous foods are the very high price elasticity for canned soups and the relatively high income elasticity for dehydrated and powdered soups. The demand curves for both types show marked seasonal shifts.

TABLE 16  
*Estimated Income Elasticity of Domestic Food Expenditure*

Type of household	1955	1956	1958	<i>Estimates adjusted for incidence of meals out and of meals served to visitors</i>	
				1956	1958
One man, one woman and:					
no other (both under 55) . . . . .	0·16	0·13	0·15	0·27	0·26
no other (one or both 55 or over) . . . . .	0·36	0·36	0·33	0·36	0·37
1 child . . . . .	0·24	0·24	0·28	0·31	0·32
2 children . . . . .	0·28	0·24	0·30	0·31	0·36
3 children . . . . .	0·29	0·34	0·19	0·39	0·24
1 adolescent . . . . .	0·28	0·20	0·23	0·28	0·31
1 child and 1 adolescent . . . . .	0·31	0·22	0·27	0·26	0·35
One woman only . . . . .	0·32	0·31	0·29	0·28	0·27
Two women . . . . .	0·34	0·32	0·30	0·35	0·32
One man, two women . . . . .	0·32	0·24	0·32	0·27	0·39
Two men, one woman . . . . .	0·38	0·30	0·30	0·37	0·33
All above households (weighted average) . . . . .	0·30	0·28	0·28	0·32	0·32

TABLE 17  
Estimates of Income and Price Elasticities of Demand for Individual Foods

	Average expenditure per person per week 1958	Percentage of households purchasing each type of food during survey week 1958	Income elasticity				Price elasticity (a)	Seasonal or annual shifts in demand
			1955		1958			
			Quantity purchased	Expenditure	Quantity purchased	Expenditure		
<b>MILK AND CREAM:</b>								
Liquid								
Full price	29.54	95	0.28	0.31	0.31	0.33	A	
Welfare	2.74	22	n.a.	n.a.	n.a.	n.a.		
<b>Total Liquid Milk</b>	<b>32.28</b>		<b>0.30</b>	<b>0.29</b>	<b>0.21</b>	<b>0.27</b>		
<b>Condensed</b>								
Skimmed, sweetened	0.07	1	-0.35	-0.31	-1.35	-1.30	-	
Whole, sweetened	0.17	2	-0.61	-0.59	-0.17	-0.17	A	
Whole, unsweetened	1.18	24	0.50	0.51	0.11	0.14	S, A	
<b>Dried</b>								
National	0.20	1	-0.23	-0.28	-0.49	-0.30	A	
Branded	0.56	2	1.97	3.34	0.70	1.62	n.a.	
Other milk	0.04	1	1.35	1.33	0.99	1.09	S, A	
Cream	1.09	15						
<b>Total Other Milk and Cream</b>	<b>3.11</b>		<b>-0.04</b>	<b>0.30</b>	<b>0.27</b>	<b>0.30</b>		
<b>CHEESE:</b>								
Natural	4.90	68	0.09	0.15	0.24	0.28	S, A	
Processed and packed	1.25	21	0.26	0.36	0.03	0.11	S	
<b>Total Cheese</b>	<b>6.15</b>		<b>0.11</b>	<b>0.19</b>	<b>0.21</b>	<b>0.24</b>		
<b>MEAT AND MEAT PRODUCTS:</b>								
<b>Carcass Meat</b>								
Beef and veal	27.36	n.a.	0.08	0.18	-0.02	0.06	S, A	
Mutton and lamb	15.31	57	0.35	0.48	0.34	0.47	S, A	
Pork	5.98	27	0.30	0.38	0.53	0.62	S, A	
<b>Total Carcass Meat</b>	<b>48.65</b>		<b>0.21</b>	<b>0.31</b>	<b>0.17</b>	<b>0.25</b>		

(a) Calculated from monthly data from July 1954 to June 1959 except where otherwise stated. The figures in parentheses are estimates of the standard errors.  
(b) Excluding July 1956 to June 1957.

TABLE 17—continued

	Average expenditure per person per week 1958	Percentage of households purchasing each type of food during survey week 1958	Income elasticity						Price elasticity (d)	Seasonal or annual shifts in demand
			1937-39		1955		1958			
			Expenditure	Quantity purchased	Expenditure	Quantity purchased	Expenditure	Quantity purchased		
<b>Other Meat</b>										
Corned meat . . . . .	2.58	21	0.16	0.13	0.19	0.16	-1.83(0.45)	S		
Bones . . . . .	0.36	5	-0.36	-0.18	-0.55	-0.48	n.a.			
Bacon and ham, uncooked . . . . .	15.13	86	0.24	0.32	0.28	0.35	-0.65(0.09)	A		
Bacon and ham, cooked (including canned) . . . . .	4.38	39	0.55	0.63	0.36	0.37	-0.99(0.26)	S		
Other cooked meat (not canned) . . . . .	2.15	21	0.38	0.58	0.15	0.25	n.a.			
Other canned meat . . . . .	3.77	36	0.10	0.22	0.13	0.11	-1.01(0.55)	S, A		
Liver . . . . .	2.56	28	0.38	0.46	0.32	0.39	-0.98(0.38)	S		
Offals (other than liver) . . . . .	1.22	20	0.41	0.71	0.24	0.52	-0.68(0.27)	S		
Poultry . . . . .	2.79	6	1.61	1.70	1.40	1.51	-0.68(0.33)	A		
Rabbit, game and other meat . . . . .	0.28	2	1.32	1.66	0.66	0.99	-1.26(0.49)	S, A		
Sausages, uncooked, pork . . . . .	4.51	43	0.34	0.40	0.46	0.49	-0.65(0.55)	S, A		
Sausages, uncooked, beef . . . . .	2.41	26	-0.55	-0.53	-0.72	-0.72	-1.48(0.30)	S		
Other meat products . . . . .	4.18	45	-0.18	-0.03	-0.01	0.12	n.a.			
<b>Total Other Meat</b>	<b>46.32</b>		<b>0.20</b>	<b>0.36</b>	<b>0.19</b>	<b>0.33</b>				
<b>FISH:</b>										
White, fresh . . . . .	5.60	n.a.	0.20	0.36	0.21	0.36	-1.17(0.20)	S		
Herrings, fresh . . . . .	0.18	3	0.03	0.07	0.21	-0.24	-1.64(0.44)	S		
Eggs, fresh, other . . . . .	0.23	2	0.55	0.99	-0.50	0.34	-0.61(0.18)	S		
White, processed . . . . .	0.77	9	0.62	0.64	0.66	0.73	-1.30(0.46)	S		
Fat, processed . . . . .	0.44	7	0.25	0.31	0.39	0.54	-0.11(0.39)	S, A		
Shell . . . . .	0.64	6	0.86	1.18	1.15	1.14	n.a.			
Cooked . . . . .	2.48	25	-0.19	-0.18	-0.19	-0.04	-1.26(0.46)	S, A		
Canned and bottled . . . . .	3.14	24	0.60	0.63	0.43	0.63	+1.17(0.28)	A		
Fish products . . . . .	0.56	11	0.14	0.40	0.04	0.17	n.a.			
<b>Total Fish</b>	<b>14.04</b>		<b>0.23</b>	<b>0.38</b>	<b>0.20</b>	<b>0.41</b>				
<b>EGGS</b>	<b>16.91</b>	<b>87</b>	<b>0.54</b>	<b>0.39</b>	<b>0.33</b>	<b>0.37</b>	<b>-0.28(0.03)</b>			

TABLE 17—continued

	Average expenditure pence per person per week 1958	Percentage of households purchasing each type of food during survey week 1958	Income elasticity				Price elasticity (a)	Seasonal or annual shifts in demand
			1937-39		1955			
			Expenditure	Quantity purchased	Expenditure	Quantity purchased		
<b>FATS:</b>								
Butter . . . . .	13.29	90	0.37	0.37	0.37	0.30	0.30	n.a.
Margarine . . . . .	4.72	61	-0.16	-0.24	-0.20	-0.30	-0.27	n.a.
Lard and compound cooking fat . . . . .	2.74	n.a.	0.23	0.02	0.03	0.02	0.02	S, A
Suet and dripping . . . . .	0.57	15		-0.23	-0.20	-0.30	-0.21	S
Other fats, oils and creams . . . . .	0.11	1		0.84	1.29	1.69	1.77	n.a.
<b>Total Fats.</b> . . . . .	<b>20.43</b>			0.95	0.17	0.06	0.13	
<b>SUGAR AND PRESERVES:</b>								
Jams, jellies and curds . . . . .	2.24	29		-0.25	-0.17	-0.14	-0.08	S, A
Sugar . . . . .	9.26	90	0.09	0.05	0.06	0.06	0.07	S, A
Marmalade . . . . .	1.14	18		0.34	0.38	0.42	0.42	A
Syrup, treacle and honey . . . . .	0.64	9		-0.23	0.05	0.04	0.16	S, A
<b>Total Sugar and Preserves</b> . . . . .	<b>13.28</b>			0.93	0.06	0.06	0.08	
<b>VEGETABLES:</b>								
Old potatoes . . . . .	9.09	60	} 0.21 {	-0.05	0.05	0.11	0.17	S
New potatoes . . . . .	4.00	28		0.38	0.40	-0.07	0.02	S
Chips . . . . .	1.23	23		-0.08	-0.20	-0.21	0.19	
Crisps . . . . .	0.27	6		0.31	0.21	0.34	0.29	
<b>Total Potatoes</b> . . . . .	<b>14.59</b>			0.93	0.13	0.07	0.10	
Cabbages . . . . .	1.44	35		0.16	0.15	0.08	0.15	S
Brussels sprouts . . . . .	0.99	21		0.59	0.60	0.63	0.61	S
Cauliflower . . . . .	1.16	23		0.77	0.83	0.72	0.78	S
Leafy salads . . . . .	1.19	23		0.95	0.97	0.86	0.97	S
Fresh legumes . . . . .	0.90	11		0.90	0.96	0.33	0.38	S
Quick-frozen legumes . . . . .	0.85	10		1.73	1.72	1.79	1.82	S, A
Other fresh green vegetables . . . . .	0.07	1		0.27	0.68	0.32	0.87	n.a.
<b>Total Fresh Green Vegetables</b> . . . . .	<b>6.60</b>			0.93	0.71	0.45	0.73	

(a) August 1958-July 1959.  
 (b) Excludes margarine with respect to the price of butter.  
 (c) Excludes margarine with respect to the price of butter.  
 (d) Excludes margarine with respect to the price of butter.  
 (e) Excludes margarine with respect to the price of butter.  
 (f) Excludes margarine with respect to the price of butter.  
 (g) Excludes margarine with respect to the price of butter.  
 (h) Excludes margarine with respect to the price of butter.

TABLE 17—continued

	Average expenditures per person per week 1958	Percentage of households purchasing each type of food during survey week 1958	Income elasticity						Price elasticity (e)	Seasonal or annual shifts in demand
			1937-59		1955		1958			
			Expenditures	Quantity purchased	Expenditures	Quantity purchased	Expenditures	Quantity purchased		
Carrots . . . . .	1.04	39		0.19	0.18	0.01	0.02	-0.62(0.16)	S, A	
Other root vegetables . . . . .	0.65	25		0.03	0.28	-0.03	0.24	-1.00(0.26)	S, A	
Onions, shallots, etc. . . . .	1.34	46	0.22	0.02	0.04	0.16	0.21	-0.04(0.14)	S, A	
Miscellaneous fresh vegetables . . . . .	1.54	27		0.93	1.10	1.00	1.14	n.a.		
Dried pulses . . . . .	0.66	15	0.18	-0.39	-0.41	-0.74	-0.61	-1.45(0.41)	S, A	
Canned peas . . . . .	2.81	47		0.18	0.29	-0.06	0.08	-2.05(0.52)(1)	S, A	
Canned beans . . . . .	2.21	43		-0.04	0.00	-0.03	0.01	-1.40(0.37)(1)	S	
Other canned vegetables . . . . .	0.49	9		0.71	1.04	0.63	0.72	+0.23(0.57)	S, A	
Vegetable products . . . . .	0.10	3		0.03	-0.04	0.15	0.40	n.a.		
<b>Total Other Vegetables</b> . . . . .	<b>10.84</b>			<b>0.14</b>	<b>0.26</b>	<b>0.08</b>	<b>0.24</b>			
<b>FRUIT:</b>										
<b>Fresh</b>										
Oranges . . . . .	2.18	31	0.92	0.60	0.58	0.76	0.74	-1.75(0.27)	S, A	
Other citrus fruit . . . . .	0.65	13		1.23	1.20	1.24	1.26	-1.50(0.45)	S	
Apples and pears . . . . .	4.65	n.a.		0.57	0.72	0.64	0.77	-1.14(0.15)	S, A	
Stone fruit . . . . .	0.54	7		0.84	1.20	0.82	0.82	-2.38(0.46)(1)	S	
Soft fruit . . . . .	1.03	10		1.49	1.67	0.94	1.04	-1.99(0.41)	S, A	
Bananas . . . . .	3.18	43	0.95	0.77	0.78	0.66	0.66	-1.11(0.24)	S, A	
Other fresh fruit . . . . .	0.26	5		1.20	1.19	1.00	1.15	n.a.		
Tomatoes, fresh and quick-frozen . . . . .	5.63	59		0.53	0.55	0.45	0.46	-0.58(0.13)	S	
<b>Total Fresh Fruit</b> . . . . .	<b>18.12</b>			<b>0.68</b>	<b>0.75</b>	<b>0.67</b>	<b>0.70</b>			
<b>Other</b>										
Canned and bottled fruit . . . . .	5.56	n.a.	1.34	0.79	0.81	0.72	0.72	-1.30(0.64)	S, A	
Tomatoes, canned and bottled . . . . .	0.86	16		0.15	0.16	0.24	0.27	-0.90(0.35)	S	
Dried vine fruit . . . . .	1.01	15		-0.08	-0.03	0.04	0.10	-0.26(0.75)	S, A	
Other dried fruit . . . . .	0.39	7	} 0.75 {	0.49	0.67	0.74	0.79	-1.27(0.43)	S, A	
Nuts and fruit and nut products . . . . .	0.71	10		0.56	0.71	0.49	0.64	n.a.		
Fruit juices . . . . .	0.60	6		1.62	1.55	1.47	1.20	-1.14(0.25)	S, A	
Welfare orange juice . . . . .	0.07	2		n.a.	n.a.	n.a.	n.a.	n.a.		
<b>Total Other Fruit and Fruit Products</b> . . . . .	<b>9.20</b>			<b>0.55</b>	<b>0.65</b>	<b>0.58</b>	<b>0.64</b>			

(i) June to October.

(1) July 1955 to June 1959

TABLE 17—continued

	Average expenditure per person per week 1958	Percentage of households purchasing each type of food during survey week 1958	Income elasticity				Price elasticity (a)	Seasonal or annual shifts in demand
			1955		1958			
			Quantity purchased	Expenditure	Quantity purchased	Expenditure		
<b>CEREALS:</b>								
<b>Bread</b>								
Brown, unwrapped . . . . .	0.49	11	0.18	0.18	0.19	0.20	n.a.	
Brown, wrapped . . . . .	0.37	6			0.45	0.44	n.a.	
White, large loaves, unwrapped . . . . .	4.61	37			-0.39	-0.40	n.a.	
White, large loaves, wrapped . . . . .	9.68	57	-0.17	-0.18	-0.21	-0.22	n.a.	
White, small loaves, unwrapped . . . . .	1.18	24			0.15	0.16	n.a.	
White, small loaves, wrapped . . . . .	0.58	11			0.09	0.08	n.a.	
Wholewheat and wholemeal . . . . .	0.88	18	0.69	0.68	0.53	0.54	n.a.	
Malt . . . . .	0.22	5	0.09	0.24	0.39	0.48	n.a.	
Other . . . . .	3.71	44	0.44	0.39	0.45	0.34	n.a.	
<b>Total Bread</b> . . . . .	<b>21.72</b>		-0.09	-0.05	-0.09	-0.05		
<b>Flour</b>								
Self-raising . . . . .	2.61	42	-0.19	-0.19	-0.18	-0.17	S, A	
Other . . . . .	0.91	15	-0.26	-0.22	-0.23	-0.22	A	
<b>Total Flour</b> . . . . .	<b>3.52</b>		-0.20	-0.20	-0.19	-0.18		
<b>Cakes and Biscuits</b>								
Buns, scones and teacakes . . . . .	1.76	33	-0.08	-0.05	-0.32	-0.33	-	
Cakes and pastries . . . . .	9.02	66	0.36	0.42	0.31	0.29	S	
Biscuits . . . . .	9.72	n.a.	0.27	0.35	0.16	0.22	S, A	
<b>Total Cakes and Biscuits</b> . . . . .	<b>20.50</b>		0.26	0.35	0.12	0.21		
<b>Other Cereals</b>								
Puddings . . . . .	1.42	22	0.99	0.99	0.51	0.57	n.a.	
Oatmeal and oat products . . . . .	1.04	16	-0.22	-0.17	-0.34	-0.26	n.a.	
Breakfast cereals . . . . .	3.00	37	0.46	0.46	0.33	0.34	-0.51(0.46)	
Rice . . . . .	0.60	15	-0.10	-0.90	-0.41	-0.41	-1.92(0.44)	
Cereals, flour base . . . . .	0.88	17	0.30	0.31	0.26	0.24	n.a.	
Other cereals . . . . .	1.06	24	-0.19	-0.02	-0.15	-0.04	n.a.	
<b>Total Other Cereals</b> . . . . .	<b>8.00</b>		0.16	0.27	0.10	0.19		



TABLE 17—continued

	Average expenditure per person per week 1958	Percentage of households purchasing each type of food during survey week 1958	Income elasticity				Price elasticity (a)	Seasonal or annual shifts in demand
			1955		1958			
			Quantity purchased	Expenditure	Quantity purchased	Expenditure		
<b>BEVERAGES:</b>								
Tea . . . . .	13.92	90	0.04	0.05	0.06	0.11	S	
Coffee, bean and ground . . . . .	0.50	4	1.42 {	1.60	1.64	1.96	—	
Coffee, extracts and essences . . . . .	2.42	23	—0.10	0.09	0.61	0.80	S, A	
Cocoa and drinking chocolate . . . . .	0.60	9		—0.03	—0.06	0.31	S, A	
Branded food drinks . . . . .	0.85	7		—0.10	n.a.	0.21	S	
<b>Total Beverages . . . . .</b>	<b>18.39</b>			0.09	0.16	0.27		
<b>MISCELLANEOUS:</b>								
Invalid and baby foods . . . . .	0.44	7		n.a.	n.a.	n.a.		
Spreads and dressings . . . . .	0.42	27		1.15	1.14	0.66		
Soups, canned . . . . .	1.94	5		0.26	0.24	0.33		
Soups, dehydrated and powdered . . . . .	0.31	17		0.62	0.94	0.89	S	
Meat and vegetable extracts . . . . .	0.90	25		—0.15	—0.02	0.21	S, A	
Pickles and sauces . . . . .	1.75	17		n.a.	0.51	0.43		
Table jellies, squares and crystals . . . . .	0.65	14		n.a.	0.54	0.20		
Salt . . . . .	0.36	29		n.a.	0.34	0.13		
Foods for which quantity is not recorded . . . . .	1.15			n.a.	n.a.	n.a.		
<b>Total Miscellaneous Foods . . . . .</b>	<b>7.92</b>			n.a.	0.34	0.33		
<b>ALL ABOVE FOODS . . . . .</b>	<b>340.72</b>		0.43		0.30	0.28		

# V

## Household Diets of Social Classes

### Classification

86. The definition of social class used in the National Food Survey is based on the gross weekly income of the head of the household, as stated by the housewife, or, if necessary, imputed from occupation or other information. The lowest of the four broad income groups (Class D) is further divided into three sub-groups, viz. households solely or mainly dependent on old age pensions<sup>(1)</sup> (abbreviated as O.A.P.), those containing one or more earners (Class D1), and those containing no earner (Class D2). Where the weekly income of the head of the household falls within the income limit for Class D and the household contains an earner, social class has since 1956 been determined by the income of the principal earner, whether or not he or she is recorded as the head of the household. An alternative and quite different classification of households would have resulted if the total family income had been the criterion.

87. An annual adjustment of the income limits has been found necessary since 1955 because of the continuing general rise in money incomes; the points of subdivision were accordingly raised again for 1958. Following the method described in paragraph 46 of the Annual Report for 1957, the revised income limits were obtained by applying certain factors to the average earnings of adult men in manufacturing and other industries as ascertained by the Ministry of Labour.

TABLE 18  
*Income Ranges used to define Social Classes, 1955-58*

Class	Gross weekly income of head of household (a)				Percentage of households in sample			
	1955	1956	1957	1958	1955 (d)	1956	1957	1958
A (A1)	£24 or more	£27 or more	£30 or more	£32 or more	2.5	2.9	2.6	2.5
(A2)	£15-£24	£16-£27	£18-£30	£19-£32	7.8	10.1	7.7	6.6
B	£9-£15	£10-£16	£10 10s.-£18	£11 10s.-£19	39.3	37.5	38.1	34.3
C	£6-£9	£6 10s.(c)-£10	£7-£10 10s.	£7 10s.-£11 10s.	31.0	33.7	32.8	38.2
D (b)	Under £6	Under £6 10s. (c)	Under £7	Under £7 10s.	19.4	16.5	18.9	18.4

(a) Or of principal earner if the gross weekly income of head of household was less than £6 10s.(c) (1956), £7 (1957), or £7 10s. (1958).

(b) Subdivided into D1 (with earners), D2 (without earners) and old age pensioner households.

(c) £6 7s. for agricultural workers in first quarter of 1956.

(d) Adjusted to allow for the probable effect of the "principal earner" rule introduced in 1956.

88. The income limits for the years 1955-58 are shown in Table 18 together with the percentage distributions of households. In adjusting the income ranges for 1958 the proportions aimed at were Class A1 2½ per cent, Class A2 7½ per cent, Classes B and C 35 per cent each and Class D 20 per cent. In the event, the percentages of households in Classes A2 and B in the 1958 sample were slightly below the target percentages. There was some excess in Class C at the expense of Class D,

(<sup>1</sup>) Including non-contributory and contributory retirement pensions, and pensions of widows over 60 years of age.

but it would have been difficult to raise the upper limit of the latter without relegating many full-time male agricultural workers to Class D.

TABLE 19  
Domestic Food Expenditure and Social Class Distribution of Households, 1958

	Class								All households
	A			B	C	D			
	A1	A2	All			excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
No. of households	217	568	785	2,957	3,287	622	256	704	8,611
No. of persons	706	1,964	2,670	10,478	11,140	1,638	482	1,034	27,442
Average size of household	3.25	3.46	3.40	3.54	3.39	2.63	1.88	1.47	3.19
Average no. of:									
adults	2.25	2.19	2.21	2.18	2.19	1.83	1.58	1.45	2.08
adolescents	0.23	0.25	0.24	0.25	0.26	0.24	0.04	...	0.23
children under 15	0.77	1.02	0.95	1.11	0.94	0.56	0.27	0.02	0.88
Percentage of adult males under 65 classified as:									
sedentary	84	69	73	42	26	69	100	100	39
moderately active	4	14	11	39	50	13	—	—	40
active or very active	12	17	16	19	24	18	—	—	21
Food expenditure per week:	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>
per person	35 11	31 4	32 6	28 10	27 6	25 7	26 10	26 6	28 5
per household	116 10	108 4	110 6	102 2	93 4	67 3	50 5	39 0	90 7
Percentage change in food expenditure per person compared with									
1957	+1.0	+1.0	+1.0	+0.2	+3.7	+2.2	+5.6	+3.5	+1.0
1956	+5.9	+6.0	+6.3	+5.5	+4.2	+2.4	-3.5	+7.0	+4.0

89. Table 19 gives some particulars of the class composition of the sample. As in 1957, Classes A, B and C contained almost the same average number of adults (2.2) and adolescents (0.25) per household, but the number of children under 15 was greatest (1.1) in Class B. The family structure of the three sub-groups of Class D was almost the same as that found in the previous year. The proportion of adult males of working age (21-65) who were classified as sedentary ranged from 84 per cent in Class A1 to 26 per cent in Class C; in 1957 the range was from 87 to 26, and in 1956 from 84 to 28 per cent. The proportion of men of working age in Class A1 who were engaged in heavy manual occupations rose from 9 per cent in 1957 to 12 per cent in 1958.

**Expenditure and Consumption**

**90.** Table 19 also gives the average domestic food expenditure per person and per household for each class and the percentage changes in food expenditure per person compared with the two preceding years. The range in average food expenditure was from 25s. 7d. per person per week in Class D1 to 35s. 11d. in Class A1; in 1957 the corresponding range was from 25s. 0d. to 35s. 7d. and in 1956 from 24s. 11d. to 33s. 11d. The average rise in food expenditure between 1957 and 1958 was just over one per cent, the largest increases being recorded in the lower income groups, Class D2 (5½ per cent), Class C and the old age pensioner households (3½ per cent) and Class D1 (2 per cent). In 1957 the largest increases were in Classes A and B.

**91.** Survey food prices in 1958 were about 15 per cent higher than in 1954, while average food expenditure rose by 20 per cent. Over this period the largest increases in expenditure occurred in Class A1 (23 per cent) and the old age pensioner group (22 per cent); for the intermediate classes the rise was 17–21 per cent. The change in the definition of Class D1 made in 1956 precludes comparison of the averages for this class, but should have hardly affected the averages for other classes. It would appear that after the initial adjustments which followed the end of rationing in 1954, the relative position of the various classes has remained much the same except for some shifts within Class D, all three sections of which, especially old age pensioner households, contain far fewer children and adolescents than do other classes. Class D1, as now defined, had the lowest domestic food expenditure per head of the sub-groups, about 10 per cent below the average for all households. The old age pensioner households, whose expenditure in 1955 was as much as 13 per cent below the average for all households, have since steadily improved their relative position to only 7 per cent below the national level. Domestic food expenditure in Class D2 (without earners), a somewhat similar group which consists mainly of retired persons living on small fixed incomes, was near the national average until 1957 when it fell by nearly 9 per cent before recovering to less than 6 per cent below in 1958; the decrease was largely though not wholly due to the inclusion in Class D2 of a small group of unemployed families with children.

**92.** The value of free food varied between 2s. 3d. per person per week in Class A1 to 9d. per person per week for old age pensioner households. In these groups and in Classes A2 and D1, the value of free food was greater than in 1957; other classes, however, showed decreases.

**93.** A food price index was calculated for each class by costing the national average purchases per head of food at the prices paid by that class and expressing the resulting total as a percentage of the average domestic food expenditure per head for the whole sample. The index therefore takes no account of the actual pattern of purchases in particular classes but only of differences in prices paid for the same commodities. Differences in price levels between the social classes have been fairly steady since 1954, Class A1 paying about 8 per cent more for food than the national average and all three sections of Class D from 3 to 5 per cent less. Since 1956 the old age pensioner households have shown some improvement not only in spending power but also in the prices which they are able to pay. Table 20 indicates that in 1958 the range of class differences in average prices paid tended to diminish. Differences in food expenditure per head were, as usual, much greater than the class differences in average prices, the range in expenditure being from 27 per cent

above the national average in Class A1 to 10 per cent below in Class D1, compared with +8 to -5 per cent in prices. In previous years average prices and, except in 1957, expenditure had been lowest in the old age pensioner group.

**94.** The largest class variation in prices was found for beverages other than tea (a rather heterogeneous collection) the average price ranging from 39 per cent above the average in Class A1 to 19 per cent below in Class D1 households, with Class D2 households as usual ranking high (+8 per cent). Other relatively large price ranges were for fresh fish (+27 to -5 per cent), other fish (+7 to -8), preserves (+14 to -5) and carcase meat (+11 to -6); in each case the highest prices were paid by Class A1 and the lowest by D1. For some foods the minimum price occurred in Class D2; these included bacon (+10 to -10 per cent), fresh green vegetables (+11 to -4), other vegetables (+12 to -5) and cakes and biscuits (+9 to -6). Almost all foods exhibited an appreciable price gradient, class differences being smallest for liquid milk, bread, flour and butter.

**95.** The "price of energy" index, obtained by dividing the money value of the food obtained for consumption by its energy value, ranged from 27 per cent above the national average in Class A1 to 6 per cent below in Class D1; in 1957 the range was from +33 per cent in Class A1 to -7 per cent in old age pension households.

**96.** Details of class differences in domestic food expenditure and consumption are given in Tables 21 and 22, which may be compared with Tables 16 and 17 in the Annual Report for 1957. For most foods, both consumption and expenditure were greatest in Class A1 and smallest in one of the sub-groups of Class D, most frequently D1. These foods included biscuits, for which class differences had previously been irregular. Another group of commodities exhibited a maximum at an intermediate point of the income range; for example, consumption of potatoes and prepared fish was greatest in Class C, though expenditure on these foods was highest in Class B. Consumption of white bread (and total bread) and of margarine and cooking fats was also greatest in Class C, that of cakes in D1, and that of welfare, school and dried milk in Class B, which had the highest average number of children per household. For sugar, preserves, tea, branded food drinks and fancy bread the maximum occurred in the old age pensioner group; for flour and brown bread, pensioner households were second only to the other group of non-earners, Class D2, and for wholemeal bread to Class A1.

**97.** The diet of Class D1 households contained less of the more esteemed foods than that of any other group. They recorded the smallest estimates for milk, cheese, carcase meat, bacon, butter, fresh green vegetables and fresh fruit. The dietary characteristics of Class D2, which consists largely of retired people not dependent on state pensions, increasingly tend to resemble those of old age pensioner households, except for a few middle-class features such as a relatively high consumption of fresh fruit and fresh green vegetables and a preference for the more expensive kinds of coffee. Both Class D2 and the pensioner households spent more per head on liquid milk, cheese and butter than Class B, and nearly as much as Class A2.

**98.** Changes in expenditure and consumption between 1954 and 1958 are summarized in Table 23. Table 24 gives a similar comparison with 1957. In every class the consumption of butter continued to rise, while that of margarine declined except in Class A1, whose consumption was low in 1957. Consumption of sugar continued to increase at the expense of that of preserves. All classes obtained substantially less bread and flour and potatoes than in 1954, but more cakes, and all

TABLE 20  
Total Domestic Expenditure, Value of Consumption and Price Indices  
by Social Class, 1958

	Class									
	A			B	C	D			All house- holds	
	A1	A2	All			excluding O.A.P.		O.A.P.		
				with earners (D1)	without earners (D2)					
s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.		s. d.
Expenditure . . . . .	35 11	31 4	32 6	28 10	27 6	25 7	26 10	26 6	28 5	
Value of free food . . . . .	2 3	1 7	1 9	10	1 0	1 0	10	9	11	
Value of consumption . . . . .	38 2	32 10	34 3	29 9	28 6	26 7	27 8	27 3	29 4	
<b>PRICE INDICES:</b>										
<b>MILK, CREAM AND CHEESE:</b>										
Liquid milk . . . . .	103	102	102	100	100	99	99	101	100	
Natural cheese . . . . .	108	104	105	100	99	98	97	99	100	
Other . . . . .	101	104	104	100	98	101	95	98	100	
<b>MEAT:</b>										
Carcass . . . . .	111	107	108	101	99	94	95	94	100	
Bacon . . . . .	110	103	105	100	100	97	90	94	100	
Other . . . . .	108	105	106	101	99	97	97	96	100	
<b>FISH:</b>										
Fresh . . . . .	127	108	114	101	98	95	96	95	100	
Other . . . . .	107	107	107	102	98	92	100	96	100	
<b>EGGS . . . . .</b>										
	104	102	102	100	99	98	96	100	100	
<b>FATS:</b>										
Butter . . . . .	101	101	101	100	100	100	99	101	100	
Margarine . . . . .	104	101	101	101	99	95	96	102	100	
Other . . . . .	108	104	105	101	100	100	99	102	100	
<b>SUGAR . . . . .</b>										
	108	102	104	99	100	100	99	99	100	
<b>PRESERVES . . . . .</b>										
	114	104	107	100	99	95	97	99	100	
<b>VEGETABLES:</b>										
Potatoes . . . . .	107	103	104	101	99	100	99	98	100	
Fresh green . . . . .	111	103	105	100	99	100	96	99	100	
Other . . . . .	112	106	108	101	98	97	95	96	100	
<b>FRUIT:</b>										
Fresh . . . . .	107	104	105	101	98	104	99	95	100	
Other . . . . .	104	102	103	100	100	102	105	98	100	
<b>CEREALS:</b>										
Bread . . . . .	102	99	100	100	100	103	99	100	100	
Flour . . . . .	102	101	101	100	100	100	100	100	100	
Cakes and biscuits . . . . .	109	105	106	101	99	97	94	96	100	
Other . . . . .	104	103	103	101	100	97	95	96	100	

TABLE 20—continued

	Class								
	A			B	C	D			All households
	A1	A2	All			excluding O.A.P.	O.A.P.		
				with earners (D1)	without earners (D2)				
<b>BEVERAGES:</b>									
Tea . . . . .	106	105	105	100	99	98	100	100	100
Other . . . . .	139	123	127	103	93	81	108	85	100
<b>MISCELLANEOUS (a)</b> .	109	102	103	101	99	96	101	97	100
<b>ALL FOODS (a)</b> .									
1957	108·3	104·1	105·2	100·8	98·3	97·8	96·9	95·7	100
1958	107·6	103·9	105·0	100·5	99·0	94·9	97·3	97·3	100
<b>PRICE OF ENERGY INDEX</b> . . . . .									
1957	133·2	111·5	117·1	101·3	95·4	93·5	94·4	92·6	100
1958	127·3	113·1	116·9	101·0	96·0	94·0	96·9	95·6	100

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

except D2 more biscuits. The consumption of fresh fruit declined over the period except in old age pensioner households, but this was partly offset by increased purchases of canned fruit. Another feature common to all groups was the marked rise in expenditure on and consumption of meat other than carcass meat and bacon, including poultry, cooked and canned meat and other meat products. All classes have increased their demand for canned foods, including canned and bottled fish, canned peas and beans and canned soups, as well as for other "convenience" foods.

#### Energy Value and Nutrient Content

99. Table 25 shows the energy value and nutrient content of household diets according to class. Except for energy value, vegetable protein and carbohydrate, there were the usual downward gradients in the households containing earners, from Class A1 to Class D1. The trend did not continue into the two non-earning groups, which contained very few children. Class A1 was the only group which differed markedly from the average; the nutrient contents of the diets of other groups were strikingly similar. Classes B, C and D2 were within 10 per cent of the national average for all nutrients. Class D1 was within this range except for vitamins A and C and the old age pensioner households except for vitamins C and D; the lower intakes of these vitamins resulted from smaller consumption of fresh green and other vegetables in Class D1 and of potatoes, other vegetables, margarine and fortified dried milk in the old age pensioner households. There is some indication that elderly women living alone record purchases of certain foods which appear to be abnormally high. The reasons for this are being investigated. Class A2 exceeded the national average by more than 10 per cent for only one nutrient, vitamin C. Class A1 households showed values above this level for animal protein, fat, vitamins

TABLE 21  
Domestic Food Expenditure by Social Class, 1958  
(pence per head per week)

	Class								All house- holds
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.	O.A.P.		
				with earners (D1)	without earners (D2)				
<b>MILK AND CREAM:</b>									
Liquid - full price . . . . .	39·68	33·91	35·40	29·21	27·43	28·25	34·28	37·60	29·54
Liquid - welfare . . . . .	1·95	2·98	2·72	3·26	2·73	1·36	0·91	0·03	2·74
<i>All Liquid Milk . . . . .</i>	<i>41·63</i>	<i>36·89</i>	<i>38·12</i>	<i>32·47</i>	<i>30·16</i>	<i>29·61</i>	<i>35·19</i>	<i>37·63</i>	<i>32·28</i>
Condensed . . . . .	0·83	1·35	1·23	1·42	1·47	1·63	1·19	1·32	1·42
Dried and other . . . . .	0·42	0·85	0·71	1·07	0·72	0·39	0·17	0·08	0·80
Cream . . . . .	3·33	2·04	2·38	1·10	0·84	0·70	1·34	0·55	1·09
<i>Total Milk and Cream . . . . .</i>	<i>46·21</i>	<i>41·13</i>	<i>42·44</i>	<i>36·06</i>	<i>33·19</i>	<i>32·33</i>	<i>37·89</i>	<i>39·58</i>	<i>35·59</i>
<b>CHEESE:</b>									
Natural . . . . .	6·76	5·64	5·90	4·84	4·72	4·66	5·11	5·42	4·90
Processed and packeted . . . . .	1·14	1·21	1·19	1·26	1·30	1·29	1·25	1·09	1·25
<i>Total Cheese . . . . .</i>	<i>7·90</i>	<i>6·85</i>	<i>7·09</i>	<i>6·10</i>	<i>6·02</i>	<i>5·95</i>	<i>6·36</i>	<i>6·51</i>	<i>6·15</i>
<b>MEAT:</b>									
Beef and veal . . . . .	36·39	30·47	32·00	26·24	28·06	25·53	23·99	25·17	27·36
Mutton and lamb . . . . .	23·78	18·17	19·66	15·44	14·31	13·02	17·42	18·62	15·31
Pork . . . . .	9·58	7·50	8·05	6·27	5·55	5·02	4·02	4·89	5·98
<i>All Carcase Meat . . . . .</i>	<i>69·75</i>	<i>56·14</i>	<i>59·71</i>	<i>47·95</i>	<i>47·92</i>	<i>43·57</i>	<i>45·43</i>	<i>48·68</i>	<i>48·65</i>
Bacon and ham, uncooked . . . . .	20·21	17·14	17·97	15·41	14·69	12·62	13·82	13·59	15·13
Other meat (a) . . . . .	42·66	33·37	35·76	31·40	31·06	28·78	27·91	22·96	31·19
<i>Total Meat . . . . .</i>	<i>132·62</i>	<i>106·65</i>	<i>113·44</i>	<i>94·76</i>	<i>93·67</i>	<i>84·97</i>	<i>87·16</i>	<i>85·23</i>	<i>94·97</i>
<b>FISH:</b>									
Fresh . . . . .	13·10	7·44	8·89	5·74	5·38	5·63	8·79	7·80	6·01
Processed and shell (b) . . . . .	3·02	2·65	2·73	1·99	1·54	1·53	1·76	1·50	1·85
Prepared (c) . . . . .	4·84	5·47	5·32	6·51	6·31	5·17	5·21	4·67	6·18
<i>Total Fish . . . . .</i>	<i>20·96</i>	<i>15·56</i>	<i>16·94</i>	<i>14·24</i>	<i>13·23</i>	<i>12·33</i>	<i>15·76</i>	<i>13·97</i>	<i>14·04</i>
<b>EGGS . . . . .</b>	<b>19·71</b>	<b>18·95</b>	<b>19·15</b>	<b>17·50</b>	<b>16·09</b>	<b>14·62</b>	<b>15·78</b>	<b>15·61</b>	<b>16·91</b>
<b>FATS:</b>									
Butter . . . . .	16·28	13·83	14·46	12·62	11·67	10·80	12·73	13·40	12·29
Margarine . . . . .	3·87	4·06	3·98	4·62	5·05	4·62	4·39	4·08	4·72
Lard and compound cooking fat . . . . .	2·49	2·71	2·66	2·74	2·83	2·37	2·14	2·56	2·74
Other fats . . . . .	0·46	0·59	0·56	0·67	0·70	0·59	0·54	0·70	0·68
<i>Total Fats . . . . .</i>	<i>23·10</i>	<i>21·19</i>	<i>21·66</i>	<i>20·65</i>	<i>20·25</i>	<i>18·38</i>	<i>19·80</i>	<i>20·74</i>	<i>20·43</i>



TABLE 21—continued  
(pence per head per week)

	Class								All house- holds
	A			B	C	D			
	A <sub>1</sub>	A <sub>2</sub>	All			Excluding O.A.P.	with O.A.P.	without O.A.P.	
				with earners (D <sub>1</sub> )	without earners (D <sub>2</sub> )				
<b>SUGAR AND PRESERVES:</b>									
Sugar . . . . .	9.54	9.15	9.24	9.26	9.35	9.00	9.27	9.61	9.26
Honey, preserves, syrup and treacle . . . . .	4.67	4.03	4.17	3.90	3.98	4.01	4.84	4.96	4.02
<i>Total Sugar and Preserves</i>	<i>14.21</i>	<i>13.18</i>	<i>13.41</i>	<i>13.16</i>	<i>13.33</i>	<i>13.01</i>	<i>14.11</i>	<i>14.57</i>	<i>13.28</i>
<b>VEGETABLES:</b>									
Potatoes (including chips and crisps) . . . . .	11.00	12.58	12.15	15.36	14.80	13.30	11.37	10.72	14.59
Fresh green . . . . .	11.71	9.08	9.74	7.04	5.65	4.75	6.57	5.60	6.60
Other (d) . . . . .	12.66	11.49	11.78	11.29	10.57	9.51	8.50	7.92	10.84
<i>Total Vegetables</i>	<i>35.37</i>	<i>33.15</i>	<i>33.67</i>	<i>33.69</i>	<i>31.02</i>	<i>27.56</i>	<i>26.44</i>	<i>24.24</i>	<i>32.03</i>
<b>FRUIT:</b>									
Fresh (e) . . . . .	31.54	24.58	26.40	19.55	15.90	13.54	16.56	14.12	18.12
Other (f) . . . . .	15.17	13.06	13.63	9.96	8.11	6.40	6.27	5.71	9.20
<i>Total Fruit (e)</i>	<i>46.71</i>	<i>37.64</i>	<i>40.03</i>	<i>29.51</i>	<i>24.01</i>	<i>19.94</i>	<i>22.83</i>	<i>19.83</i>	<i>27.32</i>
<b>CEREALS:</b>									
Brown bread . . . . .	1.13	1.02	1.06	0.84	0.72	0.88	1.79	1.37	0.86
White bread . . . . .	10.59	12.28	11.83	15.68	17.54	17.62	14.44	15.11	16.05
Wholewheat and whole- meal bread . . . . .	1.56	1.18	1.27	0.85	0.77	0.91	1.14	1.32	0.88
Other bread (g) . . . . .	4.37	4.30	4.31	3.88	3.80	3.89	4.18	4.56	3.93
<i>Total bread</i>	<i>17.65</i>	<i>18.78</i>	<i>18.47</i>	<i>21.25</i>	<i>22.83</i>	<i>23.30</i>	<i>21.55</i>	<i>22.36</i>	<i>21.72</i>
Flour . . . . .	3.19	3.26	3.23	3.44	3.67	3.02	4.20	3.93	3.52
Cakes (h) . . . . .	10.58	10.19	10.32	10.94	10.97	11.14	8.63	9.12	10.78
Biscuits . . . . .	11.43	10.67	10.86	9.99	9.51	8.92	8.44	8.09	9.72
Oatmeal and oat products	0.98	0.88	0.91	1.00	1.08	1.42	0.96	1.22	1.04
Breakfast cereals . . . . .	3.56	3.65	3.60	3.30	2.75	2.49	2.18	1.86	3.00
Other cereals . . . . .	4.96	4.72	4.81	4.24	3.69	3.31	3.64	3.26	3.96
<i>Total Cereals</i>	<i>52.35</i>	<i>52.15</i>	<i>52.20</i>	<i>54.16</i>	<i>54.50</i>	<i>53.60</i>	<i>49.60</i>	<i>49.84</i>	<i>53.74</i>
<b>BEVERAGES:</b>									
Tea . . . . .	12.60	13.41	13.21	13.71	13.92	14.37	14.32	17.64	13.92
Coffee . . . . .	7.97	4.98	5.72	2.89	2.34	2.19	3.12	2.74	2.92
Cocoa . . . . .	0.76	0.67	0.69	0.62	0.59	0.59	0.48	0.44	0.60
Branded food drinks . . . . .	1.25	0.70	0.84	0.85	0.82	0.60	1.18	1.50	0.85
<i>Total Beverages</i>	<i>22.58</i>	<i>19.76</i>	<i>20.46</i>	<i>18.07</i>	<i>17.67</i>	<i>17.75</i>	<i>19.10</i>	<i>22.32</i>	<i>18.29</i>
<b>MISCELLANEOUS</b>	9.58	9.51	9.54	8.48	7.47	6.33	7.01	5.73	7.92
<i>Total Expenditure</i>	<i>431.28</i> (35/11)	<i>375.66</i> (31/4)	<i>390.06</i> (32/6)	<i>346.41</i> (28/10)	<i>330.44</i> (27/6)	<i>306.78</i> (25/7)	<i>321.87</i> (26/10)	<i>318.18</i> (26/6)	<i>340.72</i> (28/5)

(a) Includes cooked and canned meats, and meat products. (b) Includes smoked, dried and salted fish. (c) Includes cooked, canned and bottled fish, and fish products. (d) Includes dried and canned vegetables and vegetable products. (e) Includes tomatoes. (f) Includes dried, canned and bottled fruit. (g) Includes rolls, fruit bread, sandwiches and milk bread. (h) Includes buns, scones, teacakes, muffins and crumpets.

TABLE 22  
Domestic Food Consumption by Social Class, 1958  
(oz. per head per week except where otherwise stated)

	Class								All households
	A			B	C	D		O.A.P.	
	A1	A2	All			Excluding O.A.P.			
				with earners (D1)	without earners (D2)				
<b>MILK AND CREAM:</b>									
Liquid - full price (pt.)	5.37	4.74	4.90	3.89	3.70	3.84	4.40	4.71	3.94
Liquid - welfare and school (pt.)	0.62	0.91	0.83	1.00	0.85	0.52	0.42	0.02	0.86
<i>All Liquid Milk (pt.)</i>	<i>5.99</i>	<i>5.65</i>	<i>5.73</i>	<i>4.89</i>	<i>4.55</i>	<i>4.36</i>	<i>4.82</i>	<i>4.72</i>	<i>4.80</i>
Condensed (eq. pt.)	0.09	0.15	0.13	0.16	0.16	0.19	0.14	0.14	0.16
Dried and other (pt. or eq. pt.)	0.07	0.11	0.10	0.16	0.12	0.10	0.04	0.02	0.13
Cream (pt.)	0.05	0.03	0.03	0.02	0.01	0.01	0.02	0.01	0.02
<i>Total Milk and Cream (pt. or eq. pt.)</i>	<i>6.20</i>	<i>5.94</i>	<i>6.00</i>	<i>5.23</i>	<i>4.84</i>	<i>4.66</i>	<i>5.02</i>	<i>4.89</i>	<i>5.10</i>
<b>CHEESE:</b>									
Natural	3.32	2.89	2.99	2.57	2.53	2.51	2.80	2.92	2.60
Processed and packeted	0.32	0.37	0.36	0.37	0.40	0.40	0.36	0.31	0.38
<i>Total Cheese</i>	<i>3.64</i>	<i>3.26</i>	<i>3.35</i>	<i>2.94</i>	<i>2.93</i>	<i>2.91</i>	<i>3.16</i>	<i>3.23</i>	<i>2.98</i>
<b>MEAT:</b>									
Beef and veal	11.59	10.03	10.43	9.12	9.92	9.37	8.91	9.34	9.57
Mutton and lamb	8.18	6.60	7.02	6.04	5.74	5.45	7.36	7.85	6.04
Pork	3.08	2.60	2.74	2.23	2.00	1.90	1.47	1.80	2.13
<i>All Carcase Meat</i>	<i>22.85</i>	<i>19.23</i>	<i>20.19</i>	<i>17.39</i>	<i>17.66</i>	<i>16.72</i>	<i>17.74</i>	<i>18.99</i>	<i>17.74</i>
Bacon and ham, uncooked	6.37	5.70	5.88	5.23	5.02	4.42	5.24	4.91	5.16
Other meat (a)	15.09	12.11	12.88	12.15	12.55	12.05	11.04	9.46	12.27
<i>Total Meat</i>	<i>44.31</i>	<i>37.04</i>	<i>38.95</i>	<i>34.77</i>	<i>35.23</i>	<i>33.19</i>	<i>34.02</i>	<i>33.36</i>	<i>35.17</i>
<b>FISH:</b>									
Fresh	5.29	3.42	3.92	2.88	2.84	3.10	4.72	4.16	3.06
Processed and shell (b)	1.39	1.21	1.24	0.83	0.75	0.86	1.05	0.84	0.84
Prepared (c)	1.16	1.36	1.32	1.81	1.90	1.65	1.39	1.45	1.80
<i>Total Fish</i>	<i>7.84</i>	<i>5.99</i>	<i>6.48</i>	<i>5.52</i>	<i>5.49</i>	<i>5.61</i>	<i>7.16</i>	<i>6.45</i>	<i>5.70</i>
<b>EGGS (No.)</b>									
Eggs purchased (No.)	5.42	4.99	5.09	4.56	4.29	3.98	4.12	3.87	4.42
	4.52	4.41	4.43	4.14	3.82	3.48	3.90	3.67	4.00
<b>FATS:</b>									
Butter	7.98	6.82	7.12	6.29	5.79	5.34	6.39	6.53	6.10
Margarine	2.72	2.96	2.88	3.33	3.72	3.55	3.35	2.93	3.46
Lard and compound cooking fat	1.85	2.08	2.03	2.15	2.22	1.88	1.73	2.06	2.15
Other fats	0.30	0.38	0.35	0.51	0.57	0.50	0.51	0.55	0.53
<i>Total Fats</i>	<i>12.85</i>	<i>12.24</i>	<i>12.38</i>	<i>12.28</i>	<i>12.30</i>	<i>11.27</i>	<i>11.98</i>	<i>12.07</i>	<i>12.24</i>

TABLE 22—continued  
(oz. per head per week except where otherwise stated)

	Class								All house- holds
	A			B	C	D		O.A.P.	
	A1	A2	All			Excluding O.A.P.			
				with earners (D1)	without earners (D2)				
<b>SUGAR AND PRESERVES:</b>									
Sugar . . . . .	17·64	17·99	17·88	18·61	18·78	18·05	18·68	19·49	18·55
Honey, preserves, syrup and treacle . . . . .	3·69	3·50	3·53	3·35	3·46	3·60	4·30	4·42	3·49
<i>Total Sugar and Preserves</i>	<i>21·33</i>	<i>21·49</i>	<i>21·41</i>	<i>21·96</i>	<i>22·24</i>	<i>21·65</i>	<i>22·98</i>	<i>23·91</i>	<i>22·04</i>
<b>VEGETABLES:</b>									
Potatoes (including chips and crisps) . . . . .	44·44	49·04	47·83	56·35	58·10	53·69	45·48	43·61	55·39
Fresh green . . . . .	19·73	17·42	18·05	14·52	14·11	12·64	17·04	14·82	14·73
Other (d) . . . . .	18·58	16·64	17·14	17·22	16·89	15·92	15·29	15·56	16·97
<i>Total Vegetables</i>	<i>82·75</i>	<i>83·10</i>	<i>83·02</i>	<i>88·09</i>	<i>89·10</i>	<i>82·25</i>	<i>77·81</i>	<i>73·99</i>	<i>87·09</i>
<b>FRUIT:</b>									
Fresh (e) . . . . .	33·47	26·40	28·22	20·58	17·13	14·06	19·45	17·04	19·42
Other (f) . . . . .	10·34	8·91	9·30	7·25	5·97	4·65	4·62	4·36	6·66
<i>Total Fruit (e)</i>	<i>43·81</i>	<i>35·31</i>	<i>37·52</i>	<i>27·83</i>	<i>23·10</i>	<i>18·71</i>	<i>24·07</i>	<i>21·40</i>	<i>26·08</i>
<b>CEREALS:</b>									
Brown bread . . . . .	2·48	2·24	2·32	1·86	1·60	1·90	4·09	3·01	1·89
White bread . . . . .	25·12	29·33	28·25	37·62	42·13	41·74	34·02	35·23	38·43
Wholewheat and whole- meal bread . . . . .	2·82	1·96	2·18	1·48	1·36	1·62	2·00	2·31	1·54
Other bread (g.) . . . . .	5·64	6·10	5·99	5·43	5·10	4·85	5·95	6·51	5·35
<i>Total Bread</i>	<i>36·06</i>	<i>39·63</i>	<i>38·74</i>	<i>46·39</i>	<i>50·19</i>	<i>50·11</i>	<i>46·06</i>	<i>47·06</i>	<i>47·21</i>
Flour . . . . .	6·90	7·07	6·98	7·58	8·10	6·63	9·24	8·67	7·75
Cakes (h) . . . . .	5·01	5·13	5·12	5·78	6·03	6·45	5·06	5·54	5·82
Biscuits . . . . .	6·01	5·81	5·85	5·67	5·53	5·28	5·37	5·14	5·58
Oatmeal and oat products	1·03	0·91	0·95	1·17	1·19	1·54	1·27	1·39	1·15
Breakfast cereals . . . . .	2·13	2·16	2·14	1·97	1·65	1·48	1·36	1·21	1·80
Other cereals . . . . .	3·75	3·60	3·66	3·33	3·05	2·92	3·10	2·86	3·19
<i>Total Cereals</i>	<i>60·89</i>	<i>64·31</i>	<i>63·44</i>	<i>71·89</i>	<i>75·74</i>	<i>74·41</i>	<i>71·46</i>	<i>71·87</i>	<i>72·50</i>
<b>BEVERAGES:</b>									
Tea . . . . .	2·45	2·60	2·56	2·78	2·87	3·00	2·93	3·60	2·84
Coffee . . . . .	0·93	0·55	0·63	0·37	0·33	0·36	0·37	0·46	0·40
Cocoa . . . . .	0·25	0·22	0·23	0·20	0·20	0·20	0·15	0·14	0·20
Branded food drinks . . . . .	0·30	0·18	0·21	0·20	0·19	0·17	0·28	0·36	0·20
<i>Total Beverages</i>	<i>3·93</i>	<i>3·55</i>	<i>3·63</i>	<i>3·55</i>	<i>3·59</i>	<i>3·73</i>	<i>3·73</i>	<i>4·56</i>	<i>3·64</i>

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

(b) Includes smoked, dried and salted fish.

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

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

(e) Includes tomatoes.

(f) Includes dried, canned and bottled fruit.

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

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

A and C and riboflavin because of their much greater consumption of liquid milk, cheese, meat, fish, green and other vegetables and fruit.

100. In comparison with 1957, the classes containing most children (A<sub>2</sub>, B and C) showed the largest decrease in vitamin D, because of the lower levels of fortification of dried milks, and also because of the continuing preference for butter rather than margarine, which was shared by all groups. All classes except D<sub>2</sub> showed a decrease in their intake of vitamin C because of the generally lower consumption of potatoes, green vegetables and fruit. Class D<sub>2</sub> increased their levels of all nutrients as a result of a higher expenditure on food.

