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Domestic Food Consumption and Expenditure: 1962

Annual Report of the
National Food Survey Committee

LONDON
HER MAJESTY'S STATIONERY OFFICE
PRICE 10s. 6d. NET

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AGRICULTURE, FISHERIES AND FOOD

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1964

THE NATIONAL FOOD SURVEY COMMITTEE

J. H. KIRK, C.B.E.

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Director of Research, London Press Exchange Ltd.

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Ministry of Agriculture, Fisheries and Food

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Ministry of Health

C. J. BROWN, M.A.

Ministry of Agriculture, Fisheries and Food

J. A. C. BROWN, M.A.

Department of Applied Economics, University of Cambridge

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Preface

THE National Food Survey Committee was set up in 1948 to review the material which had been collected by the Survey since its inception in 1940 and to make recommendations regarding its publication. The Committee has produced two Reports covering the first decade of the Survey, followed by a series of Annual Reports on the trends in domestic food consumption, expenditure and nutrition of private households in Great Britain.

During the period covered by this series the character of the Survey has gradually changed to meet changing circumstances, and the present Report, the thirteenth in the series, resembles its immediate predecessors in dealing more with economic than with nutritional findings. Family surveys of the budgetary type are not appropriate for investigating the nutrition of individuals, or for determining the proportion of the population which habitually falls below any particular nutritional standard. They can, however, direct attention to groups of households whose position calls for closer examination, and the results of the National Food Survey are now being used in this way by the Ministry of Health, who have initiated individual dietary and clinical studies in pre-school children.

The main interest of the Survey now lies in investigating medium and long-term trends and in studying the relatively stable factors which determine consumer behaviour, rather than in commenting on short-term changes. Indeed, the year 1962 showed as little change in the national diet as any year since decontrol. The immediate determinants of food consumption extend beyond income, occupation and family structure; they include shopping habits and facilities for storage. The present Report therefore contains special sections on the extent to which average prices and purchases of fruit and vegetables vary with the day of the week, and on the differences in patterns of consumption which are associated with the possession of a refrigerator. Among the continuing trends with which this Report deals may be mentioned the growing disparity in food expenditure between the North and the South, in contrast to the general tendency for most other group differences to diminish.

The Committee wish to renew their thanks to the Secretaries and their colleagues who prepared the Report, to the Ministry's Scientific Adviser (Food), the Chief Statistician and the officers of Food Science and Statistics Divisions, to the staffs of the Social Survey Division of the Central Office of Information, the British Market Research Bureau, the Combined Tabulating Installation of H.M. Stationery Office and the Data Processing Division of the Ministry and, not least, to the housewives who provided the records on which this Report is based.

J. H. KIRK

Chairman, National Food Survey Committee

August, 1964

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Introduction

1. The Annual Report for 1962 follows the same broad arrangement as that for the previous year, being divided into two parts and seven appendices. In the first part, which includes the main text, a short resumé of changes in incomes, retail prices and food supplies during the year is followed by a discussion of the results of the Survey, and an examination of changes, since 1956, in the pattern of differences in average food expenditure and in nutrition between various groups of households. A special study, included in this part of the Report, compares the food consumption and expenditure of households possessing a refrigerator with those of other households. The main summary tables of Survey data are grouped in the second part of the Report. Details of the composition of the Survey sample in 1962 are given in Appendix A, and Appendices B, C and D contain tables which present some of the Survey results for Great Britain and for each region and type of area in greater detail than is given in the summary tables. Estimates of the income elasticity of demand for the main foods are shown in Appendix E, and Appendix F contains a brief account of the variation in purchases and prices of fruit and vegetables on different days of the week. A description of the techniques and terms used in the Survey is given in Appendix G.

2. More recent (though less detailed) estimates of expenditure and consumption for the main food groups are published regularly in the *Monthly Digest of Statistics* for all households, income groups and selected types of family. Unpublished quarterly and annual estimates of average household expenditure, consumption and prices for each of the 130 foods itemized in the detailed classification can be supplied for each income group, type of household, region and type of area on payment of a fee varying according to the amount and nature of the information required. Application should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex.

3. In some of the tables in the Report, an apparent slight discrepancy between the total shown and the sum of the component items is due to rounding. The following symbols are used throughout:

— = nil

... = less than half the final digit shown

n.a. = not available, or not applicable.

Part I

PERSONAL INCOME, RETAIL PRICES AND FOOD SUPPLIES, 1962

4. Average weekly earnings continued to rise in 1962, but at a reduced rate. Personal disposable income per head, which had risen by approximately 6 per cent in each of the two preceding years, was nearly 3 per cent greater than in 1961, and in real terms it declined by about 1 per cent, prices being 4 per cent higher. Nevertheless, total consumers' expenditure per head rose slightly more than 4 per cent (that is, in real terms, it was fully maintained) since personal saving declined and there was some increase in hire purchase loans and net borrowing from banks. Nearly half of this increased spending was on durable goods, housing, fuel and light, and on services. Household (and total) food expenditure per head rose by little more than 3 per cent, the increase being almost equal to the rise in food prices. The proportion of total consumers' expenditure which was devoted to food thus fell from 28·2 per cent to 27·9 per cent, compared with 31·6 per cent in 1956. Part of the decrease was due to the fact that food prices had risen less than the prices of other goods and services, as is shown in Table 1; at constant (1958) prices, the decrease was from 30·9 per cent in 1956 to 28·5 per cent in 1962.

5. Estimates of the level of *per caput* supplies of the main foods moving into consumption in the United Kingdom in each year from 1958 to 1962 are shown in Table 2 together with comparative averages representative of the late thirties. More detailed estimates are given in the Board of Trade Journal Vol. 187, No. 3524, 2nd October 1964. These estimates, which are not derived from the National Food Survey, relate to the level of supplies at a primary stage in distribution; they include certain items excluded from the Survey, namely, soft drinks, sweets, food consumed in catering establishments and institutions and by H.M. Forces based in the United Kingdom, ships' supplies, and ice-cream and other food purchased by individuals but not entering the household food supply. Also, the estimates relate to the whole of the United Kingdom, while those obtained from the National Food Survey relate to Great Britain.

6. Food supplies moving into consumption in the United Kingdom in 1962 were, on the whole, slightly greater per head of the population than in 1961. Total supplies of meat rose to an annual level of 131 lb. (edible weight) per head, greater consumption of beef, pork and bacon more than offsetting reductions in mutton and lamb and imported canned meats; although the consumption of poultry meat continued to rise, the rate of increase was only about a third of that experienced over the previous four years. Among dairy products there were further increases in the consumption of the more important items. Liquid milk consumption was half as high again as in the pre-war period. A further rise in butter consumption to a little over four-fifths of the pre-war level was only partly offset by a small decrease in margarine. The consumption of lard rose by more than 1 lb. a head, mainly because of its extended use in the manufacture of margarine. The consumption of fresh fish was unchanged but imports of canned fish, mainly salmon and sardines, recovered from the lower level of the previous two years, so that the decline in the total edible weight of fish was reversed.

7. A fall in sugar consumption is attributable in part to reduced sales of sugar confectionery, ice-cream and soft drinks following the imposition of a tax on these commodities in the 1962 Budget. Supplies of home-grown maincrop potatoes were short in the spring of 1962, and this is reflected in a fall in average consumption for the year. Consumption of other fresh vegetables was adversely affected by the late spring, while sales of canned vegetables and of pulses correspondingly benefited. Total fruit consumption per head showed some recovery from the low level of 1961, dried fruit, canned fruit and fresh citrus fruit accounting for most of the increase. Consumption of flour continued to decline, the average being one-third below the peak reached in 1945 and one-sixth less than before the war. Breakfast cereals and some other grain products, however, showed further increases. Coffee consumption rose sharply to nearly four times the pre-war level.

8. Estimates of the energy value and nutrient content of the food supplies moving into consumption in the United Kingdom are also shown in Table 2; for the reasons given in paragraph 5 above, these estimates are not directly comparable with the corresponding National Food Survey estimates, which relate to food consumed in private households in Great Britain and are discussed in later sections of the Report. The average energy value per head rose slightly, to just under 5 per cent above the pre-war level; supplies of animal protein and fat continued to increase, and of carbohydrate to decline. In consequence of the increased meat supplies the provision of iron and nicotinic acid was slightly greater in 1962 than in 1961, while that of vitamin C was rather less, owing to the decreased supplies of potatoes, and in spite of the greater availability of fruit and other vegetables.

TABLE 1
Changes in Earnings, Prices and Consumers'
Expenditure, 1956-62
(1958 = 100)

	1956	1957	1958	1959	1960	1961	1962
Index of personal disposable income per head (a)	92	96	100	105	112	119	122
Index of average weekly earnings (a)	93	96	100	105	111	118	122
Index of Retail Prices (all items)	94	97	100	101	102	105	109
Retail food prices:							
National Food Survey Index	96	99	100	102	101	103	106
London and Cambridge Index (b)	95	98	100	101	100	102	106
Household food expenditure per head (National Food Survey):							
Current prices	96	99	100	103	104	108	111
1958 prices	100	100	100	101	103	105	105
Total food expenditure per head (a):							
Current prices	96	98	100	103	103	106	110
1958 prices	100	99	100	102	103	104	104
Total consumers' expenditure per head (a):							
Current prices	91	95	100	104	108	113	118
1958 prices	97	98	100	104	107	108	109
Total food expenditure as percentage of total consumers' expenditure on goods and services (a):							
Current prices	31.6	30.7	29.9	29.5	28.6	28.2	27.9
1958 prices	30.9	30.3	29.9	29.3	28.7	28.8	28.5

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

(b) *Bulletin of the London and Cambridge Economic Service* in *The Times Review of Industry and Technology*, March 1963.

TABLE 2

*Changes in National Supplies of Principal Foods
moving into Consumption in the United Kingdom,
Pre-War and 1958-62*

	Pre-war	1958	1959	1960	1961	1962	1962	
							Percentage change on	
							Pre-war	1961
(lb. per head per year)								
Dairy products excluding butter (as milk solids)	38.4	53.8	53.7	54.6	55.3	55.8	+45	+ 1
Cheese (included also in dairy products)	8.8	9.9	9.3	9.8	10.2	10.3	+17	+ 1
Meat (edible weight)	110.0	113.6	111.1	113.9	116.7	120.2	+ 9	+ 3
Poultry, game and rabbits (edible weight)	6.5	7.1	8.3	9.3	10.4	10.7	+65	+ 3
Fish, including canned fish (edible weight)	26.2	22.7	22.0	21.4	20.3	21.5	-18	+ 6
Eggs and egg products (total shell egg equivalent) (a)	28.3	31.8	32.9	33.2	33.1	33.6	+19	+ 1
Oils and fats:								
Butter	24.7	20.0	18.5	18.3	19.7	20.3	-18	+ 3
Margarine (b)	8.7	13.7	14.8	15.0	13.3	13.1	+51	- 2
Lard and compound cooking fats	9.3	10.8	12.0	12.9	12.0	13.1	+41	+ 9
Other edible oils and fats	10.0	9.8	10.2	9.6	10.9	11.0	+10	+ 1
Total (fat content)	47.1	48.5	49.2	48.9	49.6	50.2	+ 7	+ 1
Sugar and syrups (c)	102.3	118.8	115.3	115.1	118.5	116.0	+13	- 2
Potatoes	(d)190.0	212.0	211.4	223.7	227.1	213.6	+12	- 6
Pulses, nuts, etc.	9.5	11.1	11.7	12.2	10.0	12.5	+32	+25
Fruit, including tomatoes (fresh equivalent) (e)	137.4	135.0	147.5	146.3	139.5	145.8	+ 6	+ 5
Vegetables, other than potatoes	107.0	100.0	98.0	103.8	99.6	100.1	- 6	+ 1
Grain products	210.1	186.0	183.4	180.9	179.4	177.1	-16	- 1
Tea	9.3	9.9	9.7	9.3	9.9	9.4	+ 1	- 5
Coffee	0.7	1.7	1.9	2.0	2.1	2.7	+286	+29
Chocolate confectionery (f)	10.3	12.9	12.0	13.0	13.4	13.4	+30	+ 0
Sugar confectionery (f)	12.4	14.4	13.7	13.8	13.2	12.7	+ 2	- 4
(per head per day)								
Total energy value . . . kcal.	3,050	3,180	3,150	3,140	3,170	3,190	+ 5	+ 1
Protein:								
Animal g.	43.1	49.2	49.2	50.4	51.3	52.3	+21	+ 2
Vegetable g.	36.0	34.3	34.8	35.1	34.7	34.9	- 3	+ 1
Fat g.	131.3	141.2	147.5	138.3	140.6	143.9	+10	+ 2
Carbohydrate g.	414.4	420.7	416.8	414.9	414.8	411.2	- 2	- 1
Calcium mg.	696	1,131	1,118	1,111	1,114	1,119	+61	+ 1
Iron mg.	13.0	15.5	15.5	15.7	15.7	16.1	+24	+ 3
Vitamin A i.u.	3,689	4,474	4,408	4,628	4,617	4,645	+26	+ 1
Thiamine mg.	1.3	1.7	1.8	1.8	1.8	1.8	+38	+ 0
Riboflavin mg.	1.6	1.8	1.8	1.9	1.9	1.9	+19	+ 0
Nicotinic acid mg.	13.2	16.5	16.2	16.4	16.4	16.7	+27	+ 2
Vitamin C mg.	96	95	98	101	97	97	+ 1	- 0

N.B. More detailed estimates are published from time to time in the *Board of Trade Journal*.

(a) One egg is approximately 2 oz.

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

(c) Includes sugar in imported manufactured foods but excludes sugar used in brewing and distilling.

(d) An approximate figure; pre-war consumer surveys suggest that average consumption may have been about 200 lb. per head per annum.

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

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

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION, 1962

9. Estimates of the average weekly expenditure on food for consumption in the home by private households in Great Britain in each quarter of 1961 and 1962 are given in Table 3; these estimates, in common with all other National Food Survey results, do not include expenditure on soft drinks, sweets, food bought specifically for pets, meals outside the home and other food not entering the household food supply. The seasonal peak in average expenditure in the second quarter of 1962 (32s. 2d. per person per week) was heightened by an increased level of expenditure on potatoes, which at that time were in short supply and commanding exceptionally high prices. The average fell only slightly to 31s. 11d. per person per week in the third quarter, when the general level of food prices was lower but supplies and purchases of fresh fruit, green vegetables and carcass meat increased. In the fourth quarter average expenditure fell to 31s. 4d., principally because of the seasonal decline in supplies of tomatoes, stone fruit, soft fruit and fresh green vegetables. The Survey fieldwork for the year ended on Friday, 21st December, and the averages for the fourth quarter are thus exclusive of purchases made on the last two shopping days before the Christmas holiday. Subject to this exclusion, expenditure over the year averaged 31s. 7d. per person per week, 1s. (3·3 per cent) more than in 1961, the principal changes being increases of 3d. in expenditure on meat, 3d. on potatoes, 3d. on cereals, 1½d. on butter, 1d. on milk and a decrease of 1½d. in expenditure on eggs. The broad pattern of food expenditure thus changed little: meat and meat products accounted for 28 per cent of the total (the same as in 1958, for example); fruit and vegetables 18 per cent (17 per cent in 1958); cereals 15 per cent (16 per cent); milk,⁽¹⁾ cream and cheese 13 per cent (12 per cent); fats 6 per cent (6 per cent); beverages 5 per cent (5 per cent); fish 4 per cent (4 per cent); eggs 4 per cent (5 per cent); sugar and preserves 4 per cent (4 per cent), and miscellaneous foods 3 per cent (2 per cent).

TABLE 3

*Household Food Expenditure, Value of Free Food and Total Value
of Food obtained for Household Consumption, 1961 and 1962*

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1961	1962	Per-centage change	1961	1962	1961	1962	Per-centage change
	<i>s. d.</i>	<i>s. d.</i>		<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	
1st Quarter . . .	30 0	30 11	+3·1	6	8	30 6	31 7	+3·6
2nd Quarter . . .	31 0	32 2	+3·8	9	9	31 9	32 11	+3·7
3rd Quarter . . .	31 1	31 11	+2·7	1 4	1 7	32 5	33 6	+3·3
4th Quarter . . .	30 4	31 4	+3·3	9	1 0	31 1	32 4	+4·0
<i>Yearly average . . .</i>	<i>30 7</i>	<i>31 7</i>	<i>+3·3</i>	<i>10</i>	<i>1 0</i>	<i>31 5</i>	<i>32 7</i>	<i>+3·7</i>

⁽¹⁾ Including welfare milk valued at its price to the consumer, but not school milk which is supplied free.

10. Table 3 also gives estimates of the value of 'free food', and further details are shown in Table 4. Free food is food which enters the household without payment, for consumption during the week of participation in the Survey; it includes supplies obtained from a garden, allotment or farm, or from an employer, but not gifts of food from one household in Great Britain to another if such food has been purchased by the donating household. Addition of the value of free supplies to the average expenditure provides estimates of the total value of food obtained for domestic consumption (abbreviated as 'value of consumption' in Table 3 and elsewhere in the Report). The value imputed to the free supplies received by a group of households is derived from the average prices currently paid by that group for corresponding purchases. This appears to be the only practicable method of valuing free supplies, though if the households concerned had not had access to such supplies, they would probably not have replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk were not valued, and cheap welfare milk and welfare orange juice were recorded at the prices paid for them. Cod liver oil and vitamin A and D tablets have been excluded from the tables and analyses presented in this Report because of their erratic effect on some of the nutritional estimates.

TABLE 4
Value of Free Supplies, 1961 and 1962
(pence per person per week)

	1961					1962				
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average
Milk and cream	1·07	2·14	2·02	1·46	1·67	2·06	1·89	2·00	0·98	1·74
Eggs	1·06	1·73	1·73	1·00	1·38	1·50	1·38	1·12	0·97	1·24
Meat	0·62	0·88	0·55	0·76	0·68	0·81	0·81	1·01	0·85	0·86
Potatoes	0·65	0·67	2·34	1·31	1·24	0·98	0·95	2·86	1·37	1·53
All other vegetables	1·33	1·53	5·18	2·37	2·59	1·51	2·08	6·11	3·16	3·20
Fruit	1·00	1·85	3·73	1·63	2·04	0·60	1·49	4·94	3·89	2·73
All other foods	0·20	0·30	0·34	0·31	0·34	0·46	0·30	0·56	0·59	0·48
<i>All foods</i>	<i>5·93</i>	<i>9·10</i>	<i>15·89</i>	<i>8·84</i>	<i>9·94</i>	<i>7·92</i>	<i>8·90</i>	<i>18·60</i>	<i>11·81</i>	<i>11·81</i>

Seasonal and Convenience Foods

11. The percentage changes in average expenditure on seasonal foods, convenience foods and all other foods in each quarter of 1962 compared with corresponding quarters of the previous year are shown in Table 5. The group of seasonal foods consists of those foods which regularly exhibit a marked seasonal variation in price or consumption, and comprises liquid milk (full price), cream, eggs, fresh fish, potatoes, fresh vegetables and fresh fruit. Convenience foods may be defined as those processed foods for which the degree of preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly processed products. Although the Survey classification of foods is not sufficiently detailed to itemize separately all of the foods embraced by the definition of convenience foods, it distinguishes most of them, namely: cooked and canned meats, meat products, cooked and

canned fish, quick-frozen peas and beans, canned vegetables, canned fruit, cakes, pastries, biscuits, breakfast cereals, cereal products, canned and dehydrated soups, puddings and ice-cream bought to serve with a meal. Expenditure on these foods, which had been expanding rapidly for several years, rose by only 1.3 per cent in 1962 (from 5s. 10d. to 5s. 11d. per person per week) compared with increases of 3.1 per cent (from 8s. 11d. to 9s. 2d.) in expenditure on seasonal foods and of 4.1 per cent (from 15s. 10d. to 16s. 6d.) in that on all other foods.

TABLE 5

Percentage Changes in Expenditure, Average Food Prices and Real Value of Food Purchased: Quarters of 1962 compared with Corresponding Quarters of 1961

	Quarter				1962 on 1961
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a)	+1.6	+7.0	+ 1.6	+2.0	+3.1
Convenience foods (a)	+3.7	+1.9	- 0.7	+0.6	+1.3
All other foods	+4.0	+2.9	+ 4.6	+4.8	+4.1
All foods	+3.1	+3.8	+ 2.7	+3.3	+3.3
<i>Average Food Prices (c)</i>					
Seasonal foods (a)	+7.3	+14.7	+ 0.3	-2.8	+4.7
Convenience foods (a)	+0.7	+0.5	+ 0.3	-0.2	+0.2
All other foods (b)	+2.1	+1.2	+ 3.3	+4.1	+2.6
All foods (b)	+3.3	+5.0	+ 1.8	+1.3	+2.7
<i>Real Value of Food Purchased (d)</i>					
Seasonal foods (a)	-5.4	-6.7	+ 1.3	+4.9	-1.6
Convenience foods (a)	+2.9	+1.4	- 1.0	+0.8	+1.1
All other foods (b)	+1.9	+1.7	+ 1.2	+0.7	+1.5
All foods (b)	-0.0	-1.0	+ 0.8	+1.8	+0.5

(a) As defined in paragraph 11.

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

(c) The average price of each item in the Survey classification is obtained by dividing the expenditure on that item by the quantity purchased. Many items cover a range of kinds and qualities, and their composition may vary from quarter to quarter.

(d) The table shows the percentage change in expenditure if prices in the two periods had been the same.

12. These increases in expenditure can be explained partly by a rise in food prices and partly by an increase in the quantity (or value at constant prices) of food purchases. An apportionment between these two factors is attempted in Table 5, where the changes in prices are indicated by a price index of 'Fisher Ideal' type, calculated as the geometric mean of two indices with weights appropriate to the earlier and later periods respectively; the changes in the real value of food purchased were estimated by dividing the index of expenditure by this price index. Such an apportionment between price and quantity, however, cannot be precise because the classification of food items in the Survey cannot be

infinitely detailed. The average price paid for each item was obtained by dividing the total expenditure on that item by the total quantity purchased; hence a shift in purchases from a cheaper to a dearer variety within the same food item (for example, from a lower to a higher grade of liquid milk, or from small to large eggs) is represented as an increase in the average price paid for the item; conceptually, however, purchase of the more expensive variety should preferably be shown as a rise in the real value of purchases. This type of limitation does not arise when there is a shift in purchases from one item in the classification (i.e. an item for which a price relative is calculated) to another; *ceteris paribus*, such a shift is recorded as a change in the standard of food purchases and the price index is not affected. Subject to the qualification mentioned above, the increase of 3.3 per cent in household food expenditure per head in 1962 may be apportioned as a rise of 2.7 per cent in the general level of food prices and a gain of 0.5 per cent in the real value (at constant prices) of food purchases per head. Half of the rise of 2.7 per cent in the general level of food prices was attributable to an increase of 4.7 per cent in the price index for seasonal foods which was caused mainly by exceptionally high prices for potatoes, fresh vegetables and fresh fruit in the first half of the year when the level of supplies was unusually low; the remainder of the rise in the price index for all foods was due mainly to increases in the prices of bread, butter, beef, mutton and lamb, cakes and biscuits. The principal contributions to the modest gain of 0.5 per cent in the real value of household food purchases per head in 1962 came from pork, bacon, pork sausages, canned meat, cakes and biscuits, milk and milk products, and coffee; increases for these

TABLE 6

*Indices of Expenditure, Prices and Real Value of Food
Purchased for Household Consumption, 1958-62*

(1958 = 100)

	1959	1960	1961	1962
<i>Expenditure Indices</i>				
Seasonal foods (a)	101.6	103.9	109.0	112.3
Convenience foods (a)	104.4	106.4	111.8	113.3
All other foods	103.7	104.1	105.6	109.9
All foods	103.2	104.5	107.7	111.2
<i>Indices of Average Prices (c)</i>				
Seasonal foods (a)	96.6	96.3	101.9	106.8
Convenience foods (a)	100.5	99.3	101.1	101.1
All other foods (b)	105.0	105.1	104.4	107.4
All foods (b)	101.7	101.4	103.0	106.0
<i>Indices of Real Value of Food Purchases (c)</i>				
Seasonal foods (a)	105.2	107.8	107.0	105.2
Convenience foods (a)	103.8	107.2	110.6	112.1
All other foods (b)	98.7	99.1	101.1	102.3
All foods (b)	101.4	103.0	104.5	104.9

(a) As defined in paragraph 11.

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

(c) See footnotes (c) and (d) to Table 5.

commodities, however, were partly offset by decreases for bread, potatoes, other vegetables, and fresh fruit⁽¹⁾

13. Changes in expenditure, prices and consumption of seasonal, convenience and other foods since 1958 are illustrated in Table 6 by annual index numbers, calculated by the method described in paragraph 12; the adoption of 1958 as a base period for these indices facilitates their comparison with other published statistical series. The gain of 0·5 per cent in the real value of household food purchases per head in 1962 is seen to be only a third of that recorded in each of the three previous years. Although this slackening in the rate of expansion was due mainly to the comparatively low level of supplies of potatoes, fresh vegetables and fresh fruit in the first half of 1962, it was also in part attributable to a decrease in the rate of expansion of consumption of convenience foods. The real value of purchases of these convenience foods had risen by about 3½ per cent per annum between 1958 and 1961, but increased at only about a third of that rate in 1962. Nevertheless, although convenience foods accounted for slightly less than a fifth of total household food expenditure in 1962, they have contributed nearly half of the gain of 4·9 per cent in the real value of food purchases per head since 1958, while seasonal foods and all other foods each have contributed only a little more than a quarter. Over the five-year period, the price index for convenience foods increased by only 1·1 per cent compared with increases of 6·8 per cent and 7·4 per cent respectively for seasonal foods and for all other foods.

14. The classification of foods into the three broad categories of 'seasonal', 'convenience' and 'other' foods does not, of course, imply that all of the foods within each category exhibited a common trend in expenditure, or in consumption, or average price. Some of the differences within categories during the period from 1960 to 1962 are revealed in Table 23 (Part II) which gives indices of expenditure, prices and the real value of purchases for each of the main food groups; comparable indices for 1959 were shown in Table 18 of the Annual Report for 1961.⁽²⁾ More detailed estimates of average expenditure, consumption and prices for each of the foods in the Survey classification are shown for each quarter of 1962, together with averages for the year, in Tables 1-3 of Appendix B; comparable detailed results for earlier years are to be found in previous Annual Reports.

Milk and Cheese

15. A further small increase of 1 per cent in average household consumption of liquid milk in 1962 to 4·95 pt. per person per week continued the rising trend which has been apparent since 1959. The increase in 1962 was wholly in respect of milk bought at the full retail price, purchases of welfare milk remaining at the high level of 0·70 pt. per person per week attained in the previous year, while the contribution made by school milk has continued at 0·2 pt. per person per week since 1957. Average consumption of dried milk remained at 0·11 pt., but there was some further displacement of National dried milk by commercial brands, the latter accounting for almost four-fifths of the total in 1962 compared with less than two-fifths in 1956. Consumption of cream, which averaged 0·50 oz. per person per week, was 14 per cent more than in the previous year and almost twice as much as in 1956.

⁽¹⁾ Free supplies of fresh fruit were more plentiful than in 1961 so that total consumption rose slightly although purchases declined.

⁽²⁾ *Domestic Food Consumption and Expenditure: 1961.* H.M.S.O., 1963.

16. The demand for natural cheese continued to increase, and purchases rose by 2 per cent in 1962 to 2·76 oz. per person per week compared with 2·60 oz. in 1958; average consumption of processed cheese, however, at 0·36 oz. was barely maintained.

Meat and Poultry

17. Average household consumption of meat and meat products rose by a further 2½ per cent in 1962 to 37·7 oz. per person per week. Almost seven-eighths of this increase was in consumption of pork, bacon, ham and pork sausages, and the remainder was due mainly to increased consumption of canned meats. Consumption of beef and veal and of mutton and lamb was not quite maintained, and consumption of poultry, which, exclusive of the Christmas trade, had expanded rapidly from 0·6 oz. per person per week in 1956 to 2·3 oz. in 1961, remained unchanged in 1962 despite an exceptionally high average of 3·0 oz. in the second quarter of the year.

18. The adjustment of the effective demand to the changed level and pattern of meat supplies was not achieved without some easing of prices, the average for pork declining by 2 per cent to 4s. 1½d. per lb., that for uncooked bacon and ham by 1 per cent to 3s. 11d. per lb., and that for cooked and canned bacon and ham by 2 per cent to 7s. 8d. per lb. The average prices of pork sausages, beef sausages and of poultry were almost unchanged, and although average prices of beef and veal and of mutton and lamb increased by approximately 2½ per cent to 4s. 3½d. per lb. and 3s. 5d. per lb. respectively, these increases were only about two-thirds as great as the increase in the general price level and no greater than the increase in food prices generally. Although the average prices of the various kinds of pig-meat thus declined in real terms (i.e. when deflated by the Index of Retail Prices) more than those for other kinds of meat, the relative decline was less than might have been expected from previous experience of changes in purchases and prices.⁽¹⁾ This is further evidence of the ability of retailers to induce their customers to transfer much of their demand to whatever kind of meat is currently in good supply.⁽²⁾

TABLE 7

Consumption of Filleted and Unfilleted Fish by all Households, 1962

	Consumption (a)		Average Prices (b)	
	Filleted	Unfilleted	Filleted	Unfilleted
	oz.	oz.	s. d.	s. d.
Fresh white fish	1·72	0·70	3 4	3 2
Quick-frozen fresh white fish	0·44	—	4 3	—
Processed white fish	0·22	0·13	3 2	3 0
Fresh herrings	0·02	0·12	1 11	1 6
Processed fat fish	0·09	0·22	3 1	2 0
<i>Total above varieties</i>	<i>2·49</i>	<i>1·17</i>	<i>n.a.</i>	<i>n.a.</i>

(a) per person per week.

(b) per lb.

⁽¹⁾ See *Domestic Food Consumption and Expenditure: 1961*, Appendix E. H.M.S.O., 1963.

⁽²⁾ See the *Report of the Committee of Inquiry into Fatstock and Carcase Meat Marketing and Distribution* (Cmd. 2282 (1964)), paragraphs 488–508. H.M.S.O., 1964.

Fish

19. Total consumption of fish rose slightly in 1962 to 5·79 oz. per person per week, increased purchases of fresh filleted white fish more than offsetting small decreases in the averages for cooked fish and canned fish. The quantity of fresh and processed fish recorded by the Survey is expressed in terms of its weight at the time of purchase by the housewife, and is therefore in part a filleted and in part an unfileted weight. In previous years, the Survey classification of foods has not been sufficiently detailed to distinguish all the main kinds of filleted fish from unfileted, and because of the increase in the ratio of filleted to unfileted fish purchases, the indices which are shown in Table 23 (and which are derived from price-relatives calculated by the method described in paragraph 12) tend to exaggerate the rise in fish prices since 1958 and to depress the index measuring the real value of fish purchases. Filleted purchases were, however, separately distinguished in 1962 and detailed results are given in Table 7.

Eggs

20. The demand for eggs exhibits little seasonal variation, and intensive systems of management have reduced the seasonality of supply. The average price paid by housewives for eggs in 1962 was 3s. 10d. per dozen compared with 4s. 2d. in 1961; consumption was more even throughout the year, but the annual average rose by less than $\frac{1}{2}$ per cent to 4·68 eggs per person per week.

Fats

21. Imports of butter in 1962 declined more than home production increased, and there was some depletion of stocks in public cold stores. Retail prices, which had been falling for two years, rose fairly steadily during 1962 and averaged 3s. 3d. per lb., compared with 2s. 11d. per lb. in the previous year. As has been observed previously when there has been a reversal of a downward trend in prices, housewives did not immediately reduce their level of consumption, which averaged 6·20 oz. per person per week over the year, the same as in 1961. Purchases of margarine fell from 3·30 oz. to 3·15 oz., but there was a slight increase in consumption of cooking fats, so that total consumption of visible fats remained almost unchanged at 12·0 oz. per person per week.

Sugar and Preserves

22. Purchases of sugar, which had increased from 17·8 oz. per person per week in 1960 to 18·1 oz. in 1961, rose to 18·4 oz. in 1962. This return to much the same level as in 1958 and 1959 was due to a sharp increase in purchases in the second half of the year when supplies of soft fruit and of stone fruit were greater than in the previous two years. Most of the increase in consumption of jam recorded in 1962 (from 1·56 oz. to 1·65 oz.) was in respect of home-made jam (from 0·06 oz. to 0·13 oz.).

Vegetables and Fruit

23. The 1961 main crop of potatoes proved inadequate to meet demand in the spring of 1962; the gap could not be fully bridged by imports, and prices rose rapidly. Cold weather delayed the lifting of first early potatoes by several weeks, and this crop also proved to be a light one. Hence the average price of old potatoes rose from 3·6d. per lb. in January and February to 5·6d. in April and 8·1d. in June, when new potatoes were realizing 12·5d. per lb. (compared with 3·6d. for old and 6·4d. for new potatoes in June 1961). Potato consumption in the third

and fourth quarters was below the previous year's levels, and the annual average of 53·6 oz. per person per week was the smallest yet recorded by the Survey.

24. Total consumption of fresh green vegetables and of other vegetables was almost unchanged at 15·1 oz. and 16·8 oz. per head per week respectively, decreases for cabbages and carrots being offset by increased purchases of other roots and of sprouts, peas and beans. The cold spring delayed leafy salads, fresh peas and beans, but in the third quarter prices fell below the previous year's level. Purchases of quick-frozen peas and beans continued to rise, while those of canned peas declined slightly.

25. Total consumption of fresh fruit rose from 21·8 oz. per person per week in 1961 to 22·1 oz. in 1962, and of other fruit from 7·0 oz. to 7·1 oz. The shortage of apples in the first half of the year was not fully made good by imports, and prices averaged 1s. 8½d. and 1s. 6½d. per lb. in the first and second quarters compared with 1s. and 1s. 2½d. a year before. The 1962 crop was fairly good, and the annual average for apples (6·3 oz.) was only slightly less than in 1961. There were small increases for pears and for the principal imported fruits, but consumption of tomatoes decreased; purchases of canned tomatoes (0·56 oz.) fell to only two-thirds of the 1958 level. The uptake of welfare orange juice settled down at about half the level which obtained before the removal of the subsidy on 1st June, 1961.

Cereals and miscellaneous foods

26. The long-standing downward trend in consumption of bread continued in 1962 when purchases averaged 43·6 oz. per person per week compared with 45·2 oz. in the previous year and 51·1 oz. in 1956. Purchases of flour totalled 6·7 oz. per head per week compared with 6·4 oz. in 1961 and 7·9 oz. in 1956. The usual increases were recorded for most of the 'convenience cereals' (including cakes and pastries, biscuits and puddings).

27. The main changes in consumption of beverages related to coffee. Purchases of coffee powders and crystals rose from 0·16 oz. to 0·20 oz. per head per week while those of coffee essences fell from 0·14 oz. to 0·10 oz. There was a slight decrease in purchases of tea, but the fall since 1956 is only 3 per cent. Purchases of canned soups continued to rise and at 2·53 oz. per person per week were half as great again as in 1956.

GEOGRAPHICAL DIFFERENCES IN HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION, 1962

Classification

28. For the purpose of considering differences in household food consumption and expenditure between one part of Great Britain and another, two different analyses of the Survey data are made. The first of these classifies households according to geographic region, the second according to the degree of urbanization of the polling district in which they are located. The two classifications are formally independent of each other and no cross-classification according to degree of urbanization within each region has been attempted, though an important characteristic of each region is of course the extent to which its population is concentrated in large towns. In the regional analysis, separate results are given for Wales, for Scotland and for each of the standard regions of

England, except that the London conurbation is treated separately from the remainder of the London and South-Eastern region, which is combined with the Southern region, giving a total of 11 regions⁽¹⁾ in all. The London conurbation also appears in the analysis by degree of urbanization (type of area), in which it is distinguished from provincial conurbations⁽²⁾; this analysis also makes a distinction between larger towns⁽²⁾ and smaller towns⁽²⁾, and between semi-rural areas⁽²⁾ and rural areas⁽²⁾.

29. The Survey is designed to be representative of Great Britain as a whole, but practical restrictions on the size of the sample and on the number and mobility of the fieldworkers place limits on the number of localities that can be included in each regional sub-sample; the sample design, therefore, cannot ensure that the localities selected from any one region in a single year are fully representative of that region. Although variations in the composition of each of the regional sub-samples between one year and another are not without influence on the results, the broad pattern of regional differences in household food consumption and expenditure revealed each year by the Survey has been remarkably consistent since the analysis was first attempted in 1955; moreover, the year-to-year variations in the composition of the sub-samples are sufficiently random to permit the evaluation of trends in consumption and expenditure from the results obtained over a period of several years. Details of the samples selected in 1962 from each region and from each type of area are given in Appendix A.

Expenditure, prices and free supplies

30. Estimates are given in Table 24 of average domestic food expenditure per person per week in 1961 and 1962 in each region and type of area together with estimates of the value of food obtained for consumption in the home (i.e. purchases plus free supplies). Regional differences in average expenditure and in the value of free supplies continued to be narrower, and those in the average value of food obtained for consumption wider, than the corresponding differences between the averages for each type of area. In each analysis, the differences in average expenditure were, of course, greater than those in the value of consumption, since expenditure tended to be inversely related to the value of free supplies, this inverse relationship being more pronounced in 1962 than in 1961, and more pronounced in the analysis by type of area than in that by region. In both years, expenditure and the value of consumption were greatest in London, followed by the Midland counties, and low in Scotland; results for other regions are more affected by the change of first-stage sampling units (parliamentary constituencies) at the beginning of each year. The downward gradation in food expenditure with decreasing urbanization was about as marked as in 1961, but much more regular, the average food expenditure recorded in the provincial conurbations having increased more than that elsewhere. In 1961 free supplies had been relatively low, especially in rural areas; 1962 was a comparatively good year for garden and allotment produce, and the average value of free supplies rose to 5s. 9d. per head per week in wholly rural areas, thus bringing their value of consumption to within a penny of the London average of 34s. 8d., the highest regional figure yet recorded.

31. Table 24 also shows a price index which compares the level of food prices in each region and type of area with the average for Great Britain. The index is of Laspeyres type and has been derived by valuing the national diet at the

⁽¹⁾ Details of the administrative areas comprising each region are given in Appendix A.

⁽²⁾ See Glossary (Appendix G).

average prices paid in each region and in each type of area. The index therefore takes no account of variation in the pattern of food purchases in different localities, but only of price-differences which are presumably due to differences in quality of otherwise similar commodities or to differences in the services (in the widest sense) offered by different shops. Prices again tended to be lower than the average in London, the South-East and East Anglia, and higher in Scotland, Wales and the North-West; in the Northern and North Midland regions there was a relative fall in the prices recorded compared with the previous year, and in the South-West a marked rise. Differences in food prices between town and country were somewhat greater than before, being about 4 per cent lower in London than in rural areas, compared with a difference of 2 per cent in 1961.

32. A further index number shown in Table 24, the 'price of energy' index,⁽¹⁾ measures geographical differences in the relationship between the value of food obtained for consumption (expenditure plus value of free supplies) and its energy value; this index displays much greater variation than the food price index, since it is affected partly by variations in the prices paid for food, but principally by differences in dietary patterns. Thus, as always, the cost per calorie was greatest in London (8 per cent above the national average, compared with 7 per cent in 1961), and generally higher in the south than in the north. In rural areas the index rose sharply in 1962 because of abundant free supplies of fruit and green vegetables, which, if purchased, would be expensive sources of energy; their imputed value is included in the cost per calorie, but the experience of 1961 suggests that if garden produce is disappointing it is not fully replaced by retail purchases.

33. Further details of the value of free supplies in each region and type of area in 1962 are given in Table 25. The commodity pattern is influenced appreciably by the relative importance of garden produce as compared with perquisites; thus milk and cream accounts for nearly a third of the value of free food in rural areas, but is negligible in London. The very low level of garden produce in the provincial conurbations compared with all other areas probably reflects their higher population density. Since 1956, the average value of free food has not varied greatly in money terms; in real terms, therefore, it has tended to decline, though in the Midlands the trend has been upwards.

34. Geographical variations in average household consumption of each of the main foods or groups of foods in 1962 are summarized in Table 26. Detailed estimates of average consumption of each of the foods itemized in the Survey classification are given in Appendix D.

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION ACCORDING TO SOCIAL CLASS, 1962

Classification

35. The definition of social class used in the National Food Survey is in terms of the gross weekly income of the head of the household, as stated by the housewife or, if necessary, imputed from occupation or other information.

⁽¹⁾ This index, which measures the 'cost per calorie', has been obtained by dividing the money value of the food obtained for consumption (purchases plus free supplies) in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.

Four broad classes are distinguished (and described in descending order of the gross income of the head of the household as Classes A, B, C and D), but Class A is divided into two sub-groups (A1 and A2), and Class D into three, viz. households containing one or more earners (Class D1), those containing no earner (Class D2) and households solely or mainly dependent on old age pensions⁽¹⁾ (abbreviated as O.A.P.). As an exception to the general rule, if the gross weekly income of the head of the household falls within the income range for Class D and the household contains one earner or more, the income of the principal earner is used to determine the social class, even though that earner is not necessarily the head of the household.

36. Because of the continuing rise in money incomes, the income ranges for each class must be re-defined periodically. Moreover, the revision must be made in advance of the field-work for any year, because those housewives who are unwilling or unable to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. The income ranges which were adopted at the beginning of 1962 for use throughout the year were:—

Class A . . .	£23 per week and over (Class A1, £39 and over).
Class B . . .	£14 10s. and under £23.
Class C ⁽²⁾ . . .	£9 and under £14 10s.
Class D . . .	Under £9.

Following these revisions, the proportion of households in the sample which qualified for inclusion in Class A was unchanged (10·9 per cent), but the proportion which qualified for Class B fell from 41·8 per cent in 1961 (an appreciably greater proportion than had been envisaged when prescribing the income ranges for that year) to 31·7 per cent in 1962, while the proportion allocated to Class C increased from 28·6 per cent to 36·8 per cent; an increase from 18·7 per cent to 20·6 per cent in the proportion placed in Class D was due mainly to the 1962 sample containing a greater number of households consisting of old age pensioners and other retired persons. The proportions placed in each class in each year from 1958 to 1962, together with the defining income ranges, are shown in Appendix A, Table 4.

37. Further details of the composition of each class in 1962 are given in Tables 5 and 6 of Appendix A. Exceptionally, the average size of household in Class A1 rose to 3·75 persons (compared with 3·41 in 1961 and 3·33 in 1960) because the small sample from that class contained fewer younger childless couples and more households with several children. The average size of household in Class A2 was unchanged (3·44 persons), but in Classes B and C it fell slightly to 3·51 and 3·33 persons respectively. As usual, households in each of the three sub-groups of Class D were of much smaller average size (2·69, 1·78 and 1·53 persons) than those in other classes. In 53 per cent of the households included in Class D1, the *head* of the household was not gainfully occupied at the time of participation

⁽¹⁾ Including non-contributory and contributory retirement pensions, and pensions of widows over 60 years of age. For this purpose, 'pensions' include income from National Assistance funds.

⁽²⁾ In order to keep the occupational composition of Classes C and D1 as consistent as possible with what it had been in previous years, special provision was made for any full-time male agricultural workers who earned less than £9 to be placed in Class C instead of Class D1; the statutory minimum wage for such workers was raised from £8 9s. to £8 15s. on 26th February 1962, and to £9 3s. on 26th November.

in the Survey, but at least one other member of the household was earning. Class D1 also contained a number of households in which the principal earner was in part-time employment or was an adolescent or a widow; it contained nearly twice as many adult females as adult males, and relatively more women over 60 and men over 65 than did Classes A, B and C, but relatively fewer children, although relatively more than the corresponding sample in the previous year. The small sample of households in Class D2 (without earners) is also heterogeneous in character and its composition is inherently unstable. This class consists mainly of retired persons whose main source of income is other than the State retirement pension, but it also includes a few totally unemployed families with children. The sample of households from Class D2 contained relatively fewer adults (a greater proportion of whom were men over 65 and women over 60), and relatively fewer children than in 1961; the sample of pensioner households contained relatively more couples and relatively fewer single pensioners.

Expenditure, consumption and prices

38. Estimates are given in Table 27 of average domestic food expenditure per person per week in 1961 and 1962 by households of each class. The average food expenditure recorded in 1962 for the classes containing earners ranged from 39s. per person per week in Class A1 to 29s. 5d. in Class D1, compared with a range from 38s. 9d. to 28s. 11d. in 1961. As a consequence of the change, (described in paragraph 36), in the number of households placed in Class B relative to the number in Class C, the averages for these classes moved closer together in 1962; nevertheless, both classes increased their expenditure more than any of the other earning classes. A greater increase in average expenditure (from 28s. 11d. per person per week to 31s. 10d.) was recorded for households in Class D2 (without earners), but this increase is probably associated with the decrease in the average size of household comprising the sample for this class. The average food expenditure recorded by old age pensioner households⁽¹⁾ remained at 29s. 4d. per person per week; these households, however, had increased their expenditure by more than 5 per cent in 1961 (compared with an increase of 3·2 per cent for the whole sample).⁽²⁾

39. The range of class differences in the total value of food obtained for consumption in the home was wider than that in average food expenditure because households in Class A not only had the highest expenditure but also obtained more free supplies than households in any other class. Class differences in food expenditure, however, are partly explained by differences in the average prices paid for food by households in each class. The latter differences are illustrated in Table 27 by index numbers which have been calculated by costing the national average food purchases per head at the average prices paid by each class in turn and expressing the result as a percentage of the average domestic food expenditure per head for the whole sample. The index numbers therefore take no account of the actual pattern of purchases in each class, but only of differences in prices paid for the same commodities, presumably because of differences in quality and in the services offered by different shops. Thus the general level of food prices paid by households in Classes A1 and A2 in 1962 were respectively

⁽¹⁾ This group includes some elderly women living alone, whose food consumption, especially of certain non-perishable commodities, is known to be overestimated by the Survey (see Appendix G).

⁽²⁾ On 3rd April, 1961, the weekly rates of pension were increased from £2 10s. to £2 17s. 6d. for a single person, and from £4 to £4 12s. 6d. for a married couple.

8 per cent and 3 per cent above the national average, while the level in Class C and the three sections of Class D was 1–3 per cent below the national average. A 'price of energy' index⁽¹⁾ is also shown in Table 27. The index in 1962 ranged from nearly 27 per cent above the national average in Class A1 to 6 per cent below it in Class D1; this range was not very different from the corresponding range in the money value of food obtained for consumption since class differences in the energy value were comparatively small. Furthermore, class differences shown by the price of energy index were attributable far more to different dietary patterns than to differences in food prices, the higher income groups being less dependent on the cheaper sources of energy than those of more limited means.

40. Estimates of average expenditure on each of the main foods in 1962 by households of different class are given in Table 28; corresponding estimates of consumption are shown in Table 29. For most foods, both expenditure and consumption were greatest in Class A1, and fell with declining income to a minimum, most often found in Class D1 or in the group of pensioner households; for some foods, however, including condensed and dried milk, prepared fish, margarine, lard and compound cooking fat, potatoes, bread, oatmeal and oat products, and tea, this gradation was either reversed or partly reversed.

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION ACCORDING TO FAMILY COMPOSITION, 1962

Classification

41. Households participating in the National Food Survey have, since 1954, been divided into eleven types, according to their size and composition. Eight of them, in which the adult element consists of one man and one woman⁽²⁾ (a 'couple') are described as 'classified' (or, where they include minors, as 'family households'). Such households accounted in 1962 for 65 per cent of the households surveyed and included 68 per cent of all persons in the sample, 64 per cent of the adolescents (aged 15–20 inclusive) and 81 per cent of the children under 15. Couples without children are subdivided into 'younger' (both adults under 55) and 'older' (one or both 55 or over). The remaining 'unclassified' households, in which the adult element is other than one man and one woman, are subdivided into three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents.

42. An analysis of the Survey sample by household composition and social class is given in Table 5 of Appendix A; details of the average number of earners per household in each of the sub-groups are shown in Table 10 of Appendix A. 63 per cent of the younger childless wives were in paid employment in 1961, compared with 23 per cent of the mothers with one child, 18 per cent of those with two children, 15 per cent of those with three and 11 per cent of those with four or more children. Younger childless couples continued to enjoy the largest net income per head, but total family income was appreciably higher in families with several children than in those with only one, since many of the latter were families of younger parents with lower earnings, and with lower tax reliefs and no family allowances.

⁽¹⁾ As defined in footnote ⁽¹⁾ to paragraph 32.

⁽²⁾ The terms man and woman refer here and elsewhere in this Report to persons of 21 years of age or over.

Expenditure, consumption and prices

43. Table 30 gives the average domestic food expenditure and value of consumption per person per week in 1961 and 1962 in each of the eleven types of household. Average food expenditure per head in families with one child and in those with four or more children remained unchanged in 1962 at 32s. 6d. and 20s. 8d. per week respectively; in families with two children it rose by 3d. to 27s. 1d., and in those with three children by 7d. to 24s. Larger increases were recorded for each of the remaining groups of classified households (increases of between 10d. and 1s. per person per week) and for the three groups of 'unclassified' households (increases of between 1s. and 1s. 9d.), so that differences in average expenditure between the eleven types of household widened slightly. The estimates of average expenditure ranged from 20s. 8d. per person per week (or 35 per cent below the national average) in families with four or more children to 43s. 1d. per person per week (36 per cent above the national average) for younger childless couples; the range in the average value of consumption (i.e. inclusive of free supplies) was closely similar—from 21s. 3d. to 43s. 11d.

44. Table 30 also shows a price index⁽¹⁾ which compares the level of food prices paid by each of the eleven household groups with the average for all households. The level of food prices paid by each group of classified households (except older couples) varied inversely with household size, the highest prices (3 per cent above the national average) being paid by younger childless couples and the lowest (4·4 per cent below the average) by families with four or more children; the older couples, of whom a quarter were old age pensioners, paid prices which were 0·4 per cent below the national average. The price indices for each of the three groups of unclassified households also showed an inverse relationship with average household size, but the gradation was less steep, the range in prices being from 1·1 per cent above the national average in wholly adult households (average size 1·95 persons) to 0·5 per cent below the average in households containing one or more children (average size 4·54 persons).

45. A 'price of energy' index,⁽²⁾ which is also shown in Table 30, takes account of variation in the pattern of purchases between the different household groups and therefore shows a steeper gradation than that in food prices. The average cost per calorie ranged from 13·2 per cent above the national average in younger two-adult households to 17·8 per cent below the average in families with four or more children. Only about a quarter of the range in the 'price of energy' index between these two household groups was due to their paying different prices for comparable foods, the remaining three-quarters being due to their different pattern of food consumption. The younger childless couples devoted a greater proportion of their expenditure to meat, butter, green vegetables and fruit; in contrast, families with four or more children were more dependent on the cheaper sources of energy such as bread, potatoes and margarine.

46. Estimates of average expenditure on each of the main foods in 1962 by households of different composition are given in Table 31; corresponding estimates of consumption are shown in Table 32. These estimates are similar in pattern to those given in previous Annual Reports, *per caput* expenditure and consumption for most foods decreasing with increasing family size, and showing a particularly steep gradation for meat, fish, butter, fruit and brown and wholemeal

⁽¹⁾ As defined in paragraph 31.

⁽²⁾ See footnote to paragraph 32.

bread. One noteworthy change, however, is that families with four or more children reduced their consumption of potatoes (which were scarce and dear in the spring of 1962) much more than any other household group. Consumption of liquid milk was well maintained in most of the classified households; there has been a generally rising trend since 1959, as is shown in Table 8.

Family Composition and Social Class

47. Since 1955, National Food Survey data have been analysed by family composition within each broad social class, in order to examine the relative effects of the composition of the family and the income of its head upon household food expenditure and consumption and the nutritive value of the diet. Households in Class D2 and those of old age pensioners have been excluded from this analysis because they contain few children. The numbers of households with children in Classes A1 and D1 in the sample are too small for separate analysis, and, as in previous years, sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is therefore limited to three broad income groups, A, B, and C & D1, and to seven classified types of household, namely, younger childless couples and couples with different numbers of children or with adolescents or with both children and adolescents. Details of the composition of the sample in 1962 by social class and household composition are given in Table 5 of Appendix A. Estimates of the average weekly food expenditure per person and per household for each of the 21 sub-groups are given in Table 33, and details of average consumption (per head) of the main foods in Table 34. For households in Class A, average weekly food expenditure ranged from 46s. 8d. per head for younger childless couples to 23s. 1d. per head in families with four or more children; for households in Class B the corresponding range was from 43s. 4d. to 21s. 11d., and for those in Classes C & D1 it was from 42s. to 19s. 6d. Food expenditure *per household* increased more rapidly with increases in household size in Class A than in Class B, and much more rapidly than in Classes C & D1.

TABLE 8

*Consumption of Liquid Milk (including Welfare and School Milk)
in Certain Groups of Households, 1956-62*

(pints per person per week)

	All households	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		
1956 .	4·83	5·33	5·14	5·07	4·79	4·23	4·68	4·37
1957(a) .	4·84	5·28	5·13	5·04	4·80	4·42	4·87	4·40
1958 .	4·80	5·24	5·16	5·05	4·64	4·10	4·63	4·35
1959 .	4·76	5·08	5·04	4·98	4·69	4·08	4·67	4·33
1960 .	4·84	5·19	5·01	5·02	4·86	4·24	4·74	4·50
1961 .	4·90	5·34	5·25	5·09	4·62	4·50	4·73	4·49
1962 .	4·95	5·36	5·20	5·10	5·03	4·48	4·73	4·67

(a) The subsidy on welfare milk was reduced in April, 1957.

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION, 1962

48. The methods used for estimating the energy value and nutrient content of the food obtained for household consumption are the same as those used in recent years and described in Appendix G, paragraphs 12 to 16. In the accompanying tables of consumption, allowance has been made as before for inedible wastage and for cooking losses of thiamine and vitamin C. In the tables in which the adequacy of the diet has been assessed, by comparison with allowances based on the recommendations of the Committee on Nutrition of the British Medical Association (Appendix G, Table 1) a conventional allowance of 10 per cent has been made for wastage of edible food; further adjustments are made to allow for meals served to visitors and for meals consumed outside the home.

49. In 1964 there was published the Report⁽¹⁾ of a Working Party set up by the Chief Medical Officer of the Ministry of Health, in response to a request of the World Health and Food and Agriculture Organizations of the United Nations, to consider human requirements for protein. The Working Party did not attempt to make precise estimates, but aimed at defining the gap in knowledge of protein requirements, bounded at the lower limit by what was thought, from experiment, to be minimal, and the upper by what was presumed, from observation, to be adequate. The scale of recommendations of the British Medical Association, as adopted by the National Food Survey Committee, approaches the higher limit and for active adults and women in late pregnancy exceeds it. The Report of the Working Party does not offer an alternative to the British Medical Association scale and that scale is therefore retained by the Committee as a basis for comparing data on protein consumption.

All Households (Table 35)

50. The average household food consumption showed little change in energy value in 1962 compared with that in the previous year. There was no change in total protein consumption, but animal protein consumption rose by 2 per cent continuing a trend discernible since 1952 (apart from a stationary phase between 1956 and 1959). The increased consumption of animal protein was due to slight rises in the consumption of milk, cheese, pork, bacon, liver and sausages. There were no other significant changes in the nutrient content of the average household food consumption, which met the recommended allowances for energy value and each nutrient.

Geographical Variations (Table 36)

51. The average household food consumption in all regions and types of area analysed was nutritionally satisfactory when compared with the recommended allowances of the British Medical Association, though total protein in the North Midland and Eastern regions, and calcium in the East and West Ridings of Yorkshire, only just reached the recommended allowances. The proportion of calories obtained from protein was lowest in Wales, the East and West Ridings and the North Midlands (11·1 per cent), and highest in London (11·9 per cent). There were slightly larger variations for the corresponding percentages of fat and carbohydrate. The lowest percentage for fat (37·7 per cent) and the highest

⁽¹⁾ *Requirements of Man for Protein*. Reports on Public Health and Medical Subjects, No. 111, Ministry of Health, 1964. London, H.M.S.O.

for carbohydrate (50·7 per cent) occurred in the Scottish diet: in contrast, the London diet showed the highest percentage for fat (41·7 per cent) and the lowest (46·4 per cent) for carbohydrate. Scotland obtained the lowest percentage of protein from animal sources (58·0 per cent), London the highest (64·4 per cent). The regional differences in these percentages have tended to decrease since 1960.

52. Although variation in average regional intake from the average for the whole sample has generally been slight, certain constant features concerning the nutritional value of the diet in different regions of Great Britain have been apparent for some years. Table 9 shows the regions and types of area in which the intake deviated by $3\frac{1}{2}$ per cent or more from the national average in at least five of the seven years from 1956 to 1962; two-thirds of the estimates of intake for energy and all nutrients for the seven years lay within this range. Some nutrients show greater regional variation than others, and those that have consistently varied by more than 7 per cent above or below the national average are shown in bold type.

53. The major dietary causes of the persisting variations shown in Table 9 may be summarised as follows.

Animal Protein. Consumption of liquid milk, carcass meat and fish is high in London.

Fat. High butter consumption in Wales, high margarine consumption in rural areas, and low consumption of cooking fats by households in Scotland are the main causes of the high and the low figures for total fat.

Carbohydrate. High consumption of flour, bread and sugar in rural areas, and of cakes and biscuits, bread, preserves and potatoes in Scotland, explain these variations from the national average. In London, generally smaller quantities of all these foods are consumed.

Calcium. High milk and cheese consumption in the South-Eastern and Southern region, high milk, cheese and cereal consumption in rural areas, and low milk and cheese consumption in the North and East and West Ridings explain the calcium variations observed.

Vitamin A. High vitamin A levels observed in the South-Eastern and Southern region are caused by the relatively large consumption of dairy products, liver, and fresh green vegetables. Generally smaller amounts of all these foods are consumed in the North and in Scotland.

Thiamine. The high Midland and low Scottish values for thiamine are mainly due to variation in consumption of pork, bacon and pork sausages. The high value observed in rural areas is due to generally high consumption of dairy products, pork and other pig-meat, beef and cereals.

Riboflavin. The differences shown are chiefly due to variations in the consumption of milk.

Nicotinic acid. The low level observed in Scotland is due to a relatively small consumption of meat.

Vitamin C. Large consumption of fresh fruit and green vegetables in London and small consumption of these foods in other conurbations, Scotland, Northern England and in rural areas explains the differences observed in vitamin C levels.

Vitamin D. High vitamin D figures recorded for northern England and rural areas are chiefly due to high consumption of margarine. In the Northern and

East and West Ridings regions there is also a high consumption of fish. The low level in the South-West is due to a relatively low consumption of margarine.

Households of Different Social Class (Table 37)

54. The average consumption of all nutrients by households in Classes B, C and D2 was within 5 per cent of the national average, and for Classes A, D1 and old age pensioner households it was within 10 per cent of the national average for all nutrients except vitamin C. Intake of vitamin C by households in Class A was 18 per cent higher than the national average because of greater consumption of fresh fruit and green vegetables. Intakes of vitamin C by Class D1 and old age pensioner households were 12 per cent below the national average: Class D1 consumed less fresh fruit and green vegetables than all other classes, and old age pensioner families consumed a smaller quantity of potatoes than all other groups and also consumed relatively little fresh fruit. As in previous years intakes of most nutrients were higher in Class A1 households than in other households because of greater consumption of all foods except potatoes and cereals. Gradients of nutrient intakes between classes were discussed in the Annual Report for 1961 (paragraph 69) and remained similar in 1962.

55. Compared with 1961 there were few changes in intakes of most nutrients except in households of Class D2 (composed mainly of non-earning elderly adults) and in old age pensioner households. Class D2 showed slight increases in intakes of all nutrients and a significant increase in that of total protein due to increased consumption of milk, meat, fish and cereals. Old age pensioner households showed reduced consumption of calories and all nutrients except vitamin A, arresting an upward trend discernible in recent years; because of their decreased consumption of liquid milk, bread and flour, there was a reduction of 4 per cent in their calcium consumption, which however was 12 per cent above their estimated requirements.

56. The average diet of households of all social classes was nutritionally more than adequate when compared with allowances based on the British Medical Association's recommendations, the only nutrients for which consumption was within 1 per cent of the recommended allowances being, as in 1961, total protein in households in Classes C and D1, and iron in old age pensioner households. Consumption gradients similar to those discussed in paragraph 71 of the Annual Report for 1961 were again apparent.

Households of Different Family Composition (Table 38)

57. Since physiological requirements vary widely with age, sex, and level of activity, comparisons between families of different composition are best judged in relation to their needs. The energy value of food consumed in all types of household reached the recommended allowances of the British Medical Association, and in wholly adult households and those with one child the estimated requirements were exceeded by more than 10 per cent. The only nutrients for which average consumption failed to reach the recommended allowances were (i) total *protein* in families containing adolescents or three or more children, and in unclassified households with children, and (ii) *calcium* in families containing three or more children, classified households containing children and adolescents and unclassified households containing children with or without adolescents.

58. Compared with 1961 changes in average household nutrient consumption were slight. Younger childless couples maintained or slightly increased their consumption of all nutrients except vitamin D because of increased consumption of milk, meat, fish and fruit; the level of vitamin D fell following reduced consumption of margarine and eggs. Households containing one child showed a slight decrease in intakes of all nutrients, except total protein and riboflavin, following reduced consumption of cereal foods, vegetables (especially potatoes), fruit, fats, sugar and eggs and despite a slight rise in the consumption of meat and fish. Households with three children consumed more liquid milk and meat and consequently showed increased consumption of animal protein, calcium, iron and riboflavin. Households containing four or more children consumed less of all foods except eggs, fish, fats, sugar and preserves, and their consumption of potatoes decreased by 10 oz. per head per week⁽¹⁾; in consequence consumption of all nutrients except vitamins A and D fell. The percentage of total protein provided by animal sources increased slightly in all types of household, continuing an upward trend evident since 1956. The percentage of energy derived from protein, fat and carbohydrate was similar to that found in 1961; the contributions from protein and from fat varied directly with family size, and that from carbohydrate inversely.

Households of Different Composition within Social Classes (Tables 39 and 40)

59. It is well known from previous National Food Survey reports that household composition has more influence than social class on the consumption of most nutrients, and that the households in which the diet is least likely to be satisfactory are those with large families in the lower income groups. As in 1961, the nutrients for which consumption was below the recommended allowances were protein and calcium in the larger families, and riboflavin in households in Classes C & D1 with four or more children, or with adolescents and children.

60. The protein, calcium and riboflavin consumption of large families in Classes C & D1 are shown in Table 10 for each year since 1956. In 1962 the level of protein and calcium consumption in households containing three children and those containing adolescents and children increased because of a rise in consumption of liquid milk and meat, and despite a slight fall in consumption of bread. Households containing four or more children showed reduced consumption of both protein and calcium due to a fall in the amounts of milk and bread consumed during the early part of 1962; there had been an upward trend in the consumption of both these nutrients since about the middle of 1959.

61. Since 1959 the consumption of riboflavin has increased each year in the most vulnerable types of household, i.e. those containing four or more children or adolescents with or without children in Classes B and C & D1. In 1962 households containing adolescents again showed a slight rise due to increased consumption of liquid milk and meat and despite a reduction in potato consumption. Households containing four or more children consumed less milk, meat and potatoes⁽²⁾ than in 1961, and consequently riboflavin consumption fell, though it remained at a higher level than in 1956-60 (see Table 10).

⁽¹⁾ Partly because of sampling variation and partly because of the shortage of potatoes in the second quarter (cf. paragraph 23).

⁽²⁾ See footnote ⁽¹⁾.

TABLE 9

Regions and Types of Area in which Nutrient Intake deviated by 3½ per cent or more(a) from the National Average in at least five of the seven years from 1956 to 1962

Nutrient	3½ per cent or more above national average	3½ per cent or more below national average
Animal protein	London	<i>None</i>
Fat	Wales	Scotland
Carbohydrate	Rural	London
Calcium	Scotland	Northern(b)
Iron	South-Eastern and Southern	East and West Ridings
Vitamin A	Rural	<i>None</i>
Thiamine	<i>None</i>	Scotland
Riboflavin	South-Eastern and Southern	Northern(b)
Nicotinic acid	Midland	Scotland
Vitamin C	Rural	Scotland
	London	Northern(b)
	South-Eastern and Southern	Scotland
	<i>None</i>	Scotland
	London	Northern
		North-Western
		Provincial conurbations
		Rural
Vitamin D	Northern(b)	South-Western
	East and West Ridings	Scotland
	North-Western	
	Rural	

(a) Regions and types of area where nutrient intake deviated by more than 7 per cent from the national average are shown in bold type.

(b) Before 1960, averages were not compiled separately for the Northern and the East and West Ridings regions.

TABLE 10

Protein, Calcium and Riboflavin content of the Food Consumption of Large Families in Classes C & D1, 1956-1962

	Households with one man and one woman and								
	3 children			4 or more children			children and adolescents		
	Pro- tein	Cal- cium	Ribo- flavin	Pro- tein	Cal- cium	Ribo- flavin	Pro- tein	Cal- cium	Ribo- flavin
	g.	mg.	mg.	g.	mg.	mg.	g.	mg.	mg.
Consumption per person per day:									
1956	61	886	1.33	59	854	1.19	70	917	1.40
1957	61	887	1.34	57	836	1.28	68	924	1.45
1958	63	908	1.41	57	839	1.22	69	956	1.46
1959	61	932	1.40	55	802	1.21	68	930	1.42
1960	61	888	1.40	56	821	1.24	69	937	1.45
1961	62	917	1.43	60	887	1.33	70	953	1.51
1962	63	927	1.46	57	831	1.28	72	963	1.53
As a percentage of recommended allowances:	%	%	%	%	%	%	%	%	%
1956	87	87	98	85	82	90	81	85	86
1957	87	88	99	80	79	94	79	85	88
1958	89	90	103	83	81	93	81	88	90
1959	90	93	104	78	77	91	79	86	87
1960	90	89	106	82	80	95	81	88	90
1961	90	92	107	87	86	102	83	90	94
1962	93	93	109	84	81	99	85	91	95

CHANGES IN THE DISPERSION OF THE DIETARY AVERAGES OF VARIOUS GROUPS OF HOUSEHOLDS ABOUT THE GENERAL AVERAGES, 1956-62

62. By 1956 the transition from a controlled to a free market in food had, in the main, been completed; the demand for the basic foods which had been pent up by rationing had been satisfied, and food expenditure had risen to 31.6 per cent of total consumers' expenditure, a maximum from which it has since slowly receded. Since 1956 average food expenditure per head has increased more rapidly than food prices; the value of food purchases expressed in real terms, as defined in paragraph 12, rose by about 5½ per cent between 1956 and 1962 partly because of a replacement of cheaper by more expensive varieties of the same food, partly because of increased services associated with the sale of food, and partly because of increased purchases which have led to an increase in the nutrient content of the average diet in relation to average needs (which have themselves been declining for calories and several nutrients, because of changes in the composition of the population and the decrease in manual work).

63. Tables 11 to 17 are intended to illustrate whether this change in the average standard of the diet has been accompanied by a narrowing or a widening of group differences of the various kinds considered in previous sections of

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this Report. These tables give coefficients of variation which measure the relative dispersion of the averages obtained for each of the groups of households considered about the general average.

64. Table 11 indicates that during the period under review regional differences in household food expenditure per head have widened. In London, the South and South-East, the South-West, and in Wales, the average rate of increase has been about 2·8 to 3·0 per cent per year, in the Midlands 2·4 per cent and in Scotland and the remaining regions of England 2·0 to 2·2 per cent. In general, the regions where food expenditure was already above the average for Great Britain showed rates of increase above the national average. In real terms, the respective rates of increase in these three groups were about 1·4, 1·0 and 0·7 per cent per year respectively. Regional differences in the value of food obtained for consumption appear to have widened rather more rapidly than those in food expenditure. Food prices, on the other hand, have become somewhat more uniform, though still lowest in London and highest in Scotland. Regional differences are relatively much greater for expenditure on convenience foods than for food expenditure generally, but appear to be narrowing as demand for these foods spreads to the regions more remote from the capital. Energy requirements have decreased in all regions, while the energy value of the diet has shown smaller changes: both absolutely and in relation to requirements, regional differences in the energy value of the diet have almost imperceptibly narrowed. In terms of requirements met, all nutrients show increases in almost all regions, the rise being most rapid for iron and the B vitamins. If anything, regional differences in the percentages have widened, most clearly for protein, nicotinic acid and thiamine, though not for iron and vitamin C; but trends fitted to the values in Table 11 show that changes for nutrients were much less pronounced than those for expenditure.

65. Although regional differences at any given time are partly explained by differences in degree of urbanization, a comparison of Tables 11 and 12 suggests that while differences in food expenditure between the North and the South have widened, the corresponding differences between town and country have narrowed slightly. The pattern is, however, a rather complex one, the average rates of increase both in expenditure and value of consumption being greatest in the wholly rural areas and in London, and least in the large provincial cities. The same pattern is reflected in the consumption of fat, and also in the consumption of protein, iron, calcium and the B vitamins, for all of which differences associated with type of area have accordingly increased. Purchases of convenience foods have increased most rapidly in rural areas, as this urban habit has spread to the country.

66. The dispersion about the national average of the averages for food expenditure and value of consumption in each of the social classes shows no pronounced trend (Table 13), although the rate of increase has been somewhat greater for the three sub-groups of Class D than for Classes A, B and C. Class differences in expenditure on convenience foods appear to have narrowed as consumption of these foods has extended to the lowest income groups and to the elderly. The prices paid for food by different classes have tended to become more uniform as the lower income groups have moved up towards the national average. The decrease in calorie requirements is greatest in Classes A2 and B, and is partly explained by the increasingly sedentary nature of their occupations; their calorie consumption has decreased less than their requirements, and in most other

classes has actually increased. Social class differences in the consumption of fat widened until 1959, but have since narrowed, as was found for the corresponding regional differences (Table 11). Class differences for vitamin A have been reduced, but otherwise there is no clear evidence either of widening or narrowing of nutritional differences between classes.

67. Differences between households of different composition (Table 14) are always more pronounced than those between classes or areas, especially for food expenditure and value of consumption, but in general they have tended to narrow since 1956, partly because food expenditure has increased most rapidly in the larger families and least rapidly in those with one or two children. Expenditure on convenience foods has also become rather more uniform and so have the prices paid for food by the different household groups. The recent rise in the birth-rate has resulted in a decrease in the average age of the children in family households, and therefore in the average calorie requirements of these households. Although group differences in calorie requirements have thus widened, differences in calorie consumption have not increased quite as much, so that the percentages which measure the adequacy of the calorie value of the diet have become rather more uniform, as indeed have those for all other nutrients (except vitamin C), especially protein, iron, vitamin A and riboflavin.

68. Tables 15, 16 and 17 give coefficients of variation showing the relative dispersion within each of the social classes A, B and C & D1, of the averages for expenditure and the nutritional variates in those groups of households (younger childless couples and couples with one or more children, adolescents or both) which were discussed in paragraphs 47 and 59–61. In Class A, differences between types of family have widened, mainly because younger childless couples have increased their food expenditure and consumption more rapidly than households with children, although the largest families in the highest income group (A1) have not shared in the general rise. The widening of differences was most pronounced for vitamin A. In contrast, differences between families in Class B and between those in Classes C & D1 have narrowed, although for food expenditure they are still relatively wider than in Class A. The larger families in the lower income groups have in general increased their expenditure on food more rapidly than the smaller families in those groups; thus there has been some levelling up since 1956. The changes in food expenditure are reflected in the nutrient content of the diet, though not proportionately. In the higher income groups nutritional differences between families of different size may have widened slightly, while in Classes C & D1 they have narrowed, especially for protein and more particularly for riboflavin, intakes of which have improved most in the large families.