101. The adequacy of the diets, as measured against the allowances recommended by the British Medical Association, is also shown in Table 25. The position in all classes was found to be satisfactory. There were, however, downward gradients from A<sub>1</sub> to D<sub>1</sub> in the percentages for all nutrients. The levels in the two groups consisting mainly of elderly adults, Class D<sub>2</sub> and the old age pensioner households,

TABLE 23  
Percentage changes in Expenditure and Consumption by Social Classes  
between 1954 and 1958

	Expenditure							Consumption						
	A <sub>1</sub>	A <sub>2</sub>	B	C	D <sub>1</sub>	D <sub>2</sub>	O.A.P.	A <sub>1</sub>	A <sub>2</sub>	B	C	D <sub>1</sub>	D <sub>2</sub>	O.A.P.
Liquid milk:														
full price . . . . .	+23	+16	+15	+16	+7	+4	+18	-2	-4	-1	0	-7	-9	0
welfare and school	+114	+164	+147	+139	+189	+379	n.a.	-7	+14	+1	-4	+24	+56	n.a.
Total Milk . . . . .	+26	+21	+21	+21	+11	+6	+18	-2	-1	-0	-1	-4	-5	-1
Cheese . . . . .	+22	+15	+17	+11	+10	+6	+17	+16	+7	+6	0	-1	-2	+4
Carcass meat	+36	+27	+22	+30	+14	+20	+29	+5	-0	-1	+4	-6	-1	+2
Bacon and ham . . . . .	+21	+11	+5	+4	-15	+5	+1	+4	+1	-2	-5	-20	+6	-3
Other meat . . . . .	+40	+29	+28	+33	+23	+58	+51	+21	+12	+12	+15	+8	+27	+20
Total Meat . . . . .	+35	+25	+21	+26	+11	+27	+28	+10	+4	+3	+6	-4	+8	+6
Fish . . . . .	+34	+22	+40	+42	+23	+40	+32	+5	-14	+1	+3	-4	-1	-2
Eggs . . . . .	+10	+2	+2	+5	+1	+15	+23	0	-4	+2	+4	0	+16	+12
Butter . . . . .	+10	+3	+8	+9	-7	+4	+5	+46	+38	+52	+54	+29	+47	+47
Margarine . . . . .	-16	-24	-22	-20	-23	-24	-27	-27	-31	-29	-27	-26	-27	-35
Cooking fats . . . . .	-11	-13	-18	-13	-22	-22	-6	+3	-2	-7	-2	-11	-3	+6
Total Fats . . . . .	+2	-6	-5	-4	-14	-8	-5	+14	+4	+5	+5	-3	+7	+6
Sugar . . . . .	+11	+10	+12	+13	+9	+19	+11	+5	+7	+10	+10	+6	+16	+8
Preserves . . . . .	-2	-12	-5	-2	+4	-5	-2	-20	-20	-18	-16	-8	-21	-14
Potatoes . . . . .	+41	+61	+53	+54	+42	+59	+41	-21	-10	-13	-11	-15	-10	-14
Fresh green														
vegetables . . . . .	+24	+26	+25	+23	-3	+37	+37	-1	+5	-2	-4	-12	+15	+6
Other vegetables . . . . .	+27	+21	+27	+27	+18	+32	+32	+16	+1	+9	+9	+4	+6	+14
Total Vegetables . . . . .	+30	+35	+37	+38	+23	+44	+37	-10	-5	-8	-7	-11	-3	-6
Fresh fruit . . . . .	+2	+0	+13	+17	+5	+10	+28	-11	-13	-6	-1	-14	-8	+10
Other fruit . . . . .	+33	+26	+32	+27	+14	+20	+90	+27	+16	+21	+13	+2	+3	+62
Total Fruit . . . . .	+11	+8	+19	+20	+8	+13	+41	-4	-7	-0	+3	-11	-6	+18
Bread . . . . .	+21	+23	+25	+23	+20	+27	+29	-15	-15	-14	-15	-19	-12	-13
Flour . . . . .	+0	-15	-4	-5	-14	+6	-7	-9	-22	-11	-11	-20	-1	-13
Cakes . . . . .	+38	+15	+20	+19	+27	+14	+28	+21	+4	+11	+8	+19	+6	+11
Biscuits . . . . .	+13	+5	+10	+17	+24	+1	+23	+11	+3	+7	+13	+21	-1	+18
Tea . . . . .	+18	+23	+15	+15	+11	+5	+12	+3	+4	+2	+2	-0	-7	-1

were above the national average for all nutrients other than iron and vitamins A and C, and were comparable with those of Classes A and B. The nutritional allowances for energy and the nutrients related to it are relatively low for these groups, because energy requirements are lower for elderly than for younger adults. Moreover, the allowance for calcium is absolutely lower for adults than for children.

102. Compared with the previous year, changes in the percentages were slight and paralleled those in intake, except in Class A1. This group of households, whose requirements for energy, the nutrients associated with it and for iron were higher than in 1957 because the sample included more active adult men and fewer children, showed small decreases for most nutrients. Classes C, D1 and D2 improved their relative positions.

103. All classes have shared, to much the same extent, in the changes which have taken place in the levels for protein, iron and vitamin A, since 1954 (paragraph 48).

TABLE 24  
Percentage changes in Expenditure and Consumption by Social Classes  
between 1957 and 1958

	Expenditure							Consumption						
	A1	A2	B	C	D1	D2	O.A.P.	A1	A2	B	C	D1	D2	O.A.P.
Liquid Milk:														
full price . . .	+ 2	- 0	- 3	- 4	- 6	- 3	- 3	+ 6	+ 5	- 4	- 3	- 2	- 1	- 3
welfare and school	-13	+14	+33	+29	+48	+128	n.a.	-21	- 5	+14	+ 8	+ 4	+24	n.a.
Total Milk . . .	+ 1	+ 1	- 1	- 2	- 4	- 1	- 3	+ 2	+ 3	- 1	- 1	- 2	+ 0	- 3
Cheese . . . . .	- 9	- 3	- 5	- 2	+ 3	+ 3	- 8	- 1	+ 5	+ 1	+ 3	+10	+ 8	- 3
Carcass meat . . .	+ 2	+ 2	- 5	+ 1	+ 4	+ 5	+ 5	- 2	- 2	- 8	- 4	- 2	- 1	- 3
Bacon and ham . .	+18	+ 9	+ 2	+10	+ 5	+ 7	+ 3	+18	+10	- 0	+ 5	+ 5	+11	- 5
Other meat . . . .	- 0	+ 4	+ 5	+10	+16	+22	+18	+ 8	+ 4	+ 2	+ 7	+16	+14	+19
Total Meat . . . .	+ 3	+ 4	- 1	+ 5	+ 8	+10	+ 8	+ 4	+ 1	- 3	+ 1	+ 5	+ 6	+ 2
Fish . . . . .	- 3	- 1	+ 7	+10	+ 4	+51	+10	-10	- 9	- 6	- 1	+ 1	+36	- 5
Eggs . . . . .	+ 2	+ 6	+ 6	+13	+11	+15	+17	- 1	+ 1	- 2	+ 3	+ 9	+ 7	+12
Butter . . . . .	+ 4	- 8	- 5	+ 1	-13	- 8	- 8	+20	+ 8	+13	+18	+ 4	+12	+ 7
Margarine . . . .	+12	-20	-19	-17	-17	-18	-18	+15	-15	-16	-15	-12	-11	-16
Cooking fats . . .	- 8	- 2	- 6	- 1	+ 5	-12	+11	+12	+ 5	- 1	+ 3	+11	- 7	+12
Total Fats . . . .	+ 3	-10	- 9	- 5	-12	-11	- 8	+18	+ 1	+ 0	+ 2	- 0	+ 1	+ 1
Sugar . . . . .	- 3	- 6	- 9	- 4	- 5	-10	- 9	+ 6	+ 4	+ 3	+ 6	+ 7	- 0	+ 3
Preserves . . . .	+16	-13	- 8	+ 2	- 4	+11	+ 4	+ 7	-14	- 8	+ 2	- 2	+ 3	+ 6
Potatoes . . . . .	+ 8	+27	+27	+27	+23	+41	+15	-10	- 5	- 5	- 6	- 0	- 3	-17
Fresh green vegetables . .	- 2	+16	+ 3	+ 3	-15	+ 9	- 7	- 7	+ 4	-10	-11	- 9	+ 8	-13
Other vegetables . .	+ 4	+ 4	+ 7	+ 8	+ 7	+14	+21	+ 9	- 1	+ 4	+ 7	+10	+10	+20
Total Vegetables . .	+ 3	+15	+14	+15	+ 9	+23	+11	- 5	- 2	- 4	- 4	+ 0	+ 2	-10
Fresh fruit . . . .	-11	- 6	- 7	- 3	-13	- 5	+ 3	-12	- 8	- 8	- 4	-14	- 5	- 1
Other fruit . . . .	+ 1	+ 6	- 1	- 1	- 5	- 5	+26	- 0	+ 1	- 2	- 1	- 6	- 7	+23
Total Fruit . . . .	- 8	- 2	- 5	- 2	-11	- 5	+ 9	- 9	- 6	- 7	- 3	-12	- 6	+ 3
Bread . . . . .	+ 4	- 3	- 2	+ 1	- 3	+ 4	+ 1	+ 4	- 3	- 3	0	- 6	+ 1	- 2
Flour . . . . .	+ 1	-14	- 5	- 2	-11	+ 5	-12	+ 3	-13	- 3	0	- 9	+ 8	- 9
Cakes . . . . .	+19	- 6	- 2	+ 3	+17	- 4	+13	+19	- 6	- 3	+ 2	+17	- 4	+11
Biscuits . . . . .	+ 8	- 6	- 0	+10	+11	+ 2	+ 7	+ 8	- 7	- 1	+ 7	+ 7	+ 1	+ 3
Tea . . . . .	+12	+ 3	- 1	- 0	+ 1	- 7	- 3	+17	+ 4	+ 1	+ 1	+ 2	- 7	- 2

104. Table 26 shows the proportion of the total energy value of the diet supplied by protein, fat and carbohydrate, and the proportion of protein obtained from animal sources in 1954, 1957 and 1958. The contribution from fat continued to increase and that from carbohydrate to decrease, and the proportion of protein supplied by animal foods also continued to rise.

TABLE 25  
Energy Value and Nutrient Content of Diets of Households of  
Different Social Class, 1958

	Class								All house- holds
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
<b>INTAKE PER PERSON PER DAY:</b>									
Energy value (Cal.) . . . . .	2,651	2,570	2,590	2,602	2,624	2,498	2,523	2,520	2,595
Total protein (g.) . . . . .	81	76	77	75	75	72	73	71	75
Animal protein (g.) . . . . .	53	48	49	44	43	40	43	42	43
Fat (g.) . . . . .	125	116	118	111	110	103	107	106	111
Carbohydrate (g.) . . . . .	301	307	305	326	334	321	318	319	325
Calcium (mg.) . . . . .	1,138	1,102	1,112	1,049	1,024	988	1,029	1,010	1,036
Iron (mg.) . . . . .	15.0	14.2	14.4	14.3	14.4	13.7	13.5	13.1	14.2
Vitamin A (i.u.) . . . . .	5,188	4,754	4,866	4,443	4,240	3,778	4,249	4,002	4,349
Thiamine (mg.) . . . . .	1.34	1.26	1.29	1.26	1.26	1.19	1.21	1.18	1.25
Riboflavin (mg.) . . . . .	1.88	1.77	1.80	1.67	1.61	1.53	1.60	1.57	1.64
Nicotinic acid (mg.) . . . . .	14.9	13.6	14.0	13.6	13.7	12.9	13.5	13.1	13.6
Vitamin C (mg.) . . . . .	64	54	57	51	47	42	45	43	49
Vitamin D (i.u.) . . . . .	145	133	136	135	133	130	133	115	133
<b>AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:</b>									
Energy value . . . . .	109	106	107	105	102	100	108	109	104
Total protein . . . . .	112	104	106	100	98	97	108	111	100
Calcium . . . . .	120	114	116	107	105	102	110	113	107
Iron . . . . .	121	116	118	117	116	107	104	98	115
Vitamin A . . . . .	217	205	208	192	179	155	163	145	184
Thiamine . . . . .	140	132	134	128	123	120	131	128	126
Riboflavin . . . . .	128	120	122	110	103	101	112	112	108
Nicotinic acid . . . . .	155	142	146	137	134	130	146	142	137
Vitamin C . . . . .	288	250	260	231	212	187	200	192	222

TABLE 26  
*Percentage of Energy Value derived from Protein, Fat and Carbohydrate  
 and Percentage of Total Protein derived from Animal Sources*

	Class									All house- holds
	A			B	C	D				
	A <sub>1</sub>	A <sub>2</sub>	All			Excluding O.A.P.		O.A.P.		
				with earners (D <sub>1</sub> )	without earners (D <sub>2</sub> )					
<b>PROTEIN:</b>										
1954 . . .	12.4	12.0	12.1	11.7	11.6	11.7	11.7	11.5	11.7	
1957 . . .	12.6	11.7	11.9	11.5	11.5	11.5	11.2	11.3	11.6	
1958 . . .	12.2	11.8	11.9	11.5	11.4	11.5	11.5	11.3	11.5	
<b>FAT:</b>										
1954 . . .	39.7	38.5	38.8	36.9	35.8	35.9	36.8	35.9	36.5	
1957 . . .	41.2	39.6	40.0	38.2	37.5	36.6	37.7	37.5	38.1	
1958 . . .	42.4	40.5	41.0	38.5	37.7	37.1	38.1	38.0	38.3	
<b>CARBOHYDRATE:</b>										
1954 . . .	47.9	49.5	49.1	51.4	52.6	52.3	51.6	52.6	51.8	
1957 . . .	46.2	48.7	48.1	50.3	51.0	51.9	51.1	51.2	50.3	
1958 . . .	45.4	47.7	47.2	50.1	50.9	51.4	50.4	50.6	50.2	
<b>Animal protein as a per- centage of total pro- tein:</b>										
1954 . . .	62.2	58.9	59.8	54.4	52.4	52.8	55.1	53.9	53.9	
1957 . . .	66.5	61.1	62.5	58.0	56.2	55.0	57.5	57.3	57.6	
1958 . . .	66.1	62.8	63.7	58.4	56.7	56.2	58.9	58.6	58.1	

# VI

## Household Diets and Family Composition

### Classification

**105.** Since 1954 households taking part in the National Food Survey have been divided into eleven types, differing in size and composition. In eight types the adult element consisted of one man and one woman (usually man and wife); such households, which have been conventionally described as "classified", amounted in 1958 to 65 per cent of the households surveyed, and included 67 per cent of all persons in the sample, 64 per cent of the adolescents (aged 15-20 inclusive) and 79 per cent of the children under 15. As in previous years, childless couples were divided into "younger" (both adults under 55) and "older" (one or both 55 or over); the former group provides a suitable basis for comparison with other households of one man and one woman with children or adolescents (called "family households"), since few persons in such households are over 55.

**106.** Table 27 gives for each of the years 1954 to 1958 the average number of earners in households of one man and one woman with different numbers of children, and the average declared net family income per week expressed as a percentage of the corresponding income in 1954. Families with three children have had slightly higher net incomes than those with one or two, no doubt because many of the latter are incomplete families of younger parents; and from 1956 onwards, the average income of three-child families also exceeds that of those with four or more. Between 1954 and 1958 the average family income increased in all groups by from 28 to 38 per cent, the percentage rise being greatest for childless households, especially older couples, and smallest in families with several children. There was a general tendency for the number of earners per household to rise; an increasing number of wives were supplementing their husband's earnings, even in families with four or more children.

**TABLE 27**  
*Average number of earners and indices of declared net average weekly household income in households of one man and one woman with and without children*

Households of one man* and one woman and:	No. of earners					Indices of declared net average weekly income per household				
	1954	1955	1956	1957	1958	1954	1955	1956	1957	1958
No other (both under 55) . . . . .	1.46	1.51	1.58	1.55	1.56	100	108	126	131	135
No other (one or both 55 or over) . . . . .	0.73	0.80	0.81	0.81	0.84	100	107	123	131	138
1 child . . . . .	1.21	1.24	1.26	1.24	1.26	100	110	124	130	133
2 children . . . . .	1.18	1.19	1.19	1.19	1.20	100	109	122	127	128
3 children . . . . .	1.14	1.16	1.16	1.16	1.14	100	111	122	130	131
4 or more children . . . . .	1.09	1.09	1.09	1.12	1.16	100	111	120	124	129

\*The terms man and woman refer here and elsewhere to persons over 21.



## Expenditure and Consumption

107. Table 28 gives indices of domestic food expenditure per head and quantities purchased by older and younger couples and families with different numbers of children, with 1954 as the base year. The quantity index was calculated by dividing the expenditure index by a price index of the Fisher Ideal type, constructed for each group separately. The quantity index is thus confined to food purchases and takes no account of changes in free supplies.

TABLE 28  
Indices of Domestic Food Expenditure per head and Quantities Purchased, 1954-58  
(1954=100)

	1954	1955	1956	1957	1958
<b>EXPENDITURE INDEX:</b>					
All households . . . . .	100	109	116	119	120
Older couples (one or both 55 or over) . . . . .	100	107	115	118	119
Younger couples (both under 55) . . . . .	100	111	117	118	120
One man and one woman with*:					
1 child . . . . .	100	109	116	118	120
2 children . . . . .	100	107	114	118	120
3 children . . . . .	100	106	116	117	124
4 or more children . . . . .	100	108	110	120	119
<b>QUANTITY INDEX:</b>					
All households . . . . .	100	102	104	105	105
Older couples (one or both 55 or over) . . . . .	100	101	104	104	104
Younger couples (both under 55) . . . . .	100	104	104	105	105
One man and one woman with:					
1 child . . . . .	100	103	105	104	104
2 children . . . . .	100	101	104	104	104
3 children . . . . .	100	100	106	103	106
4 or more children . . . . .	100	102	103	104	104

\*The terms man and woman refer here and elsewhere to persons over 21.

108. The quantity index indicates a marked improvement in the quantum of purchases between 1954 and 1956 and little change thereafter. There were increases in expenditure between 1956 and 1958, especially in the larger families, but these were due to price increases, some part of which was probably due to improvements in quality, packaging and service: to that extent the quantity index underestimates the improvement in the standard of consumption.

109. Table 29 gives the total domestic food expenditure and value of consumption per person per week in households of different composition in 1958. All but two groups spent more than in the previous year, the exceptions being families with four or more children, whose average expenditure declined slightly from 18s. 10d. to 18s. 8d. per head per week after a rise of 8 per cent in 1957, and couples with adolescents but no children, whose expenditure fell by 8d. to 32s. 4d. Families with children spent most in the second quarter of 1958, when all groups seasonally increased their expenditure on potatoes, fresh green vegetables and fresh fruit: childless couples, however, recorded their highest expenditure in the third quarter. The value of free supplies increased in childless two-adult households, and in

families with only one child, but declined sharply in families with several children and also decreased in families with adolescents (with or without children) and in the three residual groups. In the largest families the value of consumption was 3 per cent less than in 1957, mainly because of the reduction in their free supplies.

**110.** The average expenditure per calorie ranged from 13 per cent above the national average in younger two-adult households to 20 per cent below in families with four or more children. In 1957 the range was narrower (+12 to -18 per cent) but in 1956 somewhat wider (+14 to -23). The corresponding range in a Laspeyres-type index of food prices, which compares the prices paid by different groups for the commodities constituting the average household diet in 1958, was from 3.6 per cent above the general average in younger two-adult households to 5.4 per cent below in the largest families, compared with a range of +2.8 to -2.6 per cent in 1957 and +3.8 to -6.3 in 1956. This index of the relative level of prices decreased in almost all types of "family household" but increased for childless couples and the residual groups, thus reverting almost exactly to the values found in 1956.

**111.** For the great majority of foods, younger childless couples paid the highest prices and families with four or more children the lowest; among the exceptions were milk (excluding, of course, subsidized welfare milk), bread and sugar, for which the price gradients were insignificant. Price differences between these extreme groups were greatest for fish (+10 to -13 per cent), "other" vegetables (+9 to -6), beverages other than tea (+8 to -9), carcass meat (+6 to -11) and preserves (+5 to -9). It appears that the largest families were buying relatively more of the cheaper cuts of meat than a year before, cheaper varieties of processed fish, lower-priced eggs and less of the dearer branded margarines. Families with two or three children, on the other hand, paid almost as much for most foods as the average household.

**112.** Tables 30 and 31 give details of expenditure and consumption per head. Expenditure on liquid milk was generally slightly less than in the previous year, and eight of the eleven types of household recorded slightly lower home consumption levels. The greatest decrease was in families with four or more children, whose consumption declined from 4.42 pints per head per week in 1957 to 4.10 pints in 1958, of which welfare and school milk accounted for 2.06 and 2.18 pints respectively. Younger childless couples increased their expenditure on and consumption of cheese; almost all other groups maintained their consumption but spent less.

**113.** All groups except the largest families spent more on meat and meat products of all kinds, but in most groups total meat consumption was almost unchanged, though there was a general tendency to replace carcass meat (especially beef, which was in short supply) by other meat. Most types of household also spent more on fish for about the same quantities; exceptions included couples with three or more children, who both spent and consumed less. In these large families cooked fish accounted for about a quarter of the total recorded expenditure on fish, a proportion which is doubtless understated, since many retail purchases of fried fish are consumed outside the home. All groups increased their expenditure on eggs, and all types of household with children also increased their purchases, though in most cases not their total consumption of eggs, because of the reduction in free supplies.

**114.** Butter continued to replace margarine in the diet. All types of household except the largest families substantially increased their consumption of butter, and

TABLE 29  
Total Domestic Food Expenditure, Value of Consumption and Price Indices by Household Composition, 1958

	no other						Households with one man and one woman and children only						Other households with									
	one or both adults aged 55 or over		both adults under 55		1		2		3		4 or more		adolescents only		adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure per head per week . . . . .	33 9	39 0	30 0	25 2	22 5	18 8	18 8	25 2	22 5	18 8	18 8	33 4	33 4	25 6	25 6	29 11	32 3	29 11	29 11	25 4	25 4	25 4
Value of free food . . . . .	1 4	1 3	1 0	1 0	1 0	1 0	1 0	1 0	1 0	1 0	1 0	1 1	1 1	1 0	1 0	1 1	1 1	1 1	1 1	1 0	1 0	1 0
Value of consumption . . . . .	35 1	40 3	31 0	26 1	23 1	19 1	19 1	26 1	23 1	19 1	19 1	33 5	33 5	26 3	26 3	31 3	33 3	31 3	26 4	26 4	26 4	26 4
PERCENTAGE CHANGE IN 1958 OVER 1957																						
Expenditure . . . . .	+1	+2	+2	+1	+6	-1	-1	+1	+6	-1	-1	-2	-2	+3	+3	+1	+1	+2	+2	+4	+4	+4
Value of consumption . . . . .	+1	+2	+2	+1	+3	-3	-3	+1	+3	-3	-3	-2	-2	+2	+2	+1	+1	+2	+2	+4	+4	+4
EXPENDITURE PER HOUSEHOLD . . . . .	67 5	78 1	90 1	100 9	111 11	122 2	122 2	100 9	111 11	122 2	122 2	103 10	103 10	128 3	128 3	65 3	65 3	103 11	103 11	120 5	120 5	120 5
PRICE INDICES (all households = 100)																						
MILK, CREAM AND CHEESE:																						
Liquid milk . . . . .	100	100	101	100	100	99	99	100	100	100	99	101	101	100	100	98	98	100	100	100	100	100
Natural cheese . . . . .	100	105	100	99	100	98	98	99	100	98	98	100	100	97	97	100	100	100	100	100	100	100
Other . . . . .	103	100	100	102	104	102	102	102	104	102	102	97	97	100	100	102	102	101	101	97	97	97
MEAT:																						
Carcass . . . . .	99	106	101	99	98	89	89	99	98	89	89	101	101	96	96	102	102	102	102	99	99	99
Bacon . . . . .	99	106	100	99	99	96	96	99	99	96	96	100	100	98	98	100	100	100	100	102	102	102
Other . . . . .	101	105	100	99	100	96	96	99	100	96	96	103	103	100	100	101	101	101	101	98	98	98
FISH:																						
Fresh . . . . .	100	108	102	100	94	93	93	100	94	93	93	99	99	97	97	104	104	101	101	98	98	98
Other . . . . .	103	112	102	91	102	82	82	91	102	82	82	100	100	93	93	105	105	107	107	98	98	98
EGGS . . . . .	102	104	99	98	98	92	92	98	98	92	92	102	102	98	98	103	103	101	101	100	100	100
FATS:																						
Butter . . . . .	100	101	100	100	100	97	97	100	100	97	97	99	99	98	98	101	101	101	101	100	100	100
Margarine . . . . .	102	103	101	101	99	94	94	101	99	94	94	100	100	99	99	103	103	100	100	99	99	99
Other . . . . .	103	103	100	102	99	99	99	102	99	99	99	100	100	97	97	103	103	100	100	99	99	99

## Domestic Food Consumption and Expenditure, 1958

TABLE 29—continued

	Households with one man and one woman and children only						Other households with				
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
SUGAR . . . . .	101	101	100	100	100	99	100	100	100	100	
PRESERVES . . . . .	101	105	103	100	100	91	99	103	96	99	
VEGETABLES:											
Potatoes . . . . .	103	104	103	98	98	93	100	102	97	99	
Fresh green . . . . .	100	102	100	102	101	96	100	103	97	99	
Other . . . . .	100	109	105	101	101	94	99	102	100	98	
FRUIT:											
Fresh . . . . .	100	104	103	99	98	94	98	103	102	99	
Other . . . . .	101	102	103	100	100	93	100	102	113	100	
CEREALS:											
Bread . . . . .	99	100	100	100	100	100	100	100	101	100	
Flour . . . . .	100	101	99	99	101	99	100	100	101	99	
Cakes and biscuits . . . . .	99	102	101	100	101	95	100	100	100	100	
Other . . . . .	96	101	103	103	103	100	101	98	93	100	
BEVERAGES:											
Tea . . . . .	102	103	100	99	99	92	101	101	100	98	
Other . . . . .	100	108	99	99	93	91	109	100	90	96	
Miscellaneous (a) . . . . .	98	102	105	102	99	93	100	102	96	98	
ALL FOODS (a) . . . . .	100.2	103.6	101.0	99.6	99.3	94.6	100.5	101.2	100.3	99.3	
"Price of Energy" Index . . . . .	104.6	112.7	102.5	96.5	91.4	79.8	104.3	107.1	100.4	95.9	

(a) Excludes a few miscellaneous items for which expenditure only was recorded.





Household Diets and Family Composition

(pence per head per week)

	Households with one man and one woman and children only						Other households with			
	no other			4 or more			adolescents and children	adults only	adolescents but no children	one or more children with or without adolescent
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more				
<b>FRUIT:</b>										
Fresh (e)	21.37	27.32	20.27	16.29	12.69	9.13	15.49	21.48	18.79	15.45
Other (f)	9.71	14.33	11.22	8.76	7.56	5.13	7.52	9.63	8.94	7.72
<b>Total Fruit (e)</b>	<b>31.08</b>	<b>41.64</b>	<b>31.49</b>	<b>25.05</b>	<b>20.25</b>	<b>14.26</b>	<b>23.01</b>	<b>31.11</b>	<b>27.73</b>	<b>23.17</b>
<b>CEREALS:</b>										
Brown bread	1.43	1.19	0.72	0.60	0.49	0.27	0.74	1.32	0.70	0.63
White bread	15.34	16.77	15.78	14.36	14.54	17.32	18.47	15.43	17.89	16.56
Wholewheat and wholemeal bread	1.54	1.44	0.75	0.62	0.43	0.42	0.53	1.54	0.56	0.65
Other bread (g)	5.01	6.37	3.96	3.21	2.46	2.21	3.17	5.25	4.19	3.20
<b>Total Bread</b>	<b>23.32</b>	<b>25.77</b>	<b>21.21</b>	<b>18.79</b>	<b>17.92</b>	<b>20.22</b>	<b>22.91</b>	<b>23.54</b>	<b>23.34</b>	<b>21.04</b>
Flour	5.40	3.96	3.54	3.14	2.99	2.31	3.09	3.85	3.47	3.16
Cakes (h)	11.16	14.98	11.70	9.37	8.50	6.50	10.02	12.24	12.43	9.96
Biscuits	10.44	13.10	10.54	10.11	8.98	7.19	8.73	10.15	9.35	8.47
Oatmeal and oat products	1.33	0.94	1.04	0.94	1.08	0.92	1.09	0.92	1.36	0.98
Breakfast cereals	2.17	2.42	3.06	3.70	3.90	3.62	3.66	2.18	2.35	2.94
Other cereals	4.07	5.15	4.69	4.41	4.36	3.15	3.59	3.63	3.26	3.49
<b>Total Cereals</b>	<b>57.89</b>	<b>66.32</b>	<b>55.78</b>	<b>50.46</b>	<b>47.73</b>	<b>44.34</b>	<b>53.09</b>	<b>56.61</b>	<b>55.96</b>	<b>50.04</b>
<b>BEVERAGES:</b>										
Tea	18.54	19.36	14.20	11.49	10.43	8.69	11.99	17.25	14.80	11.95
Coffee	4.28	4.89	3.05	2.31	2.00	0.98	2.15	3.79	2.94	2.20
Cocoa	0.60	0.76	0.65	0.61	0.50	0.45	0.70	0.51	0.59	0.63
Branded food drinks	1.24	1.26	1.07	0.67	0.34	0.51	0.51	1.32	0.69	0.62
<b>Total Beverages</b>	<b>24.66</b>	<b>26.27</b>	<b>18.97</b>	<b>15.08</b>	<b>13.27</b>	<b>10.63</b>	<b>15.35</b>	<b>22.87</b>	<b>19.02</b>	<b>15.40</b>
<b>MISCELLANEOUS (i)</b>	<b>8.32</b>	<b>11.06</b>	<b>9.23</b>	<b>7.95</b>	<b>6.71</b>	<b>5.29</b>	<b>7.37</b>	<b>7.99</b>	<b>7.55</b>	<b>7.27</b>
<b>Total All Foods</b>	<b>404.62</b> (321.9d.)	<b>468.49</b> (391.0d.)	<b>360.35</b> (301.0d.)	<b>302.21</b> (251.2d.)	<b>268.62</b> (221.5d.)	<b>224.45</b> (181.8d.)	<b>305.60</b> (251.6d.)	<b>386.58</b> (321.3d.)	<b>358.62</b> (291.11d.)	<b>303.58</b> (251.4d.)

(e) Includes tomatoes.  
 (f) Includes dried, canned and bottled fruit.  
 (g) Includes rolls, fruit bread, sandwiches and milk bread.  
 (h) Includes buns, scones, teacakes, muffins and crumpets.  
 (i) Includes invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts and items on which expenditure only was recorded.





Household Diets and Family Composition

(pence per head per week)

	Households with one man and one woman and children only										Other households with						
	no other		children only				adolescents only				adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents			
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents						
<b>FRUIT:</b>																	
Fresh (e)	21.37	27.32	20.27	16.29	12.69	9.13	20.77	15.49	21.48	18.79	15.45						
Other (f)	9.71	14.32	11.22	8.76	7.56	5.13	10.99	7.52	9.63	8.94	7.72						
<b>Total Fruit (e)</b>	<b>31.08</b>	<b>41.64</b>	<b>31.49</b>	<b>25.05</b>	<b>20.25</b>	<b>14.26</b>	<b>31.76</b>	<b>23.01</b>	<b>31.11</b>	<b>27.73</b>	<b>23.17</b>						
<b>CEREALS:</b>																	
Brown bread	1.43	1.19	0.72	0.60	0.49	0.27	1.11	0.74	1.32	0.70	0.63						
White bread	15.34	16.77	15.78	14.36	14.54	17.32	17.11	18.47	15.43	17.89	16.56						
Wholewheat and wholemeal bread	1.54	1.44	0.75	0.62	0.42	0.42	1.12	0.53	1.54	0.56	0.65						
Other bread (g)	5.01	6.37	3.96	3.21	2.46	2.21	4.63	3.17	5.25	4.19	3.20						
<b>Total Bread</b>	<b>23.32</b>	<b>25.77</b>	<b>21.21</b>	<b>18.79</b>	<b>17.92</b>	<b>20.22</b>	<b>23.97</b>	<b>22.91</b>	<b>23.54</b>	<b>23.34</b>	<b>21.04</b>						
Flour	5.40	3.96	3.54	3.14	2.99	2.31	3.75	3.09	3.85	3.47	3.16						
Cakes (h)	11.16	14.98	11.70	9.37	8.50	6.50	13.59	10.02	12.24	12.63	9.96						
Biscuits	10.44	13.10	10.54	10.11	8.98	7.19	10.27	8.73	10.15	9.55	8.47						
Oatmeal and oat products	1.33	0.94	1.04	0.94	1.09	1.35	0.92	1.09	0.92	1.36	0.98						
Breakfast cereals	2.17	2.42	3.06	3.70	3.90	3.62	2.68	3.66	2.18	2.35	2.94						
Other cereals	4.07	5.15	4.69	4.41	4.36	3.15	3.67	3.59	3.63	3.26	3.49						
<b>Total Cereals</b>	<b>57.89</b>	<b>66.32</b>	<b>55.78</b>	<b>50.46</b>	<b>47.73</b>	<b>44.34</b>	<b>58.85</b>	<b>53.09</b>	<b>56.61</b>	<b>55.96</b>	<b>50.04</b>						
<b>BEVERAGES:</b>																	
Tea	18.54	19.36	14.20	11.49	10.43	8.69	15.73	11.99	17.25	14.80	11.95						
Coffee	4.28	4.89	3.05	2.31	2.00	0.98	3.74	2.15	3.79	2.94	2.20						
Cocoa	0.60	0.76	0.65	0.61	0.50	0.45	0.51	0.70	0.51	0.59	0.63						
Branded food drinks	1.24	1.26	1.07	0.67	0.94	0.51	1.07	0.51	1.32	0.69	0.62						
<b>Total Beverages</b>	<b>24.66</b>	<b>26.27</b>	<b>18.97</b>	<b>15.08</b>	<b>13.27</b>	<b>10.63</b>	<b>21.05</b>	<b>15.35</b>	<b>22.87</b>	<b>19.02</b>	<b>15.40</b>						
<b>MISCELLANEOUS (i)</b>	<b>8.32</b>	<b>11.06</b>	<b>9.23</b>	<b>7.95</b>	<b>6.71</b>	<b>5.29</b>	<b>7.96</b>	<b>7.37</b>	<b>7.99</b>	<b>7.55</b>	<b>7.27</b>						
<b>Total All Foods</b>	<b>404.62</b>	<b>468.49</b>	<b>360.35</b>	<b>302.21</b>	<b>268.62</b>	<b>224.45</b>	<b>388.21</b>	<b>305.60</b>	<b>386.58</b>	<b>358.62</b>	<b>303.58</b>						

(e) Includes tomatoes.  
 (f) Includes dried, canned and bottled fruit.  
 (g) Includes rolls, fruit bread, sandwiches and milk bread.  
 (h) Includes buns, scones, teacakes, muffins and crumpets.  
 (i) Includes invalid and baby foods, spreads and dressings, soups, meat and vegetable extracts and items on which expenditure only was recorded.

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TABLE 31  
Domestic Food Consumption by Household Composition, 1958  
(oz. per head per week except where otherwise stated)

	Households with one man and one woman and children only										Other households with						
	no other		1				2		3		4 or more		adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents		
<b>MILK AND CREAM:</b>																	
Liquid - full price (pt.) . . . . .	5.22	5.02	3.89	3.31	2.86	1.92	3.89	3.31	2.86	1.92	4.58	3.63	4.96	4.36	3.57		
Liquid - welfare and school (pt.) . . . . .	0.01	0.23	1.26	1.74	1.78	2.18	1.26	1.74	1.78	2.18	0.06	0.72	0.01	0.10	0.92		
<b>All Liquid Milk (qt.) . . . . .</b>	<b>5.23</b>	<b>5.24</b>	<b>5.16</b>	<b>5.05</b>	<b>4.64</b>	<b>4.10</b>	<b>5.16</b>	<b>5.05</b>	<b>4.64</b>	<b>4.10</b>	<b>4.63</b>	<b>4.35</b>	<b>4.97</b>	<b>4.46</b>	<b>4.49</b>		
Condensed (eq. pt.) . . . . .	0.16	0.22	0.18	0.14	0.13	0.10	0.18	0.14	0.13	0.10	0.17	0.17	0.18	0.14	0.13		
Dried and other (pt. or eq. pt.) . . . . .	0.02	0.01	0.22	0.20	0.22	0.29	0.22	0.20	0.22	0.29	0.03	0.08	. . .	. . .	0.20		
Cream (pt.) . . . . .	0.02	0.04	0.02	0.01	0.01	. . .	0.02	0.01	0.01	. . .	0.02	0.01	0.02	0.02	0.01		
<b>Total Milk and Cream (pt. or eq. pt.) . . . . .</b>	<b>5.43</b>	<b>5.52</b>	<b>5.58</b>	<b>5.40</b>	<b>5.00</b>	<b>4.50</b>	<b>5.58</b>	<b>5.40</b>	<b>5.00</b>	<b>4.50</b>	<b>4.86</b>	<b>4.61</b>	<b>5.17</b>	<b>4.62</b>	<b>4.84</b>		
<b>CHEESE:</b>																	
Natural . . . . .	3.63	3.68	2.44	2.10	1.83	1.62	2.44	2.10	1.83	1.62	3.06	2.42	3.25	2.30	2.30		
Processed and pocketed . . . . .	0.34	0.63	0.43	0.34	0.27	0.26	0.43	0.34	0.27	0.26	0.45	0.34	0.39	0.62	0.32		
<b>Total Cheese . . . . .</b>	<b>3.97</b>	<b>4.31</b>	<b>2.87</b>	<b>2.44</b>	<b>2.10</b>	<b>1.88</b>	<b>2.87</b>	<b>2.44</b>	<b>2.10</b>	<b>1.88</b>	<b>3.51</b>	<b>2.76</b>	<b>3.64</b>	<b>2.92</b>	<b>2.62</b>		
<b>MEAT:</b>																	
Beef and veal . . . . .	12.56	13.30	9.83	7.75	7.04	5.55	9.83	7.75	7.04	5.55	11.72	8.63	10.94	11.45	8.56		
Mutton and lamb . . . . .	9.09	8.28	6.06	4.75	4.02	3.08	6.06	4.75	4.02	3.08	7.15	4.78	8.31	6.08	5.02		
Pork . . . . .	3.33	3.44	2.16	1.47	1.20	0.99	2.16	1.47	1.20	0.99	2.76	1.57	2.59	2.73	1.97		
<b>All Carcass Meat . . . . .</b>	<b>24.98</b>	<b>25.02</b>	<b>18.05</b>	<b>13.97</b>	<b>12.26</b>	<b>9.62</b>	<b>18.05</b>	<b>13.97</b>	<b>12.26</b>	<b>9.62</b>	<b>21.63</b>	<b>14.98</b>	<b>21.84</b>	<b>20.26</b>	<b>15.55</b>		
Bacon and ham, uncooked . . . . .	6.88	7.36	5.27	4.21	3.74	3.15	5.27	4.21	3.74	3.15	6.04	4.52	6.16	5.82	4.37		
Other (a) . . . . .	12.82	16.82	12.98	11.01	9.92	9.03	12.98	11.01	9.92	9.03	14.05	11.41	13.10	14.04	11.71		
<b>Total Meat . . . . .</b>	<b>44.68</b>	<b>49.20</b>	<b>36.30</b>	<b>29.19</b>	<b>25.92</b>	<b>21.80</b>	<b>36.30</b>	<b>29.19</b>	<b>25.92</b>	<b>21.80</b>	<b>41.72</b>	<b>30.91</b>	<b>41.10</b>	<b>40.12</b>	<b>31.63</b>		

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

TABLE 3 I—continued  
(oz. per head per week except where otherwise stated)

	Households with one man and one woman and children only					Households with one man and one woman and adolescents only				Other households with one or more children with or without adolescents		
	no other		children only			adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents		
	one or both adults aged 55 or over	both adults under 55	1	2	3						4 or more	
<b>FISH:</b>												
Fresh . . . . .	5.34	3.62	2.95	2.35	1.85	1.46	3.76	2.46	4.32	2.59	2.50	
Processed and shell (b) . . . . .	1.43	1.42	0.87	0.53	0.42	0.38	0.81	0.58	1.25	0.82	0.78	
Prepared (c) . . . . .	1.71	2.39	1.97	1.80	1.35	1.15	2.30	1.85	1.76	1.86	1.61	
<b>Total Fish</b> . . . . .	8.48	7.43	5.72	4.68	3.62	2.99	6.87	4.89	7.33	5.27	4.89	
<b>EGGS (No.)</b> . . . . .	4.92	5.68	4.75	4.09	3.80	3.04	4.68	4.16	4.69	4.82	4.22	
Eggs purchased (No.) . . . . .	4.45	5.15	4.38	3.79	3.40	2.92	4.21	3.70	4.23	3.91	3.62	
<b>FATS:</b>												
Butter . . . . .	7.86	8.66	6.34	5.30	4.56	3.30	7.03	5.11	7.60	6.43	5.29	
Margarine . . . . .	3.06	3.30	3.21	3.40	3.49	4.16	3.66	4.24	2.86	3.66	3.54	
Lard and compound cooking fat . . . . .	2.49	2.86	2.37	2.00	1.80	1.57	2.38	2.07	2.08	2.37	1.89	
Other fats . . . . .	0.62	0.60	0.62	0.43	0.54	0.49	0.48	0.50	0.55	0.50	0.49	
<b>Total Fats</b> . . . . .	14.03	15.42	12.54	11.13	10.39	9.52	13.55	11.92	13.09	12.96	11.21	
<b>SUGAR AND PRESERVES:</b>												
Sugar . . . . .	22.00	22.70	19.11	17.48	16.54	16.07	19.69	17.66	19.11	20.34	16.81	
Honey, preserves, syrup and treacle . . . . .	4.27	3.48	3.27	3.13	2.91	2.84	4.05	3.78	4.10	3.34	3.00	
<b>Total Sugar and Preserves</b> . . . . .	26.27	26.18	22.38	20.61	19.45	18.91	23.74	21.44	23.21	23.68	19.81	
<b>VEGETABLES:</b>												
Potatoes, including chips and crisps . . . . .	51.17	57.12	56.75	53.69	54.56	56.74	59.53	57.69	48.88	63.42	57.88	
Fresh green . . . . .	21.73	20.90	15.03	11.82	9.43	8.42	18.62	11.42	18.03	14.13	12.42	
Other (d) . . . . .	18.38	21.10	18.50	16.12	14.20	13.43	18.55	16.39	16.92	18.84	15.63	
<b>Total Vegetables</b> . . . . .	91.28	99.12	90.28	81.63	78.19	78.59	96.70	85.50	83.83	96.39	85.93	

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

(b) Includes smoked, dried and salted fish.

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

TABLE 3 I—continued  
(oz. per head per week except where otherwise stated)

	no other						Households with one man and one woman and children only				Other households with				
	one or both adults aged 55 or over		both adults under 55		children only		4 or more		adolescents only		adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
					1	2	3								
<b>FRUIT:</b>															
Fresh (e)	24.34	27.60	21.10	17.86	13.67	10.24	22.50	17.04	22.84	18.96	16.37				
Other (f)	6.96	10.09	7.92	6.29	5.49	4.19	7.96	5.77	6.84	6.74	5.69				
<b>Total Fruit (e)</b>	<b>31.30</b>	<b>37.69</b>	<b>29.02</b>	<b>24.15</b>	<b>19.16</b>	<b>14.43</b>	<b>30.46</b>	<b>22.81</b>	<b>29.68</b>	<b>25.70</b>	<b>22.06</b>				
<b>CEREALS:</b>															
Brown bread	3.14	2.62	1.58	1.33	1.07	0.62	2.44	1.72	2.88	1.48	1.44				
White bread	36.45	39.61	37.73	34.47	34.98	42.07	41.38	44.45	36.40	42.68	39.91				
Wholewheat and wholemeal bread	2.67	2.56	1.31	1.07	0.75	0.78	1.96	0.92	2.66	0.97	1.16				
Other bread (g)	7.25	8.79	5.46	4.32	3.34	2.85	6.20	4.27	7.17	5.62	4.32				
<b>Total Bread</b>	<b>49.51</b>	<b>53.58</b>	<b>46.08</b>	<b>41.19</b>	<b>40.14</b>	<b>46.32</b>	<b>51.98</b>	<b>51.36</b>	<b>49.11</b>	<b>50.75</b>	<b>46.83</b>				
Flour	11.90	8.62	7.82	6.94	6.54	5.13	8.27	6.84	8.47	7.52	7.01				
Cakes (h)	6.21	7.82	6.03	5.07	4.49	3.84	7.44	5.48	6.75	6.78	5.37				
Biscuits	6.32	7.23	5.94	5.68	5.17	4.25	5.82	5.09	5.94	5.39	4.82				
Oatmeal and oat products	1.48	1.05	1.11	1.02	1.06	1.48	0.95	1.27	1.02	2.38	1.07				
Breakfast cereals	1.38	1.52	1.80	2.15	2.28	2.13	1.62	2.18	1.36	1.46	1.74				
Other cereals	3.48	3.86	3.59	3.41	3.56	2.65	3.01	2.98	2.95	2.67	2.92				
<b>Total Cereals</b>	<b>80.28</b>	<b>83.68</b>	<b>72.37</b>	<b>65.46</b>	<b>63.24</b>	<b>65.80</b>	<b>79.09</b>	<b>75.20</b>	<b>75.60</b>	<b>76.96</b>	<b>69.76</b>				
<b>BEVERAGES:</b>															
Tea	3.71	3.84	2.90	2.36	2.14	1.92	3.16	2.48	3.46	3.01	2.48				
Coffee	0.58	0.60	0.41	0.30	0.30	0.14	0.43	0.30	0.51	0.45	0.30				
Cocoa	0.20	0.27	0.22	0.21	0.17	0.15	0.18	0.23	0.16	0.19	0.21				
Branded food drinks	0.29	0.30	0.26	0.16	0.08	0.12	0.24	0.12	0.31	0.16	0.16				
<b>Total Beverages</b>	<b>4.78</b>	<b>5.01</b>	<b>3.79</b>	<b>3.03</b>	<b>2.69</b>	<b>2.33</b>	<b>4.01</b>	<b>3.13</b>	<b>4.44</b>	<b>3.81</b>	<b>3.15</b>				

(e) Includes tomatoes.  
(f) Includes dried, canned and bottled fruit.  
(g) Includes rolls, fruit bread, sandwiches and milk bread.  
(h) Includes buns, scones, tea cakes, muffins and crumpets.

the average for younger childless couples reached a new high level of 8.7 oz. per head per week (9.6 oz. in the third quarter). In contrast, families with four or more children obtained only 3.3 oz. per head, little more than in the last year of rationing. Because of the low butter prices prevailing in the second and third quarters, all groups reduced their expenditure on margarine and all but three on butter also. It is remarkable that even under these conditions families with four or more children still bought less butter than margarine. Purchases of cooking fats increased in all groups, while those of other fats generally declined. Total consumption of fats increased by from 0.1 to 0.6 oz. per head except in families with four or more children or with adolescents; younger couples recorded a new high level of 15.4 oz.

**115.** Most groups consumed more and spent less on sugar, which was cheaper in 1958 than in the previous year. The downward trend in consumption of preserves continued in most groups, the decline being greatest for younger couples and large families.

**116.** All groups spent more on potatoes than in 1957, especially the larger families, whose expenditure increased by 40–50 per cent. Because of higher prices, however, consumption was reduced in all types of household except families with three children (+4 per cent) and four or more children (+7 per cent). The resulting minimum in two-child families has been observed in all years since 1952, except 1957 when supplies were easy and changes in consumption erratic. The consumption of fresh green vegetables declined in all groups, though most of them slightly increased their expenditure; the loss was largely, and in some groups wholly, made good by increased consumption of other vegetables. Expenditure on and consumption of fresh fruit declined in all types of household, supplies of apples being less plentiful than in 1957; consumption of other fruit was also reduced in those consisting of adults only, but generally increased in households with children.

**117.** The long-continued decline in total bread consumption was arrested in 1958 in most groups by some increase in the consumption of breads other than white and brown, for both of which the downward trend continued. Purchases of white bread were highest in families with four or more children and in the four groups containing adolescents. For all other types of bread, especially wholemeal bread, consumption was greatest in wholly adult households. Changes for other cereal foods and for beverages were mostly slight.

**118.** Younger childless couples obtained more bread and potatoes per head than older couples, and also more milk and milk products, meat (especially "other" meat), eggs, fats, and fresh and other fruit. The latter group obtained more fresh but less cooked and canned fish than the younger couples; more preserves, but slightly less sugar; much more flour (11.9 oz. per head per week compared with 8.6 oz.) but fewer cakes and biscuits; more brown and wholemeal but less white and fancy breads; more oatmeal, but rather less of other breakfast cereals.

**119.** Regression estimates of the expenditure on different commodities attributable to the adult couple and each additional child in a selected group of households consisting of childless couples (both under 55) and couples with different numbers of children were given for 1952–56 in Table 39 of the Annual Report for 1956. The younger childless couples are broadly comparable in age and family income with the family households, so that differences in food expenditure may be attributed to the presence of children. The analysis has been repeated for 1957 and 1958, but the results will not be given *in extenso*. Household food expenditure in 1958

averaged 78s. 1d. for younger couples and 90s. 1d., 100s. 9d., 111s. 11d., and 122s. 2d. for two-adult households containing respectively one, two, three and four or more (average 4.53) children under 15. From a straight regression line fitted to these averages, the basic element in household food expenditure associated with the adult couple is estimated as 79s. 4d. and the average increment for each additional child as 10s. 4d. Table 32 gives similar regression estimates for previous years. Despite the appreciable general increase in food expenditure between 1952 and 1956, as reflected in the first column, it will be seen that the average increment per child in all five years fell within the relatively narrow absolute range of 8s. 7d.  $\pm$  3d. By 1957-8, however, this average value had risen to 10s. 3d.  $\pm$  1d. Of the increase between 1956 and 1958, the greater part was attributable to welfare and national dried milk, the subsidy on which was reduced in April 1957, and to potatoes and bread, which were also more expensive.

TABLE 32  
Regression Estimates of Domestic Food Expenditure attributable to Adult Couple and to each additional Child for the years 1952-58

	Expenditure attributable to		Expenditure attributable to child (a) as percentage of that associated with adult couple
	Adult couple	Each additional child	
1952	57s. 3d.	8s. 6d.	14.9
1953	62s. 9d.	8s. 5d.	13.4
1954	66s. 1d.	8s. 5d.	12.7
1955	72s. 9d.	8s. 8d.	11.9
1956	77s. 2d.	8s. 10d.	11.4
1957	77s. 10d.	10s. 2d.	13.1
1958	79s. 4d.	10s. 4d.	13.0

(a) Under 14 in 1952 and 1953; under 15 in 1954-58.

120. The largest contributions to the increment of 10s. 4d. for each additional child were from bread (1s. 3½d.), other cereal foods (1s. 7½d.), liquid milk (1s. 4d.), potatoes (1s. 1¾d.) and meat (1s. 1½d., of which carcase meat accounted for only 3½d.). For cheese, fish, fresh green vegetables, fruit and beverages the incremental expenditure was slight.

#### Energy Value and Nutrient Content

121. The energy value and nutrient content of the diet of households of different composition are shown in Table 33. Since physiological requirements vary widely with age, sex and level of activity, comparisons between families of different composition are only apposite when assessed in relation to their needs.

122. All types of families shared in the general changes which took place between 1957 and 1958, including the small decreases in intakes of thiamine and vitamins C and D. The effect of the reduction in the vitamin D fortification of dried milks was, of course, most marked in families containing children. There were no other notable changes, apart from an improvement in the levels of all nutrients other than those mentioned above in both groups of households containing children and adolescents.

**123.** Table 33 also shows the adequacy of the diets assessed by comparison with the recommended allowances, after making the usual adjustment of 10 per cent in the estimates to allow for wastage of edible food. On this basis, the intakes of all nutrients exceeded the recommended allowances in wholly adult households and families with one child. There were downward gradients in the percentages for all nutrients with increasing family size, the lowest percentages being those for protein and calcium in families containing three or more children or both children and adolescents. The levels in the residual groups of households with adults only and with adolescents but no children were lower than those of the corresponding classified groups; but in the residual group containing children, with or without adolescents, the levels for all nutrients other than vitamin A were higher than in the classified households with children and adolescents, because the former group contained fewer adolescents and children and had lower requirements for energy, the nutrients related to it, and for calcium and iron.

**124.** In comparison with the previous year, changes were small, the only marked difference being the improvement in the percentages for nearly all nutrients in the two groups of households containing adolescents and children. In 1956 and 1957 these two groups had lost ground; in 1958, however, they showed higher levels for all nutrients except thiamine and vitamin C. This resulted from small increases in their consumption of many main foods, particularly cheese, butter and total fats, also biscuits and total cereals; at the same time, their total bread consumption was maintained, increases in their purchases of other kinds of bread compensating for decreases in white bread. The improvements in the levels for protein and calcium for these groups were especially important: since 1957 the levels for these nutrients in other groups of larger families have been no more than maintained, and during the past three years those for protein in the diets of both types of household containing adolescents but no children have fallen. This was because the reductions in their bread consumption, which were greater than those for any other group, were not accompanied by increased consumption of other foods. Chart 5 illustrates the trends in protein intake in all households and in the larger families between 1954 and 1958; those for calcium showed a broadly similar pattern.

**125.** Table 34 shows the proportion of the energy value of the diet derived from protein, fat and carbohydrate in 1954, 1957 and 1958 by households of different composition. In nearly all groups, the contributions from fat showed slight increases, balanced by decreases in the carbohydrate and small changes in the protein contributions. The residual groups of households showed a pattern similar to the corresponding classified households. The same table also shows that the proportion of total protein provided from animal sources decreased with increasing family size. In comparison with previous years this ratio continued to increase in all groups other than families with four or more children, which had shown a comparatively large gain between 1956 and 1957; the ratios in the residual groups of wholly adult households and of adults with adolescents but no children were similar to those of the corresponding classified groups, but the residual group of households containing children with or without adolescents obtained a higher proportion of their protein from animal sources than family households with children and adolescents.

## CHART 5

ESTIMATED INTAKE OF TOTAL PROTEIN PER HEAD BY ALL HOUSEHOLDS AND BY CERTAIN VULNERABLE HOUSEHOLD COMPOSITION GROUPS, EXPRESSED AS PERCENTAGES OF ALLOWANCES BASED ON RECOMMENDATIONS OF THE BRITISH MEDICAL ASSOCIATION

## ANNUAL CENTRED MOVING AVERAGES 1954—1958

- |                               |                                   |
|-------------------------------|-----------------------------------|
| A. ALL HOUSEHOLDS             | E. OTHER HOUSEHOLDS WITH CHILDREN |
| B. 1 M+1 F+3 CHILDREN         | F. 1 M+1 F+ADOLESCENTS            |
| C. 1 M+1 F+4 OR MORE CHILDREN | G. OTHER HOUSEHOLDS WITH          |
| D. 1 M+1 F+ADOLESCENTS        | + CHILDREN                        |
|                               | ADOLESCENTS ONLY                  |

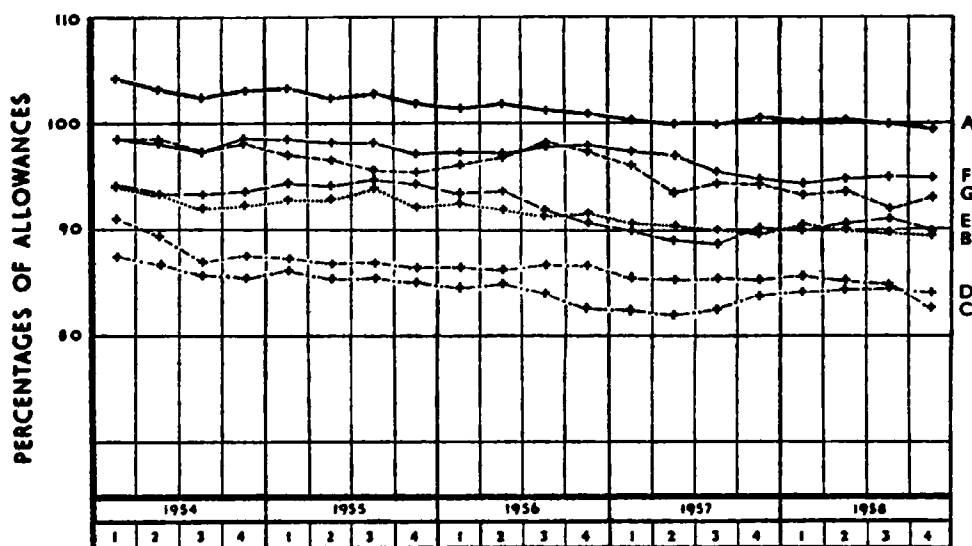




TABLE 33  
 Energy Value and Nutrient Content of Domestic Food Consumption, 1958, by Household Composition Groups

	Households with one man and one woman and						Other households with			
	no other		children only				adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both 55 or over	both tender 55	1	2	3	4 or more				
(A) INTAKE PER PERSON PER DAY										
Energy value (Cal.) . . . . .	2,968	3,159	2,676	2,389	2,231	2,118	2,837	2,748	2,752	2,424
Protein (g.) . . . . .	86	91	77	68	63	59	82	80	78	70
Animal protein (g.) . . . . .	52	56	46	40	35	30	48	48	45	40
Fat (g.) . . . . .	130	143	115	100	92	81	123	121	117	101
Carbohydrate (g.) . . . . .	364	377	333	303	289	289	350	334	346	309
Calcium (mg.) . . . . .	1,163	1,215	1,092	1,007	931	871	1,080	1,091	1,017	979
Iron (mg.) . . . . .	16.0	17.5	14.6	13.0	11.9	11.3	15.9	11.7	15.4	13.3
Vitamin A (i.u.) . . . . .	4,912	5,570	4,610	4,101	3,562	3,238	4,966	4,534	4,497	3,996
Thiamine (mg.) . . . . .	1.45	1.53	1.29	1.14	1.05	1.02	1.39	1.34	1.35	1.18
Riboflavin (mg.) . . . . .	1.88	1.99	1.74	1.56	1.43	1.30	1.76	1.75	1.66	1.53
Nicotinic acid (mg.) . . . . .	16.3	17.0	13.9	11.9	11.0	10.4	15.4	14.9	14.6	12.6
Vitamin C (mg.) . . . . .	55	62	54	47	40	37	54	51	50	45
Vitamin D (i.u.) . . . . .	145	159	136	127	115	116	147	135	128	129
(B) AS A PERCENTAGE OF RECOMMENDED ALLOWANCES										
Energy value . . . . .	114	117	110	104	100	98	101	108	98	96
Total protein . . . . .	119	121	107	97	90	85	95	114	92	91
Calcium . . . . .	129	141	114	102	92	84	108	125	104	97
Iron . . . . .	120	139	124	115	108	105	116	115	112	108
Vitamin A . . . . .	176	213	200	192	177	167	194	168	173	175
Thiamine . . . . .	140	143	134	125	119	119	123	132	120	118
Riboflavin . . . . .	118	122	117	112	105	98	103	113	97	100
Nicotinic acid . . . . .	157	159	144	131	124	122	137	148	130	126
Vitamin C . . . . .	244	286	254	229	198	185	217	236	205	198

TABLE 34  
 Percentage of Energy Value derived from Protein, Fat and Carbohydrate  
 1954, 1957 and 1958

		<i>Households with one man and one woman and</i>							
		<i>no other</i>		<i>children only</i>				<i>adoles- cents only</i>	<i>adoles- cents and children</i>
		<i>one or both 55 or over</i>	<i>both under 55</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4 or more</i>		
Protein	1954	11.9	11.9	11.7	11.6	11.4	11.2	11.7	11.3
	1957	11.6	11.6	11.5	11.5	11.4	11.1	11.5	11.4
	1958	11.6	11.6	11.5	11.4	11.3	11.1	11.6	11.3
Fat	1954	37.9	38.4	37.0	36.4	35.3	33.9	36.8	34.3
	1957	39.3	40.5	38.4	37.8	36.5	34.7	39.3	36.3
	1958	39.4	40.7	38.7	37.8	36.9	34.4	39.1	36.9
Carbohydrate	1954	50.2	49.7	51.3	52.1	53.2	54.9	51.5	54.4
	1957	49.1	47.9	50.1	50.7	52.2	54.2	49.2	52.3
	1958	49.0	47.7	49.8	50.8	51.8	54.5	49.4	51.8
		<i>Percentage of Protein derived from Animal Sources</i>							
Animal protein as percentage of total protein	1954	56.6	56.5	55.0	54.1	52.5	49.5	53.5	48.6
	1957	60.1	60.3	58.7	57.7	55.9	52.7	58.4	54.6
	1958	60.6	61.0	59.2	58.2	56.4	51.7	58.5	54.8

# VII

## Family Composition: Special Studies

### A. FAMILY COMPOSITION AND SOCIAL CLASS

#### Classification

126. Since 1955 analyses of National Food Survey data have been made to assess the relative influences of the composition of the household and the income of its head upon domestic food expenditure and consumption and nutritive value. Households in Class D2 and the old age pensioner group have been omitted since they contain few children. The numbers of households with children in Classes A1 and D1 were too small to warrant separate analysis, and as in previous Reports, sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is thus limited to three broad income groups, A, B and C & D1, and seven types of households, namely, younger couples with no children, and couples with one or more children, adolescents or both. These groups contained 79 per cent of the children in the sample, and 64 per cent of the adolescents. In the sample there were only 42 couples with three children in Class A, 13 with four or more, and 44 with adolescents only. All the other sub-groups contained more than 75 households. Full details of the composition of the National Food Survey sample in 1958 by social class and household composition are given in Table 3 in Appendix A.