TABLE 11

Coefficients of Variation(a) measuring the Relative Dispersion of the Averages for each Region about the National Average, 1956-62

Variate	1956	1957	1958	1959	1960	1961	1962
Household food expenditure per person	3.6	3.8	3.8	4.0	4.0	4.4	4.4
Expenditure (per person) on convenience foods	9.6	7.8	9.2	6.5	8.9	8.2	7.8
Food prices	2.1	2.4	2.2	1.9	1.9	1.7	1.8
Value (per person) of food obtained for consumption, adjusted to national prices	3.1	2.9	3.1	4.8	3.5	5.9	4.2
Calorie consumption	1.8	2.7	2.3	2.3	2.2	1.6	1.6
Calorie requirements	2.5	3.0	2.5	2.1	2.8	2.2	2.4
Fat consumption	2.3	3.3	3.0	4.1	3.5	3.0	2.6
Consumption of calories and nutrients as percentage of recommended allowances:							
Calories	2.1	1.5	1.6	2.2	1.8	1.6	1.8
Total protein	2.7	2.6	2.2	3.2	2.8	3.1	3.4
Calcium	4.8	3.0	4.4	4.4	4.7	3.9	4.8
Iron	3.0	2.4	2.5	2.1	2.2	3.2	2.2
Vitamin A	7.0	5.2	5.3	4.9	6.0	6.7	5.6
Thiamine	3.7	3.0	3.1	3.9	3.7	3.4	4.6
Riboflavin	6.7	6.3	5.8	6.2	6.5	6.5	6.5
Nicotinic acid	5.0	4.2	4.1	4.8	4.8	5.6	5.8
Vitamin C	9.7	9.3	8.4	9.3	9.6	8.4	8.8

(a) The coefficient of variation is obtained by expressing the standard deviation as a percentage of the mean.

TABLE 12

Coefficients of Variation(a) measuring the Relative Dispersion of the Averages for each Type of Area about the National Average, 1956-62

Variate	1956	1957	1958	1959	1960	1961	1962
Household food expenditure per person	4.3	5.4	4.8	4.4	3.3	4.4	4.1
Expenditure (per person) on convenience foods	6.8	7.5	7.0	6.2	6.0	5.8	5.8
Food prices	0.7	0.9	0.8	0.8	0.6	0.7	1.3
Value (per person) of food obtained for consumption, adjusted to national prices	2.7	2.2	2.3	3.1	2.2	3.7	3.6
Calorie consumption	1.9	2.7	2.7	2.5	2.7	1.9	2.1
Calorie requirements	2.4	2.9	2.6	2.1	2.9	1.8	2.4
Fat consumption	0.8	1.5	2.3	1.6	1.9	2.3	2.3
Consumption of calories and nutrients as percentage of recommended allowances:							
Calories	1.3	1.6	2.0	1.6	1.8	1.3	1.7
Total protein	2.8	2.7	2.2	2.8	3.2	2.9	3.1
Calcium	3.3	3.0	4.4	3.7	3.8	3.7	4.4
Iron	2.6	1.3	1.4	2.0	2.7	2.2	2.6
Vitamin A	6.1	3.6	3.3	2.5	3.9	5.2	4.1
Thiamine	2.4	2.1	2.1	2.2	2.4	2.4	3.5
Riboflavin	5.7	5.2	4.9	4.9	5.3	5.2	5.7
Nicotinic acid	4.9	4.1	3.8	4.0	4.7	5.1	5.2
Vitamin C	8.8	8.4	8.2	9.2	8.1	7.2	7.8

(a) See footnote (a) to Table 11.

TABLE 13
Coefficients of Variation(a) measuring the Relative Dispersion of the Averages for
each Social Class about the National Average, 1956-62

Variate	1956	1957	1958	1959	1960	1961	1962
Household food expenditure per person	5.5	7.0	5.8	6.0	5.1	5.6	5.4
Expenditure (per person) on convenience foods	8.3	10.6	8.1	7.9	8.2	7.3	7.8
Food prices	2.4	2.4	2.2	1.8	1.9	1.7	1.8
Value (per person) of food obtained for consumption, adjusted to national prices	4.5	5.3	4.4	5.7	4.5	4.6	4.3
Calorie consumption	1.0	1.8	1.4	1.6	1.2	0.9	1.3
Calorie requirements	2.8	2.8	2.5	2.7	3.0	2.6	3.1
Fat consumption	2.5	3.2	3.1	4.1	2.8	2.6	2.1
Consumption of calories and nutrients as percentage of recommended allowances:							
Calories	2.2	3.2	2.6	3.2	2.4	2.4	2.3
Total protein	3.6	4.4	3.6	4.5	3.8	4.2	3.5
Calcium	2.9	3.7	3.3	3.9	3.7	3.6	3.2
Iron	3.8	4.7	3.9	3.6	4.1	3.8	4.4
Vitamin A	8.4	8.9	7.9	7.8	8.1	7.5	7.2
Thiamine	3.0	3.2	3.1	3.4	2.8	3.2	3.1
Riboflavin	5.0	6.3	5.6	5.8	5.6	5.4	5.9
Nicotinic acid	3.6	4.3	3.2	4.2	3.5	5.0	4.4
Vitamin C	9.4	11.0	8.5	9.8	8.6	8.7	9.5

(a) See footnote (a) to Table 11.

TABLE 14

Coefficients of Variation(a) measuring the Relative Dispersion of the Averages for
each Type of Family about the National Average, 1956-62

Variate	1956	1957	1958	1959	1960	1961	1962
Household food expenditure per person	18.3	17.4	16.9	18.0	17.1	17.1	17.6
Expenditure (per person) on convenience foods	17.7	16.3	15.9	16.8	15.5	15.8	15.0
Food prices	2.0	1.2	1.8	1.8	1.4	1.6	1.5
Value (per person) of food obtained for consumption, adjusted to national prices	16.6	15.9	15.5	16.5	15.9	16.0	16.2
Calorie consumption	10.5	10.5	10.1	11.2	10.7	10.6	11.0
Calorie requirements	7.2	7.0	7.0	7.6	7.6	7.6	7.9
Consumption of calories and nutrients as percentage of recommended allowances:							
Calories	6.7	7.2	7.0	7.2	6.3	6.3	6.2
Total protein	12.9	13.2	12.5	12.6	12.3	12.1	12.4
Calcium	14.2	14.4	14.4	14.7	14.0	13.7	13.9
Iron	8.3	8.1	7.2	7.8	7.4	7.2	7.3
Vitamin A	7.9	7.3	7.1	7.4	7.2	6.6	6.6
Thiamine	7.9	7.5	7.2	7.3	7.3	7.3	7.4
Riboflavin	8.5	8.4	8.0	8.1	8.0	7.6	7.4
Nicotinic acid	9.8	9.7	9.1	8.9	8.9	8.9	9.6
Vitamin C	13.2	13.0	12.8	13.9	12.8	12.8	13.6

(a) See footnote (a) to Table 11.

TABLE 15

Coefficients of Variation(a) measuring the Relative Dispersion of the Averages for each Type of Family within Social Class A about the Average for Social Class A, 1956-62

Variate	1956	1957	1958	1959	1960	1961	1962
Household food expenditure per person	20.7	17.8	19.6	18.2	18.8	20.6	17.5
Expenditure (per person) on convenience foods	21.2	16.7	20.3	14.3	18.4	17.5	17.3
Calorie consumption	11.5	10.2	11.9	13.2	9.9	12.4	10.8
Calorie requirements	8.8	8.3	7.1	8.5	7.3	8.8	9.0
Consumption of calories and nutrients as percentage of recommended allowances:							
Calories	7.0	4.9	7.7	8.0	5.5	7.9	7.5
Total protein	11.4	9.8	12.7	12.2	11.8	13.3	12.4
Calcium	12.4	11.2	13.4	13.7	12.8	14.4	13.6
Iron	8.7	7.1	9.5	9.8	8.9	10.8	9.7
Vitamin A	4.3	3.6	7.1	7.4	8.2	9.0	7.5
Thiamine	8.6	6.1	8.9	10.3	7.6	10.0	8.8
Riboflavin	7.7	6.4	8.6	8.4	7.3	8.9	8.1
Nicotinic acid	9.6	8.3	11.0	11.8	10.6	12.9	10.3
Vitamin C	14.0	13.9	16.6	19.4	13.6	17.0	13.9

(a) See footnote (a) to Table 11.

TABLE 16

Coefficients of Variation(a) measuring the Relative Dispersion of the Averages for each Type of Family within Social Class B about the Average for Social Class B, 1956-62

Variate	1956	1957	1958	1959	1960	1961	1962
Household food expenditure per person	20.4	18.8	18.1	19.3	19.0	19.0	19.4
Expenditure (per person) on convenience foods	21.1	21.0	17.3	20.3	18.6	19.7	18.0
Calorie consumption	11.1	10.4	10.3	10.9	10.6	11.0	11.3
Calorie requirements	8.0	8.4	8.1	8.5	9.0	8.8	8.9
Consumption of calories and nutrients as percentage of recommended allowances:							
Calories	6.6	6.3	6.6	6.7	6.1	5.9	5.9
Total protein	11.9	10.8	11.4	11.4	11.4	11.4	11.0
Calcium	14.8	13.5	13.9	13.5	14.0	13.8	13.4
Iron	10.3	7.8	8.0	8.6	8.4	8.4	8.8
Vitamin A	6.9	6.3	5.6	7.0	6.6	6.4	7.5
Thiamine	8.6	6.7	7.1	6.7	7.4	7.1	8.2
Riboflavin	8.8	8.0	8.0	8.0	8.6	7.6	7.9
Nicotinic acid	10.5	8.1	7.8	7.9	8.8	8.6	9.8
Vitamin C	14.5	13.2	13.8	14.5	16.0	15.3	16.6

(a) See footnote (a) to Table 11.

TABLE 17

Coefficients of Variation(a) measuring the Relative Dispersion of the Averages for each Type of Family within Social Classes C & D1 about the Average for Social Classes C & D1, 1956-62

Variate	1956	1957	1958	1959	1960	1961	1962
Household food expenditure per person	23·1	21·0	20·3	22·8	20·3	20·5	21·9
Expenditure (per person) on convenience foods	24·1	21·9	22·1	24·3	21·0	20·6	20·9
Calorie consumption	12·3	13·0	11·8	13·1	12·9	11·8	12·7
Calorie requirements	9·1	9·2	9·1	9·7	9·9	9·6	10·0
Consumption of calories and nutrients as percentage of recommended allowances:							
Calories	6·6	8·1	6·3	7·3	6·1	6·1	5·8
Total protein	12·9	12·8	11·8	12·8	11·4	10·9	11·6
Calcium	17·0	15·4	15·6	16·1	14·6	13·2	15·0
Iron	12·5	9·7	8·7	9·8	9·3	8·4	9·5
Vitamin A	10·9	9·2	6·4	9·0	7·3	7·0	7·6
Thiamine	8·6	8·9	6·7	7·3	7·3	7·0	7·6
Riboflavin	11·2	9·9	8·8	10·4	9·5	8·3	8·2
Nicotinic acid	9·8	9·9	8·0	9·0	8·4	8·9	9·6
Vitamin C	16·6	16·4	16·1	16·0	16·4	16·3	18·1

(a) See footnote (a) to Table 11.

FOOD EXPENDITURE AND CONSUMPTION IN HOUSEHOLDS WITH A REFRIGERATOR AND IN OTHER HOUSEHOLDS

69. In 1956 only eight per cent of all households in Great Britain possessed a domestic refrigerator⁽¹⁾; since then there has been a rapid increase in the number of such households, and in 1962 one-third of all the households which participated in the National Food Survey were in possession of such an appliance. In this section of the Report the average food consumption and expenditure of these households are compared with corresponding averages for other households. The comparisons are made for the whole of Great Britain, for each region and for each social class. It was found that possession of a refrigerator was much less strongly associated with size of the family than with the income of its head, and no analysis will be given by household size.

70. Table 18 shows the proportion of households possessing a refrigerator in each social class and geographical region. The proportion fell off steeply with decreasing income, from 85 per cent in Class A1 households to 25 per cent in Class C, 16 per cent in Class D1, and only 9 per cent of pensioner households. Regional variations were appreciably smaller than this, but in general the proportion of households with a refrigerator was higher (more than 40 per cent) in Southern and Eastern England than in the rest of the country, rising to 57 per cent in London, while in Scotland and the North of England the percentage was under 20; Wales, the Midlands and the North-West had intermediate

⁽¹⁾ Information from Domestic Refrigeration Development Committee.

percentages (24–28). This broad pattern of differences may be associated with the greater increase in prosperity in the South than in the North (which is reflected in the widening of regional differences in food expenditure since 1956⁽¹⁾), though other factors no doubt play some part, including climatic differences and housing conditions.

71. Table 18 also shows that possession of a refrigerator was associated in each region with a considerably greater declared net family income, and to a much smaller extent this obtained even within each social class. The weekly food expenditure per person was greater in all types of household with a refrigerator than in the corresponding households with none, although because of the differences in income the percentage of total income spent on food was generally somewhat less. In each social class, purchases of quick-frozen foods in households with a refrigerator were much higher than in other households, this disparity being greatest in the highest and in the lowest income groups. Taking the sample as a whole, the one-third of households with a refrigerator purchased half the quick-frozen foods, and well over half the quick-frozen peas and beans and ice-cream bought to serve with a meal, no doubt because these foods cannot otherwise be stored. In contrast, quick-frozen fish is usually bought for immediate consumption, and for this the difference between the groups compared was much smaller.

72. Tables 19 and 20 show differences in consumption within each region and each social class for the main food groups used elsewhere in this Report. The differences within regions are more marked but of less intrinsic interest, because they are considerably affected by the overall difference in income between households with and those without a refrigerator. Within each social class the corresponding difference in income between the two groups is much smaller, and cannot explain the differences in their dietary patterns. Not all such differences can be directly explained by the possession of a refrigerator. For example, households with a refrigerator bought less white bread but more brown and wholemeal bread; less sugar; more canned fruit, and considerably more fruit juices, but less canned meat and canned vegetables; more butter but less margarine; more fresh fruit and fresh green vegetables, but fewer potatoes; more coffee, though less coffee essence; more liquid milk; more poultry and rather more carcase meat; more fresh and processed fish, but less cooked fish and chips. These differences are found in practically all social classes, and are greater than can be explained by differences in income. This suggests that the attitude towards food of households with a refrigerator may differ from that of other households of the same social class. The pattern of food consumption of households with a refrigerator tends to resemble that which characterizes otherwise similar households without a refrigerator but with a higher average income.

73. It is desirable to provide a single measure of differences in food consumption associated with (even if not caused by) the possession of a refrigerator, after removing the effects of other measurable factors. Of these, region and social class are the most important, and an adjustment for these two factors has been attempted in the last two columns of Table 20. Households with and those without a refrigerator have each been cross-classified by region and social class, and the means in each of these two-way analyses have been recombined using the

⁽¹⁾ See paragraph 64 and Table 11.

distribution of persons found in the corresponding two-way analysis for the whole sample. In terms of total food expenditure, the effect of this adjustment is to reduce the difference between the two groups compared, as follows:—

	<i>Food expenditure per person per week</i>			
	<i>Observed</i>		<i>Standardized to remove effects of region and social class</i>	
	<i>s.</i>	<i>d.</i>	<i>s.</i>	<i>d.</i>
With a refrigerator ..	34	0	33	4
Without a refrigerator ..	30	4	30	8

There is a similar narrowing of differences for nearly all the main foods.

74. The characteristic food patterns shown by the two contrasted groups of households were reflected in the energy value and nutrient content of their diets (Tables 21 and 22). Households with a refrigerator obtained relatively more of their calories from protein and fat, and less from carbohydrate, and a higher proportion of their total protein from animal sources. In general the nutrient content of their diet was higher, but not universally so; for example, in Classes A2 and D1, households with refrigerators obtained less iron, owing to their smaller consumption of bread, and less vitamin D, because they bought less margarine and canned salmon. These exceptions serve to illustrate that dietary changes, which may be thought desirable on grounds of palatability, prejudice or prestige, are not inevitably associated with improved nutrition.

75. The present form of analysis cannot decide whether these differences in food consumption are the cause or the effect of the household's possession of a refrigerator, but it appears likely that families which buy a refrigerator already have an attitude towards food which expresses itself both in this purchase and in the pattern of their diet.

TABLE 18
Food Expenditure in Households possessing a Refrigerator compared with Food Expenditure in Other Households in (i) each Social Class and (ii) each Region, 1962

	Percentage of households possessing a refrigerator	Households possessing a refrigerator							Households not possessing a refrigerator						
		Number of households	Average number of persons per household	Number of children per household	Number of adolescents per household	Declared net family income per household per week	Food expenditure per person per week	Expenditure on quick-frozen foods per person per week	Number of households	Average number of persons per household	Number of children per household	Number of adolescents per household	Declared net family income per household per week	Food expenditure per person per week	Expenditure on quick-frozen foods per person per week
(i) Social class:						£	s. d.	s. d.					£	s. d.	s. d.
A1	85	156	3.7	1.2	0.4	42.8	39 11	1 6	28	4.0	1.3	0.4	39.3	32 7	7
A2	66	541	3.4	0.9	0.3	26.3	35 2	1 0	275	3.5	1.1	0.3	25.6	33 4	10
B	44	1,282	3.3	0.9	0.3	20.0	33 6	9	1,637	3.6	1.2	0.3	19.1	30 7	6
C	25	833	3.2	0.7	0.3	16.4	33 1	8	2,555	3.4	0.9	0.3	15.1	30 2	5
D1 (with earners)	16	96	2.9	0.6	0.4	10.2	30 10	7	518	2.7	0.6	0.3	9.0	29 1	4
D2 (without earners)	20	64	1.6	8.0	33 9	6	260	1.8	0.2	...	7.1	31 6	3
O.A.P.	9	88	1.6	5.4	31 4	8	872	1.5	4.8	29 1	2
All households	33	3,060	3.2	0.8	0.3	20.0	34 0	10	6,145	3.1	0.8	0.2	14.3	30 4	5
(ii) Region:															
Wales	28	153	3.3	0.9	0.3	19.3	34 11	11	392	3.3	0.9	0.3	14.7	31 1	9
Scotland	18	187	3.3	0.7	0.4	20.2	34 0	4	852	3.3	1.0	0.3	13.7	29 10	1
Northern	19	107	3.1	0.7	0.1	19.9	33 0	7	446	3.1	0.8	0.3	13.9	29 4	4
East and West Midlands	20	155	3.1	0.7	0.3	19.5	34 9	6	622	2.9	0.8	0.2	13.9	31 1	3
North Western	28	353	3.2	0.8	0.3	19.7	34 0	9	887	3.0	0.9	0.2	14.4	30 4	4
North Midland	24	153	3.4	1.0	0.2	20.9	33 0	6	480	3.3	0.9	0.2	14.7	28 11	3
Eastern	41	213	3.4	1.0	0.2	19.2	32 1	11	307	3.1	0.9	0.3	13.9	28 10	6
Midland	28	254	3.2	0.7	0.4	20.0	35 1	1	649	3.1	0.8	0.3	15.3	31 5	7
South Western	38	233	3.3	0.8	0.2	17.4	32 5	11	376	3.1	0.7	0.3	14.2	29 7	8
London	57	854	3.1	0.8	0.3	21.3	35 7	11	654	2.8	0.7	0.2	15.2	32 1	7
South Eastern and Southern	45	398	3.2	0.9	0.2	19.6	31 10	10	480	2.9	0.7	0.2	13.8	29 9	7
All households	33	3,060	3.2	0.8	0.3	20.0	34 0	10	6,145	3.1	0.8	0.2	14.3	30 4	5

TABLE 19

Food Consumption in Households possessing a Refrigerator(a) compared with Food Consumption in Other Households(b) in each Region, 1962

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

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	London	South Eastern and Southern
MILK AND CREAM:												
Liquid milk—full price (pt.)	4.49	4.20	4.58	4.06	4.11	4.40	4.12	4.54	4.93	4.54	4.61	4.48
(a)	3.82	3.32	3.98	3.44	3.36	3.81	3.34	3.93	4.13	3.91	4.27	4.31
Liquid milk—welfare and school (pt.) (a)	0.86	0.92	0.73	0.82	0.69	0.90	1.04	1.18	0.68	0.86	0.82	0.89
(b)	0.92	0.90	0.98	0.85	0.85	1.00	1.05	0.99	0.78	0.89	0.96	0.79
Total Liquid Milk (pt.)	5.35	5.12	5.30	4.88	4.81	5.30	5.16	5.72	5.62	5.39	5.42	5.37
(a)	4.74	4.21	4.96	4.28	4.21	4.81	4.39	4.92	4.91	4.80	5.23	5.10
(b)	0.17	0.26	0.09	0.17	0.18	0.18	0.22	0.19	0.11	0.20	0.17	0.16
Condensed milk (eq. pt.)	0.17	0.19	0.08	0.16	0.14	0.18	0.23	0.20	0.17	0.23	0.18	0.23
(a)	0.09	0.05	0.08	0.16	0.16	0.18	0.15	0.05	0.04	0.08	0.07	0.07
Dried and other milk (pt. or eq. pt.) (a)	0.13	0.15	0.13	0.20	0.12	0.14	0.15	0.09	0.10	0.12	0.16	0.09
(b)	0.04	0.04	0.03	0.03	0.04	0.03	0.04	0.03	0.03	0.05	0.04	0.03
Cream (pt.)	0.02	0.03	0.01	0.01	0.02	0.02	0.01	0.02	0.02	0.02	0.03	0.03
(a)	5.65	5.46	5.50	5.25	5.20	5.69	5.56	5.98	5.80	5.73	5.70	5.63
(b)	5.06	4.58	5.18	4.65	4.49	5.14	4.79	5.23	5.20	5.17	5.59	5.45
Total Milk and Cream (pt. or eq. pt.)	3.01	3.01	2.71	2.42	1.93	2.45	2.79	2.81	3.01	3.49	3.35	3.40
(a)	2.62	2.65	2.33	1.72	1.75	2.24	2.37	3.12	3.18	3.44	3.25	3.59
(b)	0.35	0.39	0.39	0.23	0.33	0.38	0.47	0.32	0.49	0.36	0.31	0.31
Processed	0.37	0.29	0.51	0.38	0.33	0.36	0.43	0.34	0.29	0.33	0.36	0.28
(a)	3.36	3.40	3.10	2.65	2.26	2.83	3.26	3.13	3.50	3.85	3.66	3.71
(b)	2.99	2.94	2.84	2.70	2.08	2.60	2.80	3.46	3.47	3.77	3.61	3.87
Total Cheese	3.36	3.40	3.10	2.65	2.26	2.83	3.26	3.13	3.50	3.85	3.66	3.71
(a)	2.99	2.94	2.84	2.70	2.08	2.60	2.80	3.46	3.47	3.77	3.61	3.87
(b)	0.37	0.29	0.51	0.38	0.33	0.36	0.43	0.34	0.29	0.33	0.36	0.28

(a) Households possessing a refrigerator.
 (b) Households not possessing a refrigerator.

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

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	London	South Eastern and Southern
MEAT:												
Beef and veal	9.60 (a)	8.71 (b)	13.89 (a)	10.30 (b)	10.01 (a)	9.13 (b)	9.42 (a)	9.41 (b)	9.51 (a)	7.36 (b)	10.34 (a)	8.01 (b)
Mutton and lamb	8.70 (a)	6.69 (b)	10.84 (a)	9.51 (b)	8.98 (a)	8.35 (b)	8.97 (a)	9.04 (b)	8.17 (a)	7.09 (b)	8.79 (a)	7.31 (b)
Pork	6.26 (a)	8.10 (b)	3.46 (a)	7.26 (b)	4.64 (a)	7.19 (b)	4.94 (a)	5.38 (b)	7.82 (a)	6.46 (b)	9.42 (a)	8.02 (b)
Total Carcass Meat	2.80 (a)	3.51 (b)	3.13 (a)	4.47 (b)	2.79 (a)	1.68 (b)	2.94 (a)	2.44 (b)	3.81 (a)	3.21 (b)	3.56 (a)	2.19 (b)
Bacon and ham, uncooked	2.03 (a)	2.33 (b)	0.58 (a)	2.15 (b)	1.89 (a)	1.06 (b)	2.39 (a)	2.34 (b)	3.28 (a)	2.83 (b)	2.82 (a)	2.35 (b)
Bacon and ham, cooked	20.01 (a)	20.32 (b)	18.52 (a)	19.51 (b)	17.43 (a)	18.68 (b)	19.06 (a)	17.23 (b)	21.14 (a)	18.29 (b)	23.32 (a)	18.22 (b)
Poultry	5.91 (a)	7.24 (b)	5.30 (a)	7.38 (b)	5.83 (a)	5.84 (b)	5.77 (a)	5.38 (b)	7.64 (a)	6.22 (b)	5.48 (a)	5.35 (b)
Other meat (c)	3.26 (a)	2.49 (b)	2.70 (a)	2.55 (b)	2.20 (a)	3.95 (b)	3.35 (a)	3.30 (b)	6.64 (a)	4.82 (b)	5.48 (a)	5.00 (b)
Total Meat	11.60 (a)	11.70 (b)	13.29 (a)	13.14 (b)	11.87 (a)	10.35 (b)	13.55 (a)	11.40 (b)	11.43 (a)	11.56 (b)	11.25 (a)	11.40 (b)
FISH:												
Fresh	40.78 (a)	41.64 (b)	39.81 (a)	42.58 (b)	37.33 (a)	38.82 (b)	41.73 (a)	37.31 (b)	43.92 (a)	39.15 (b)	43.52 (a)	38.15 (b)
Processed and shell (d)	3.66 (a)	4.53 (b)	4.49 (a)	3.81 (b)	4.65 (a)	3.68 (b)	2.83 (a)	2.68 (b)	3.55 (a)	3.66 (b)	3.65 (a)	3.48 (b)
Prepared (e)	2.84 (a)	3.05 (b)	3.28 (a)	3.02 (b)	3.27 (a)	2.59 (b)	2.29 (a)	2.13 (b)	2.51 (a)	2.51 (b)	3.05 (a)	3.05 (b)
Total Fish	0.94 (a)	0.74 (b)	0.97 (a)	0.96 (b)	0.77 (a)	0.56 (b)	0.49 (a)	0.86 (b)	0.55 (a)	0.72 (b)	1.39 (a)	1.12 (b)
Eggs (No.)	0.65 (a)	0.59 (b)	0.75 (a)	0.63 (b)	0.62 (a)	0.46 (b)	0.44 (a)	0.99 (b)	0.49 (a)	0.52 (b)	1.11 (a)	0.60 (b)
Eggs (wt.)	1.65 (a)	1.03 (b)	0.81 (a)	1.79 (b)	2.88 (a)	1.76 (b)	2.30 (a)	1.82 (b)	1.81 (a)	1.32 (b)	1.74 (a)	1.35 (b)
Total Eggs	2.08 (a)	1.58 (b)	1.08 (a)	2.49 (b)	3.72 (a)	1.81 (b)	3.14 (a)	2.25 (b)	2.25 (a)	1.64 (b)	1.79 (a)	1.48 (b)
Total	6.25 (a)	6.30 (b)	6.27 (a)	6.56 (b)	8.30 (a)	6.00 (b)	5.62 (a)	5.36 (b)	5.91 (a)	5.70 (b)	6.78 (a)	5.95 (b)
Eggs (No.)	5.57 (a)	5.22 (b)	5.11 (a)	6.14 (b)	7.61 (a)	4.86 (b)	5.87 (a)	5.37 (b)	5.34 (a)	4.67 (b)	5.95 (a)	5.13 (b)
Eggs (wt.)	4.85 (a)	5.40 (b)	5.51 (a)	5.11 (b)	4.66 (a)	4.27 (b)	4.33 (a)	4.58 (b)	4.83 (a)	4.69 (b)	4.88 (a)	5.22 (b)
Total	4.59 (a)	4.50 (b)	5.08 (a)	5.14 (b)	4.26 (a)	4.03 (b)	4.50 (a)	4.33 (b)	4.61 (a)	4.66 (b)	4.69 (a)	4.70 (b)

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

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

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

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

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	London	South Eastern and Southern
FATS:												
Butter	6.91	8.77	6.82	5.82	6.77	6.64	6.07	6.60	6.49	7.47	7.13	6.76
Margarine	5.84	8.01	5.64	5.47	4.99	5.26	5.19	5.36	5.98	7.03	6.26	6.18
Lard and compound cooking fat	2.78	2.49	3.53	2.81	3.94	3.10	3.10	2.05	3.07	2.31	2.26	2.90
Other fats	3.35	1.97	3.46	3.78	4.49	4.11	3.74	3.28	3.05	2.15	2.41	3.31
Total Fats	2.09	2.43	1.15	1.85	2.33	2.11	2.89	2.48	2.25	2.32	1.92	1.94
	2.17	2.48	1.08	2.39	2.60	2.26	3.21	2.39	2.34	2.36	1.76	1.82
	0.60	0.65	0.62	0.59	0.75	0.49	0.53	0.62	0.26	0.44	0.78	0.49
	0.46	0.40	0.42	0.66	0.54	0.37	0.50	0.62	0.18	0.45	0.55	0.62
	12.38	14.34	12.12	11.07	13.79	12.75	12.96	11.75	12.07	12.54	12.09	12.09
	11.82	12.86	10.60	12.30	12.62	12.00	12.67	11.65	11.55	11.99	10.98	11.93
SUGAR AND PRESERVES:												
Sugar	17.95	19.77	17.25	13.87	18.60	19.00	17.65	18.52	19.79	18.88	17.47	16.56
Honey, preserves, syrup and treacle	18.62	18.03	16.82	15.91	18.36	19.51	20.85	19.10	21.73	18.88	17.15	18.36
Total Sugar and preserves	3.39	3.40	4.00	4.40	4.30	3.37	3.48	2.93	2.67	2.68	3.43	3.55
	3.23	2.70	4.19	3.70	3.64	3.10	2.96	3.29	2.19	2.70	2.87	3.83
	21.34	23.17	21.25	18.27	22.90	22.37	21.13	21.45	22.46	21.56	20.90	20.11
	21.83	20.73	21.01	19.63	22.00	22.61	23.81	22.39	23.92	21.58	20.02	22.19
VEGETABLES:												
Potatoes (including chips and crisps)	50.59	57.05	53.24	46.24	49.07	50.04	52.71	49.15	58.76	49.13	50.36	45.08
Fresh green	55.24	60.60	55.06	51.79	51.36	55.64	58.17	54.09	60.67	53.44	54.29	50.42
Other vegetables (f)	17.67	19.19	7.33	13.70	13.80	11.44	17.86	16.58	20.49	22.64	20.70	19.57
Total Vegetables	13.85	17.90	5.91	10.50	10.86	9.27	16.00	16.00	17.67	20.98	19.52	18.80
	16.88	15.98	20.72	17.08	17.53	17.37	17.31	15.51	15.41	14.89	16.37	16.87
	84.94	92.22	81.29	77.11	80.40	78.85	87.88	81.24	94.66	86.66	87.43	81.52
	85.97	95.64	78.39	80.65	79.63	81.82	90.85	85.71	93.20	91.09	90.13	87.39
FRUIT:												
Fresh	27.89	26.70	24.70	25.87	25.48	25.66	25.93	27.93	27.15	24.85	31.50	29.06
Other (g)	18.97	20.92	15.37	19.08	17.74	16.78	18.03	22.42	19.28	19.42	24.98	20.08
Total fruit (h)	8.41	9.97	6.66	8.55	7.99	7.91	9.05	9.26	8.81	8.72	8.29	8.32
	6.43	7.68	4.99	6.62	6.00	5.64	7.24	6.70	6.75	6.95	6.91	7.27
	36.30	36.67	31.36	34.42	33.47	33.57	34.98	37.19	35.96	33.57	39.79	37.38
	25.40	28.60	20.36	25.70	23.74	22.42	25.27	29.12	26.03	26.38	31.89	27.35

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

(g) Includes dried, canned or bottled fruit.

(h) Includes tomatoes.

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

	All house- holds	Waies	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	London	South Eastern and Southern
CEREALS:												
Brown bread	2.67	2.84	2.29	4.62	3.73	3.12	1.99	1.16	2.16	1.79	2.82	3.17
White bread	2.31	2.36	2.35	4.44	3.40	2.43	1.10	1.50	1.64	1.07	2.48	2.07
Wholewheat and wholemeal bread	31.66	35.80	37.38	28.81	24.61	31.90	31.88	30.40	39.68	36.19	29.00	28.73
Other bread (i)	38.31	41.86	40.83	34.22	32.11	39.16	39.23	35.60	46.62	40.45	31.28	36.54
<i>Total Bread</i>	1.16	0.56	0.59	0.13	0.65	1.28	0.69	0.83	1.13	1.31	1.53	1.46
Flour	0.67	0.58	0.17	0.37	0.30	0.84	0.38	0.82	0.90	0.61	1.22	1.42
Cakes (j)	4.47	3.22	7.31	4.10	4.38	4.10	4.04	2.85	3.71	2.84	5.90	3.63
Biscuits	4.17	3.74	8.68	4.03	4.10	3.04	2.13	3.16	2.33	3.86	4.70	3.33
Oatmeal and oat products	39.96	42.42	47.67	37.66	33.37	40.40	38.60	35.24	46.68	42.13	39.25	36.99
Breakfast cereals	45.46	48.54	52.03	43.06	39.91	45.47	42.84	41.08	57.49	45.99	39.68	43.36
Other cereals	6.38	8.24	4.01	8.97	9.32	6.22	7.79	7.30	5.73	6.13	5.65	6.14
<i>Total Cereals</i>	6.16	5.91	2.95	10.13	8.85	5.04	9.27	8.31	4.73	5.55	4.74	6.76
Tea	6.13	6.19	8.23	6.06	9.19	7.61	5.89	5.39	4.64	6.40	5.50	5.23
Coffee	6.87	5.66	8.76	6.73	9.01	7.89	6.43	5.29	5.00	7.05	5.27	5.82
Cocoa	5.80	5.23	6.76	6.61	6.95	5.76	5.83	5.88	5.34	5.22	5.77	5.62
Branded food drinks	5.73	5.73	7.25	6.61	6.34	5.14	5.30	5.49	4.56	5.23	5.28	5.47
<i>Total Beverages</i>	0.93	0.81	2.90	0.55	0.58	0.93	0.82	0.85	0.78	0.96	0.71	0.98
Rolls, fruit bread, sandwiches and milk bread	0.91	0.61	2.01	0.91	0.71	0.75	0.68	0.62	0.87	0.97	0.63	0.74
Scones, tescakes and crumpets	2.12	2.14	1.47	1.75	1.53	2.19	2.17	2.52	2.11	2.18	2.13	2.37
<i>Total Buns, scones, tescakes and crumpets</i>	1.81	1.68	1.32	1.60	1.86	1.98	1.91	2.05	2.00	2.00	1.79	2.05
<i>Total Cereals and Beverages</i>	3.89	3.34	4.82	3.88	4.04	3.47	4.54	3.98	3.44	3.63	4.19	3.48
<i>Total Cereals and Beverages</i>	3.67	2.79	4.53	3.81	3.72	3.25	3.70	3.74	3.08	3.08	4.22	4.03
<i>Total Cereals</i>	65.23	68.37	75.86	65.48	64.98	66.38	65.64	61.16	68.72	66.65	63.20	60.81
<i>Total Beverages</i>	70.61	70.92	78.85	72.55	70.40	69.52	70.13	66.58	71.73	69.87	61.61	68.23
<i>Total Cereals and Beverages</i>	2.73	2.77	2.40	2.47	2.66	2.70	2.60	2.61	3.24	2.64	2.92	2.46
Tea	2.82	2.94	2.57	2.68	2.81	2.93	3.03	2.99	3.06	2.76	2.91	2.71
Coffee	0.56	0.49	0.43	0.61	0.53	0.50	0.47	0.50	0.45	0.80	0.53	0.74
Cocoa	0.34	0.22	0.16	0.27	0.19	0.41	0.40	0.45	0.41	0.44	0.43	0.37
Branded food drinks	0.18	0.06	0.10	0.13	0.13	0.12	0.13	0.16	0.29	0.22	0.20	0.19
<i>Total Beverages</i>	0.16	0.21	0.08	0.13	0.10	0.13	0.15	0.16	0.22	0.20	0.21	0.22
<i>Total Beverages</i>	0.26	0.21	0.03	0.18	0.10	0.23	0.49	0.46	0.23	0.39	0.23	0.27
<i>Total Beverages</i>	0.19	0.25	0.04	0.06	0.13	0.21	0.22	0.27	0.25	0.27	0.22	0.27
<i>Total Beverages</i>	3.73	3.53	2.96	3.39	3.48	3.55	3.69	3.80	4.21	4.05	3.88	3.66
<i>Total Beverages</i>	3.51	3.62	2.85	3.14	3.41	3.68	3.80	3.47	3.94	3.67	3.77	3.57

(i) Includes rolls, fruit bread, sandwiches and milk bread. (j) Includes buns, scones, tescakes and crumpets.

TABLE 20
 Food Consumption in Households possessing a Refrigerator(a) compared with
 Food Consumption in Other Households(b) of each Social Class, 1962

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

	Class										All households		
	A1	A2	B	C	D		O.A.P.	not reweighted	reweighted (c)				
					Excluding O.A.P. with earners (D1)	without earners (D2)							
MILK AND CREAM:													
Liquid milk—full price (pt.)	5.34	4.83	4.32	4.32	4.51	4.98	4.83	4.49	4.38				
(a)	4.71	4.18	3.64	3.68	3.90	4.78	4.76	3.82	3.88				
(b)	0.87	0.98	0.96	0.73	0.50	0.08	0.01	0.86	0.76				
Liquid milk—welfare and school (pt.)	0.98	1.10	1.19	0.92	0.66	0.36	0.01	0.92	0.97				
(a)													
(b)													
Total Liquid Milk (pt.)	6.20	5.81	5.28	5.04	5.01	5.05	4.83	5.35	5.14				
(a)	5.70	5.27	4.83	4.61	4.56	5.15	4.76	4.74	4.85				
(b)	0.11	0.16	0.18	0.18	0.14	0.22	0.19	0.17	0.17				
Condensed milk (eq. pt.)	0.10	0.16	0.17	0.17	0.15	0.21	0.16	0.17	0.18				
(a)	0.07	0.09	0.09	0.10	0.09	0.12	0.01	0.09	0.10				
(b)	0.14	0.15	0.14	0.15	0.12	0.09	0.01	0.13	0.14				
Dried and other milk (pt. or eq. pt.)	0.09	0.04	0.04	0.03	0.01	0.05	0.02	0.04	0.03				
(a)	0.01	0.03	0.02	0.02	0.01	0.02	0.01	0.02	0.03				
(b)													
Cream (pt.)													
(a)	6.47	6.10	5.59	5.34	5.26	5.44	5.05	5.65	5.44				
(b)	5.95	5.62	5.16	4.94	4.85	5.47	4.94	5.06	5.19				
Total Milk and Cream (pt. or eq. pt.)													
(a)													
(b)													

(a) Households possessing a refrigerator.

(b) Households not possessing a refrigerator.

(c) Standardized to remove effects of region and social class. (See paragraph 73.)

(90720)

D

TABLE 20—continued
(oz. per person per week except where otherwise stated)

	Class										All households	
	A1	A2	B	C	D				not reweighted	reweighted (c)		
					Excluding O.A.P.		O.A.P.					
					with earners (D1)	without earners (D2)						
CHEESE:												
Natural	3.62	3.18	2.97	2.89	2.51	2.61	3.09	3.01	2.81			
Processed	2.81	2.78	2.57	2.58	2.56	2.54	3.14	2.62	2.72			
	0.41	0.36	0.36	0.33	0.36	0.41	0.23	0.35	0.35			
	0.41	0.35	0.38	0.39	0.32	0.23	0.28	0.37	0.37			
<i>Total Cheese</i>	4.03	3.54	3.33	3.22	2.87	3.02	3.32	3.36	3.16			
	3.22	3.13	2.95	2.97	2.88	2.77	3.42	2.99	3.08			
MEAT:												
Beef and veal	12.42	9.80	9.38	9.43	8.36	8.62	8.79	9.60	9.65			
	12.80	8.96	8.22	9.03	8.30	8.56	8.69	8.70	8.69			
Mutton and lamb	7.89	7.51	7.50	7.60	7.47	8.52	10.78	7.61	7.14			
	7.20	6.47	6.27	5.79	6.31	7.90	8.33	6.26	6.50			
Pork	2.33	2.63	2.98	2.78	2.35	2.04	3.08	2.80	2.61			
	0.87	2.38	2.08	1.97	1.83	1.99	2.21	2.03	2.12			
<i>Total Carcase Meat</i>	22.64	19.94	19.86	19.81	18.18	19.18	22.65	20.01	19.40			
	20.87	17.81	16.57	16.79	16.44	18.45	19.23	16.99	17.31			
Bacon and ham, uncooked	6.98	5.87	5.72	6.14	4.91	6.22	5.07	5.91	5.89			
	5.76	5.60	5.31	5.34	5.14	5.30	5.89	5.37	5.37			
Poultry	5.81	3.72	3.09	2.77	2.53	4.26	2.03	3.26	2.88			
	3.41	3.04	1.58	1.81	1.43	1.73	1.67	1.77	1.97			
Other meat (d)	11.08	10.92	11.37	12.68	12.04	9.51	9.58	11.60	11.83			
	10.61	11.54	11.68	12.78	11.95	10.06	9.25	11.99	11.88			
<i>Total Meat</i>	46.51	40.45	40.04	41.40	37.66	39.17	39.33	40.78	40.00			
	40.65	37.99	35.14	36.72	34.96	35.54	36.04	36.12	36.53			

(d) Includes cooked and canned meats and meat products.

TABLE 20—continued
(oz. per person per week except where otherwise stated)

	Class										All households	
	A1	A2	B	C	D		O.A.P.	not reweighted	reweighted (c)			
					Excluding O.A.P.							
					with earners (D1)	without earners (D2)						
FISH:												
Fresh	4.49	3.97	3.33	3.54	4.40	5.40	5.38	3.66	3.82			
(a)	3.79	2.99	2.64	2.72	3.06	4.11	3.67	2.84	2.74			
(b)	1.22	1.03	0.91	0.86	1.24	0.68	1.01	0.94	0.86			
Processed and shell (e)	0.98	0.98	0.59	0.61	0.71	0.91	0.67	0.65	0.69			
(a)	0.91	1.31	1.83	1.85	1.64	1.11	1.00	1.65	1.74			
(b)	0.89	2.21	2.09	2.13	2.32	1.81	1.46	2.08	2.03			
Total Fish	6.62	6.31	6.07	6.25	7.28	7.19	7.39	6.25	6.42			
(a)	5.66	6.18	5.32	5.46	6.09	6.83	5.80	5.57	5.48			
(b)	5.50	5.16	4.78	4.65	4.73	4.62	4.16	4.85	4.74			
EGGS (No.)	5.43	5.02	4.54	4.59	4.61	4.70	4.33	4.59	4.63			
FATS:												
Butter	7.39	7.29	6.84	6.67	6.44	6.92	7.23	6.91	6.76			
(a)	7.13	6.39	5.89	5.56	5.51	6.45	7.13	5.84	5.92			
(b)	2.89	2.47	2.65	3.24	2.54	2.31	2.32	2.78	2.97			
Margarine	2.64	3.12	3.08	3.61	3.73	3.13	2.73	3.35	3.24			
(a)	1.76	1.83	2.11	2.26	2.36	1.81	2.54	2.09	2.15			
(b)	1.71	2.12	2.22	2.20	2.08	1.78	2.00	2.17	2.13			
Lard and compound cooking fat	0.68	0.62	0.59	0.65	0.57	0.42	0.32	0.60	0.60			
(a)	0.14	0.61	0.46	0.45	0.51	0.40	0.46	0.46	0.46			
(b)	12.72	12.21	12.19	12.82	11.91	11.46	12.41	12.38	12.48			
Total Fats	11.62	12.24	11.65	11.82	11.83	11.76	12.32	11.82	11.76			
(a)												
(b)												

(e) Includes smoked, dried and salted fish, but not canned or bottled shellfish.
(f) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish) and fish products.

D2

(90720)

TABLE 20—continued
(oz. per person per week except where otherwise stated)

	Class							All households	
	A1	A2	B	C	D		O.A.P.	not reweighted	reweighted (c)
					Excluding O.A.P.				
					with earners (D1)	without earners (D2)			
SUGAR AND PRESERVES:									
Sugar	20.06 16.29 3.69 3.97	17.28 18.16 3.73 3.95	17.59 17.96 3.29 3.01	18.43 18.72 3.28 3.12	17.87 19.44 3.41 3.22	19.23 20.14 2.92 4.30	19.64 20.10 3.25 4.10	17.95 18.62 3.39 3.23	18.19 18.49 3.44 3.20
Honey, preserves, syrup and treacle. (a) (b)									
Total Sugar and Preserves	23.75 20.26	21.01 22.11	20.88 20.97	21.71 21.84	21.28 22.66	22.15 24.44	22.89 24.20	21.34 21.85	21.63 21.69
VEGETABLES:									
Potatoes (incl. chips and crisps) (a) (b)	45.70 66.02	44.68 56.17	51.52 55.89	55.06 56.62	52.86 55.49	36.95 47.53	42.42 44.00	50.59 55.24	51.51 54.75
Fresh green	19.23 14.96	16.49 14.58	17.80 13.90	17.97 13.39	15.84 12.01	16.93 16.98	22.29 16.46	17.67 13.85	16.32 14.54
Other vegetables (g) (a) (b)	17.31 18.25	15.59 18.08	16.87 16.67	17.02 17.39	17.87 16.28	14.30 15.83	16.69 14.43	16.68 16.88	17.09 16.63
Total Vegetables	82.24 99.23	76.76 88.83	86.19 86.46	90.05 87.40	86.57 83.78	68.18 80.34	81.40 74.89	84.94 85.97	84.92 85.92
FRUIT:									
Fresh	41.88 29.58	31.55 26.82	27.39 20.45	24.04 17.43	20.40 15.41	32.63 23.55	22.99 17.83	27.89 18.97	25.50 20.22
Other (h) (a) (b)	10.15 6.58	9.57 8.74	8.67 7.18	7.11 6.12	7.19 5.62	8.89 5.84	5.05 4.36	8.41 6.43	7.73 6.86
Total Fruit (i) (a) (b)	52.03 36.16	41.12 35.56	36.06 27.63	31.15 23.55	27.59 21.03	41.52 29.39	28.04 22.19	36.30 25.40	33.23 27.08

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

(h) Includes dried, canned or bottled fruit.

(i) Includes tomatoes.

TABLE 20—continued
(oz. per person per week except where otherwise stated)

	Class										All households	
	A1	A2	B	C	D			O.A.P.	not reweighted	reweighted (c)		
					Excluding O.A.P.		with earners (D1)				without earners (D2)	
CEREALS:												
Brown bread	2.80 (a)	3.18 (b)	2.42 (a)	2.51 (b)	41.14 (a)	37.79 (b)	40.04 (a)	2.67 (b)	2.67 (a)	2.67 (b)	2.30 (a)	2.30 (b)
White bread	22.00 (a)	25.97 (b)	31.52 (a)	38.06 (b)	33.71 (a)	25.84 (b)	30.99 (a)	31.66 (b)	31.66 (a)	31.66 (b)	33.89 (a)	33.89 (b)
Wholewheat and wholemeal bread	1.43 (a)	1.99 (b)	1.06 (a)	0.69 (b)	1.12 (a)	1.55 (b)	0.39 (a)	1.16 (b)	1.16 (a)	1.16 (b)	0.88 (a)	0.88 (b)
Other bread (j)	4.83 (a)	4.83 (b)	4.28 (a)	4.51 (b)	3.00 (a)	5.70 (b)	5.18 (a)	4.47 (b)	4.47 (a)	4.47 (b)	4.44 (a)	4.44 (b)
Total Bread	31.06 (a)	35.97 (b)	39.28 (a)	45.77 (b)	41.14 (a)	37.79 (b)	40.04 (a)	39.96 (b)	39.96 (a)	39.96 (b)	41.88 (a)	41.88 (b)
Flour	6.23 (a)	6.13 (b)	6.40 (a)	6.52 (b)	5.67 (a)	7.28 (b)	8.27 (a)	6.38 (b)	6.38 (a)	6.38 (b)	6.49 (a)	6.49 (b)
Cakes (k)	4.62 (a)	5.85 (b)	6.16 (a)	6.76 (b)	5.24 (a)	6.26 (b)	4.36 (a)	6.13 (b)	6.13 (a)	6.13 (b)	6.58 (a)	6.58 (b)
Biscuits	6.15 (a)	5.83 (b)	5.89 (a)	7.10 (b)	6.81 (a)	6.85 (b)	5.84 (a)	6.87 (b)	6.87 (a)	6.87 (b)	5.85 (a)	5.85 (b)
Oatmeal and oat products	1.38 (a)	0.75 (b)	0.92 (a)	0.97 (b)	1.09 (a)	1.98 (b)	0.99 (a)	0.95 (b)	0.95 (a)	0.95 (b)	1.02 (a)	1.02 (b)
Breakfast cereals	2.57 (a)	2.35 (b)	2.22 (a)	1.80 (b)	1.90 (a)	1.00 (b)	1.19 (a)	2.12 (b)	2.12 (a)	2.12 (b)	1.91 (a)	1.91 (b)
Other cereals	4.19 (a)	4.04 (b)	3.99 (a)	3.64 (b)	4.28 (a)	2.30 (b)	2.39 (a)	3.89 (b)	3.89 (a)	3.89 (b)	3.73 (a)	3.73 (b)
Total Cereals	56.20 (a)	60.92 (b)	64.86 (a)	71.10 (b)	64.17 (a)	61.90 (b)	63.08 (a)	65.23 (b)	65.23 (a)	65.23 (b)	67.46 (a)	67.46 (b)

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

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

TABLE 20—continued
(oz. person per week except where otherwise stated)

	Class							All households	
	A1	A2	B	C	D		O.A.P.	not reweighted	reweighted (c)
					Excluding O.A.P. with earners (D1)	without earners (D2)			
BEVERAGES:									
Tea	2.39	2.41	2.73	2.90	3.25	3.35	4.03	2.73	2.85
	(a)								
	2.11	2.58	2.63	2.81	3.11	3.25	3.59	2.82	2.76
	(b)								
Coffee	1.45	0.75	0.45	0.40	0.41	0.70	0.53	0.56	0.48
	(a)								
	0.45	0.46	0.36	0.31	0.33	0.46	0.41	0.34	0.39
	(b)								
Cocoa	0.25	0.20	0.19	0.14	0.18	0.14	0.07	0.18	0.16
	(a)								
	—	0.19	0.19	0.15	0.10	0.08	0.17	0.16	0.18
	(b)								
Branded food drinks	0.11	0.29	0.26	0.26	0.22	0.12	0.17	0.26	0.24
	(a)								
	0.29	0.14	0.16	0.18	0.16	0.41	0.34	0.19	0.19
	(b)								
Total Beverages	4.20	3.65	3.63	3.70	4.06	4.31	4.80	3.73	3.73
	(a)								
	2.85	3.37	3.34	3.45	3.70	4.20	4.51	3.51	3.52
	(b)								

TABLE 21
Energy Value and Nutrient Content of Food Consumption in Households possessing a Refrigerator compared with that in Other Households in each Region, 1962

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	London	South Eastern and Southern
	<i>Consumption per person per day</i>											
Energy value (kcal.)	2,670	2,840	2,740	2,570	2,690	2,650	2,720	2,580	2,770	2,680	2,660	2,540
Protein (g.)	(a) 2,620 (b) 78	(a) 2,630 (b) 80	(a) 2,610 (b) 81	(a) 2,620 (b) 77	(a) 2,620 (b) 75	(a) 2,590 (b) 76	(a) 2,720 (b) 78	(a) 2,570 (b) 74	(a) 2,710 (b) 81	(a) 2,600 (b) 77	(a) 2,540 (b) 79	(a) 2,610 (b) 74
Animal protein (g.)	(a) 49 (b) 44	(a) 49 (b) 42	(a) 49 (b) 43	(a) 48 (b) 43	(a) 46 (b) 42	(a) 47 (b) 43	(a) 48 (b) 43	(a) 47 (b) 43	(a) 46 (b) 46	(a) 48 (b) 43	(a) 51 (b) 48	(a) 48 (b) 45
Fat (g.)	(a) 122 (b) 114	(a) 131 (b) 116	(a) 120 (b) 108	(a) 119 (b) 117	(a) 125 (b) 115	(a) 120 (b) 113	(a) 126 (b) 119	(a) 118 (b) 111	(a) 126 (b) 117	(a) 122 (b) 114	(a) 124 (b) 116	(a) 118 (b) 115
Carbohydrate (g.)	(a) 335 (b) 345	(a) 357 (b) 343	(a) 355 (b) 356	(a) 318 (b) 339	(a) 338 (b) 344	(a) 337 (b) 342	(a) 339 (b) 360	(a) 327 (b) 342	(a) 350 (b) 360	(a) 338 (b) 343	(a) 327 (b) 320	(a) 314 (b) 341
Calcium (mg.)	(a) 1,077 (b) 1,008	(a) 1,082 (b) 975	(a) 1,086 (b) 1,030	(a) 1,024 (b) 960	(a) 1,007 (b) 935	(a) 1,061 (b) 989	(a) 1,066 (b) 984	(a) 1,085 (b) 1,030	(a) 1,113 (b) 1,046	(a) 1,101 (b) 1,049	(a) 1,090 (b) 1,050	(a) 1,068 (b) 1,076
Iron (mg.)	(a) 14.5 (b) 14.0	(a) 14.8 (b) 14.0	(a) 15.4 (b) 14.4	(a) 14.3 (b) 14.4	(a) 14.1 (b) 14.1	(a) 14.0 (b) 13.4	(a) 14.4 (b) 14.1	(a) 13.7 (b) 13.4	(a) 15.0 (b) 14.2	(a) 14.3 (b) 13.9	(a) 14.7 (b) 13.9	(a) 13.9 (b) 14.0
Vitamin A (i.u.)	(a) 4,590 (b) 4,160	(a) 4,480 (b) 4,010	(a) 4,470 (b) 3,990	(a) 4,000 (b) 3,940	(a) 4,450 (b) 4,100	(a) 4,540 (b) 4,150	(a) 4,540 (b) 4,110	(a) 4,430 (b) 4,110	(a) 4,500 (b) 4,180	(a) 4,530 (b) 4,400	(a) 4,660 (b) 4,440	(a) 4,970 (b) 4,550
Thiamine (mg.)	(a) 1.30 (b) 1.24	(a) 1.38 (b) 1.28	(a) 1.27 (b) 1.19	(a) 1.28 (b) 1.25	(a) 1.26 (b) 1.19	(a) 1.25 (b) 1.19	(a) 1.30 (b) 1.26	(a) 1.24 (b) 1.20	(a) 1.43 (b) 1.34	(a) 1.30 (b) 1.23	(a) 1.33 (b) 1.27	(a) 1.24 (b) 1.23
Riboflavin (mg.)	(a) 1.81 (b) 1.66	(a) 1.80 (b) 1.59	(a) 1.76 (b) 1.64	(a) 1.71 (b) 1.59	(a) 1.68 (b) 1.56	(a) 1.72 (b) 1.62	(a) 1.78 (b) 1.64	(a) 1.79 (b) 1.66	(a) 1.88 (b) 1.74	(a) 1.82 (b) 1.70	(a) 1.88 (b) 1.81	(a) 1.82 (b) 1.75
Nicotinic acid (mg.)	(a) 14.5 (b) 13.4	(a) 14.4 (b) 13.6	(a) 14.3 (b) 13.0	(a) 14.2 (b) 13.3	(a) 13.8 (b) 13.2	(a) 14.2 (b) 13.0	(a) 14.4 (b) 13.4	(a) 13.7 (b) 13.1	(a) 15.2 (b) 14.4	(a) 14.1 (b) 13.0	(a) 15.2 (b) 14.2	(a) 14.0 (b) 13.7
Vitamin C (mg.)	(a) 56 (b) 47	(a) 57 (b) 49	(a) 51 (b) 42	(a) 53 (b) 44	(a) 54 (b) 45	(a) 52 (b) 44	(a) 57 (b) 47	(a) 56 (b) 49	(a) 58 (b) 49	(a) 54 (b) 48	(a) 59 (b) 53	(a) 55 (b) 47
Vitamin D (i.u.)	(a) 127 (b) 126	(a) 124 (b) 114	(a) 128 (b) 120	(a) 126 (b) 130	(a) 138 (b) 138	(a) 136 (b) 131	(a) 123 (b) 125	(a) 110 (b) 131	(a) 126 (b) 130	(a) 117 (b) 112	(a) 128 (b) 124	(a) 128 (b) 125

(a) Households possessing a refrigerator.
 (b) Households not possessing a refrigerator.

TABLE 21—continued

	All house-holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	London	South Eastern and Southern
<i>As a Percentage of Recommended Allowances</i>												
Energy value . . .	111	114	106	110	110	110	109	108	110	110	114	108
Total protein . . .	107	106	105	105	108	109	110	105	108	105	109	107
Calcium . . .	102	99	102	100	101	102	99	98	103	106	110	106
Iron . . .	105	112	111	112	107	113	109	112	116	116	110	114
Vitamin A . . .	120	119	122	121	116	116	118	114	121	117	125	116
Thiamine . . .	198	190	185	173	189	197	194	192	190	192	207	215
Riboflavin . . .	136	140	124	138	177	182	177	177	175	185	193	193
Nicotinic acid . . .	127	130	120	127	130	131	131	131	134	135	143	133
Vitamin C . . .	260	260	226	254	250	241	260	257	262	252	282	258
	215	226	191	203	208	208	213	219	220	218	254	219
<i>Percentage of Energy Value derived from:</i>												
Protein . . .	11.6	11.2	11.8	11.9	11.1	11.4	11.4	11.5	11.7	11.5	11.9	11.7
Fat . . .	41.3	41.6	39.5	41.7	41.1	40.8	41.7	41.2	40.9	41.2	42.0	41.9
Carbohydrate . . .	47.1	47.2	48.7	46.4	47.1	47.8	46.8	47.5	47.4	47.4	46.1	46.4
	49.4	48.9	51.1	48.6	49.2	49.6	49.8	49.9	49.7	49.3	47.2	48.9
<i>Animal Protein as Percentage of Total Protein</i> . . .	63.0	61.3	60.3	62.8	61.6	62.3	62.2	63.6	62.3	62.2	64.6	64.0
	59.1	57.4	57.3	57.8	58.2	59.1	58.4	59.6	59.9	58.9	63.7	60.3

Households with a Refrigerator

TABLE 22
 Energy Value and Nutrient Content of Food Consumption in Households possessing
 a Refrigerator compared with that in other Households in each Social Class, 1962

	Class										All households	
	A1	A2	B	C	D		O.A.P.	not reweighted	reweighted (c)			
					with earners (D1)	without earners (D2)						
	<i>Consumption per person per day</i>											
Energy value (kcal.)	2,740	2,620	2,640	2,750	2,550	2,530	2,550	2,670	2,680	2,580	2,670	
Total protein (g.)	(a) 82	(b) 77	(a) 77	(b) 75	(a) 74	(b) 74	(a) 74	(b) 78	(c) 77	(a) 74	(b) 78	
Animal protein (g.)	(a) 55	(b) 50	(a) 48	(b) 48	(a) 46	(b) 47	(a) 46	(b) 49	(c) 48	(a) 46	(b) 49	
Fat (g.)	(a) 131	(b) 123	(a) 121	(b) 124	(a) 115	(b) 116	(a) 118	(b) 122	(c) 121	(a) 118	(b) 122	
Carbohydrate (g.)	(a) 328	(b) 321	(a) 332	(b) 351	(a) 327	(b) 318	(a) 319	(b) 335	(c) 340	(a) 319	(b) 335	
Calcium (mg.)	(a) 1,161	(b) 1,110	(a) 1,069	(b) 352	(a) 351	(b) 353	(a) 334	(b) 345	(c) 341	(a) 334	(b) 345	
Iron (mg.)	(a) 1,086	(b) 1,053	(a) 1,012	(b) 1,009	(a) 992	(b) 1,052	(a) 990	(b) 1,008	(c) 1,022	(a) 990	(b) 1,008	
Vitamin A (i.u.)	(a) 15.1	(b) 14.3	(a) 14.3	(b) 14.7	(a) 13.8	(b) 13.5	(a) 13.2	(b) 14.5	(c) 14.4	(a) 13.2	(b) 14.5	
Thiamine (mg.)	(a) 1.34	(b) 1.28	(a) 1.29	(b) 1.33	(a) 1.24	(b) 1.22	(a) 1.23	(b) 1.30	(c) 1.29	(a) 1.23	(b) 1.30	
Riboflavin (mg.)	(a) 1.29	(b) 1.26	(a) 1.23	(b) 1.25	(a) 1.22	(b) 1.26	(a) 1.20	(b) 1.24	(c) 1.23	(a) 1.20	(b) 1.24	
Nicotinic acid (mg.)	(a) 1.99	(b) 1.86	(a) 1.79	(b) 1.78	(a) 1.73	(b) 1.75	(a) 1.70	(b) 1.81	(c) 1.76	(a) 1.70	(b) 1.81	
Vitamin C (mg.)	(a) 15.9	(b) 14.3	(a) 14.4	(b) 14.7	(a) 13.6	(b) 13.7	(a) 13.6	(b) 14.5	(c) 14.2	(a) 13.6	(b) 14.5	
Vitamin D (i.u.)	(a) 69	(b) 58	(a) 55	(b) 53	(a) 48	(b) 48	(a) 47	(b) 56	(c) 53	(a) 47	(b) 56	
	(a) 57	(b) 55	(a) 48	(b) 45	(a) 42	(b) 49	(a) 43	(b) 47	(c) 48	(a) 43	(b) 47	
	(a) 134	(b) 125	(a) 125	(b) 129	(a) 125	(b) 119	(a) 111	(b) 127	(c) 127	(a) 111	(b) 127	
	(b) 109	(a) 139	(b) 122	(a) 128	(b) 129	(a) 130	(b) 113	(c) 126	(a) 126	(b) 113	(c) 126	

TABLE 22—continued

	Class										All households	
	A					D					not reweighted	reweighted (c)
	C					O.A.P.						
	A1	A2	B	C	Excluding O.A.P. with earners (D1)	without earners (D2)	O.A.P.					
	<i>As a percentage of Recommended Allowances</i>											
Energy value	116	111	111	109	102	113	110	111	110	111	110	110
Total protein	(a)	114	107	105	106	114	112	107	112	107	108	108
Calcium	(b)	108	108	100	99	118	114	108	114	108	106	106
Iron	(a)	120	116	113	105	117	112	113	112	102	103	103
Vitamin A	(b)	112	105	104	103	114	112	105	112	105	107	107
Vitamin B	(a)	124	119	121	120	106	99	120	99	120	118	118
Thiamine	(b)	125	123	117	111	108	99	115	99	115	117	117
Riboflavin	(a)	214	209	201	191	167	151	181	151	198	190	190
Nicotinic acid	(b)	227	203	187	177	167	150	167	150	178	184	184
Vitamin C	(a)	143	136	137	133	138	133	125	133	136	133	133
Protein	(b)	139	136	129	125	136	131	124	131	127	129	129
Fat	(a)	139	130	124	117	129	120	115	120	124	119	119
Carbohydrate	(b)	133	126	114	108	123	118	109	118	112	107	107
Animal Protein as percentage of total Protein	(a)	170	154	152	146	155	147	138	147	151	147	147
	(b)	158	151	139	136	150	142	134	142	138	140	140
	(a)	314	268	262	246	257	209	213	209	260	246	246
	(b)	265	260	226	208	222	195	185	195	215	223	223
	<i>Percentage of Energy Value derived from:</i>											
Protein	11.9	11.8	11.6	11.5	11.6	11.6	11.6	11.6	11.5	11.6	11.5	11.5
Fat	(a)	12.0	11.4	11.3	11.3	11.3	11.3	11.3	11.1	11.3	11.4	11.4
Carbohydrate	(b)	43.1	42.2	41.3	40.6	40.4	41.1	41.1	41.5	41.3	40.8	40.8
	(a)	41.1	40.3	39.6	38.8	38.6	38.9	38.9	40.2	39.3	39.6	39.6
	(b)	45.0	46.0	47.1	47.9	48.0	47.2	47.2	46.9	47.1	47.6	47.6
	(a)	47.0	48.2	49.0	49.8	50.2	49.7	49.7	48.6	49.4	49.0	49.0
	(b)											
	(a)	67.9	65.4	62.8	60.7	61.6	64.5	64.5	62.8	63.0	61.9	61.9
	(b)	63.4	61.9	59.5	58.3	57.9	60.4	60.4	60.8	59.1	59.9	59.9

(a) Households possessing a refrigerator.
(b) Households not possessing a refrigerator.

Part II

TABLE 23

*Indices of Expenditure, Prices and Real Value of Purchases of
Main Food Groups, 1960-1962*

(1958 = 100)

	Expenditure			Prices ^(a)			Real Value of Purchases ^(a)		
	1960	1961	1962	1960	1961	1962	1960	1961	1962
Liquid milk (excluding school milk)	103.2	106.9	110.7	99.7	102.8	105.2	103.6	104.0	105.2
Other milk and cream	106.1	109.4	115.8	98.2	97.7	94.7	108.0	112.0	122.3
Cheese	128.2	125.7	129.2	125.2	122.5	124.3	102.4	102.6	103.9
Milk, cheese and cream	107.1	109.9	113.8	103.3	105.2	107.1	103.7	104.4	106.3
Beef and veal	98.8	104.0	105.5	108.8	109.6	112.4	90.8	94.9	93.9
Mutton and lamb	110.1	110.0	112.2	100.1	98.3	101.0	110.0	111.9	111.1
Pork	104.3	102.0	117.8	110.2	111.8	109.8	94.6	91.2	107.2
Carcass meat	103.0	105.6	109.1	106.1	106.1	108.3	97.1	99.5	100.8
Bacon and ham, uncooked	104.5	102.2	107.0	101.6	101.0	99.9	102.9	101.2	107.2
Poultry	163.4	217.0	210.1	86.8	80.6	80.5	188.4	269.3	261.1
Other meat, and meat products	107.6	111.6	114.0	104.8	107.8	106.9	102.7	103.5	106.7
Meat other than carcass meat	109.9	114.8	117.5	102.3	102.9	102.1	107.4	111.6	115.1
All meat	106.4	110.1	113.2	104.2	104.5	105.2	102.1	105.4	107.6
Fresh fish	115.9	117.3	127.9	110.3	118.3	121.5	105.2	99.2	105.3
Other fish	108.4	114.2	107.6	102.5	105.8	103.4	105.7	108.0	104.1
Fish	111.6	115.5	116.3	105.9	111.0	111.2	105.4	104.1	104.6
Eggs	108.4	107.7	97.9	99.5	99.5	90.3	108.9	108.2	108.4
Butter	117.7	110.9	122.9	125.8	108.5	120.0	93.6	102.2	102.5
Margarine	108.4	97.3	92.4	102.6	102.2	101.8	105.7	95.2	90.8
Other fats	90.7	92.1	93.9	92.2	94.8	92.2	98.3	97.1	101.8
Fats	111.0	104.6	111.0	114.5	104.8	111.2	97.0	99.8	99.8
Sugar	98.6	100.0	103.4	102.8	102.3	104.0	95.9	97.8	99.4
Preserves	88.9	87.4	98.5	98.6	100.5	107.2	90.1	86.9	91.9
Potatoes (including chips and crisps)	82.6	95.0	114.4	78.8	86.8	113.5	104.9	109.5	100.8
Fresh green vegetables	122.4	132.6	132.9	101.1	109.9	112.3	121.1	120.6	118.3
Other vegetables	100.0	105.0	110.3	99.1	101.4	108.9	100.9	103.5	101.3
Vegetables	96.6	106.1	116.8	90.3	96.6	111.7	107.0	109.8	104.6
Fresh fruit	107.9	118.0	118.0	94.0	103.3	106.7	114.7	114.2	110.6
Other fruit	97.1	101.6	104.1	94.0	94.8	96.0	103.2	107.3	108.4
Fruit	104.2	112.5	113.3	94.0	100.5	103.1	110.8	111.9	109.9
Bread	101.4	107.1	111.0	104.2	110.6	120.6	97.3	96.9	92.0
Other cereals	101.6	102.1	108.5	98.4	100.1	102.4	103.2	102.0	105.9
Cereals	101.5	104.1	109.5	100.7	104.2	109.4	100.7	99.9	100.0
Beverages	98.7	98.7	99.1	100.2	98.9	99.8	98.5	99.8	99.3
Miscellaneous foods	112.3	118.9	121.0	100.9	102.8	103.2	111.4	115.6	117.3
All foods	104.5	107.7	111.2	101.4	103.0	106.0	103.0	104.5	104.9

(a) See footnotes (c) and (d) to Table 5.

TABLE 24
*Household Food Expenditure and Value of Consumption according
 to Region and Type of Area, 1962*
 (per person per week)

	Region or Type of Area																																	
	All house-holds	Wales		Scotland		Northern		East and West Ridings		North Western		North Midland		Eastern		Midland		South Western		South Eastern and Southern		Conurbations		Other urban areas		Semi-rural areas		Rural areas						
	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.				
1961 Expenditure	30	7	29	3	29	1	30	8	31	1	30	4	30	1	29	0	31	2	28	10	30	11	33	1	30	9	30	7	29	1	s. d.	27	11	
Value of free food	10		2	2	9		6		6		3		2		1		9		1		9		4		2		8		1		3	0		
Value of consumption	31	5	31	5	29	10	31	2	31	8	30	7	31	3	30	8	31	10	30	6	31	10	33	5	30	3	31	3	31	4	31	2	30	11
1962 Expenditure	31	7	32	1	30	7	30	1	31	11	31	5	29	11	30	2	32	6	30	9	30	10	34	3	31	10	31	4	31	0	30	7	28	10
Value of free food	10		1	4	1	3	11		4		4		1	4	11		1	4	2	2	1	4	5		3		7		9		2	0	5	9
Value of consumption	32	7	33	5	31	10	30	11	32	4	31	9	31	3	31	2	33	10	32	10	32	2	34	8	32	0	31	11	31	10	32	7	34	7
Expenditure as percentage of that in all households 1961	100		95	5	95	1	100	2	101	6	99	3	98	5	94	8	101	9	94	2	101	2	108	2	98	4	100	5	100	1	95	1	91	3
Value of consumption as percentage of that in all households 1961	100		101	7	96	8	95	2	101	2	99	5	94	7	95	6	103	0	97	2	97	5	106	4	100	7	99	2	98	3	96	7	91	3
Price index (all foods) 1961	100		99	9	94	9	99	3	100	7	97	4	99	5	97	6	101	5	97	2	101	4	106	4	96	4	99	4	99	7	99	3	98	5
Price of energy index (all foods) (a) 1961	100		102	9	98	0	95	2	99	4	97	6	96	1	95	8	104	2	101	1	98	9	106	7	98	6	98	3	97	9	100	2	106	4
Price index (all foods) 1962	100		102	1	103	6	101	6	99	4	101	7	100	4	98	0	100	9	97	8	98	8	99	0	100	7	99	3	100	7	101	1	101	1
Price of energy index (all foods) (a) 1962	100		102	0	103	8	98	8	101	8	101	6	97	6	98	1	101	2	101	0	99	0	98	8	101	6	99	0	99	5	101	3	102	9
Price index (all foods) 1961	100		97	4	96	4	99	2	98	0	98	1	97	6	97	1	99	8	96	7	104	6	107	3	98	5	99	2	99	9	97	6	92	8
Price of energy index (all foods) (a) 1961	100		100	9	98	0	99	5	99	5	98	7	93	5	98	1	100	4	101	1	101	3	107	9	100	5	98	4	98	9	97	8	92	8

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

TABLE 25
Value of Free Supplies in each Region and Type of Area, 1962
 (pence per person per week)

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Milk and cream	1.74	2.95	4.88	2.60	0.56	0.50	0.79	0.08	2.40	3.93	1.29	0.15*	0.17	0.43	0.30	3.22	21.00
Eggs	1.24	2.37	1.84	1.23	0.66	0.48	1.38	1.02	2.38	2.34	1.22	0.20	0.28	0.58	0.57	2.53	10.53
Meat	0.87	1.37	1.17	0.55	0.24	0.38	1.70	1.02	1.56	0.52	0.83	0.69	0.12	0.70	0.40	1.56	5.30
Potatoes	1.54	2.30	2.34	1.31	0.30	0.38	2.77	1.56	1.82	3.41	1.87	0.40	0.27	0.75	1.32	3.76	8.20
All other vegetables	3.21	4.11	2.15	2.32	0.67	0.58	4.74	4.01	4.38	10.51	5.85	1.42	0.82	2.10	3.46	7.95	12.57
Fruit	2.73	2.33	1.82	2.19	0.92	1.28	3.77	3.37	3.01	4.77	5.02	2.38	0.98	2.16	3.00	4.76	8.72
All other foods	0.48	0.62	1.17	0.46	0.94	0.05	0.90	0.33	0.35	0.21	0.34	0.18	0.12	0.70	0.33	0.57	2.81
All foods	11.81	16.05	15.37	10.66	4.29	3.65	16.05	11.39	15.90	25.69	16.42	5.42	2.76	7.42	9.38	24.35	69.13

* This value is exceptionally high owing to a sampling fluctuation; in 1961, the corresponding value was less than 0.01d. per person per week.