#### Expenditure and Consumption

127. Table 35 gives the average weekly food expenditure per person and per household for each sub-group. In each of the years 1955 to 1958 expenditure *per head* was greatest for younger childless couples in Class A and least for couples with four or more children in Classes C & D1, the ranges being:

1955	..	43s. 0d. to 15s. 3d.
1956	..	41s. 5d. to 15s. 6d.
1957	..	42s. 2d. to 17s. 3d.
1958	..	43s. 3d. to 17s. 6d.

Thus the difference in expenditure between these two extreme sub-groups, though somewhat greater than in 1957, was still less than in 1955 and 1956.

128. Expenditure per household was, as usual, greatest in Class A families with four or more children or with both children and adolescents, the averages in 1958 being 132s. 3d. and 135s. 0d. compared with 145s. 4d. and 142s. 2d. in the previous year. Younger childless couples in Classes C & D1 continued to have the lowest weekly expenditure per household, at 74s. 2d. compared with 73s. 1d. in 1957. The ranges in expenditure per household were:

1955	..	128s. 7d. to 68s. 9d.
1956	..	126s. 9d. to 71s. 5d.
1957	..	145s. 4d. to 73s. 1d.
1958	..	135s. 0d. to 74s. 2d.

Part of the difference between these ranges may be due to small-sample fluctuations.

TABLE 35  
*Food Expenditure by Certain Household Composition Groups and Social Class, 1958*  
 (per week)

	Class												All households			
	A			B						C & D1			All households			
	Per head	Per household		Per head	Per household		Per head	Per household		Per head	Per household		Per head	Per household		
s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	
Households of one man and one woman and:																
No other (both under 55)	43	3	86	6	40	2	80	3	37	1	74	2	39	0	78	1
1 child	34	11	104	9	30	10	92	5	28	5	85	3	30	0	90	1
2 children	29	4	117	4	25	9	103	1	23	8	94	8	25	2	100	9
3 children	24	1	120	6	23	1	115	3	21	3	106	2	22	5	111	11
4 or more children	(20	0)	(132	3)	20	4	132	1	17	6	114	8	18	8	122	2
Adolescents only	35	8	117	7	33	8	108	7	30	7	97	3	32	4	103	10
Adolescents and children	28	3	135	0	26	9	132	7	23	8	122	5	25	6	128	3
All Households	32	6	110	7	28	10	102	4	27	3	89	2	28	5	90	6

Figures in parenthesis are averages based on a sample of only 13 households.

129. As in previous years, the first child in all classes occasioned a greater addition to the food expenditure of the household than did the second child, but the pattern was not uniform; in Classes B and C & D<sub>I</sub>, the additional expenditure associated with the third child was greater than that for the second and about equal to that for the first, probably because the average age of the children was greater in the larger than in the smaller families, and this tended to counterbalance economies of scale.

130. An analysis of the consumption of the main foods for each of the 21 sub-groups is given in Table 36.

131. For most main foods, consumption per head tended to fall off with reduced income and increasing family size. Milk consumption in Class A was greatest for families with two children, in Class B for those with one, and in Classes C & D<sub>I</sub> for childless couples. In all classes, liquid milk consumption in the largest families was less than in 1957, and welfare and school milk accounted for over half the total except in Class A, in which the sample of large families was small and their uptake of welfare and school milk unusually low. For most types of household, natural cheese was less and processed cheese relatively more popular in Classes C & D<sub>I</sub> than in Class A; the keeping quality of processed cheese may be a factor here, as well as differences in consumer preference. Purchases of cooked fish were generally greatest in Classes C & D<sub>I</sub> except in the largest families.

132. Because of lower butter prices, all sub-groups except some of the larger families bought more butter and less margarine than in 1957. Margarine consumption increased with family size and fell with increasing income, and in the large families of Classes C & D<sub>I</sub>, it still exceeded the year's average butter consumption, which varied from 9.7 oz. per head per week in childless households in Class A to 2.7 oz. in the largest families in Classes C & D<sub>I</sub>. For total fats the extreme range was from 15.6 to 8.9 oz.

133. The previously established minimum in potato consumption in families with two or three children re-asserted itself, except in Class A, and the corresponding dip in white bread (and total bread) consumption was found in all classes. Purchases of breakfast cereals were smaller in childless households than in families with children, and the same was true of oatmeal except in Classes C & D<sub>I</sub>. Most sub-groups bought more sugar but less preserves, and nearly all obtained less fresh fruit. Coffee consumption was uniformly greatest in Class A for all types of family.

134. In general, the larger families in Classes A and B consumed somewhat less, and those in C & D<sub>I</sub> slightly more of most main foods than in 1957.

#### Energy Value and Nutrient Content

135. Table 37 shows the energy value and nutrient content of the diets of these household groups. These estimates confirm the finding of previous years that for all nutrients household composition has more influence than class on dietary intake; the intakes, particularly of animal protein, vitamins A and C and to a lesser extent of fat, carbohydrate, calcium and riboflavin were, however, affected by class as well as household composition. The intakes of iron, thiamine, nicotinic acid and vitamin D showed few differences between classes within each household composition group. Since there are wide variations in the nutrient requirements of families of different composition, differences in their diets are best judged in relation to their needs.

TABLE 36  
Quantities of Food obtained for consumption by Household Composition  
Groups and Social Class, 1958  
(oz. per person per week except where otherwise stated)

	Class A						
	Households with one man and one woman and						
	no other (both under 55)	1 child	2 children	3 children	4 or more children	adoles- cents only	adul- cent and children
<b>MILK AND CREAM:</b>							
Liquid - full price (pt.) . . . . .	5.67	4.45	4.60	3.38	2.18	5.32	4.40
Liquid - welfare and school (pt.) . . . . .	0.11	1.35	1.73	1.99	1.96	0.08	0.44
<i>All Liquid Milk (pt.) . . . . .</i>	<i>5.78</i>	<i>5.80</i>	<i>6.33</i>	<i>5.37</i>	<i>4.14</i>	<i>5.40</i>	<i>5.25</i>
Condensed (eq. pt.) . . . . .	0.16	0.18	0.16	0.12	0.13	0.18	0.15
Dried and other (pt. or eq. pt.) . . . . .	0.07	0.19	0.09	0.12	0.38	—	0.10
Cream (pt.) . . . . .	0.07	0.03	0.03	0.01	0.01	0.04	0.02
<i>Total Milk and Cream (pt. or eq. pt.) . . . . .</i>	<i>6.02</i>	<i>6.20</i>	<i>6.61</i>	<i>5.62</i>	<i>4.66</i>	<i>5.63</i>	<i>5.52</i>
<b>CHEESE:</b>							
Natural . . . . .	4.16	2.35	2.26	2.46	2.14	3.21	3.25
Processed and packeted . . . . .	0.34	0.43	0.40	0.20	0.16	0.48	0.24
<i>Total Cheese . . . . .</i>	<i>4.50</i>	<i>2.78</i>	<i>2.66</i>	<i>2.66</i>	<i>2.30</i>	<i>3.69</i>	<i>3.47</i>
<b>MEAT:</b>							
Beef and veal . . . . .	13.19	11.77	7.80	6.47	7.18	12.05	9.44
Mutton and lamb . . . . .	10.58	6.69	6.43	4.50	4.50	7.12	5.73
Pork . . . . .	3.45	2.54	1.82	1.97	0.78	2.17	2.24
<i>All Carcass Meats . . . . .</i>	<i>27.22</i>	<i>21.00</i>	<i>16.05</i>	<i>12.94</i>	<i>12.46</i>	<i>21.34</i>	<i>17.90</i>
Bacon and ham, uncooked . . . . .	8.47	6.10	4.69	4.46	3.29	6.13	5.75
Other (a) . . . . .	17.98	15.15	10.42	10.04	7.89	12.47	10.95
<i>Total Meat . . . . .</i>	<i>53.67</i>	<i>42.25</i>	<i>31.16</i>	<i>27.44</i>	<i>23.64</i>	<i>39.94</i>	<i>34.52</i>
<b>FISH:</b>							
Fresh . . . . .	4.85	4.28	2.92	2.21	1.61	4.14	3.94
Processed and shell (b) . . . . .	1.96	1.40	0.71	0.67	0.28	0.73	1.22
Prepared (c) . . . . .	1.33	1.26	1.37	0.89	1.93	1.58	1.52
<i>Total Fish . . . . .</i>	<i>8.14</i>	<i>6.94</i>	<i>5.00</i>	<i>3.77</i>	<i>3.82</i>	<i>6.45</i>	<i>6.57</i>
<b>EGGS (No.)</b>	6.32	5.43	4.74	4.05	3.05	4.94	4.91
Eggs purchased (No.) . . . . .	5.91	5.20	4.47	3.51	2.86	4.94	4.21
<b>FATS:</b>							
Butter . . . . .	9.68	7.10	6.25	5.83	3.53	7.50	6.51
Margarine . . . . .	2.57	2.87	2.71	2.86	3.72	3.37	3.25
Lard and compound cooking fat . . . . .	2.96	2.36	2.05	1.56	1.49	1.65	2.14
Other fats . . . . .	0.16	0.61	0.16	0.39	0.14	0.23	0.37
<i>Total Fats . . . . .</i>	<i>15.37</i>	<i>12.94</i>	<i>11.17</i>	<i>10.64</i>	<i>8.88</i>	<i>12.75</i>	<i>12.13</i>
<b>SUGAR AND PRESERVES:</b>							
Sugar . . . . .	22.87	19.61	16.40	14.78	14.33	21.63	16.05
Honey, preserves, syrup and treacle . . . . .	4.45	3.62	3.49	2.61	2.20	6.12	3.73
<i>Total Sugar and Preserves . . . . .</i>	<i>27.32</i>	<i>23.23</i>	<i>19.89</i>	<i>17.39</i>	<i>16.53</i>	<i>27.75</i>	<i>19.78</i>
<b>VEGETABLES:</b>							
Potatoes (including chips and crisps) . . . . .	48.26	49.20	51.54	46.35	46.22	49.04	43.13
Fresh green . . . . .	24.70	17.62	14.37	10.50	11.39	20.89	13.69
Other (d) . . . . .	22.30	21.71	15.85	11.49	10.94	17.16	16.26
<i>Total Vegetables . . . . .</i>	<i>95.26</i>	<i>88.53</i>	<i>81.76</i>	<i>68.34</i>	<i>68.55</i>	<i>87.09</i>	<i>72.02</i>
<b>FRUIT:</b>							
Fresh (e) . . . . .	31.88	31.15	23.67	18.92	13.70	31.15	25.81
Other (f) . . . . .	12.83	9.84	10.02	7.69	3.79	13.14	8.07
<i>Total Fruit (e) . . . . .</i>	<i>44.71</i>	<i>40.99</i>	<i>33.69</i>	<i>26.61</i>	<i>17.49</i>	<i>44.29</i>	<i>33.88</i>
<b>CERIALS:</b>							
Brown bread . . . . .	2.16	2.51	2.15	1.80	0.49	2.70	2.79
White bread . . . . .	29.04	26.07	26.05	24.74	39.88	28.77	26.49
Wholewheat and wholemeal bread . . . . .	3.66	2.41	1.47	1.52	0.50	2.24	2.34
Other bread (g) . . . . .	7.71	6.85	4.60	5.40	0.60	6.87	4.24
<i>Total Bread . . . . .</i>	<i>42.57</i>	<i>37.84</i>	<i>34.27</i>	<i>33.46</i>	<i>41.47</i>	<i>40.58</i>	<i>35.86</i>
Flour . . . . .	9.83	6.22	6.17	5.86	5.40	6.72	6.69
Cakes (h) . . . . .	5.56	5.20	3.94	3.29	2.60	8.01	3.94
Biscuits . . . . .	7.37	5.51	5.57	5.39	3.11	8.27	5.46
Oatmeal and oat products . . . . .	0.24	0.58	1.31	1.20	0.28	1.01	1.46
Breakfast cereals . . . . .	1.79	2.70	2.29	2.16	2.91	2.69	2.52
Other cereals . . . . .	3.68	3.98	4.04	3.16	1.13	4.28	3.66
<i>Total Cereals . . . . .</i>	<i>71.04</i>	<i>62.03</i>	<i>57.59</i>	<i>54.52</i>	<i>56.90</i>	<i>71.56</i>	<i>59.52</i>
<b>BEVERAGES:</b>							
Tea . . . . .	3.70	2.50	2.15	1.72	1.91	2.94	2.24
Coffee . . . . .	1.09	0.62	0.47	0.35	0.23	0.83	0.45
Cocoa . . . . .	0.22	0.44	0.22	0.13	—	0.17	0.19
Branded food drinks . . . . .	0.30	0.45	0.16	0.13	—	0.17	0.09
<i>Total Beverages . . . . .</i>	<i>5.31</i>	<i>4.01</i>	<i>3.00</i>	<i>2.33</i>	<i>2.14</i>	<i>4.11</i>	<i>2.77</i>
<b>EXPENDITURE:</b>							
<i>Total All Foods . . . . .</i>	<i>519.18</i>	<i>419.01</i>	<i>352.09</i>	<i>289.21</i>	<i>239.95</i>	<i>428.20</i>	<i>339.57</i>
	(43s. 3d.)	(34s. 11d.)	(29s. 4d.)	(24s. 1d.)	(20s. 0d.)	(35s. 8d.)	(28s. 8d.)

(a) Includes cooked and canned meats, and meat products. (c) Includes cooked, canned and bottled fish, and fish products.  
(b) Includes smoked, dried and salted fish. (d) Includes dried and canned vegetables, and vegetable products.

TABLE 36—continued  
(ounces per person per week except where otherwise stated)

Year	Class B Households with one man and one woman and							Classes C & D					
	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
95	4.01	3.36	2.85	2.17	4.60	3.82	4.92	3.66	2.93	2.69	1.72	4.40	3.28
30	1.34	1.75	1.81	2.27	0.07	0.71	0.19	1.18	1.77	1.72	2.19	0.04	0.71
24	5.36	5.12	4.66	4.44	4.67	4.53	5.11	4.83	4.70	4.41	3.91	4.44	3.98
22	0.19	0.14	0.13	0.17	0.19	0.14	0.25	0.17	0.14	0.13	0.06	0.16	0.21
01	0.18	0.22	0.27	0.38	0.01	0.11	0.01	0.27	0.20	0.20	0.23	0.05	0.04
04	0.02	0.01	0.01	...	0.03	0.01	0.03	0.01	0.01	0.01	...	0.02	0.01
51	5.74	5.49	5.07	4.99	4.90	4.80	5.40	5.29	5.04	4.75	4.21	4.67	4.24
07	2.62	2.21	2.04	1.70	2.98	2.31	3.21	2.30	1.97	1.51	1.52	3.04	2.42
65	0.42	0.32	0.27	0.19	0.48	0.31	0.68	0.45	0.36	0.30	0.33	0.42	0.40
72	3.04	2.53	2.31	1.89	3.46	2.62	3.89	2.75	2.33	1.81	1.85	3.46	2.82
57	9.66	7.69	6.88	6.39	11.48	8.88	14.02	9.92	8.18	7.62	5.04	11.72	8.25
39	6.26	5.26	4.58	2.87	7.60	5.03	7.64	5.75	3.68	3.24	3.06	6.84	4.31
63	2.20	1.48	1.41	1.39	2.76	1.81	3.25	2.14	1.40	0.81	0.73	2.91	1.21
59	18.12	14.43	12.87	10.65	21.84	15.72	24.91	17.81	13.26	11.67	8.83	21.47	13.77
66	5.51	4.41	3.73	3.41	6.72	4.77	6.86	4.95	3.91	3.59	2.95	5.53	4.02
65	12.64	10.72	9.87	9.22	14.06	11.26	16.60	12.88	11.39	10.15	8.94	14.28	11.49
90	36.27	29.56	26.47	23.28	42.62	31.75	48.37	35.64	28.56	25.41	20.72	41.28	29.28
73	2.98	2.31	1.60	1.59	3.62	2.49	3.27	2.65	2.17	2.08	1.23	3.77	2.21
54	0.91	0.52	0.45	0.38	1.05	0.61	1.21	0.57	0.50	0.34	0.42	0.66	0.43
29	1.96	1.81	1.33	1.30	2.43	1.88	2.74	2.10	1.80	1.37	0.98	2.37	1.91
56	5.85	4.64	3.38	3.27	7.10	4.98	7.22	5.32	4.47	3.79	2.63	6.80	4.55
00	4.92	4.10	3.79	3.36	4.84	4.38	5.29	4.49	3.95	3.82	2.83	4.48	3.80
57	4.58	3.85	3.59	3.22	4.49	3.89	4.61	4.04	3.60	3.21	2.73	3.82	3.42
96	6.72	5.49	4.66	4.09	7.27	5.44	8.14	5.78	4.76	4.14	2.66	6.68	4.40
94	3.22	3.38	3.36	3.75	3.37	3.99	3.73	3.29	3.70	3.92	4.57	3.96	4.82
06	2.27	2.09	1.82	1.60	2.49	2.05	2.69	2.52	1.92	1.88	1.55	2.47	2.07
69	0.61	0.43	0.64	0.53	0.36	0.55	0.66	0.65	0.50	0.44	0.53	0.63	0.49
65	12.82	11.39	10.48	9.97	13.49	12.03	15.22	12.24	10.88	10.38	9.31	13.74	11.78
98	19.36	17.40	17.39	17.08	19.84	17.86	22.29	18.86	17.63	16.18	15.44	19.20	17.74
29	3.30	3.43	2.69	2.99	3.45	3.77	3.43	3.19	2.80	3.42	2.78	4.01	3.90
27	22.66	20.83	20.08	20.07	23.29	21.63	25.72	22.05	20.43	19.60	18.22	23.21	21.64
24	57.36	51.17	56.03	59.11	61.79	59.39	60.80	58.07	57.65	56.60	57.15	60.16	58.96
91	15.16	11.41	9.75	8.61	17.67	11.95	19.48	13.64	11.11	8.58	7.44	18.89	9.88
91	18.15	16.40	14.86	15.15	18.34	17.06	20.93	18.48	16.07	14.97	12.71	19.00	15.72
06	90.67	78.98	80.64	82.87	97.80	88.40	101.21	90.19	84.83	80.15	77.30	98.05	84.56
71	22.07	19.38	13.91	11.38	23.46	18.34	23.43	17.25	14.15	11.10	8.70	19.78	13.44
94	8.45	6.43	5.98	5.25	8.92	6.21	8.65	6.87	5.27	4.20	3.58	6.24	4.85
65	30.52	25.81	19.89	16.63	32.38	24.55	32.08	24.12	19.42	15.30	12.28	26.02	18.29
88	1.70	1.34	1.07	0.64	2.04	1.62	2.50	1.25	1.14	1.04	0.66	2.64	1.54
30	37.25	32.89	36.09	37.70	38.98	43.19	42.41	40.87	38.15	37.18	44.93	45.82	49.68
19	1.60	1.28	0.61	0.59	2.11	0.90	2.68	0.80	0.69	0.67	1.00	1.81	0.61
07	5.38	4.68	2.42	3.94	7.21	4.74	8.79	5.17	3.72	3.41	2.31	5.09	3.72
44	45.93	40.19	40.19	42.87	50.34	50.45	56.38	48.09	43.70	42.30	48.90	55.36	55.55
82	7.44	7.42	5.78	5.12	8.38	6.98	8.12	8.46	6.74	7.72	5.40	8.51	6.92
80	5.76	5.10	5.03	4.25	7.09	5.79	8.42	6.41	5.26	4.25	3.69	7.48	5.46
14	6.17	5.75	5.32	4.57	5.72	5.26	7.32	5.85	5.56	4.93	4.10	5.31	4.86
90	0.97	0.98	0.98	2.12	0.56	0.93	1.41	1.44	1.11	1.25	1.37	1.25	1.58
49	1.75	2.20	2.44	2.51	1.34	2.41	1.46	1.65	1.99	2.05	1.78	1.61	1.85
16	3.64	3.55	3.51	3.14	2.93	3.13	3.62	3.45	3.12	3.53	2.52	2.80	2.65
75	71.66	65.19	63.25	64.58	76.36	74.95	86.73	75.35	67.48	66.03	67.76	82.32	78.87
84	2.96	2.42	2.17	2.08	3.14	2.57	3.87	2.98	2.34	2.23	1.80	3.22	2.49
55	0.42	0.32	0.35	0.14	0.27	0.32	0.52	0.34	0.24	0.25	0.16	0.48	0.23
30	0.21	0.23	0.15	0.17	0.14	0.24	0.25	0.21	0.19	0.21	0.15	0.20	0.23
27	0.26	0.16	0.08	0.18	0.24	0.11	0.30	0.22	0.20	0.06	0.09	0.26	0.14
96	3.85	3.13	2.75	2.57	3.79	3.24	4.94	3.75	2.97	2.75	2.20	4.16	3.09
69	369.62	309.28	276.55	243.81	403.62	320.54	444.90	340.91	283.97	254.77	210.19	367.24	283.90
(std.)	(301.0d.)	(252.0d.)	(232.1d.)	(202.4d.)	(335.8d.)	(265.9d.)	(375.1d.)	(285.5d.)	(235.8d.)	(215.3d.)	(175.6d.)	(305.7d.)	(235.8d.)

(f) Includes tomatoes.  
(g) Includes dried, canned and bottled fruit.

(g) Includes rolls, fruit bread, sandwiches and milk bread.  
(h) Includes buns, scones, teacakes, muffins and crumpets.

TABLE 37  
Households of Different Composition within Social Classes, 1958  
Energy Value and Nutrient Content of the Diet

	Class	Units of intake per person per day	Households with one man and one woman and						
			no other (both under 55)	children only				adolescents only	adolescents and children
				1	2	3	4 or more		
Energy value	A	Cal.	3,098	2,667	2,410	2,163	(1,964)	2,818	2,417
	B		3,184	2,701	2,405	2,265	2,202	2,826	2,551
	C & DI		3,160	2,670	2,368	2,239	2,075	2,850	2,502
Total protein	A	g.	91	79	70	62	(57)	80	71
	B		92	77	68	63	61	81	72
	C & DI		91	76	67	63	57	82	69
Animal protein	A	g.	60	51	45	38	(33)	50	45
	B		56	47	40	36	33	49	40
	C & DI		54	44	38	34	29	47	37
Fat	A	g.	146	122	107	96	(79)	122	111
	B		145	117	102	93	86	124	105
	C & DI		140	112	97	89	78	122	99
Carbohydrate	A	g.	354	313	291	262	(255)	349	283
	B		379	334	303	293	295	346	329
	C & DI		383	339	307	297	287	356	333
Calcium	A	mg.	1,231	1,117	1,105	971	(870)	1,119	1,026
	B		1,228	1,114	1,024	941	917	1,068	1,001
	C & DI		1,190	1,068	977	908	839	1,068	956
Iron	A	mg.	17.3	14.9	12.9	11.2	(10.8)	15.8	13.1
	B		17.3	14.5	12.8	11.8	11.6	15.6	13.9
	C & DI		17.4	14.4	12.7	11.9	10.9	15.9	13.6
Vitamin A	A	i.u.	5,926	5,280	4,628	3,716	(3,777)	5,703	4,245
	B		5,630	4,763	4,225	3,586	3,454	4,932	4,169
	C & DI		5,428	4,311	3,850	3,554	3,038	4,803	3,968
Thiamine	A	mg.	1.55	1.33	1.19	1.05	(0.97)	1.33	1.18
	B		1.58	1.32	1.15	1.08	1.08	1.41	1.24
	C & DI		1.55	1.30	1.15	1.08	1.02	1.42	1.21
Riboflavin	A	mg.	2.08	1.87	1.76	1.47	(1.35)	1.91	1.61
	B		2.00	1.78	1.58	1.45	1.41	1.76	1.57
	C & DI		1.96	1.68	1.51	1.41	1.22	1.72	1.46
Nicotinic acid	A	mg.	17.7	15.0	12.3	11.0	(10.6)	15.0	13.0
	B		17.1	14.0	12.1	11.2	10.9	15.5	13.3
	C & DI		17.1	13.8	12.0	11.2	10.4	15.6	12.8
Vitamin C	A	mg.	69	62	54	42	(39)	58	46
	B		64	54	46	41	40	55	47
	C & DI		57	50	44	37	34	51	41
Vitamin D	A	i.u.	157	138	123	110	(113)	137	133
	B		156	139	130	116	121	152	132
	C & DI		162	133	125	116	114	145	135

Figures in parenthesis are based on a sample of only 13 households



136. In Table 38 the nutritive value of the diets is assessed by allowances based on the recommendations of the British Medical Association and, by the usual convention, an arbitrary deduction of 10 per cent has been made in all groups from the nutritive value of the food obtained for consumption to allow for wastage and other losses of edible food. For energy and all nutrients there were fairly regular downward gradients in each class with increasing family size. Families with adolescents

TABLE 38  
Households of Different Composition within Social Classes, 1958  
Comparison of Energy Value and Nutrient Content of the  
Diet with Allowances based on the British Medical Association's Recommendations  
(per cent)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value .	A	123	112	107	103	(89)	104	100
	B	119	111	105	101	102	101	96
	C & DI	114	108	102	100	97	100	94
Total protein .	A	130	112	102	94	(81)	94	92
	B	122	108	98	89	88	95	85
	C & DI	117	105	95	89	83	94	81
Calcium . .	A	145	114	111	99	(83)	111	101
	B	142	116	104	93	88	108	93
	C & DI	137	113	99	90	81	107	88
Iron . . .	A	139	124	114	106	(99)	118	107
	B	138	123	114	107	108	113	107
	C & DI	136	123	113	108	102	115	105
Vitamin A .	A	229	225	216	186	(195)	233	203
	B	217	205	198	179	179	193	191
	C & DI	206	188	179	176	157	186	182
Thiamine .	A	156	142	134	127	(112)	123	122
	B	148	138	128	122	127	126	117
	C & DI	140	134	125	121	121	124	113
Riboflavin .	A	136	130	128	114	(100)	116	110
	B	124	121	114	106	106	104	98
	C & DI	117	112	107	103	93	100	90
Nicotinic acid .	A	178	160	139	133	(122)	139	134
	B	160	146	134	127	128	139	125
	C & DI	155	141	132	126	122	136	120
Vitamin C .	A	324	285	258	218	(189)	241	200
	B	297	257	225	201	200	222	193
	C & DI	265	240	215	182	169	204	166

Figures in parenthesis are based on a sample of only 13 households.

and children had lower percentages for all nutrients than families containing adolescents but no children. There were also downward gradients in families of like composition from Class A to Classes C & D<sub>1</sub> for all nutrients except total protein, thiamine, nicotinic acid and iron. The differences between classes were more marked in the smaller than the larger families; apart from vitamins A and C and riboflavin, class had little effect on the nutrient levels in families containing adolescents only. For all nutrients, the British Medical Association allowances include a margin of safety which is considered sufficient to cover the deficits shown for protein, calcium and riboflavin in Table 38.

137. During the years 1955-58 there were small decreases in the percentages for protein because decreased consumption of bread and potatoes was not fully counteracted by increased consumption of other protein-containing foods. The estimates of adequacy were based on the allowances for total protein recommended in 1950 by the British Medical Association; these were expressed as a proportion of the energy requirements and are to this extent not a precise indication of true needs. Further, the use of total protein, rather than of essential amino acids, as a basis of estimates is necessarily rather imprecise. During recent years, new knowledge has accrued on the requirements of adults and children for essential amino acids and on the amino acid content of foods, and in 1957 a Committee of the Food and Agriculture Organisation<sup>1</sup> of the United Nations issued a report on protein requirements, based on the requirements of essential amino acids, in which they gave recommendations for a method of calculating the biological value of diets according to their amino acid content. British data are available on the amino acid composition of foods and new calculations have been made to assess the adequacy of the diets of various groups<sup>2</sup> according to the method of calculation suggested in the F.A.O. report. The biological value of the same diets has been estimated by rat feeding tests according to the method of Platt and Miller<sup>3</sup>. In this comparison the calculated results gave higher values than those obtained by the biological method but both of these newer methods of estimation supported the view, which is widely held, that the allowances of the British Medical Association for protein are generous.

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<sup>1</sup> Food and Agriculture Organisation Nutritional Study No. 16: Protein Requirements, F.A.O., Rome, 1957.

<sup>2</sup> Elizabeth Anne Drury and D. S. Miller (1959), *Proc. Nutr. Soc.* 18, xxvi.

<sup>3</sup> B. S. Platt and D. S. Miller (1959), *Proc. Nutr. Soc.* 18, vii.

## B. EFFECT OF THE HOUSEWIFE'S EMPLOYMENT ON THE HOUSEHOLD DIET

138. There has been some inconclusive discussion of the effect on the family diet of the housewife's going out to work to supplement the income of the head of the household. By so doing she increases her resources but diminishes the time available for preparing meals. To ascertain whether the net effect is beneficial or adverse, a comparison has been made between two-adult households with varying numbers of children which include one and two earners respectively. Among younger childless couples it has become usual for both members of the household to continue in employment, but where there are children, working housewives are still greatly outnumbered by those not gainfully occupied.

139. Each of the twelve samples (six with one earner per household and six with two) was cross-classified by class as determined by the gross income of the head of the household, and the estimates of consumption and expenditure were then re-combined so as to standardize the class distribution within each type of family. Old age pensioner households and other households containing no earner were excluded from the analysis. This adjustment tended to increase the differences between one-earner and two-earner households, since the latter tended to be concentrated in the lower income groups. The reweighted means were further adjusted to allow for the differing incidence of meals taken outside the home, and of visitors. These adjusted means are estimates of what the domestic food expenditure and consumption would have been if all meals had been taken at home and no visitors had been entertained.

140. Table 39 shows that for couples with children the actual food expenditure per head was\* from 1s. 3d. to 2s. 0d. greater in families with two earners than in the corresponding single-earner households. For older couples the difference was 3s. 8d., but younger couples both of whom were in employment spent 7d. per head less than those dependent on a single wage or salary. With the adjustments described above, the differences between expenditure per head in the contrasted groups became more regular, ranging from 4s. 6d. per head per week in families with one child to 3s. 0d. in those with four or more. For older and younger couples the excess amounted to 3s. 10d. and 4s. 0d. respectively.

141. Differences in expenditure and consumption between the six paired samples, after adjustment to a constant class distribution and a common pattern of meals, are summarized in Tables 40 and 41. Households with one earner spent less on milk than those with two, but in some cases obtained more, because of their greater entitlement to welfare milk. The housewife is often not free to go out to work until the children are of school age. Thus, on the average, children in families with two earners are older than in those with one earner and for this reason the former type of family in general obtained more cheese, meat, fish and eggs per head than corresponding single-earner households. Two-earner households obtained more butter, but in

most groups rather less margarine; more bread, especially fancy bread, and more cakes, but less flour, no doubt because they had less time to bake at home; more prepared breakfast cereals, but in most groups less oatmeal; more tea, and in most cases more of other beverages also. Households with two earners tended to purchase more fresh fruit than those with one, but no more fresh green vegetables.

**142.** Table 42 gives estimates of the energy value and nutrient content of the diets of the six paired groups, and compares these with allowances based on the recommendations of the British Medical Association's Committee on Nutrition. The differences between the diets were fairly regular, but somewhat complex in character. Households with one earner usually recorded greater energy value (not absolutely, but in relation to their requirements) and were at an advantage in respect of total protein and the vitamins of the B complex. On the other hand, those with two earners recorded uniformly higher percentages for calcium and iron, and also for vitamin A, especially in the larger families. For vitamin C the absolute intakes were consistently greater in two-earner households, but their requirements were also greater because they contained fewer young children, and this cancelled the advantage, except in childless households.

**143.** The present analysis does not provide a definite answer to the question whether the diets of families with children were improved by the housewife's taking paid employment. The changes in pattern were numerous, quite systematic and in general such as to shift the diet up the income scale. Of the three nutrients which are marginal in large families, the position was improved for calcium and worsened for protein and riboflavin, but the differences were small.

TABLE 39  
 Total Domestic Food Expenditure of Households containing one man and one woman, classified according  
 to the number of Earners in the Household

	Households with one man and one woman and												
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both 55 or over)		
	1	2	1	2	1	2	1	2	1	2	1	2	
Number of earners													
Number of households	341	438	792	291	713	181	295	54	166	37	629	192	
Food expenditure per head per week:													
Unadjusted	39s. 4d.	38s. 9d.	29s. 7d.	31s. 7d.	26s. 10d.	26s. 9d.	22s. 2d.	23s. 8d.	18s. 7d.	19s. 10d.	35s. 4d.	39s. 0d.	
Adjusted (a)	39s. 5d.	43s. 5d.	30s. 5d.	34s. 11d.	25s. 7d.	29s. 6d.	23s. 2d.	26s. 6d.	19s. 6d.	22s. 6d.	36s. 4d.	40s. 2d.	
Declared weekly net income per head (£):													
Unadjusted	6.2	8.2	4.1	5.0	3.3	3.9	2.8	3.2	2.1	2.6	5.5	7.4	
Adjusted (a)	5.9	9.5	4.2	5.9	3.3	4.5	2.8	3.7	2.2	3.2	6.0	8.2	

(a) After re-weighting the samples to a standardized income grade distribution, and making further adjustments for meals taken outside the home and meals provided for visitors, as described in paragraph 139.

TABLE 40  
 Domestic Food Expenditure of Households containing one man and one woman, classified according  
 to the number of Earners in the Household  
 (pence per head per week)

Foods	Households with one man and one woman and													
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)			
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners
<b>MILK AND CREAM:</b>														
Liquid - full price . . . . .	37.85	43.23	28.47	36.63	24.01	32.68	21.23	28.06	14.20	21.32	41.33	43.60	0.02	0.20
Liquid - welfare and school . . . . .	1.63	0.52	6.04	1.83	7.33	2.69	6.27	3.71	7.77	5.48	0.02	0.20		
<b>All Liquid Milk . . . . .</b>	<b>39.48</b>	<b>43.74</b>	<b>34.51</b>	<b>38.45</b>	<b>31.34</b>	<b>35.37</b>	<b>27.50</b>	<b>31.77</b>	<b>21.97</b>	<b>26.80</b>	<b>41.35</b>	<b>43.80</b>		
Condensed . . . . .	2.10	2.29	1.68	1.64	1.24	1.75	1.21	1.33	1.19	0.78	1.46	1.57		
Dried and other . . . . .	0.11	—	1.91	0.30	1.73	0.34	1.63	0.44	2.44	0.23	0.03	0.14		
Cream . . . . .	2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.35	0.05	1.62	1.74		
<b>Total Milk and Cream . . . . .</b>	<b>44.08</b>	<b>47.69</b>	<b>39.20</b>	<b>41.84</b>	<b>35.11</b>	<b>38.33</b>	<b>30.94</b>	<b>34.47</b>	<b>25.85</b>	<b>27.86</b>	<b>44.46</b>	<b>47.25</b>		
<b>CHEESE:</b>														
Natural . . . . .	7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	3.03	7.34	7.79		
Processed and packeted . . . . .	1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.16	1.30	1.26		
<b>Total Cheese . . . . .</b>	<b>9.44</b>	<b>10.51</b>	<b>6.07</b>	<b>6.98</b>	<b>5.12</b>	<b>6.18</b>	<b>4.48</b>	<b>5.63</b>	<b>3.93</b>	<b>4.19</b>	<b>8.64</b>	<b>9.05</b>		
<b>MEAT:</b>														
Beef and veal . . . . .	43.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	17.59	38.54	40.64		
Mutton and lamb . . . . .	23.83	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.63	6.07	24.03	23.69		
Pork . . . . .	10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	4.89	10.10	12.78		
<b>All Carcass Meat . . . . .</b>	<b>76.00</b>	<b>77.91</b>	<b>49.71</b>	<b>61.26</b>	<b>39.10</b>	<b>43.40</b>	<b>34.05</b>	<b>37.26</b>	<b>25.39</b>	<b>28.55</b>	<b>72.66</b>	<b>77.05</b>		
Bacon and ham, uncooked . . . . .	23.52	26.04	15.41	18.43	11.98	15.11	11.33	11.80	9.38	10.04	21.28	25.03		
Other meat . . . . .	45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	24.62	38.02	45.62		
<b>Total Meat . . . . .</b>	<b>144.42</b>	<b>138.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>63.21</b>	<b>131.96</b>	<b>147.70</b>		

TABLE 40—continued  
(pence per head per week)

	Households with one man and one woman and												
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)		
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	
<b>FISH:</b>													
Fresh . . . . .	8.59	7.62	6.09	7.05	4.62	5.24	3.64	3.13	2.42	3.52	11.80	10.31	
Processed and shell . . . . .	3.99	3.29	1.77	2.66	1.07	1.58	1.00	0.63	0.70	1.40	3.23	5.14	
Prepared . . . . .	8.72	12.22	6.38	9.54	5.32	6.60	4.28	7.25	3.01	6.49	8.02	8.39	
<b>Total Fish.</b> . . . . .	21.30	23.13	14.24	19.25	11.01	13.42	8.92	11.01	6.13	11.41	23.05	23.84	
<b>EGGS</b> . . . . .	22.51	25.11	18.56	20.20	15.86	18.98	13.89	20.52	11.84	13.22	20.20	22.63	
<b>FATS:</b>													
Butter . . . . .	18.39	18.89	12.95	14.17	10.70	12.77	9.57	10.48	6.71	8.22	17.24	18.65	
Margarine . . . . .	5.15	4.57	4.63	4.66	4.92	5.08	5.01	5.42	5.64	5.10	4.35	4.63	
Lard and compound cooking fat . . . . .	4.13	3.90	3.17	3.37	2.69	2.86	2.44	2.88	2.24	1.55	3.28	3.10	
Other fats . . . . .	0.92	1.25	0.84	0.80	0.59	0.53	0.68	0.60	0.59	0.63	0.69	1.46	
<b>Total Fats.</b> . . . . .	28.59	28.61	21.59	23.00	18.90	21.24	17.70	19.38	15.18	15.50	25.56	27.84	
<b>SUGAR AND PRESERVES:</b>													
Sugar . . . . .	12.30	11.93	9.69	10.88	8.82	10.34	8.43	10.15	8.42	7.80	11.11	10.76	
Honey, preserves, syrup and treacle . . . . .	4.13	4.86	4.14	4.06	3.82	4.17	3.72	3.98	3.32	3.64	5.13	5.18	
<b>Total Sugar and Preserves</b> . . . . .	16.43	16.79	13.83	14.94	12.64	14.51	12.15	14.13	11.74	11.44	16.24	15.94	
<b>VEGETABLES:</b>													
Potatoes (including chips and crisps) . . . . .	15.47	18.00	15.81	19.58	14.43	15.45	15.43	15.90	14.95	20.68	13.44	16.03	
Fresh green . . . . .	10.24	13.57	6.99	8.82	5.34	6.04	4.06	5.69	3.22	2.88	9.25	11.95	
Other . . . . .	14.04	17.08	12.84	14.84	10.82	12.11	10.18	11.49	8.49	12.76	10.77	13.27	
<b>Total Vegetables.</b> . . . . .	39.75	48.65	35.64	43.24	30.59	33.60	29.67	33.08	26.96	36.32	33.46	41.25	

TABLE 40  
Domestic Food Expenditure of Households containing one man and one woman, classified according to the number of Earners in the Household (pence per head per week)

Foods	Households with one man and one woman and																																																																																																																																																																																																																													
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)																																																																																																																																																																																																																			
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners																																																																																																																																																																																																																		
BREAD:																	price	37.85	42.22	28.47	36.62	24.01	32.68	21.23	28.06	14.20	21.32	41.33	43.60	at home and school	1.63	0.52	6.04	1.83	7.33	2.69	3.71	7.77	5.48	0.02	0.02	0.20		39.48	42.74	34.51	38.45	31.34	35.37	27.50	31.77	26.80	41.35	43.80		2.10	2.29	1.68	1.64	1.24	1.75	1.21	1.33	0.78	1.46	1.57		0.11	—	1.91	0.20	1.73	0.34	1.63	0.44	0.23	0.03	0.14		2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.25	1.62	1.74		44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>
price	37.85	42.22	28.47	36.62	24.01	32.68	21.23	28.06	14.20	21.32	41.33	43.60	at home and school	1.63	0.52	6.04	1.83	7.33	2.69	3.71	7.77	5.48	0.02	0.02	0.20		39.48	42.74	34.51	38.45	31.34	35.37	27.50	31.77	26.80	41.35	43.80		2.10	2.29	1.68	1.64	1.24	1.75	1.21	1.33	0.78	1.46	1.57		0.11	—	1.91	0.20	1.73	0.34	1.63	0.44	0.23	0.03	0.14		2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.25	1.62	1.74		44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																	
at home and school	1.63	0.52	6.04	1.83	7.33	2.69	3.71	7.77	5.48	0.02	0.02	0.20		39.48	42.74	34.51	38.45	31.34	35.37	27.50	31.77	26.80	41.35	43.80		2.10	2.29	1.68	1.64	1.24	1.75	1.21	1.33	0.78	1.46	1.57		0.11	—	1.91	0.20	1.73	0.34	1.63	0.44	0.23	0.03	0.14		2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.25	1.62	1.74		44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																														
	39.48	42.74	34.51	38.45	31.34	35.37	27.50	31.77	26.80	41.35	43.80		2.10	2.29	1.68	1.64	1.24	1.75	1.21	1.33	0.78	1.46	1.57		0.11	—	1.91	0.20	1.73	0.34	1.63	0.44	0.23	0.03	0.14		2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.25	1.62	1.74		44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																											
	2.10	2.29	1.68	1.64	1.24	1.75	1.21	1.33	0.78	1.46	1.57		0.11	—	1.91	0.20	1.73	0.34	1.63	0.44	0.23	0.03	0.14		2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.25	1.62	1.74		44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																							
	0.11	—	1.91	0.20	1.73	0.34	1.63	0.44	0.23	0.03	0.14		2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.25	1.62	1.74		44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																			
	2.39	2.66	1.10	1.55	0.80	0.87	0.60	0.93	0.25	1.62	1.74		44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																															
	44.08	47.69	39.20	41.94	35.11	38.33	30.94	34.47	25.85	44.46	47.25		7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																											
	7.73	7.88	4.63	5.17	3.99	4.68	3.54	4.23	3.22	7.34	7.79		1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																							
	1.71	2.63	1.44	1.81	1.13	1.50	0.94	1.40	0.71	1.30	1.26		9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																			
	9.44	10.51	6.07	6.98	5.12	6.18	4.48	5.63	3.93	8.64	9.05		42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																															
	42.52	41.66	29.55	33.08	23.54	23.00	20.47	22.25	16.25	38.54	40.64		22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																																											
	22.82	24.54	14.43	20.33	11.84	14.03	10.00	10.87	6.62	24.02	23.63		10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																																																							
	10.66	11.71	5.73	7.85	3.72	6.37	3.58	4.14	2.52	10.10	12.78		76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																																																																			
	76.00	77.91	49.71	61.26	39.10	43.40	34.05	37.26	25.39	72.66	77.05		22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																																																																															
	22.52	26.04	15.41	18.43	11.98	15.51	11.33	11.80	9.38	21.28	25.03		45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																																																																																											
	45.90	54.75	33.12	38.33	26.28	35.12	23.85	27.20	20.07	38.02	45.62	<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																																																																																																							
<b>Total</b>	<b>118.42</b>	<b>158.70</b>	<b>98.24</b>	<b>118.02</b>	<b>77.36</b>	<b>94.03</b>	<b>69.23</b>	<b>76.26</b>	<b>54.84</b>	<b>131.96</b>	<b>147.70</b>																																																																																																																																																																																																																			

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TABLE 40—continued  
 (pence per head per week)

	Households with one man and one woman and													
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)			
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners		
Prepared	8.59	7.62	6.09	7.05	4.62	5.24	3.64	3.13	2.42	3.52	11.80	10.31		
	3.99	3.29	1.77	2.66	1.07	1.58	1.00	0.63	0.70	1.40	3.23	5.14		
	8.72	12.22	6.38	9.54	5.32	6.60	4.28	7.25	3.01	6.49	8.02	8.39		
Total Fish	21.30	23.13	14.24	19.25	11.01	13.42	8.92	11.01	6.13	11.41	23.05	23.84		
EGGS	22.51	25.11	18.56	20.20	15.86	18.98	13.89	20.52	11.84	13.22	20.20	22.63		
FATS:														
Butter	18.39	18.89	12.95	14.17	10.70	12.77	9.57	10.48	6.71	8.22	17.24	18.65		
Margarine	5.15	4.57	4.63	4.66	4.92	5.08	5.01	5.42	5.64	5.10	4.35	4.63		
Lard and compound cooking fat	4.13	3.90	3.17	3.37	2.69	2.86	2.44	2.88	2.24	1.55	3.28	3.10		
Other fats	0.92	1.25	0.84	0.80	0.59	0.53	0.68	0.60	0.59	0.63	0.69	1.46		
Total Fats	28.59	28.61	21.59	23.00	18.90	21.24	17.70	19.38	15.18	15.50	25.56	27.84		
SUGAR AND PRESERVES:														
Sugar	12.30	11.93	9.69	10.88	8.82	10.34	8.43	10.15	8.42	7.80	11.11	10.76		
Honey, preserves, syrup and treacle	4.13	4.86	4.14	4.06	3.82	4.17	3.72	3.98	3.32	3.64	5.13	5.18		
Total Sugar and Preserves	16.43	16.79	13.83	14.94	12.64	14.51	12.15	14.13	11.74	11.44	16.24	15.94		
VEGETABLES:														
Potatoes (including chips and crisps)	15.47	18.00	15.81	19.58	14.43	15.45	15.43	15.90	14.95	20.68	13.44	16.03		
Fresh green	10.24	13.57	6.99	8.82	5.34	6.04	4.06	5.69	3.52	2.88	9.25	11.95		
Other	14.04	17.08	12.84	14.84	10.82	12.11	10.18	11.49	8.49	12.76	10.77	13.27		
Total Vegetables	39.75	48.65	35.64	43.24	30.59	33.60	29.67	33.08	26.96	36.32	33.46	41.25		

TABLE 40—continued  
(pence per head per week)

Foods	Households with one man and one woman and												
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)		
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	
<b>FRUIT:</b>													
Fresh . . . . .	26.79	31.71	20.20	24.11	19.01	19.01	12.63	14.58	9.86	10.09	23.70	28.84	
Other . . . . .	14.68	15.61	11.60	11.91	9.12	9.04	7.42	9.88	5.57	6.02	11.17	10.88	
<b>Total Fruit . . . . .</b>	<b>41.47</b>	<b>47.32</b>	<b>31.80</b>	<b>36.02</b>	<b>28.13</b>	<b>28.05</b>	<b>20.04</b>	<b>24.46</b>	<b>15.43</b>	<b>16.11</b>	<b>34.87</b>	<b>39.72</b>	
<b>CEREALS:</b>													
Brown bread . . . . .	1.39	1.13	0.76	0.78	0.66	0.54	0.55	0.56	0.32	0.06	1.53	1.38	
White bread . . . . .	17.72	18.12	15.98	18.50	14.53	17.46	15.30	17.39	17.37	20.02	15.61	16.49	
Wholewheat and wholemeal bread . . . . .	1.45	1.54	0.76	0.82	0.58	0.83	0.43	0.48	0.43	0.40	1.72	1.72	
Other bread . . . . .	5.80	7.65	3.85	5.42	3.18	3.81	2.31	2.94	2.07	2.87	5.53	6.41	
<b>Total Bread . . . . .</b>	<b>26.36</b>	<b>28.44</b>	<b>21.35</b>	<b>25.52</b>	<b>18.95</b>	<b>22.64</b>	<b>18.59</b>	<b>21.37</b>	<b>20.19</b>	<b>23.35</b>	<b>24.39</b>	<b>26.00</b>	
Flour . . . . .	5.10	3.44	3.81	3.26	3.45	2.67	3.38	2.70	2.60	2.01	5.56	5.32	
Cakes . . . . .	15.08	16.85	11.41	14.57	9.18	12.39	8.83	9.51	6.51	8.51	12.24	13.98	
Biscuits . . . . .	13.14	14.15	11.04	11.13	10.25	11.31	9.61	9.35	7.28	8.37	11.73	11.66	
Oatmeal and oat products . . . . .	1.25	0.84	1.12	1.09	0.99	1.21	1.19	1.12	1.57	1.41	1.32	1.43	
Breakfast cereals . . . . .	2.49	2.62	3.11	3.49	3.65	4.45	3.91	4.97	3.80	4.55	2.30	2.54	
Other cereals . . . . .	5.41	5.59	5.01	4.50	4.65	4.41	4.55	4.82	3.27	3.55	3.81	4.03	
<b>Total Cereals . . . . .</b>	<b>68.83</b>	<b>71.93</b>	<b>56.85</b>	<b>63.56</b>	<b>51.12</b>	<b>59.18</b>	<b>50.06</b>	<b>53.84</b>	<b>45.22</b>	<b>51.75</b>	<b>61.35</b>	<b>64.96</b>	
<b>BEVERAGES:</b>													
Tea . . . . .	20.00	21.14	13.96	17.77	11.63	13.70	10.65	13.79	9.24	9.81	19.68	22.90	
Coffee . . . . .	4.32	5.65	3.16	3.18	2.28	2.70	2.19	2.18	1.10	1.52	4.89	5.88	
Cocoa . . . . .	0.82	0.84	0.66	0.83	0.68	0.64	0.53	0.58	0.45	0.59	0.62	1.03	
Branded food drinks . . . . .	1.03	1.56	1.16	1.01	0.69	0.97	0.38	0.38	0.35	1.30	0.90	1.68	
<b>Total Beverages . . . . .</b>	<b>26.17</b>	<b>29.19</b>	<b>18.94</b>	<b>22.79</b>	<b>15.28</b>	<b>18.01</b>	<b>13.67</b>	<b>16.93</b>	<b>11.14</b>	<b>13.42</b>	<b>26.09</b>	<b>31.49</b>	
<b>MISCELLANEOUS . . . . .</b>	<b>10.25</b>	<b>13.36</b>	<b>9.85</b>	<b>9.06</b>	<b>8.40</b>	<b>7.98</b>	<b>6.97</b>	<b>7.90</b>	<b>5.67</b>	<b>5.96</b>	<b>9.76</b>	<b>9.85</b>	
<b>TOTAL EXPENDITURE . . . . .</b>	<b>390.5d.</b>	<b>434.5d.</b>	<b>300.5d.</b>	<b>344.11d.</b>	<b>251.7d.</b>	<b>294.6d.</b>	<b>231.2d.</b>	<b>261.6d.</b>	<b>194.6d.</b>	<b>221.6d.</b>	<b>361.4d.</b>	<b>401.2d.</b>	

TABLE 41  
 Domestic Food Consumption of Households containing one man and one woman, classified according to the number of Earners in the Household (os. per head per week except where otherwise stated)

Foods	Households with one man and one woman and															
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)					
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners				
MILK AND CREAM:																
Liquid - full price (pt.) . . . . .	5.28	5.38	3.83	4.81	3.20	4.54	2.88	3.60	1.96	2.64	5.56	5.47				
Liquid - welfare and school (pt.) . . . . .	0.40	0.13	1.55	0.72	2.00	1.20	1.96	1.48	2.38	2.07	...	0.05				
All Liquid Milk (pt.) . . . . .	5.68	5.51	5.38	5.53	5.20	5.74	4.84	5.08	4.34	4.70	5.56	5.52				
Condensed (eq. pt.) . . . . .	0.24	0.25	0.19	0.18	0.14	0.19	0.14	0.14	0.14	0.09	0.16	0.17				
Dried and other (pt. or eq. pt.) . . . . .	0.02	—	0.31	0.05	0.25	0.04	0.27	0.05	0.39	0.03	0.03	...				
Cream (pt.) . . . . .	0.04	0.04	0.02	0.02	0.01	0.02	0.01	0.01	...	...	0.02	0.02				
Total Milk and Cream (pt. or eq. pt.) . . . . .	5.98	5.80	5.90	5.78	5.59	6.00	5.26	5.29	4.86	4.82	5.78	5.71				
GREASE:																
Natural . . . . .	3.90	4.02	2.46	2.76	2.14	2.50	1.89	2.37	1.80	1.47	3.93	3.86				
Processed and packaged . . . . .	0.51	0.80	0.44	0.54	0.33	0.47	0.28	0.41	0.23	0.34	0.40	0.40				
Total Grease . . . . .	4.41	4.82	2.90	3.30	2.47	2.97	2.17	2.78	2.03	1.81	4.33	4.26				
MEAT:																
Beef and veal . . . . .	14.39	13.61	10.33	11.40	8.34	8.05	7.54	7.86	6.19	6.44	13.48	13.94				
Mutton and lamb . . . . .	8.40	9.29	5.64	7.89	4.78	5.37	4.15	4.45	3.28	2.97	9.36	9.18				
Pork . . . . .	3.65	3.87	2.09	2.76	1.36	2.24	1.24	1.35	0.98	1.51	3.60	4.65				
All Carcass Meat . . . . .	26.44	26.77	18.06	22.05	14.48	15.66	12.93	13.66	10.45	10.92	26.44	27.77				
Bacon and ham, uncooked . . . . .	2.30	8.36	5.31	6.17	4.20	5.22	3.95	3.97	3.37	3.29	7.18	8.14				
Other meat . . . . .	16.71	18.77	13.26	14.46	11.02	13.73	10.50	11.12	9.22	10.62	14.01	15.70				
Total Meat . . . . .	50.45	53.90	36.63	42.68	29.70	34.61	27.38	28.75	23.04	24.83	47.63	51.61				

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TABLE 4 I—continued  
(oz. per head per week except where otherwise stated)