TABLE 26

*Geographical Variations in Household Consumption of the
Main Food Groups, 1962*

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
WALES		
Butter +33	Cheese	Cakes and biscuits - 8
Fresh green vegetables +19	Eggs	Liquid milk -10
'Other' fruit +18	Sugar	Suet and dripping -11
Bacon and ham +17	'Other' meat	Preserves -12
Cooking fat +16	Fish	'Other' cereals -18
Mutton and lamb +14	'Other' vegetables	Beef and veal -20
Pork +14	Fresh fruit	Coffee -28
Potatoes +12	Tea	Margarine -33
Poultry + 8		
Bread + 7		
Flour + 6		
SCOTLAND		
Cakes and biscuits +28	Liquid milk	Cheese - 8
Preserves +27	Butter	Sugar - 8
Beef and veal +27	Potatoes	Fish - 8
'Other' meat +23		Tea - 9
'Other' cereals +23		Fresh fruit -22
Bread +18		'Other' fruit -25
Suet and dripping +14		Bacon and ham -27
Margarine +10		Poultry -48
Eggs +10		Flour -49
'Other' vegetables + 7		Cooking fat -50
		Coffee -50
		Mutton and lamb -53
		Fresh green vegetables -59
		Pork -70
NORTHERN		
Flour +59	Cooking fat	Potatoes - 6
Suet and dripping +56	'Other' fruit	Fresh fruit - 7
Bacon and ham +21	Bread	Pork - 8
Preserves +17	Tea	'Other' cereals - 8
Margarine +14		Liquid milk -11
Eggs +10		Butter -11
'Other' meat + 9		Sugar -16
Fish + 8		Coffee -20
Beef and veal + 7		Mutton and lamb -25
'Other' vegetables + 7		Fresh green vegetables -26
Cakes and biscuits + 7		Cheese -29
		Poultry -32
EAST AND WEST RIDINGS		
Flour +44	Sugar	Eggs - 7
Margarine +39	Beef and veal	Pork - 9
Fish +35	Bacon and ham	'Other' fruit - 9
Suet and dripping +28	Potatoes	Liquid milk -12
Cakes and biscuits +26	'Other' vegetables	Fresh fruit -12
Cooking fat +18	'Other' cereals	Bread -12
Preserves +15	Tea	Butter -13
'Other' meat + 6	Coffee	Fresh green vegetables -24
		Cheese -31
		Mutton and lamb -31
		Poultry -32

TABLE 26—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
NORTH WESTERN		
Margarine +25	Liquid milk	'Other' meat - 7
Mutton and lamb +10	Cooking fat	'Other' cereals - 7
Poultry +10	Sugar	Butter - 9
Coffee +10	Preserves	Fish -10
Cakes and biscuits + 6	Beef and veal	Fresh fruit -11
	Bacon and ham	'Other' fruit -11
	Potatoes	Eggs -12
	'Other' vegetables	Flour -13
	Bread	Cheese -14
	Tea	Suet and dripping -17
		Fresh green vegetables -34
		Pork -45
NORTH MIDLAND		
Cooking fat +43	Eggs	Preserves - 6
Flour +43	Beef and veal	Liquid milk - 7
Suet and dripping +39	Bacon and ham	Cheese - 7
Margarine +14	Fish	Poultry - 7
Pork +11	'Other' vegetables	Fresh fruit - 9
Sugar + 9	Bread	Butter -13
'Other' meat + 9	Cakes and biscuits	Mutton and lamb -21
Fresh green vegetables + 8	'Other' cereals	
'Other' fruit + 8	Tea	
Potatoes + 6	Coffee	
EASTERN		
Suet and dripping +42	Butter	Eggs - 6
Flour +26	Sugar	Fish - 6
Coffee +18	Preserves	'Other' vegetables - 7
Fresh fruit +12	Beef and veal	Tea - 7
Cooking fat +11	Pork	'Other' meat - 8
Poultry +10	Potatoes	Bread -11
'Other' fruit + 9	'Other' cereals	Cakes and biscuits -11
Fresh green vegetables + 8		Margarine -13
Liquid milk + 6		Bacon and ham -17
Cheese + 6		Mutton and lamb -24
MIDLAND		
Pork +50	Liquid milk	'Other' cereals - 8
Mutton and lamb +27	Butter	'Other' meat -10
Bacon and ham +25	Margarine	'Other' vegetables -10
Poultry +24	Cooking fat	Flour -19
Fresh green vegetables +22	Eggs	Cakes and biscuits -22
Sugar +15	Beef and veal	Preserves -29
Bread +15	Fish	Suet and dripping -50
Potatoes +13	Fresh fruit	
Cheese +12	'Other' fruit	
Tea +11	Coffee	
SOUTH WESTERN		
Fresh green vegetables +46	Liquid milk	Suet and dripping - 6
Coffee +45	Eggs	Flour - 7
Pork +30	Sugar	Fish -11
Cheese +22	Mutton and lamb	Poultry -12
Butter +16	Bacon and ham	Preserves -18
'Other' fruit + 8	'Other' meat	Beef and veal -20
Cooking fat + 7	Potatoes	Margarine -30
	'Other' vegetables	
	Fresh fruit	
	Bread	
	Cakes and biscuits	
	'Other' cereals	
	Tea	

TABLE 26—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
SOUTH EASTERN AND SOUTHERN		
Coffee +40	Liquid milk	'Other' meat - 6
Fresh green vegetables +27	Butter	Bacon and ham - 7
Cheese +21	Margarine	Bread - 7
Poultry +19	Sugar	Tea - 7
Mutton and lamb +16	Pork	Cooking fat - 8
Preserves +12	Fish	Suet and dripping - 8
Fresh fruit +11	'Other' vegetables	Cakes and biscuits -10
'Other' fruit + 9	Flour	Potatoes -11
Eggs + 6	'Other' cereals	Beef and veal -15
LONDON CONURBATION		
Mutton and lamb +42	Cooking fat	Sugar - 6
Pork +41	Eggs	'Other' meat - 6
Poultry +35	Preserves	Bread -10
Fresh green vegetables +32	Bacon and ham	Suet and dripping -11
Fresh fruit +31	Potatoes	Cakes and biscuits -11
Coffee +25	'Other' vegetables	Flour -15
Cheese +17	'Other' cereals	Margarine -27
Fish +12	Tea	
Butter + 9		
'Other' fruit + 9		
Liquid milk + 8		
Beef and veal + 8		
PROVINCIAL CONURBATIONS		
Margarine +15	Liquid milk	Preserves - 6
Fish + 7	Cooking fat	'Other' meat - 6
Cakes and biscuits + 6	Eggs	'Other' cereals - 7
	Sugar	Butter - 9
	Beef and veal	Fresh fruit - 9
	Mutton and lamb	'Other' fruit -10
	Bacon and ham	Suet and dripping -14
	Poultry	Cheese -16
	Potatoes	Pork -17
	'Other' vegetables	Fresh green vegetables -23
	Flour	
	Bread	
	Tea	
	Coffee	
URBAN AREAS (LARGER TOWNS)		
Suet and dripping +17	Liquid milk	Mutton and lamb - 7
Cooking fat + 8	Butter	Poultry - 7
Flour + 8	Margarine	Fresh fruit - 7
Potatoes + 7	Eggs	Cheese - 9
'Other' vegetables + 7	Sugar	Preserves - 9
Fish + 6	Beef and veal	
	Pork	
	Bacon and ham	
	'Other' meat	
	Fresh green vegetables	
	'Other' fruit	
	Bread	
	Cakes and biscuits	
	'Other' cereals	
	Tea	
	Coffee	

TABLE 26—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
URBAN AREAS (SMALLER TOWNS)		
Suet and dripping +22	Liquid milk	Beef and veal — 7
Preserves + 8	Cheese	Mutton and lamb — 8
	Butter	Poultry —14
	Margarine	
	Cooking fat	
	Eggs	
	Sugar	
	Pork	
	Bacon and ham	
	'Other' meat	
	Fish	
	Fresh green vegetables	
	Potatoes	
	'Other' vegetables	
	Fresh fruit	
	'Other' fruit	
	Flour	
	Bread	
	Cakes and biscuits	
	'Other' cereals	
	Tea	
	Coffee	
SEMI-RURAL AREAS		
Cheese +13	Liquid milk	Pork — 7
Coffee +10	Margarine	Suet and dripping — 8
Fresh green vegetables + 9	Eggs	Mutton and lamb —14
Butter + 8	Sugar	Fish —14
Cooking fat + 7	Beef and veal	
Preserves + 7	Bacon and ham	
Bread + 6	Poultry	
	'Other' meat	
	Potatoes	
	'Other' vegetables	
	Fresh fruit	
	'Other' fruit	
	Flour	
	Cakes and biscuits	
	'Other' cereals	
	Tea	
RURAL AREAS		
Preserves +37	Butter	Tea — 6
Bacon and ham +37	'Other' meat	Poultry — 8
Beef and veal +27	Fresh green vegetables	Potatoes — 8
Flour +27	Fresh fruit	Cooking fat —10
'Other' cereals +24	'Other' fruit	Pork —11
Margarine +23	Cakes and biscuits	'Other' vegetables —12
Eggs +19	Coffee	Mutton and lamb —16
Cheese +15		Fish —17
Liquid milk +13		
Bread +12		
Sugar +11		
Suet and dripping + 6		

TABLE 27
Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1962
(per person per week)

	Class												All household	
	A			B	C	D			O.A.P.					
	A1	A2	All			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.	s. d.	s. d.	s. d.	s. d.
1961														
Expenditure	38 9	34 0	35 0	30 8	29 4	28 11	29 4	28 11	28 11	29 4	28 11	29 4	28 11	30 7
Value of free food	2 3	1 1	1 4	9	10	8	10	1	1	9	1	9	1	10
Value of consumption	41 0	35 1	36 4	31 5	30 2	29 7	30 2	30 0	30 0	30 1	30 0	30 1	30 0	31 5
1962														
Expenditure	39 0	34 7	35 5	31 10	30 10	29 5	30 10	31 10	31 10	29 4	31 10	29 4	31 10	31 7
Value of free food	3 3	1 5	1 9	10	11	10	11	10	10	11	10	11	10	1 0
Value of consumption	42 3	36 0	37 2	32 8	31 9	30 3	31 9	32 7	32 7	30 2	32 7	30 2	32 7	32 7
Expenditure as percentage of that in all households 1961	126.7	111.1	114.4	100.3	96.0	94.6	96.0	94.4	94.4	95.9	94.4	95.9	94.4	100.0
1962	123.4	109.5	112.2	100.7	97.6	93.2	97.6	100.7	100.7	92.7	100.7	92.7	100.0	100.0
Value of consumption as percentage of that in all households	130.5	111.7	115.7	100.0	96.1	94.2	96.1	95.4	95.4	95.7	95.4	95.7	95.4	100.0
1961	129.9	110.7	114.3	100.4	97.7	93.0	97.7	100.3	100.3	92.9	100.3	92.9	100.0	100.0
1962	107.7	102.9	103.9	100.0	98.9	98.5	98.9	98.8	98.8	97.5	98.8	97.5	98.8	100.0
Price index (all foods)	108.0	103.0	104.1	100.1	99.2	98.1	99.2	99.4	99.4	97.1	99.4	97.1	99.4	100.0
'Price of energy' (a) index (all foods)	126.8	112.0	115.3	100.3	95.3	95.7	95.3	99.5	99.5	95.1	99.5	95.1	99.5	100.0
1962	126.6	110.9	113.9	101.7	96.5	93.6	96.5	100.6	100.6	95.1	100.6	95.1	100.0	100.0

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

TABLE 28
 Household Food Expenditure according to Social Class, 1962
 (pence per person per week)

	Class										All households	
	A			B	C	D		O.A.P.				
	A1	A2	All			with earners (D1)	without earners (D2)					
MILK AND CREAM:												
Liquid milk—full price	40.62	37.38	37.99	32.26	30.36	32.88	40.75	40.09	32.80			
Liquid milk—wellfare	2.83	3.50	3.38	3.70	2.89	1.93	0.58	0.02	2.99			
Total Liquid Milk	43.45	40.88	41.37	35.96	33.25	34.81	41.33	40.11	35.79			
Condensed milk	0.87	1.34	1.24	1.49	1.49	1.26	1.72	1.41	1.45			
Dried and other milk	0.67	0.86	0.85	0.90	0.93	0.98	0.90	0.03	0.87			
Cream	4.65	2.76	3.14	1.66	1.10	0.69	1.43	0.70	1.51			
Total Milk and Cream	49.64	45.84	47.60	40.01	36.77	37.74	45.38	42.25	39.62			
CHEESE:												
Natural	9.32	7.68	8.02	6.59	6.31	6.14	6.11	7.48	6.67			
Processed	1.60	1.26	1.32	1.26	1.30	1.12	0.98	0.94	1.26			
Total Cheese	10.92	8.94	9.34	7.85	7.61	7.26	7.09	8.42	7.93			
MEAT:												
Beef and veal	44.32	32.18	34.48	28.12	29.03	25.37	26.92	25.91	28.96			
Mutton and lamb	23.32	18.67	19.52	17.42	15.69	16.06	19.35	20.26	17.11			
Pork	6.42	8.22	7.90	7.64	6.66	5.74	5.59	6.53	7.08			
Total Carcase Meat	74.06	59.07	61.90	53.18	51.38	47.17	51.86	52.70	53.15			
Bacon and ham, uncooked	20.77	17.81	18.42	16.01	15.97	14.62	15.20	15.56	16.17			
Poultry	15.21	8.73	9.90	5.73	5.18	3.67	5.38	4.08	5.82			
Other meat (a)	31.65	31.14	31.19	32.00	34.38	30.98	27.22	24.54	32.29			
Total Meat	141.69	116.75	121.41	106.92	106.91	96.44	99.66	96.88	107.43			
FISH:												
Fresh	14.45	9.84	10.73	7.23	6.92	7.86	10.07	8.86	7.71			
Processed and shell (b)	3.32	2.58	2.71	1.75	1.48	1.64	1.87	1.44	1.73			
Prepared (c)	4.53	6.20	5.87	7.20	7.23	6.79	6.54	5.16	6.90			
Total Fish	22.30	18.62	19.31	16.18	15.63	16.29	18.48	15.46	16.34			

(a) Includes cooked and canned meats, and meat products.
 (b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.
 (c) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish), and fish products.

E 2

TABLE 28—continued
(pence per person per week)

	Class										All households
	A				B	C	D			O.A.P.	
	A1	A2	All		16.51	16.17	Excluding O.A.P.		17.25		
			A1	A2			with earners (D1)	without earners (D2)			
EGGS	17.20	18.10	17.93	17.93	16.51	16.17	16.14	17.25	15.53	16.48	
FATS:											
Butter	17.98	16.99	17.24	17.24	15.22	14.10	13.74	15.77	17.44	15.07	
Margarine	3.87	3.84	3.88	3.88	4.06	4.88	4.79	4.27	3.75	4.39	
Lard and compound cooking fat	2.22	2.32	2.30	2.30	2.50	2.47	2.45	2.04	2.22	2.44	
Other fats	1.33	1.05	1.10	1.10	0.79	0.69	0.68	0.69	0.63	0.77	
Total Fats	25.40	24.20	24.52	24.52	22.57	22.14	21.66	22.77	24.04	22.67	
SUGAR AND PRESERVES:											
Sugar	10.71	9.44	9.71	9.71	9.20	9.58	9.99	10.38	10.30	9.54	
Honey, preserves, syrup and treacle	4.72	4.72	4.76	4.76	3.83	3.77	3.88	4.87	4.71	3.99	
Total Sugar and Preserves	15.43	14.16	14.47	14.47	13.03	13.35	13.87	15.25	15.01	13.53	
VEGETABLES:											
Potatoes (including chips and crisps)	11.96	15.19	14.60	14.60	17.89	17.54	17.01	14.42	13.36	16.98	
Fresh green	13.97	11.40	11.90	11.90	9.53	7.68	6.30	8.27	7.46	8.78	
Other vegetables (d)	13.33	12.56	12.71	12.71	12.39	12.12	11.56	10.79	8.93	12.07	
Total vegetables	39.26	39.15	39.21	39.21	39.81	37.34	34.87	33.48	29.75	37.83	
FRUIT:											
Fresh	36.36	28.24	29.82	29.82	22.51	18.59	16.56	23.41	15.72	21.16	
Other (e)	14.57	12.85	13.19	13.19	10.55	8.39	7.43	8.63	5.96	9.57	
Total Fruit (f)	50.93	41.09	43.01	43.01	33.06	26.98	23.99	32.04	21.68	30.73	

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

(e) Includes tomatoes.

(f) Includes dried, canned or bottled fruit.

TABLE 28—continued
 (pence per person per week)

	Class							All households	
	A			B	C	D			
	A1	A2	All			with earners (D1)	without earners (D2)		O.A.P.
CEREALS:									
Brown bread	1.88	1.93	1.91	1.47	1.37	2.04	3.02	2.94	1.62
White bread	11.56	14.35	13.82	17.39	20.13	19.64	16.74	17.16	18.15
Wholemeal and wholemeal bread	0.77	0.98	0.95	0.48	0.32	0.42	0.92	0.75	0.49
Other bread (g)	4.86	3.81	3.99	3.63	3.83	4.05	3.78	3.84	3.79
<i>Total Bread</i>	19.07	21.07	20.67	22.97	25.65	26.15	24.46	24.69	24.05
Flour	2.84	3.00	2.96	2.76	2.91	2.61	3.40	3.56	2.89
Cakes (h)	10.92	12.30	12.09	13.00	13.44	12.47	12.88	9.96	12.86
Biscuits	12.35	11.19	11.42	10.33	9.96	9.12	10.99	9.01	10.19
Oatmeal and oat products	1.07	0.62	0.70	0.75	0.84	1.03	1.50	1.01	0.82
Breakfast cereals	4.61	4.08	4.21	3.58	3.12	2.80	2.14	1.92	3.32
Other cereals	5.92	5.24	5.39	4.87	4.45	4.39	4.07	3.19	4.65
<i>Total Cereals</i>	56.78	57.50	57.44	58.26	60.37	58.57	59.44	53.34	58.78
BEVERAGES:									
Tea	12.23	12.20	12.22	12.54	13.22	14.29	15.49	16.96	13.15
Coffee	10.72	5.75	6.64	3.61	2.90	2.78	4.38	3.32	3.64
Cocoa	0.64	0.58	0.59	0.57	0.44	0.31	0.31	0.48	0.50
Branded food drinks	0.58	0.97	0.89	0.83	0.82	0.69	1.56	1.38	0.87
<i>Total Beverages</i>	24.17	19.50	20.34	17.55	17.38	18.07	21.74	22.14	18.16
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	4.20	3.08	3.26	3.01	2.84	3.10	2.91	2.52	2.95
Other foods (i)	9.59	7.90	8.24	6.99	6.23	5.20	6.04	4.47	6.59
<i>Total Miscellaneous</i>	13.79	10.98	11.50	10.00	9.09	8.30	8.95	6.99	9.54
<i>TOTAL EXPENDITURE</i>	467.56 (39s. 0d.)	414.89 (34s. 7d.)	425.11 (35s. 5d.)	381.73 (31s. 10d.)	369.82 (30s. 10d.)	353.16 (29s. 5d.)	381.51 (31s. 10d.)	351.51 (29s. 4d.)	379.04 (31s. 7d.)

(f) Spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods and items on which expenditure only was recorded.

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

TABLE 29
Household Food Consumption according to Social Class, 1962
 (oz. per person per week except where otherwise stated)

	Class										All households	
	A			B	C	D			O.A.P.			
	A1	A2	All			with earners (D1)	without earners (D2)	O.A.P.				
								O.A.P.		O.A.P.		
MILK AND CREAM:												
Liquid milk—full price (pt.)	5.27	4.60	4.73	3.92	3.82	4.01	4.82	4.76	4.05			
Liquid milk—welfare and school (pt.)	0.86	1.02	1.00	1.09	0.88	0.64	0.31	0.01	0.90			
<i>Total Liquid Milk (pt.)</i>	6.13	5.63	5.72	5.01	4.70	4.65	5.13	4.77	4.95			
Condensed milk (eq. pt.)	0.10	0.16	0.15	0.18	0.18	0.15	0.21	0.16	0.17			
Dried and other milk (pt. or eq. pt.)	0.08	0.11	0.11	0.12	0.14	0.12	0.11	0.01	0.12			
Cream (pt.)	0.08	0.04	0.05	0.03	0.02	0.01	0.02	0.01	0.03			
<i>Total Milk and Cream (pt. or eq. pt.)</i>	6.39	5.94	6.03	5.34	5.04	4.93	5.46	4.95	5.26			
CHEESE:												
Natural	3.40	3.05	3.12	2.74	2.65	2.52	2.56	3.14	2.76			
Processed	0.43	0.35	0.36	0.37	0.38	0.33	0.28	0.28	0.36			
<i>Total Cheese</i>	3.83	3.40	3.48	3.11	3.03	2.85	2.84	3.42	3.12			
MEAT:												
Beef and veal	12.42	9.52	10.08	8.70	9.12	8.28	8.66	8.70	9.01			
Mutton and lamb	7.90	7.13	7.26	6.78	6.21	6.54	7.73	8.56	6.72			
Pork	2.01	2.55	2.45	2.45	2.16	1.90	2.00	2.31	2.29			
<i>Total Carcass Meat</i>	22.33	19.20	19.79	17.93	17.49	16.72	18.39	19.57	18.02			
Bacon and ham, uncooked	6.73	5.78	5.97	5.48	5.53	5.07	5.50	5.83	5.56			
Poultry	5.60	3.48	3.87	2.24	2.03	1.61	2.12	1.70	2.29			
Other meat (d)	11.10	11.15	11.12	11.54	12.76	12.05	10.00	9.31	11.85			
<i>Total Meat</i>	45.76	39.61	40.75	37.19	37.81	35.45	36.01	36.41	37.72			
FISH:												
Fresh	4.50	3.63	3.81	2.93	2.94	3.31	4.33	3.84	3.11			
Processed and shell (b)	1.22	1.01	1.03	0.72	0.67	0.78	0.88	0.72	0.75			
Prepared (c)	0.93	1.62	1.50	1.98	2.04	2.19	1.68	1.41	1.93			
<i>Total Fish</i>	6.65	6.26	6.34	5.63	5.65	6.28	6.89	5.97	5.79			

(a) Includes cooked and canned meats, and meat products.
 (b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.
 (c) Includes cooked fish, canned or bottled fish, (including canned or bottled shellfish), and fish products.

TABLE 29—continued
 (oz. per person per week except where otherwise stated)

	Class										All households
	A			B	C	D			O.A.P.		
	A1	A2	All			with earners (D1)	O.A.P. without earners (D2)	O.A.P.			
EGGS (No.)	5.48	5.10	5.18	4.64	4.60	4.64	4.70	4.31	4.68		
Eggs purchased (No.)	4.28	4.71	4.62	4.36	4.28	4.34	4.56	4.04	4.34		
FATS:											
Butter	7.26	6.98	7.06	6.28	5.81	5.66	6.46	7.13	6.20		
Margarine	2.76	2.70	2.73	2.90	3.52	3.54	3.02	2.70	3.15		
Lard and compound cooking fat	1.72	1.93	1.89	2.18	2.21	2.16	1.77	2.06	2.14		
Other fats	0.58	0.62	0.61	0.52	0.49	0.54	0.41	0.46	0.50		
Total Fats	12.32	12.23	12.29	11.88	12.03	11.90	11.66	12.35	11.99		
SUGAR AND PRESERVES:											
Sugar	19.42	17.62	17.96	17.80	18.66	19.30	19.82	20.03	18.40		
Honey, preserves, syrup and treacle	3.52	3.82	3.78	3.13	3.15	3.31	4.04	4.01	3.28		
Total Sugar and Preserves	22.94	21.44	21.74	20.93	21.81	22.61	23.86	24.04	21.68		
VEGETABLES:											
Potatoes (including chips and crisps)	47.23	48.60	48.50	53.95	56.23	55.61	45.71	44.00	53.56		
Fresh green	19.01	16.07	16.61	15.49	14.45	12.77	16.26	16.87	15.14		
Other vegetables (d)	17.37	16.47	16.62	16.73	17.31	16.54	15.82	14.67	16.80		
Total Vegetables	83.61	81.14	81.73	86.17	87.99	84.92	77.79	75.54	85.50		
FRUIT:											
Fresh	39.83	30.23	32.19	23.38	18.99	16.49	24.90	18.34	22.07		
Other (e)	9.75	9.27	9.34	7.83	6.35	5.88	6.43	4.44	7.11		
Total Fruit (f)	49.58	39.50	41.53	31.21	25.34	22.37	31.33	22.78	29.18		

(f) Includes tomatoes.

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

(e) Includes dried, canned or bottled fruit.

TABLE 29—continued
(oz. per person per week except where otherwise stated)

	Class							All households
	A			B	C	D		
	A1	A2	All			Excluding O.A.P. with earners (D1)	O.A.P. without earners (D2)	
CEREALS:								
Brown bread	2.73	2.86	2.82	2.21	2.06	3.04	4.51	4.42
White bread	22.96	28.12	27.15	34.57	40.40	39.13	32.07	32.35
Wholewheat and wholemeal bread	1.24	1.68	1.60	0.82	0.53	0.70	1.58	1.29
Other bread (g)	5.26	4.19	4.36	4.16	4.18	4.77	4.11	4.41
Total Bread	32.19	36.85	35.93	41.76	47.17	47.64	42.27	42.47
Flour	5.99	6.38	6.31	5.96	6.32	5.48	7.19	7.71
Cakes (h)	4.84	6.12	5.88	6.57	7.03	6.65	6.66	5.66
Biscuits	6.12	5.89	5.94	5.81	5.69	5.39	6.47	5.62
Oatmeal and oat products	1.32	0.68	0.80	0.83	0.94	1.12	1.69	1.13
Breakfast cereals	2.47	2.33	2.37	2.07	1.81	1.61	1.20	1.17
Other cereals	4.22	4.00	4.04	3.77	3.72	3.81	3.60	3.17
Total Cereals	57.15	62.25	61.27	66.77	72.68	71.70	69.08	66.93
BEVERAGES:								
Tea	2.31	2.47	2.44	2.67	2.83	3.12	3.24	3.64
Coffee	1.37	0.65	0.77	0.39	0.33	0.35	0.50	0.40
Cocoa	0.21	0.20	0.20	0.19	0.15	0.10	0.10	0.16
Branded food drinks	0.14	0.24	0.22	0.20	0.20	0.16	0.36	0.32
Total Beverages	4.03	3.56	3.63	3.45	3.51	3.73	4.20	4.52

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

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

TABLE 30
*Household Food Expenditure, Value of Consumption and Price Indices
 according to Household Composition, 1962*

	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					
	s. d.	s. d.	s. d.	1	2	3	4 or more	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.				
1961																			
Expenditure	36 10	42 2	32 6	26 10	23 5	20 8	27 5	35 10	27 5	34 8	32 11	27 6	34 8	32 11	27 6	34 8	32 11	27 6	
Value of free food	1 2	11	9	8	7	6	8	11	8	11	5	8	11	5	8	11	5	8	
Value of consumption	38 0	43 1	33 3	27 7	24 0	21 2	28 2	36 9	28 2	35 9	34 4	28 2	35 9	34 4	28 2	35 9	34 4	28 2	
1962																			
Expenditure	37 8	43 1	32 6	27 1	24 0	20 8	28 4	36 10	28 4	36 1	34 8	28 6	36 1	34 8	28 6	36 1	34 8	28 6	
Value of free food	1 2	10	11	10	11	7	10	12	10	12	11	11	12	11	11	12	11	11	11
Value of consumption	38 11	43 11	33 4	27 11	24 11	21 3	29 5	38 0	29 5	37 3	35 10	29 5	37 3	35 10	29 5	37 3	35 10	29 5	
Expenditure as percentage of that in all households	120.6	137.9	106.4	87.9	76.5	67.7	89.7	117.2	89.7	113.4	107.6	89.6	113.4	107.6	89.6	113.4	107.6	89.6	
Value of consumption as percentage of that in all households	119.3	136.4	102.8	85.9	75.9	65.4	89.8	116.5	89.8	114.2	109.9	90.3	114.2	109.9	90.3	114.2	109.9	90.3	
Price index (all foods)	121.0	137.2	105.9	87.8	76.4	67.4	89.8	116.9	89.8	113.8	109.3	89.8	113.8	109.3	89.8	113.8	109.3	89.8	
"Price of energy" index (all foods) (a)	119.7	135.2	102.6	85.9	76.7	65.3	90.4	116.9	90.4	114.6	110.1	90.6	114.6	110.1	90.6	114.6	110.1	90.6	
1961	100.3	103.2	101.0	99.0	98.1	96.1	98.1	101.1	98.1	101.1	100.4	99.6	101.1	100.4	99.6	101.1	100.4	99.6	
1962	99.6	103.0	100.6	99.0	97.9	95.6	98.2	100.3	98.2	101.1	99.7	99.5	101.1	99.7	99.5	101.1	99.7	99.5	
1961	105.2	112.9	102.2	96.0	90.0	82.9	92.9	106.0	92.9	106.8	102.6	96.8	106.8	102.6	96.8	106.8	102.6	96.8	
1962	105.1	113.2	101.9	95.5	91.3	82.2	93.2	104.5	93.2	106.7	101.8	97.4	106.7	101.8	97.4	106.7	101.8	97.4	

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

TABLE 31
Household Food Expenditure according to Household Composition, 1962
 (pence per person per week)

	Households with one man and one woman and												Other households with			
	no other				children only				adolescents and children				adults only	adolescents but no children	one or more children with or without adolescents	
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents			
MILK AND CREAM:																
Liquid milk—full price	43.13	43.37	30.36	26.35	22.83	17.31	38.32	30.76	38.32	30.76	41.64	36.99	28.43			
Liquid milk—welfare	—	0.70	5.57	6.36	7.16	7.22	0.04	1.52	0.04	1.52	0.12	0.28	3.71			
<i>Total Liquid Milk</i>	<i>43.13</i>	<i>44.07</i>	<i>35.93</i>	<i>32.71</i>	<i>29.99</i>	<i>24.53</i>	<i>38.36</i>	<i>32.28</i>	<i>38.36</i>	<i>32.28</i>	<i>41.76</i>	<i>37.27</i>	<i>32.14</i>			
Condensed milk	1.84	1.74	1.47	1.41	1.08	0.99	1.56	1.17	1.56	1.17	1.44	1.75	1.46			
Dried and other milk	0.12	0.15	1.82	1.53	1.51	1.89	0.08	0.28	0.08	0.28	0.12	0.12	1.56			
Cream	1.72	3.27	1.55	1.03	0.83	0.48	2.02	1.23	2.02	1.23	2.09	1.46	1.23			
<i>Total Milk and Cream</i>	<i>46.81</i>	<i>49.23</i>	<i>40.77</i>	<i>36.68</i>	<i>33.41</i>	<i>27.89</i>	<i>42.02</i>	<i>34.96</i>	<i>42.02</i>	<i>34.96</i>	<i>45.41</i>	<i>40.60</i>	<i>36.39</i>			
CHEESE:																
Natural	8.83	9.06	6.16	5.36	4.24	3.88	8.18	5.92	8.18	5.92	8.54	7.87	5.57			
Processed	1.28	1.62	1.40	1.22	1.20	0.67	1.60	1.27	1.60	1.27	1.24	1.44	1.04			
<i>Total Cheese</i>	<i>10.11</i>	<i>10.68</i>	<i>7.56</i>	<i>6.58</i>	<i>5.44</i>	<i>4.55</i>	<i>9.78</i>	<i>7.19</i>	<i>9.78</i>	<i>7.19</i>	<i>9.78</i>	<i>9.31</i>	<i>6.61</i>			
MEAT:																
Beef and veal	39.41	40.38	29.41	22.19	19.45	14.75	36.02	24.70	36.02	24.70	34.49	34.06	25.76			
Mutton and lamb	24.82	23.25	16.13	13.45	11.50	8.72	19.59	13.90	19.59	13.90	23.20	19.16	13.58			
Pork	8.66	13.27	6.98	5.29	3.46	2.27	9.65	5.70	9.65	5.70	8.70	8.66	6.54			
<i>Total Carcase Meat</i>	<i>72.89</i>	<i>76.90</i>	<i>52.52</i>	<i>40.93</i>	<i>34.41</i>	<i>25.74</i>	<i>65.26</i>	<i>44.30</i>	<i>65.26</i>	<i>44.30</i>	<i>66.39</i>	<i>61.88</i>	<i>45.88</i>			
Bacon and ham, uncooked	21.25	23.08	16.16	13.24	10.38	9.32	20.06	13.24	20.06	13.24	19.90	18.54	13.71			
Poultry	7.71	13.24	5.94	4.32	3.30	2.54	6.83	3.87	6.83	3.87	7.57	5.60	4.79			
<i>Other meat (a)</i>	<i>34.52</i>	<i>44.40</i>	<i>36.40</i>	<i>27.81</i>	<i>25.41</i>	<i>21.49</i>	<i>39.50</i>	<i>30.24</i>	<i>39.50</i>	<i>30.24</i>	<i>34.11</i>	<i>35.54</i>	<i>29.68</i>			
<i>Total Meat</i>	<i>136.37</i>	<i>157.62</i>	<i>111.02</i>	<i>86.30</i>	<i>73.50</i>	<i>59.09</i>	<i>131.65</i>	<i>91.65</i>	<i>131.65</i>	<i>91.65</i>	<i>127.97</i>	<i>121.56</i>	<i>94.06</i>			
FISH:																
Fresh	12.82	10.17	7.25	5.44	4.58	3.34	8.54	5.93	8.54	5.93	10.93	7.57	6.41			
Processed and shell (b)	2.99	2.92	1.38	0.89	0.89	0.66	2.21	1.38	2.21	1.38	2.05	1.68	1.59			
Prepared (c)	7.44	10.77	7.54	5.85	5.04	4.54	8.87	5.64	8.87	5.64	7.58	7.43	6.50			
<i>Total Fish</i>	<i>23.25</i>	<i>23.86</i>	<i>16.17</i>	<i>12.59</i>	<i>10.51</i>	<i>8.54</i>	<i>19.62</i>	<i>12.95</i>	<i>19.62</i>	<i>12.95</i>	<i>20.56</i>	<i>16.68</i>	<i>14.50</i>			

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

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

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

TABLE 31—continued
(pence per person per week)

	Households with one man and one woman and										Other households with				
	no other					children only					adolescents and children	adolescents only	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					
EGGS	19.19	21.29	16.64	14.62	13.38	11.73	18.58	15.24	18.23	18.76	15.05				
FATS:															
Butter	19.85	20.62	14.94	12.78	10.41	7.79	17.84	12.17	19.07	17.74	12.66				
Margarine	4.47	3.79	3.66	4.00	4.40	5.16	5.02	5.25	4.08	4.62	4.37				
Lard and compound cooking fat	2.78	3.23	2.54	2.25	1.99	1.94	2.81	2.42	2.34	2.73	2.22				
Other fats	0.78	0.88	0.69	0.70	0.60	0.46	0.88	0.96	0.82	0.88	0.80				
Total Fats	27.88	28.52	21.83	19.73	17.40	15.35	26.55	20.80	26.31	25.97	20.05				
SUGAR AND PRESERVES:															
Sugar	11.52	11.43	9.24	8.54	8.15	7.93	10.49	9.10	10.10	10.27	8.84				
Honey, preserves, syrup and treacle	5.55	4.98	3.31	3.29	2.77	2.91	4.47	4.10	4.90	4.24	3.32				
Total Sugar and Preserves	17.07	16.41	12.55	11.83	10.92	10.84	14.96	13.20	15.00	14.51	12.16				
VEGETABLES:															
Potatoes (including chips and crisps)	15.63	19.99	18.10	16.08	15.08	15.83	18.85	17.87	15.57	18.67	17.70				
Fresh green	11.29	15.10	8.93	6.76	5.42	3.91	11.50	7.38	10.80	9.33	7.43				
Other vegetables (d)	11.77	17.50	12.92	11.02	10.25	9.09	13.53	11.42	12.50	13.22	11.43				
Total Vegetables	38.69	52.59	39.95	33.86	30.75	28.83	43.88	36.67	38.87	41.22	36.56				
FRUIT:															
Fresh	24.10	33.13	21.94	17.83	14.46	11.29	25.84	18.71	25.44	24.11	18.39				
Other (e)	10.56	14.56	10.78	9.26	8.23	5.21	11.11	7.82	9.65	10.36	8.85				
Total Fruit (f)	34.66	47.69	32.72	27.09	22.69	16.50	36.95	26.53	35.09	34.47	27.24				

(f) Includes tomatoes.