Foods	Households with one man and one woman and													
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)			
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners		
<b>FISH:</b>														
Fresh . . . . .	4.07	3.59	3.08	3.36	2.39	2.51	2.05	1.52	1.33	2.36	5.89	4.98		
Processed and shell . . . . .	1.69	1.94	0.78	1.09	0.51	0.77	0.46	0.24	0.34	0.65	1.51	1.87		
Prepared . . . . .	2.17	2.91	1.90	2.57	1.80	1.99	1.29	1.88	1.06	2.51	1.97	2.03		
<b>Total Fish.</b> . . . . .	7.93	7.84	5.76	7.02	4.70	5.27	3.80	3.64	2.73	5.22	9.37	8.88		
<b>EGGS (No.)</b> . . . . .	5.77	6.30	4.91	5.15	4.15	4.91	3.91	4.97	3.28	3.21	5.31	5.70		
<b>FATS:</b>														
Butter . . . . .	9.10	9.36	6.42	7.05	5.25	6.42	4.77	5.08	3.42	4.17	8.43	9.13		
Margarine . . . . .	3.75	3.20	3.40	3.36	3.62	3.58	3.73	4.03	4.33	3.94	3.12	3.19		
Lard and compound cooking fat . . . . .	3.26	2.94	2.45	2.62	2.08	2.17	1.87	2.30	1.75	1.99	2.57	2.45		
Other fats . . . . .	0.70	0.61	0.67	0.66	0.47	0.37	0.58	0.49	0.49	0.58	0.57	0.84		
<b>Total Fats.</b> . . . . .	16.81	16.11	12.94	13.69	11.42	12.54	10.95	11.90	9.99	9.98	14.69	15.61		
<b>SUGAR AND PRESERVES:</b>														
Sugar . . . . .	24.27	24.07	19.33	22.23	17.54	21.03	17.02	20.40	17.10	15.99	22.04	21.97		
Honey, preserves, syrup and treacle . . . . .	3.38	4.07	3.51	3.28	3.26	3.49	3.20	3.21	3.02	2.98	4.35	4.34		
<b>Total Sugar and Preserves.</b> . . . . .	27.65	28.14	22.84	25.51	20.80	24.52	20.22	23.61	20.12	18.97	26.39	26.31		
<b>VEGETABLES:</b>														
Potatoes (including chips and crisps) . . . . .	59.37	61.99	58.26	66.06	56.43	57.41	58.65	55.70	56.42	74.04	53.34	56.08		
Fresh green . . . . .	21.87	22.37	15.25	15.14	11.67	13.64	9.93	9.74	8.84	8.12	21.85	23.87		
Other . . . . .	31.31	23.41	19.27	20.45	16.82	17.63	15.43	15.88	13.82	19.25	19.05	21.02		
<b>Total Vegetables.</b> . . . . .	102.45	107.77	92.78	101.65	84.92	88.68	84.01	81.32	79.08	101.41	94.24	100.97		

TABLE 41—continued  
(*os. per head per week except where otherwise stated*)

Foods	Households with one man and one woman and												
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)		
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	
<b>FRUIT:</b>													
Fresh . . . . .	26.70	31.61	20.76	24.09	17.88	20.31	13.95	13.60	10.52	13.04	25.63	29.71	
Other . . . . .	10.49	10.89	8.11	8.37	6.55	6.67	5.40	7.03	4.93	4.43	7.88	7.60	
<b>Total Fruit . . . . .</b>	<b>37.19</b>	<b>42.50</b>	<b>28.87</b>	<b>32.46</b>	<b>24.43</b>	<b>26.98</b>	<b>19.35</b>	<b>20.63</b>	<b>15.15</b>	<b>17.46</b>	<b>33.51</b>	<b>37.31</b>	
<b>CEREALS:</b>													
Brown bread . . . . .	3.05	2.48	1.68	1.70	1.45	1.19	1.21	1.28	0.78	0.15	3.30	2.88	
White bread . . . . .	41.27	42.43	38.22	44.13	34.87	42.08	36.84	41.67	42.35	48.05	36.99	39.58	
Wheat and wholemeal bread . . . . .	2.56	2.74	1.36	1.42	1.01	1.41	0.76	0.91	0.79	0.71	2.96	2.88	
Other bread . . . . .	7.87	10.85	5.20	7.42	4.15	5.45	3.12	3.86	2.68	3.45	8.08	8.91	
<b>Total Bread . . . . .</b>	<b>55.75</b>	<b>58.50</b>	<b>46.46</b>	<b>54.67</b>	<b>41.48</b>	<b>50.13</b>	<b>41.93</b>	<b>47.72</b>	<b>46.60</b>	<b>52.36</b>	<b>51.33</b>	<b>54.25</b>	
Flour . . . . .	11.11	7.45	8.42	7.20	7.59	5.87	7.43	5.65	5.77	4.40	12.23	11.71	
Cakes . . . . .	8.05	8.68	5.89	7.51	4.97	6.70	4.66	5.04	3.84	4.99	6.63	7.25	
Biscuits . . . . .	7.48	7.71	6.16	6.39	5.75	6.51	5.55	5.47	4.34	4.64	7.02	6.80	
Oatmeal and oat products . . . . .	1.43	0.92	1.19	1.18	1.07	1.47	1.17	1.13	1.75	1.59	1.53	1.31	
Breakfast cereals . . . . .	1.54	1.65	1.82	2.09	2.11	2.63	2.27	2.94	2.24	2.68	1.47	1.61	
Other cereals . . . . .	4.20	4.09	3.81	3.54	3.48	3.92	3.75	3.87	2.79	2.92	3.29	3.43	
<b>Total Cereals . . . . .</b>	<b>89.56</b>	<b>89.00</b>	<b>73.75</b>	<b>82.58</b>	<b>66.45</b>	<b>77.23</b>	<b>66.76</b>	<b>71.82</b>	<b>67.33</b>	<b>73.58</b>	<b>83.50</b>	<b>86.36</b>	
<b>BEVERAGES:</b>													
Tea . . . . .	4.00	4.18	2.87	3.60	2.39	2.80	2.18	2.84	2.01	2.15	3.92	4.50	
Coffee . . . . .	0.56	0.65	0.40	0.48	0.30	0.39	0.31	0.41	0.17	0.13	0.63	0.80	
Cocoa . . . . .	0.31	0.39	0.23	0.29	0.23	0.22	0.18	0.18	0.14	0.20	0.20	0.36	
Branded food drinks . . . . .	0.25	0.35	0.28	0.24	0.17	0.24	0.08	0.09	0.08	0.39	0.21	0.41	
<b>Total Beverages . . . . .</b>	<b>5.12</b>	<b>5.47</b>	<b>3.78</b>	<b>4.61</b>	<b>3.09</b>	<b>3.65</b>	<b>2.75</b>	<b>3.52</b>	<b>2.40</b>	<b>2.87</b>	<b>4.96</b>	<b>6.07</b>	
<b>MISCELLANEOUS . . . . .</b>	<b>5.76</b>	<b>8.01</b>	<b>5.54</b>	<b>4.90</b>	<b>4.86</b>	<b>4.41</b>	<b>3.77</b>	<b>4.70</b>	<b>3.30</b>	<b>3.61</b>	<b>5.86</b>	<b>5.08</b>	

TABLE 42  
Energy Value and Nutrient Content of the Diets of Households containing One Earner compared with that of the Diets of Households containing Two Earners

	Households with one man and one woman and											
	no other (both under 55)		1 child		2 children		3 children		4 or more children		no other (one or both over 55)	
	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners	1 earner	2 earners
<b>INTAKE PER PERSON PER DAY:</b>												
Energy value (Cal.) . . . . .	3,350	3,379	2,745	3,010	2,440	2,854	2,353	2,525	2,211	2,453	3,112	3,212
Total protein (g.) . . . . .	96	98	79	86	70	78	66	70	61	67	91	94
Animal protein (g.) . . . . .	58	60	47	51	41	46	37	40	32	34	56	58
Fat (g.) . . . . .	151	154	118	129	102	115	96	103	85	88	138	145
Carbohydrate (g.) . . . . .	1,291	1,298	1,133	1,179	1,037	1,136	984	1,023	900	954	1,237	1,244
Calcium (mg.) . . . . .	18.1	18.8	14.9	16.3	13.1	14.8	12.3	13.2	11.6	12.9	16.9	17.8
Iron (mg.) . . . . .	5,956	5,928	4,792	4,830	4,209	4,661	3,726	3,942	3,411	4,099	5,245	5,430
Vitamin A (i.u.) . . . . .	1.64	1.69	1.34	1.48	1.18	1.34	1.12	1.17	1.07	1.20	1.55	1.65
Thiamine (mg.) . . . . .	2.10	2.13	1.80	1.90	1.61	1.79	1.51	1.59	1.38	1.47	2.00	2.07
Riboflavin (mg.) . . . . .	17.9	18.5	14.3	16.0	12.3	13.9	10.7	12.3	11.0	12.3	17.4	18.2
Nicotinic acid (mg.) . . . . .	63	67	55	58	48	49	41	43	39	42	57	63
Vitamin C (mg.) . . . . .	174	165	143	146	132	137	122	125	122	121	157	153
Vitamin D (i.u.) . . . . .	119	114	111	107	104	107	101	97	100	100	118	113
Energy value . . . . .	121	120	108	103	97	96	91	86	86	85	124	120
Total protein . . . . .	138	143	113	116	101	108	93	95	85	87	138	139
Calcium . . . . .	134	140	122	125	113	118	107	108	105	109	127	133
Iron . . . . .	213	214	198	199	173	207	177	185	169	200	190	196
Vitamin A . . . . .	148	143	138	131	129	135	123	112	123	122	148	145
Thiamine . . . . .	133	120	130	112	113	111	106	101	102	99	121	121
Riboflavin . . . . .	162	157	147	142	134	130	117	118	126	126	166	161
Nicotinic acid . . . . .	269	298	253	250	227	214	195	191	186	189	255	281
Vitamin C . . . . .	61.0	61.4	59.5	59.5	58.5	58.8	56.5	56.7	53.1	51.4	61.5	61.4
<b>PERCENTAGE OF ENERGY VALUE</b>												
<b>DERIVED FROM:</b>												
Protein . . . . .	11.4	11.6	11.5	11.5	11.4	11.0	11.2	11.0	11.0	10.9	11.7	11.8
Fat . . . . .	40.5	40.9	38.6	38.5	37.8	36.4	36.7	36.9	34.7	35.5	39.9	40.7
Carbohydrate . . . . .	48.1	47.5	49.9	50.0	50.8	52.6	52.1	52.1	54.3	56.6	48.5	47.5
Animal protein as percentage of total protein . . . . .	61.0	61.4	59.5	59.5	58.5	58.8	56.5	56.7	53.1	51.4	61.5	61.4

AS A PERCENTAGE OF ALLOWANCES:

### C. DIETS OF HOUSEHOLDS DEPENDENT ON ONE WOMAN

**144.** The residual group of households containing children, in which the adult element does not consist of one man and one woman, is very heterogeneous and contains some sub-groups which warrant separate consideration. Among these are households of one woman with dependent children. The numbers and basic characteristics of such households are compared in Table 43 with those of the corresponding classified groups including an adult couple. Households of women under 55 living alone are also included for comparison with younger childless couples. The differences in net balance<sup>(1)</sup> imply that in general the households of women living alone or with dependent minors took fewer meals outside the home (or perhaps entertained more visitors) than the corresponding households with one man and one woman. These differences have been allowed for in the usual way when considering the adequacy of the diet, but the estimates of expenditure and consumption in Table 44 have been expressed per head (as in Tables 30 and 31) and not per unit net balance.

**145.** The declared net weekly income per household was, of course, greater in households with an adult couple than in those with one woman, but the corresponding differences in income per head were quite small, except for wholly adult households.

**146.** The types of household under consideration obtained more milk per head than the corresponding classified groups; less carcass meat and bacon, and thus less total meat; less fish and more fruit, except in families with three or more children; less sugar but more preserves, except in the larger families, and usually less fats; less flour, but more breakfast cereals. Some of these differences clearly arose from the predominance of children in the household, and some from the housewife's lack of time, since she usually had to obtain paid employment to support herself and the family.

**147.** The nutritional differences between the percentages in Table 45 and the corresponding figures in Tables 33 and 34 are not large. For energy value, total protein and the vitamins of the B complex, families with children dependent on one woman fared rather better than the corresponding groups including an adult couple, though this did not hold good for the groups which included adolescents. For calcium and iron, families dependent on a woman recorded lower percentages than the corresponding classified households. The differences for vitamins A and C were somewhat irregular.

**148.** The absolute intakes for women under 55 living alone were in most cases less than those for childless couples of comparable age, but because of their lower average requirements they represented a greater proportion of the allowances,

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<sup>(1)</sup>The net balance of an individual is the proportion of his meals taken at home during the survey week, weighting each meal in proportion to its importance. The net balance for a household is the sum of the net balances of its members, with an addition for meals provided for visitors, similarly weighted.

TABLE 43  
Domestic Food Expenditure in Households of One Man, One Woman and Minors  
and in Households of One Woman and Minors, 1958

Household composition	One man and one woman						One woman								
	Average expenditure on food per head per week		Average declared net weekly income		Average net balance per head	Average food expenditure per unit net balance	No. of households	Average no. of earners per household	Average declared net weekly income		Average net balance per head	Average food expenditure per unit net balance	No. of households	Average no. of earners per household	
	s.	d.	£	£		s.	d.	per household	per head		s.	d.			
Households with: no children or adolescents (a)	39	0	14.7	7.4	0.94	41	7	788	1.6		0.98	42	5	143	1.0
1 child . . . . .	30	0	13.0	4.4	0.95	31	7	1,099	1.3		0.98	30	11	60	0.8
2 children . . . . .	25	2	13.5	3.4	0.96	26	4	894	1.2		0.95	26	7	48	0.9
3 or more children . . . . .	20	9	14.2	2.5	0.95	21	10	560	1.1		0.99	22	3	27	0.7
adolescents only . . . . .	32	4	17.1	5.3	0.95	34	1	427	2.3		0.96	31	6	58	1.7
children and adolescents . . . . .	25	6	17.9	3.5	0.94	27	1	597	2.2		0.95	27	0	54	1.8

(a) Adults under 55.



Family Composition: Special Studies

TABLE 44  
 Domestic Food Consumption and Expenditure in Households of One Woman and Minors, 1958  
 (per person per week)

	Expenditure (pence)						Consumption ounces (a)					
	Households containing one woman and						Households containing one woman and					
	no children or adolescents	1 child	2 children	3 or more children	adolescents only	children and adolescents	no children or adolescents	1 child	2 children	3 or more children	adolescents only	children and adolescents
<b>MILK AND CREAM:</b>												
Liquid - full price . . . . .	48.74	35.02	26.08	19.68	36.33	30.96	6.16	4.42	3.23	2.52	4.59	3.93
Liquid - welfare and school . . . . .	0.41	3.03	5.59	6.68	0.22	0.90	0.19	1.09	1.92	2.32	0.16	0.62
<b>All Liquid Milk . . . . .</b>	<b>49.15</b>	<b>38.05</b>	<b>31.67</b>	<b>26.36</b>	<b>36.55</b>	<b>31.86</b>	<b>6.35</b>	<b>5.51</b>	<b>5.15</b>	<b>4.74</b>	<b>4.75</b>	<b>4.55</b>
Condensed . . . . .	1.52	0.66	1.73	1.65	1.58	1.14	0.17	0.07	0.21	0.21	0.19	0.13
Dried and other . . . . .	0.05	0.86	2.31	1.38	—	0.43	0.05	0.10	0.40	0.22	—	0.11
Cream . . . . .	4.22	0.90	0.82	0.94	0.83	0.51	0.05	0.01	0.01	0.01	0.01	0.01
<b>Total Milk and Cream. . . . .</b>	<b>54.94</b>	<b>40.47</b>	<b>36.53</b>	<b>30.33</b>	<b>38.96</b>	<b>33.94</b>	<b>6.57</b>	<b>5.68</b>	<b>5.77</b>	<b>5.18</b>	<b>4.95</b>	<b>4.80</b>
<b>CHEESE:</b>												
Natural . . . . .	7.64	4.75	3.44	3.16	4.17	5.83	3.94	2.38	1.89	1.60	2.34	2.96
Processed and packeted . . . . .	1.75	1.66	1.03	0.57	3.55	1.02	0.52	0.49	0.32	0.16	1.13	0.31
<b>Total Cheese . . . . .</b>	<b>9.39</b>	<b>6.41</b>	<b>4.47</b>	<b>3.73</b>	<b>7.72</b>	<b>6.85</b>	<b>4.46</b>	<b>2.87</b>	<b>2.21</b>	<b>1.76</b>	<b>3.47</b>	<b>3.27</b>
<b>MEAT:</b>												
Beef and veal . . . . .	24.81	27.54	18.36	15.55	33.57	20.47	7.97	9.34	6.84	6.12	11.05	7.46
Mutton and lamb . . . . .	30.49	15.85	13.74	9.67	14.15	9.85	11.38	6.33	5.03	4.06	6.01	3.99
Pork . . . . .	8.87	6.94	2.51	1.94	4.05	6.11	3.18	2.43	0.96	0.80	1.48	2.10
<b>All Carcase Meat . . . . .</b>	<b>64.17</b>	<b>50.33</b>	<b>34.61</b>	<b>27.16</b>	<b>51.77</b>	<b>36.43</b>	<b>22.53</b>	<b>18.10</b>	<b>12.83</b>	<b>10.98</b>	<b>18.54</b>	<b>13.55</b>
Bacon and ham, uncooked . . . . .	18.63	14.61	9.56	9.29	14.67	11.23	5.07	4.90	3.23	3.04	5.10	3.87
Other meat . . . . .	43.84	32.85	20.51	21.32	37.59	32.32	13.98	13.70	9.30	9.56	14.33	13.47
<b>Total Meat . . . . .</b>	<b>126.64</b>	<b>97.79</b>	<b>64.68</b>	<b>57.77</b>	<b>104.03</b>	<b>79.98</b>	<b>42.48</b>	<b>36.70</b>	<b>25.36</b>	<b>23.58</b>	<b>37.97</b>	<b>30.89</b>

TABLE 44—continued

	Expenditure (pence)						Consumption (ounces) (a)					
	Households containing one woman and						Households containing one woman and					
	no children or adolescents	1 child	2 children	3 or more children	adolescents only	children and adolescents	no children or adolescents	1 child	2 children	3 or more children	adolescents only	children and adolescents
<b>FISH:</b>												
Fresh . . . . .	8.45	4.06	4.44	4.00	5.54	3.83	3.97	1.63	2.36	2.30	3.00	2.38
Processed and shell . . . . .	1.75	3.09	1.34	2.40	1.58	1.44	0.65	1.10	0.64	0.97	0.81	0.81
Prepared . . . . .	9.74	7.46	4.30	5.15	6.67	4.76	2.36	2.38	1.52	1.91	2.16	1.43
<b>Total Fish . . . . .</b>	<b>19.94</b>	<b>14.61</b>	<b>10.28</b>	<b>11.55</b>	<b>13.79</b>	<b>10.03</b>	<b>6.88</b>	<b>5.11</b>	<b>4.52</b>	<b>5.18</b>	<b>5.97</b>	<b>4.62</b>
<b>EGGS . . . . .</b>	<b>23.38</b>	<b>19.21</b>	<b>17.60</b>	<b>15.14</b>	<b>16.51</b>	<b>17.81</b>	<b>5.58</b>	<b>5.03</b>	<b>4.17</b>	<b>3.97</b>	<b>5.16</b>	<b>4.46</b>
<b>FATS:</b>												
Butter . . . . .	19.48	13.07	11.80	5.31	11.61	9.20	9.79	6.53	5.69	2.67	5.75	4.74
Margarine . . . . .	3.86	4.26	4.02	6.20	6.63	5.89	2.80	3.33	3.00	4.63	4.62	4.55
Lard and compound cooking fats . . . . .	2.14	2.52	2.30	2.86	3.11	1.69	1.62	2.10	1.74	2.35	2.43	1.37
Other fats . . . . .	1.03	0.48	0.44	0.49	1.02	0.88	0.47	0.32	0.28	0.35	0.83	0.77
<b>Total Fats . . . . .</b>	<b>26.51</b>	<b>20.33</b>	<b>18.56</b>	<b>14.86</b>	<b>22.37</b>	<b>17.66</b>	<b>14.68</b>	<b>12.28</b>	<b>10.71</b>	<b>10.00</b>	<b>13.63</b>	<b>11.43</b>
<b>SUGAR AND PRESERVES:</b>												
Sugar . . . . .	10.79	8.38	7.56	9.36	10.45	8.21	21.59	17.47	15.56	18.10	21.42	17.03
Honey, preserves, syrup and treacle . . . . .	5.32	4.66	4.46	2.65	4.73	3.27	4.14	3.65	4.16	2.52	4.17	2.86
<b>Total Sugar and Preserves . . . . .</b>	<b>16.11</b>	<b>13.04</b>	<b>12.02</b>	<b>12.01</b>	<b>15.18</b>	<b>11.48</b>	<b>25.73</b>	<b>21.12</b>	<b>19.72</b>	<b>20.62</b>	<b>25.59</b>	<b>19.89</b>
<b>VEGETABLES:</b>												
Potatoes (including chips and crisps) . . . . .	15.89	15.46	13.43	18.95	16.03	18.19	46.72	55.11	47.17	63.26	55.05	63.37
Fresh green . . . . .	14.30	8.05	6.01	4.28	8.60	5.56	19.44	15.06	11.75	6.70	17.69	11.48
Other . . . . .	14.61	11.41	10.38	11.09	13.10	10.05	19.98	17.91	14.81	16.86	18.92	14.76
<b>Total Vegetables . . . . .</b>	<b>44.80</b>	<b>34.98</b>	<b>29.82</b>	<b>34.32</b>	<b>37.73</b>	<b>33.80</b>	<b>86.14</b>	<b>88.08</b>	<b>73.73</b>	<b>86.82</b>	<b>91.66</b>	<b>89.61</b>

TABLE 44—continued

	Expenditure (pence)						Consumption (ounces) (a)					
	Households containing one woman and						Households containing one woman and					
	no children or adolescents	1 child	2 children	3 or more children	adolescents only	children and adolescents	no children or adolescents	1 child	2 children	3 or more children	adolescents only	children and adolescents
<b>FRUIT:</b>												
Fresh . . . . .	47.85	22.88	18.19	10.97	23.88	20.54	45.11	23.95	19.08	12.26	24.87	19.89
Other . . . . .	17.21	8.55	9.11	5.14	9.81	8.81	11.03	5.40	6.15	3.65	7.20	6.71
<b>Total Fruit . . . . .</b>	<b>65.06</b>	<b>31.43</b>	<b>27.30</b>	<b>16.11</b>	<b>33.69</b>	<b>29.35</b>	<b>56.14</b>	<b>29.35</b>	<b>25.23</b>	<b>15.91</b>	<b>32.07</b>	<b>26.60</b>
<b>CEREALS:</b>												
Brown bread . . . . .	1.93	1.30	0.82	0.18	1.24	0.86	4.11	2.68	1.84	0.33	2.69	1.79
White bread . . . . .	11.66	16.02	12.10	16.67	18.76	19.10	26.73	38.03	28.29	40.00	44.15	46.10
Wholewheat and wholemeal bread . . . . .	2.63	1.25	0.39	—	0.55	0.36	4.58	2.17	0.68	—	0.90	0.66
Other bread . . . . .	8.70	3.34	3.38	1.88	5.09	3.82	11.20	4.31	4.54	2.36	7.06	4.70
<b>Total Bread . . . . .</b>	<b>24.92</b>	<b>21.91</b>	<b>16.69</b>	<b>18.73</b>	<b>25.64</b>	<b>24.14</b>	<b>46.62</b>	<b>47.19</b>	<b>35.35</b>	<b>42.89</b>	<b>54.80</b>	<b>53.25</b>
Flour . . . . .	2.86	2.21	3.09	2.04	2.42	2.86	6.16	4.73	6.83	4.19	5.35	6.32
Cakes . . . . .	13.65	11.15	11.27	6.88	11.48	11.63	7.53	5.82	5.90	3.68	6.60	6.45
Biscuits . . . . .	19.25	13.47	12.84	11.45	10.61	10.61	10.65	7.01	7.17	6.25	6.31	6.23
Oatmeal and oat products . . . . .	0.92	0.55	0.60	2.34	0.13	0.99	1.05	0.60	0.72	2.54	0.12	0.90
Breakfast cereals . . . . .	3.42	2.94	4.88	3.88	3.63	4.92	2.03	1.71	2.78	2.27	2.25	2.94
Other cereals . . . . .	4.55	4.57	4.42	3.91	3.87	4.24	3.07	4.07	3.44	3.25	3.27	3.31
<b>Total Cereals . . . . .</b>	<b>69.57</b>	<b>56.80</b>	<b>53.79</b>	<b>49.23</b>	<b>57.78</b>	<b>59.39</b>	<b>77.11</b>	<b>71.13</b>	<b>62.19</b>	<b>65.07</b>	<b>78.70</b>	<b>79.40</b>
<b>BEVERAGES:</b>												
Tea . . . . .	19.12	15.37	12.15	9.96	16.85	12.41	3.80	3.13	2.46	2.24	3.58	2.70
Coffee . . . . .	9.00	2.22	2.86	2.75	3.46	3.06	1.14	0.32	0.28	0.32	0.50	0.32
Cocoa . . . . .	0.61	0.83	1.49	0.32	0.85	0.64	0.20	0.27	0.53	0.10	0.29	0.20
Branded food drinks . . . . .	0.94	0.48	0.92	0.48	0.82	1.21	0.22	0.10	0.22	0.13	0.18	0.53
<b>Total Beverages . . . . .</b>	<b>29.67</b>	<b>18.90</b>	<b>17.42</b>	<b>13.51</b>	<b>21.98</b>	<b>17.32</b>	<b>5.36</b>	<b>3.82</b>	<b>3.49</b>	<b>2.79</b>	<b>4.55</b>	<b>3.75</b>
<b>MISCELLANEOUS . . . . .</b>	<b>12.12</b>	<b>8.02</b>	<b>10.01</b>	<b>5.63</b>	<b>8.10</b>	<b>6.51</b>	<b>6.41</b>	<b>5.48</b>	<b>6.10</b>	<b>2.95</b>	<b>5.26</b>	<b>3.89</b>
<b>TOTAL EXPENDITURE . . . . .</b>	<b>411.6d.</b>	<b>302.2d.</b>	<b>251.2d.</b>	<b>221.0d.</b>	<b>311.6d.</b>	<b>271.0d.</b>						

(a) Except pints (or equivalent pints) of milk and cream and no. of eggs.

except for iron and vitamin A. It has already been shown<sup>(1)</sup> that for women pensioners living alone the iron content of the diet is low in relation to its energy value. Some of the habits of elderly women are in fact common to women of working age catering for themselves; for example, their preferences for mutton and for butter. 149. Table 45 establishes that widows and single women with several children, or with both children and adolescents, constituted a vulnerable group whose diet was marginal in protein and calcium; but the standard of their diet was not greatly inferior to that of the corresponding households dependent on an adult couple.

TABLE 45  
Energy Value and Nutrient Content of the Diet in Households of  
One Woman and Minors, 1958

	Households containing one woman and					
	no children or adolescents	1 child	2 children	3 or more children	adolescents only	children and adolescents
<b>INTAKE PER PERSON PER DAY:</b>						
Energy value (Cal.) . . . . .	3,034	2,616	2,309	2,283	2,811	2,572
Total protein (g.) . . . . .	87	77	65	64	80	73
Animal protein (g.) . . . . .	55	46	39	35	46	40
Fat (g.) . . . . .	139	115	97	90	120	103
Carbohydrate (g.) . . . . .	359	319	295	305	354	337
Calcium (mg.) . . . . .	1,285	1,087	1,020	946	1,081	1,038
Iron (mg.) . . . . .	16.0	14.4	12.2	11.8	15.3	14.2
Vitamin A (i.u.) . . . . .	5,346	4,394	4,081	3,100	4,528	4,106
Thiamine (mg.) . . . . .	1.48	1.30	1.05	1.09	1.33	1.26
Riboflavin (mg.) . . . . .	2.01	1.71	1.56	1.41	1.70	1.58
Nicotinic acid (mg.) . . . . .	16.1	13.9	11.0	11.2	14.4	13.2
Vitamin C (mg.) . . . . .	76	52	47	41	58	49
Vitamin D (i.u.) . . . . .	153	138	121	152	146	145
<b>AS A PERCENTAGE OF ALLOWANCES</b>						
Energy value . . . . .	119	107	111	108	100	95
Total protein . . . . .	123	102	98	92	87	81
Calcium . . . . .	145	105	100	87	98	90
Iron . . . . .	122	115	111	107	106	104
Vitamin A . . . . .	197	196	204	160	177	189
Thiamine . . . . .	149	135	128	130	117	116
Riboflavin . . . . .	130	116	123	108	99	96
Nicotinic acid . . . . .	162	144	135	134	127	122
Vitamin C . . . . .	346	225	226	192	214	188
<b>PERCENTAGE OF ENERGY VALUE DERIVED FROM:</b>						
Protein . . . . .	11.5	11.8	11.3	11.2	11.3	11.3
Fat . . . . .	41.1	39.5	37.6	35.4	38.3	36.1
Carbohydrate . . . . .	47.4	48.7	51.1	53.4	50.4	52.5
Animal protein as per- centage of total pro- tein . . . . .	62.9	60.1	59.3	55.0	58.1	54.5

<sup>(1)</sup>Domestic Food Consumption and Expenditure: 1957. H.M.S.O., 1959, paragraph 70.

## VIII Geographical Differences in the Household Diet

### Classification

**150.** Since the last full analysis of geographical differences in the household diet appeared in the Annual Report for 1956 some further subdivision of regions and types of area has been introduced. The present Report distinguishes ten regions and six types of area classified according to concentration of population, London appearing both as a separate region and as the largest conurbation. The tables have been arranged as follows:

- (i) Wales.
- (ii) Scotland.
- (iii-ix) The standard regions of England, except that the Northern and East and West Ridings regions have been combined, and the London conurbation has been separated from the remainder of the London and South-Eastern region, which has itself been combined with the Southern Region.
- (x) The London conurbation (Greater London), almost coterminous with the Metropolitan police district.
- (xi) The provincial conurbations, as defined by the Registrars-General. These are the largest areas of continuous urban development, centred on Birmingham, Leeds, Liverpool, Manchester, Newcastle-on-Tyne and Glasgow.
- (xii) Other urban areas (larger towns), including boroughs and urban districts having a population of 100,000 or more, those adjoining such an area (or a conurbation), and also contiguous urban areas with an aggregate population of 100,000 or more.
- (xiii) Other urban areas (smaller towns), i.e. all other boroughs and urban districts.
- (xiv) Semi-rural areas, defined as those 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.
- (xv) Rural areas, i.e. all other rural districts. Under modern conditions the distinction between town and country has become increasingly obscured over a wide area, even around middle-sized towns. To obtain a truly rural sample, therefore, rural districts adjoining such towns have been excluded.

**151.** Although the general sample is representative of Great Britain as a whole, the areas sampled in any one region may not be fully representative of that region; in particular the heterogeneous population of Wales cannot be adequately represented by two parliamentary constituencies. The complete change of constituencies at the beginning of each year makes it possible to ascertain whether the differences observed are peculiar to the areas surveyed or characteristic of the region. Most of the geographical features recorded in 1955 and 1956 persisted in the following years.

TABLE 46  
Domestic Food Expenditure and Value of Consumption by Region and Type of Area, 1958  
(per person per week)

	All house- holds	Region or Type of Area																												
		Wales		Scotland	Northern and East and West Ridings		North Western		North Midland	Eastern		Midland	South Western	South Eastern and Southern		Conurbations		Other urban		Semi- rural	Rural									
		s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.									
1ST QUARTER	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.								
Expenditure	27	8	26	11	28	1	27	2	27	2	28	7	28	7	27	1	28	10	28	7	28	1	26	9	26	10	23	11		
Value of free food	8	3	3	10	1	1	7	7	3	6	4	2	2	4	1	0	2	2	1	1	2	2	2	9	9	1	6	3	11	
Value of consumption	28	4	27	9	28	2	27	9	30	2	30	6	25	7	27	4	29	0	28	8	28	3	27	6	28	4	27	10		
2ND QUARTER	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.
Expenditure	29	0	28	9	28	11	30	1	27	6	28	1	26	10	27	1	31	4	30	0	29	1	28	10	26	8	24	10	24	10
Value of free food	9	2	10	1	3	3	5	1	0	1	8	4	2	1	1	2	2	2	2	2	4	4	4	8	8	2	1	3	9	
Value of consumption	29	9	29	9	29	2	30	6	28	6	29	10	29	0	28	4	31	6	30	2	29	4	29	6	28	9	28	7	28	7
3RD QUARTER	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.
Expenditure	28	3	28	7	27	9	29	3	28	10	27	4	26	9	27	11	29	5	28	9	28	7	28	1	27	7	24	3	24	3
Value of free food	5	1	5	2	7	7	7	1	3	1	9	10	2	6	2	6	11	11	7	7	9	9	1	6	3	1	4	9	4	9
Value of consumption	29	8	29	7	28	4	29	11	30	1	30	0	29	3	30	5	30	4	29	4	29	4	29	7	30	7	29	0	29	0

TABLE 46—continued  
(per person per week)

	Region or Type of Area																
	All households	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural	
		s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	London	Provincial	Larger towns	Smaller towns	s. d.	s. d.
4TH QUARTER																	
Expenditure	28 8	26 9	29 2	28 5	28 7	26 5	30 2	27 6	28 8	30 0	29 3	29 3	28 11	28 4	27 7	25 4	
Value of free food	11	1 2	1 7	6	1 4	1 11	3	1 11	1 7	4	1	1	5	1 0	2 1	3 10	
Value of consumption	39 6	29 10	28 4	28 11	29 11	28 3	30 5	29 6	30 3	30 4	29 4	29 4	29 4	29 4	29 8	39 3	
YEARLY AVERAGE																	
Expenditure	28 5	27 5	28 6	28 10	28 1	27 7	29 7	26 1	27 6	29 11	29 2	29 2	28 8	28 0	27 2	24 7	
Value of free food	11	2 5	1 6	5	1 0	1 11	5	2 3	1 7	5	3	3	5	1 0	2 2	4 1	
Value of consumption	29 4	30 8	28 10	29 3	29 1	29 7	30 0	28 4	29 1	30 4	29 4	29 4	29 1	29 0	29 4	28 8	
Expenditure as percentage of that in all households	100 0	99 4	96 4	100 3	98 8	97 2	104 2	92 0	96 9	105 3	102 6	102 6	100 9	98 6	95 7	86 6	
Value of consumption as percentage of that in all households	100 0	104 4	98 4	98 1	99 1	100 8	102 2	96 6	99 1	103 3	100 1	100 1	99 1	98 8	100 0	97 8	
Price index (all foods)	100 0	104 6	104 5	99 8	100 6	99 6	101 3	98 8	97 0	98 6	101 0	101 0	99 9	100 7	100 3	100 0	
"Price of energy" index (all foods)	100 0	97 6	99 3	96 9	97 8	96 8	102 1	98 2	97 1	106 9	100 3	100 3	99 5	99 6	96 7	91 5	

TABLE 47  
*Geographical Differences in Quantity of Free Food, 1958*  
*(oz. per head per week except where otherwise stated)*

	Region or Type of Area															
	All households	Wales	Scotland	Northern and E. Ridings	North Western	North Midland	Eastern	Midland	South Western	Southern and South Eastern	Conurbations		Other urban		Semi-rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
Value of all free food - pence per head per week . . .	11.30	28.85	17.70	3.39	5.19	12.35	23.46	4.85	26.66	18.75	4.97	2.91	5.00	11.68	26.08	49.10
LIQUID MILK: Other than welfare and school (pt.)-Welfare and school (pt.) . . .	0.26	1.24	0.73	0.02	0.24	0.18	0.24	0.02	0.76	0.32	0.01	0.05	0.02	0.07	0.81	1.94
Total Liquid Milk (pt.) . . .	0.21	0.17	0.21	0.24	0.23	0.23	0.19	0.20	0.15	0.17	0.22	0.23	0.22	0.19	0.20	0.17
BUTTER . . . . .	0.47	1.42	0.94	0.27	0.47	0.41	0.43	0.22	0.91	0.49	0.23	0.28	0.24	0.26	1.01	2.11
EGGS . . . . .	0.02	0.05	0.10	—	0.03	—	0.06	—	0.04	0.01	—	—	—	0.01	0.06	0.17
HONEY AND PRESERVES . . .	0.43	1.88	0.73	0.12	0.33	0.52	0.94	0.11	0.88	0.57	0.06	0.10	0.13	0.30	1.20	2.51
MEAT: Carcass and offal . . . Beacon and ham, uncooked Beacon and ham, cooked (including canned) Poultry . . . . . Rabbit, game, etc. . . . .	0.09	0.33	—	—	0.21	—	0.14	0.04	0.39	0.07	0.09	0.12	0.06	0.21	—	0.11
Total Meat . . . . .	0.09	0.04	—	—	0.02	—	—	0.01	0.01	—	—	—	—	0.01	0.02	—
FISH . . . . .	0.15	0.04	—	—	—	—	—	—	—	0.02	—	—	—	0.01	—	—
	0.01	0.15	0.24	0.02	0.08	0.40	0.14	0.07	0.50	0.11	0.03	0.02	0.02	0.20	0.39	0.71
	0.01	—	—	0.01	—	0.08	0.05	—	0.01	—	0.02	—	—	—	0.04	0.07
	0.25	0.56	0.24	0.03	0.31	0.48	0.33	0.12	0.91	0.20	0.14	0.14	0.08	0.43	0.45	0.89
	0.02	0.02	0.05	0.04	—	—	0.13	0.04	0.07	—	—	0.02	0.01	0.05	0.02	0.10



TABLE 47—continued  
(oz. per head per week except where otherwise stated)

	Region or Type of Area														
	All house-holds	Wales	Scotland	Northern and E. and W. Ridings	North Western	North Midland	Eastern	Midland	South Western	Southern and South Eastern	Conurbations		Rural		
											London	Pro-vincial			
											Larger towns	Smaller towns			
<b>VEGETABLES:</b>															
Cabbages . . . . .	1.41	1.16	1.08	0.70	0.05	1.50	2.65	0.92	4.12	3.80	0.70	0.83	2.00	2.93	4.43
Brussels sprouts . . . . .	0.46	0.06	0.26	0.09	1.00	1.34	1.34	0.29	1.09	0.90	0.25	0.28	0.73	0.88	1.31
Cauliflower . . . . .	0.23	0.02	0.12	0.14	0.05	0.29	1.31	0.09	0.44	0.42	0.06	0.11	0.34	0.58	0.71
Leafy salads . . . . .	0.32	0.40	0.32	0.18	0.04	0.53	0.53	0.25	0.66	0.60	0.22	0.27	0.40	0.50	0.79
Fresh legumes . . . . .	1.47	0.88	0.58	0.48	0.08	1.50	2.98	1.08	3.39	4.36	1.08	1.08	1.70	3.52	2.65
Other fresh green vegetables . . . . .	0.16	0.05	0.04	...	0.01	0.09	0.29	0.15	0.40	0.50	0.18	0.08	0.29	0.20	0.35
Potatoes, old . . . . .	4.71	10.45	8.56	2.26	0.38	5.62	16.91	1.71	11.72	7.42	1.16	2.04	5.22	9.50	28.64
Potatoes, new . . . . .	2.11	2.28	3.61	0.74	0.17	2.05	7.16	1.04	4.02	4.26	0.78	1.34	2.30	4.46	8.26
Carrots . . . . .	0.32	1.11	0.68	0.06	...	0.28	1.10	0.06	0.48	0.66	0.14	0.15	0.42	0.50	1.59
Other root vegetables . . . . .	0.54	1.14	1.02	0.34	0.01	0.69	1.01	0.28	0.96	1.03	0.28	0.44	0.72	0.72	2.00
Onions, shallots, etc. . . . .	0.26	0.20	0.54	0.13	0.01	0.22	0.83	0.10	0.51	0.47	0.16	0.15	0.38	0.39	0.96
Miscellaneous . . . . .	0.21	0.04	...	0.06	0.01	0.15	0.84	0.09	0.44	0.60	0.33	0.12	0.34	0.26	0.52
<b>Total Vegetables . . . . .</b>	<b>12.20</b>	<b>17.79</b>	<b>16.81</b>	<b>5.18</b>	<b>0.81</b>	<b>13.79</b>	<b>36.95</b>	<b>6.06</b>	<b>28.23</b>	<b>25.02</b>	<b>5.34</b>	<b>6.89</b>	<b>14.84</b>	<b>24.44</b>	<b>52.21</b>
<b>FRESH FRUIT:</b>															
Apples and pears . . . . .	0.73	0.50	0.61	0.15	0.04	0.99	1.44	0.43	1.39	1.83	0.81	0.50	0.93	1.37	1.71
Stone fruit . . . . .	0.02	...	...	0.02	...	0.02	0.14	0.03	...	0.09	0.01	0.02	0.07	0.03	0.04
Soft fruit . . . . .	0.37	0.37	0.60	0.20	0.04	0.32	0.33	0.26	0.43	0.81	0.39	0.28	0.24	0.79	0.52
Tomatoes, fresh . . . . .	0.18	0.02	0.15	0.10	0.05	0.16	0.11	0.09	0.24	0.42	0.29	0.05	0.26	0.20	0.12
Other fresh fruit, except bananas and citrus fruit . . . . .	0.45	0.65	1.06	0.31	0.08	0.43	0.53	0.30	0.52	0.64	0.39	0.32	0.46	0.69	1.28
<b>Total Fresh Fruit, except bananas and citrus fruit . . . . .</b>	<b>1.75</b>	<b>1.54</b>	<b>2.42</b>	<b>0.78</b>	<b>0.21</b>	<b>1.92</b>	<b>2.55</b>	<b>1.11</b>	<b>2.58</b>	<b>3.79</b>	<b>1.89</b>	<b>1.28</b>	<b>1.96</b>	<b>3.08</b>	<b>3.67</b>
<b>CANNED AND BOTTLED FRUIT . . . . .</b>	<b>0.11</b>	<b>0.10</b>	<b>0.06</b>	<b>0.02</b>	<b>0.01</b>	<b>0.09</b>	<b>0.27</b>	<b>0.01</b>	<b>0.41</b>	<b>0.33</b>	<b>0.07</b>	<b>...</b>	<b>0.08</b>	<b>0.27</b>	<b>0.28</b>
<b>BREAD (all types) . . . . .</b>	<b>0.01</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>0.06</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>0.05</b>	<b>0.04</b>	<b>...</b>	<b>...</b>	<b>...</b>

**152.** Table 46 gives quarterly estimates of domestic food expenditure and value of consumption by region and type of area in 1958. The pattern of expenditure showed little variation from that previously observed. London had the highest average expenditure, 5-6 per cent above the national average in each of the years 1956, 1957 and 1958. The lowest average expenditures occurred in the rural areas, 13-14 per cent below the average for Great Britain, and the next lowest in the largely rural South-West, 5-8 per cent below the average.

### Free Supplies

**153.** Table 47 gives details of the quantities of the more important kinds of free supplies. Milk, eggs, fresh fruit and fresh vegetables accounted for over 75 per cent of the total value (at current retail prices) of free supplies in all regions and types of area. As in 1956 and 1957, Wales, Scotland and the Eastern, North Midland, South-Western, South-Eastern and Southern regions, together with the semi-rural and rural areas, all exceeded the national average in the value of free supplies. The equivalent retail values ranged from 4s. 1d. in rural areas to 5d. in London and 3d. in provincial conurbations. Of the ten regions, Wales had the highest averages for eggs, East Anglia the highest for vegetables, the South-Western the highest for fresh meat and poultry and the Southern and South-Eastern region for fresh fruit. There were characteristic regional differences in free supplies of vegetables: the Eastern region obtained most potatoes, brussels sprouts, cauliflower, onions and shallots and miscellaneous vegetables; Wales, most carrots and other root vegetables; the South-West most cabbages and leafy salads, and the South and South-East most peas and beans.

### Consumption, Expenditure and Prices

**154.** In Tables 48 and 49 the main food groups are classified in each region or type of area according to whether the average expenditure or consumption per head was more than 5 per cent above or below the national average, and are also arranged in order of magnitude outside those limits. Households in the smaller towns conformed most closely to the national averages, while rural, Scottish, Welsh, North-Eastern and South-Western households departed considerably from the general pattern of consumption and expenditure. Of the main food groups, flour, margarine and fresh green vegetables exhibited the most pronounced geographical differences and milk, potatoes and bread the least.

**155.** Details of expenditure and consumption are given in full in Appendix D. A Laspeyres-type price index, in which the weights assigned to different foods are taken from the national sample, suggests that the level of food prices paid by housewives was highest in Wales and Scotland, especially for fruit, fresh green vegetables and meat; for bacon, sugar, bread and all cereals in Scotland, and for tea, preserves, fish and eggs in Wales. London households paid the highest average prices for potatoes. Food prices were lowest, and therefore possibly most competitive, in London, the South-Eastern and Southern regions and the South-West. The cost per calorie (value of consumption divided by the energy value of the diet) exhibited a pattern similar to that found in 1956 and 1957, with London highest (6.9 per cent above the average for Great Britain) and rural areas lowest (8.5 per cent below), largely because of the high expenditure in London on fruit and green vegetables and the greater dependence of rural households on flour.

**MILK, CHEESE, MEAT, FISH AND EGGS**

156. The regional consumption of liquid milk showed little deviation from that in previous years. London, with 5·25 pints per head per week continued in the lead, followed by the adjoining South-Eastern and Southern counties (5·15 pt.) while the North-East (3·86 pt.) and Wales (4·64 pt.) were again lowest. Provincial conurbations and other urban areas again recorded consumption below the national average. Rural households, with an average consumption per head only slightly less than in London, obtained some 42 per cent of their domestic supply, excluding welfare milk, without payment, so that their expenditure was 29 per cent below the national average. The relatively high expenditure in the Midlands is accounted for by the low value of free supplies. Purchases of evaporated milk were greatest in the South and East (outside London) and least in Scotland.

157. The South-Eastern and Southern region had the highest consumption of cheese, 3·75 oz. per head per week, 26 per cent above the national average, and the North-East the lowest, 2·21 oz., 26 per cent below. In Scotland, although total consumption was relatively small, purchases of processed and packeted cheese were, as before, the greatest recorded, with prices 10 per cent below the average. The South-West again had the smallest consumption of processed cheese, with prices 9 per cent above the general average. The highest prices for natural cheese (mainly Cheddar) were found in the North-East (+13 per cent) where consumption was smallest.

158. Chiefly because of a decrease in beef supplies, the consumption of carcass meat was lower than in 1957, except in rural areas and the South-West. It ranged from 16 per cent above the general average in London to 20 per cent below in Scotland; a similar pattern was observed in 1956 (+15 to -17 per cent) and in 1957 (+16 to -17 per cent). Consumption of beef and veal still exceeded that of mutton and lamb everywhere except in Wales. Pork consumption was somewhat higher than in 1957, ranging from 4·6 oz. per head per week in East Anglia to 0·6 oz. in Scotland. Expenditure on carcass meat was highest in the South-West (+14 per cent) and lowest in Scotland and the North Midlands (-9 per cent); the range was narrower than that for consumption because of variations in the prices paid by housewives. The average price paid for beef ranged from 4s. 3d. per lb. in Scotland to 3s. 7d. in the South-East and South; that for pork from 4s. 2d. in Wales to 3s. 7d. in London, and that for mutton and lamb from 3s. 11d. in Wales to 3s. 2d. in the South-East and South. Consumption of uncooked bacon and ham increased slightly. It was again highest in the Midlands (+21 per cent) and lowest in Scotland (-34 per cent), compared with +24 and -38 per cent in 1957.

159. The increase in the consumption of poultry mentioned in Chapter III, paragraph 31, was unevenly distributed, the substantial increases in the South-West, North-West and Midlands and in the provincial conurbations being partly offset by decreases in Wales, Scotland, the North-East and the rural areas, where free supplies were well below the 1957 levels.

160. Scottish households continued to have by far the greatest consumption of sausages, with a strong preference for beef sausages (80 per cent of the total); the average price paid for them (13 per cent above the average for Great Britain) is possibly indicative of the quality of the beef used. The next highest consumption of sausages was in the Eastern counties, with an even stronger preference for pork sausages (92 per cent of the total). The North-West, as usual, had the lowest

TABLE 48  
Household Food Expenditure - Regional Differences Expressed as Percentage Deviations from National Average, 1958

	Regional Differences							Other urban			Rural																															
	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	Larger towns		Smaller towns	Semi-rural	Rural																														
More than 5 per cent above the national average	Butter Flour Fresh green vegetables Fruit Tea Cheese Carcass meat	Cakes and biscuits Suet and dripping Other cereals Bread Margarine Preserves Eggs	Flour Fish Margarine Suet and dripping Other vegetables Cooking fat Potatoes Cakes and biscuits Eggs Bacon and other meat	Margarine Potatoes Fish Other vegetables Preserves Sugar	Cooking fat Flour Margarine Cheese Tea Sugar Fresh green vegetables	Flour Cooking fat Cheese Butter Carcass meat Sugar	Fresh green vegetables Potatoes Fruit Liquid milk Carcass meat Sugar Cooking fat Total meat Cheese Tea	Eggs Margarine Suet and dripping Fish Potatoes Other vegetables	Eggs Margarine Suet and dripping Fish Potatoes Other vegetables	Flour Flour Flour	Flour Cooking fat Margarine Suet and dripping Preserves Sugar	Flour Cheese Margarine Cooking fat Sugar Suet and dripping Butter																														
	+60 +30 +18 +17 +12 +11 +8 +7 +7	+36 +25 +23 +22 +18 +12 +7	+34 +20 +16 +16 +16 +14 +14 +13 +11 +8	+25 +16 +13 +13 +12 +6	+38 +15 +13 +9 +8 +8 +6	+42 +27 +11 +10 +9 +8	+40 +17 +11 +10 +9 +8 +7 +7 +6 +6	<table border="1"> <thead> <tr> <th colspan="2">Comurbations</th> </tr> <tr> <th>London</th> <th>Provincial</th> </tr> </thead> <tbody> <tr> <td>Fresh green vegetables Liquid milk Fruit Potatoes Eggs Carcass meat Other cereals Other vegetables Cheese</td> <td>Potatoes Fish Other vegetables Eggs Bread Bacon and other meat</td> </tr> <tr> <td>+56 +18 +16 +11 +10 +10 +10 +8 +8 +6</td> <td>+18 +10 +10 +7 +7 +7 +6</td> </tr> </tbody> </table>		Comurbations		London	Provincial	Fresh green vegetables Liquid milk Fruit Potatoes Eggs Carcass meat Other cereals Other vegetables Cheese	Potatoes Fish Other vegetables Eggs Bread Bacon and other meat	+56 +18 +16 +11 +10 +10 +10 +8 +8 +6	+18 +10 +10 +7 +7 +7 +6	<table border="1"> <thead> <tr> <th colspan="2">Other urban</th> </tr> <tr> <th>Larger towns</th> <th>Smaller towns</th> </tr> </thead> <tbody> <tr> <td>Eggs Margarine Suet and dripping Fish Potatoes Other vegetables</td> <td>Flour</td> </tr> <tr> <td>+9 +8 +7 +7 +7 +6</td> <td>+9</td> </tr> </tbody> </table>		Other urban		Larger towns	Smaller towns	Eggs Margarine Suet and dripping Fish Potatoes Other vegetables	Flour	+9 +8 +7 +7 +7 +6	+9	<table border="1"> <thead> <tr> <th colspan="2">South Eastern and Southern</th> </tr> </thead> <tbody> <tr> <td>Suet and dripping Cheese Other cereals Liquid milk Sugar Flour</td> <td>+37 +16 +9 +8 +7 +7</td> </tr> </tbody> </table>	South Eastern and Southern		Suet and dripping Cheese Other cereals Liquid milk Sugar Flour	+37 +16 +9 +8 +7 +7	<table border="1"> <thead> <tr> <th colspan="2">Semi-rural</th> </tr> </thead> <tbody> <tr> <td>Flour Cooking fat Margarine Suet and dripping Preserves Sugar</td> <td>+39 +21 +20 +19 +8 +6</td> </tr> </tbody> </table>	Semi-rural		Flour Cooking fat Margarine Suet and dripping Preserves Sugar	+39 +21 +20 +19 +8 +6	<table border="1"> <thead> <tr> <th colspan="2">Rural</th> </tr> </thead> <tbody> <tr> <td>Flour Cheese Margarine Cooking fat Sugar Suet and dripping Butter</td> <td>+61 +12 +12 +12 +12 +11 +10</td> </tr> </tbody> </table>	Rural		Flour Cheese Margarine Cooking fat Sugar Suet and dripping Butter	+61 +12 +12 +12 +12 +11 +10
Comurbations																																										
London	Provincial																																									
Fresh green vegetables Liquid milk Fruit Potatoes Eggs Carcass meat Other cereals Other vegetables Cheese	Potatoes Fish Other vegetables Eggs Bread Bacon and other meat																																									
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Flour Cheese Margarine Cooking fat Sugar Suet and dripping Butter	+61 +12 +12 +12 +12 +11 +10																																									

TABLE 48—continued

	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	
	Between 95 and 105 per cent of the national average	Cooking fat Preserves Bacon and other meat Total meat Fish	Cheese Sugar Bacon and other meat Total meat	Preserves Total meat Bread Tea	Liquid milk Butter Cooking fat Eggs Carcase meat Bacon and other meat Total meat Fruit Bread Cakes and biscuits Other cereals Tea	Liquid milk Butter Suet and dripping Eggs Preserves Bacon and other meat Fish Potatoes Other vegetables Fruit Bread Other cereals	Liquid milk Margarine Suet and dripping Preserves Bacon and other meat Total meat Fish Fruit Bread Tea	Butter Eggs Bacon and other meat Fish Other vegetables Bread Other cereals
South Western	South Eastern and Southern	Comurbations			Other urban			Rural
		London	Provincial	Larger towns	Smaller towns	Semi-rural		
Liquid milk Butter Preserves Total meat	Butter Margarine Preserves Carcase meat Bread Tea	Butter Suet and dripping Bacon and other meat Total meat Fish Tea	Liquid milk Cheese Butter Margarine Sugar Preserves Carcase meat Total meat Fresh green vegetables Fruit Cakes and biscuits Other cereals Tea	Liquid milk Cheese Cooking fat Sugar Preserves Bacon and other meat Total meat Fresh green vegetables Fruit Flour Bread Cakes and biscuits Other cereals Tea	Liquid milk Cheese Butter Cooking fat Suet and dripping Eggs Sugar Preserves Carcase meat Bacon and other meat Total meat Fresh green vegetables Fruit Fish Fresh green vegetables Fruit Bread Cakes and biscuits Other cereals Tea	Liquid milk Cheese Butter Carcase meat Bacon and other meat Total meat Bread Cakes and biscuits Other cereals Tea	Preserves Carcase meat Total meat Bread Cakes and biscuits Other cereals	



consumption. In spite of these pronounced regional differences, total consumption of meat varied only from 7 per cent above the average in London to 7 per cent below in Scotland and in the North Midlands.

**161.** Geographical variations in the consumption of fish were much wider than in 1955 and 1957, but were very similar to those in 1956, with consumption in the North-East 23 per cent above the average and in Wales 18 per cent below; the corresponding range in 1956 was +22 to -24 per cent between the same two regions. Rural households continued to have the lowest average consumption at -21 per cent compared with -26 per cent in 1956 and 1957. The range in expenditure was from +20 per cent in the North-East to -29 per cent in the South-West; expenditure in Wales was only slightly below the average, although consumption was low, owing to relatively higher prices for certain types of fish. The North-East showed its usual marked preference for fried fish and chips, at about twice the national average, compared with nearly +40 per cent in the Eastern region, the next in order. Purchases of quick-frozen fish were greater in those regions where total fish consumption was lower than average, namely in Wales, the South-West and the Midlands, and also in smaller towns and semi-rural areas.

**162.** For the third successive year consumption of eggs was highest in Scotland and lowest in the Midlands; the range was from +16 to -12 per cent in 1958, +15 to -13 in 1957 and +20 to -14 in 1956. Prices in Wales were 9 per cent above the average, and in London and rural areas 4 per cent below.

#### FATS, SUGAR AND PRESERVES

**163.** Total consumption of fats was, as in 1957, highest in Wales (+21 per cent) and lowest in Scotland (-12 per cent) because of the difference in their butter consumption: 9·8 oz. per head per week and 4·9 oz. respectively. As in previous years, Scottish households also recorded the lowest averages for cooking fats, and the North Midland and Eastern area the highest. Consumption of suet and dripping ranged from +47 per cent in Scotland to -71 per cent in Wales.

**164.** The consumption of sugar remained fairly uniform, ranging from +11 per cent in the Midland region to -13 per cent in the North-East. Scotland and the rural districts continued to have the highest consumption of preserves, especially syrup, treacle and honey. Prices of sugar were highest in Scotland, and of preserves in Wales.

#### VEGETABLES AND FRUIT

**165.** The regional pattern of consumption for potatoes appears to be somewhat unstable, in part no doubt because of local variations in crop conditions. In 1958 the range was from +7 per cent in the North-East to -10 per cent in the Eastern counties, yet in 1957 the North-East had the lowest consumption (-9 per cent). Expenditure varied from +18 per cent in provincial conurbations to -69 per cent in rural areas and from +17 per cent in the Midlands to +41 per cent in East Anglia, with its free supplies. Prices for old potatoes were highest in London and lowest in Scotland and rural areas; for new potatoes they were highest in the East and lowest in the Midlands.

**166.** Total consumption of fresh green vegetables appears to follow a consistent regional pattern (Table 50), increasing from north to south, the extreme values being 6·2 oz. per head per week in Scotland and 20·4 oz. in the South-Eastern and Southern region. In spite of the availability of free supplies, consumption in rural

TABLE 49  
Household Food Consumption - Regional Differences Expressed as Percentage Deviations from National Average, 1958

	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland
	More than 5 per cent above the national average	Butter +60 Flour +23 Bread +15 Eggs +12 Cheese +9 Sugar +6 Tea +6	Suet and dripping +47 Other cereals +46 Cakes and biscuits +34 Preserves +22 Margarine +18 Eggs +16 Bacon and other meat +7	Flour +36 Fish +23 Cooking fat +19 Other vegetables +18 Margarine +16 Suet and dripping +14 Cakes and biscuits +13 Bacon and other meat +9 Potatoes +7	Margarine +21 Other vegetables +8 Sugar +6 Preserves +6	Cooking fat +39 Flour +15 Margarine +8 Sugar +8 Fresh green vegetables +8 Tea +7	Flour +42 Cooking fat +28 Cheese +10 Fresh green vegetables +10 Butter +9 Carcase meat +9 Sugar +8
	South Western	South Eastern and Southern	Conurbations		Other urban		Rural
		London	Provincial	Larger towns	Smaller towns		
Flour +65 Fresh green vegetables +30 Suet and dripping +23 Cooking fat +19 Carcase meat +14 Preserves +6	Fresh green vegetables +38 Suet and dripping +33 Cheese +26 Liquid milk +7 Other cereals +9 Total meat +7	Fresh green vegetables +31 Fruit +23 Cheese +16 Carcase meat +16 Liquid milk +9 Other cereals +9 Total meat +7	Bread +8 Potatoes +6 Other vegetables +6 Tea +6	Margarine +8 Cooking fat +6 Fish +6	Flour +9	Flour +40 Margarine +21 Cooking fat +21 Preserves +12 Suet and dripping +10	Flour +64 Preserves +17 Other cereals +15 Margarine +14 Cheese +11 Cooking fat +11 Suet and dripping +10 Eggs +10 Butter +9 Sugar +8 Liquid milk +8



TABLE 49—continued

	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland
Between 95 and 105 per cent of the national average	Liquid milk Cooking fat Carcass meat Total meat Fresh green vegetables Potatoes Other vegetables Fruit	Liquid milk Cheese Sugar Fish Potatoes Other vegetables Bread	Eggs Preserves Total meat Bread Tea	Liquid milk Butter Cooking fat Carcass meat Bacon and other meat Total meat Fish Potatoes Fruit Bread Cakes and biscuits Other cereals Tea	Liquid milk Cheese Butter Eggs Preserves Bacon and other meat Fish Potatoes Fruit Bread Other cereals	Liquid milk Margarine Preserves Bacon and other meat Total meat Fish Fruit Bread Tea	Liquid milk Butter Cooking fat Carcass meat Total meat Tea
South Western	Liquid milk Butter Eggs Total meat Potatoes Cakes and biscuits	Butter Suet and dripping Eggs Sugar Bacon and other meat Fish Potatoes Other vegetables Tea	Liquid milk Butter Margarine Eggs Sugar Preserves Carcass meat Bacon and other meat Total meat Fish Fruit Cakes and biscuits Other cereals	Liquid milk Cheese Suet and dripping Eggs Sugar Preserves Bacon and other meat Total meat Fresh green vegetables Potatoes Other vegetables Fruit Flour Bread Cakes and biscuits Other cereals Tea	Liquid milk Cheese Butter Cooking fat Eggs Suet and dripping Sugar Preserves Carcass meat Bacon and other meat Total meat Fresh green vegetables Potatoes Fish Fresh green vegetables Fruit Potatoes Bread Cakes and biscuits Other cereals Tea	Liquid milk Cheese Butter Eggs Carcass meat Bacon and other meat Total meat Fresh green vegetables Potatoes Other vegetables Fruit Bread Cakes and biscuits Tea	Carcass meat Total meat Potatoes Bread Cakes and biscuits

TABLE 49—continued  
 Household Food Consumption — Regional Differences Expressed as Percentage Deviations from National Average, 1958

	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	
	Bacon and other meat Preserves Cakes and biscuits Fish Margarine Other cereals Suet and dripping	Total meat Tea Butter Carcass meat Fruit Flour Cooking fat Fresh green vegetables	Carcass meat Fruit Other cereals Butter Sugar Liquid milk Fresh green vegetables Cheese	Eggs Cheese Flour Suet and dripping Fresh green vegetables	Total meat Other vegetables Carcass meat Cakes and biscuits Suet and dripping	Eggs Cakes and biscuits Potatoes Other vegetables Other cereals Suet and dripping		Other cereals Cakes and biscuits Eggs Fish Other vegetables Margarine Preserves Flour Suet and dripping
	More than 5 per cent below the national average	-7 -15 -19 -20 -21 -40 -53 -58	-7 -8 -12 -13 -20 -22 -26	-6 -15 -24 -31 -38	-7 -9 -11 -18 -18	-7 -9 -10 -14 -15 -18		-16 -11 -12 -14 -15 -21 -29 -38 -55
	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural	
	Cooking fats Fish	London	Provincial	Larger towns	Smaller towns	Other cereals Tea Fish	Bacon and other meat Tea Fresh green vegetables Fruit Other vegetables Fish	
	-6 -9 -10 -11 -12 -13 -16 -17 -18	Preserves Cakes and biscuits Bread Cooking fat Margarine Flour	Cheese Cooking fat Suet and dripping Fresh green vegetables Flour	Carcass meat Butter	Fruit Other vegetables Margarine	Other cereals Tea Fish	-9 -11 -12 -16 -16 -21	

areas is usually below the average. Expenditure is similarly consistent in pattern, with the maximum in London and the minimum in Scotland and in rural areas, where free supplies accounted in the three years 1956-58 for 76, 81 and 79 per cent of the fresh green vegetables obtained. The Scottish consumption of fresh legumes, which was only 4 per cent of the average for Great Britain in 1949, rose to 10 per cent in 1953, 14 per cent in 1956 and 22 per cent in 1958.

TABLE 50  
*Expenditure on and Consumption of Fresh Green Vegetables*  
*Percentage Deviations from Average for All Households*

Year	Maximum		Scotland		Rural areas	
	Expenditure (London)	Consumption (South-Eastern and Southern (a))	Expenditure	Consumption	Expenditure	Consumption
1955	+60	+44	-59	-64	n.a.	n.a.
1956	+57	+35	-66	-62	-74	-31
1957	+59	+32	-55	-53	-69	+5
1958	+56	+38	-61	-58	-72	-12

(a) South-West in 1955-56.

167. Total consumption of vegetables other than fresh greens and potatoes ranged from +18 per cent in the North-East, with its large consumption of canned vegetables, to -18 per cent in the South-West. As in other years, prices were generally highest in Scotland.

168. Expenditure on and consumption of fresh fruit have shown a remarkably consistent pattern in recent years, as is shown in Table 51.

TABLE 51  
*Expenditure on and Consumption of Fresh Fruit*  
*Percentage Deviations from Average for All Households*

Year	London (maximum)		Minimum		Rural areas	
	Expenditure	Consumption	Expenditure (South-West)	Consumption (Scotland)	Expenditure	Consumption
1955	+20	+30	-26	-23	n.a.	n.a.
1956	+28	+33	-23	-17	-24	-21
1957	+25	+30	-18	-16	-23	-13
1958	+22	+29	-19	-17	-25	-18

London had the highest consumption of citrus fruits, apples, pears, bananas and fresh tomatoes. Expenditure on and consumption of other fruit was highest in the North Midlands and lowest in Scotland and in rural households. Among the greatest regional variations recorded was that for canned and bottled tomatoes, consumption of which ranged from 2.48 oz. per head per week in the North Midland region to 0.07 oz. in Scotland.

## CEREALS, BEVERAGES AND MISCELLANEOUS FOODS

**169.** Consumption of bread was greatest, as usual, in Wales, followed by the Midlands, and smallest in the South-West and London. Expenditure was, as always, highest in Scottish households, partly because of their liking for rolls, a relatively expensive form of bread, and lowest in the South-West, where purchases of the slightly dearer wrapped loaves were well below the average. Consumption of brown bread was highest in the North-East, as in the three previous years.

**170.** South-Western and rural households recorded the greatest consumption of flour and Scottish households the smallest, the latter exhibiting their usual high consumption of buns and scones and of oatmeal. The range in consumption of cakes and pastries was from +24 per cent in the South-West to -21 per cent in the North Midlands, the regions with lowest and highest prices respectively. Purchases of biscuits were well above average in Scotland and well below in Wales and the Midlands, another customary pattern. For cereal foods as a whole, the range in consumption was from +13 per cent in Wales and +12 in rural areas to -12 per cent in London, practically the same as in the previous year. Expenditure ranged from +23 per cent in Scotland to -8 per cent in London.

**171.** Scottish households continued to buy less tea than those anywhere else, 15 per cent below the average compared with -12 per cent in 1957, and rural areas were again next lowest at -11 per cent. Consumption was greatest in the North Midland region; expenditure, and average prices paid were highest in Wales and lowest in Scotland. For coffee of all types the range in consumption was from +48 per cent in the South-Eastern and Southern region to -42 per cent in Scotland, and that in expenditure from +38 per cent in the South and South-East to -60 per cent in Wales. Prices paid for coffee extracts and essences were 39 per cent above the average in Scotland and 28 per cent above in the North-West, compared with +52 and +18 per cent in 1957, no doubt because of a preference for the more expensive types; consumption in both areas was below the general average. The consumption of canned soups has been 50 per cent or more above the average in Scotland and consistently low in the South-West, Wales and in the countryside. In general, both consumption and expenditure were higher in the north than in the south, prices showing little variation between regions. The consumption of both canned and dehydrated soups increased in most areas.

**Energy Value and Nutrient Content**

**172.** The geographical differences in the energy value and nutrient content of domestic food consumption are shown in Table 52. The estimates have not been standardized for any differences in class or household composition between regions or types of area. In spite of the considerable regional differences found in the consumption of various foods, the intakes of all nutrients were remarkably similar: apart from vitamins C and D, the intakes of all nutrients in all regions and types of area were within 10 per cent of the national average. For most groups and most nutrients the variations were even smaller, and even the intakes of vitamins C and D did not vary by more than 12 per cent. The main differences occurred in London, Wales and Scotland and in the rural areas.

**173.** Table 52 also shows the relative adequacy of the household diets in comparison with scales of allowances based on the recommendations of the British Medical Association. The nutritional level of the diet in all regions was satisfactory, percentages for no nutrient being lower than 96. Levels below 100 occurred for calcium

in the North-East and for protein in Wales, Scotland, the North-East, the North Midlands, the East, the South-West and both types of urban and rural areas. Regional differences in these percentages were small and, because of the similarity in nutrient requirements (London and the rural areas excepted), corresponded to those in the nutrient intakes. The levels in London were generally the highest, partly as a result of the high intakes of most nutrients and partly because of lower requirements for all nutrients. The levels in provincial conurbations and semi-rural areas were mostly above the average for Great Britain, while those in Wales, Scotland, the North Midlands, the South-West, the smaller towns and rural areas were, in general, slightly below the average.

**174.** In 1958 the Eastern and North Midland samples were separately distinguished, as were those for the larger and smaller towns (together comprising "other urban" areas). Differences between these groups in the intake and nutritional adequacy of the diets were small. The Eastern counties had slightly higher levels than the North Midlands for all nutrients other than vitamins A and C, as a result of greater consumption of cheese, carcass meat, pork sausages, butter and flour, and lower consumption of potatoes and of "other" vegetables. The dietary levels in the larger towns were above those in the smaller, because of greater consumption in the former of fish, eggs, potatoes, other vegetables, fruit and bread.

**175.** In comparison with 1957, changes in both intake and percentage adequacy were small. Households in rural and semi-rural areas and in Wales improved their relative position. In the rural areas the consumption of many main foods increased and, in contrast to previous years, the total consumption of cereal foods was maintained, small decreases in bread consumption being made good by greater purchases of flour, biscuits and cakes. In Wales the nutritional requirements of the sample were slightly lower, since it contained relatively fewer active adult men, but there was also an improvement in the consumption of most main foods, especially milk and eggs, the increased consumption of which was responsible for the higher level of riboflavin, which in previous years had fallen below 100 per cent.

**176.** Table 52 also shows the contributions made by protein, fat and carbohydrate to the energy content of the diets. As in previous years, the London diet had the highest contributions from protein and fat and the lowest from carbohydrate. Wales had the lowest from protein, and Scotland the lowest from fat and the highest from carbohydrate. Other regions and types of area did not deviate markedly from the national average. The sources of energy in the diet were very similar in the Eastern region and the North Midlands and in larger and smaller towns. Changes between 1957 and 1958 were small.

**177.** The percentage of protein derived from animal sources in these diets is also shown in Table 52. The London diet contained a greater proportion of animal protein than that of any other region or type of area; the diet in Wales and the North-East contained the lowest. Compared with 1957 all regions and areas except one showed small increases in the proportion of protein obtained from animal foods, similar to that which occurred in the average diet.

TABLE 52  
Geographical Differences in Energy Value and Nutrient Content of Domestic Food Consumption, 1958

	All households	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
Energy value (Cal.)	2,595	2,775	2,570	2,625	2,589	2,690	2,701	2,598	2,552	2,646	2,506	2,584	2,573	2,684	2,772	
Total protein (g.)	75	77	75	75	74	74	75	75	74	76	75	74	73	75	78	
Animal protein (g.)	43	42	42	41	42	42	44	44	44	45	47	43	42	43	44	
Fat (g.)	111	118	103	111	110	112	117	110	111	113	110	109	110	115	116	
Carbohydrate (g.)	325	351	336	332	326	332	336	327	314	332	304	326	323	336	355	
Calcium (mg.)	1,236	1,071	1,049	965	1,010	1,048	1,064	1,043	1,040	1,105	1,060	1,026	1,019	1,062	1,122	
Iron (mg.)	14.2	14.3	14.5	14.8	13.8	14.0	14.0	14.0	14.0	14.4	14.1	14.3	14.0	14.4	14.5	
Vitamin A (i.u.)	4,349	4,433	4,084	4,274	4,537	4,326	4,333	4,010	4,190	4,570	4,504	4,423	4,223	4,414	4,222	
Thiamine (mg.)	1.25	1.33	1.17	1.38	1.22	1.27	1.30	1.31	1.25	1.26	1.25	1.24	1.24	1.29	1.31	
Riboflavin (mg.)	1.64	1.62	1.62	1.55	1.60	1.63	1.63	1.65	1.64	1.73	1.75	1.60	1.64	1.60	1.66	
Nicotinic acid (mg.)	13.6	13.8	12.7	14.0	13.4	13.3	13.8	13.7	13.6	13.8	14.0	13.6	13.4	13.7	13.6	
Vitamin C (mg.)	49	47	44	48	47	48	46	52	46	50	55	48	46	49	43	
Vitamin D (i.u.)	133	132	137	140	142	132	139	124	119	138	125	138	129	138	138	
Energy value	104	105	102	103	106	103	105	104	101	104	105	103	101	106	105	
Protein	100	98	99	99	100	96	98	100	98	101	104	99	97	99	98	
Calcium	107	108	106	98	106	105	111	108	107	113	113	104	104	109	114	
Iron	115	111	116	120	114	111	113	113	111	114	117	115	111	116	114	
Vitamin A	184	180	172	182	182	182	178	169	171	188	196	186	174	186	174	
Thiamine	126	127	117	127	126	125	128	122	125	126	131	124	123	128	124	
Riboflavin	108	101	105	100	108	105	105	109	107	112	120	107	104	106	103	
Nicotinic acid	137	132	127	139	138	131	135	138	136	137	147	139	133	135	129	
Vitamin C	222	208	196	217	217	214	210	235	205	225	258	217	205	221	191	
Protein	11.5	11.1	11.7	11.5	11.3	11.2	11.2	11.5	11.5	11.4	11.9	11.5	11.4	11.2	11.2	
Fat	38.3	38.3	35.9	37.9	38.4	38.3	39.1	38.1	39.2	38.4	39.5	37.8	38.4	38.6	37.6	
Carbohydrates	50.2	50.7	52.4	50.6	50.3	50.5	49.8	50.4	49.2	50.1	48.5	50.7	50.2	50.1	51.2	
Total Energy Value	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Animal protein as percentage of total protein	58.1	55.4	56.1	55.0	57.8	56.9	58.2	58.8	59.6	58.9	62.4	57.2	57.9	57.2	56.5	

As a percentage of Allowances based on British Medical Association's Recommendations

Percentage of Energy Value Derived from Protein, Fat and Carbohydrate

## APPENDIX A

### Composition of the Sample

1. The National Food Survey was conducted in 1958 on the same lines as in 1957. The method of selecting constituencies, polling districts and households was described in Appendix A to the Annual Report for that year. The 50 constituencies surveyed during the year are listed in Table 1.

2. Altogether 17,000 addresses were chosen with equal probability from the electoral registers of the selected polling districts, about 340 addresses from each constituency on the basis of 85 each quarter; but, largely because of a shortage of experienced interviewers, about 14,300 households were actually visited. From this number, 8,754 log-books were obtained, of which 143 were rejected at the editing stage, giving an effective sample of 8,611 from 827 polling districts and a response rate of 60 per cent compared with 54 per cent in 1957.

3. The number of households and persons surveyed in each quarter of 1958 are shown in Table 2. The sample averaged 2,153 households per quarter (mean size 3·19) compared with an average of 2,233 households per quarter (mean size 3·16) in 1957. The mean household size was greatest in rural households (3·38), as in previous years, and smallest (3·12) in London and the smaller towns. The proportion of persons in the sample living in rural and semi-rural areas was almost exactly one-fifth (19·9 per cent) compared with 21·9 per cent in 1957 and 19·7 per cent in 1956.

4. Table 3 gives the distribution of the sample by household composition within each class. As in 1956 and 1957, the income limits defining the classes were revised to allow for changes in money incomes, and the figures given in Table 3 are comparable with those in the two preceding years only in so far as the revision of the income limits proved to be adequate. As in the two previous years, there were more older than younger couples in Classes A1, C and D and fewer in A2 and B. Among family households, the one-child family was the most frequent single type in all income groups. The average number of children (aged under 15) per household remained highest (1·11) in Class B.

5. The age and sex distribution of households in each social class is given in Table 4. The small percentage of active or very active men in Class A, which had fallen in 1957, rose almost to the 1956 level, with corresponding slight declines in Classes B and C. There was also a reduction in the proportion of children aged 5-14 inclusive in Classes A1, C, D1 and especially D2, but an increase in Classes A2 and B.

6. Table 5 shows the distribution of households and persons in the sample by region and type of area, together with an approximate comparison of the percentage distribution of persons with that derived from the Registrars-General's estimates of total population. The previous under-representation of provincial conurbations may have been somewhat over-corrected, but Wales appears to have been inadequately represented. The over-representation of rural areas, though not as marked as in

1957, again justified some re-weighting (see paragraph 12). The average household size, as in 1956 and 1957, was largest in Scotland (3.35) and smallest in the southern regions of England, including London.

7. The age and sex composition of the samples is given in Table 6. London again showed the highest proportion of men classified as sedentary and of women classified otherwise, and much the lowest proportion of active or very active men. The proportion of men of working age classified as active or very active was as usual highest in the rural areas and in Wales. The proportion of adults of retirement age was highest in the southern coastal regions of England and in Wales.

8. Table 7 shows the class distribution of the urban and rural samples. The semi-rural areas resembled London in having a relatively high proportion of households in the highest income group (A1) but were closer to the rural areas and the smaller towns in having many more households in Class C than in Class B.

9. Table 8 indicates the extent of agreement between classifications based respectively on the income of the head of the household and on his occupation as classified by the Registrars-General.

TABLE I  
Constituencies Surveyed in 1958

Region	Constituency*	Region	Constituency*
Northern and East and West Ridings	‡Chester-le-Street (Durham) Doncaster ‡Hemsworth (Yorkshire, West Riding) †Jarrow †Leeds East Pontefract †South Shields	Eastern	‡The Isle of Ely (The Isle of Ely) ‡South West Norfolk (Norfolk) Watford
North Western	†Bolton ‡Clitheroe (Lancashire) ‡Darwen (Lancashire) Farnworth (Lancashire) †Liverpool, Garston †Manchester, Withington †Salford East	South Eastern and Southern	‡Aylesbury (Buckinghamshire) ‡Eastbourne (East Sussex) Gosport and Fareham ‡North Dorset (Dorset) Rochester and Chatham
North Midland	‡Carlton (Nottingham) ‡Derby North ‡Gainsborough (Lincolnshire, Lindsey) Leicester South West	South Western	Cheltenham ‡Honiton (Devon) ‡North Cornwall (Cornwall) ‡Truro (Cornwall)
Midland	†Birmingham, Hall Green ‡Rugby (Warwickshire) †Smethwick †Walsall North	Wales	‡Cardigan (Cardiganshire) Ebbw Vale (Monmouthshire)
London (Conurbation)	†Battersea North †Croydon North West †Enfield East †Harrow West †Islington South West †Surbiton †Uxbridge (Middlesex) †Wandsworth, Streatham †West Ham North	Scotland	†Bothwell (Lanarkshire) Dundee East Edinburgh, Leith ‡North Angus and Mearns (Angus and Kincardine) ‡Perth and East Perthshire (Perthshire and Kinross-shire)

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



TABLE 2  
Composition of the Sample, 1958

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year	
					1957	1958
<b>HOUSEHOLDS IN CONURBATIONS</b>						
<i>London</i>						
Households . . . . .	411	354	324	347	1,601	1,436
Persons . . . . .	1,277	1,089	977	1,139	4,921	4,482
Persons per household . . . . .	3·11	3·08	3·02	3·28	3·07	3·12
<i>Provincial Conurbations</i>						
Households . . . . .	540	552	396	501	1,448	1,989
Persons . . . . .	1,735	1,761	1,262	1,628	4,677	6,386
Persons per household . . . . .	3·21	3·19	3·19	3·25	3·23	3·21
<b>OTHER URBAN HOUSEHOLDS</b>						
<i>Larger towns</i>						
Households . . . . .	946	952	787	877	4,036	3,562
Persons . . . . .	3,009	2,965	2,453	2,691	12,428	11,118
Persons per household . . . . .	3·18	3·11	3·12	3·07	3·08	3·12
<i>Smaller towns</i>						
Households . . . . .	551	555	427	488	n.a.	2,021
Persons . . . . .	1,757	1,722	1,312	1,526	n.a.	6,317
Persons per household . . . . .	3·19	3·10	3·07	3·13	n.a.	3·13
<b>SEMI-RURAL HOUSEHOLDS</b>						
Households . . . . .	242	266	249	213	1,035	970
Persons . . . . .	823	905	805	710	3,428	3,243
Persons per household . . . . .	3·40	3·40	3·23	3·33	3·31	3·34
<b>RURAL HOUSEHOLDS</b>						
Households . . . . .	186	173	96	199	811	654
Persons . . . . .	623	563	357	670	2,759	2,213
Persons per household . . . . .	3·35	3·25	3·72	3·37	3·40	3·38
<b>ALL HOUSEHOLDS</b>						
Households . . . . .	2,325	2,297	1,852	2,137	8,931	8,611
Persons . . . . .	7,467	7,283	5,854	6,838	28,213	27,442
Persons per household . . . . .	3·21	3·17	3·16	3·20	3·16	3·19

TABLE 3  
Composition of the Sample by Social Class and Household Composition, 1958  
(households)

	Class												All households			Average size					
	A1		A2		B		C		D				No.	per cent	All persons	Adults	Children	Adolescents			
	Excluding O.A.P.		with earners (D1)		with earners (D2)		O.A.P.														
	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent			
Households containing one man and one woman and no other	31	14.3	45	7.9	266	8.8	437	13.3	121	19.5	78	30.5	242	34.4	1,214	14.1	2.00	0	0	0	
(i) Older couples (one or both 55 or over)	23	10.6	69	12.1	321	10.9	345	10.5	29	4.7	1	0.4	—	—	788	9.3	2.00	0	0	0	
(ii) Younger couples (both under 55)	8	3.7	34	6.0	165	5.6	131	4.0	12	1.9	2	0.8	1	0.1	894	10.4	2.00	0	0	0	
1 child (0-14)	28	12.9	74	13.0	507	17.1	447	13.6	36	5.8	2	0.8	5	0.7	1,099	12.8	3.00	1.00	0	0	
2 children (0-14)	19	8.8	66	11.6	425	14.4	361	11.0	23	3.7	—	—	—	—	894	10.4	4.00	2.00	0	0	
3 children (0-14)	8	3.7	34	6.0	165	5.6	131	4.0	12	1.9	2	0.8	1	0.1	894	10.4	2.00	2.00	0	0	
4 or more children (0-14)	1	0.5	12	2.1	80	2.7	96	2.9	16	2.6	1	0.4	1	0.1	207	2.4	5.00	3.00	0	0	
Adolescents only (15-20)	9	4.1	35	6.2	163	5.5	183	5.6	36	5.8	1	0.4	1	0.1	427	5.0	3.31	2.00	0	1.21	
Adolescents and children	20	9.2	43	7.4	271	9.2	245	7.5	19	3.1	—	—	—	—	597	6.9	5.04	1.82	0	1.22	
Total of above households	139	64.1	377	66.4	2,191	74.1	2,245	68.3	292	46.9	85	33.2	250	33.5	5,579	64.8	3.29	2.00	1.07	0.22	
Other households:																					
Adults only	47	21.7	94	16.5	350	11.8	539	16.4	213	34.2	137	53.5	451	64.1	1,831	21.3	2.03	2.03	0	0	0
With adolescents (15-20) but no children	8	3.7	14	2.5	82	2.8	125	3.8	40	6.4	6	2.3	1	0.1	276	3.2	3.48	2.32	0	1.16	0.43
With children (0-14)	23	10.6	83	14.6	334	11.3	378	11.5	77	12.4	28	10.9	2	0.3	925	10.7	4.76	2.63	1.72	0.43	0.23
Total unclassified households	78	35.9	191	33.6	766	25.9	1,042	31.7	330	53.1	171	66.8	454	64.5	3,032	35.2	2.99	2.24	0.52	0.23	0.23
Total all household types	217	100	568	100	2,957	100	3,287	100	622	100	256	100	704	100	8,611	100	3.19	2.08	0.88	0.23	0.23
Average number in each household:																					
Adults	2.25		2.19		2.18		2.19		1.83		1.58		1.45		2.08						
Adolescents (15-20)	0.23		0.25		0.25		0.26		0.24		0.04		0.03		0.23						
Children (0-14)	0.77		1.02		1.11		0.94		0.56		0.37		0.02		0.88						
Total	3.25		3.46		3.54		3.39		2.63		1.88		1.47		3.19						

TABLE 4  
Age and Sex Composition of Social Classes, 1958  
(per cent)

	Class							All households
	A1	A2	B	C	D1 (with earners)	D2 (without earners)	O.A.P.	
<b>Men, 21-64:</b>								
Sedentary . . . . .	24.5	19.7	12.0	7.5	11.8	7.3	0.2	10.5
Moderately active . . . . .	1.1	4.1	11.4	14.5	2.3	—	—	10.7
Active or very active . . . . .	3.5	4.9	5.5	6.8	3.1	—	—	5.5
<b>Men, 65 and over . . . . .</b>	<b>3.0</b>	<b>1.6</b>	<b>1.8</b>	<b>2.8</b>	<b>7.1</b>	<b>18.9</b>	<b>31.5</b>	<b>4.0</b>
<b>Women, 21-59:</b>								
Sedentary . . . . .	25.4	23.7	19.2	16.9	17.0	25.1	2.4	18.1
Moderately active . . . . .	4.2	4.7	6.5	8.7	13.4	—	0.1	7.3
Active or pregnant . . . . .	1.3	1.1	1.6	1.8	1.8	0.2	—	1.6
<b>Women, 60 and over . . . . .</b>	<b>6.2</b>	<b>3.6</b>	<b>3.5</b>	<b>5.4</b>	<b>12.8</b>	<b>32.4</b>	<b>64.2</b>	<b>7.7</b>
<b>Adolescents and children:</b>								
15-20 male . . . . .	2.7	4.0	3.1	3.6	5.2	0.8	0.1	3.3
15-20 female . . . . .	4.2	3.2	4.0	4.0	4.1	1.2	0.1	3.8
5-14 . . . . .	16.6	19.6	20.4	18.2	14.7	9.5	1.2	18.1
1-4 . . . . .	5.8	7.9	8.7	7.8	5.3	3.7	0.2	7.6
Under 1 . . . . .	1.4	2.0	2.3	1.8	1.4	0.8	—	1.9
	100	100	100	100	100	100	100	100

TABLE 5  
Composition of the Sample by Region and type of Area

	No. of households	No. of persons	No. of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (R.G.'s mid-1958 estimates, including institutional population)
Wales . . . . .	308	1,015	3.30	3.6	3.7	5.2
Scotland . . . . .	870	2,916	3.35	10.1	10.6	10.3
Northern and East and West Ridings . . . . .	1,239	4,083	3.30	14.4	14.9	14.6
North Western . . . . .	1,145	3,601	3.14	13.3	13.1	12.9
North Midland . . . . .	776	2,553	3.29	9.0	9.3	7.0
Eastern . . . . .	500	1,599	3.20	5.8	5.8	7.0
Midland . . . . .	734	2,331	3.18	8.5	8.5	9.2
South Western . . . . .	694	2,130	3.07	8.1	7.8	6.2
South Western and Southern . . . . .	909	2,732	3.01	10.6	10.0	11.3
London . . . . .	1,436	4,482	3.12	16.7	16.3	16.4
Provincial conurbations . . . . .	1,989	6,386	3.21	23.1	23.3	20.7
Other urban: Larger towns . . . . .	2,021	6,317	3.13	23.5	23.0	25.0
Smaller towns . . . . .	1,541	4,801	3.12	17.9	17.5	17.8
Semi-rural . . . . .	970	3,243	3.34	11.3	11.8	14.6
Rural . . . . .	654	2,213	3.38	7.6	8.1	5.6
<i>All households . . . . .</i>	<i>8,611</i>	<i>27,442</i>	<i>3.19</i>	<i>100</i>	<i>100</i>	<i>100</i>

TABLE 6  
 Age and Sex Distribution of Persons by Region and Type of Area, 1958

	Wales	Scotland	Northern and East West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	London	Provincial conurbations	Other urban		Semi-rural	Rural	All households	
												Larger towns	Smaller towns				
Men, 21-64:																	
Sedentary	8.3	9.5	8.0	11.4	10.5	9.7	11.0	10.0	9.5	14.3	11.0	10.1	10.1	8.7	5.4	10.5	
Moderately active	6.7	9.9	10.2	11.0	11.4	8.4	14.2	9.4	10.8	11.4	12.3	11.7	10.1	9.0	5.8	10.7	
Active or very active	12.3	5.8	9.0	3.7	4.6	10.2	3.2	6.6	5.2	1.6	3.5	4.9	5.5	9.1	15.3	5.5	
Men, 65 and over	5.6	3.2	3.4	3.7	3.6	4.5	3.6	5.4	5.5	3.6	3.2	3.9	4.7	4.6	5.0	4.0	
Women, 21-59:																	
Sedentary	20.1	19.5	19.0	15.6	17.7	17.6	16.5	20.4	19.1	17.3	16.9	17.9	18.5	20.4	19.4	18.1	
Moderately active	4.3	6.0	6.0	10.0	6.9	5.2	9.3	4.7	5.8	9.8	8.8	7.3	6.4	4.5	3.7	7.3	
Active or pregnant	2.1	1.7	1.3	1.0	1.2	3.7	1.8	1.7	1.4	1.3	1.3	1.4	1.7	1.4	3.1	1.6	
Women, 60 and over	7.9	7.3	5.9	7.7	7.4	7.1	6.8	10.6	11.3	6.8	6.8	8.3	9.1	7.1	8.3	7.7	
Adolescents and children:																	
15-20 male	4.3	4.2	2.9	3.2	3.4	3.2	3.2	2.9	3.3	3.4	3.3	3.0	3.3	3.5	4.0	3.3	
15-20 female	4.5	3.7	3.9	3.5	3.9	4.2	3.5	4.4	3.1	3.7	3.6	3.7	4.0	3.8	3.8	3.8	
5-14	15.2	19.1	19.6	18.9	20.1	17.1	17.4	15.1	17.3	17.5	18.9	18.6	16.7	18.5	17.8	18.1	
1-4	6.5	7.9	8.4	8.7	7.8	6.9	7.4	6.9	6.1	7.5	8.5	7.2	7.3	7.8	6.4	7.6	
Under 1	2.2	2.1	2.2	1.6	1.4	2.2	2.1	2.0	1.5	1.7	1.7	2.0	2.0	1.6	1.9	1.9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

TABLE 7  
Social Class distribution of Urban and Rural Samples, 1958  
(per cent)

	Conurbations		Other urban		Semi-rural	Rural	All households
	London	Provincial	Larger towns	Smaller towns			
<i>Proportion of households</i>							
A1 . . . . .	3.4	2.2	2.2	2.3	3.6	1.4	2.5
A2 . . . . .	10.7	4.3	6.3	5.4	8.8	5.2	6.6
B . . . . .	40.9	36.8	36.2	31.5	29.8	20.3	34.3
C . . . . .	32.7	37.8	35.4	42.1	37.9	51.1	38.2
D1 (with earners)	4.6	8.1	6.9	6.7	8.2	10.9	7.2
D2 (without earners)	1.5	2.8	2.8	4.1	3.6	3.5	3.0
O.A.P. . . . .	6.2	8.1	10.1	7.9	8.0	7.6	8.2
All . . . . .	100	100	100	100	100	100	100
No. of households . .	1,436	1,989	2,021	1,541	970	654	8,611
<i>Proportion of persons</i>							
A1 . . . . .	3.5	2.4	2.2	2.4	3.2	1.5	2.6
A2 . . . . .	11.5	4.5	6.9	5.7	9.6	6.1	7.2
B . . . . .	44.7	41.2	40.5	35.5	34.0	21.8	38.2
C . . . . .	32.7	40.7	38.1	44.7	40.5	54.6	40.6
D1 (with earners)	3.8	6.3	5.6	5.5	6.8	10.2	6.0
D2 (without earners)	0.9	1.6	2.0	2.2	1.9	1.9	1.8
O.A.P. . . . .	2.9	3.3	4.6	3.9	4.0	3.8	3.8
All . . . . .	100	100	100	100	100	100	100
No. of persons . . .	4,482	6,386	6,317	4,801	3,243	2,213	27,442

Appendix A

Social Class Distribution of Occupational Groups, 1958  
 (per cent)

Occupational groups	A1	A2	All A	B	C	D1	D2	O.A.P.	All households
				Proportion of households					
I. Professional . . . . .	36.9	20.4	25.0	3.0	0.5	—	—	—	3.5
II. Intermediate . . . . .	49.3	41.5	43.7	20.7	7.5	4.5	—	—	14.3
Mining, manual . . . . .	—	5.3	3.8	3.8	0.7	0.2	—	—	1.9
Other, manual . . . . .	2.8	17.8	13.6	45.8	41.4	10.3	—	—	33.5
III. Non-manual . . . . .	4.6	9.7	8.3	11.5	11.2	7.4	—	—	9.5
Agricultural workers . . . . .	—	0.5	0.4	0.8	6.6	5.3	—	—	3.2
Other manual . . . . .	0.5	2.3	1.8	7.8	12.1	4.8	—	—	7.8
IV. Non-manual . . . . .	—	—	—	0.3	1.7	6.4	—	—	1.2
Unskilled . . . . .	—	0.7	0.5	3.4	12.5	9.0	—	—	6.6
V. Not gainfully occupied . . . . .	6.0	1.8	2.9	2.8	5.9	52.1	100.0	100.0	18.4
All households . . . . .	100	100	100	100	100	100	100	100	100
No. of households . . . . .	217	568	785	2,957	3,287	622	256	704	8,611
				Proportion of persons					
I. Professional . . . . .	37.5	20.7	25.2	2.9	0.4	—	—	—	3.7
II. Intermediate . . . . .	49.7	41.8	43.9	19.8	6.7	4.3	—	—	14.8
Mining, manual . . . . .	—	5.5	4.0	4.4	0.7	0.2	—	—	2.4
Other, manual . . . . .	3.0	18.1	14.1	46.8	42.9	8.5	—	—	37.1
III. Non-manual . . . . .	5.4	8.7	7.8	10.9	10.2	5.2	—	—	9.4
Agricultural workers . . . . .	—	0.5	0.3	0.9	7.1	6.3	—	—	3.6
Other manual . . . . .	0.6	2.5	2.0	8.3	12.9	4.3	—	—	8.8
IV. Non-manual . . . . .	—	—	—	0.2	1.6	4.8	—	—	1.0
Unskilled . . . . .	—	0.6	0.4	3.6	13.0	6.7	—	—	7.1
V. Not gainfully occupied . . . . .	3.8	1.7	2.2	2.1	4.6	59.8	100.0	100.0	12.0
All households . . . . .	100	100	100	100	100	100	100	100	100
No. of persons . . . . .	706	1,964	2,670	10,478	11,140	1,638	482	1,034	27,442

# APPENDIX B

## Tables of Consumption, Expenditure and Prices

TABLE I  
Domestic Food Expenditure, 1958, All Households  
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during survey week
<b>MILK AND CREAM</b>						
Liquid						
Full price . . . . .	29·76	29·35	28·90	30·15	29·54	95
Welfare . . . . .	2·88	2·64	2·53	2·91	2·74	22
<i>Total Liquid Milk</i> . . . . .	<i>32·64</i>	<i>31·99</i>	<i>31·43</i>	<i>33·06</i>	<i>32·28</i>	
Condensed						
Skimmed, sweetened . . . . .	0·09	0·10	0·06	0·04	0·07	1
Whole, sweetened . . . . .	0·22	0·17	0·14	0·14	0·17	2
Whole, unsweetened . . . . .	1·03	1·25	1·29	1·15	1·18	24
Dried						
National . . . . .	0·25	0·18	0·21	0·16	0·20	1
Branded . . . . .	0·50	0·61	0·55	0·59	0·56	2
Other milk . . . . .	0·05	0·04	0·02	0·06	0·04	1
Cream . . . . .	0·87	1·14	1·36	0·98	1·09	15(a)
<i>Total Milk and Cream</i> . . . . .	<i>35·65</i>	<i>35·48</i>	<i>35·06</i>	<i>36·18</i>	<i>35·59</i>	
<b>CHEESE</b>						
Natural . . . . .	4·53	4·80	4·80	5·46	4·90	68
Processed and packeted . . . . .	1·05	1·28	1·38	1·30	1·25	21
<i>Total Cheese</i> . . . . .	<i>5·58</i>	<i>6·08</i>	<i>6·18</i>	<i>6·76</i>	<i>6·15</i>	
<b>MEAT AND MEAT PRODUCTS</b>						
<b>Carcase Meat</b>						
Beef and veal . . . . .	29·70	26·53	26·03	27·20	27·36	n.a.
Mutton and lamb . . . . .	14·12	15·89	16·43	14·81	15·31	57
Pork . . . . .	6·77	5·34	5·35	6·46	5·98	27(a)
<i>Total Carcase Meat</i> . . . . .	<i>50·59</i>	<i>47·76</i>	<i>47·81</i>	<i>48·47</i>	<i>48·65</i>	
<b>Other Meat</b>						
Corned meat . . . . .	2·20	2·71	3·06	2·34	2·58	31
Bones . . . . .	0·37	0·33	0·31	0·45	0·36	5
Bacon and ham, uncooked	14·20	15·67	15·22	15·44	15·13	86
Bacon and ham, cooked (including canned) . . . . .	3·84	4·49	5·17	4·02	4·38	39(a)
Other cooked meat (not canned) . . . . .	1·99	2·03	2·35	2·22	2·15	21
Other canned meat . . . . .	3·06	3·77	4·32	3·94	3·77	36
Liver . . . . .	2·66	2·39	2·67	2·54	2·56	28
Offals (other than liver) . . . . .	1·29	1·20	1·09	1·29	1·22	20
Poultry . . . . .	2·10	2·73	3·21	3·13	2·79	6
Rabbit, game and other meat . . . . .	0·38	0·16	0·10	0·47	0·28	2
Sausages, uncooked, pork	4·77	4·11	4·29	4·88	4·51	43(a)
Sausages, uncooked, beef	2·55	2·34	2·35	2·40	2·41	26
Other meat products . . . . .	4·32	3·72	3·88	4·78	4·18	45
<i>Total Other Meat</i> . . . . .	<i>43·73</i>	<i>45·65</i>	<i>48·02</i>	<i>47·90</i>	<i>46·32</i>	



TABLE I—continued  
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during survey week
<b>FISH</b>						
White, quick-frozen . . . . .	0·27	0·33	0·34	0·35	0·32	3
White, fresh (excluding quick-frozen) . . . . .	5·32	5·38	5·14	5·30	5·28	44
Herrings, fresh . . . . .	0·14	0·12	0·21	0·26	0·18	3(a)
Fat, fresh, other . . . . .	0·20	0·31	0·22	0·19	0·23	2
White, processed . . . . .	0·83	0·80	0·75	0·70	0·77	9
Fat, processed . . . . .	0·40	0·35	0·40	0·63	0·44	7(a)
Shell . . . . .	0·56	0·69	0·69	0·61	0·64	6
Cooked . . . . .	2·47	2·47	2·58	2·39	2·48	25
Canned and bottled . . . . .	2·83	3·00	3·09	3·64	3·14	24
Fish products . . . . .	0·53	0·55	0·56	0·59	0·56	11
<b>Total Fish . . . . .</b>	<b>13·55</b>	<b>14·00</b>	<b>13·98</b>	<b>14·66</b>	<b>14·04</b>	
<b>EGGS . . . . .</b>	<b>15·64</b>	<b>15·71</b>	<b>17·27</b>	<b>19·03</b>	<b>16·91</b>	<b>87(a)</b>
<b>FATS</b>						
Butter . . . . .	11·64	11·27	12·62	13·64	12·29	90
Margarine . . . . .	5·47	4·57	4·20	4·64	4·72	61
Lard and compound cooking fat . . . . .	2·85	2·70	2·69	2·72	2·74	n.a.
Suet and dripping . . . . .	0·71	0·43	0·40	0·74	0·57	15
Other fats, oils and creams .	0·08	0·18	0·03	0·15	0·11	1
<b>Total Fats . . . . .</b>	<b>20·75</b>	<b>19·15</b>	<b>19·94</b>	<b>21·89</b>	<b>20·43</b>	
<b>SUGAR AND PRESERVES</b>						
Jams, jellies and curds . . . . .	2·33	2·47	2·16	2·00	2·24	29
Sugar . . . . .	8·47	9·20	9·96	9·43	9·26	90
Marmalade . . . . .	1·05	1·24	1·17	1·12	1·14	18
Syrup, treacle and honey . . .	0·75	0·56	0·53	0·74	0·64	9
<b>Total Sugar and Preserves . .</b>	<b>12·60</b>	<b>13·47</b>	<b>13·82</b>	<b>13·29</b>	<b>13·28</b>	
<b>VEGETABLES</b>						
Old potatoes . . . . .	12·40	8·26	3·17	12·52	9·09	60(a)
New potatoes . . . . .	0·31	9·75	5·95	—	4·00	28(a)
Chips . . . . .	1·06	1·28	1·34	1·25	1·23	23
Crisps . . . . .	0·27	0·30	0·26	0·25	0·27	6
<b>Total Potatoes . . . . .</b>	<b>14·04</b>	<b>19·59</b>	<b>10·72</b>	<b>14·02</b>	<b>14·59</b>	
Cabbages . . . . .	1·38	2·39	1·00	0·98	1·44	35(a)
Brussels sprouts . . . . .	1·78	0·05	0·17	1·97	0·99	21(a)
Cauliflower . . . . .	1·11	1·70	0·82	1·03	1·16	22(a)
Leafy salads . . . . .	0·70	2·30	1·18	0·57	1·19	31(a)
Fresh legumes . . . . .	...	0·37	3·05	0·16	0·90	11(a)
Quick-frozen legumes . . . . .	0·79	1·12	0·64	0·84	0·85	10
Other fresh green vegetables .	0·08	0·13	0·01	0·05	0·07	1
<b>Total Fresh Green Vegetables .</b>	<b>5·85</b>	<b>8·06</b>	<b>6·87</b>	<b>5·60</b>	<b>6·60</b>	

TABLE I—continued  
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during survey week
Carrots . . . . .	1.25	1.07	0.81	1.03	1.04	39(a)
Other root vegetables . . . . .	0.90	0.44	0.48	0.78	0.65	25(a)
Onions, shallots, etc. . . . .	1.45	1.47	1.11	1.34	1.34	46(a)
Miscellaneous fresh vegetables . . . . .	0.73	2.24	1.83	1.37	1.54	27(a)
Dried pulses . . . . .	0.84	0.68	0.37	0.73	0.66	15(a)
Canned peas . . . . .	2.94	3.44	2.23	2.64	2.81	47(a)
Canned beans . . . . .	2.27	2.28	1.95	2.35	2.21	43(a)
Canned vegetables (other than pulses) . . . . .	0.43	0.85	0.34	0.35	0.49	9(a)
Vegetable products . . . . .	0.10	0.09	0.12	0.08	0.10	3
<b>Total Other Vegetables . . . . .</b>	<b>10.91</b>	<b>12.56</b>	<b>9.24</b>	<b>10.67</b>	<b>10.84</b>	
<b>Total Vegetables . . . . .</b>	<b>30.79</b>	<b>40.21</b>	<b>26.83</b>	<b>30.29</b>	<b>32.03</b>	
<b>FRUIT</b>						
<b>Fresh</b>						
Oranges . . . . .	3.08	2.56	1.54	1.54	2.18	31(a)
Other citrus fruit . . . . .	0.83	0.62	0.57	0.57	0.65	13(a)
Apples . . . . .	4.80	4.38	3.59	3.71	4.12	48(a)
Stone fruit . . . . .	0.09	0.34	1.63	0.11	0.54	7(a)
Soft fruit (including quick- frozen) . . . . .	0.15	1.12	2.18	0.66	1.03	10(a)
Pears . . . . .	0.24	0.49	0.65	0.75	0.53	9(a)
Bananas . . . . .	2.79	3.26	3.65	3.03	3.18	43
Other fresh fruit . . . . .	0.34	0.34	0.19	0.15	0.26	5
Tomatoes, fresh and quick- frozen . . . . .	2.66	8.08	8.18	3.60	5.63	59(a)
<b>Total Fresh Fruit . . . . .</b>	<b>14.98</b>	<b>21.19</b>	<b>22.18</b>	<b>14.12</b>	<b>18.12</b>	
<b>Other Fruit</b>						
Canned peaches, pears and pineapples . . . . .	2.67	3.23	3.39	3.15	3.11	32
Tomatoes, canned and bottled . . . . .	1.00	0.95	0.63	0.84	0.86	16(a)
Other canned and bottled fruit . . . . .	2.26	2.52	2.66	2.36	2.45	28
Dried vine fruit . . . . .	0.87	0.87	0.82	1.47	1.01	15(a)
Other dried fruit . . . . .	0.33	0.46	0.28	0.48	0.39	7
Nuts and fruit and nut products . . . . .	0.53	0.38	0.33	1.60	0.71	10(a)
Fruit juices . . . . .	0.54	0.60	0.59	0.67	0.60	6
Welfare orange juice . . . . .	0.08	0.07	0.06	0.07	0.07	2
<b>Total Other Fruit and Fruit Products . . . . .</b>	<b>8.28</b>	<b>9.08</b>	<b>8.76</b>	<b>10.64</b>	<b>9.20</b>	
<b>Total Fruit . . . . .</b>	<b>23.26</b>	<b>30.27</b>	<b>30.94</b>	<b>24.76</b>	<b>27.32</b>	
<b>CEREALS</b>						
Brown bread, unwrapped . . . . .	0.46	0.54	0.50	0.47	0.49	11
Brown bread, wrapped . . . . .	0.35	0.34	0.40	0.38	0.37	6
White bread, large loaves, unwrapped . . . . .	5.11	4.94	4.30	4.09	4.61	37

TABLE I—continued  
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Percentage of all households purchasing each type of food during survey week
White bread, large loaves, wrapped . . . . .	9.70	9.46	10.12	9.45	9.68	57
White bread, small loaves, unwrapped . . . . .	1.26	1.21	1.16	1.08	1.18	24
White bread, small loaves, wrapped . . . . .	0.58	0.61	0.60	0.52	0.58	11
Wholewheat and wholemeal bread . . . . .	0.76	0.91	0.98	0.86	0.88	18
Malt bread . . . . .	0.17	0.24	0.23	0.22	0.22	5
Other bread . . . . .	3.13	3.48	4.07	4.17	3.71	44
<b>Total Bread</b> . . . . .	<b>21.52</b>	<b>21.73</b>	<b>22.36</b>	<b>21.24</b>	<b>21.72</b>	
Self-raising flour . . . . .	2.85	2.56	2.46	2.56	2.61	42
Other flour . . . . .	1.04	0.89	0.84	0.87	0.91	15
Buns, scones and teacakes . . . . .	1.84	1.73	1.69	1.80	1.76	33
Cakes and pastries . . . . .	8.46	9.16	9.30	9.14	9.02	66
Biscuits, other than chocolate biscuits . . . . .	7.40	7.76	7.90	7.84	7.72	79
Biscuits, chocolate . . . . .	1.92	2.03	1.81	2.23	2.00	25
Puddings . . . . .	1.00	1.39	1.72	1.59	1.42	22
Oatmeal and oat products . . . . .	1.33	0.81	0.71	1.31	1.04	16(a)
Breakfast cereals . . . . .	2.58	3.35	3.28	2.80	3.00	37(a)
Rice . . . . .	0.65	0.60	0.58	0.57	0.60	15
Cereals, flour base . . . . .	0.96	0.91	0.81	0.83	0.88	17
Other cereals . . . . .	1.00	1.08	1.14	1.01	1.06	24
<b>Total Cereals</b> . . . . .	<b>52.55</b>	<b>54.00</b>	<b>54.60</b>	<b>53.79</b>	<b>53.74</b>	
<b>BEVERAGES</b>						
Tea . . . . .	14.27	13.91	13.45	14.06	13.92	90
Coffee, bean and ground . . . . .	0.42	0.49	0.50	0.57	0.50	4
Coffee, extracts and essences . . . . .	2.44	2.49	2.39	2.36	2.42	23
Cocoa and drinking chocolate . . . . .	0.69	0.56	0.51	0.64	0.60	9(a)
Branded food drinks . . . . .	1.16	0.72	0.68	0.83	0.85	7(a)
<b>Total Beverages</b> . . . . .	<b>18.98</b>	<b>18.17</b>	<b>17.53</b>	<b>18.46</b>	<b>18.29</b>	
<b>MISCELLANEOUS</b>						
Invalid and baby foods . . . . .	0.45	0.53	0.29	0.51	0.44	4
Spreads and dressings . . . . .	0.15	0.70	0.61	0.22	0.42	7(a)
Soups, canned . . . . .	2.48	1.67	1.38	2.25	1.94	27(a)
Soups, dehydrated and powdered . . . . .	0.37	0.22	0.20	0.45	0.31	5(a)
Meat and vegetable extracts . . . . .	1.09	0.79	0.73	1.01	0.90	17(a)
Pickles and sauces . . . . .	1.82	1.80	1.61	1.78	1.75	25
Table jellies, squares and crystals . . . . .	0.48	0.78	0.81	0.54	0.65	17(a)
Salt . . . . .	0.39	0.34	0.38	0.33	0.36	14
Miscellaneous (expenditure only) . . . . .	1.01	1.09	1.27	1.22	1.15	29
<b>Total Miscellaneous Foods</b> . . . . .	<b>8.24</b>	<b>7.92</b>	<b>7.28</b>	<b>8.31</b>	<b>7.92</b>	
<b>Total All Foods</b> . . . . .	<b>331.93</b> (27s. 8d.)	<b>347.83</b> (29s. 0d.)	<b>339.25</b> (28s. 3d.)	<b>343.86</b> (28s. 8d.)	<b>340.72</b> (28s. 5d.)	

(a) Details of the proportions of all households purchasing these types of seasonal foods in each quarter of 1958 are given in Table 1A.

TABLE IA  
 Percentage of All Households Purchasing Seasonal Types of  
 Food During Survey Week, 1958

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
Cream . . . . .	14	16	18	15	15
Eggs . . . . .	89	85	85	88	87
Carcass meat:					
Pork . . . . .	30	24	24	28	27
Bacon and other meat:					
Bacon and ham, cooked (including canned) . . . . .	38	40	42	36	39
Sausages, uncooked, pork . . . . .	46	40	40	44	43
Fish:					
Herrings, fresh . . . . .	3	2	3	5	3
Fat, processed . . . . .	7	6	7	10	7
Vegetables:					
Old potatoes . . . . .	83	49	(a)	77	60
New potatoes . . . . .	4	57	(b)	—	28
Cabbages . . . . .	35	46	28	29	35
Brussels sprouts . . . . .	36	1	4	40	21
Cauliflower . . . . .	19	28	17	21	22
Leafy salads . . . . .	19	53	36	18	31
Fresh legumes . . . . .	...	5	39	3	11
Quick-frozen legumes . . . . .	10	13	7	9	10
Carrots . . . . .	51	28	30	45	39
Other root vegetables . . . . .	34	17	18	29	25
Onions, shallots, etc. . . . .	51	48	37	45	46
Miscellaneous fresh vegetables . . . . .	12	38	34	26	27
Dried pulses . . . . .	19	15	8	16	15
Canned peas . . . . .	51	54	36	44	47
Canned beans . . . . .	46	44	37	45	43
Canned vegetables (other than pulses) . . . . .	8	14	7	6	9
Fruit:					
Oranges . . . . .	42	32	24	26	31
Other citrus fruit . . . . .	16	12	11	12	13
Apples . . . . .	52	43	47	52	48
Stone fruit . . . . .	1	5	22	2	7
Soft fruit (including quick-frozen) . . . . .	2	11	19	9	10
Pears . . . . .	3	7	12	15	9
Tomatoes, fresh and quick-frozen . . . . .	39	69	83	52	59
Tomatoes, canned and bottled . . . . .	19	17	11	15	16
Dried vine fruit . . . . .	15	14	13	18	15
Nuts and fruit and nut products . . . . .	9	6	6	18	10
Cereals:					
Oatmeal and oat products . . . . .	21	12	10	19	16
Breakfast cereals . . . . .	34	40	39	35	37
Beverages:					
Cocoa and drinking chocolate . . . . .	11	8	7	10	9
Branded food drinks . . . . .	9	6	5	7	7
Spreads and dressings . . . . .	3	12	11	4	7
Soups, canned . . . . .	35	22	19	31	27
Soups, dehydrated and powdered . . . . .	7	4	4	7	5
Meat and vegetable extracts . . . . .	19	16	14	19	17
Table jellies squares and crystals . . . . .	13	20	20	14	17

(a) 5 per cent in July–August (1957 crop), 78 per cent in September (1958 crop).  
 From 1st September, potatoes of the 1958 crop were regarded as "old".

(b) 75 per cent in July–August (1958 crop).