(d) Includes dried and canned vegetables, and vegetable products.
(e) Includes dried, canned or bottled fruit.

TABLE 31—continued
(pence per person per week)

	Households with one man and one woman and											Other households with		
	no other			children only					adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
	one or both adults aged 55 or over	both adults under 55		1	2	3	4 or more							
CEREALS:														
Brown bread	2.94	2.43		1.35	1.02	0.77	0.78	1.76	1.20	2.57	1.79	1.13		
White bread	18.37	19.48		18.09	15.81	15.56	17.06	20.40	19.85	17.99	19.91	18.53		
Wholewheat and wholemeal bread	0.97	0.77		0.37	0.29	0.25	0.18	0.53	0.30	0.83	0.46	0.36		
Other bread (f)	4.49	5.45		3.82	2.73	2.54	1.93	4.86	3.63	4.94	4.67	3.06		
Total Bread	26.77	28.13		23.63	19.85	19.12	19.95	27.55	24.98	26.33	26.83	23.08		
Flour	4.29	3.31		2.52	2.44	2.26	2.27	3.34	2.61	3.37	3.06	2.41		
Cakes (h)	13.64	17.69		14.30	10.75	9.48	8.30	15.92	11.69	14.65	15.74	11.38		
Biscuits	10.89	12.43		11.22	10.22	8.99	7.00	11.27	9.31	11.02	10.57	8.91		
Oatmeal and oat products	1.05	0.78		0.77	0.76	0.70	1.12	0.72	0.78	0.99	0.60	0.69		
Breakfast cereals	2.23	3.54		3.30	4.06	4.72	4.06	2.90	3.97	2.15	2.80	3.42		
Other cereals	4.61	5.67		5.86	4.82	4.27	3.60	4.34	4.06	4.41	4.56	4.58		
Total Cereals	63.48	71.55		61.60	52.90	49.54	46.30	66.04	57.40	62.92	64.16	54.47		
BEVERAGES:														
Tea	18.98	16.88		12.72	9.72	8.44	8.62	15.54	11.08	16.92	14.08	11.45		
Coffee	4.53	5.45		3.63	3.06	2.34	1.63	4.83	2.86	4.40	4.64	3.22		
Cocoa	0.44	0.52		0.60	0.59	0.64	0.38	0.66	0.54	0.40	0.32	0.56		
Branded food drinks	1.28	1.71		0.78	0.68	0.50	0.36	0.91	0.46	1.52	0.71	0.56		
Total Beverages	25.23	24.56		17.73	14.05	11.92	10.99	21.94	14.94	23.24	19.75	15.63		
MISCELLANEOUS:														
Soups, canned, dehydrated and powdered	2.40	4.21		3.78	3.12	2.35	2.06	2.70	2.89	2.92	3.02	2.91		
Other foods (i)	7.16	8.88		7.24	6.11	5.87	5.28	7.09	5.99	6.70	6.43	6.39		
Total Miscellaneous	9.56	13.09		11.02	9.23	8.22	7.34	9.79	8.88	9.62	9.45	9.30		
TOTAL EXPENDITURE	452.32	517.11		389.50	325.47	287.72	247.94	441.72	340.39	432.95	416.45	342.08		
	(37s. 8d.)	(43s. 1d.)		(32s. 5d.)	(27s. 1d.)	(24s. 0d.)	(20s. 8d.)	(36s. 10d.)	(28s. 4d.)	(36s. 1d.)	(34s. 8d.)	(28s. 6d.)		

(f) Includes spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, and items on which expenditure only was recorded.
 (g) Includes rolls, fruit bread, sandwiches and milk bread.
 (h) Includes buns, scones, toecakes and crumpets.

TABLE 32
Household Food Consumption according to Household Composition, 1962
 (oz. per person per week except where otherwise stated)

	Households with one man and one woman and											Other households with			
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents				
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more									
MILK AND CREAM:															
Liquid milk—full price (pt.)	5.17	5.18	3.74	3.29	2.93	2.21	4.65	3.92	5.08	4.54	3.56				
Liquid milk—wellfare and school (pt.)	...	0.18	1.45	1.81	2.10	2.26	0.08	0.74	0.03	0.09	1.14				
Total Liquid Milk (pt.)	5.17	5.36	5.20	5.10	5.03	4.48	4.73	4.67	5.10	4.63	4.70				
Condensed milk (eq. pt.)	0.22	0.20	0.17	0.17	0.13	0.12	0.18	0.14	0.17	0.20	0.17				
Dried and other milk (pt. or eq. pt.)	0.01	...	0.24	0.21	0.21	0.27	0.01	0.04	...	0.03	0.22				
Cream (pt.)	0.02	0.05	0.03	0.02	0.01	0.01	0.04	0.02	0.03	0.03	0.02				
Total Milk and Cream (pt. or eq. pt.)	5.42	5.62	5.64	5.50	5.39	4.88	4.96	4.87	5.30	4.89	5.11				
CHEESE:															
Natural	3.66	3.64	2.54	2.22	1.77	1.63	3.39	2.46	3.52	3.32	2.28				
Processed	0.38	0.47	0.40	0.35	0.35	0.19	0.46	0.37	0.35	0.41	0.30				
Total Cheese	4.04	4.11	2.94	2.57	2.12	1.82	3.85	2.83	3.87	3.73	2.58				
MEAT:															
Beef and veal	12.16	11.86	9.08	7.07	6.17	5.06	10.96	7.89	10.63	10.45	8.14				
Mutton and lamb	9.73	8.66	6.38	5.41	4.59	3.71	7.68	5.70	8.94	7.28	5.27				
Pork	2.87	4.08	2.15	1.69	1.15	0.86	3.10	1.94	2.80	2.77	2.14				
Total Carcass Meat	24.76	24.60	17.61	14.17	11.91	9.63	21.74	15.53	22.37	20.50	15.55				
Bacon and ham, uncooked	7.42	7.68	5.50	4.60	3.64	3.46	6.73	4.65	6.78	6.08	4.73				
Poultry	3.02	4.82	2.31	1.74	1.55	1.03	2.76	1.58	2.90	2.15	1.90				
Other meat (a)	11.75	14.82	13.10	10.70	10.26	9.01	14.13	11.58	11.98	12.96	11.30				
Total Meat	46.95	51.92	38.52	31.21	27.36	23.13	45.36	33.34	44.03	41.69	33.48				
FISH:															
Fresh	5.23	3.88	2.85	2.18	1.94	1.56	3.39	2.70	4.34	3.18	2.56				
Processed and shell (b)	1.32	1.15	0.57	0.56	0.38	0.30	0.92	0.65	0.89	0.72	0.69				
Prepared (c)	1.82	2.77	2.19	1.78	1.61	1.51	2.35	1.64	1.95	2.03	1.91				
Total Fish	8.37	7.80	5.61	4.52	3.93	3.37	6.66	4.99	7.18	5.93	5.16				

(a) Includes cooked and canned meats, and meat products.
 (b) Includes smoked, dried and salted fish, but not canned or bottled shellfish.
 (c) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish), and fish products.

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

	Households with one man and one woman and										Other households with				
	no other					children only					adolescents and children	adolescents only	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only								
EGGS (No.)	5.22	5.57	4.67	4.24	4.01	3.58	5.16	4.55	5.05	5.20	4.41	4.05			
Eggs purchased (No.)	4.90	5.42	4.43	3.98	3.61	3.31	4.78	4.12	4.62	4.91					
FATS:															
Butter	8.10	8.35	6.17	5.32	4.33	3.26	7.34	5.07	7.76	7.45	5.24	5.24			
Margarine	3.09	2.67	2.64	2.94	3.20	3.84	3.48	3.85	2.85	3.30	3.22	3.22			
Lard and compound cooking fat	2.46	2.70	2.30	1.96	1.74	1.78	2.41	2.13	2.03	2.37	1.94	1.94			
Other fats	0.53	0.57	0.44	0.47	0.40	0.35	0.63	0.61	0.54	0.66	0.48	0.48			
Total Fats	14.18	14.29	11.55	10.69	9.67	9.23	13.96	11.66	13.18	13.78	10.88	10.88			
SUGAR AND PRESERVES:															
Sugar	23.08	21.96	18.01	16.45	15.56	15.36	20.31	17.71	19.38	20.02	16.99	16.99			
Honey, preserves, syrup and treacle	4.39	3.74	2.69	2.79	2.29	2.59	3.72	3.50	4.02	3.51	2.80	2.80			
Total Sugar and Preserves	26.47	25.70	20.70	19.24	17.85	17.95	24.03	21.21	23.40	23.53	19.79	19.79			
VEGETABLES:															
Potatoes (including chips and crisps)	62.13	59.43	56.56	50.11	50.72	46.56	57.88	56.61	50.13	59.09	54.75	54.75			
Fresh green	21.71	21.41	14.54	11.75	10.23	7.95	19.36	12.53	19.09	15.81	12.62	12.62			
Other vegetables (d)	18.09	22.39	17.71	15.10	14.44	13.10	18.23	15.88	17.66	18.12	16.04	16.04			
Total Vegetables	101.93	103.23	88.81	76.96	75.39	67.61	95.47	85.02	86.88	93.02	83.41	83.41			
FRUIT:															
Fresh	25.92	31.99	21.99	19.20	16.75	12.55	27.08	19.59	26.06	24.92	19.17	19.17			
Other (e)	7.90	10.92	7.69	6.74	6.07	4.09	8.58	5.99	7.06	8.13	6.45	6.45			
Total Fruit (f)	33.82	42.51	29.68	25.90	22.82	16.64	35.66	25.58	33.12	33.05	25.62	25.62			

(d) Includes tomatoes.

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

(f) Includes dried, canned or bottled fruit.

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

	Households with one man and one woman and							Other households with				
	no other		children only				adolescents and children	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more						
CEREALS:												
Brown bread	4.38	3.58	1.99	1.58	1.17	1.19	2.62	1.80	3.84	2.62	1.72	
White bread	35.18	37.68	35.64	31.70	31.38	34.84	40.80	40.57	34.76	40.05	37.46	
Wholewheat and wholemeal bread	1.64	1.26	0.60	0.50	0.43	0.30	0.88	0.52	1.45	0.79	0.60	
Other bread (g)	4.98	6.08	4.25	3.04	2.93	2.04	5.34	4.32	5.48	5.32	3.32	
Total Bread	46.18	48.60	42.48	36.82	35.91	38.37	49.64	47.21	45.33	48.78	43.10	
Flour	9.20	7.00	5.48	5.37	4.94	5.02	7.20	5.70	7.16	6.37	5.22	
Cakes (h)	7.12	8.68	7.23	5.59	5.09	4.50	8.05	6.01	7.59	7.97	5.87	
Biscuits	6.42	6.52	6.19	5.75	5.20	4.23	6.22	5.34	6.29	5.75	5.03	
Oatmeal and oat products	1.22	0.79	0.81	0.79	0.74	1.29	0.75	1.15	1.09	0.63	0.73	
Breakfast cereals	1.35	2.02	1.87	2.27	2.65	2.37	1.75	2.32	1.28	1.66	1.96	
Other cereals	4.01	4.51	4.49	3.65	3.25	3.10	3.41	3.30	3.81	3.87	3.69	
Total Cereals	75.50	78.12	68.55	60.24	57.78	58.88	77.02	71.03	72.75	75.03	65.60	
BEVERAGES:												
Tea	3.95	3.54	2.71	2.08	1.82	1.94	3.31	2.39	3.54	2.96	2.44	
Coffee	0.54	0.64	0.38	0.37	0.25	0.21	0.52	0.35	0.52	0.48	0.36	
Cocoa	0.14	0.17	0.20	0.20	0.21	0.12	0.22	0.18	0.13	0.11	0.13	
Branded food drinks	0.30	0.42	0.19	0.17	0.13	0.08	0.22	0.11	0.36	0.17	0.14	
Total Beverages	4.93	4.77	3.48	2.82	2.41	2.35	4.27	3.03	4.55	3.72	3.07	

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

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

TABLE 33
Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1962
(per week)

	Class			All households	Class			All households
	A	B	C & DI		A	B	C & DI	
	Per head	Per head	Per head		Per household	Per household	Per household	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	
Households of one man and one woman	46 8	43 4	42 0	43 1	86 8	84 0	86 2	
and:								
no other (both under 55)	36 3	33 2	30 8	32 6	99 6	91 11	97 5	
1 child	30 2	27 8	25 4	27 1	110 6	101 2	108 6	
2 children	27 0	24 2	22 10	24 0	120 11	114 4	119 10	
3 children	(23 1)	21 11	19 6	20 8	(153 2)	128 10	134 11	
4 or more children	39 9	37 6	35 6	36 10	122 4	112 11	118 2	
adolescents only	32 5	28 4	27 2	28 4	141 7	136 10	141 7	
adolescents and children								
All households	35 4	31 9	30 8	31 7	111 7	98 11	98 6	

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

TABLE 34
Household Food Consumption by Household Composition Groups within Social Classes, 1962
 (oz. per person per week except where otherwise stated)

	Class B											Classes C & D1									
	Class A						Households with one man and one woman and														
	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren	adoles- cents only	adoles- cents and child- ren	
MILK AND CREAM:																					
Liquid milk—full price (pt.)	6.01	4.23	3.77	3.87	3.18	5.29	4.85	5.15	3.78	3.38	2.98	2.64	4.72	3.89	5.00	3.54	3.00	2.64	1.82	4.42	3.66
Liquid milk—welfare and school (pt.)	0.17	1.28	1.87	2.05	2.18	0.11	0.73	0.16	1.55	1.84	2.13	2.25	0.09	0.80	0.19	1.41	1.74	2.09	2.25	0.07	0.69
Total Liquid Milk (pt.)	6.18	5.51	5.64	5.91	5.36	5.40	5.58	5.32	5.33	5.21	5.10	4.90	4.80	4.70	5.19	4.95	4.75	4.74	4.07	4.49	4.36
Condensed milk (eq. pt.)	0.14	0.09	0.18	0.08	0.15	0.16	0.16	0.19	0.21	0.16	0.17	0.09	0.16	0.15	0.22	0.15	0.17	0.10	0.14	0.20	0.13
Dried and other milk (pt. or eq. pt.)	0.24	0.24	0.22	0.03	0.55	0.05	0.03	0.06	0.22	0.16	0.19	0.21	0.01	0.03	0.01	0.27	0.27	0.29	0.26	0.02	0.07
Cream (pt.)	0.10	0.05	0.03	0.02	0.02	0.02	0.03	0.06	0.03	0.02	0.02	0.01	0.04	0.02	0.04	0.02	0.01	0.01	...	0.03	0.02
Total Milk and Cream (pt. or eq. pt.)	6.42	5.89	6.07	6.05	6.09	5.61	5.78	5.57	5.79	5.56	5.48	5.21	5.01	4.90	5.46	5.38	5.20	5.14	4.47	4.74	4.57
CHEESE:																					
Natural	4.60	2.96	2.37	2.38	2.10	4.03	2.52	3.90	2.57	2.30	1.70	1.53	3.34	2.52	3.13	2.41	2.07	1.66	1.60	3.25	2.39
Processed	0.45	0.21	0.33	0.22	0.18	0.61	0.31	0.44	0.45	0.38	0.34	0.19	0.51	0.34	0.50	0.39	0.33	0.37	0.21	0.37	0.42
Total Cheese	5.05	3.17	2.70	2.60	2.28	4.64	2.83	4.34	3.02	2.68	2.04	1.72	3.85	2.86	3.63	2.80	2.40	2.03	1.81	3.62	2.81
MEAT:																					
Beef and veal	12.05	8.77	7.93	8.05	5.96	12.14	9.49	12.03	8.90	6.89	5.84	5.81	10.13	7.34	11.60	9.47	7.03	6.02	4.32	11.26	7.77
Mutton and lamb	10.28	7.98	6.44	5.13	4.10	9.81	6.15	9.19	6.47	5.75	5.02	3.77	8.25	6.15	7.77	5.83	4.59	4.06	3.63	6.65	5.16
Pork	3.93	2.38	1.99	0.63	—	2.72	2.50	4.78	2.36	1.68	1.35	1.13	3.62	2.10	3.51	1.82	1.57	1.06	0.81	2.93	1.63
Total Carcass Meat	26.26	19.13	16.36	13.81	10.06	24.67	18.14	26.00	17.73	14.32	12.21	10.71	22.00	15.59	22.88	17.12	13.19	11.14	8.76	20.84	14.56
Bacon and ham, uncooked.	7.23	5.58	5.23	4.32	4.61	7.27	5.16	8.04	5.75	4.58	3.38	3.55	6.88	4.82	7.57	5.18	4.40	3.74	3.22	6.54	4.35
Poultry	7.46	3.50	2.59	4.05	1.85	4.92	3.33	4.31	2.40	1.80	1.31	1.15	2.30	1.20	4.53	1.80	1.33	1.01	0.87	2.40	1.40
Other meat (a)	14.07	11.73	10.44	8.63	9.40	12.17	10.16	13.89	12.83	10.43	9.87	9.00	14.02	10.74	15.79	13.92	11.09	11.20	8.93	14.87	12.68
Total Meat	55.02	39.94	34.62	30.81	25.92	49.03	36.79	52.24	38.71	31.13	26.77	24.41	45.20	32.35	50.77	38.02	30.01	27.09	21.78	44.65	32.99

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

TABLE 34—continued
(oz. per person per week except where otherwise stated)

	Class A										Class B										Classes C & D1									
	Households with one man and one woman and					Households with one man and one woman and					Households with one man and one woman and					Households with one man and one woman and					Households with one man and one woman and					Households with one man and one woman and				
	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren only	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren only	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren only	adoles- cents and child- ren	no other (both under 55)	1 child	2 child- ren	3 child- ren	4 or more child- ren	adoles- cents and child- ren only	adoles- cents and child- ren		
FISH:																														
Fresh	4.77	3.38	2.90	2.28	2.02	3.90	3.47	3.71	2.81	2.23	2.07	1.65	3.12	2.71	3.74	2.74	1.81	1.72	1.33	3.42	2.45									
Processed and shell (b)	1.90	0.68	0.76	0.51	0.47	1.42	0.98	1.20	0.58	0.56	0.35	0.25	0.84	0.66	0.89	0.54	0.47	0.36	0.33	0.83	0.53									
Prepared (c)	2.05	1.93	1.56	1.01	1.09	1.71	0.90	2.48	2.16	1.78	1.71	1.51	2.40	1.66	3.27	2.32	1.83	1.65	1.58	2.51	1.84									
Total Fish	8.72	5.99	5.22	3.80	3.58	7.03	5.35	7.39	5.55	4.57	4.13	3.41	6.36	5.03	7.90	5.60	4.11	3.73	3.24	6.76	4.82									
EGGS (No.)	6.35	5.43	4.58	4.75	4.02	5.68	5.02	5.30	4.74	4.25	3.92	3.84	5.19	4.40	5.61	4.41	4.09	3.92	3.31	5.01	4.52									
Eggs purchased (No.)	5.99	5.24	4.33	4.37	3.62	5.04	4.24	5.15	4.49	4.04	3.64	3.49	4.98	4.14	5.51	4.16	3.78	3.42	3.09	4.58	4.05									
FATS:																														
Butter	8.73	7.36	5.92	5.25	4.15	8.15	6.08	8.41	6.34	5.39	4.51	3.99	7.88	5.31	8.18	5.66	5.00	3.86	2.61	6.69	4.56									
Margarine	2.29	2.07	2.56	2.96	3.02	3.04	2.73	2.53	2.51	2.78	3.08	3.60	3.07	3.66	2.90	2.94	3.29	3.47	4.06	3.96	4.33									
Lard and compound cooking fat	2.13	1.85	1.64	1.25	1.89	1.92	1.87	2.59	2.40	1.85	1.78	1.75	2.63	2.29	2.94	2.30	2.23	1.83	1.75	2.59	2.08									
Other fats	0.46	0.46	0.67	0.34	0.27	0.55	1.03	0.60	0.58	0.40	0.52	0.33	0.65	0.41	0.57	0.28	0.43	0.34	0.34	0.65	0.64									
Total Fats	13.61	11.74	10.79	9.80	9.33	13.66	11.71	14.13	11.83	10.42	9.89	9.67	14.23	11.67	14.59	11.18	10.95	9.50	8.76	13.89	11.61									
SUGAR AND PRESERVES:																														
Sugar	21.42	15.85	16.25	15.27	13.74	18.92	16.41	21.05	18.20	16.24	15.28	14.53	20.12	17.18	22.83	18.39	16.92	16.22	16.13	20.84	18.54									
Honey, preserves, syrup and treacle	6.78	3.37	3.18	2.82	1.96	4.15	3.36	2.88	2.60	2.94	2.13	2.61	3.70	3.29	3.59	2.56	2.46	2.24	2.60	3.63	3.71									
Total Sugar and Preserves	28.20	19.22	19.43	18.09	15.70	23.07	19.77	23.93	20.80	19.18	17.41	17.14	23.82	20.47	26.42	20.95	19.38	18.46	18.73	24.47	22.25									
VEGETABLES:																														
Potatoes (including chips and crisps)	43.71	48.57	45.27	48.01	28.12	48.41	51.40	59.67	57.46	50.03	51.23	49.41	58.81	55.98	62.82	58.09	52.90	51.59	45.77	65.12	58.39									
Fresh green	24.59	13.15	12.21	12.66	5.80	22.12	14.81	23.98	16.28	12.40	10.42	9.18	19.83	13.18	18.51	13.01	10.44	9.91	6.57	18.17	11.25									
Other vegetables (d)	22.08	16.40	13.90	14.02	11.82	17.94	15.88	22.65	18.22	15.35	13.96	13.21	17.50	15.12	21.74	17.58	15.43	15.19	12.87	19.08	16.40									
Total Vegetables	90.38	78.12	71.38	74.69	45.74	88.47	82.09	106.30	91.96	77.78	75.61	71.80	89.14	84.28	103.07	88.68	78.77	76.69	85.21	102.37	86.04									

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

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

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

TABLE 34—continued
 (oz. per person per week except where otherwise stated)

	Class A										Class B										Classes C & D ¹									
	no other under 55					adolescents and child- ren					no other under 55					adolescents and child- ren					no other under 55					adolescents and child- ren				
	1 child	2 child- ren	3 child- ren	4 or more child- ren	4 adolescents only	adolescents and child- ren	no other under 55	1 child	2 child- ren	3 child- ren	4 or more child- ren	4 adolescents only	adolescents and child- ren	no other under 55	1 child	2 child- ren	3 child- ren	4 or more child- ren	4 adolescents only	adolescents and child- ren	no other under 55	1 child	2 child- ren	3 child- ren	4 or more child- ren	4 adolescents only	adolescents and child- ren			
FRUIT:																														
Fresh	41.36	31.57	24.70	26.41	18.39	39.52	29.18	34.44	23.67	21.05	18.74	13.86	28.06	20.48	26.76	17.31	14.38	12.52	10.11	22.68	15.82									
Other (e)	14.82	9.38	8.71	7.21	5.14	9.40	7.42	11.20	8.49	7.15	6.72	4.91	8.76	6.28	9.59	6.30	5.46	4.93	3.50	8.14	5.31									
Total Fruit (f)	56.18	40.95	33.41	33.62	23.53	48.92	36.60	45.64	32.16	28.20	25.46	18.77	36.82	26.76	36.35	23.61	19.84	17.45	13.61	30.82	21.13									
CEREALS:																														
Brown bread	3.42	2.11	1.86	2.11	1.58	4.43	1.96	3.58	2.13	1.44	0.90	1.43	2.46	2.22	3.56	1.70	1.60	1.20	0.97	2.30	1.40									
White bread	28.40	28.00	24.07	22.05	22.19	30.07	28.81	33.47	34.31	31.46	30.18	32.02	38.25	39.04	43.62	39.58	35.10	35.37	39.15	45.56	45.45									
Wholewheat and wholemeal bread	2.27	0.69	1.01	0.85	0.66	2.16	1.33	1.42	0.75	0.55	0.48	0.53	0.88	0.61	0.89	0.39	0.23	0.28	0.07	0.51	0.20									
Other bread (g)	7.44	5.41	3.93	2.88	3.00	5.27	4.04	6.10	4.60	2.93	2.89	1.99	4.96	4.13	5.93	3.55	2.88	2.68	2.11	5.90	4.66									
Total Bread	41.53	36.21	30.87	27.89	27.43	41.93	36.14	44.57	41.79	36.38	34.45	35.97	46.55	46.00	54.00	45.22	39.81	39.53	42.30	54.27	51.71									
Flour	7.33	5.58	5.33	6.19	3.32	5.91	6.19	6.60	6.09	5.28	4.68	4.46	6.88	5.49	7.27	4.76	5.53	4.82	5.70	7.86	5.70									
Cakes (h)	7.40	6.81	5.41	4.54	4.05	7.07	5.51	8.18	7.10	5.45	4.81	4.81	8.33	6.34	9.48	7.49	5.79	5.49	4.42	8.16	5.89									
Biscuits	6.67	6.83	3.30	4.59	4.36	6.58	5.76	6.60	6.24	5.76	4.94	4.70	6.72	5.17	6.43	5.98	5.91	5.64	3.91	5.75	5.34									
Oatmeal and oat products	0.31	0.63	0.61	0.56	0.30	0.70	0.67	0.78	0.82	0.82	0.55	1.16	0.64	1.24	0.92	0.86	0.86	1.00	1.62	0.86	1.18									
Breakfast cereals	2.95	1.76	2.77	3.22	3.44	2.47	2.57	2.16	1.83	2.30	2.80	2.63	1.83	2.40	1.69	1.92	2.02	2.33	1.98	1.48	2.19									
Other cereals	4.87	5.08	4.40	3.68	3.94	2.63	3.53	4.60	4.37	3.68	3.48	3.27	3.52	3.34	4.29	4.51	3.35	2.96	2.94	3.51	3.20									
Total Cereals	62.90	54.69	50.77	47.04	47.04	67.29	60.37	73.49	68.24	59.67	55.71	57.00	74.47	69.98	84.08	70.74	63.27	61.77	62.87	81.89	75.21									
BEVERAGES:																														
Tea	2.90	2.35	1.93	1.43	1.32	2.77	2.00	3.59	2.66	2.09	1.82	1.85	3.52	2.42	3.67	2.86	2.19	1.94	2.07	3.32	2.48									
Coffee	1.27	0.73	0.61	0.42	0.23	0.84	0.65	0.68	0.32	0.30	0.25	0.22	0.59	0.35	0.46	0.33	0.32	0.20	0.20	0.38	0.26									
Cocoa	0.46	0.27	0.23	0.17	0.08	0.33	0.15	0.16	0.22	0.20	0.22	0.18	0.24	0.16	1.10	0.18	0.20	0.20	0.07	0.18	0.20									
Branded food drinks	0.17	0.10	0.27	0.12	—	0.42	0.15	0.43	0.22	0.17	0.14	0.09	0.20	0.09	0.46	0.18	0.12	0.11	0.11	0.20	0.11									
Total Beverages	4.80	3.45	3.04	2.14	1.63	4.36	2.95	4.86	3.42	2.76	2.43	2.34	4.55	3.02	4.69	3.55	2.83	2.45	2.45	4.08	3.05									
EXPENDITURE—ALL FOODS	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.	s. d.	s. d.	s. d.	s. d.	s. d.			
	46 8	36 3	30 2	27 0	23 1	39 9	32 5	43 4	33 2	27 8	24 2	21 1	37 6	28 4	42 0	30 8	25 4	22 10	19 6	35 6	27 2									

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

(e) Includes dried, canned or bottled fruit.
 (f) Includes tomatoes.

(90720)

F 2

TABLE 35

*Energy Value and Nutrient Content of Household Food Consumption:
All Households 1958-1962(a)*

	1958	1959	1960	1961	1962
CONSUMPTION PER PERSON PER DAY:					
Energy value (kcal.)	2,600	2,580	2,590 2,630	2,630	2,640
Total protein (g.)	75	74	76 75	75	75
Animal protein (g.)	43	43	44 44	45	46
Fat (g.)	111	110	112 115	116	117
Carbohydrate (g.)	325	324	320 345	343	342
Calcium (mg.)	1,036	1,030	1,037	1,041	1,032
Iron (mg.)	14·2	13·9	14·1	14·2	14·2
Vitamin A (i.u.)	4,350	4,280	4,360	4,320	4,310
Thiamine (mg.)	1·25	1·27	1·27	1·26	1·26
Riboflavin (mg.)	1·64	1·65	1·70	1·70	1·72
Nicotinic acid (mg.)	13·6	13·8	14·0	13·9	13·8
Vitamin C (mg.)	49	52	52	51	50
Vitamin D (i.u.)	133	145	130	128	126
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (b):					
Energy value	104	103	105 106	107	108
Total protein	100	99	102 101	102	103
Calcium	107	106	108	109	109
Iron	115	113	115	116	117
Vitamin A	184	181	186	186	185
Thiamine	126	128	130	130	130
Riboflavin	108	109	114	115	116
Nicotinic acid	137	139	142	143	143
Vitamin C (b)	222	235	240	237	233
PERCENTAGE OF ENERGY VALUE DERIVED FROM:					
Protein	11·5	11·5	11·7 11·4	11·4	11·4
Fat	38·3	38·3	38·9 39·3	39·6	40·0
Carbohydrate	50·2	50·3	49·4 49·3	49·0	48·6
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN					
	58·1	58·8	58·8 59·1	59·8	60·6

(a) Figures for protein, fat and carbohydrate prior to 1960 were based on nutrient equivalents given in *Nutritive Values of Wartime Foods* (M.R.C. War Memorandum No. 14; H.M.S.O., 1945); for subsequent years, they were based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297; H.M.S.O., 1960). Two figures are given for 1960: the upper obtained on the former basis, the lower on the latter.

(b) 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 21, 22, 36-38 and 40.

TABLE 36

Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1962

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Energy value (kcal.)	2,640	2,690	2,640	2,610	2,630	2,610	2,710	2,570	2,730	2,640	2,570	2,610	2,580	2,630	2,640	2,670	2,840
Total protein (g.)	75	75	77	75	73	73	75	74	79	75	74	78	74	75	74	75	81
Animal protein (g.)	46	44	44	44	43	44	44	46	48	45	46	50	44	45	45	45	49
Fat (g.)	117	121	110	117	118	115	120	117	120	117	117	121	114	116	116	118	125
Carbohydrate (g.)	342	348	356	335	342	340	357	342	357	342	328	323	337	343	345	348	372
Calcium (mg.)	1,032	1,002	1,040	970	950	1,012	1,003	1,053	1,067	1,071	1,072	1,074	988	1,004	1,042	1,060	1,143
Iron (mg.)	14.2	14.2	14.6	14.3	14.1	13.6	13.6	14.2	14.5	14.0	14.0	14.4	13.9	14.2	13.8	14.2	15.2
Vitamin A (i.u.)	4,310	4,140	4,080	3,930	4,190	4,290	4,200	4,220	4,300	4,450	4,750	4,580	4,120	4,290	4,240	4,400	4,440
Thiamine (mg.)	1.26	1.31	1.20	1.25	1.20	1.21	1.27	1.22	1.37	1.26	1.23	1.30	1.23	1.25	1.24	1.26	1.35
Riboflavin (mg.)	1.72	1.66	1.66	1.61	1.59	1.66	1.68	1.72	1.79	1.75	1.79	1.85	1.64	1.68	1.70	1.72	1.84
Nicotinic acid (mg.)	13.8	13.8	13.2	13.4	13.3	13.4	13.6	13.3	14.6	13.4	13.8	14.8	13.5	13.7	13.3	13.6	14.3
Vitamin C (mg.)	50	52	44	46	48	47	50	52	52	51	51	57	48	50	48	51	46
Vitamin D (i.u.)	126	117	121	129	138	132	124	122	129	114	127	126	131	122	124	124	132

Consumption per person per day

	As a Percentage of Allowances based on British Medical Association's Recommendations																	
	108	109	105	106	109	109	109	106	109	107	107	112	107	107	108	108	110	207
Energy value	108	109	105	106	109	109	109	106	109	107	107	112	107	107	108	108	110	110
Protein	103	103	102	102	100	108	102	108	110	112	114	117	104	103	102	101	102	105
Calcium	117	116	119	117	117	115	116	111	117	115	115	122	116	116	117	110	118	118
Iron	185	177	173	167	181	188	180	182	181	187	203	201	179	183	179	189	186	186
Vitamin A	130	133	121	129	125	127	129	127	136	129	130	141	129	129	127	129	131	131
Thiamine	116	110	109	108	108	114	111	117	117	116	123	131	112	113	114	114	117	117
Riboflavin	143	141	133	138	138	141	138	139	146	137	145	160	141	141	141	137	139	139
Nicotinic acid	233	238	201	212	222	224	227	237	235	235	237	273	223	223	229	221	207	207

Percentage of Energy Value derived from Protein, Fat and Carbohydrate

	Percentage of Energy Value derived from Protein, Fat and Carbohydrate																	
	11.4	11.1	11.6	11.5	11.3	11.3	11.3	11.5	11.5	11.3	11.5	11.9	11.4	11.4	11.3	11.3	11.4	11.4
Protein	11.4	11.1	11.6	11.5	11.3	11.3	11.3	11.5	11.5	11.3	11.5	11.9	11.4	11.4	11.3	11.3	11.4	11.4
Fat	40.0	40.3	37.7	40.4	40.2	39.8	40.0	39.5	39.8	40.1	40.7	41.7	39.7	39.8	39.6	39.8	39.5	39.5
Carbohydrate	48.6	48.5	50.7	48.1	48.8	49.0	49.0	49.0	49.0	48.6	47.7	46.4	48.8	48.9	49.1	48.9	49.1	49.1

Animal protein as percentage of total protein

	60.6	58.6	58.0	58.9	59.0	60.2	59.5	61.5	60.7	60.4	62.2	64.4	59.8	59.6	60.2	59.7	60.5
Animal protein as percentage of total protein	60.6	58.6	58.0	58.9	59.0	60.2	59.5	61.5	60.7	60.4	62.2	64.4	59.8	59.6	60.2	59.7	60.5

TABLE 37

*Energy Value and Nutrient Content of Household Food Consumption
of Households of Different Social Class, 1962*

	Class								All house- holds
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.	O.A.P.		
				with earners (D1)	without earners (D2)				
CONSUMPTION PER PERSON PER DAY:									
Energy value (kcal.)	2,710	2,630	2,650	2,600	2,670	2,620	2,630	2,580	2,640
Total protein (g.)	81	77	78	75	76	74	75	72	75
Animal protein (g.)	55	49	50	46	45	43	46	44	46
Fat (g.)	128	122	123	117	117	113	115	116	117
Carbohydrate (g.)	327	328	328	334	351	348	346	333	342
Calcium (mg.)	1,154	1,097	1,107	1,032	1,021	993	1,044	993	1,032
Iron (mg.)	15.2	14.4	14.5	14.1	14.3	13.9	13.9	13.1	14.2
Vitamin A (i.u.)	4,870	4,670	4,710	4,340	4,210	4,100	4,350	4,110	4,310
Thiamine (mg.)	1.33	1.27	1.28	1.25	1.27	1.22	1.25	1.20	1.26
Riboflavin (mg.)	1.97	1.84	1.86	1.72	1.68	1.65	1.75	1.65	1.72
Nicotinic acid (mg.)	15.7	14.2	14.5	13.7	13.8	13.3	13.8	13.1	13.8
Vitamin C (mg.)	66	58	59	52	48	44	50	44	50
Vitamin D (i.u.)	130	130	130	124	128	128	128	114	126
AS A PERCENTAGE OF RECOMMENDED ALLOW- ANCES:									
Energy value	114	112	113	109	106	106	114	112	108
Total protein	112	108	109	104	101	99	114	112	103
Calcium	119	115	116	109	106	103	114	112	109
Iron	125	121	121	119	118	110	108	99	117
Vitamin A	215	206	208	193	180	170	167	150	185
Thiamine	142	137	138	132	127	124	137	131	130
Riboflavin	137	129	131	119	110	110	124	118	116
Nicotinic acid	167	153	156	145	138	135	150	143	143
Vitamin C	301	269	276	244	220	196	226	198	233
PERCENTAGE OF ENERGY VALUE DERIVED FROM:									
Protein	12.0	11.7	11.7	11.5	11.4	11.3	11.4	11.2	11.4
Fat	42.7	41.6	41.8	40.3	39.3	38.9	39.3	40.4	40.0
Carbohydrate	45.3	46.7	46.4	48.2	49.3	49.8	49.3	48.4	48.6
ANIMAL PROTEIN AS PER- CENTAGE OF TOTAL PROTEIN	67.5	64.3	64.9	61.1	59.0	58.6	61.1	61.1	60.6

TABLE 38

Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1962

	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 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								
CONSUMPTION PER PERSON PER DAY:																			
Energy value (kcal.)	3,000	3,150	2,650	2,370	2,210	2,090	2,950	2,560	2,830	2,850	2,450								
Protein (g.)	86	91	77	67	63	58	84	72	82	80	70								
Animal protein (g.)	54	57	47	41	38	33	51	41	51	48	42								
Fat (g.)	137	144	118	105	95	86	134	109	130	129	106								
Carbohydrate (g.)	379	395	342	309	295	289	376	343	356	366	323								
Calcium (mg.)	1,133	1,189	1,068	988	940	864	1,088	979	1,095	1,056	974								
Iron (mg.)	16.1	17.5	14.4	12.5	11.7	10.8	16.2	13.8	15.2	15.4	13.2								
Vitamin A (i.u.)	4,870	5,590	4,510	3,920	3,630	3,050	4,840	3,930	4,670	4,630	4,000								
Thiamine (mg.)	1.44	1.55	1.27	1.11	1.03	0.96	1.42	1.21	1.37	1.35	1.18								
Riboflavin (mg.)	1.94	2.05	1.78	1.60	1.50	1.35	1.85	1.59	1.85	1.77	1.61								
Nicotinic acid (mg.)	16.4	17.6	13.9	11.8	11.0	9.9	15.8	13.0	15.3	14.9	12.7								
Vitamin C (mg.)	56	67	53	46	41	35	58	46	54	54	47								
Vitamin D (i.u.)	142	144	124	116	114	111	139	121	129	132	124								
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:																			
Energy value	118	121	113	108	103	99	107	99	113	105	102								
Total protein	123	126	110	100	94	86	99	87	119	97	95								
Calcium	128	142	113	103	95	84	111	93	127	109	98								
Iron	122	143	115	110	110	103	121	109	118	115	110								
Vitamin A	178	221	199	189	182	161	195	185	175	183	180								
Thiamine	143	150	137	129	122	115	129	117	138	124	123								
Riboflavin	126	130	125	120	114	104	111	102	122	107	110								
Nicotinic acid	162	170	149	137	130	119	143	126	154	138	133								
Vitamin C	253	321	258	231	208	172	239	194	253	224	214								
PERCENTAGE OF ENERGY VALUE DERIVED FROM:																			
Protein	11.5	11.6	11.6	11.4	11.4	11.1	11.4	11.2	11.6	11.2	11.5								
Fat	41.2	41.3	40.0	39.8	38.6	37.1	40.8	38.5	41.3	40.6	39.0								
Carbohydrate	47.4	47.0	48.4	48.9	50.0	51.8	47.8	50.3	47.2	48.2	49.5								
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN:																			
	62.7	62.7	61.4	61.0	59.6	56.4	60.3	57.4	62.3	59.9	59.4								

TABLE 39

*Energy Value and Nutrient Content of the Household Food
Consumption of Households of Different Composition
within Social Classes, 1962*

(per person per day)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value (kcal.)	A	3,130	2,610	2,380	2,250	(2,010)	2,880	2,500
	B	3,080	2,690	2,360	2,190	2,120	2,930	2,530
	C & D1	3,200	2,630	2,380	2,240	2,090	3,000	2,600
Total protein (g.)	A	94	77	70	66	(58)	86	73
	B	90	78	68	62	60	82	71
	C & D1	92	76	67	63	57	85	72
Animal protein (g.)	A	63	50	45	42	(39)	56	46
	B	57	48	41	38	35	50	41
	C & D1	56	46	39	36	31	49	40
Fat (g.)	A	146	121	110	99	(95)	137	114
	B	145	120	104	95	91	136	109
	C & D1	144	115	104	94	82	132	108
Carbohydrate (g.)	A	383	322	297	293	(246)	346	315
	B	377	345	307	290	284	366	336
	C & D1	411	344	315	305	299	393	357
Calcium (mg.)	A	1,293	1,092	1,034	1,011	(958)	1,155	1,039
	B	1,174	1,093	998	937	890	1,078	976
	C & D1	1,177	1,035	959	927	831	1,075	963
Iron (mg.)	A	18.1	14.3	12.8	12.5	(10.0)	16.4	13.7
	B	17.2	14.6	12.5	11.4	11.1	15.6	13.5
	C & D1	17.6	14.3	12.3	11.8	10.6	16.4	13.9
Vitamin A (i.u.)	A	6,330	4,760	4,300	4,030	(3,410)	4,940	4,220
	B	5,580	4,730	3,940	3,700	3,050	4,900	4,100
	C & D1	5,380	4,190	3,730	3,520	2,910	4,750	3,700
Thiamine (mg.)	A	1.54	1.27	1.13	1.09	(0.88)	1.41	1.22
	B	1.55	1.30	1.12	1.03	0.98	1.41	1.20
	C & D1	1.56	1.23	1.09	1.04	0.95	1.44	1.20
Riboflavin (mg.)	A	2.20	1.82	1.72	1.64	(1.46)	1.95	1.73
	B	2.05	1.82	1.60	1.50	1.40	1.85	1.60
	C & D1	2.01	1.71	1.52	1.46	1.28	1.80	1.53
Nicotinic acid (mg.)	A	18.0	14.1	12.4	12.1	(9.3)	16.3	13.7
	B	17.5	14.1	11.9	10.9	10.2	15.4	12.9
	C & D1	17.5	13.6	11.5	10.9	9.8	15.9	13.0
Vitamin C (mg.)	A	72	61	50	52	(34)	66	57
	B	69	56	47	43	36	56	46
	C & D1	62	47	40	38	31	54	41
Vitamin D (i.u.)	A	138	127	122	117	(125)	139	111
	B	136	123	114	113	110	139	117
	C & D1	152	122	116	114	106	139	127

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

TABLE 40

*Households of Different Composition within Social Classes, 1962:
Comparison of Energy Value and Nutrient Content of Household
Food Consumption with Allowances based on the British Medical
Association's Recommendations*

(per cent)

	Class	Households with one man and one woman and						adolescents only	adolescents and children
		no other (both under 55)	children only						
			1	2	3	4 or more			
Energy value	A	129	117	113	110	(96)	110	100	
	B	120	115	109	104	99	108	100	
	C & D1	119	109	106	102	98	106	98	
Total protein	A	139	115	107	102	(86)	106	91	
	B	125	112	102	94	87	99	88	
	C & D1	123	107	97	93	84	98	85	
Calcium	A	156	117	109	104	(93)	120	100	
	B	142	116	105	95	87	111	94	
	C & D1	140	110	99	93	81	108	91	
Iron	A	148	125	119	119	(94)	123	108	
	B	141	127	116	108	104	119	108	
	C & D1	143	122	112	109	101	121	109	
Vitamin A	A	252	215	210	206	(180)	201	197	
	B	222	209	192	187	160	202	194	
	C & D1	211	183	178	174	154	189	173	
Thiamine	A	161	144	137	135	(108)	135	122	
	B	152	142	131	123	116	130	118	
	C & D1	146	129	123	120	114	127	113	
Riboflavin	A	150	134	134	131	(114)	123	114	
	B	132	129	121	116	107	113	104	
	C & D1	124	116	111	109	99	105	95	
Nicotinic acid	A	188	160	150	149	(113)	157	137	
	B	171	154	139	131	121	141	127	
	C & D1	163	142	130	126	117	140	122	
Vitamin C	A	347	300	256	266	(171)	275	238	
	B	334	268	240	218	179	235	198	
	C & D1	293	228	199	193	153	223	172	

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

APPENDIX A

Composition of the Sample

1. The National Food Survey sample for 1962 was selected, as in previous years, by a three-stage stratified random sampling scheme which is outlined in paragraphs 3 to 8 of Appendix G. The 50 parliamentary constituencies selected at the first stage are listed in Table 1. At the second stage 904 polling districts were selected, and at the third stage 17,000 addresses. The total number of households from which satisfactorily completed log-books were obtained was 9,205.

2. The derivation of the final sample of 9,205 effectively responding households from the 17,000 addresses is shown in Table 2; as this analysis is more detailed and different in other respects from the form of analysis given in previous Annual Reports, comparable details are also shown for the sample selected in 1961. At some of the addresses which were called on, it was impossible to obtain any interview at all within the limited time available for making repeated calls, and the number of households resident at some of these addresses has been estimated. It is estimated that in 1962, 16,365 households were resident at the 16,233 addresses (excluding addresses found to be ineligible) called on, and that 3,839 (23 per cent) of these households were at addresses at which it was impossible to obtain any interview. A further 1,653 households (10 per cent) answered a questionnaire, but refused to be concerned with keeping a weekly log-book, while 1,541 households (9 per cent) which undertook to keep a log-book did not in fact complete it; a further 127 log-books were rejected at the editing stage, leaving an effective sample of 9,205 households (56 per cent).

3. The number of households surveyed in each quarter of 1962 is shown in Table 3, together with the number of persons contained in those households. The average household size, which had risen to 3·22 persons ⁽¹⁾ in 1961, reverted to 3·12 in 1962. The fall was greatest in provincial conurbations and in London (where, as in previous years, the average household size was smallest). The average number of persons per household in the rural sample, however, rose to 3·43, the highest average for these areas since 1956.

4. The distribution of households according to family composition within each social class is given in Table 5. Rather more older couples participated in the Survey than in the previous year, and there were fewer households containing children. Families with two children were, as usual, relatively most numerous in Class A2, whereas those with one child or with three or more children were relatively more frequent in Class B. The income ranges used to determine these social classes are given in Table 4, together with the ranges used in the preceding four years.

(1) A revised definition of a "person" was adopted by the Survey in 1961 (see Appendix G, paragraph 15).

5. The age and sex distribution of persons in the samples from each social class is shown in Table 6. In Class A1 there were relatively fewer sedentary men than in the previous year, but in Classes A2, B and C there were relatively more. Men of 65 years of age and over and women of 60 and over together accounted for 13·2 per cent of the sample, compared with 11·9 per cent in 1961; about two-thirds of these persons of pensionable age were women.

6. The geographical distribution of the sample is given in Table 7; this shows a fairly close agreement with the Registrars-General's mid-1962 estimates, except that Wales and Scotland were again slightly over-represented, and Eastern and Southern England (but not London) under-represented. Provincial conurbations were over-represented at the expense of other large provincial towns and of semi-rural areas. Exceptionally, the average size of households in the Scottish sample was only a little above the average for Great Britain; the highest averages were recorded in the North Midland region and in Wales.

7. The age and sex distribution of persons in the samples from each region and type of area is given in Table 8. London continued to show the highest proportion of men classified as sedentary, and much the lowest proportion of active or very active men. The elderly constituted a greater proportion of the sample in the South and South-East than in any other region, and they were also relatively numerous in small towns and in rural areas.

8. Table 9 shows the class distribution of the urban and rural samples. Rural areas contained a higher proportion of households in Class A1 and in Classes C & D1 than were found in other types of area, but a much smaller proportion of households in Class B. London contained a relatively high proportion of households in the highest income group and the highest proportion of households in Class A2, but the lowest proportion of households in Class D2 and in the pensioner group.

9. Table 10 shows the average number of earners in each type of family in each social class; the average tends to vary inversely with the income of the head of the household and with the number of children in the household. Earners tended to be fewer in Class D1 than in the other earning classes because of the smaller average number of adults per household. There were, as usual, most earners in households containing adolescents, especially where there were no children.

TABLE I
Constituencies* Surveyed in 1962

Region(a)	Constituency*	Region(a)	Constituency*
Northern	†Blaydon (Durham) ‡Scarborough and Whitby (Yorkshire, North Riding) †Wallsend	Eastern	‡Chelmsford (Essex) Norwich South ‡South Bedfordshire (Bedfordshire)
East and West Ridings	†Bradford South †Huddersfield West ‡Keighley Kingston-upon-Hull West		
North Western	†Cheadle (Cheshire) †Middleton and Prestwich (Lancashire) ‡†Newton (Lancashire) †Oldham West Rossendale Southport ‡Widnes (Lancashire)	South Eastern and Southern	Hastings ‡New Forest (Hampshire) Oxford ‡Reigate (Surrey) Tonbridge (Kent)
North Midland	Grimsby ‡Holland with Boston (Lincolnshire, parts of Holland) ‡Kettering (Northamptonshire)	South Western	Bristol South East ‡Salisbury (Wiltshire) ‡Stroud (Gloucestershire)
Midland	†Birmingham, Selly Oak †Birmingham, Yardley ‡Bromsgrove (Worcestershire) ‡Leominster (Herefordshire) †Wednesbury	Wales	‡Monmouth (Monmouthshire) ‡Ogmore (Glamorganshire) Swansea West
London (Conurbation)	†Carshalton (Surrey) †East Ham North †Enfield West †Hackney Central †Heston and Isleworth †Lewisham South †Paddington South †Walthamstow East †Wandsworth, Clapham	Scotland	Edinburgh Central †Glasgow, Gorbals ‡South Angus (Angus and Kincardine) ‡West Dunbartonshire (Dunbartonshire) ‡West Stirlingshire (Stirlingshire and Clackmannanshire)

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

(a) These are the standard regions as defined by the Registrar-General, except that the London conurbation has been treated separately and the remainder of the London and South-Eastern region has been combined with the Southern region, giving 11 regions, as defined below.

NORTHERN

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

EAST AND WEST RIDINGS

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

NORTH WESTERN

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

NORTH MIDLAND

Derbyshire (all except Buxton M.B., Glossop M.B., New Mills U.D., Whaley Bridge U.D. and Chapel en le Frith R.D., which are included in the North Western region); Leicestershire; Lincolnshire; Northamptonshire (including the Soke of Peterborough); Nottinghamshire, and Rutland.

MIDLAND

Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.

LONDON (conurbation)

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

EASTERN

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

SOUTH EASTERN AND SOUTHERN

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

SOUTH WESTERN

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

WALES

The whole of Wales and Monmouthshire.

SCOTLAND

The whole of Scotland.

TABLE 2
Derivation of the Sample, 1961 and 1962

	1961	1962
Addresses drawn from the sampling frame	17,000	17,000
Addresses never called on	75	73
Addresses called on but found to be ineligible (e.g. institutions)	711	694
<hr/>		
Total number of addresses called on (excluding addresses found to be ineligible)	16,214	16,233
Estimated number of households at these addresses	16,324	16,365
Estimated number of households resident at addresses at which it was impossible to obtain an interview	3,532	3,839
Households which answered a questionnaire but refused to keep a log-book	1,753	1,653
Households which agreed to keep a log-book but did not in fact complete it	1,685	1,541
Ill-completed log-books rejected at the editing stage	158	127
<hr/>		
Satisfactory log-books obtained	9,196	9,205

TABLE 3
Composition of the Sample, 1962

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year	
					1961	1962
HOUSEHOLDS IN CONURBATIONS						
<i>London</i>						
Households	408	339	403	358	1,530	1,508
Persons	1,189	969	1,225	1,100	4,864	4,483
Persons per household	2.91	2.86	3.04	3.07	3.18	2.97
<i>Provincial Conurbations</i>						
Households	549	517	494	508	1,682	2,068
Persons	1,750	1,569	1,502	1,593	5,592	6,414
Persons per household	3.19	3.03	3.04	3.14	3.32	3.10
OTHER URBAN HOUSEHOLDS						
Households	1,060	943	1,044	905	4,253	3,952
Persons	3,233	2,985	3,160	2,875	13,332	12,253
Persons per household	3.05	3.17	3.03	3.18	3.13	3.10
<i>Larger Towns</i>						
Households	576	529	570	517	2,283	2,192
Persons	1,834	1,600	1,778	1,650	7,210	6,862
Persons per household	3.18	3.02	3.12	3.19	3.16	3.13
<i>Smaller Towns</i>						
Households	484	414	474	388	1,970	1,760
Persons	1,399	1,385	1,382	1,225	6,122	5,391
Persons per household	2.89	3.35	2.92	3.16	3.11	3.06
SEMI-RURAL HOUSEHOLDS						
Households	358	293	292	322	1,257	1,265
Persons	1,137	1,002	957	1,072	4,259	4,168
Persons per household	3.18	3.42	3.28	3.33	3.39	3.29
RURAL HOUSEHOLDS						
Households	100	111	132	69	474	412
Persons	329	391	459	233	1,582	1,412
Persons per household	3.29	3.52	3.48	3.38	3.34	3.43
ALL HOUSEHOLDS						
Households	2,475	2,203	2,365	2,162	9,196	9,205
Persons	7,638	6,916	7,303	6,873	29,629	28,730
Persons per household	3.09	3.14	3.09	3.18	3.22	3.12

TABLE 4
Income Ranges used to Define Social Classes, 1958-62

Class	Gross weekly income of head of household(a)				Percentage of households in sample				
	1958-59	1960	1961	1962	1958	1959	1960	1961	1962
A:									
A1 . . .	£32 or more	£34 or more	£36 or more	£39 or more	2.5	3.2	2.4	2.2	2.0
A2 . . .	£19 and under £32	£20 and under £34	£21 and under £36	£23 and under £39	6.6	8.4	7.6	8.7	8.9
B . . .	£11 10s. and under £19	£12 and under £20	£12 10s. and under £21	£14 10s. and under £23	34.3	35.0	38.5	41.8	31.7
C (b) . . .	£7 10s. and under £11 10s.	£8 and under £12	£8 10s. and under £12 10s.	£9 and under £14 10s.	38.2	35.5	32.4	28.6	36.8
D (b) (c) . . .	Under £7 10s.	Under £8	Under £8 10s.	Under £9	18.4	18.0	19.2	18.7	20.6

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

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

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

TABLE 5
 Composition of the Sample: Analysis by Social Class and Household Composition, 1962
 (households)

	Class												All households			Average number of persons per household			
	A1		A2		B		C		D				No.	per cent	All persons	Adults	Children	Adolescents	
	No.	per cent	No.	per cent	No.	per cent	No.	per cent	Excluding O.A.P.		O.A.P.								
									with earners (D1)	without earners (D2)	No.	per cent	No.	per cent					
Households containing one man and one woman and: No other	22	12.0	72	8.8	258	8.8	474	14.0	124	20.2	115	35.5	355	37.0	1,420	15.4	2	—	—
(i) Older couples (one or both 55 or over)	9	4.9	87	10.7	306	10.5	332	9.8	23	3.7	1	0.3	—	—	758	8.2	2	—	—
(ii) Younger couples (both under 55)	9	4.9	99	12.1	448	15.3	348	10.3	29	3.9	5	1.5	3	0.3	936	10.2	2	1	—
1 child (0-14)	23	12.5	137	16.8	439	15.0	353	10.4	24	4.7	3	0.9	—	—	984	10.7	2	2	—
2 children (0-14)	10	5.4	36	4.4	174	6.0	161	4.8	11	1.8	—	—	—	—	392	4.3	2	3	—
3 children (0-14)	5	2.7	11	1.3	90	3.1	98	2.9	16	2.6	3	0.9	—	—	223	2.4	2	4	—
4 or more children (0-14)	15	8.2	71	8.7	229	7.8	277	8.2	35	5.7	2	0.6	3	0.3	632	6.9	2	5	—
Adolescents only (15-20)	21	11.4	68	8.3	231	7.9	258	7.6	25	4.1	—	—	1	0.1	604	6.6	2	1	—
Adolescents and children	114	62.0	581	71.2	2,175	74.5	2,301	67.9	287	46.7	129	39.8	362	37.7	5,949	64.6	2	1	—
Total of above households	20	10.9	94	11.5	360	12.3	598	17.7	196	31.9	175	54.0	588	61.3	2,031	22.1	1.95	—	—
Other households:	12	6.5	38	4.7	104	3.6	172	5.1	63	10.3	3	0.9	1	0.1	393	4.3	2.39	—	—
Adults only	38	20.6	103	12.6	280	9.6	317	9.4	68	11.1	17	5.2	9	0.9	832	9.0	2.40	—	—
With adolescents (15-20)	70	38.0	235	28.8	744	25.5	1,087	32.1	327	53.3	195	60.2	598	62.3	3,256	35.4	2.12	—	—
With children (0-14)	184	100	816	100	2,919	100	3,388	100	614	100	324	100	960	100	9,205	100	2.04	—	—
Total unclassified households	184	100	816	100	2,919	100	3,388	100	614	100	324	100	960	100	9,205	100	2.04	—	—
Total all household types	375	3.75	3.44	3.51	3.33	2.69	1.78	1.53	0.51	0.26	0.82	0.01	3.12	0.26	0.44	0.26	0.43	0.26	0.26
Average number of persons per household:	2.18	2.12	2.16	2.15	2.16	2.15	2.15	2.15	1.81	1.81	1.56	1.56	1.51	1.51	2.04	2.04	2.04	2.04	2.04
Adults	0.38	0.32	0.27	0.30	0.27	0.30	0.30	0.30	0.31	0.31	0.02	0.02	0.01	0.01	0.26	0.26	0.26	0.26	0.26
Adolescents (15-20)	1.19	1.00	1.08	0.88	1.08	0.88	0.88	0.88	0.57	0.57	0.20	0.20	0.01	0.01	0.82	0.82	0.82	0.82	0.82
Children (0-14)	3.75	3.44	3.51	3.33	2.69	1.78	1.53	1.53	0.51	0.26	0.82	0.01	3.12	0.26	0.44	0.26	0.43	0.26	0.26

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TABLE 6

Age and Sex Distribution of Persons in Households
of Different Social Class, 1962

(per cent)

	All house- holds	Class						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	O.A.P.
Men, 21-64:								
Sedentary	11.0	19.1	20.4	13.0	7.8	10.9	8.7	0.7
Moderately active	11.2	0.6	4.4	12.8	15.3	3.5	—	—
Active or very active	3.8	3.8	2.1	2.9	5.8	3.1	—	—
Men, 65 and over	4.2	2.2	2.2	1.5	2.7	6.4	18.7	30.6
Women, 21-59:								
Sedentary	16.7	23.3	21.9	18.3	15.7	14.3	16.0	3.7
Moderately active	8.1	3.5	4.9	8.0	9.8	14.0	—	0.1
Active or pregnant	1.4	0.7	1.4	1.5	1.6	1.6	0.3	—
Women, 60 and over	9.0	4.9	4.2	3.5	6.0	13.5	43.7	63.4
Adolescents and children:								
15-20 male	4.1	4.1	4.6	3.8	4.7	6.0	0.5	0.2
15-20 female	4.1	5.9	4.8	3.9	4.4	5.6	0.9	0.1
5-14	16.4	22.2	18.1	18.8	16.3	14.2	6.9	0.7
1-4	8.0	8.6	9.5	9.6	7.8	5.5	3.5	0.2
Under 1	2.0	1.2	1.5	2.4	2.2	1.4	0.7	0.1
	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

TABLE 7
 Composition of the Sample: Analysis by Region and Type of Area, 1962

	No. of households	No. of persons	Average No. of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1962 estimates, including institutional population)
Wales	545	1,799	3.30	5.9	6.3	5.1
Scotland	1,039	3,391	3.26	11.3	11.8	10.0
Northern	553	1,718	3.11	6.0	6.0	6.3
East and West Ridings	777	2,285	2.94	8.4	8.0	8.1
North Western	1,240	3,815	3.08	13.5	13.3	12.8
North Midland	633	2,112	3.34	6.9	7.4	7.1
Eastern	520	1,674	3.22	5.6	5.8	7.4
Midland	903	2,852	3.16	9.8	9.9	9.3
South Western	609	1,938	3.18	6.6	6.7	6.7
South Eastern and Southern	878	2,663	3.03	9.5	9.3	11.4
London	1,508	4,483	2.97	16.4	15.6	15.8
<i>All households</i>	9,205	28,730	3.12	100	100	100
London conurbation	1,508	4,483	2.97	16.4	15.6	15.8
Provincial conurbations	2,068	6,414	3.10	22.5	22.3	20.4
Other urban: Larger towns	2,192	6,862	3.13	23.8	23.9	25.8
Smaller towns	1,760	5,391	3.06	19.1	18.8	17.4
Semi-rural	1,265	4,168	3.29	13.7	14.5	15.9
Rural	412	1,412	3.43	4.5	4.9	4.7
<i>All households</i>	9,205	28,730	3.12	100	100	100

TABLE 8
Age and Sex Distribution of Persons in the Samples from Each Region and Type of Area, 1962
(per cent)

	All house- holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi- rural areas	Rural areas
												London	Provin- cial	Larger towns	Smaller towns		
Men, 21-64:	11.0	11.9	8.6	9.2	10.9	10.3	8.3	12.4	10.4	12.2	11.0	14.1	11.2	10.5	10.9	9.9	5.5
Sedentary	11.2	9.2	10.3	11.1	11.5	12.5	10.2	11.3	12.8	11.8	9.9	11.6	12.1	12.0	11.1	10.1	6.2
Moderately active	3.8	5.8	6.8	5.4	3.1	2.8	6.3	1.6	3.9	4.4	2.9	1.2	2.4	3.7	2.7	6.8	14.4
Active or very active	4.2	3.9	3.9	4.3	3.9	4.6	3.7	4.4	4.2	4.4	5.0	3.8	3.7	3.9	5.1	4.1	5.2
Women, 21-59:	16.7	19.5	17.7	19.0	14.7	15.3	16.2	16.8	14.5	18.0	16.9	17.3	15.1	17.0	17.1	17.3	18.3
Sedentary	8.1	4.7	6.5	6.4	10.6	9.6	6.6	6.8	9.5	6.9	7.9	9.6	10.2	7.5	7.5	6.2	3.7
Moderately active	1.4	1.7	1.6	1.5	1.1	1.2	1.7	2.0	1.3	1.5	1.2	1.2	1.2	1.4	1.1	2.1	2.3
Active or pregnant	9.0	7.8	8.1	9.8	10.3	9.1	8.1	7.1	9.7	8.2	12.1	8.5	8.6	9.1	10.7	7.9	9.1
Women, 60 and over																	
Adolescents and children:																	
13-20 male	4.1	4.3	4.5	3.8	3.9	3.7	3.7	3.6	5.4	4.1	3.5	4.3	4.4	3.9	4.0	4.0	4.4
13-20 female	4.1	4.1	4.1	3.9	4.3	3.5	3.4	4.6	4.5	4.5	3.7	4.3	3.9	4.4	3.9	3.7	3.8
5-14	16.4	17.0	16.9	16.4	16.7	17.0	19.7	18.1	15.4	13.8	16.6	14.4	17.1	16.2	16.4	17.1	17.9
1-4	8.0	8.3	8.8	7.7	6.8	8.5	9.7	9.1	6.6	8.1	7.5	7.6	7.9	8.5	7.5	8.8	7.2
Under 1	2.0	1.9	2.2	1.5	2.1	1.9	2.5	2.2	1.8	2.0	1.7	2.0	2.1	2.0	1.9	2.0	1.8
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE 9
Social Class Distribution of Urban and Rural Samples, 1962
 (per cent)

	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
		London	Provincial	Larger towns	Smaller towns			
		<i>Proportion of households</i>						
A1	2.0	2.9	1.7	1.3	1.3	2.7	4.6	
A2	8.9	13.5	7.4	7.5	8.1	8.7	10.0	
B	31.7	41.8	32.1	28.6	28.2	33.2	19.4	
C	36.8	26.5	36.8	41.0	38.6	36.9	44.9	
D1 (with earners)	6.7	4.5	7.4	7.0	7.3	6.0	8.5	
D2 (without earners)	3.5	2.3	3.6	3.1	5.4	2.9	3.4	
O.A.P.	10.4	8.6	10.9	11.4	11.1	9.6	9.2	
<i>All</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	
No. of households	9,205	1,508	2,068	2,192	1,760	1,265	412	
		<i>Proportion of persons</i>						
A1	2.4	3.3	2.2	1.7	1.4	3.4	5.1	
A2	9.8	14.5	8.4	8.3	9.2	9.3	11.5	
B	35.6	47.1	35.9	32.9	32.8	36.1	20.9	
C	39.3	26.2	39.7	44.0	41.3	39.2	48.7	
D1 (with earners)	5.8	3.5	6.4	5.9	6.7	5.3	6.7	
D2 (without earners)	2.0	1.1	2.2	1.7	2.8	2.1	2.0	
O.A.P.	5.1	4.3	5.2	5.4	5.7	4.7	5.1	
<i>All</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	
No. of persons	28,730	4,483	6,414	6,862	5,391	4,168	1,412	

TABLE 10
Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1962

	All households	Class								
		A			B	C	D			
		A1	A2	All			excluding O.A.P.	O.A.P.		
<i>Households of one man and one woman and:</i>										
No other (both under 55)	1.63	1.41	1.41	1.41	1.65	1.70	—	—	—	—
1 child	1.23	1.16	1.15	1.15	1.21	1.32	—	—	—	—
2 children	1.18	1.10	1.09	1.09	1.17	1.24	—	—	—	—
3 children	1.15	1.11	1.11	1.11	1.11	1.20	—	—	—	—
4 or more children	1.11	(1.00)	(1.00)	(1.00)	1.12	1.18	—	—	—	—
Adolescents only	2.28	1.79	1.74	1.74	2.30	2.47	—	—	—	(0.33)
Adolescents and children	2.18	1.81	1.74	1.74	2.12	2.36	—	—	—	0.05
No other (one or both 55 or over)	0.79	1.06	1.07	1.07	1.17	1.18	—	—	—	—
<i>Other households with:</i>										
Adults only	1.00	1.46	1.46	1.46	1.82	1.57	—	—	—	0.06
Adolescents but no children	2.53	2.58	2.36	2.36	2.88	2.74	—	—	—	—
Children	1.79	1.50	1.54	1.54	1.86	2.05	—	—	—	—
All households	1.37	1.42	1.41	1.41	1.59	1.68	—	—	—	0.06

Figures in parenthesis are averages based on samples of less than 25 households; see Table 5

APPENDIX B

Tables of Consumption, Expenditure and Prices

TABLE 1

Domestic Food Expenditure, 1962, All Households

(pence per person per week)

	1st Quarter (Jan.- March)	2nd Quarter (April- June)	3rd Quarter (July- Sept.)	4th Quarter (Oct.- Dec.)	Yearly average	Percentage of all households purchasing each type of food during Survey week
MILK AND CREAM:						
Liquid milk						
Full price	31·94	32·01	32·91	34·35	32·80	96
Welfare	2·96	2·81	3·07	3·11	2·99	22
<i>Total Liquid Milk</i>	<i>34·90</i>	<i>34·82</i>	<i>35·98</i>	<i>37·46</i>	<i>35·79</i>	
Condensed milk						
Sweetened	0·18	0·13	0·15	0·26	0·18	3
Unsweetened	1·11	1·27	1·40	1·29	1·27	24
Dried milk						
National	0·08	0·15	0·13	0·05	0·10	1
Branded	0·77	0·63	0·61	0·77	0·70	3
Other milk	0·04	0·08	0·07	0·08	0·07	1
Cream	1·17	1·51	1·88	1·47	1·51	21
<i>Total Milk and Cream</i>	<i>38·25</i>	<i>38·59</i>	<i>40·22</i>	<i>41·38</i>	<i>39·62</i>	
CHEESE:						
Natural	6·52	6·56	6·82	6·78	6·67	69
Processed	1·26	1·22	1·39	1·15	1·26	21
<i>Total Cheese</i>	<i>7·78</i>	<i>7·78</i>	<i>8·21</i>	<i>7·93</i>	<i>7·93</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	30·24	26·73	28·01	30·84	28·96	79
Mutton and lamb	16·82	16·79	18·71	16·11	17·11	60
Pork	7·65	6·33	6·51	7·83	7·08	30
<i>Total Carcase Meat</i>	<i>54·71</i>	<i>49·85</i>	<i>53·23</i>	<i>54·78</i>	<i>53·15</i>	

TABLE 1—continued
(pence per person per week)