TABLE 2  
*Domestic Food Consumption, 1958, All Households*  
*(oz. per head per week except where otherwise stated)*

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>MILK AND CREAM</b>					
<b>Liquid</b>					
Full price (pt.) . . . . .	3.85	3.99	4.01	3.90	3.94
Welfare (pt.) . . . . .	0.69	0.63	0.60	0.69	0.65
School (pt.) . . . . .	0.22	0.20	0.14	0.25	0.20
<i>Total Liquid Milk (pt.) . . . . .</i>	<i>4.76</i>	<i>4.82</i>	<i>4.75</i>	<i>4.83</i>	<i>4.80</i>
<b>Condensed</b>					
Skimmed, sweetened (eq. pt.) . . . . .	0.01	0.02	0.01	0.01	0.01
Whole, sweetened (eq. pt.) . . . . .	0.02	0.02	0.01	0.01	0.02
Whole, unsweetened (eq. pt.) . . . . .	0.12	0.14	0.14	0.13	0.13
<b>Dried</b>					
National (eq. pt.) . . . . .	0.06	0.04	0.05	0.04	0.05
Branded (eq. pt.) . . . . .	0.06	0.07	0.07	0.08	0.07
Other milk (pt.) . . . . .	0.01	...	0.01	0.01	0.01
Cream (pt.) . . . . .	0.01	0.02	0.02	0.01	0.02
<i>Total Milk and Cream (pt. or eq. pt.) . . . . .</i>	<i>5.06</i>	<i>5.13</i>	<i>5.07</i>	<i>5.12</i>	<i>5.10</i>
<b>CHEESE</b>					
Natural . . . . .	2.58	2.72	2.60	2.51	2.60
Processed and packeted . . . . .	0.32	0.40	0.42	0.38	0.38
<i>Total Cheese . . . . .</i>	<i>2.90</i>	<i>3.12</i>	<i>3.02</i>	<i>2.89</i>	<i>2.98</i>
<b>MEAT AND MEAT PRODUCTS</b>					
<b>Carcase Meat</b>					
Beef and veal . . . . .	10.96	9.31	8.88	9.12	9.57
Mutton and lamb . . . . .	5.82	6.34	6.28	5.73	6.04
Pork . . . . .	2.46	1.89	1.94	2.24	2.13
<i>Total Carcase Meat . . . . .</i>	<i>19.24</i>	<i>17.54</i>	<i>17.10</i>	<i>17.09</i>	<i>17.74</i>
<b>Other Meat</b>					
Corned meat . . . . .	0.77	0.93	1.08	0.78	0.89
Bones . . . . .	0.60	0.33	0.39	0.64	0.49
Bacon and ham, uncooked . . . . .	5.16	5.31	5.12	5.06	5.16
Bacon and ham, cooked (including canned) . . . . .	0.71	0.81	0.91	0.73	0.79
Other cooked meat (not canned) . . . . .	0.42	0.41	0.47	0.44	0.44
Other canned meat . . . . .	1.25	1.51	1.71	1.58	1.51
Liver . . . . .	0.91	0.78	0.84	0.81	0.84
Offals (other than liver) . . . . .	0.75	0.61	0.57	0.73	0.66
Poultry . . . . .	0.78	0.90	1.07	1.12	0.97
Rabbit, game and other meat . . . . .	0.15	0.08	0.05	0.23	0.13
Sausages, uncooked, pork . . . . .	2.18	1.88	1.93	2.21	2.05
Sausages, uncooked, beef . . . . .	1.54	1.40	1.41	1.36	1.43
Other meat products . . . . .	2.22	1.84	1.92	2.30	2.07
<i>Total Other Meat . . . . .</i>	<i>17.44</i>	<i>16.79</i>	<i>17.47</i>	<i>17.99</i>	<i>17.43</i>

TABLE 2—continued  
(*os. per head per week except where otherwise stated*)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>FISH</b>					
White, quick-frozen . . . . .	0·09	0·13	0·12	0·12	0·12
White, fresh (excluding quick-frozen) .	2·65	2·75	2·55	2·56	2·63
Herrings, fresh . . . . .	0·15	0·13	0·20	0·27	0·19
Fat, fresh, other . . . . .	0·12	0·12	0·15	0·11	0·12
White, processed . . . . .	0·43	0·41	0·39	0·36	0·40
Fat, processed . . . . .	0·30	0·26	0·29	0·45	0·32
Shell . . . . .	0·12	0·12	0·13	0·13	0·12
Cooked . . . . .	0·98	0·93	1·06	0·91	0·97
Canned and bottled . . . . .	0·59	0·66	0·64	0·74	0·66
Fish products . . . . .	0·17	0·17	0·16	0·19	0·17
<i>Total Fish . . . . .</i>	<i>5·60</i>	<i>5·68</i>	<i>5·69</i>	<i>5·84</i>	<i>5·70</i>
<b>EGGS (No.) . . . . .</b>					
	4·36	4·61	4·37	4·36	4·42
<b>FATS</b>					
Butter . . . . .	5·45	6·27	6·52	6·14	6·10
Margarine . . . . .	3·89	3·35	3·08	3·50	3·46
Lard and compound cooking fat . . . .	2·23	2·09	2·11	2·16	2·15
Suet and dripping . . . . .	0·61	0·38	0·37	0·59	0·49
Other fats, oils and creams . . . . .	0·04	0·06	0·01	0·07	0·04
<i>Total Fats . . . . .</i>	<i>12·22</i>	<i>12·15</i>	<i>12·09</i>	<i>12·46</i>	<i>12·24</i>
<b>SUGAR AND PRESERVES</b>					
Jams, jellies and curds . . . . .	1·84	1·93	1·76	1·66	1·80
Sugar . . . . .	18·25	18·03	19·34	18·59	18·55
Marmalade . . . . .	0·93	1·10	1·04	1·04	1·03
Syrup, treacle and honey . . . . .	0·81	0·59	0·52	0·73	0·66
<i>Total Sugar and Preserves . . . . .</i>	<i>21·83</i>	<i>21·65</i>	<i>22·66</i>	<i>22·02</i>	<i>22·04</i>
<b>VEGETABLES</b>					
Old potatoes . . . . .	58·29	29·86	18·45	55·93	40·63
New potatoes . . . . .	0·55	18·83	34·70	—	13·52
Chips . . . . .	1·03	1·18	1·24	1·22	1·17
Crisps . . . . .	0·07	0·08	0·07	0·06	0·07
<i>Total Potatoes . . . . .</i>	<i>59·94</i>	<i>49·95</i>	<i>54·46</i>	<i>57·21</i>	<i>55·39</i>
Cabbages . . . . .	4·83	6·43	4·87	5·09	5·30
Brussels sprouts . . . . .	4·08	0·07	0·27	4·77	2·30
Cauliflower . . . . .	1·66	3·01	1·80	1·96	2·11
Leafy salads . . . . .	0·28	1·98	2·24	0·41	1·23
Fresh legumes . . . . .	0·02	0·75	11·22	0·76	3·19
Quick-frozen legumes . . . . .	0·32	0·46	0·26	0·33	0·34
Other fresh green vegetables . . . . .	0·28	0·46	0·11	0·18	0·26
<i>Total Fresh Green Vegetables . . . . .</i>	<i>11·47</i>	<i>13·16</i>	<i>20·77</i>	<i>13·50</i>	<i>14·73</i>

TABLE 2—continued  
(oz. per head per week except where otherwise stated)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
Carrots . . . . .	3.58	1.88	2.65	3.79	2.98
Other root vegetables . . . . .	3.32	0.98	1.97	3.53	2.45
Onions, shallots, etc. . . . .	3.51	2.95	2.85	3.68	3.25
Miscellaneous fresh vegetables . . . . .	0.38	1.50	2.25	1.60	1.43
Dried pulses . . . . .	0.83	0.65	0.35	0.72	0.64
Canned peas . . . . .	3.37	3.83	2.51	3.00	3.18
Canned beans . . . . .	2.59	2.59	2.27	2.74	2.55
Canned vegetables (other than pulses) . . . . .	0.36	0.73	0.30	0.30	0.42
Vegetable products . . . . .	0.07	0.06	0.08	0.07	0.07
<i>Total Other Vegetables . . . . .</i>	<i>18.01</i>	<i>15.17</i>	<i>15.23</i>	<i>19.43</i>	<i>16.97</i>
<i>Total Vegetables . . . . .</i>	<i>89.42</i>	<i>78.28</i>	<i>90.46</i>	<i>90.14</i>	<i>87.09</i>
<b>FRUIT</b>					
<b>Fresh</b>					
Oranges . . . . .	4.08	3.06	1.88	2.03	2.76
Other citrus fruit . . . . .	0.90	0.59	0.55	0.60	0.66
Apples . . . . .	4.84	3.63	5.79	8.39	5.66
Stone fruit . . . . .	0.05	0.28	1.84	0.12	0.57
Soft fruit (including quick-frozen) . . . . .	0.07	0.85	2.67	0.56	1.04
Pears . . . . .	0.19	0.43	0.89	1.31	0.70
Bananas . . . . .	2.72	3.16	3.50	2.95	3.08
Other fresh fruit . . . . .	0.36	1.86	0.76	0.18	0.79
Tomatoes, fresh and quick-frozen . . . . .	2.00	4.17	7.04	3.44	4.16
<i>Total Fresh Fruit . . . . .</i>	<i>15.21</i>	<i>18.03</i>	<i>24.92</i>	<i>19.58</i>	<i>19.42</i>
<b>Other</b>					
Canned peaches, pears and pineapples . . . . .	1.89	2.33	2.44	2.35	2.25
Tomatoes, canned and bottled . . . . .	1.02	0.98	0.66	0.86	0.88
Other canned and bottled fruit . . . . .	1.75	1.80	1.78	1.65	1.74
Dried vine fruit . . . . .	0.70	0.69	0.69	1.10	0.80
Other dried fruit . . . . .	0.23	0.32	0.20	0.29	0.26
Nuts and fruit and nut products . . . . .	0.31	0.17	0.18	0.79	0.36
Fruit juices . . . . .	0.23	0.32	0.32	0.29	0.29
Welfare orange juice . . . . .	0.09	0.08	0.07	0.09	0.08
<i>Total Other Fruit and Fruit Products . . . . .</i>	<i>6.22</i>	<i>6.69</i>	<i>6.34</i>	<i>7.42</i>	<i>6.66</i>
<i>Total Fruit . . . . .</i>	<i>21.43</i>	<i>24.72</i>	<i>31.26</i>	<i>27.00</i>	<i>26.08</i>
<b>CEREALS</b>					
Brown bread, unwrapped . . . . .	1.05	1.23	1.12	1.05	1.11
Brown bread, wrapped . . . . .	0.74	0.72	0.85	0.83	0.78
White bread, large loaves, unwrapped . . . . .	12.80	12.50	10.90	10.38	11.64
White bread, large loaves, wrapped . . . . .	23.14	22.68	24.13	22.66	23.15
White bread, small loaves, unwrapped . . . . .	2.68	2.59	2.49	2.33	2.52
White bread, small loaves, wrapped . . . . .	1.13	1.18	1.16	1.02	1.12
Wholewheat and wholemeal bread . . . . .	1.33	1.59	1.74	1.49	1.54
Malt bread . . . . .	0.20	0.26	0.24	0.25	0.24
Other bread . . . . .	4.09	4.84	5.60	5.91	5.11
<i>Total Bread . . . . .</i>	<i>47.16</i>	<i>47.59</i>	<i>48.23</i>	<i>45.92</i>	<i>47.21</i>

TABLE 2—continued  
(oz. per head per week except where otherwise stated)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
Self-raising flour . . . . .	6.23	5.64	5.33	5.69	5.72
Other flour . . . . .	2.31	2.01	1.86	1.94	2.03
Buns, scones and teacakes . . . . .	1.44	1.33	1.37	1.46	1.40
Cakes and pastries . . . . .	4.16	4.56	4.55	4.40	4.42
Biscuits, other than chocolate biscuits . . . . .	4.59	4.86	4.91	4.78	4.78
Biscuits, chocolate . . . . .	0.78	0.81	0.71	0.90	0.80
Puddings . . . . .	0.78	1.02	1.29	1.19	1.07
Oatmeal and oat products . . . . .	1.54	0.86	0.69	1.52	1.15
Breakfast cereals . . . . .	1.55	2.00	1.93	1.70	1.80
Rice . . . . .	0.77	0.71	0.68	0.68	0.71
Cereals, flour base . . . . .	0.83	0.78	0.68	0.72	0.75
Other cereals . . . . .	0.66	0.65	0.70	0.65	0.66
<b>Total Cereals</b> . . . . .	<b>72.80</b>	<b>72.82</b>	<b>72.93</b>	<b>71.55</b>	<b>72.50</b>
<b>BEVERAGES</b>					
Tea . . . . .	2.90	2.83	2.74	2.88	2.84
Coffee, bean and ground . . . . .	0.08	0.10	0.09	0.11	0.10
Coffee, extracts and essences . . . . .	0.31	0.31	0.29	0.30	0.30
Cocoa and drinking chocolate . . . . .	0.23	0.19	0.18	0.21	0.20
Branded food drinks . . . . .	0.28	0.17	0.16	0.19	0.20
<b>Total Beverages</b> . . . . .	<b>3.80</b>	<b>3.60</b>	<b>3.46</b>	<b>3.69</b>	<b>3.64</b>
<b>MISCELLANEOUS</b>					
Invalid and baby foods . . . . .	0.29	0.32	0.19	0.34	0.28
Spreads and dressings . . . . .	0.06	0.28	0.24	0.09	0.17
Soups, canned . . . . .	2.45	1.59	1.29	2.24	1.89
Soups, dehydrated and powdered . . . . .	0.08	0.05	0.03	0.08	0.06
Meat and vegetable extracts . . . . .	0.13	0.09	0.08	0.12	0.10
Pickles and sauces . . . . .	0.99	0.97	0.85	0.96	0.94
Table jellies, squares and crystals (pt.) . . . . .	0.06	0.09	0.09	0.06	0.08
Salt . . . . .	1.08	0.93	1.02	0.87	0.98



TABLE 3  
Domestic Food Prices, 1958, All Households

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>MILK AND CREAM</b>					
<b>Liquid</b>					
Full price . . . . .	8.23	7.87	7.78	8.23	8.04
Welfare . . . . .	4.23	4.24	4.24	4.27	4.24
<i>Total Liquid Milk Purchased</i> . . . . .	7.60	7.35	7.29	7.61	7.47
<b>Condensed</b>					
Skimmed, sweetened . . . . .	6.51	6.41	6.26	6.25	6.39
Whole, sweetened . . . . .	11.35	11.40	11.05	10.80	11.19
Whole, unsweetened . . . . .	8.96	8.93	9.06	8.82	8.94
<b>Dried</b>					
National . . . . .	4.00	4.24	3.96	4.09	4.06
Branded . . . . .	8.11	8.31	8.17	7.81	8.10
Other milk . . . . .	7.52	28.79	17.38	28.79	14.82
Cream . . . . .	66.71	70.32	68.33	72.39	69.39
<b>CHEESE</b>					
Natural . . . . .	28.16	28.28	29.54	34.80	30.09
Processed and packeted . . . . .	52.46	51.92	53.06	54.66	53.01
<b>MEAT AND MEAT PRODUCTS</b>					
<b>Carcase Meat</b>					
Beef and veal . . . . .	42.30	43.83	44.96	45.56	44.03
Mutton and lamb . . . . .	43.61	45.91	46.99	47.99	45.90
Pork . . . . .	38.97	40.27	42.15	41.48	40.63
Other Meat	44.40	45.58	44.68	46.14	45.19
<b>Corned meat</b>					
Bones . . . . .	45.59	46.56	45.60	47.85	46.36
Bacon and ham, uncooked . . . . .	9.84	15.92	12.56	11.20	11.82
Bacon and ham, cooked (including canned) . . . . .	44.08	47.22	47.69	48.84	46.86
Other cooked meat (not canned) . . . . .	87.06	88.75	90.48	89.89	89.03
Other canned meat . . . . .	75.48	79.27	79.86	81.09	78.86
Liver . . . . .	39.06	39.84	40.46	39.87	39.82
Offals (other than liver) . . . . .	46.81	48.79	51.41	50.18	49.10
Poultry . . . . .	27.57	31.23	30.85	28.59	29.34
Rabbit, game and other meat . . . . .	55.41	56.20	53.36	53.69	54.60
Sausages, uncooked, pork . . . . .	41.24	35.75	37.90	38.36	38.90
Sausages, uncooked, beef . . . . .	35.14	35.14	35.63	35.36	35.30
Other meat products . . . . .	26.45	26.77	26.55	28.21	26.97
	31.15	32.39	32.44	33.39	32.32
<b>FISH</b>					
White, quick-frozen . . . . .	44.98	41.57	45.61	44.34	43.97
White, fresh . . . . .	32.23	31.41	32.53	33.25	32.31
Herrings, fresh . . . . .	15.49	15.24	16.07	15.65	15.64
Fat, fresh, other . . . . .	29.19	41.62	24.29	30.86	31.61
White, processed . . . . .	31.10	30.96	30.36	30.82	30.85
Fat, processed . . . . .	21.15	21.06	21.69	22.68	21.76
Shell . . . . .	76.22	89.47	87.20	75.39	81.89
Cooked . . . . .	40.82	42.36	39.13	42.24	41.15
Canned and bottled . . . . .	77.11	73.24	77.38	78.85	76.63
Fish products . . . . .	50.60	53.26	57.07	50.77	52.63

TABLE 3—continued

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>EGGS . . . . .</b>	3·96	3·85	4·45	4·68	4·21
<b>FATS</b>					
Butter . . . . .	34·22	28·85	31·18	35·62	32·41
Margarine . . . . .	22·51	21·84	21·80	21·18	21·87
Lard and compound cooking fat .	20·43	20·63	20·30	20·18	20·39
Suet and dripping . . . . .	19·05	17·95	17·37	20·05	18·86
Other fats, oils and creams . .	34·97	49·15	39·88	35·06	40·09
<b>SUGAR AND PRESERVES</b>					
Jams, jellies and curds . . . .	21·03	20·84	20·70	20·93	20·89
Sugar . . . . .	7·43	8·17	8·24	8·12	7·97
Marmalade . . . . .	17·90	18·03	18·12	17·29	17·83
Syrup, treacle and honey . . .	15·07	15·31	16·56	16·38	15·73
<b>VEGETABLES</b>					
Old potatoes . . . . .	3·75	4·84	3·45	4·10	4·06
New potatoes . . . . .	8·92	8·53	3·55	n.a.	5·88
Chips . . . . .	16·51	17·25	17·33	16·44	16·88
Crisps . . . . .	63·01	62·24	60·10	63·13	62·21
Cabbages . . . . .	5·88	7·21	4·90	4·88	5·98
Brussels sprouts . . . . .	8·76	25·47	10·56	8·22	8·62
Cauliflower . . . . .	11·36	10·25	8·73	9·20	10·00
Leafy salads . . . . .	40·03	22·48	13·85	23·95	21·34
Fresh legumes . . . . .	35·00	9·44	8·11	10·37	8·36
Quick-frozen legumes . . . . .	39·93	38·52	38·98	41·13	39·56
Other fresh green vegetables .	9·22	11·60	10·16	11·73	10·73
Carrots . . . . .	5·71	9·53	6·66	4·84	6·26
Other root vegetables . . . . .	4·87	7·82	7·11	4·56	5·38
Onions, shallots, etc. . . . .	6·86	8·24	7·45	6·48	7·20
Miscellaneous fresh vegetables .	34·53	25·52	16·11	16·68	20·68
Dried pulses . . . . .	16·15	16·51	16·78	16·68	16·46
Canned peas . . . . .	13·97	14·37	14·16	14·06	14·15
Canned beans . . . . .	14·02	14·10	13·75	13·69	13·90
Canned vegetables (other than pulses) . . . . .	19·39	18·70	17·92	18·99	18·79
Vegetable products . . . . .	22·74	23·64	24·04	18·89	22·28
<b>FRESH FRUIT</b>					
Oranges . . . . .	12·12	13·39	13·10	12·15	12·63
Other citrus fruit . . . . .	14·80	16·81	16·67	15·77	15·82
Apples . . . . .	16·79	19·44	11·63	8·65	13·40
Stone fruit . . . . .	25·57	19·60	14·89	15·80	15·97
Soft fruit (including quick-frozen)	36·65	28·88	23·24	21·96	24·88
Pears . . . . .	20·76	17·99	13·18	10·46	13·44
Bananas . . . . .	16·40	16·47	16·70	16·49	16·51
Other fresh fruit . . . . .	15·24	9·06	11·73	14·84	11·83
Tomatoes, fresh and quick-frozen	21·44	31·02	19·63	18·51	22·94
<b>OTHER FRUIT</b>					
Canned peaches, pears and pineapples . . . . .	22·62	22·16	22·26	21·48	22·11

TABLE 3—*continued*

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
Tomatoes, canned and bottled . . .	15·75	15·57	15·24	15·57	15·57
Other canned and bottled fruit . . .	23·40	23·55	24·37	24·55	23·93
Dried vine fruit . . . . .	19·90	20·35	19·01	21·29	20·32
Other dried fruit . . . . .	22·95	22·98	22·75	27·10	24·06
Nuts and fruit and nut products . . .	27·39	35·58	29·37	32·30	31·27
Fruit juices . . . . .	37·04	30·48	29·71	36·66	33·31
Welfare orange juice . . . . .	13·53	13·31	13·71	13·40	13·47
<b>CEREALS</b>					
Brown bread, unwrapped . . . . .	7·10	7·02	7·05	7·13	7·07
Brown bread, wrapped . . . . .	7·51	7·55	7·46	7·35	7·46
White bread, large loaves, unwrapped . . . . .	6·39	6·34	6·31	6·30	6·34
White bread, large loaves, wrapped . . . . .	6·70	6·67	6·71	6·68	6·69
White bread, small loaves, unwrapped . . . . .	7·53	7·45	7·47	7·43	7·47
White bread, small loaves, wrapped . . . . .	8·27	8·26	8·29	8·15	8·25
Wholewheat and wholemeal bread . . .	9·15	9·17	9·04	9·20	9·14
Malt bread . . . . .	13·91	14·68	15·09	14·58	14·57
Other bread . . . . .	12·26	11·50	11·64	11·29	11·64
Self-raising flour . . . . .	7·31	7·27	7·40	7·20	7·29
Other flour . . . . .	7·19	7·13	7·24	7·19	7·19
Buns, scones and teacakes . . . . .	20·44	20·78	19·75	19·75	20·20
Cakes and pastries . . . . .	32·52	32·14	32·69	33·22	32·63
Biscuits, other than chocolate biscuits . . . . .	25·82	25·54	25·74	26·28	25·84
Biscuits, chocolate . . . . .	39·19	40·07	40·91	39·75	39·90
Puddings . . . . .	20·90	21·71	21·59	21·41	21·43
Oatmeal and oat products . . . . .	13·80	15·08	16·64	13·88	14·43
Breakfast cereals . . . . .	26·56	26·81	27·21	26·38	26·74
Rice . . . . .	13·61	13·60	13·69	13·44	13·59
Cereals, flour base . . . . .	18·44	18·62	19·06	18·52	18·62
Other cereals . . . . .	24·16	26·69	25·97	25·04	25·44
<b>BEVERAGES</b>					
Tea . . . . .	78·78	78·55	78·65	78·03	78·50
Coffee, bean and ground . . . . .	85·76	83·21	89·82	85·25	85·76
Coffee, extracts and essences . . . . .	127·90	130·45	134·07	125·71	129·30
Cocoa and drinking chocolate . . . . .	47·42	48·24	46·40	49·43	47·94
Branded food drinks . . . . .	65·27	69·10	67·56	69·13	67·40
<b>MISCELLANEOUS</b>					
Invalid and baby foods . . . . .	25·18	26·46	25·06	24·12	25·24
Spreads and dressings . . . . .	38·81	40·00	39·96	39·49	39·79
Soups, canned . . . . .	16·15	16·83	17·06	16·10	16·41
Soups, dehydrated and powdered . . .	78·97	77·76	98·43	87·33	83·87
Meat and vegetable extracts . . . . .	135·16	135·06	139·50	130·15	134·42
Pickles and sauces . . . . .	29·46	29·52	30·17	29·17	29·68
Table jellies, squares and crystals . .	8·65	8·77	8·63	8·81	8·71
Salt . . . . .	5·78	5·86	5·97	6·01	5·90

(a) Pence per pint of liquid and other milk and cream, pence per equivalent pint of condensed and dried milk, pence per pint of table jelly made up from squares and crystals and pence per shell egg. Otherwise pence per lb.

**APPENDIX C**  
**TABLE I**  
**Energy Value and Nutrient Content of Domestic Food Consumption<sup>(a)</sup> - All Households, 1958**  
*(per head per day)*

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (c)		Riboflavin		Nicotinic acid		Vitamin C (e)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	246	9.5	13.0	17.4	13.7	12.4	466	45.1	0.4	3.0	435	10.0	0.15	12.1	0.58	35.5	0.4	3.1	4	8.4	4	3.1
Dried milk	7	0.3	0.4	0.5	0.4	0.3	13	1.3	...	0.1	14	0.3	...	0.3	0.02	1.0	...	0.1	...	0.3	5	3.7
Other milk and cream	12	0.5	0.5	0.7	0.7	0.6	16	1.5	...	0.1	28	0.6	...	0.2	0.02	1.3	...	0.1	...	0.3	...	0.4
Cheese	50	1.9	3.0	4.1	4.2	3.8	98	9.5	0.1	0.5	157	3.6	...	0.2	0.06	3.7	...	0.4	...	...	2	1.4
<b>Total Milk, Cream and Cheese</b>	<b>315</b>	<b>12.1</b>	<b>16.9</b>	<b>22.7</b>	<b>19.0</b>	<b>17.1</b>	<b>593</b>	<b>57.4</b>	<b>0.5</b>	<b>3.6</b>	<b>634</b>	<b>14.6</b>	<b>0.16</b>	<b>12.8</b>	<b>0.68</b>	<b>41.5</b>	<b>0.5</b>	<b>3.7</b>	<b>4</b>	<b>9.0</b>	<b>11</b>	<b>8.5</b>
Beef and veal	89	3.4	6.3	8.4	7.1	6.4	4	0.4	1.5	10.3	19	0.4	0.02	2.0	0.09	5.5	1.7	12.8	...	...	...	...
Mutton and lamb	62	2.4	3.1	4.2	5.5	5.0	2	0.2	0.4	3.0	10	0.2	0.03	2.4	0.04	2.2	0.9	6.3	...	...	...	...
Pork	28	1.1	0.9	1.3	2.7	2.5	1	0.1	0.1	0.6	...	...	0.04	3.6	0.01	0.7	0.3	1.9	...	...	...	...
Bacon	83	3.2	2.1	2.8	8.3	7.5	2	0.2	0.2	1.3	...	...	0.02	1.4	0.02	1.2	0.4	3.1	...	...	...	...
Liver	5	0.2	0.6	0.8	0.2	0.2	...	...	0.5	3.3	879	20.2	0.01	1.0	0.10	6.2	0.4	3.3	1	1.1	1	0.8
Poultry	4	0.2	0.5	0.7	0.2	0.2	...	...	0.1	0.7	...	...	...	0.3	...	0.2	0.2	1.6	...	...	...	...
Sausages	43	1.7	1.3	1.7	3.4	3.1	4	0.4	0.2	1.2	2	...	0.03	2.4	0.01	0.7	0.3	2.1	...	...	...	...
Other meat	67	2.6	3.8	5.1	5.2	4.7	6	0.6	0.9	6.5	52	1.2	0.12	9.6	0.04	2.7	0.8	5.6	...	...	2	1.8
<b>Total Meat</b>	<b>381</b>	<b>14.7</b>	<b>18.6</b>	<b>24.9</b>	<b>22.7</b>	<b>20.6</b>	<b>19</b>	<b>1.8</b>	<b>3.8</b>	<b>26.8</b>	<b>961</b>	<b>22.1</b>	<b>0.28</b>	<b>22.7</b>	<b>0.32</b>	<b>19.4</b>	<b>5.0</b>	<b>36.7</b>	<b>1</b>	<b>1.9</b>	<b>4</b>	<b>2.6</b>
Fat fish	3	0.1	0.3	0.4	0.2	0.2	1	0.1	...	0.2	7	0.2	...	0.1	0.01	0.4	0.1	0.5	...	...	5	4.0
Other fish	21	0.8	2.7	3.6	1.0	0.9	13	1.2	0.2	1.8	4	0.1	0.01	0.5	0.02	1.2	0.4	2.7	...	...	25	18.9
<b>Total Fish</b>	<b>24</b>	<b>0.9</b>	<b>3.0</b>	<b>4.0</b>	<b>1.2</b>	<b>1.1</b>	<b>14</b>	<b>1.4</b>	<b>0.3</b>	<b>2.0</b>	<b>11</b>	<b>0.3</b>	<b>0.01</b>	<b>0.6</b>	<b>0.03</b>	<b>1.6</b>	<b>0.4</b>	<b>3.2</b>	...	...	<b>30</b>	<b>22.8</b>
Eggs	50	1.9	3.9	5.3	3.6	3.3	19	1.8	0.9	6.5	316	7.3	0.04	3.2	0.14	8.5	...	0.2	...	...	19	14.2
Butter	184	7.1	0.1	0.1	20.4	18.5	4	0.4	...	0.2	741	17.1	...	...	...	...	...	...	...	...	15	11.1
Margarine	108	4.2	...	...	12.0	10.8	...	...	...	0.3	490	9.7	...	...	...	...	...	...	...	...	44	33.4
Other fats	94	3.6	0.1	0.1	10.5	9.5	...	...	...	0.1	8	0.2	...	...	...	...	...	0.1	...	...	...	0.2
<b>Total Fats</b>	<b>386</b>	<b>14.9</b>	<b>0.2</b>	<b>0.2</b>	<b>42.9</b>	<b>38.8</b>	<b>4</b>	<b>0.4</b>	<b>0.1</b>	<b>0.6</b>	<b>1,169</b>	<b>26.9</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>...</b>	<b>0.1</b>	<b>...</b>	<b>...</b>	<b>60</b>	<b>44.7</b>
Sugar and Preserves	322	12.4	...	0.1	...	...	3	0.3	0.2	1.1	1	...	...	...	...	0.1	...	0.1	...	1	1.6	...

TABLE I—continued  
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (e)		Riboflavin		Nicotinic acid		Vitamin C (e)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Potatoes (b)	142	5.5	3.5	4.7	0.6	0.5	17	1.6	1.3	9.1	—	—	0.18	14.6	0.12	7.6	1.9	14.1	17	34.1	—	—
Cabbages, brussels sprouts and cauliflower	7	0.3	0.7	0.9	—	—	15	1.4	0.3	2.0	55	1.3	0.03	1.8	0.02	1.2	0.1	0.8	5	11.2	—	—
Leafy salads	...	...	...	0.1	—	—	2	0.2	...	0.3	56	1.3	...	0.2	...	0.2	...	0.1	1	1.6	—	—
Fresh legumes, including quick-frozen.	4	0.2	0.3	0.5	—	—	1	0.1	0.1	0.7	14	0.3	0.02	1.6	0.01	0.4	...	0.4	...	0.9	—	—
Other fresh green vegetables	...	...	...	...	—	—	1	0.1	...	0.1	27	0.6	...	...	...	0.1	...	...	...	0.3	—	—
Carrots	2	0.1	0.1	0.1	—	—	5	0.5	0.1	0.4	610	14.0	...	0.4	...	0.2	0.1	0.5	...	1.0	—	—
Other root vegetables	2	0.1	0.1	0.1	—	—	4	0.4	...	0.3	1	...	...	0.2	...	0.2	0.1	0.4	1	1.5	—	—
Other vegetables	27	1.0	1.9	2.6	...	...	16	1.5	0.6	4.3	89	2.0	0.03	2.6	0.02	1.5	0.03	1.9	1	2.8	—	—
<b>Total Vegetables</b>	<b>184</b>	<b>7.1</b>	<b>6.6</b>	<b>8.9</b>	<b>0.6</b>	<b>0.5</b>	<b>61</b>	<b>5.9</b>	<b>2.4</b>	<b>17.1</b>	<b>832</b>	<b>19.6</b>	<b>0.27</b>	<b>21.5</b>	<b>0.19</b>	<b>11.4</b>	<b>2.5</b>	<b>18.3</b>	<b>26</b>	<b>53.4</b>	<b>—</b>	<b>—</b>
Oranges	3	0.1	0.1	0.1	—	—	4	0.4	...	0.2	8	0.2	0.01	0.5	...	0.2	...	...	5	9.4	—	—
Other citrus fruit	...	...	...	...	—	—	...	...	...	0.1	...	...	0.01	0.5	...	0.1	...	0.1	1	1.3	—	—
Apples and pears	8	0.3	0.1	0.1	—	—	1	0.1	0.1	0.6	2	...	0.01	0.6	...	...	0.1	0.6	1	1.9	—	—
Soft fruit	1	...	...	...	—	—	1	0.1	...	0.1	1	...	...	0.1	...	0.1	...	...	2	4.7	—	—
Bananas	6	0.2	0.1	0.1	—	—	...	...	...	0.2	2	...	...	0.3	...	0.2	...	...	1	1.5	—	—
Fresh tomatoes	2	0.1	0.2	0.2	—	—	2	0.2	0.1	0.4	169	3.9	0.01	0.6	0.01	0.4	0.1	0.4	4	8.6	—	—
Other fresh fruit	1	...	...	...	—	—	2	0.2	...	0.1	3	0.1	...	...	...	0.1	...	...	...	0.7	—	—
Other fruit (c)	28	1.1	0.3	0.3	0.3	0.3	5	0.5	0.3	1.9	57	1.3	0.01	0.6	0.01	0.5	0.1	0.4	3	5.2	—	—
<b>Total Fruit</b>	<b>49</b>	<b>1.9</b>	<b>0.8</b>	<b>1.0</b>	<b>0.3</b>	<b>0.3</b>	<b>15</b>	<b>1.5</b>	<b>0.5</b>	<b>3.7</b>	<b>242</b>	<b>5.6</b>	<b>0.04</b>	<b>3.2</b>	<b>0.03</b>	<b>1.6</b>	<b>0.3</b>	<b>2.4</b>	<b>16</b>	<b>33.3</b>	<b>—</b>	<b>—</b>

Domestic Food Consumption and Expenditure, 1958

TABLE I—continued  
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamin (c)		Riboflavin		Nicotinic acid		Vitamin C (e)		Vitamin D	
	Cal.	Per cent of total	£.	Per cent of total	£.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
White bread . . . . .	390	15.0	12.4	16.6	1.1	1.0	160	15.4	3.4	16.5	—	—	0.23	18.6	0.04	2.6	2.4	17.5	—	—	—	—
Other bread . . . . .	87	3.4	2.8	3.8	0.4	0.4	30	2.9	0.7	5.0	—	—	0.06	5.0	0.03	1.1	0.8	5.8	—	—	—	—
Flour . . . . .	111	4.3	3.0	4.0	0.3	0.3	46	4.5	0.6	4.3	—	—	0.07	5.4	0.01	0.7	0.6	4.4	—	—	—	—
Cakes and pastries . . . . .	87	3.4	1.7	2.2	2.5	2.2	21	2.0	0.4	2.5	94	2.2	0.03	2.1	0.03	1.7	0.2	1.2	—	—	—	—
Biscuits . . . . .	104	4.0	2.0	2.6	4.3	3.9	29	2.8	0.4	2.7	—	—	0.01	1.1	0.01	0.7	0.2	1.3	—	—	—	—
Other cereals . . . . .	77	3.0	1.9	2.6	1.2	1.1	11	1.1	0.7	5.1	20	0.5	0.04	3.0	0.02	1.5	0.3	2.2	—	—	—	—
<b>Total Cereals . . . . .</b>	<b>836</b>	<b>33.0</b>	<b>23.7</b>	<b>31.8</b>	<b>9.7</b>	<b>8.8</b>	<b>297</b>	<b>28.8</b>	<b>5.1</b>	<b>36.1</b>	<b>114</b>	<b>2.6</b>	<b>0.44</b>	<b>35.2</b>	<b>0.14</b>	<b>8.3</b>	<b>4.4</b>	<b>32.5</b>	...	...	...	...
Tea . . . . .	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other beverages . . . . .	9	0.3	0.3	0.4	0.3	0.2	2	0.2	0.1	1.0	2	—	—	0.11	6.5	—	—	—	—	—	—	—
<b>Total Beverages . . . . .</b>	<b>9</b>	<b>0.3</b>	<b>0.3</b>	<b>0.4</b>	<b>0.3</b>	<b>0.2</b>	<b>2</b>	<b>0.2</b>	<b>0.1</b>	<b>1.0</b>	<b>2</b>	...	...	...	...	...	...	...	...	...	...	...
Other foods (d) . . . . .	20	0.8	0.6	0.8	0.3	0.3	6	0.6	0.2	1.5	43	1.0	0.01	0.6	0.01	0.7	0.4	2.6	1	1.3	...	0.3
<b>TOTAL ALL FOODS 2,595</b>	<b>100</b>	<b>74.6</b>	<b>100</b>	<b>170.5</b>	<b>100</b>	<b>1,036</b>	<b>14.2</b>	<b>100</b>	<b>4,349</b>	<b>100</b>	<b>1.25</b>	<b>100</b>	<b>1.64</b>	<b>100</b>	<b>13.6</b>	<b>100</b>	<b>49</b>	<b>100</b>	<b>133</b>	<b>100</b>	<b>133</b>	<b>100</b>

(a) Welfare fish liver oil and vitamin A and D tablets excluded.  
 (b) Including chips and crisps.  
 (c) Including welfare orange juice.  
 (d) Invalid and baby foods, spreads and dressings, soups and extracts, pickles and sauces, table jellies and salt.  
 (e) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B<sub>1</sub>) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.

Sugar and Fr.

# APPENDIX D

TABLE I

*Expenditure by Region and Type of Area, 1958*  
*(pence per person per week)*

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
<b>MILK AND MILK PRODUCTS:</b>																
Liquid																
Full price	29.54	22.08	26.72	22.65	29.82	29.87	29.52	32.59	28.49	32.78	35.14	29.16	29.58	30.06	26.29	21.16
Welfare	2.74	2.08	2.66	3.11	2.87	2.79	2.62	2.99	2.14	2.23	2.88	3.02	2.79	2.66	2.62	1.73
<i>Total Liquid Milk</i>	<i>32.28</i>	<i>24.16</i>	<i>29.38</i>	<i>25.76</i>	<i>32.69</i>	<i>32.66</i>	<i>32.14</i>	<i>35.58</i>	<i>30.63</i>	<i>35.01</i>	<i>38.02</i>	<i>32.18</i>	<i>32.37</i>	<i>32.72</i>	<i>28.91</i>	<i>22.89</i>
Condensed																
Skimmed, sweetened.	0.07	0.12	0.09	0.07	0.03	0.08	0.06	0.04	0.03	0.15	0.06	0.05	0.13	0.07	0.05	0.02
Whole, sweetened.	0.17	0.09	0.10	0.32	0.14	0.14	0.37	0.08	0.18	0.16	0.10	0.15	0.15	0.18	0.27	0.24
Whole, unsweetened.	1.18	1.34	0.51	1.33	1.40	1.20	1.70	1.03	0.87	1.63	1.02	1.14	1.25	1.17	1.29	1.25
Dried																
National	0.20	0.18	0.25	0.19	0.25	0.12	0.18	0.22	0.40	0.16	0.14	0.28	0.17	0.24	0.14	0.23
Branded	0.56	0.58	0.47	0.95	0.83	0.48	0.62	0.58	0.27	0.30	0.33	0.58	0.76	0.41	0.68	0.54
Other milk	0.04	0.01	0.02	—	0.01	0.01	—	—	0.03	0.04	0.16	0.01	0.01	0.03	0.01	0.02
Cream	1.09	1.28	0.50	0.57	0.91	0.96	1.01	1.00	2.44	1.04	1.51	0.68	0.88	1.41	1.18	1.02
<i>Total Milk and Cream</i>	<i>35.59</i>	<i>27.76</i>	<i>31.32</i>	<i>29.19</i>	<i>36.26</i>	<i>35.65</i>	<i>36.11</i>	<i>38.53</i>	<i>34.85</i>	<i>38.49</i>	<i>41.34</i>	<i>35.07</i>	<i>35.72</i>	<i>36.23</i>	<i>32.53</i>	<i>26.21</i>
CHIESE:																
Natural	4.90	5.42	4.72	3.95	4.56	5.28	5.12	5.15	4.50	5.96	5.29	4.78	4.68	4.80	4.92	5.43
Processed and packeted	1.25	1.16	1.56	1.16	1.06	1.43	1.71	1.36	0.94	1.19	1.24	1.24	1.38	1.16	1.13	1.45
<i>Total Cheese</i>	<i>6.15</i>	<i>6.58</i>	<i>6.28</i>	<i>5.11</i>	<i>5.62</i>	<i>6.71</i>	<i>6.83</i>	<i>6.51</i>	<i>5.44</i>	<i>7.15</i>	<i>6.53</i>	<i>6.02</i>	<i>6.06</i>	<i>5.96</i>	<i>6.05</i>	<i>6.88</i>
<b>MEAT AND MEAT PRODUCTS:</b>																
Carcass meat																
Beef and veal	27.36	22.11	36.63	28.54	24.53	24.00	30.50	24.63	32.69	24.55	25.74	25.86	27.05	28.18	28.81	32.81
Mutton and lamb	15.31	23.45	5.80	11.90	18.69	13.74	10.06	19.65	13.87	16.18	20.93	17.18	13.44	13.94	12.99	10.66
Pork	5.98	6.64	1.90	5.24	3.07	6.34	12.62	8.94	8.84	5.28	6.63	5.09	5.05	7.00	6.14	7.80
<i>Total Carcass Meat</i>	<i>48.65</i>	<i>52.20</i>	<i>44.33</i>	<i>45.68</i>	<i>46.29</i>	<i>44.08</i>	<i>53.18</i>	<i>53.22</i>	<i>55.40</i>	<i>46.01</i>	<i>53.30</i>	<i>48.13</i>	<i>45.54</i>	<i>49.12</i>	<i>47.94</i>	<i>51.27</i>

TABLE I—continued  
(pence per person per week)

	All house- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi- rural	Rural
											London	Pro- vincial	Larger towns	Smaller towns		
Other meat	2.58	3.00	3.04	2.80	2.09	2.55	2.21	3.02	2.31	2.66	2.37	2.63	2.76	2.68	2.38	2.34
Corned meat	0.36	0.27	0.48	0.45	0.79	0.29	0.14	0.30	0.28	0.20	0.19	0.63	0.39	0.27	0.29	0.23
Bones	15.13	17.03	12.70	16.81	16.26	15.44	13.77	17.57	13.04	14.16	14.26	16.36	14.52	14.92	16.40	13.20
Bacon and ham, uncooked	4.38	4.95	3.83	4.87	5.03	4.09	4.82	5.36	3.42	3.09	4.47	5.06	4.56	3.84	4.00	3.52
Bacon and ham, cooked																
Other cooked meat (not canned)	2.15	1.87	3.46	2.76	3.43	1.94	1.30	1.95	1.14	0.92	1.44	2.76	2.76	1.95	1.66	1.12
Other canned meat	3.77	4.30	4.08	5.62	3.76	3.37	3.18	3.32	2.49	3.48	3.12	3.82	4.28	3.58	3.98	3.34
Liver	2.56	1.93	1.96	2.67	2.07	2.67	2.33	2.42	2.47	3.07	3.31	2.16	2.70	2.54	2.43	1.65
Offals (other than liver)	1.22	0.70	0.75	1.10	1.56	0.99	1.34	1.22	1.52	1.12	1.41	1.19	1.20	1.20	1.18	0.94
Poultry	2.79	1.56	1.20	1.27	3.70	2.26	1.81	3.14	3.53	3.07	4.08	3.12	1.84	2.84	2.38	1.18
Rabbit, game and other meat	0.28	0.15	0.13	0.45	0.16	0.22	0.24	0.10	0.23	0.51	0.33	0.20	0.30	0.32	0.26	0.22
Sausages, uncooked, pork	4.51	3.74	1.89	3.16	3.13	5.82	9.00	5.67	4.28	4.68	5.96	3.71	3.81	4.74	4.40	5.92
Sausages, uncooked, beef	2.41	2.30	6.80	3.03	2.09	0.90	0.53	0.78	1.75	2.45	1.90	2.88	2.82	2.19	2.07	1.92
Other meat products	4.18	2.50	6.96	5.21	4.26	4.79	3.89	3.48	2.84	3.06	3.02	4.48	4.98	4.03	4.10	3.56
Total Other Meat	46.32	44.30	47.28	49.90	48.33	45.33	44.56	48.33	39.30	42.47	46.46	49.00	46.92	45.10	45.53	39.14
Total Meat	94.97	96.50	91.61	95.58	94.62	89.41	97.74	101.55	94.70	88.48	99.76	97.13	92.46	94.22	93.47	90.41
FISH:																
White, quick-frozen	0.32	1.21	0.01	0.10	0.36	0.24	0.20	0.55	0.52	0.28	0.40	0.26	0.18	0.39	0.46	0.37
White, fresh (excluding quick-frozen)	5.28	5.07	7.33	5.77	6.73	5.47	3.56	4.72	4.11	4.04	4.53	6.22	5.80	5.00	4.72	4.10
Herrings, fresh	0.18	0.32	0.38	0.17	0.10	0.11	0.18	0.10	0.14	0.27	0.19	0.13	0.15	0.24	0.16	0.40
Fat, fresh, other	0.23	0.08	0.10	0.10	0.22	0.18	0.20	0.37	0.20	0.25	0.20	0.21	0.22	0.16	0.33	0.08
White, processed	0.77	0.34	1.35	0.39	0.42	0.44	0.69	0.42	0.71	0.86	1.42	0.52	0.66	0.86	0.54	0.54
Fat, processed	0.44	0.40	0.30	0.36	0.40	0.26	0.55	0.38	0.35	0.58	0.68	0.39	0.42	0.42	0.36	0.34
Shell	0.64	0.47	0.05	0.99	0.65	0.85	0.81	0.66	0.30	0.53	0.74	0.60	0.85	0.43	0.59	0.35
Cooked	2.48	1.64	0.98	4.73	2.12	2.64	3.22	1.96	1.56	1.71	2.52	2.60	2.67	2.38	2.45	1.90
Canned and bottled	3.14	3.74	2.04	3.43	4.27	3.55	3.56	4.60	1.40	2.38	2.69	3.87	3.51	3.06	2.60	1.80
Fish products	0.56	0.48	0.24	0.83	0.54	0.60	0.47	0.72	0.45	0.62	0.46	0.60	0.59	0.57	0.61	0.36
Total Fish	14.04	13.75	12.84	16.87	15.81	14.34	13.44	14.48	9.94	11.52	13.93	15.40	15.05	13.51	12.82	9.84



TABLE 1—continued  
(pence per person per week)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Comurbations		Other urban		Semi-rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
<b>EGGS.</b>	16.91	14.66	18.04	18.78	16.83	16.15	12.91	16.58	14.08	15.66	18.59	18.11	18.39	16.64	13.96	9.54
<b>FATS:</b>																
Butter . . . . .	12.29	19.68	10.26	11.44	12.20	12.12	13.49	12.65	12.79	12.28	12.33	12.17	11.53	12.81	12.66	13.50
Margarine . . . . .	4.72	3.57	5.59	5.46	5.90	5.32	4.85	4.04	3.47	4.78	3.30	4.90	5.12	4.31	5.66	5.30
Lard and compound cooking fat . . . . .	2.74	2.71	1.51	3.11	2.72	3.79	3.47	2.94	3.08	2.50	2.18	2.55	2.88	3.73	3.31	3.06
Suet and dripping . . . . .	0.57	0.18	0.71	0.66	0.43	0.58	0.56	0.27	0.68	0.78	0.54	0.46	0.61	0.56	0.68	0.63
Other fats, oils and creams . . . . .	0.11	—	0.04	0.03	0.07	0.12	0.12	..	0.05	0.33	0.21	0.04	0.12	0.16	0.07	0.03
<b>Total Fats . . . . .</b>	<b>20.43</b>	<b>26.14</b>	<b>18.11</b>	<b>20.70</b>	<b>21.31</b>	<b>21.93</b>	<b>22.49</b>	<b>19.90</b>	<b>20.07</b>	<b>20.67</b>	<b>18.56</b>	<b>20.12</b>	<b>20.26</b>	<b>20.57</b>	<b>22.38</b>	<b>22.52</b>
<b>SUGAR AND PRESERVES:</b>																
Jams, jellies and curds . . . . .	2.24	2.31	2.28	2.74	2.87	2.32	2.14	1.68	1.65	1.88	1.98	2.50	2.37	1.96	2.34	2.08
Sugar . . . . .	9.26	10.37	9.48	8.27	9.79	9.97	9.96	9.99	8.32	9.93	8.52	9.38	9.13	9.26	9.79	10.34
Marmalade . . . . .	1.14	1.04	0.92	0.96	1.15	1.21	1.14	0.88	1.37	1.38	1.28	1.07	1.11	1.22	1.10	1.01
Syrup, treacle and honey . . . . .	0.64	0.32	1.29	0.48	0.50	0.71	0.55	0.38	0.93	0.68	0.52	0.42	0.64	0.66	0.90	1.12
<b>Total Sugar and Preserves . . . . .</b>	<b>13.28</b>	<b>14.24</b>	<b>13.97</b>	<b>12.45</b>	<b>14.31</b>	<b>14.21</b>	<b>13.79</b>	<b>12.93</b>	<b>12.27</b>	<b>13.87</b>	<b>12.30</b>	<b>13.37</b>	<b>13.25</b>	<b>13.10</b>	<b>14.13</b>	<b>14.55</b>
<b>VEGETABLES:</b>																
Old potatoes . . . . .	9.09	7.49	7.55	9.50	10.70	9.10	4.94	10.94	7.22	7.90	10.41	10.79	9.57	8.60	7.44	2.62
New potatoes . . . . .	4.00	4.23	3.29	4.64	4.78	3.77	1.56	4.63	2.81	2.88	4.85	4.84	4.18	3.54	3.27	0.93
Chips . . . . .	1.23	0.75	0.69	2.37	1.31	1.52	1.66	1.11	0.84	0.70	0.75	1.38	1.50	1.34	1.24	0.60
Crisps . . . . .	0.27	0.15	0.38	0.16	0.14	0.38	0.42	0.39	0.25	0.37	0.20	0.21	0.30	0.28	0.37	0.33
<b>Total Potatoes . . . . .</b>	<b>14.59</b>	<b>12.62</b>	<b>11.91</b>	<b>16.67</b>	<b>16.93</b>	<b>14.77</b>	<b>8.58</b>	<b>17.07</b>	<b>11.12</b>	<b>11.85</b>	<b>16.21</b>	<b>17.22</b>	<b>15.55</b>	<b>13.76</b>	<b>12.32</b>	<b>4.48</b>
Cabbages . . . . .	1.44	1.70	0.66	1.14	1.16	1.20	0.88	1.64	1.22	1.44	2.66	1.32	1.40	1.44	0.75	0.32
Brussels sprouts . . . . .	0.99	0.84	0.41	1.08	0.70	1.22	0.70	1.46	0.64	0.88	1.50	0.98	1.12	0.87	0.64	0.26
Cauliflower . . . . .	1.16	1.33	0.53	1.40	1.27	1.32	1.07	1.66	1.00	0.85	1.14	1.38	1.29	1.20	0.85	0.54
Leafy salads . . . . .	1.19	0.69	0.72	0.97	1.70	1.10	0.94	1.45	0.66	1.00	1.73	1.45	1.18	0.95	0.84	0.36
Fresh legumes . . . . .	0.90	2.10	0.07	0.62	0.39	1.38	0.50	1.39	1.02	0.68	1.44	0.72	1.10	1.04	0.30	0.11
Quick-frozen legumes . . . . .	0.85	1.02	0.15	0.33	0.55	0.69	0.52	1.53	0.94	0.87	1.73	0.78	0.62	0.83	0.57	0.27
Other fresh green vegetables . . . . .	0.07	0.01	0.02	0.01	0.03	0.07	0.02	0.08	0.19	0.07	0.12	0.03	0.04	0.14	0.03	..
<b>Total Fresh Green Vegetables . . . . .</b>	<b>6.60</b>	<b>7.69</b>	<b>2.56</b>	<b>5.55</b>	<b>5.80</b>	<b>6.98</b>	<b>4.63</b>	<b>9.21</b>	<b>5.67</b>	<b>5.79</b>	<b>10.32</b>	<b>6.66</b>	<b>6.75</b>	<b>6.47</b>	<b>3.98</b>	<b>1.86</b>

TABLE I—continued  
(pence per person per week)

	All house- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi- rural	Rural
											London	Pro- vincial	Larger towns	Smaller towns		
Carrots . . . . .	1.04	1.09	1.30	1.11	1.71	0.86	0.30	0.68	0.87	0.70	1.01	1.24	1.10	0.92	0.98	0.65
Other root vegetables . . . . .	0.65	0.91	0.62	0.65	0.41	0.43	0.32	0.49	0.65	0.66	1.02	0.56	0.68	0.67	0.45	0.19
Onions, shallots, etc. . . . .	1.34	1.33	1.37	1.63	2.14	1.14	0.52	1.35	0.88	0.82	1.31	1.78	1.40	1.07	1.28	0.59
Miscellaneous fresh vegetables . . . . .	1.54	1.20	0.39	1.36	0.97	1.74	2.34	2.03	1.14	1.75	2.32	1.26	1.49	1.59	1.39	0.83
Dried pulses . . . . .	0.66	1.04	1.48	0.85	0.99	0.76	0.40	0.35	0.31	0.30	0.19	0.85	0.81	0.62	0.62	0.78
Canned peas . . . . .	2.81	2.08	1.95	3.30	3.18	3.02	2.05	2.85	1.86	2.96	2.94	3.13	3.06	2.39	2.64	1.89
Canned beans . . . . .	2.21	1.78	2.13	2.87	2.21	2.16	1.79	2.20	1.60	2.08	2.23	2.46	2.38	2.08	2.01	1.46
Canned vegetables (other than pulses) . . . . .	0.49	0.25	0.26	0.56	0.48	0.52	0.30	0.45	0.35	0.59	0.59	0.42	0.56	0.40	0.56	0.31
Vegetable products . . . . .	0.10	—	0.31	0.21	0.16	0.02	0.01	—	0.04	0.02	0.05	0.21	0.06	0.06	0.11	0.07
Total Other Vegetables . . . . .	10.84	9.68	9.81	12.54	12.25	10.65	9.03	10.40	7.70	9.88	11.66	11.91	11.54	9.80	10.04	6.77
Total Vegetables . . . . .	32.03	29.99	24.28	34.76	34.98	32.40	22.24	26.68	24.49	27.52	38.19	35.79	33.84	30.03	26.34	13.11
FRUIT:																
Fresh																
Oranges . . . . .	2.18	2.98	1.96	2.30	2.61	1.82	1.95	2.42	1.56	1.73	2.50	2.56	1.92	1.98	2.01	2.00
Other citrus fruit . . . . .	0.65	0.50	0.41	0.43	0.63	0.61	0.79	0.67	0.63	0.84	0.85	0.55	0.60	0.66	0.67	0.52
Apples . . . . .	4.12	4.02	3.90	3.98	4.80	3.46	2.36	4.94	3.00	3.14	5.36	4.66	3.92	3.60	3.61	2.28
Stone fruit . . . . .	0.54	0.46	0.22	0.21	0.42	0.62	0.74	0.53	0.46	0.75	0.96	0.35	0.51	0.54	0.47	0.38
Soft fruit (including quick- frozen) . . . . .	1.03	1.22	1.44	0.89	1.00	0.72	1.32	0.80	0.84	0.86	1.22	1.16	0.99	0.93	0.88	0.79
Pears . . . . .	0.53	0.52	0.44	0.56	0.63	0.34	0.37	0.68	0.41	0.46	0.69	0.66	0.48	0.46	0.42	0.38
Bananas . . . . .	3.18	3.58	2.57	2.94	3.01	2.99	3.41	3.39	2.85	3.28	3.82	3.22	3.10	3.29	2.75	2.36
Other fresh fruit . . . . .	0.26	0.12	0.30	0.14	0.28	0.18	0.12	0.34	0.21	0.26	0.40	0.30	0.24	0.22	0.16	0.10
Tomatoes, fresh and quick-frozen . . . . .	5.63	6.27	4.96	5.22	6.14	5.54	6.08	6.53	4.73	4.84	6.33	6.10	5.61	5.23	5.02	4.81
Total Fresh Fruit . . . . .	18.12	20.27	16.20	16.67	19.52	16.28	17.14	20.90	14.69	16.16	22.13	19.56	17.37	16.91	15.99	13.62

TABLE 1—continued  
(pence per person per week)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
Other fruit	3.11	4.04	2.43	3.09	3.16	2.99	3.32	3.42	2.69	3.14	3.43	3.14	3.03	3.21	2.79	2.95
Canned peaches, pears and pineapples . . . . .	0.86	0.84	0.07	1.63	0.32	2.25	0.56	1.40	0.26	0.48	0.44	0.71	1.36	0.79	0.96	0.28
Tomatoes, canned and bottled . . . . .	2.45	2.39	1.79	2.22	2.34	3.08	2.28	2.86	1.96	2.24	2.92	2.27	2.57	2.51	2.14	1.80
Other canned and bottled fruit . . . . .	1.01	1.44	0.94	0.77	0.82	0.98	1.58	0.63	1.62	1.24	0.93	0.71	0.88	1.16	1.30	1.68
Dried vine fruit . . . . .	0.39	0.33	0.69	0.18	0.29	0.32	0.40	0.38	0.57	0.42	0.42	0.36	0.32	0.46	0.42	0.47
Other dried fruit . . . . .	0.71	0.52	0.32	0.72	0.52	1.02	0.86	0.55	1.08	0.97	0.62	0.47	0.69	0.83	1.01	0.78
Nuts and fruit and nut products . . . . .	0.60	0.36	0.49	0.32	0.80	0.56	0.54	0.75	0.38	0.55	0.76	0.62	0.50	0.57	0.68	0.36
Fruit juices . . . . .	0.07	0.05	0.06	0.09	0.08	0.04	0.02	0.07	0.08	0.04	0.09	0.08	0.04	0.06	0.11	0.03
Welfare orange juice . . . . .																
<b>Total Other Fruit and Fruit Products . . . . .</b>	<b>9.20</b>	<b>9.97</b>	<b>6.79</b>	<b>9.01</b>	<b>8.33</b>	<b>11.24</b>	<b>9.56</b>	<b>10.06</b>	<b>8.84</b>	<b>9.08</b>	<b>9.63</b>	<b>8.36</b>	<b>9.39</b>	<b>9.59</b>	<b>9.41</b>	<b>8.35</b>
<b>Total Fruit . . . . .</b>	<b>27.32</b>	<b>30.24</b>	<b>22.99</b>	<b>25.68</b>	<b>27.85</b>	<b>27.52</b>	<b>26.70</b>	<b>30.36</b>	<b>23.53</b>	<b>25.24</b>	<b>31.76</b>	<b>27.92</b>	<b>26.76</b>	<b>26.30</b>	<b>25.40</b>	<b>21.97</b>
<b>CEREALS:</b>																
Brown bread, unwrapped . . . . .	0.49	0.90	0.26	0.52	0.42	0.29	0.41	0.36	0.66	0.85	0.49	0.35	0.42	0.44	0.76	0.79
Brown bread, wrapped . . . . .	0.37	0.03	0.21	0.77	0.66	0.13	0.13	0.21	0.13	0.15	0.44	0.40	0.37	0.30	0.41	0.09
White bread, large loaves, unwrapped . . . . .	4.61	12.32	1.66	1.77	2.38	4.59	8.22	5.30	7.86	8.21	4.44	2.95	3.38	5.84	5.56	10.29
White bread, large loaves, wrapped . . . . .	9.68	6.57	13.62	13.14	11.48	11.18	7.55	10.84	5.08	6.06	6.74	12.32	10.93	8.45	9.62	7.06

## Domestic Food Consumption and Expenditure, 1958

TABLE I—continued  
(pence per person per week)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
White bread, small loaves, unwrapped . . . . .	1.18	1.78	0.42	1.14	1.35	1.06	1.26	1.35	1.18	1.19	1.39	1.20	1.13	1.42	0.85	0.76
White bread, small loaves, wrapped . . . . .	0.58	0.02	0.48	0.76	0.39	0.38	0.23	0.39	0.24	0.40	0.76	0.81	0.64	0.38	0.37	0.07
Wholewheat and wholemeal bread . . . . .	0.88	1.19	0.57	0.80	0.72	0.88	0.58	0.72	0.76	0.86	0.98	1.02	0.79	0.85	0.82	0.68
Malt bread . . . . .	0.22	0.06	0.15	0.40	0.39	0.23	0.09	0.39	0.10	0.10	0.08	0.37	0.24	0.15	0.24	0.09
Other bread . . . . .	3.71	2.78	9.09	3.26	2.98	2.88	2.22	2.98	2.06	2.90	3.86	3.88	4.53	3.53	2.64	2.43
<b>Total Bread . . . . .</b>	<b>21.72</b>	<b>25.65</b>	<b>26.46</b>	<b>22.56</b>	<b>22.37</b>	<b>21.62</b>	<b>20.69</b>	<b>22.54</b>	<b>18.07</b>	<b>20.72</b>	<b>19.18</b>	<b>23.30</b>	<b>22.43</b>	<b>21.36</b>	<b>21.27</b>	<b>22.26</b>
Self-raising flour . . . . .	2.61	3.31	1.60	2.71	2.35	3.01	3.64	1.83	4.00	3.21	2.04	2.10	2.50	2.92	3.24	4.02
Other flour . . . . .	0.91	1.24	0.52	2.02	0.43	1.03	1.36	0.38	1.65	0.54	0.32	0.57	0.96	0.92	1.66	1.66
Buns, scones and teacakes . . . . .	1.76	0.77	4.64	2.61	2.26	1.14	0.60	0.86	1.20	1.09	0.90	1.92	2.04	1.74	1.88	2.28
Cakes and pastries . . . . .	9.02	8.82	9.84	9.70	9.54	7.72	9.18	9.19	9.74	8.44	8.24	9.77	9.04	9.48	8.44	8.38
Biscuits, other than chocolate biscuits . . . . .	7.72	6.63	9.44	8.26	6.96	6.94	7.03	6.78	7.08	8.19	8.12	7.31	8.04	7.52	7.69	7.50
Biscuits, chocolate . . . . .	2.00	1.89	4.00	2.55	2.04	1.48	1.52	1.49	1.21	1.46	1.66	2.34	2.25	1.90	1.74	1.58
Puddings . . . . .	1.42	0.62	1.70	1.58	1.52	1.22	1.16	1.36	1.03	1.30	1.66	1.56	1.56	1.26	1.22	0.69
Oatmeal and oat products . . . . .	1.04	0.73	2.70	0.81	1.05	1.00	0.70	0.84	0.79	0.90	0.78	0.94	1.08	1.03	1.10	1.86
Breakfast cereals . . . . .	3.00	2.40	2.03	2.52	3.14	3.29	2.88	3.16	2.89	3.63	3.49	2.90	2.85	2.98	3.11	2.40
Rice . . . . .	0.60	0.95	0.61	0.70	0.51	0.61	0.62	0.48	0.51	0.60	0.62	0.57	0.61	0.56	0.58	0.81
Cereals, flour base . . . . .	0.88	0.62	1.04	0.64	0.62	0.81	0.97	0.93	0.74	1.06	1.17	0.76	0.92	0.93	0.62	0.73
Other cereals . . . . .	1.06	0.87	1.73	0.78	0.79	1.14	0.86	1.03	0.96	1.26	1.12	0.94	1.10	1.04	0.95	1.44
<b>Total Cereals . . . . .</b>	<b>53.74</b>	<b>54.31</b>	<b>66.31</b>	<b>37.44</b>	<b>53.58</b>	<b>51.01</b>	<b>51.21</b>	<b>50.87</b>	<b>49.87</b>	<b>52.40</b>	<b>49.30</b>	<b>54.98</b>	<b>55.38</b>	<b>53.64</b>	<b>53.50</b>	<b>55.61</b>

TABLE I—continued  
(pence per person per week)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural	
											London	Pro-vincial	Larger towns	Smaller towns			
<b>BEVERAGES:</b>																	
Tea . . . . .	13.92	15.03	11.40	14.21	14.03	15.01	13.58	14.72	12.53	14.12	14.60	14.49	13.92	13.54	13.30	12.65	
Coffee, bean and ground . . . . .	0.50	0.16	0.44	0.20	0.65	0.47	0.40	0.41	0.54	0.76	0.55	0.30	0.52	0.40	0.91	0.27	
Coffee, extracts and essences . . . . .	2.42	1.00	1.73	1.97	2.14	2.68	2.91	2.06	2.77	3.26	2.97	2.03	2.41	2.34	2.48	2.40	
Cocoa and drinking chocolate . . . . .	0.60	0.33	0.58	0.51	0.39	0.74	0.96	0.61	0.74	0.74	0.59	0.45	0.61	0.66	0.62	0.92	
Branded food drinks . . . . .	0.85	0.61	0.36	0.58	0.95	0.90	1.49	1.16	0.60	1.26	0.88	0.90	0.86	0.80	0.77	0.90	
<b>Total Beverages . . . . .</b>	<b>18.29</b>	<b>17.13</b>	<b>14.51</b>	<b>17.47</b>	<b>18.16</b>	<b>19.80</b>	<b>19.34</b>	<b>18.96</b>	<b>17.18</b>	<b>20.14</b>	<b>19.59</b>	<b>18.17</b>	<b>18.32</b>	<b>17.74</b>	<b>18.08</b>	<b>17.14</b>	
<b>MISCELLANEOUS:</b>																	
Invalid and baby foods . . . . .	0.44	0.58	0.50	0.42	0.52	0.34	0.72	0.49	0.34	0.43	0.38	0.45	0.37	0.44	0.55	0.75	
Spreads and dressings . . . . .	0.42	0.35	0.28	0.34	0.27	0.40	0.59	0.28	0.33	0.70	0.58	0.30	0.47	0.39	0.37	0.35	
Soups, canned . . . . .	1.94	1.34	2.89	2.42	2.04	1.80	1.42	1.80	1.16	1.75	1.71	2.09	2.33	1.90	1.72	1.15	
Soups, dehydrated and powdered . . . . .	0.31	0.22	0.78	0.17	0.41	0.19	0.25	0.18	0.22	0.31	0.32	0.35	0.30	0.31	0.24	0.39	
Meat and vegetable extracts . . . . .	0.90	0.51	0.40	0.78	0.46	0.79	1.49	0.85	0.92	1.40	1.30	0.56	1.00	0.92	0.87	0.68	
Pickles and sauces . . . . .	1.75	2.38	1.39	1.86	1.44	1.62	1.94	2.05	1.36	1.85	2.00	1.84	1.76	1.79	1.39	1.52	
Table jellies, squares and crystals . . . . .	0.65	0.60	0.80	0.55	0.62	0.58	0.60	0.49	0.73	0.70	0.74	0.60	0.58	0.68	0.67	0.70	
Salt . . . . .	0.36	0.34	0.44	0.28	0.31	0.36	0.37	0.39	0.39	0.45	0.37	0.36	0.36	0.36	0.30	0.47	
Miscellaneous . . . . .	1.15	0.90	0.90	0.92	0.82	1.35	1.12	1.10	1.50	1.36	1.38	0.92	1.23	1.02	1.19	1.19	
<b>Total Miscellaneous Foods . . . . .</b>	<b>7.92</b>	<b>7.22</b>	<b>8.38</b>	<b>7.74</b>	<b>6.89</b>	<b>7.43</b>	<b>8.50</b>	<b>7.63</b>	<b>6.95</b>	<b>8.95</b>	<b>8.78</b>	<b>7.47</b>	<b>8.40</b>	<b>7.81</b>	<b>7.30</b>	<b>7.20</b>	
<b>TOTAL ALL FOODS . . . . .</b>	<b>340.72</b>	<b>338.72</b>	<b>328.58</b>	<b>341.78</b>	<b>346.19</b>	<b>336.53</b>	<b>331.32</b>	<b>354.98</b>	<b>313.36</b>	<b>330.11</b>	<b>338.62</b>	<b>349.53</b>	<b>343.90</b>	<b>335.97</b>	<b>325.96</b>	<b>295.00</b>	
	(285.5d)	(285.3d)	(275.5d)	(285.6d)	(285.10d)	(285.1d)	(275.7d)	(295.7d)	(265.1d)	(275.6d)	(295.11d)	(295.2d)	(285.8d)	(285.0d)	(275.2d)	(245.7d)	

TABLE 2  
Consumption by Region and Type of Area, 1958  
(os. per person per week except where otherwise stated)

	All house- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Comarbatons		Other urban		Semi- rural	Rural	
											London	Pro- vincial	Larger towns	Smaller towns			
<b>MILK AND MILK PRODUCTS:</b>																	
Liquid	3.94	3.98	4.12	2.86	3.88	3.98	3.90	4.02	4.29	4.44	4.36	3.65	3.75	3.81	4.10	4.59	
Full price (pt.) . . .	0.86	0.66	0.85	0.99	0.88	0.90	0.80	0.89	0.66	0.70	0.88	0.92	0.89	0.82	0.82	0.59	
Welfare and school (pt.) . . .																	
<b>Total Liquid Milk (pt.) . . .</b>	<b>4.80</b>	<b>4.64</b>	<b>4.97</b>	<b>3.86</b>	<b>4.76</b>	<b>4.88</b>	<b>4.70</b>	<b>4.90</b>	<b>4.95</b>	<b>5.15</b>	<b>5.25</b>	<b>4.57</b>	<b>4.64</b>	<b>4.64</b>	<b>4.92</b>	<b>5.18</b>	
Condensed	0.01	0.02	0.01	0.01	...	0.01	0.01	0.01	...	0.02	0.01	0.01	0.02	0.01	0.01	...	
Skimmed, sweetened (eq. pt.) . . .	0.02	0.01	0.01	0.03	0.01	0.01	0.03	0.01	0.02	0.02	0.01	0.01	0.01	0.02	0.02	0.02	
Whole, sweetened (eq. pt.) . . .	0.13	0.15	0.06	0.15	0.15	0.13	0.19	0.11	0.10	0.19	0.12	0.12	0.14	0.13	0.15	0.15	
Whole, unsweetened (eq. pt.) . . .																	
Dried	0.05	0.04	0.07	0.05	0.06	0.03	0.04	0.05	0.10	0.04	0.03	0.07	0.05	0.06	0.03	0.06	
National (eq. pt.) . . .	0.07	0.07	0.06	0.12	0.09	0.06	0.08	0.08	0.04	0.04	0.04	0.07	0.10	0.05	0.08	0.06	
Branded (eq. pt.) . . .	0.01	...	...	—	0.01	...	0.04	0.02	0.01	...	0.01	...	...	0.02	0.01	0.01	
Other milk (pt.) . . .	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.02	0.03	0.02	0.02	0.01	0.01	0.02	0.02	0.02	
Cream (pt.) . . .																	
<b>Total Milk and Cream (pt. or eq. pt.) . . .</b>	<b>5.10</b>	<b>4.95</b>	<b>5.19</b>	<b>4.22</b>	<b>5.11</b>	<b>5.14</b>	<b>5.10</b>	<b>5.19</b>	<b>5.25</b>	<b>5.47</b>	<b>5.48</b>	<b>4.87</b>	<b>4.96</b>	<b>4.95</b>	<b>5.24</b>	<b>5.49</b>	
<b>CHEESE:</b>																	
Natural . . .	2.60	3.04	2.99	1.85	2.20	2.70	2.77	2.79	2.53	3.40	3.10	2.40	2.45	2.56	2.51	2.88	
Processed and packeted . . .	0.38	0.31	0.33	0.36	0.33	0.42	0.52	0.39	0.26	0.35	0.37	0.36	0.44	0.36	0.33	0.42	
<b>Total Cheese . . .</b>	<b>2.98</b>	<b>3.35</b>	<b>2.82</b>	<b>2.21</b>	<b>2.53</b>	<b>3.12</b>	<b>3.29</b>	<b>3.18</b>	<b>2.79</b>	<b>3.75</b>	<b>3.47</b>	<b>2.76</b>	<b>2.89</b>	<b>2.92</b>	<b>2.84</b>	<b>3.30</b>	
<b>MEAT AND MEAT PRODUCTS:</b>																	
Carcass meat	9.57	7.23	11.44	10.08	8.87	8.34	10.74	8.35	11.61	9.10	9.39	9.08	9.41	9.66	9.94	11.31	
Beef and veal . . .	6.04	8.20	2.06	4.54	7.36	5.12	4.08	7.79	5.36	6.73	8.73	6.76	5.26	5.42	4.98	3.76	
Mutton and lamb . . .	2.13	2.16	0.61	1.80	1.01	2.24	4.59	3.20	3.30	1.94	2.46	1.77	1.77	2.49	2.15	2.88	
Pork . . .																	
<b>Total Carcass Meat . . .</b>	<b>17.74</b>	<b>17.59</b>	<b>14.11</b>	<b>16.42</b>	<b>17.24</b>	<b>15.70</b>	<b>19.41</b>	<b>19.34</b>	<b>20.27</b>	<b>17.77</b>	<b>20.58</b>	<b>17.61</b>	<b>16.44</b>	<b>17.57</b>	<b>17.07</b>	<b>17.95</b>	

TABLE 2—continued  
(*os. per person per week except where otherwise stated*)

	All house- holds	Wales	Scotland	Northern and East West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi- rural	Rural
											London	Pro- vincial	Larger towns	Smaller towns		
Other meat	0.89	0.99	1.02	0.92	0.77	0.87	0.73	1.07	0.79	0.91	0.87	0.90	0.94	0.90	0.85	0.77
Corned meat	0.49	0.19	1.14	0.50	0.67	0.46	0.36	0.27	0.48	0.36	0.27	0.56	0.56	0.50	0.41	0.51
Bones	5.16	5.17	3.41	5.96	5.50	5.42	4.55	6.27	4.75	5.00	4.85	5.08	4.88	5.08	5.75	4.45
Bacon and ham, uncooked																
Bacon and ham, cooked (including canned)	0.79	0.87	0.69	0.84	0.78	0.74	0.90	0.99	0.69	0.61	0.86	0.72	0.82	0.72	0.74	0.66
Other cooked meat (not canned)	0.44	0.43	0.70	0.52	0.61	0.40	0.34	0.40	0.24	0.20	0.33	0.52	0.55	0.40	0.35	0.27
Other canned meat	1.51	1.68	1.58	2.23	1.38	1.33	1.28	1.31	1.02	1.52	1.35	1.50	1.71	1.44	1.56	1.33
Liver	0.84	0.66	0.63	0.85	0.68	0.87	0.82	0.80	0.83	0.98	0.99	0.72	0.90	0.84	0.79	0.58
Offals (other than liver)	0.66	0.39	0.45	0.65	0.98	0.59	0.64	0.69	0.84	0.53	0.64	0.72	0.60	0.63	0.63	0.50
Poultry	0.97	0.57	0.59	0.40	1.20	1.14	0.67	0.96	1.56	1.02	1.32	0.94	0.60	1.02	1.13	1.10
Rabbit, game and other meat	0.13	0.08	0.05	0.22	0.08	0.17	0.14	0.04	0.08	0.17	0.16	0.10	0.14	0.12	0.14	0.12
Sausages, uncooked, pork	2.05	1.72	0.91	1.46	1.40	2.52	4.06	2.43	2.01	2.19	2.76	1.64	1.72	2.18	1.99	2.70
Sausages, uncooked, beef	1.43	1.37	3.58	1.86	1.24	0.52	0.35	0.46	1.09	1.65	1.22	1.69	1.62	1.30	1.26	1.05
Other meat products	2.07	1.34	3.83	2.63	2.24	1.98	1.78	1.72	1.52	1.57	1.31	2.39	2.42	2.07	1.98	1.79
Total Other Meat	17.43	16.00	18.58	19.04	17.53	17.01	16.62	17.41	15.90	16.74	16.93	18.17	17.58	17.20	17.58	15.83
Total Meat	35.17	33.59	32.69	35.46	34.77	32.71	36.03	36.75	36.17	34.51	37.51	35.78	34.02	34.77	34.65	33.78
FISH:																
White, quick-frozen	0.12	0.46	...	0.04	0.13	0.08	0.08	0.19	0.20	0.10	0.14	0.09	0.06	0.16	0.17	0.14
White, fresh (excluding quick-frozen)	2.63	2.10	3.40	3.12	3.06	2.80	1.92	2.17	2.26	2.14	2.30	2.98	2.95	2.48	2.30	2.16
Herrings, fresh	0.19	0.22	0.34	0.21	0.10	0.11	0.19	0.09	0.15	0.28	0.21	0.14	0.16	0.22	0.16	0.38
Fat, fresh, other	0.12	0.07	0.07	0.04	0.08	0.08	0.16	0.19	0.34	0.12	0.16	0.10	0.09	0.13	0.20	0.08
White, processed	0.40	0.16	0.73	0.20	0.22	0.23	0.37	0.22	0.37	0.44	0.73	0.27	0.35	0.45	0.28	0.30
Fat, processed	0.32	0.30	0.27	0.30	0.29	0.16	0.40	0.27	0.24	0.40	0.50	0.30	0.30	0.29	0.27	0.25
Shell	0.12	0.08	0.02	0.16	0.10	0.17	0.23	0.10	0.06	0.13	0.18	0.09	0.17	0.08	0.10	0.11
Cooked	0.97	0.58	0.50	1.90	0.75	0.98	1.33	0.72	0.58	0.68	0.96	1.02	1.04	0.94	0.96	0.62
Canned and bottled	0.66	0.62	0.35	0.65	0.72	0.82	0.76	0.82	0.38	0.68	0.70	0.66	0.74	0.65	0.57	0.40
Fish products	0.17	0.08	0.10	0.37	0.13	0.19	0.10	0.15	0.14	0.17	0.10	0.17	0.21	0.16	0.22	0.08
Total Fish	5.70	4.67	5.78	6.99	5.58	5.62	5.54	4.92	4.72	5.14	5.98	5.82	6.07	5.56	5.23	4.52

TABLE 2—continued  
(*os. per person per week except where otherwise stated*)

	All house- holds	Wales	Scot land	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi- rural	Rural
											London	Pro- vincial	Larger towns	Smaller towns		
Eggs (No.) . . . . .	4.42	5.08	5.12	4.51	4.16	4.27	4.09	3.91	4.24	4.34	4.63	4.32	4.48	4.18	4.38	4.87
Eggs, purchased (No.) . . . . .	4.00	3.20	4.38	4.39	3.83	3.74	3.14	3.80	3.36	3.77	4.57	4.23	4.36	3.88	3.18	2.36
<b>FATS:</b>																
Butter . . . . .	6.10	9.79	4.94	5.40	6.16	5.88	6.67	6.16	6.36	6.29	6.38	5.96	5.67	6.37	6.16	6.62
Margarine . . . . .	3.46	2.75	4.09	4.02	4.20	3.75	3.46	2.72	2.91	3.64	2.43	3.55	3.73	3.18	4.17	3.94
Lard and compound cooking fat . . . . .	2.15	2.11	1.02	2.55	2.08	2.98	2.75	2.22	2.55	1.95	1.71	1.93	2.28	2.19	2.61	2.39
Suet and dripping . . . . .	0.49	0.14	0.72	0.56	0.34	0.40	0.40	0.22	0.60	0.65	0.51	0.40	0.51	0.48	0.54	0.54
Other fats, oils and creams . . . . .	0.04	—	0.02	0.01	0.04	0.07	0.03	...	0.02	0.11	0.08	0.02	0.05	0.04	0.02	0.02
<b>Total Fats . . . . .</b>	<b>12.24</b>	<b>14.79</b>	<b>10.79</b>	<b>12.54</b>	<b>12.82</b>	<b>13.08</b>	<b>13.31</b>	<b>11.32</b>	<b>12.44</b>	<b>12.64</b>	<b>11.11</b>	<b>11.86</b>	<b>12.24</b>	<b>12.26</b>	<b>13.50</b>	<b>13.51</b>
<b>SUGAR AND PRESERVES:</b>																
Jams, jellies and curds . . . . .	1.80	1.81	1.96	2.10	2.16	1.86	1.86	1.29	1.44	1.62	1.61	1.96	1.85	1.48	1.93	1.84
Sugar . . . . .	18.55	20.28	17.94	16.20	19.58	19.97	20.08	20.56	16.38	19.86	18.01	18.86	18.21	18.39	18.90	20.12
Marmalade . . . . .	1.03	0.91	0.81	0.84	1.03	1.08	1.00	0.78	1.37	1.26	1.18	0.96	0.99	1.08	1.00	0.92
Syrup, treacle and honey . . . . .	0.66	0.24	1.49	0.50	0.50	0.73	0.58	0.40	0.98	0.67	0.47	0.41	0.66	0.68	0.97	1.33
<b>Total Sugar and Preserves . . . . .</b>	<b>22.04</b>	<b>23.24</b>	<b>22.20</b>	<b>19.64</b>	<b>23.27</b>	<b>23.64</b>	<b>23.52</b>	<b>23.03</b>	<b>20.07</b>	<b>23.41</b>	<b>21.27</b>	<b>22.19</b>	<b>21.71</b>	<b>21.73</b>	<b>22.80</b>	<b>24.21</b>
<b>VEGETABLES:</b>																
Old potatoes . . . . .	40.63	40.15	43.05	43.52	40.72	39.82	37.14	42.39	40.33	39.40	38.99	42.83	40.84	39.39	40.35	41.04
New potatoes . . . . .	13.52	13.58	13.28	13.46	13.53	13.55	10.85	15.26	11.42	13.13	14.38	14.62	13.92	12.01	13.16	10.87
Chips . . . . .	1.17	0.64	0.62	2.38	1.18	1.52	1.63	1.06	0.77	0.59	0.70	1.36	1.44	1.20	1.12	0.65
Crisps . . . . .	0.07	0.05	0.10	0.04	0.03	0.10	0.10	0.10	0.06	0.10	0.05	0.06	0.08	0.07	0.09	0.08
<b>Total Potatoes . . . . .</b>	<b>55.39</b>	<b>54.42</b>	<b>57.05</b>	<b>59.40</b>	<b>55.46</b>	<b>54.99</b>	<b>49.72</b>	<b>58.81</b>	<b>52.58</b>	<b>53.22</b>	<b>54.12</b>	<b>58.87</b>	<b>56.28</b>	<b>52.67</b>	<b>54.72</b>	<b>52.64</b>



TABLE 2—continued  
(os. per person per week except where otherwise stated)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
Cabbages . . . . .	5.30	5.29	2.84	4.26	3.38	4.52	4.95	5.07	7.01	7.93	7.65	3.84	4.92	5.52	5.14	5.29
Brussels sprouts . . . . .	2.30	1.46	0.83	2.15	1.12	3.17	2.66	3.06	2.22	2.60	3.26	1.79	2.35	2.28	2.07	1.75
Cauliflower . . . . .	2.11	2.05	0.89	2.51	2.00	2.40	2.97	2.70	2.30	1.80	1.84	2.31	2.28	2.27	2.00	1.52
Leafy salads . . . . .	1.23	0.78	0.82	0.90	1.52	1.28	1.21	1.30	1.16	1.39	1.52	1.24	1.22	1.06	1.19	1.04
Fresh legumes . . . . .	3.19	4.47	0.70	1.60	0.79	4.02	3.91	3.91	5.36	5.72	4.02	1.73	3.13	3.59	4.06	2.87
Quick-frozen legumes . . . . .	0.34	0.38	0.06	0.13	0.22	0.27	0.23	0.63	0.37	0.36	0.70	0.31	0.26	0.33	0.24	0.10
Other fresh green vegetables . . . . .	0.26	0.08	0.06	0.02	0.03	0.20	0.34	0.26	0.72	0.59	0.37	0.06	0.14	0.49	0.26	0.36
<b>Total Fresh Green Vegetables . . . . .</b>	<b>14.73</b>	<b>14.51</b>	<b>6.20</b>	<b>11.57</b>	<b>9.06</b>	<b>15.86</b>	<b>16.27</b>	<b>16.93</b>	<b>19.14</b>	<b>20.39</b>	<b>19.36</b>	<b>11.18</b>	<b>14.30</b>	<b>15.54</b>	<b>14.96</b>	<b>12.93</b>
Carrots . . . . .	2.98	3.92	3.54	3.19	4.69	2.60	2.24	1.87	2.50	2.43	2.50	3.39	3.08	2.54	3.16	3.20
Other root vegetables . . . . .	2.45	3.59	3.16	3.24	1.13	1.78	1.66	1.70	3.34	2.88	2.37	2.06	2.56	2.86	2.40	2.63
Onions, shallots, etc. . . . .	3.25	2.74	3.68	3.80	4.66	2.73	1.96	3.14	2.34	2.32	3.16	4.08	3.35	2.60	3.17	2.20
Miscellaneous fresh vegetables . . . . .	1.43	0.99	0.18	1.02	0.64	1.34	2.72	1.50	1.29	2.12	2.56	0.86	1.22	1.57	1.24	1.18
Dried pulses . . . . .	0.64	0.93	1.69	0.83	0.86	0.60	0.38	0.27	0.30	0.36	0.20	0.80	0.76	0.62	0.63	0.81
Canned peas . . . . .	3.18	2.48	2.08	3.87	3.40	3.36	3.03	3.16	2.04	3.00	3.33	3.50	3.54	2.70	2.93	2.10
Canned beans . . . . .	2.55	2.02	2.44	3.32	2.52	2.54	2.11	2.43	1.88	2.42	2.58	2.79	2.74	2.42	2.32	1.71
Canned vegetables (other than pulses) . . . . .	0.42	0.24	0.20	0.53	0.40	0.44	0.47	0.38	0.27	0.50	0.49	0.36	0.50	0.35	0.42	0.32
Vegetable products . . . . .	0.07	—	0.14	0.21	0.10	0.01	0.02	—	0.02	0.02	0.04	0.15	0.04	0.04	0.09	0.02
<b>Total Other Vegetables . . . . .</b>	<b>16.97</b>	<b>16.91</b>	<b>17.11</b>	<b>20.01</b>	<b>18.40</b>	<b>15.40</b>	<b>14.59</b>	<b>14.45</b>	<b>13.98</b>	<b>16.65</b>	<b>17.23</b>	<b>17.99</b>	<b>17.79</b>	<b>15.70</b>	<b>16.36</b>	<b>14.17</b>
<b>Total Vegetables . . . . .</b>	<b>87.09</b>	<b>85.84</b>	<b>80.36</b>	<b>90.98</b>	<b>82.92</b>	<b>86.25</b>	<b>80.58</b>	<b>90.19</b>	<b>85.70</b>	<b>90.36</b>	<b>90.71</b>	<b>88.04</b>	<b>88.37</b>	<b>83.91</b>	<b>86.04</b>	<b>79.74</b>

## Domestic Food Consumption and Expenditure, 1958

TABLE 2—continued  
(*os. per person per week except where otherwise stated*)

	All house- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi- rural	Rural	
											London	Pro- vincial	Larger towns	Smaller towns			
<b>FRUIT:</b>																	
<b>Fresh</b>																	
Oranges . . . . .	2.76	3.36	2.23	2.96	3.45	2.21	2.47	3.00	1.93	2.26	3.31	3.30	2.40	2.37	2.60	2.39	
Other citrus fruit . . . . .	0.66	0.43	0.38	0.46	0.67	0.60	0.79	0.66	0.59	0.85	0.89	0.58	0.61	0.63	0.66	0.49	
Apples . . . . .	5.66	5.37	4.57	5.40	5.63	5.28	3.82	6.26	5.08	5.75	7.35	5.59	5.48	4.98	5.73	3.96	
Stone fruit . . . . .	0.57	0.34	0.18	0.24	0.43	0.61	1.06	0.61	0.42	0.82	1.02	0.35	0.52	0.56	0.52	0.52	
Soft fruit (including quick-frozen) . . . . .	1.04	0.95	1.49	0.77	0.64	0.82	1.22	0.79	0.95	1.43	1.25	0.97	0.91	0.85	1.30	1.09	
Pears . . . . .	0.70	0.51	0.44	0.69	0.76	0.54	0.66	0.87	0.58	0.69	1.00	0.80	0.59	0.60	0.64	0.34	
Bananas . . . . .	3.08	3.26	2.34	2.82	3.00	3.22	3.72	3.22	3.17	3.17	3.90	3.12	3.01	3.12	2.58	2.13	
Other fresh fruit . . . . .	0.79	0.74	1.46	0.49	0.51	0.60	0.71	0.74	0.83	1.03	0.92	0.71	0.64	0.74	0.86	1.40	
Tomatoes, fresh and quick-frozen . . . . .	4.16	3.97	3.06	3.67	4.16	3.92	4.72	4.39	3.55	4.29	5.43	4.08	4.01	3.86	3.78	3.42	
<b>Total Fresh Fruit . . . . .</b>	<b>19.42</b>	<b>18.93</b>	<b>16.15</b>	<b>17.50</b>	<b>19.25</b>	<b>17.43</b>	<b>18.71</b>	<b>20.54</b>	<b>16.65</b>	<b>20.29</b>	<b>25.07</b>	<b>19.50</b>	<b>18.17</b>	<b>17.70</b>	<b>18.67</b>	<b>15.94</b>	
<b>Other fruit</b>																	
Canned peaches, pears and pineapples . . . . .	2.25	2.75	1.63	2.19	2.25	2.15	2.43	2.54	1.93	2.37	2.61	2.26	2.19	2.24	2.02	2.12	
Tomatoes, canned and bottled . . . . .	0.88	0.88	0.07	1.54	0.33	2.48	0.57	1.39	0.29	0.53	0.48	0.71	1.44	0.78	0.97	0.28	
Other canned and bottled fruit . . . . .	1.74	1.53	1.18	1.44	1.48	2.11	1.82	1.98	1.70	1.90	2.13	1.49	1.77	1.82	1.63	1.48	
Dried vine fruit . . . . .	0.80	1.09	0.72	0.61	0.64	0.74	1.19	0.46	1.33	1.04	0.73	0.55	0.73	0.90	1.02	1.26	
Other dried fruit . . . . .	0.26	0.18	0.45	0.13	0.17	0.21	0.28	0.25	0.39	0.30	0.28	0.23	0.23	0.30	0.27	0.29	
Nuts and fruit and nut products . . . . .	0.36	0.23	0.13	0.42	0.27	0.54	0.56	0.28	0.50	0.46	0.30	0.24	0.38	0.39	0.52	0.42	
Fruit juices . . . . .	0.29	0.16	0.30	0.14	0.33	0.25	0.30	0.36	0.26	0.30	0.40	0.28	0.24	0.30	0.30	0.18	
Welfare orange juice . . . . .	0.08	0.06	0.08	0.11	0.09	0.05	0.02	0.09	0.10	0.04	0.10	0.09	0.05	0.07	0.14	0.04	
<b>Total Other Fruit and Fruit Products . . . . .</b>	<b>6.66</b>	<b>6.88</b>	<b>4.56</b>	<b>6.58</b>	<b>5.56</b>	<b>8.53</b>	<b>7.17</b>	<b>7.35</b>	<b>6.50</b>	<b>6.94</b>	<b>7.03</b>	<b>5.85</b>	<b>7.03</b>	<b>6.80</b>	<b>6.87</b>	<b>6.07</b>	
<b>Total Fruit . . . . .</b>	<b>26.08</b>	<b>25.81</b>	<b>20.71</b>	<b>24.08</b>	<b>24.81</b>	<b>25.96</b>	<b>25.88</b>	<b>27.89</b>	<b>23.15</b>	<b>27.23</b>	<b>32.10</b>	<b>25.35</b>	<b>25.20</b>	<b>24.50</b>	<b>25.54</b>	<b>22.01</b>	

TABLE 2—continued  
(oz. per person per week except where otherwise stated)

	All house-holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban		Semi-rural	Rural
											London	Pro-vincial	Larger towns	Smaller towns		
<b>CEREALS:</b>																
Brown bread, unwrapped	1.11	2.04	0.57	1.14	0.93	0.69	0.96	0.80	1.51	1.97	1.13	0.77	0.95	0.98	1.76	1.81
Brown bread, wrapped	0.78	0.06	0.41	1.62	1.44	0.27	0.30	0.45	0.26	0.33	0.97	0.89	0.78	0.62	0.86	0.19
White bread, large loaves, unwrapped	11.64	29.38	3.98	4.59	6.14	12.02	20.76	13.92	19.93	20.34	11.12	7.69	8.76	14.75	13.85	25.07
White bread, large loaves, wrapped	23.15	15.23	31.20	31.89	27.80	27.19	17.79	26.26	12.09	14.41	16.07	29.72	26.17	19.94	23.18	16.34
White bread, small loaves, unwrapped	2.52	3.85	0.87	2.38	2.87	2.30	2.80	2.90	2.56	2.53	2.99	2.56	2.42	3.05	1.82	1.66
White bread, small loaves, wrapped	1.12	0.04	0.92	1.46	2.16	0.73	0.46	0.78	0.48	0.78	1.52	1.57	1.23	0.74	0.70	0.13
Wholewheat and wholemeal bread	1.54	2.22	0.92	1.42	2.40	1.51	1.02	1.25	1.41	1.48	1.72	1.78	1.38	1.51	1.41	1.19
Malt bread	0.24	0.08	0.21	0.44	0.36	0.20	0.11	0.40	0.14	0.12	0.10	0.40	0.25	0.19	0.24	0.10
Other bread	5.11	5.02	9.43	4.62	5.19	3.93	3.33	4.57	2.77	4.45	5.88	5.63	5.67	4.76	3.64	3.27
<b>Total Bread</b>	<b>47.21</b>	<b>57.92</b>	<b>48.51</b>	<b>49.56</b>	<b>49.29</b>	<b>48.84</b>	<b>47.53</b>	<b>51.33</b>	<b>41.15</b>	<b>46.41</b>	<b>41.50</b>	<b>51.01</b>	<b>47.61</b>	<b>46.54</b>	<b>47.46</b>	<b>49.76</b>
Self-raising flour	5.72	6.95	3.52	5.94	4.99	6.58	8.01	3.96	9.04	7.12	4.54	4.53	5.45	6.40	7.13	9.00
Other flour	2.03	2.75	1.15	4.60	0.93	2.30	3.01	0.82	3.71	1.16	0.70	1.28	2.14	2.05	3.75	3.70
Buns, scones and teacakes	1.40	0.60	3.42	2.26	1.90	0.91	0.49	0.68	0.92	0.79	0.69	1.59	1.61	1.36	1.50	1.73
Cakes and pastries	4.42	4.37	4.63	4.50	4.59	3.50	4.77	4.62	5.48	4.34	4.06	4.63	4.30	4.79	4.22	4.60
Biscuits, other than chocolate biscuits	4.78	4.00	5.73	5.10	4.19	4.34	4.44	4.26	4.39	5.22	5.08	4.32	5.01	4.65	4.69	4.60
Biscuits, chocolate	0.80	0.74	1.52	1.04	0.80	0.57	0.63	0.60	0.50	0.59	0.70	0.92	0.88	0.76	0.72	0.63
Puddings	1.07	0.44	1.19	1.19	1.14	0.88	0.88	1.04	0.74	0.96	1.32	1.18	1.15	0.91	0.88	0.50
Oatmeal and oat products	1.15	0.80	3.53	0.86	1.17	1.04	0.67	0.90	0.84	0.94	0.79	1.04	1.16	1.07	1.26	2.52
Breakfast cereals	1.80	1.50	1.14	1.46	1.91	1.98	1.74	1.94	1.74	2.14	2.12	1.76	1.68	1.76	1.85	1.46
Rice	0.71	1.02	0.75	0.86	0.57	0.71	0.73	0.57	0.56	0.72	0.74	0.66	0.73	0.66	0.68	0.93
Cereals, flour base	0.75	0.45	0.98	0.56	0.53	0.67	0.72	0.71	0.59	0.95	1.05	0.64	0.79	0.78	0.54	0.61
Other cereals	0.66	0.56	1.37	0.49	0.54	0.65	0.45	0.58	0.54	0.73	0.67	0.60	0.69	0.65	0.59	1.02
<b>Total Cereals</b>	<b>72.50</b>	<b>82.10</b>	<b>77.44</b>	<b>78.42</b>	<b>72.55</b>	<b>72.97</b>	<b>74.07</b>	<b>72.01</b>	<b>70.20</b>	<b>72.07</b>	<b>63.96</b>	<b>74.36</b>	<b>73.20</b>	<b>72.38</b>	<b>75.27</b>	<b>81.06</b>

TABLE 2—continued  
(*os. per person per week except where otherwise stated*)

	All house- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Comurbations		Other urban		Semi- rural	Rural	
											London	Pro- vincial	Larger towns	Smaller towns			
<b>BEVERAGES:</b>																	
Tea . . . . .	2.84	3.00	2.43	2.84	2.95	3.04	2.72	2.96	2.56	2.90	2.94	3.00	2.86	2.76	2.65	2.54	
Coffee, bean and ground . . . . .	0.10	0.03	0.08	0.04	0.12	0.08	0.08	0.07	0.10	0.15	0.10	0.05	0.10	0.08	0.16	0.05	
Coffee, extracts and essences . . . . .	0.30	0.12	0.15	0.24	0.20	0.40	0.42	0.30	0.38	0.44	0.33	0.23	0.30	0.31	0.34	0.32	
Cocoa and drinking chocolate . . . . .	0.20	0.11	0.19	0.18	0.13	0.24	0.31	0.21	0.24	0.24	0.20	0.15	0.20	0.22	0.21	0.29	
Branded food drinks . . . . .	0.20	0.15	0.08	0.14	0.23	0.21	0.35	0.29	0.14	0.30	0.21	0.22	0.20	0.19	0.18	0.22	
<b>Total Beverages . . . . .</b>	<b>3.64</b>	<b>3.41</b>	<b>2.92</b>	<b>3.44</b>	<b>3.63</b>	<b>3.97</b>	<b>3.88</b>	<b>3.83</b>	<b>3.42</b>	<b>4.03</b>	<b>3.78</b>	<b>3.65</b>	<b>3.66</b>	<b>3.56</b>	<b>3.54</b>	<b>3.42</b>	
<b>MISCELLANEOUS:</b>																	
Invalid and baby foods . . . . .	0.28	0.44	0.35	0.30	0.32	0.21	0.48	0.24	0.20	0.28	0.22	0.27	0.23	0.29	0.36	0.32	
Spreads and dressings . . . . .	0.17	0.12	0.12	0.13	0.10	0.16	0.24	0.12	0.13	0.29	0.24	0.12	0.19	0.16	0.15	0.14	
Soups, canned . . . . .	1.89	1.30	2.84	2.40	1.92	1.76	1.40	1.73	1.10	1.70	1.67	2.04	2.27	1.86	1.64	1.14	
Soups, dehydrated and powdered . . . . .	0.06	0.04	0.12	0.04	0.08	0.05	0.05	0.03	0.04	0.06	0.06	0.06	0.06	0.06	0.05	0.07	
Meat and vegetable extracts . . . . .	0.10	0.06	0.05	0.09	0.06	0.10	0.16	0.10	0.10	0.16	0.16	0.07	0.12	0.10	0.10	0.08	
Pickles and sauces . . . . .	0.94	1.30	0.75	1.12	0.79	0.87	1.01	1.11	0.69	0.94	1.02	1.04	0.96	0.94	0.76	0.81	
Table jellies, squares and crystals . . . . .	0.08	0.06	0.10	0.06	0.07	0.06	0.07	0.06	0.08	0.08	0.09	0.07	0.07	0.08	0.08	0.08	
Salt . . . . .	0.98	0.82	1.41	0.80	0.85	0.94	1.00	0.94	1.06	1.18	0.94	0.99	0.99	0.96	0.82	1.37	
<b>Total Miscellaneous Foods . . . . .</b>	<b>4.50</b>	<b>4.14</b>	<b>5.74</b>	<b>4.94</b>	<b>4.19</b>	<b>4.15</b>	<b>4.41</b>	<b>4.33</b>	<b>3.40</b>	<b>4.69</b>	<b>4.40</b>	<b>4.66</b>	<b>4.89</b>	<b>4.45</b>	<b>3.96</b>	<b>4.21</b>	

# APPENDIX E

TABLE I  
 Occupational Groups based on Registrars-General's Social Classes.  
 Composition of the Sample, Domestic Food Expenditure and Value of Consumption, 1958

	Occupational Groups											All households*
	I Professional and technical occupations	II Inter-mediate occupations	III Skilled occupations			IV Partly skilled occupations			V Unskilled occupations	Not gainfully occupied or not classified		
			(a) Mining manual workers	(b) Other manual workers	(c) Non-manual workers	All	(a) Agricultural workers	(b) Other manual workers			(c) Non-manual workers	
No. of households . . . . .	299	1,230	2,887	820	3,872	277	673	105	1,055	571	1,584	8,611
No. of persons . . . . .	1,020	4,068	10,194	2,578	13,417	996	2,426	279	3,701	1,944	3,292	27,442
No. of persons per household . . . . .	3.41	3.31	3.53	3.14	3.47	3.60	3.60	2.66	3.51	3.40	2.08	3.19
No. of children per household . . . . .	1.07	0.88	1.09	0.84	1.05	1.03	1.15	0.55	1.06	0.90	0.29	0.88
No. of earners per household . . . . .	1.31	1.53	1.68	1.58	1.65	1.65	1.70	1.69	1.68	1.79	0.42	1.41
Declared net family income: £ per person per week . . . . .	6.79	5.54	4.21	4.68	4.31	3.40	3.99	4.03	3.83	3.92	3.19	4.36
Domestic food expenditure per person per week . . . . .	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Value of free food per person per week . . . . .	31 3	29 2	28 11	28 8	28 6	25 6	28 3	28 5	27 6	28 3	27 0	28 5
Value of consumption per person per week . . . . .	8	2 11	7	7	7	3 3	4	7	1 2	5	9	11
	32 0	32 1	28 11	29 3	29 0	28 8	28 7	29 0	28 8	28 8	27 9	29 4

\* Adjusted to allow for some over-representation of rural households in the 1958 sample.



TABLE 2—continued  
(pence per person per week)

	Registrar-General's Social Classes										
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Partly-skilled occupations			V Unskilled occupations	Not gainfully occupied	All house- holds
			Mining manual workers	Other manual workers	Non- manual workers	All	Agri- cultural workers	Other manual workers			
Other meat	1.49	1.70	2.93	3.37	3.14	3.37	3.36	3.31	2.96	2.00	2.58
Corned meat	0.25	0.22	0.38	0.54	0.29	0.54	0.34	0.45	0.64	0.36	0.36
Bacon and ham, uncooked	15.47	16.42	15.10	15.78	13.37	15.78	14.65	15.05	15.50	13.62	15.13
Bacon and ham, cooked											
(including canned)	3.34	4.15	4.54	4.45	3.79	4.45	4.14	4.25	5.12	4.24	4.38
Other cooked meat (not canned)	1.69	1.80	2.16	2.47	1.25	2.47	1.94	2.10	3.19	2.04	2.15
Other canned meat	3.24	3.05	3.85	4.71	3.47	4.71	2.96	4.24	4.28	2.77	3.77
Liver	3.02	2.71	2.67	2.52	2.06	2.52	2.95	2.43	2.37	1.88	2.56
Offals (other than liver)	2.04	1.42	1.16	1.09	0.78	1.09	1.55	1.04	1.07	1.22	1.22
Poultry	6.84	4.88	2.07	2.07	1.39	2.07	2.58	1.93	2.08	2.75	2.79
Rabbit, game and other meat	0.37	0.24	0.24	0.30	0.16	0.30	0.16	0.25	0.16	0.41	0.38
Sausages, uncooked, pack	5.05	5.26	4.72	3.82	6.09	3.82	4.32	4.47	4.03	3.58	4.51
Sausages, uncooked, beef	1.19	1.68	2.60	2.99	2.06	2.99	2.62	2.71	3.77	2.68	2.41
Other meat products	3.63	3.52	4.32	5.09	4.75	5.09	5.12	5.00	4.69	3.45	4.18
<b>Total Other Meat</b>	<b>47.62</b>	<b>47.05</b>	<b>46.78</b>	<b>49.98</b>	<b>42.60</b>	<b>49.20</b>	<b>46.59</b>	<b>47.23</b>	<b>49.86</b>	<b>40.40</b>	<b>46.32</b>
<b>Total Meat</b>	<b>100.59</b>	<b>100.81</b>	<b>94.36</b>	<b>98.98</b>	<b>92.27</b>	<b>94.78</b>	<b>94.11</b>	<b>94.06</b>	<b>98.70</b>	<b>88.18</b>	<b>94.97</b>
<b>FISH:</b>											
White, quick-frozen	0.68	0.40	0.34	0.30	0.09	0.30	—	0.22	0.28	0.27	0.32
White, fresh (excluding quick-frozen)	7.07	6.25	4.70	4.49	3.48	4.49	5.06	4.26	4.64	6.75	5.28
Herrings, fresh	0.21	0.23	0.14	0.20	0.27	0.20	0.08	0.21	0.20	0.26	0.18
Fat, fresh, other	0.45	0.32	0.21	0.16	0.10	0.16	0.14	0.14	0.12	0.36	0.23
White, processed	0.70	0.99	0.73	0.54	0.57	0.54	1.00	0.58	0.72	0.88	0.77
Fat, processed	0.72	0.50	0.36	0.41	0.19	0.41	0.47	0.36	0.36	0.64	0.44
Shell	1.02	0.72	0.58	0.84	0.16	0.84	0.24	0.61	0.51	0.44	0.64
Cooked	1.12	1.61	2.44	3.56	2.10	3.56	2.29	3.07	3.52	2.16	2.48
Canned and bottled	3.14	3.36	3.31	3.65	1.74	3.65	4.70	3.22	2.95	2.29	3.14
Fish products	0.45	0.43	0.56	0.61	0.68	0.61	0.32	0.61	0.58	0.48	0.56
<b>Total Fish</b>	<b>15.56</b>	<b>14.81</b>	<b>13.37</b>	<b>14.18</b>	<b>9.38</b>	<b>14.76</b>	<b>14.30</b>	<b>13.28</b>	<b>13.88</b>	<b>14.53</b>	<b>14.04</b>

TABLE 2—continued  
(pence per person per week)

	Registrar-General's Social Classes											All households	
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Partly-skilled occupations			V Unskilled occupations	Not gainfully occupied	All households		
			Mining manual workers	Other manual workers	Non- manual workers	All	Agricultural workers	Other manual workers					Non- manual workers
EGGS . . . . .	20.61	15.08	18.68	17.26	18.29	17.53	10.86	17.84	19.06	16.05	16.38	16.06	16.91
<b>FATS:</b>													
Butter . . . . .	13.70	14.10	11.80	11.96	12.86	12.13	11.87	11.15	13.39	11.53	11.30	12.24	12.29
Margarine . . . . .	3.45	4.42	5.71	4.78	4.10	4.69	6.06	5.20	3.99	5.34	5.55	4.26	4.72
Lard and compound cooking fat	2.22	2.70	3.46	2.79	2.44	2.75	3.48	2.94	1.94	3.01	2.94	2.37	2.74
Suet and dripping . . . . .	0.36	0.45	0.75	0.55	0.53	0.56	0.89	0.64	0.64	0.71	0.66	0.58	0.57
Other fats, oils and creams . . . . .	0.25	0.13	0.02	0.06	0.19	0.08	0.05	0.24	—	0.17	0.08	0.08	0.11
<b>Total Fats . . . . .</b>	<b>19.98</b>	<b>21.80</b>	<b>21.74</b>	<b>20.14</b>	<b>20.12</b>	<b>20.21</b>	<b>22.35</b>	<b>20.17</b>	<b>20.16</b>	<b>20.76</b>	<b>20.53</b>	<b>19.53</b>	<b>20.43</b>
<b>SUGAR AND PRESERVES:</b>													
Jams, jellies and curds . . . . .	1.82	1.98	2.37	2.24	2.03	2.21	2.52	2.85	1.64	2.67	2.49	2.19	2.24
Sugar . . . . .	9.40	9.36	9.09	9.29	8.61	9.15	11.02	9.18	9.45	9.70	9.39	9.28	9.26
Marmalade . . . . .	1.73	1.35	0.36	0.97	1.29	1.00	0.96	0.76	1.66	0.88	0.91	1.63	1.14
Syrup, treacle and honey . . . . .	1.10	0.84	0.41	0.58	0.72	0.60	1.02	0.43	0.61	0.60	0.40	0.63	0.64
<b>Total Sugar and Preserves . . . . .</b>	<b>14.05</b>	<b>13.53</b>	<b>12.23</b>	<b>13.08</b>	<b>12.65</b>	<b>12.96</b>	<b>15.52</b>	<b>13.22</b>	<b>13.36</b>	<b>13.85</b>	<b>13.19</b>	<b>13.73</b>	<b>13.28</b>
<b>VEGETABLES:</b>													
Old potatoes . . . . .	6.63	6.64	11.04	10.18	8.82	9.96	3.18	10.68	8.83	8.52	11.35	7.70	9.09
New potatoes . . . . .	3.23	2.80	5.59	4.41	3.91	4.37	1.87	5.02	4.09	4.10	4.58	3.50	4.00
Chips . . . . .	0.36	0.64	3.39	1.28	0.90	1.31	0.99	1.97	1.61	1.68	1.72	1.01	1.23
Crisps . . . . .	0.28	0.32	0.23	0.32	0.20	0.29	0.36	0.24	0.29	0.28	0.22	0.16	0.27
<b>Total Potatoes . . . . .</b>	<b>10.50</b>	<b>10.40</b>	<b>20.25</b>	<b>16.19</b>	<b>13.83</b>	<b>15.93</b>	<b>6.40</b>	<b>17.91</b>	<b>14.82</b>	<b>14.58</b>	<b>17.87</b>	<b>12.37</b>	<b>14.59</b>



TABLE 2—continued  
 (pence per person per week)

	Registrar-General's Social Classes												
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Partly-skilled occupations			V Unskilled occupations	Not gainfully employed	All house- holds		
			Mining manual workers	Other manual workers	Non- manual workers	All	Agri- cultural workers	Other manual workers				Non- manual workers	All
Cabbages . . . . .	1.28	1.09	1.57	1.54	1.34	1.49	0.39	1.47	1.47	1.18	1.86	1.64	1.44
Brussels sprouts . . . . .	1.08	0.98	1.08	1.08	1.00	1.06	0.35	0.97	0.97	0.81	0.88	0.88	0.99
Cauliflower . . . . .	1.45	1.29	1.23	1.17	1.34	1.21	0.46	1.34	1.34	1.08	1.04	0.84	1.16
Leafy salads . . . . .	2.04	1.51	0.84	1.14	1.38	1.17	0.34	0.99	1.21	0.83	0.89	1.12	1.19
Fresh legumes . . . . .	1.32	0.81	0.83	0.98	1.02	0.98	0.16	0.57	0.81	0.48	0.91	0.94	0.90
Quick-frozen legumes . . . . .	2.52	1.35	0.28	0.76	0.98	0.78	0.31	0.67	0.84	0.56	0.56	0.42	0.85
Other fresh green vegetables . . . . .	0.19	0.10	0.02	0.05	0.05	0.05	—	0.02	0.12	0.02	0.03	0.11	0.07
<b>Total Fresh Green Vegetables</b> . . . . .	<b>9.88</b>	<b>7.13</b>	<b>5.64</b>	<b>6.78</b>	<b>7.11</b>	<b>6.74</b>	<b>1.81</b>	<b>6.03</b>	<b>6.87</b>	<b>4.96</b>	<b>6.17</b>	<b>5.95</b>	<b>6.60</b>
Carrots . . . . .	1.33	1.06	0.93	0.99	1.09	1.01	0.42	1.08	1.08	0.90	1.13	1.12	1.04
Other root vegetables . . . . .	0.76	0.58	0.54	0.68	0.71	0.68	0.18	0.60	0.64	0.49	0.69	0.60	0.65
Onions, shallots, etc. . . . .	1.24	1.18	1.71	1.31	1.33	1.33	0.42	1.38	1.37	1.12	1.55	1.68	1.34
Miscellaneous fresh vegetables . . . . .	3.10	1.85	1.36	1.47	1.68	1.51	1.04	1.41	1.36	1.31	1.16	1.14	1.54
Dried pulses . . . . .	0.26	0.44	1.20	0.70	0.55	0.70	0.74	0.81	0.38	0.76	0.89	0.68	0.66
Canned peas . . . . .	2.34	2.20	3.60	3.10	2.72	3.05	2.56	3.18	2.96	3.00	3.24	2.05	2.81
Canned beans . . . . .	1.84	1.77	3.46	2.48	2.10	2.45	1.84	2.59	1.76	2.33	2.64	1.35	2.21
Canned vegetables (other than pulses) . . . . .	1.21	0.62	0.57	0.46	0.56	0.48	0.39	0.42	0.08	0.39	0.25	0.33	0.49
Vegetable products . . . . .	0.05	0.13	0.11	0.09	0.09	0.09	0.10	0.14	0.12	0.13	0.08	0.09	0.10
<b>Total Other Vegetables</b> . . . . .	<b>12.13</b>	<b>9.83</b>	<b>13.48</b>	<b>11.28</b>	<b>10.83</b>	<b>11.30</b>	<b>7.69</b>	<b>11.61</b>	<b>9.75</b>	<b>10.43</b>	<b>11.73</b>	<b>9.04</b>	<b>10.84</b>
<b>Total Vegetables</b> . . . . .	<b>22.01</b>	<b>27.96</b>	<b>39.37</b>	<b>34.19</b>	<b>31.77</b>	<b>33.97</b>	<b>15.90</b>	<b>35.55</b>	<b>31.44</b>	<b>29.97</b>	<b>35.77</b>	<b>27.36</b>	<b>32.03</b>

TABLE 2—continued  
(pence per person per week)

	Registrar-General's Social Classes											All house-holds		
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Partly-skilled occupations			V Unskilled occupa- tions	Not gainfully occupied				
			Mining manual workers	Other manual workers	Non- manual workers	All	Agri- cultural workers	Other manual workers					Non- manual workers	All
<b>FRUIT:</b>														
<b>Fresh</b>														
Oranges . . . . .	3.34	2.58	2.44	2.17	2.46	2.24	1.46	2.14	2.36	1.97	1.57	1.83	2.18	
Other citrus fruit . . . . .	1.75	1.12	0.44	0.45	0.84	0.52	0.37	0.42	0.74	0.43	0.30	0.62	0.65	
Apples . . . . .	6.25	4.99	3.74	4.22	4.86	4.32	1.97	3.52	2.90	3.06	3.00	3.42	4.12	
Stone fruit . . . . .	1.24	0.62	0.30	0.48	0.91	0.55	0.52	0.17	0.61	0.30	0.30	0.63	0.54	
Soft fruit (including quick- frozen) . . . . .	2.73	1.55	0.42	0.88	0.13	0.91	0.86	0.54	0.69	0.64	0.52	1.04	1.03	
Pears . . . . .	0.60	0.67	0.44	0.55	0.55	0.54	0.24	0.50	0.60	0.44	0.48	0.46	0.53	
Bananas . . . . .	4.74	3.64	3.61	3.11	3.62	3.23	2.26	2.80	3.46	2.70	2.61	2.74	3.18	
Other fresh fruit . . . . .	0.84	0.40	0.03	0.19	0.36	0.21	0.06	0.14	0.19	0.12	0.12	0.28	0.26	
Tomatoes, fresh and quick- frozen . . . . .	6.51	6.12	4.85	5.79	5.92	5.77	4.23	5.25	6.00	5.03	5.39	5.08	5.63	
<b>Total Fresh Fruit</b> . . . . .	28.00	21.69	16.26	17.84	20.65	18.29	11.97	15.48	17.55	14.69	14.29	16.10	18.12	
<b>Other fruit</b>														
Canned peaches, pears and pineapples . . . . .	3.40	3.32	3.16	3.37	3.62	3.41	3.39	3.08	3.22	3.17	2.39	1.99	3.11	
Tomatoes, canned and bottled Other canned and bottled fruit . . . . .	0.39	0.45	2.57	0.98	0.72	1.01	0.52	1.16	0.50	0.94	0.92	0.50	0.86	
Dried vine fruit . . . . .	1.11	1.46	3.07	2.50	2.88	2.56	1.56	1.96	2.01	1.86	1.60	1.88	2.45	
Other dried fruit . . . . .	0.78	0.58	0.51	0.95	0.96	0.93	1.66	0.75	0.80	1.00	0.72	0.93	1.01	
Nuts and fruit and nut products Fruit juices . . . . .	1.39	1.06	0.16	0.31	0.42	0.32	0.33	0.17	0.40	0.23	0.26	0.56	0.39	
Welfare orange juice . . . . .	2.46	1.12	0.42	0.65	0.70	0.65	0.68	0.53	0.47	0.57	0.34	0.58	0.71	
Wellfare orange juice . . . . .	0.12	0.08	0.09	0.08	0.07	0.08	0.01	0.06	0.12	0.05	0.06	0.01	0.07	
<b>Total Other Fruit and   Fruit Products</b> . . . . .	13.41	11.14	9.52	9.29	10.05	9.45	8.40	7.99	7.70	8.08	6.47	6.87	9.20	
<b>Total Fruit</b> . . . . .	41.41	32.83	25.78	27.13	30.70	27.74	20.37	23.47	25.25	22.77	20.76	22.97	27.32	

TABLE 2—continued  
(pence per person per week)

	Registrar-General's Social Classes											All house-holds
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Partly-skilled occupations			V Unskilled occupations	Not gainfully occupied	All house- holds	
			Mis- ing manual workers	Other manual workers	Non- manual workers	All	Agri- cultural workers	Other manual workers				
CEREALS:												
Brown bread, unwrapped	0.64	0.73	0.24	0.35	0.42	0.36	0.44	0.40	0.61	0.43	0.36	0.84
Brown bread, wrapped . . .	0.30	0.39	0.52	0.38	0.27	0.37	0.06	0.34	0.55	0.28	0.35	0.45
White bread, large loaves, unwrapped . . .	3.56	5.82	2.59	4.44	4.00	4.27	9.12	3.74	4.97	5.28	5.24	4.57
White bread, large loaves, wrapped . . .	4.03	5.77	17.22	10.60	7.46	10.31	10.16	14.07	9.83	12.70	13.56	7.79
White bread, small loaves, unwrapped . . .	1.48	1.22	0.66	0.95	1.46	1.03	0.54	0.70	1.02	0.68	0.98	2.30
White bread, small loaves, wrapped . . .	0.40	0.53	0.20	0.58	0.72	0.59	0.18	0.49	0.85	0.43	0.55	0.82
Wholewheat and wholemeal bread . . .	1.60	1.13	0.57	0.76	1.08	0.81	0.36	0.60	1.10	0.57	0.66	1.10
Malt bread . . .	0.24	0.26	0.32	0.23	0.23	0.23	0.12	0.23	—	0.18	0.14	0.14
Other bread . . .	4.00	3.72	2.05	3.60	4.42	3.68	2.64	3.54	4.53	3.37	3.85	3.71
<b>Total Bread . . .</b>	<b>16.25</b>	<b>19.57</b>	<b>24.37</b>	<b>21.89</b>	<b>20.06</b>	<b>21.65</b>	<b>23.62</b>	<b>24.11</b>	<b>23.46</b>	<b>23.92</b>	<b>25.69</b>	<b>21.72</b>
Self-raising flour . . .	2.34	3.03	2.28	2.48	2.29	2.43	4.26	2.47	2.02	2.92	2.54	2.60
Other flour . . .	0.64	1.13	1.97	0.74	0.75	0.80	1.78	1.12	1.16	1.30	0.73	0.83
Buns, scones and teacakes	1.32	1.80	2.09	1.64	1.61	1.66	2.07	1.84	1.64	1.89	1.75	2.22
Cakes and pastries . . .	7.91	8.76	9.12	9.49	9.71	9.51	9.91	9.10	8.51	9.27	9.18	7.42
Biscuits, other than chocolate biscuits . . .	7.75	8.13	7.43	7.60	7.86	7.64	8.16	7.64	8.48	7.84	6.87	7.72
Biscuits, chocolate . . .	3.33	2.29	2.41	2.12	2.24	2.16	1.43	2.26	1.28	1.96	1.43	2.00
Puddings . . .	2.16	1.61	1.82	1.45	1.52	1.48	0.64	1.44	1.41	1.22	1.03	1.18
Oatmeal and oat products	1.00	1.20	0.77	0.97	0.78	0.92	1.66	1.06	0.60	1.19	0.90	1.34
Breakfast cereals . . .	4.14	3.32	2.41	3.12	3.50	3.16	2.64	2.52	3.21	2.60	2.32	2.37
Rice . . .	0.44	0.46	0.51	0.56	0.48	0.54	0.99	0.68	0.31	0.74	0.78	0.83
Cereals, flour base . . .	1.18	0.96	0.51	0.92	0.98	0.91	0.91	0.91	0.44	0.87	0.86	0.56
Other cereals . . .	1.38	1.34	0.59	1.00	1.20	1.02	1.55	0.84	1.19	1.06	0.87	0.93
<b>Total Cereals . . .</b>	<b>49.84</b>	<b>53.60</b>	<b>56.28</b>	<b>53.98</b>	<b>52.98</b>	<b>53.88</b>	<b>59.62</b>	<b>55.99</b>	<b>53.71</b>	<b>56.78</b>	<b>54.95</b>	<b>51.06</b>





TABLE 3—continued  
(oz. per person per week except where otherwise stated)

	Registrars-General's Social Classes											
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Partly-skilled occupations			V Unskilled occupa- tions	Not gainfully occupied	All house- holds	
			Mixing manual workers	Other manual workers	Non- manual workers	All	Agricul- tural workers	Other manual workers				Non- manual workers
Other meat												
Corned meat	0.50	0.64	1.12	1.00	0.74	0.96	1.06	1.19	1.17	1.15	1.00	0.89
Bones	0.27	0.40	0.54	0.48	0.30	0.45	0.75	0.64	0.37	0.65	0.62	0.49
Bacon and ham, uncooked	4.97	5.43	5.64	5.14	4.73	5.09	4.74	5.43	4.87	5.20	5.38	5.16
Bacon and ham, cooked (including canned)	0.56	0.74	0.79	0.82	0.80	0.81	0.72	0.77	0.72	0.75	0.93	0.79
Other cooked meat (not canned)	0.30	0.38	0.44	0.43	0.39	0.42	0.30	0.48	0.38	0.42	0.65	0.44
Other canned meat	1.28	1.17	3.14	1.57	1.45	1.62	1.40	1.93	1.22	1.73	1.81	1.51
Liver	0.95	0.87	0.69	0.89	0.84	0.87	0.74	0.83	0.88	0.81	0.80	0.84
Offals (other than liver)	0.95	0.67	0.72	0.64	0.57	0.63	0.36	0.66	0.92	0.60	0.65	0.66
Poultry	1.85	1.97	0.18	0.69	1.00	0.73	0.82	0.61	0.90	0.69	0.57	0.97
Rabbit, game and other meat	0.13	0.12	0.19	0.12	0.17	0.13	0.08	0.14	0.07	0.12	0.08	0.13
Sausages, uncooked, pork	2.26	2.40	1.08	2.12	2.22	2.09	1.76	1.91	1.91	2.05	1.84	2.05
Sausages, uncooked, beef	0.74	0.97	1.69	1.55	1.22	1.49	1.23	1.77	1.56	1.61	2.35	1.43
Other meat products	1.62	1.61	2.29	2.14	1.86	2.09	2.33	2.68	2.56	2.58	2.50	2.07
<b>Total Other Meat</b>	<b>16.38</b>	<b>17.37</b>	<b>18.51</b>	<b>17.59</b>	<b>16.29</b>	<b>17.38</b>	<b>17.31</b>	<b>18.89</b>	<b>17.53</b>	<b>18.36</b>	<b>19.08</b>	<b>17.43</b>
<b>Total Meat</b>	<b>34.32</b>	<b>36.47</b>	<b>35.48</b>	<b>34.99</b>	<b>33.58</b>	<b>34.74</b>	<b>35.37</b>	<b>35.56</b>	<b>35.52</b>	<b>35.51</b>	<b>37.58</b>	<b>35.17</b>
<b>FISH:</b>												
White, quick-frozen	0.25	0.14	0.05	0.12	0.08	0.11	0.03	0.11	—	0.08	0.10	0.12
White, fresh (excluding quick-frozen)	3.07	2.92	2.30	2.38	2.76	2.45	1.97	2.37	2.68	2.29	2.40	2.63
Herrings, fresh	0.18	0.23	0.16	0.14	0.20	0.15	0.26	0.22	0.11	0.22	0.20	0.19
Flat, fresh, other	0.12	0.14	0.03	0.13	0.05	0.11	0.21	0.09	0.09	0.12	0.07	0.12
Flat, processed	0.36	0.51	0.17	0.38	0.41	0.38	0.30	0.30	0.50	0.32	0.37	0.40
Flat, processed	0.48	0.36	0.30	0.26	0.34	0.28	0.14	0.30	0.39	0.26	0.29	0.32
Shell	0.18	0.13	0.16	0.12	0.12	0.12	0.04	0.17	0.12	0.13	0.10	0.12
Cooked	0.38	0.61	2.43	0.93	0.78	0.97	0.88	1.51	0.88	1.29	1.36	0.97
Canned and bottled	0.74	0.68	0.63	0.68	0.67	0.68	0.54	0.71	0.72	0.67	0.59	0.66
Fish products	0.12	0.11	0.36	0.16	0.17	0.17	0.25	0.21	0.11	0.21	0.15	0.17
<b>Total Fish</b>	<b>5.88</b>	<b>5.81</b>	<b>6.59</b>	<b>5.90</b>	<b>5.58</b>	<b>5.42</b>	<b>4.62</b>	<b>5.99</b>	<b>5.60</b>	<b>5.19</b>	<b>5.65</b>	<b>5.70</b>

TABLE 3—continued  
 (os. per person per week except where otherwise stated)

	Registrars-General's Social Classes														
	I Professional etc. occupations	II Inter- mediate occupations			III Skilled occupations				IV Semi-skilled occupations				V Unskilled occupa- tions	Not gainfully occupied	All house- holds
		Mining manual workers	Other manual workers	Non- manual workers	All	Agri- cultural workers	Other manual workers	Non- manual workers	All						
Eggs (No.) . . . . .	4.94	5.06	4.34	4.32	4.55	4.37	4.30	4.31	4.60	4.33	4.21	4.08	4.42	4.00	
Eggs, purchased (No.) . . . . .	4.80	3.32	4.24	4.09	4.38	4.15	2.60	4.20	4.39	3.78	3.94	3.82	4.00		
<b>FATS:</b>															
Butter . . . . .	6.82	7.04	5.48	5.95	6.41	6.02	5.78	5.50	6.70	5.67	5.62	6.04	6.10		
Margarine . . . . .	2.51	3.18	4.25	3.47	3.00	3.42	4.49	3.84	2.92	3.95	4.07	3.22	3.46		
Lard and compound cooking fat	1.68	2.04	2.85	2.20	1.87	2.17	2.84	2.35	1.54	2.42	2.28	1.89	2.15		
Suet and dripping . . . . .	0.32	0.37	0.53	0.48	0.50	0.49	0.76	0.55	0.40	0.60	0.56	0.49	0.49		
Other fats, oils and creams . . . . .	0.11	0.06	0.01	0.02	0.07	0.03	0.02	0.07	—	0.05	0.03	0.02	0.04		
<b>Total Fats . . . . .</b>	<b>11.44</b>	<b>12.69</b>	<b>13.10</b>	<b>12.12</b>	<b>11.85</b>	<b>12.13</b>	<b>13.89</b>	<b>12.31</b>	<b>11.56</b>	<b>12.69</b>	<b>12.56</b>	<b>11.66</b>	<b>12.24</b>		
<b>SUGAR AND PRESERVES:</b>															
Jams, jellies and curds . . . . .	1.50	1.62	1.72	1.77	1.58	1.73	2.38	2.22	1.37	2.20	1.97	1.85	1.80		
Sugar . . . . .	18.06	18.36	17.97	18.78	17.18	18.43	21.80	18.44	19.11	19.39	19.39	18.58	18.55		
Marmalade . . . . .	1.47	1.33	0.31	0.87	1.15	0.90	0.88	0.68	1.46	0.79	0.80	1.47	1.03		
Syrup, treacle and honey . . . . .	0.89	0.85	0.43	0.61	0.71	0.62	1.26	0.48	0.49	0.69	0.41	0.65	0.66		
<b>Total Sugar and Preserves . . . . .</b>	<b>21.92</b>	<b>22.06</b>	<b>20.43</b>	<b>22.03</b>	<b>20.62</b>	<b>21.68</b>	<b>26.32</b>	<b>21.82</b>	<b>22.43</b>	<b>23.07</b>	<b>22.47</b>	<b>22.55</b>	<b>22.04</b>		
<b>VEGETABLES:</b>															
Old potatoes . . . . .	26.68	36.60	48.64	43.80	36.64	42.66	39.02	45.40	38.16	43.14	48.80	34.37	40.63		
New potatoes . . . . .	11.07	11.58	18.10	14.03	12.12	13.86	13.06	15.09	14.29	14.48	15.78	12.34	13.52		
Chips . . . . .	0.34	0.58	3.29	1.24	0.85	1.26	1.00	1.81	1.44	1.56	1.66	0.96	1.17		
Crisps . . . . .	0.08	0.08	0.06	0.08	0.06	0.08	0.10	0.06	0.08	0.07	0.06	0.04	0.07		
<b>Total Potatoes . . . . .</b>	<b>38.17</b>	<b>48.84</b>	<b>70.09</b>	<b>59.15</b>	<b>49.65</b>	<b>57.86</b>	<b>53.18</b>	<b>62.36</b>	<b>53.97</b>	<b>59.25</b>	<b>66.30</b>	<b>47.71</b>	<b>55.39</b>		

TABLE 3—continued  
(oz. per person per week except where otherwise stated)

	Registrars-General's Social Classes											All households				
	I Professional etc. occupations		II Inter- mediate occupations			III Skilled occupations				IV Partly-skilled occupations				V Unskilled occupations	Not gainfully employed	
				Missing manual workers	Other manual workers	Non- manual workers	All	Agri- cultural workers	Other manual workers	Non- manual workers	All					
Cabbages . . . . .	3.95	4.61	5.14	5.40	4.46	5.21	6.31	5.01	5.34	5.38	6.28	6.14	5.30			
Brussels sprouts . . . . .	2.26	2.51	2.18	2.39	2.18	2.34	2.08	2.32	2.43	2.26	2.00	1.92	2.30			
Cauliflower . . . . .	2.28	2.49	2.38	2.09	2.36	2.16	1.34	2.30	1.70	1.93	1.84	1.52	2.11			
Leafy salads . . . . .	1.91	1.70	0.80	1.13	1.32	1.15	0.96	0.92	1.18	0.95	0.95	1.24	1.23			
Fresh legumes . . . . .	4.34	3.62	1.74	3.05	3.28	3.03	4.34	1.94	2.92	2.66	2.97	3.48	3.19			
Quick-frozen legumes . . . . .	1.03	0.56	0.11	0.30	0.40	0.31	0.09	0.27	0.31	0.22	0.22	0.16	0.34			
Other fresh green vegetables . . . . .	0.74	0.43	0.03	0.19	0.30	0.20	0.42	0.05	0.23	0.16	0.06	0.32	0.26			
<b>Total Fresh Green Vegetables . . . . .</b>	<b>16.51</b>	<b>15.91</b>	<b>12.38</b>	<b>14.55</b>	<b>14.30</b>	<b>14.40</b>	<b>15.54</b>	<b>12.71</b>	<b>14.10</b>	<b>13.56</b>	<b>14.32</b>	<b>14.78</b>	<b>14.73</b>			
Carrots . . . . .	3.36	3.43	2.88	2.76	3.00	2.81	2.54	2.74	3.06	2.71	3.30	3.13	2.98			
Other root vegetables . . . . .	2.21	2.64	2.57	2.50	2.18	2.44	2.22	2.24	2.13	2.23	2.72	2.23	2.45			
Onions, shallots, etc. . . . .	2.96	2.91	3.86	3.11	3.22	3.17	2.18	3.24	4.27	3.03	3.58	4.06	3.25			
Miscellaneous fresh vegetables . . . . .	2.45	1.74	0.78	1.35	1.49	1.35	1.22	1.13	2.72	1.27	1.18	1.36	1.43			
Dried pulses . . . . .	0.35	0.43	0.99	0.66	0.54	0.65	0.86	0.80	0.35	0.78	0.86	0.70	0.64			
Canned peas . . . . .	2.42	2.28	3.96	3.58	2.83	3.45	2.88	3.75	3.42	3.49	4.12	2.32	3.18			
Canned beans . . . . .	2.06	2.03	4.00	2.84	2.36	2.80	2.22	3.06	2.05	2.76	3.13	1.54	2.55			
Canned vegetables (other than pulses) . . . . .	0.83	0.51	0.51	0.42	0.46	0.43	0.30	0.40	0.08	0.35	0.24	0.27	0.42			
Vegetable products . . . . .	0.03	0.07	0.12	0.06	0.06	0.06	0.03	0.12	0.10	0.09	0.08	0.07	0.07			
<b>Total Other Vegetables . . . . .</b>	<b>16.57</b>	<b>16.03</b>	<b>19.67</b>	<b>17.98</b>	<b>16.14</b>	<b>17.16</b>	<b>14.45</b>	<b>17.48</b>	<b>18.18</b>	<b>16.71</b>	<b>19.22</b>	<b>15.78</b>	<b>16.97</b>			
<b>Total Vegetables . . . . .</b>	<b>71.25</b>	<b>80.78</b>	<b>102.14</b>	<b>90.98</b>	<b>80.09</b>	<b>89.42</b>	<b>83.17</b>	<b>92.23</b>	<b>86.25</b>	<b>89.27</b>	<b>99.54</b>	<b>78.27</b>	<b>87.09</b>			



TABLE 3—continued  
(os. per person per week except where otherwise stated)

	Registrars-General's Social Classes											
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Partly-skilled occupations			V Unskilled occupations	Not gainfully occupied	All house- holds	
			Mining manual workers	Other manual workers	Non- manual workers	All	Agri- cultural workers	Other manual workers				Non- manual workers
<b>FRUIT:</b>												
<b>Fresh</b>												
Oranges . . . . .	4.27	3.22	3.08	2.76	3.07	2.83	1.80	2.74	2.72	2.49	2.04	2.34
Other citrus fruit . . . . .	1.69	1.09	0.43	0.46	0.88	0.54	0.36	0.43	0.90	0.45	0.32	0.63
Apples . . . . .	8.09	7.19	4.74	5.52	6.44	5.66	3.57	4.60	3.84	4.27	3.94	5.38
Stone fruit . . . . .	1.10	0.57	0.30	0.33	1.06	0.62	0.75	0.16	0.58	0.35	0.32	0.65
Soft fruit (including quick- frozen) . . . . .	2.40	1.69	0.37	0.81	0.97	0.82	1.16	0.58	0.44	0.73	0.41	1.31
Pears . . . . .	0.70	1.00	0.48	0.74	0.66	0.71	0.28	0.59	0.70	0.51	0.58	0.59
Bananas . . . . .	4.60	3.51	3.33	3.03	3.53	3.14	2.05	2.75	3.33	2.61	2.50	2.68
Tomatoes, fresh and quick- frozen . . . . .	1.51	1.19	0.30	0.68	0.84	0.69	1.54	0.33	0.49	0.66	0.46	0.93
<b>Total Fresh Fruit . . . . .</b>	<b>29.48</b>	<b>24.09</b>	<b>16.32</b>	<b>18.71</b>	<b>21.94</b>	<b>19.21</b>	<b>14.83</b>	<b>15.85</b>	<b>17.20</b>	<b>15.69</b>	<b>14.44</b>	<b>18.33</b>
<b>Other fruit</b>												
Canned peaches, pears and pineapples . . . . .	2.43	2.42	2.24	2.45	2.63	2.47	2.54	2.22	2.36	2.32	1.68	1.41
Tomatoes, canned and bottled Other canned and bottled fruit . . . . .	0.42	0.46	2.44	1.02	0.76	1.04	0.53	1.21	0.47	0.97	0.95	0.53
Dried vine fruit . . . . .	2.63	2.28	1.33	1.72	2.02	1.76	1.24	1.29	1.65	1.30	1.18	1.46
Other dried fruit . . . . .	0.82	1.15	0.41	0.74	0.74	0.72	1.22	0.58	0.64	0.76	0.57	0.80
Nuts and fruit and nut products Fruit juices . . . . .	0.51	0.35	0.09	0.31	0.27	0.22	0.24	0.15	0.23	0.18	0.18	0.35
Welfare orange juice . . . . .	0.60	0.50	0.26	0.36	0.34	0.35	0.38	0.30	0.34	0.32	0.21	0.26
	1.44	0.53	0.21	0.19	0.32	0.22	0.11	0.12	0.06	0.11	0.08	0.24
	0.14	0.10	0.10	0.09	0.08	0.09	0.02	0.07	0.15	0.06	0.08	0.02
<b>Total Other Fruit and Fruit Products . . . . .</b>	<b>8.99</b>	<b>7.79</b>	<b>7.08</b>	<b>6.78</b>	<b>7.16</b>	<b>6.87</b>	<b>6.27</b>	<b>5.94</b>	<b>5.90</b>	<b>6.02</b>	<b>4.93</b>	<b>5.07</b>
<b>Total Fruit . . . . .</b>	<b>38.47</b>	<b>31.88</b>	<b>23.40</b>	<b>25.49</b>	<b>29.10</b>	<b>26.08</b>	<b>21.10</b>	<b>21.79</b>	<b>23.10</b>	<b>21.71</b>	<b>19.37</b>	<b>23.40</b>



TABLE 3—continued  
(os. per person per week except where otherwise stated)

	Registrars-General's Social Classes											
	I Professional etc. occupations	II Inter- mediate occupations	III Skilled occupations			IV Parity-skilled occupations				V Unskilled occupations	VI Not gainfully occupied	VII All house- holds
			Mining manual workers	Other manual workers	Non- manual workers	All	Agric- ultural workers	Other manual workers	Non- manual workers			
<b>BEVERAGES:</b>												
Tea . . . . .	2.12	2.60	2.78	2.90	2.73	2.86	2.76	2.89	3.20	2.88	3.16	2.84
Coffee, bean and ground . . . . .	0.38	0.20	0.04	0.05	0.09	0.06	0.02	0.02	0.09	0.03	0.03	0.10
Coffee, extracts and essences . . . . .	0.32	0.32	0.24	0.29	0.27	0.28	0.38	0.28	0.30	0.31	0.32	0.30
Cocoa and drinking chocolate . . . . .	0.27	0.24	0.11	0.20	0.21	0.20	0.30	0.18	0.19	0.21	0.18	0.20
Branded food drinks . . . . .	0.23	0.18	0.16	0.19	0.24	0.20	0.26	0.17	0.24	0.20	0.18	0.20
<b>Total Beverages</b> . . . . .	3.32	3.54	3.33	3.63	3.54	3.60	3.72	3.54	4.02	3.63	3.87	3.64
<b>MISCELLANEOUS:</b>												
Invalid and baby foods . . . . .	0.30	0.33	0.55	0.24	0.34	0.27	0.30	0.24	0.29	0.26	0.27	0.28
Spreads and dressings . . . . .	0.27	0.23	0.05	0.15	0.22	0.16	0.08	0.15	0.20	0.13	0.16	0.17
Soups, canned . . . . .	2.10	1.88	1.88	1.87	1.95	1.89	1.08	2.29	1.90	1.93	1.80	1.89
Soups, dehydrated and powdered . . . . .	0.08	0.10	0.02	0.06	0.07	0.06	0.09	0.04	0.04	0.05	0.03	0.06
Meat and vegetable extracts . . . . .	0.15	0.11	0.08	0.10	0.08	0.10	0.12	0.08	0.12	0.09	0.08	0.10
Pickles and sauces . . . . .	0.83	0.87	1.44	1.06	0.85	1.04	0.80	1.14	1.12	1.05	1.08	0.94
Table jellies, squares and crystals . . . . .	0.08	0.09	0.05	0.07	0.10	0.07	0.09	0.08	0.06	0.08	0.06	0.08
Salt . . . . .	1.03	0.98	0.74	0.98	0.84	0.94	1.28	0.94	1.11	1.04	1.00	0.98
<b>Total Miscellaneous Foods</b> . . . . .	4.84	4.59	4.81	4.53	4.45	4.53	3.84	4.96	4.84	4.63	4.48	4.50

TABLE 4  
Occupational Groups based on Registrars-General's Social Classes  
Energy Value and Nutrient Content of the Diet

INTAKE PER PERSON PER DAY	Registrars-General's Social Class											All house-holds		
	I Professional etc. occupations		II Intermediate occupations			III Skilled occupations			IV Partly-skilled occupations				V Unskilled occupations	Not gainfully occupied
			Mining manual workers	Other manual workers	Non-manual workers	All	Agri-cultural workers	Other manual workers	Non-manual workers	All				
Calories	2,412	3,644	2,711	2,594	2,465	2,575	2,900	2,654	2,577	2,714	2,713	2,505	2,595	
Total protein (g.)	71	77	78	74	72	74	80	76	74	77	78	72	75	
Animal protein (g.)	46	47	42	43	43	43	44	42	43	43	43	42	43	
Fat (g.)	109	117	112	110	107	109	119	110	107	112	112	106	111	
Carbohydrate (g.)	287	321	349	327	303	324	378	340	329	349	349	317	325	
Calcium (mg.)	1,065	1,129	986	1,024	1,008	1,019	1,130	1,004	1,022	1,039	1,025	1,006	1,036	
Iron (mg.)	13.5	14.4	15.2	14.2	13.5	14.1	15.1	14.7	14.2	14.8	14.9	13.5	14.2	
Vitamin A (i.u.)	4,802	4,755	4,104	4,327	4,373	4,325	4,204	4,170	4,342	4,192	4,262	3,995	4,349	
Thiamine (mg.)	1.17	1.29	1.32	1.26	1.18	1.25	1.34	1.28	1.25	1.29	1.33	1.20	1.25	
Riboflavin (mg.)	1.72	1.78	1.55	1.63	1.63	1.63	1.66	1.59	1.63	1.61	1.62	1.57	1.64	
Nicotinic acid (mg.)	12.8	13.8	14.4	13.6	12.8	13.5	14.1	13.9	13.7	14.0	14.5	13.2	13.6	
Vitamin C (mg.)	59	52	51	49	48	49	44	47	46	46	47	45	49	
Vitamin D (i.u.)	129	137	145	132	129	132	142	138	129	139	136	126	133	
AS A PERCENTAGE OF ALLOWANCES:														
Calories	105	108	99	103	104	103	105	102	101	103	102	105	104	
Total protein	102	105	93	98	101	98	97	97	97	97	98	104	100	
Calcium	111	118	123	116	112	116	120	120	111	119	117	104	107	
Iron	113	118	177	157	188	186	175	179	179	178	177	153	184	
Vitamin A	210	202	131	125	126	125	122	124	123	123	125	126	126	
Thiamine	129	129	107	107	112	107	100	101	105	101	100	108	108	
Riboflavin	125	119	132	136	136	136	129	135	135	133	137	140	137	
Nicotinic acid	140	142	127	124	123	124	129	131	129	133	137	140	137	
Vitamin C	276	240	227	224	223	224	193	214	205	208	207	200	212	

TABLE 5  
 Percentage of Energy Value derived from Protein, Fat and Carbohydrate and of  
 Protein from Animal Sources  
 (per cent)

	Registrars-General's Social Class													
	III				IV				V					
	I Professional etc. occupations	II Inter- mediate occupations	Skilled occupations			Partly skilled occupations			Unskilled occupations	Not gainfully occupied	All households			
		Mining manual workers	Other manual workers	Non- manual workers	All	Agricul- tural workers	Other manual workers	Non- manual workers	All					
Protein . . .	11.8	11.7	11.8	11.4	11.6	11.5	11.0	11.4	11.5	11.3	11.5	11.5	11.5	11.5
Fat . . .	40.6	39.7	37.1	38.1	39.2	38.2	36.9	37.3	37.5	37.2	37.2	37.2	37.9	38.3
Carbohydrate . . .	47.6	48.6	51.1	50.5	49.2	50.3	52.1	51.3	51.0	51.5	51.4	51.4	50.6	50.2
Animal protein as percentage of total protein . . .	64.5	61.5	53.7	57.5	59.8	57.8	55.0	55.4	57.8	55.4	55.1	55.1	58.4	58.1

## APPENDIX F

### Household Consumption of Butter, Margarine and Milk, 1954-58

#### BUTTER AND MARGARINE

1. In view of the fluctuations in butter consumption and prices and in margarine consumption since fats were decontrolled, a review of the changing relationship between these two closely related commodities during the five years 1954-58 appears timely. Although the tables include data for 1954, it seems advisable to take 1955 as the base year for comparison, since rationing and price control directly governed consumption and expenditure until May 1954 and indirectly for some time after, since many housewives were slow to change their buying habits. Table 1 shows expenditure, consumption and prices of butter and margarine during the period under review.

2. During the last few weeks of control housewives probably stocked up to some extent in anticipation of an increase in prices and there was thus no violent reaction when rationing and price control ended; there was, however, a fairly rapid redistribution of demand, wholly adult households increasing their consumption of butter, while families with children turned from butter to margarine<sup>(1)</sup>. The new branded margarines were, of course, more attractive than the standardized types available under rationing, and were nutritionally not inferior to butter. Nevertheless, butter consumption tended to increase at the expense of margarine, with a temporary check during the winter of 1955-56 when butter supplies were short and prices reached peak levels. From the second quarter of 1956 onwards the consumption of butter exceeded that of margarine. A sharp fall in prices in the early months of 1957 led to an increase in butter purchases which was maintained during the rest of the year. The replacement of margarine by butter continued in 1958, but not rapidly enough to prevent butter prices from falling to 2s. 4½d. per lb. in May, the lowest monthly average recorded since May 1951. Butter consumption was at its maximum (6.6 oz. per head per week) in September, some three months after retail prices had begun to rise again. Thereafter butter consumption declined and that of margarine increased, though part of the substitution of butter for margarine proved irreversible, at least in the short run.

3. During 1955-58 the price of margarine varied only slightly. Although butter is often sold pre-packed under a brand name, it remains essentially an agricultural product of which the price is free to vary from week to week; in contrast, margarine is a typical industrial product whose price is fixed by manufacturers with little regard to short-term changes in market conditions, the supply being almost perfectly elastic at the price chosen. Thus, given the stability of its price, the retail offtake of margarine is determined not mainly by its own price, except over lengthy periods, but largely by that of butter. In general, consumers' reaction to a gradual price rise might be expected to be slower than that to a falling market accompanied by extensive advertising and point-of-sale displays.

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<sup>(1)</sup>See Chart III and paragraph 87, *Domestic Food Consumption and Expenditure, 1955*. H.M.S.O., 1957.







4. In order to make use of more recent data available from the Survey, an analysis of the monthly averages, originally undertaken by Mr. J. A. C. Brown for the Food and Agriculture Organisation of the United Nations, has been continued to July, 1959. It is noteworthy that if the values obtained for the period January 1957–June 1958 had been used uncritically to predict consumers' future behaviour, they would have been misleading, even though the calculated elasticities of demand were almost precisely confirmed for the period August 1958–July 1959. This is because the demand curve changed its position between June and August 1958, soon after the price of butter reached its lowest point. The relationship between the logarithm of the real price<sup>(1)</sup> of butter and the logarithm of purchases per head remained approximately linear over a wide range of prices and had the same slope as before, but moved to a higher level, as is shown in Chart 6. The relation found for margarine is almost the mirror-image of that for butter, and the corresponding downward shift occurred at the same time.

5. The elasticity of demand for butter with respect to its own price was  $-0.38$ <sup>(2)</sup> during August 1958–July 1959, a period of rising prices, the same as that found for January 1957–June 1958, when the trend in prices was generally downwards. The corresponding estimate for margarine with respect to the price of butter is  $+0.48$ , almost the same as that calculated for the earlier period ( $+0.44$ ). For the four-year period from July 1954 to June 1958 the elasticities were  $-0.57$  for butter and  $+0.50$  for margarine with respect to the real price of butter, suggesting that demand had become less elastic at the lower price and higher consumption levels prevailing from January 1957 onwards. This increased inelasticity contributed to the 1958 glut. Previous experience had suggested that it was necessary to lower the wholesale price of New Zealand butter by about 2 per cent to shift an extra 1 per cent of supplies, but in 1957–58 an additional 1 per cent of supplies led to a fall in price of  $2\frac{1}{2}$  to 3 per cent.

6. It was sometimes stated before the war that consumers shifted their demand from butter to margarine when butter prices rose but did not shift back when butter prices reverted, so that there was a long-term bias in favour of margarine. The experience of 1958 has shown that this effect can operate in reverse.

7. In 1955, the estimated *income* elasticities of demand were  $+0.37$  for butter and  $-0.20$  for margarine. These values relate to expenditure, but the corresponding elasticities for quantities purchased were very similar, namely  $+0.37$  and  $-0.24$ . The difference in absolute magnitude between the two commodities is significant, but more recent estimates for 1958 are  $+0.30$  for butter and  $-0.30$  for margarine.

#### SOCIAL CLASS

8. Table 2 gives estimates of expenditure, consumption and prices for the seven social classes during the five years considered. The series for Class D1 has a discontinuity between 1955 and 1956 because of the exclusion from the group of those households in which there was a chief earner other than the head, so that their food expenditure tended to resemble that of a higher income grade. The transfer of such households to Classes A, B and C had little effect on the averages for those classes, but sharpened the distinction between Class C and Class D1.

<sup>(1)</sup>The real price is taken to be the average retail price recorded by the Survey deflated by the official Index of Retail Prices to the general level of prices at January, 1956.

<sup>(2)</sup>For the elasticity of demand of a commodity with respect to its own price, a negative sign is the natural result, a positive elasticity being perverse.

9. The increase in butter consumption between 1956 and 1958 was common to all groups, being greatest in Class B and smallest in D2, which also exhibited the smallest decrease in consumption of margarine. Class differences in average prices for butter were in general less than 1d. per lb., and even for margarine the range in 1958 was only from 1s. 10½d. per lb. in Class A1 to 1s. 8½d. in D1.

TABLE 2  
Butter and Margarine: Consumption, Expenditure and Prices,  
1954 to 1958 by Social Class

	All house- holds	A1	A2	All A	B	C	D1	D2	O.A.P.
<b>BUTTER:</b>									
<i>Consumption (oz. per person per week)</i>									
1954 . . .	4·09	5·48	4·94	5·10	4·14	3·76	4·15	4·34	4·43
1955 . . .	4·47	6·11	5·32	5·30	4·46	4·10	4·35	4·96	4·78
1956 . . .	4·70	6·49	5·39	5·64	4·64	4·42	4·00	5·61	5·22
1957 . . .	5·37	6·64	6·32	6·41	5·59	4·89	5·13	5·70	6·09
1958 . . .	6·10	7·98	6·82	7·12	6·29	5·79	5·34	6·39	6·53
<i>Expenditure (pence per person per week)</i>									
1954 . . .	11·50	14·74	13·38	13·78	11·65	10·66	11·58	12·26	12·74
1955 . . .	12·90	17·71	15·08	15·68	12·91	11·81	12·55	14·40	13·88
1956 . . .	13·01	17·88	14·92	15·59	12·91	12·16	11·14	15·46	14·56
1957 . . .	12·81	15·69	15·03	15·22	13·28	11·61	12·46	13·82	14·52
1958 . . .	12·29	16·28	13·83	14·46	12·62	11·67	10·80	12·73	13·40
<i>Prices (pence per pound)</i>									
1954 . . .	45·63	46·24	45·94	46·03	45·69	45·60	45·86	45·20	46·01
1955 . . .	46·39	47·32	46·59	46·80	46·33	46·17	46·56	46·45	46·50
1956 . . .	44·63	44·88	44·90	44·89	44·53	44·56	45·14	44·68	44·63
1957 . . .	38·14	39·32	38·41	38·64	38·07	37·82	38·78	38·63	38·05
1958 . . .	32·41	32·87	32·87	32·87	32·31	32·37	32·40	32·11	32·76
<b>MARGARINE:</b>									
<i>Consumption (oz. per person per week)</i>									
1954 . . .	4·81	3·74	4·26	4·10	4·72	5·09	4·81	4·59	4·51
1955 . . .	4·68	4·39	4·15	4·23	4·59	5·04	4·72	4·06	3·98
1956 . . .	4·48	3·70	3·96	3·89	4·47	4·74	4·80	4·14	3·96
1957 . . .	4·02	2·37	3·48	3·21	3·96	4·40	4·02	3·77	3·48
1958 . . .	3·46	2·72	2·96	2·88	3·33	3·72	3·55	3·35	2·93
<i>Expenditure (pence per person per week)</i>									
1954 . . .	5·99	4·62	5·35	5·14	5·93	6·30	5·98	5·74	5·62
1955 . . .	6·05	5·78	5·46	5·56	6·00	6·42	6·08	5·29	5·12
1956 . . .	6·04	5·08	5·44	5·36	6·07	6·31	6·26	5·78	5·38
1957 . . .	5·69	3·46	5·07	4·67	5·67	6·10	5·58	5·36	4·99
1958 . . .	4·72	3·87	4·06	3·98	4·62	5·05	4·62	4·39	4·08
<i>Prices (pence per pound)</i>									
1954 . . .	19·86	19·76	20·09	20·06	20·10	19·80	19·89	20·01	19·94
1955 . . .	20·71	21·02	21·05	21·04	20·90	20·41	20·59	20·85	20·65
1956 . . .	21·55	21·99	22·05	22·04	21·76	21·24	20·81	22·14	21·79
1957 . . .	22·69	23·37	23·32	23·33	22·92	22·22	22·15	22·75	22·94
1958 . . .	21·87	22·70	22·00	22·17	22·18	21·71	20·87	20·96	22·26

TABLE 3  
Butter and Margarine: Consumption, Expenditure and Prices, 1955 to 1958  
by Household Composition Groups

	All households	Households with one man and one woman and										Other households with								
		no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents								
		one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more													
<b>BUTTER</b>																				
Consumption (oz. per person per week)																				
1954 . . . . .	4.09	5.01	5.38	4.26	3.63	2.98	2.71	4.70	3.35	4.84	4.57	3.69								
1955 . . . . .	4.47	5.97	6.84	4.74	3.64	3.11	2.28	5.13	3.54	5.61	4.90	3.57								
1956 . . . . .	4.70	6.25	6.86	4.92	3.94	3.16	2.13	5.66	3.57	6.26	5.28	3.98								
1957 . . . . .	5.37	6.92	7.82	5.68	4.63	3.80	3.23	6.65	4.14	6.91	5.77	4.46								
1958 . . . . .	6.10	7.86	8.66	6.34	5.30	4.56	3.30	7.03	5.11	7.60	6.43	5.29								
Expenditure (pence per person per week)																				
1954 . . . . .	11.50	14.12	15.32	12.08	10.31	8.38	7.48	13.19	9.42	13.69	12.48	10.14								
1955 . . . . .	12.90	17.23	20.00	13.63	10.51	8.98	6.61	14.94	10.22	16.04	13.96	10.27								
1956 . . . . .	13.01	17.57	19.36	13.70	10.66	8.80	5.87	15.87	9.72	17.45	14.14	11.04								
1957 . . . . .	12.81	16.68	18.79	13.46	10.96	8.98	7.56	15.67	9.72	16.64	13.53	10.48								
1958 . . . . .	12.29	15.96	17.47	12.81	10.68	9.17	6.45	14.04	10.07	15.58	12.96	10.63								
Prices (pence per lb.)																				
1954 . . . . .	45.69	45.92	46.08	45.69	45.44	45.14	44.66	45.78	45.40	45.92	46.01	45.57								
1955 . . . . .	46.39	46.47	46.83	46.27	46.07	46.48	46.50	46.44	46.02	46.55	46.26	46.39								
1956 . . . . .	44.63	45.21	45.25	44.57	43.48	44.72	44.18	45.00	44.52	44.88	44.41	44.53								
1957 . . . . .	38.14	38.71	38.49	37.85	37.79	37.58	37.38	38.02	37.75	38.50	37.80	38.01								
1958 . . . . .	32.41	32.55	32.59	32.26	32.48	32.37	31.45	32.12	31.63	32.88	32.69	32.48								



TABLE 4  
Butter and Margarine: Consumption, Expenditure and Prices, 1955 to 1958  
by Regions and Type of Area

	Region or type of area											
	All households	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland and Eastern	Midland	South Western	Southern and South Eastern	Conurbations		Rural (including semi-rural)
										London	Provincial	
<b>BUTTER</b>												
Consumption (oz.)												
1955 . . . . .	4.47	7.06	4.18	4.24	3.97	4.34	4.60	5.01	4.46	4.18	4.14	4.83
1956 . . . . .	4.70	6.99	5.02	4.23	4.11	4.39	4.79	5.47	4.67	4.79	4.30	5.07
1957 . . . . .	5.37	9.90	4.62	5.11	5.09	5.01	5.20	6.40	5.14	5.35	5.00	5.81
1958 . . . . .	6.10	9.79	4.94	5.40	6.16	6.18	6.16	6.36	6.29	6.38	5.96	6.30
Expenditure (pence)												
1955 . . . . .	12.90	19.80	12.64	12.60	11.69	12.51	13.52	13.82	12.44	11.73	12.19	13.71
1956 . . . . .	13.01	18.36	14.77	12.50	11.46	12.08	13.54	14.52	12.30	12.86	12.10	13.00
1957 . . . . .	12.81	23.78	11.36	12.77	12.10	11.83	12.32	14.85	11.90	12.35	12.22	13.86
1958 . . . . .	12.29	19.68	10.26	11.44	12.20	12.65	12.65	12.79	12.28	12.33	12.17	12.89
Prices (pence per lb.)												
1955 . . . . .	46.39	45.18	48.61	47.70	47.14	46.42	46.44	45.49	45.02	44.90	47.11	46.72
1956 . . . . .	44.63	43.55	47.56	47.55	44.71	44.04	45.46	42.99	42.40	42.94	45.33	45.11
1957 . . . . .	38.14	38.34	40.23	39.98	37.91	37.66	38.42	37.58	37.14	36.82	39.04	38.01
1958 . . . . .	32.41	32.73	33.97	33.77	31.93	32.98	32.47	32.35	31.18	31.09	32.68	32.31
<b>MARGARINE</b>												
Consumption (oz.)												
1955 . . . . .	4.68	3.76	4.86	5.11	5.63	4.52	4.32	4.41	4.62	4.18	4.84	4.82
1956 . . . . .	4.48	3.49	4.22	4.74	5.82	4.58	4.24	3.77	4.08	4.14	5.15	4.51
1957 . . . . .	4.02	2.76	4.31	4.68	4.68	4.23	3.80	3.34	3.98	3.32	4.27	4.28
1958 . . . . .	3.46	2.75	4.09	4.02	4.20	3.63	2.72	2.91	3.04	2.43	3.55	4.10
Expenditure (pence)												
1955 . . . . .	6.05	4.89	6.18	6.61	7.42	5.99	5.78	5.30	5.80	5.45	6.24	6.18
1956 . . . . .	6.04	4.25	5.59	6.51	7.73	6.30	5.86	4.88	5.51	5.62	6.86	6.05
1957 . . . . .	5.69	3.62	6.11	6.63	6.71	6.01	5.60	4.31	5.60	4.71	6.09	6.09
1958 . . . . .	4.72	3.57	5.59	5.46	5.90	5.12	4.04	3.47	4.78	3.30	4.90	5.56
Prices (pence per lb.)												
1955 . . . . .	20.71	20.84	20.40	20.69	21.09	21.18	21.36	19.29	20.11	20.86	20.96	20.52
1956 . . . . .	21.55	19.52	21.21	21.94	21.22	22.03	22.07	20.71	21.61	21.71	21.27	21.46
1957 . . . . .	22.69	20.98	22.66	22.72	22.97	22.75	23.60	20.70	22.53	22.71	22.83	22.57
1958 . . . . .	21.87	20.79	21.86	21.75	22.41	22.64	23.78	19.07	21.08	21.78	22.15	21.68

## HOUSEHOLD COMPOSITION

10. Differences between households of different composition, shown in Table 3, were much greater than those between income groups, and tended to widen during the period under review. Even in 1958 the largest families bought more margarine (4.2 oz. per head per week) than butter (3.3 oz.), while younger childless couples obtained 8.7 oz. of butter per head and only 3.3 oz. of margarine. The average prices paid were highest in wholly adult households and lowest in families with several children, but the range was small.

## GEOGRAPHICAL VARIATIONS

11. Table 4 gives expenditure, consumption and prices for the years 1955-58 by regions and types of area. The grouping of areas adopted in 1955 has been used throughout to facilitate comparison. Scottish households recorded the smallest proportional increase in butter consumption (from 4.2 to 4.9 oz. per head per week) and the North-West the largest (4.0 to 6.2 oz.). The greatest absolute increase was in Wales (7.1 to 9.8 oz.), where the traditional preference for butter reasserted itself very rapidly after derationing, and the next greatest in the London area (4.2 to 6.4 oz.). The consumption of margarine remained greatest in the North-West and was smallest in London, Wales and (in 1958) the Midlands; the greatest absolute and percentage decreases in margarine expenditure and consumption occurred in London. Changes in butter prices were fairly uniform in all regions and types of area, but those for margarine showed some local variation, no doubt reflecting the distribution of brands. The average price of margarine was uniformly highest in the prosperous Midland region, where it rose steadily throughout the period, and lowest in the South-West, where it was slightly lower in 1958 than in 1955. In rural districts the consumption of butter was already as high as that of margarine in 1955, and the subsequent changes were less marked than in the towns.

## MILK

12. During the five years 1954-58 domestic consumption of liquid milk was remarkably stable. Increases of  $\frac{1}{2}$ d. a pint in the maximum retail price in July 1956 and January 1957 had little effect on consumption; indeed, when the real price of milk (other than welfare milk) was at its highest during the early months of 1957, purchases were also high. The seasonal fall in the third quarter, shown in Table 5, was attributable to the absence of school milk during the summer holidays, which was not made good in the home. Full-price liquid milk showed no appreciable seasonal variation; there was, however, some evidence that the position of the demand curve varied slightly from year to year. The following estimates of the price elasticity of full-price liquid milk have been obtained:

July 1954-June 1955	..	-0.42
July 1955-June 1956	..	-0.47
July 1956-June 1957	..	+0.26
July 1957-June 1958	..	-0.59
July 1958-June 1959	..	-0.28

The pooled estimate within years, which excludes any year-to-year variation, is -0.22. The four years other than 1956-57, for which year the sign was perverse, gave consistent values with a pooled estimate of -0.30. The 1956-57 result was probably affected by the increase  $2\frac{1}{2}$ d. a pint in the price of welfare milk on 1st April, 1957. The income elasticity of demand for full-price liquid milk was +0.28 in 1955 and +0.31 in 1958; these values relate to quantities purchased, but those for expenditure were only slightly higher (+0.31 and +0.33).

13. Before the war the price and income elasticities were about  $-0.5$  and  $+0.5$  respectively. With the increase in consumption achieved during and after the war and consolidated in the 'fifties, a fall in the elasticity was to be expected.

TABLE 5  
*Liquid Milk: Consumption and Expenditure, 1954-58*

		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
Consumption (pt. per head per week)	1954	4.85	4.82	4.71	4.84	4.81
	1955	4.84	4.81	4.73	4.82	4.81
	1956	4.81	4.87	4.74	4.85	4.83
	1957	4.89	4.86	4.75	4.88	4.84
	1958	4.76	4.82	4.75	4.83	4.80
Expenditure (pence per head per week)	1954	26.71	25.51	26.80	27.96	26.75
	1955	28.54	28.91	28.03	28.23	28.43
	1956	28.97	29.36	30.00	30.62	29.74
	1957	33.01	32.36	32.98	34.01	33.08
	1958	32.64	31.99	31.43	33.06	32.28

14. Total consumption of condensed milk also varied little, though skimmed sweetened condensed milk continued to lose ground to whole unsweetened (evaporated) milk. For the latter there were both monthly and annual shifts in the demand curve; eliminating these, the residuals exhibited a price elasticity of  $-1.9$ .

15. Branded varieties of dried milk advanced at the expense of National Dried Milk, even before the price of the latter was increased in April 1957, and more rapidly thereafter. This transference of demand began in 1955 in the higher income groups and by 1958 even Class C households were purchasing more branded than National Dried Milk, at twice the price of the latter. A somewhat similar lag is evident in the analysis by family size; the largest families were the last to change over to branded dried milk. The process is illustrated in Table 6.

TABLE 6  
*Consumption of Dried Milk, 1954-58*  
(equivalent pt. per head per week)

	All households	Class			Families of one man and one woman and:			
		A	B	C	1 child	2 children	3 children	4 or more children
<i>National Dried Milk</i>								
1954	0.08	0.04	0.08	0.10	0.16	0.13	0.22	0.28
1955	0.08	0.04	0.10	0.09	0.17	0.14	0.14	0.22
1956	0.07	0.08	0.06	0.08	0.13	0.10	0.19	0.23
1957	0.05	0.02	0.05	0.08	0.10	0.10	0.09	0.19
1958	0.05	0.03	0.06	0.05	0.10	0.07	0.10	0.13
<i>Branded Dried Milk</i>								
1954	0.02	0.01	0.02	0.04	0.08	0.05	0.04	0.06
1955	0.03	0.04	0.04	0.03	0.05	0.07	0.12	0.07
1956	0.04	0.04	0.06	0.03	0.08	0.10	0.06	0.06
1957	0.04	0.05	0.05	0.03	0.08	0.10	0.10	0.08
1958	0.07	0.06	0.10	0.06	0.12	0.13	0.12	0.16

16. Table 7 expresses the uptake of welfare milk, both liquid and dried, as a percentage of the total entitlement by beneficiaries in different income groups and households of different composition in 1956 and 1958. This percentage may exceed 100 because uptake includes some supplementary allowances, the number and incidence of which are not readily ascertainable. The only group in which a substantial proportion of housewives failed to claim their full entitlement was naturally Class A1. By 1958 one-fifth of the claims in this group were being allowed to lapse. In other groups the fall between 1956 and 1958 was slight but general except in the larger families, and may be associated with the increase in the price of welfare milk in April 1957.

TABLE 7  
*Uptake of Welfare Milk (Liquid and Dried) as Percentage of Entitlement, 1956 and 1958 (per cent)*

	All households	Class				Families of one man and one woman and:			
		A1	A2	B	C	1 child	2 children	3 children	4 or more children
1956	100	88	103	99	99	101	102	99	99
1958	98	79	99	99	97	98	97	96	100

17. Expenditure on and consumption of liquid milk by households of different composition are given in Table 8. Throughout the period consumption per head was greatest in childless two-adult households and smallest in large families, though the differences were much smaller than for most other major foods. Differences in expenditure were, of course, greater than those in consumption, especially before 1957, because the benefit of the welfare and school milk schemes was concentrated on families with several children.

18. Variations in liquid milk consumption and expenditure between regions and types of area are shown in Table 9. Consumption was consistently smallest in the North-East and high in London and the Home Counties, which were usually followed by the industrial Midlands and the largely rural South-West.



TABLE 8  
 Liquid Milk  
 Consumption and Expenditure by Households of Different Composition, 1954-58

	All households	Households with one man and one woman and										Other households with									
		no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents									
		one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more														
Consumption (pt. per head per week):																					
1954	4.81	5.24	5.45	5.12	5.01	4.69	4.31	4.58	4.24	5.08	4.57	4.39	4.81	4.81	4.81	4.81	4.81	4.81	4.81	4.81	4.81
1955	4.81	5.22	5.36	5.19	5.05	4.73	4.17	4.71	4.17	4.96	4.43	4.48	4.81	4.81	4.81	4.81	4.81	4.81	4.81	4.81	4.81
1956	4.83	5.11	5.33	5.14	5.07	4.79	4.23	4.68	4.37	5.00	4.48	4.45	4.83	4.83	4.83	4.83	4.83	4.83	4.83	4.83	4.83
1957	4.84	5.31	5.28	5.13	5.04	4.80	4.42	4.87	4.40	5.03	4.49	4.42	4.84	4.84	4.84	4.84	4.84	4.84	4.84	4.84	4.84
1958	4.80	5.23	5.24	5.16	5.05	4.64	4.10	4.63	4.35	4.97	4.46	4.49	4.80	4.80	4.80	4.80	4.80	4.80	4.80	4.80	4.80
Expenditure (pence per head per week):																					
1954	26.75	34.57	34.64	27.97	24.15	20.73	16.10	29.25	23.05	32.34	27.27	22.79	26.75	26.75	26.75	26.75	26.75	26.75	26.75	26.75	26.75
1955	28.43	36.44	36.06	30.07	25.47	22.01	16.86	31.81	24.12	33.70	28.42	24.77	28.43	28.43	28.43	28.43	28.43	28.43	28.43	28.43	28.43
1956	29.74	37.16	37.94	31.09	27.04	23.66	17.78	33.97	26.43	35.78	30.43	25.94	29.74	29.74	29.74	29.74	29.74	29.74	29.74	29.74	29.74
1957	33.08	41.46	39.36	34.82	30.01	26.43	21.56	36.66	28.95	38.55	31.41	27.69	33.08	33.08	33.08	33.08	33.08	33.08	33.08	33.08	33.08
1958	32.28	40.09	38.91	33.98	30.66	26.99	21.18	34.96	28.44	38.05	30.27	27.80	32.28	32.28	32.28	32.28	32.28	32.28	32.28	32.28	32.28

TABLE 9  
*Liquid Milk*  
*Consumption and Expenditure by Region and Type of Area, 1955-58*

	All house- holds	Wales	Scotland	Northern and East and West Ridings	North Western	North Midland and Eastern	Midland	South Western	Southern and South Eastern	London	Provincial comurba- tions	Other urban	Rural (including semi-rural)
Consumption (pt. per head per week): 1955	4.81	4.45	4.78	4.15	4.87	4.77	5.07	4.93	5.06	5.20	4.76	4.67	4.81
1956	4.83	4.32	4.84	4.04	4.73	4.94	5.00	4.97	5.22	5.26	4.68	4.67	4.93
1957	4.84	4.32	5.15	4.20	4.91	4.91	4.95	4.91	5.08	5.07	4.65	4.78	4.98
1958	4.80	4.64	4.97	3.86	4.76	4.82	4.90	4.95	5.15	5.25	4.57	4.63	4.99
Expenditure (pence per head per week): 1955	28.43	26.19	26.59	24.07	28.77	28.36	31.22	27.54	29.67	32.83	29.50	28.30	25.04
1956	29.74	22.37	26.15	24.18	29.92	30.60	32.20	29.60	34.28	34.34	29.60	29.57	26.37
1957	33.08	21.62	31.02	27.77	35.14	33.72	34.19	32.48	34.49	36.88	32.54	34.03	28.55
1958	32.28	24.16	29.38	25.76	32.69	32.53	35.58	30.63	35.01	38.02	32.18	32.52	27.22

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