	1st Quarter (Jan.— March)	2nd Quarter (April— June)	3rd Quarter (July— Sept.)	4th Quarter (Oct.— Dec.)	Yearly average	Percentage of all households purchasing each type of food during Survey week
MEAT AND MEAT PRODUCTS:—						
<i>contd.</i>						
Other meat and meat products						
Corned meat	2.05	2.45	2.75	2.29	2.38	25
Bones	0.19	0.14	0.10	0.11	0.14	3
Bacon and ham, uncooked	16.34	15.61	16.47	16.26	16.17	85
Bacon and ham, cooked (including canned)	4.61	5.16	5.50	4.81	5.02	41
Cooked chicken	0.21	0.36	0.49	0.26	0.33	1
Other cooked meat (not canned)	2.91	3.45	3.13	3.10	3.15	32
Other canned meat	3.16	3.27	3.85	3.75	3.51	27
Liver	2.74	2.56	2.77	2.89	2.74	28
Offals (other than liver)	1.62	1.06	1.08	1.61	1.34	20
Poultry	4.98	7.64	5.34	5.34	5.82	15
Rabbit, game and other meat	0.23	0.19	0.15	0.34	0.23	1
Sausages, uncooked, pork	5.62	5.24	5.15	5.70	5.43	46
Sausages, uncooked, beef	2.77	2.64	2.53	2.76	2.68	27
Other meat products	5.02	5.52	5.25	5.59	5.34	51
<i>Total Other Meat and Meat Products</i>	<i>52.45</i>	<i>55.29</i>	<i>54.56</i>	<i>54.81</i>	<i>54.28</i>	
<i>Total Meat and Meat Products</i>	<i>107.16</i>	<i>105.14</i>	<i>107.79</i>	<i>109.59</i>	<i>107.43</i>	
FISH:						
White, filleted, fresh	4.25	4.30	4.15	4.17	4.22	31
White, filleted, quick-frozen	1.46	1.48	1.31	1.38	1.41	13
White, other, fresh	1.34	1.45	1.59	1.94	1.58	11
Herrings, fresh	0.20	0.07	0.18	0.22	0.17	2
Fat, fresh, other	0.21	0.33	0.57	0.21	0.33	2
White, processed	1.08	0.73	0.70	0.79	0.82	8
Fat, processed	0.71	0.49	0.58	0.70	0.62	8
Shell	0.24	0.34	0.30	0.28	0.29	3
Cooked	2.27	2.26	2.30	2.25	2.27	21
Salmon, canned	2.61	3.49	3.23	2.35	2.92	19
Canned, other	0.90	1.06	1.08	0.91	0.99	13
Fish products	0.73	0.72	0.63	0.81	0.72	14
<i>Total Fish</i>	<i>16.00</i>	<i>16.72</i>	<i>16.62</i>	<i>16.01</i>	<i>16.34</i>	
EGGS	16.65	14.72	16.50	18.07	16.48	96
FATS:						
Butter	14.58	14.60	15.62	15.47	15.07	89
Margarine	4.42	4.33	4.34	4.46	4.39	55
Lard and compound cooking fat	2.49	2.19	2.45	2.62	2.44	52
Suet	0.32	0.15	0.18	0.33	0.24	7
Dripping	0.24	0.17	0.18	0.26	0.21	5
Other fats, oils and creams	0.27	0.21	0.38	0.40	0.32	3
<i>Total Fats</i>	<i>22.32</i>	<i>21.65</i>	<i>23.15</i>	<i>23.54</i>	<i>22.67</i>	

TABLE 1—*continued*
(pence per person per week)

	1st Quarter (Jan.— March)	2nd Quarter (April— June)	3rd Quarter (July— Sept.)	4th Quarter (Oct.— Dec.)	Yearly average	Percentage of all households purchasing each type of food during Survey week
SUGAR AND PRESERVES:						
Sugar	9·24	9·14	9·86	9·91	9·54	87
Jams, jellies and fruit curds	2·08	2·16	2·00	1·90	2·04	26
Marmalade	1·19	1·07	1·29	1·30	1·21	18
Syrup, treacle and honey	0·87	0·70	0·56	0·82	0·74	8
<i>Total Sugar and Preserves</i>	<i>13·38</i>	<i>13·07</i>	<i>13·71</i>	<i>13·93</i>	<i>13·53</i>	
VEGETABLES:						
Old potatoes (1961 crop)						
Not pre-packed	10·19	8·04	...	—	4·56	} (b)
Pre-packed	2·45	1·36	—	—	0·95	
Old potatoes (1962 crop)(a)						
Not pre-packed	—	—	3·00	8·88	2·97	
Pre-packed	—	—	0·14	1·23	0·34	
New potatoes(a)						
Not pre-packed	0·86	13·94	10·06	—	6·22	} 21
Pre-packed	0·02	0·19	0·11	—	0·08	
Chips	1·22	1·32	1·47	1·22	1·31	11
Crisps	0·49	0·56	0·63	0·58	0·56	
<i>Total Potatoes</i>	<i>15·23</i>	<i>25·41</i>	<i>15·41</i>	<i>11·91</i>	<i>16·98</i>	
Cabbages	1·80	2·61	1·34	1·04	1·70	34
Brussels sprouts	1·84	0·26	0·30	2·20	1·15	21
Cauliflower	1·48	2·22	1·34	1·07	1·53	25
Leafy salads	0·98	2·86	1·36	0·73	1·48	32
Peas, fresh	—	0·04	2·04	0·02	0·52	(b)
Peas, quick-frozen	1·84	1·84	0·83	1·41	1·48	19
Beans, fresh	—	0·06	1·55	0·30	0·48	(b)
Beans, quick-frozen	0·42	0·49	0·22	0·22	0·34	5
Other fresh green vegetables	0·09	0·18	0·05	0·08	0·10	1
<i>Total Fresh Green Vegetables</i>	<i>8·45</i>	<i>10·56</i>	<i>9·03</i>	<i>7·07</i>	<i>8·78</i>	
Carrots	1·51	1·34	0·89	1·11	1·21	37
Other root vegetables	0·94	0·45	0·54	0·87	0·70	26
Onions, shallots, etc.	1·76	1·84	1·32	1·43	1·59	44
Miscellaneous fresh vegetables	1·27	2·68	2·28	1·99	2·06	31
Dried pulses	0·60	0·53	0·37	0·51	0·50	11
Canned peas	2·86	3·06	1·94	2·33	2·55	44
Canned beans	2·54	2·44	2·29	2·44	2·43	44
Other canned vegetables	0·79	0·88	0·39	0·53	0·65	11
Vegetable products	0·36	0·44	0·30	0·42	0·38	7
<i>Total Other Vegetables</i>	<i>12·63</i>	<i>13·66</i>	<i>10·32</i>	<i>11·63</i>	<i>12·07</i>	
<i>Total Vegetables</i>	<i>36·31</i>	<i>49·63</i>	<i>34·76</i>	<i>30·61</i>	<i>37·83</i>	

(a) Potatoes from the 1962 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

(b) These foods were not available during certain months: the proportion of households purchasing such foods in each quarter is given in Table 1A.

TABLE 1—continued
(pence per person per week)

	1st Quarter (Jan.— March)	2nd Quarter (April— June)	3rd Quarter (July— Sept.)	4th Quarter (Oct.— Dec.)	Yearly average	Percentage of all households purchasing each type of food during Survey week
FRUIT:						
Fresh						
Oranges	3.57	2.74	2.07	1.85	2.56	32
Other citrus fruit	0.94	0.78	0.75	0.74	0.80	14
Apples	5.77	5.31	4.56	4.46	5.02	49
Pears	0.55	0.86	1.02	0.80	0.81	11
Stone fruit	0.04	0.20	2.18	0.25	0.67	9
Soft fruit (including quick-frozen)	0.51	0.92	2.96	0.72	1.28	12
Bananas	3.19	3.77	3.72	3.33	3.50	47
Other fresh fruit	0.39	0.41	0.39	0.41	0.40	5
Tomatoes	3.29	8.55	8.43	4.23	6.12	63
<i>Total Fresh Fruit</i>	<i>18.25</i>	<i>23.54</i>	<i>26.08</i>	<i>16.79</i>	<i>21.16</i>	
Other fruit						
Tomatoes, canned and bottled	0.63	0.51	0.44	0.47	0.51	11
Canned peaches, pears and pineapples	3.07	3.68	3.67	2.81	3.31	35
Other canned and bottled fruit	2.57	2.68	2.67	2.38	2.58	28
Dried vine fruit	0.81	0.74	0.84	1.31	0.92	13
Other dried fruit	0.48	0.38	0.26	0.53	0.41	5
Nuts and fruit and nut products	0.62	0.46	0.43	1.65	0.79	9
Fruit juices	0.96	0.96	0.94	0.89	0.94	8
Welfare orange juice	0.11	0.08	0.12	0.13	0.11	1
<i>Total Other Fruit and Fruit Products</i>	<i>9.25</i>	<i>9.49</i>	<i>9.37</i>	<i>10.17</i>	<i>9.57</i>	
<i>Total Fruit</i>	<i>27.50</i>	<i>33.03</i>	<i>35.45</i>	<i>26.96</i>	<i>30.73</i>	
CEREALS:						
Brown bread, unwrapped	0.84	0.97	0.94	0.91	0.92	17
Brown bread, wrapped	0.71	0.58	0.70	0.83	0.70	12
White bread, large loaves, unwrapped	4.45	4.45	4.83	4.54	4.57	33
White bread, large loaves, wrapped	9.80	11.14	10.99	10.79	10.68	55
White bread, small loaves, unwrapped	1.69	1.96	2.04	1.90	1.90	28
White bread, small loaves, wrapped	0.66	0.95	1.14	1.23	1.00	16
Wholewheat and wholemeal bread	0.45	0.46	0.54	0.52	0.49	8
Malt bread	0.19	0.26	0.18	0.21	0.21	5
Other bread	4.73	4.11	2.87	2.63	3.58	40
<i>Total Bread</i>	<i>23.53</i>	<i>24.88</i>	<i>24.24</i>	<i>23.56</i>	<i>24.05</i>	

TABLE 1—*continued*
(pence per person per week)

	1st Quarter (Jan.— March)	2nd Quarter (April— June)	3rd Quarter (July— Sept.)	4th Quarter (Oct.— Dec.)	Yearly average	Percentage of all households purchasing each type of food during Survey week
CEREALS:—<i>contd.</i>						
Self-raising flour	2.28	1.97	2.23	2.45	2.23	36
Other flour	0.72	0.58	0.56	0.76	0.66	12
Buns, scones and teacakes	2.17	2.75	1.99	2.26	2.28	35
Cakes and pastries	9.93	10.79	10.82	10.78	10.58	69
Chocolate biscuits	2.50	2.38	2.32	2.69	2.47	28
Other biscuits	7.28	7.62	7.88	8.08	7.72	77
Puddings	1.33	1.18	1.15	1.39	1.26	20
Ice-cream (served as part of a meal)	0.49	0.85	1.24	0.57	0.79	11
Oatmeal and oat products	1.11	0.58	0.53	1.07	0.82	12
Breakfast cereals	3.08	3.37	3.65	3.18	3.32	38
Rice	0.55	0.51	0.49	0.56	0.53	12
Cereals, flour base	1.10	1.04	1.12	1.17	1.11	19
Other cereals	0.92	0.95	1.06	0.89	0.96	20
Total Cereals	56.99	59.45	59.28	59.41	58.78	
BEVERAGES:						
Tea	13.67	12.71	13.28	12.94	13.15	86
Coffee, bean and ground	0.52	0.50	0.59	0.68	0.57	4
Coffee, powders and crystals	2.60	2.72	2.61	2.90	2.71	23
Coffee, essences	0.46	0.33	0.31	0.36	0.36	5
Cocoa and drinking chocolate	0.58	0.42	0.44	0.56	0.50	7
Branded food drinks	1.11	0.67	0.79	0.90	0.87	7
Total Beverages	18.94	17.35	18.02	18.34	18.16	
MISCELLANEOUS:						
Spreads and dressings	0.22	0.61	0.67	0.21	0.43	7
Soups, canned	3.12	2.15	1.93	3.13	2.58	31
Soups, dehydrated and powdered	0.47	0.29	0.30	0.42	0.37	5
Meat and vegetable extracts	1.48	1.09	1.19	1.32	1.27	19
Pickles and sauces	2.02	1.86	1.67	1.91	1.86	24
Table jellies, squares and crystals	0.54	0.79	0.88	0.59	0.70	17
Salt	0.33	0.29	0.37	0.34	0.33	12
Invalid and infant foods	0.72	0.75	0.63	0.62	0.68	7
Miscellaneous (expenditure only)	1.22	1.24	1.44	1.38	1.32	27
Total Miscellaneous	10.12	9.07	8.08	9.92	9.54	
TOTAL EXPENDITURE	371.45 (30s.11d.)	386.20 (32s. 2d.)	382.78 (31s.11d.)	375.71 (31s. 4d.)	379.02 (31s. 7d.)	

TABLE 1A
 Percentage of All Households Purchasing Seasonal
 Types of Food During Survey Week, 1962

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
CREAM	17	21	26	20
BACON AND OTHER MEAT:				
Bacon and ham, cooked (including canned)	38	42	44	40
Sausages, uncooked, pork (a)	47	44	44	48
FISH:				
Herrings, fresh (a)	3	1	2	3
Fat, processed (a)	8	6	6	8
EGGS	97	95	94	98
VEGETABLES:				
Old potatoes (1961 crop)				
Not pre-packed	67	40	...	—
Pre-packed	18	7	—	—
Old potatoes (1962 crop) (b)				
Not pre-packed	—	—	25	71
Pre-packed	—	—	1	12
New potatoes (b)				
Not pre-packed	9	61	52	—
Pre-packed	...	1	1	—
Cabbages	33	43	31	28
Brussels sprouts (a)	31	1	4	44
Cauliflower	20	32	25	22
Leafy salads	19	54	38	19
Peas, fresh	—	1	30	...
Peas, quick-frozen	22	23	11	18
Beans, fresh	—	1	21	4
Beans, quick-frozen	6	7	3	4
Carrots	43	31	30	46
Onions, shallots, etc.	48	44	40	46
Miscellaneous fresh vegetables (a)	18	39	38	30
Dried pulses	12	12	8	11
Canned peas	50	51	33	42
Canned beans	45	43	41	44
Other canned vegetables	14	15	7	8
FRUIT:				
Oranges	40	35	28	26
Other citrus fruit	18	14	12	13
Apples	48	50	47	50
Pears	7	12	13	12
Tomatoes	46	70	80	56
Tomatoes, canned and bottled	13	11	9	10
Dried vine fruit	12	11	12	16
Ice-cream (served as part of a meal)	7	13	16	8
Oatmeal and oat products	16	9	8	17
Breakfast cereals	35	38	40	38
Cocoa and drinking chocolate	8	6	6	8
Branded food drinks	9	6	6	8
Spreads and dressings	4	10	11	4
Soups, canned	37	26	25	38
Soups, dehydrated and powdered	7	4	3	6
Meat and vegetable extracts	21	16	18	21
Table jellies, squares and crystals	13	19	21	15

(a) Excluding purchases of quick-frozen foods.

(b) Potatoes from the 1962 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 2
Domestic Food Consumption and Purchases, 1962, All Households
 (oz. per person per week, except where otherwise stated)

	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	4·08	4·03	4·09	3·99	4·05	3·86
Welfare (pt.)	0·70	0·68	0·71	0·72	0·70	0·70
School (pt.)	0·22	0·19	0·15	0·24	0·20	—
<i>Total Liquid Milk</i>	<i>4·99</i>	<i>4·90</i>	<i>4·94</i>	<i>4·96</i>	<i>4·95</i>	<i>4·56</i>
Condensed milk						
Sweetened (eq. pt.)	0·02	0·01	0·02	0·03	0·02	0·02
Unsweetened (eq. pt.)	0·13	0·14	0·17	0·16	0·15	0·15
Dried milk						
National (eq. pt.)	0·02	0·04	0·03	0·01	0·02	0·02
Branded (eq. pt.)	0·10	0·08	0·08	0·10	0·09	0·09
Other milk (pt.)	0·01	0·01	...	0·01	...
Cream (pt.)	0·02	0·03	0·03	0·02	0·02	0·02
<i>Total Milk and Cream (pt. or eq. pt.)</i>	<i>5·28</i>	<i>5·21</i>	<i>5·28</i>	<i>5·28</i>	<i>5·26</i>	<i>4·86</i>
CHEESE:						
Natural	2·71	2·70	2·81	2·80	2·76	2·76
Processed	0·36	0·36	0·39	0·34	0·36	0·36
<i>Total Cheese</i>	<i>3·07</i>	<i>3·06</i>	<i>3·20</i>	<i>3·14</i>	<i>3·12</i>	<i>3·12</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	9·40	8·35	8·65	9·63	9·01	8·98
Mutton and lamb	6·69	6·62	7·16	6·39	6·72	6·67
Pork	2·43	2·00	2·17	2·55	2·29	2·28
<i>Total Carcase Meat</i>	<i>18·52</i>	<i>16·97</i>	<i>17·98</i>	<i>18·57</i>	<i>18·02</i>	<i>17·93</i>
Other meat						
Corned meat	0·56	0·67	0·76	0·63	0·66	0·66
Bones	0·30	0·19	0·13	0·23	0·21	0·21
Bacon and ham, uncooked	5·53	5·44	5·72	5·53	5·56	5·53
Bacon and ham, cooked (including canned)	0·78	0·90	0·97	0·83	0·87	0·87
Cooked chicken	0·05	0·10	0·13	0·07	0·09	0·09
Other cooked meat (not canned)	0·64	0·79	0·72	0·72	0·72	0·72
Other canned meat	1·33	1·32	1·55	1·51	1·43	1·43
Liver	0·84	0·80	0·86	0·90	0·85	0·85
Offals (other than liver)	0·76	0·54	0·52	0·81	0·66	0·65
Poultry	2·04	2·99	2·07	2·07	2·29	2·12
Rabbit, game and other meat	0·12	0·11	0·10	0·17	0·12	0·10
Sausages, uncooked, pork	2·41	2·28	2·25	2·44	2·34	2·34
Sausages, uncooked, beef	1·54	1·46	1·42	1·54	1·49	1·49
Other meat products	2·34	2·52	2·33	2·44	2·41	2·40
<i>Total Other Meat and Meat Products</i>	<i>19·24</i>	<i>20·11</i>	<i>19·53</i>	<i>19·89</i>	<i>19·70</i>	<i>19·46</i>
<i>Total Meat and Meat Products</i>	<i>37·76</i>	<i>37·08</i>	<i>37·51</i>	<i>38·46</i>	<i>37·72</i>	<i>37·39</i>

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

	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
FISH:						
White, filleted, fresh	1·69	1·79	1·73	1·68	1·72	1·70
White, filleted, quick-frozen	0·45	0·47	0·41	0·43	0·44	0·44
White, other, fresh	0·57	0·62	0·76	0·86	0·70	0·67
Herrings, fresh	0·17	0·06	0·16	0·18	0·14	0·14
Fat, fresh, other	0·10	0·10	0·16	0·09	0·11	0·11
White, processed	0·46	0·30	0·32	0·34	0·36	0·35
Fat, processed	0·37	0·25	0·31	0·39	0·33	0·33
Shell	0·04	0·07	0·06	0·06	0·06	0·06
Cooked	0·87	0·91	0·91	0·87	0·89	0·88
Salmon, canned	0·43	0·61	0·56	0·40	0·50	0·50
Canned, other	0·28	0·34	0·34	0·31	0·32	0·32
Fish products	0·24	0·21	0·18	0·24	0·22	0·22
Total Fish	5·67	5·73	5·90	5·85	5·79	5·72
EGGS (No.)	4·75	4·68	4·65	4·62	4·68	4·34
FATS:						
Butter	6·16	6·22	6·33	6·11	6·20	6·20
Margarine	3·12	3·10	3·14	3·25	3·15	3·15
Lard and compound cooking fat	2·15	1·89	2·15	2·36	2·14	2·14
Suet	0·18	0·09	0·10	0·20	0·14	0·14
Dripping	0·23	0·18	0·20	0·28	0·22	0·22
Other fats, oils and creams	0·11	0·11	0·18	0·18	0·14	0·14
Total Fats	11·95	11·59	12·10	12·38	11·99	11·99
SUGAR AND PRESERVES:						
Sugar	17·89	17·74	19·00	18·96	18·40	18·40
Jams, jellies and fruit curds	1·69	1·69	1·67	1·56	1·65	1·52
Marmalade	1·02	0·93	1·09	1·08	1·03	1·03
Syrup, treacle and honey	0·74	0·57	0·46	0·63	0·60	0·60
Total Sugar and Preserves	21·34	20·93	22·22	22·23	21·68	21·55
VEGETABLES:						
Old potatoes (1961 crop)						
Not pre-packed	47·23	23·47	0·06	—	17·69	16·13
Pre-packed	8·48	3·30	—	—	2·94	2·94
Old potatoes (1962 crop) (a)						
Not pre-packed	—	—	18·73	52·45	17·80	14·99
Pre-packed	—	—	0·57	5·29	1·46	1·46
New potatoes (a)						
Not pre-packed	1·66	18·59	28·94	—	12·30	11·18
Pre-packed	0·05	0·31	0·33	—	0·17	0·17
Chips	1·19	0·97	1·06	1·02	1·06	1·05
Crisps	0·13	0·14	0·16	0·15	0·14	0·15
Total Potatoes	58·74	46·78	49·85	58·91	53·56	48·08

(a) Potatoes from the 1962 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

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

	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
VEGETABLES:—con'd.						
Cabbages	4.04	5.58	5.56	4.92	5.02	3.70
Brussels sprouts	3.72	0.16	0.34	4.91	2.28	1.84
Cauliflower	1.83	3.32	2.81	2.37	2.58	2.24
Leafy salads	0.37	1.73	2.27	0.51	1.22	0.94
Peas, fresh	—	0.08	6.00	0.05	1.53	1.17
Peas, quick-frozen	0.78	0.79	0.36	0.66	0.65	0.65
Beans, fresh	0.02	0.07	4.86	1.00	1.49	0.63
Beans, quick-frozen	0.15	0.18	0.08	0.08	0.12	0.12
Other fresh green vegetables	0.10	0.59	0.18	0.15	0.25	0.09
<i>Total Fresh Green Vegetables</i>	<i>11.01</i>	<i>12.50</i>	<i>22.46</i>	<i>14.65</i>	<i>15.14</i>	<i>11.38</i>
Carrots	2.98	1.72	2.55	3.82	2.77	2.40
Other root vegetables	2.95	0.95	1.76	3.59	2.31	1.71
Onions, shallots, etc.	3.42	2.42	2.77	3.54	3.04	2.70
Miscellaneous fresh vegetables	0.53	1.57	2.44	1.54	1.52	1.34
Dried pulses	0.59	0.53	0.35	0.46	0.48	0.48
Canned peas	3.63	3.84	2.42	2.96	3.21	3.21
Canned beans	2.84	2.72	2.57	2.75	2.72	2.72
Other canned vegetables	0.70	0.81	0.31	0.45	0.57	0.57
Vegetable products	0.17	0.20	0.15	0.22	0.18	0.18
<i>Total Other Vegetables</i>	<i>17.81</i>	<i>14.76</i>	<i>15.32</i>	<i>19.33</i>	<i>16.80</i>	<i>15.31</i>
<i>Total Vegetables</i>	<i>87.56</i>	<i>74.04</i>	<i>87.63</i>	<i>92.89</i>	<i>85.50</i>	<i>74.77</i>
FRUIT:						
Fresh						
Oranges	4.71	3.51	2.67	2.32	3.30	3.29
Other citrus fruit	1.08	0.96	0.82	0.74	0.90	0.90
Apples	4.72	4.57	6.23	9.57	6.27	4.95
Pears	0.47	0.83	1.02	1.21	0.88	0.78
Stone fruit	0.02	0.15	2.22	0.34	0.68	0.62
Soft fruit (including quick- frozen)	0.29	0.48	3.20	0.74	1.18	0.76
Bananas	3.44	3.86	3.84	3.41	3.64	3.64
Other fresh fruit	0.33	2.22	1.04	0.50	1.02	0.49
Tomatoes	2.46	4.17	6.27	3.89	4.20	3.97
<i>Total Fresh Fruit</i>	<i>17.52</i>	<i>20.75</i>	<i>27.31</i>	<i>22.72</i>	<i>22.07</i>	<i>19.40</i>
Other fruit						
Tomatoes, canned and bottled	0.68	0.55	0.46	0.54	0.56	0.56
Canned peaches, pears and pineapples	2.59	3.11	3.09	2.39	2.80	2.79
Other canned and bottled fruit	2.13	2.08	1.95	1.77	1.98	1.88
Dried vine fruit	0.63	0.57	0.64	1.05	0.72	0.72
Other dried fruit	0.25	0.22	0.14	0.29	0.22	0.22
Nuts and fruit and nut products	0.29	0.19	0.18	0.74	0.35	0.35
Fruit juices	0.42	0.49	0.44	0.42	0.44	0.44
Welfare orange juice	0.04	0.03	0.04	0.04	0.04	0.04
<i>Total Other Fruit and Fruit Products</i>	<i>7.03</i>	<i>7.24</i>	<i>6.94</i>	<i>7.24</i>	<i>7.11</i>	<i>7.00</i>
<i>Total Fruit</i>	<i>24.55</i>	<i>27.99</i>	<i>34.25</i>	<i>29.96</i>	<i>29.18</i>	<i>26.40</i>

TABLE 2—continued

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

	Consumption					Pur- chases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
CEREALS:						
Brown bread, unwrapped	1·31	1·46	1·41	1·33	1·38	1·38
Brown bread, wrapped	1·07	0·84	1·06	1·25	1·06	1·06
White bread, large loaves, unwrapped	9·60	9·32	10·06	9·47	9·61	9·60
White bread, large loaves, wrapped	20·38	22·70	22·26	21·89	21·81	21·80
White bread, small loaves, unwrapped	2·91	3·24	3·33	3·07	3·14	3·12
White bread, small loaves, wrapped	1·07	1·44	1·70	1·82	1·51	1·51
Wholewheat and wholemeal bread	0·77	0·79	0·89	0·88	0·83	0·83
Malt bread	0·20	0·25	0·18	0·20	0·21	0·21
Other bread	6·05	4·92	2·71	2·47	4·04	4·03
Total Bread	43·36	44·95	43·60	42·36	43·57	43·53
Self-raising flour	4·91	4·28	4·82	5·37	4·84	4·84
Other flour	1·54	1·22	1·18	1·59	1·38	1·38
Buns, scones and teacakes	1·58	1·87	1·36	1·64	1·61	1·61
Cakes and pastries	4·72	5·11	5·09	5·10	5·00	5·00
Chocolate biscuits	1·01	0·93	0·86	0·97	0·94	0·94
Other biscuits	4·57	4·78	4·94	4·95	4·81	4·81
Puddings	1·23	1·12	1·13	1·27	1·19	1·19
Ice-cream (served as part of a meal)	0·33	0·53	0·71	0·34	0·48	0·48
Oatmeal and oat products	1·30	0·60	0·55	1·21	0·92	0·90
Breakfast cereals	1·81	1·93	2·08	1·85	1·92	1·92
Rice	0·66	0·62	0·58	0·62	0·62	0·62
Cereals, flour base	0·89	0·80	0·86	0·91	0·86	0·86
Other cereals	0·62	0·57	0·63	0·56	0·60	0·60
Total Cereals	68·53	69·31	68·39	68·74	68·74	68·87
BEVERAGES:						
Tea	2·85	2·71	2·84	2·76	2·79	2·79
Coffee, bean and ground	0·10	0·09	0·11	0·12	0·10	0·10
Coffee, powders and crystals	0·19	0·21	0·20	0·22	0·20	0·20
Coffee, essences	0·13	0·09	0·09	0·11	0·10	0·10
Cocoa and drinking chocolate	0·20	0·14	0·14	0·18	0·16	0·16
Branded food drinks	0·26	0·17	0·19	0·22	0·21	0·21
Total Beverages	3·73	3·41	3·57	3·61	3·56	3·56
MISCELLANEOUS:						
Spreads and dressings	0·09	0·25	0·28	0·08	0·18	0·18
Soups, canned	3·05	2·08	1·83	3·15	2·53	2·53
Soups, dehydrated and powdered	0·08	0·05	0·05	0·08	0·06	0·06
Meat and vegetable extracts	0·16	0·11	0·12	0·14	0·13	0·13
Pickles and sauces	1·11	1·03	0·92	1·07	1·03	1·02
Table jellies, squares and crystals (pt.)	0·06	0·10	0·12	0·07	0·09	0·09
Salt	0·85	0·77	0·91	0·88	0·85	0·85
Invalid and baby foods	0·38	0·36	0·32	0·28	0·34	0·34

TABLE 3
Domestic Food Prices, 1962, All Households

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	8·3	8·3	8·5	8·8	8·5
Welfare	4·3	4·2	4·4	4·3	4·3
<i>Total Liquid Milk Purchased</i>	7·7	7·7	7·8	8·1	7·9
Condensed milk					
Sweetened	8·9	9·0	9·2	9·0	9·0
Unsweetened	8·5	8·8	8·3	8·4	8·4
Dried milk					
National	4·0	4·1	4·2	4·1	4·1
Branded	7·8	8·1	7·5	8·1	7·9
Other milk	12·7	24·1	28·1	35·3	23·6
Cream	69·4	66·5	60·4	61·6	63·8
CHEESE:					
Natural	38·6	38·8	38·8	38·8	38·7
Processed	56·7	54·8	56·4	54·7	55·7
MEAT AND MEAT PRODUCTS:					
Carcase meat	47·4	47·2	47·6	47·4	47·4
Beef and veal	51·5	51·5	52·0	51·4	51·6
Mutton and lamb	40·5	40·7	42·2	40·6	41·0
Pork	50·6	50·9	48·0	49·2	49·6
Other meat					
Corned meat	58·2	58·2	57·8	58·0	58·0
Bones	10·1	12·0	11·7	8·6	10·4
Bacon and ham, uncooked	47·4	46·3	46·3	47·1	46·8
Bacon and ham, cooked (including canned)	94·6	92·0	90·5	92·6	92·3
Cooked chicken	62·9	57·3	61·8	56·8	59·8
Other cooked meat (not canned)	72·7	69·5	69·4	68·7	70·0
Other canned meat	38·0	39·6	39·7	39·9	39·3
Liver	52·2	51·3	51·6	51·2	51·6
Offals (other than liver)	34·0	32·1	34·1	31·7	33·0
Poultry	43·1	42·8	45·2	45·3	43·9
Rabbit, game and other meat	40·8	37·4	32·9	40·1	38·2
Sausages, uncooked, pork	37·2	37·2	36·8	37·4	37·2
Sausages, uncooked, beef	28·8	28·8	28·6	28·7	28·7
Other meat products	34·4	35·3	36·2	36·7	35·6
FISH:					
White, filleted, fresh	40·4	39·0	38·8	40·5	39·7
White, filleted, quick-frozen	51·5	50·4	50·8	51·4	51·0
White, other, fresh	38·8	38·3	36·1	37·2	37·5
Herrings, fresh	19·3	19·0	18·3	18·8	18·9
Fat, fresh, other	32·2	52·6	58·0	36·6	46·5
White, processed	37·9	38·7	36·2	37·9	37·7
Fat, processed	30·6	31·4	30·3	28·6	30·1
Shell	88·4	75·0	86·6	74·0	80·2
Cooked	42·0	40·2	40·2	41·3	40·9
Salmon, canned	97·7	91·6	93·0	94·2	93·9
Canned, other	52·2	49·5	51·0	47·0	49·9
Fish products	51·2	54·6	56·6	53·8	53·9
EGGS	3·8	3·4	3·8	4·1	3·8

TABLE 3—continued

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FATS:					
Butter	37·9	37·6	39·6	40·6	38·9
Margarine	22·6	22·4	22·1	21·9	22·3
Lard and compound cooking fat	18·6	18·5	18·2	17·8	18·3
Suet	27·9	27·7	27·5	26·8	27·4
Dripping	16·3	15·3	14·9	14·9	15·4
Other fats, oils and creams	38·7	31·8	32·9	35·1	34·6
SUGAR AND PRESERVES:					
Sugar	8·3	8·2	8·3	8·4	8·3
Jams, jellies and fruit curds	21·3	21·2	21·6	21·5	21·4
Marmalade	18·6	18·5	18·9	19·2	18·8
Syrup, treacle and honey	19·1	20·2	19·4	21·0	19·9
VEGETABLES:					
Old potatoes (1961 crop)					
Not pre-packed	3·8	6·0	9·0	—	4·5
Pre-packed	4·6	6·6	—	—	5·1
Old potatoes (1962 crop) (b)					
Not pre-packed	—	—	3·3	3·1	3·2
Pre-packed	—	—	3·9	3·7	3·7
New potatoes (b)					
Not pre-packed	8·3	12·1	6·5	—	8·8
Pre-packed	6·0	10·2	5·3	—	7·5
Chips	16·7	22·0	22·2	19·2	19·8
Crisps	61·3	62·0	62·7	60·6	61·7
Cabbages	8·4	9·0	5·9	5·5	7·4
Brussels sprouts	10·4	31·9(c)	14·7	8·6	10·0
Cauliflower	13·0	12·3	9·3	8·6	10·9
Leafy salads	43·0	29·9	15·3	27·9	25·4
Peas, fresh	—	12·0	7·1	11·2	7·2
Peas, quick-frozen	37·6	37·1	37·1	34·3	36·6
Beans, fresh	—	15·7	11·8	13·6	12·1
Beans, quick-frozen	44·5	42·9	44·6	42·1	43·5
Other fresh green vegetables	28·4	15·1	15·8	18·8	18·0
Carrots	8·3	12·7	8·0	5·5	8·1
Other root vegetables	6·0	8·9	8·4	5·5	6·5
Onions, shallots, etc.	9·0	13·2	8·8	7·6	9·4
Miscellaneous fresh vegetables	41·4	28·5	18·4	23·3	24·6
Dried pulses	16·4	16·0	16·9	17·8	16·7
Canned peas	12·6	12·7	12·8	12·6	12·7
Canned beans	14·3	14·4	14·3	14·2	14·3
Other canned vegetables	17·9	17·2	20·3	19·0	18·2
Vegetable products	34·3	35·1	32·4	30·6	33·0
FRUIT:					
Fresh					
Oranges	12·2	12·5	12·5	12·8	12·4
Other citrus fruit	13·9	13·0	14·8	15·9	14·2
Apples	20·5	18·7	15·6	11·7	16·3
Pears	19·1	16·8	16·9	14·6	16·6
Stone fruit	31·5	21·0	17·3	13·2	17·2
Soft fruit (including quick-frozen)	28·5	36·8	25·4	23·1	26·8
Bananas	14·9	15·6	15·5	15·6	15·4
Other fresh fruit	19·6	10·3	12·1	13·0	13·0
Tomatoes	21·4	32·9	23·0	19·7	24·6

TABLE 3—continued

	Average prices paid (a)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FRUIT—contd.					
Other fruit					
Tomatoes, canned and bottled	14.7	14.7	15.4	14.0	14.7
Canned peaches, pears and pineapples	19.1	18.9	19.1	18.8	19.0
Other canned and bottled fruit	21.2	22.0	22.0	22.4	21.9
Dried vine fruit	20.4	20.6	21.0	20.0	20.4
Other dried fruit	30.3	28.4	29.6	29.9	29.6
Nuts and fruit and nut products	34.6	39.4	38.1	35.6	36.2
Fruit juices	46.0	39.6	42.6	42.3	42.6
Welfare orange juice	60.0	60.0	59.8	60.0	59.9
CEREALS:					
Brown bread, unwrapped	10.3	10.7	10.7	11.0	10.6
Brown bread, wrapped	10.6	11.1	10.6	10.7	10.7
White bread, large loaves, unwrapped	7.4	7.6	7.7	7.7	7.6
White bread, large loaves, wrapped	7.7	7.8	7.9	7.9	7.8
White bread, small loaves, unwrapped	9.4	9.7	9.8	10.0	9.7
White bread, small loaves, wrapped	9.9	10.6	10.7	10.8	10.5
Wholewheat and wholemeal bread	9.4	9.3	9.7	9.3	9.4
Malt bread	15.8	16.3	16.5	17.2	16.4
Other bread	12.5	13.4	17.0	17.2	14.2
Self-raising flour	7.4	7.4	7.4	7.3	7.4
Other flour	7.5	7.6	7.7	7.6	7.6
Buns, scones and teacakes	22.0	23.5	23.4	22.1	22.7
Cakes and pastries	33.7	33.8	34.0	33.8	33.8
Chocolate biscuits	39.6	40.9	43.2	44.3	41.9
Other biscuits	25.5	25.5	25.5	26.1	25.7
Puddings	17.3	16.8	16.2	17.5	17.0
Ice-cream (served as part of a meal)	23.7	25.8	27.7	26.6	26.3
Oatmeal and oat products	14.5	15.4	15.5	14.0	14.6
Breakfast cereals	27.3	27.9	28.0	27.5	27.7
Rice	13.4	13.1	13.5	14.4	13.6
Cereals, flour base	19.8	20.8	20.9	20.4	20.4
Other cereals	23.6	26.9	27.1	25.2	25.6
BEVERAGES:					
Tea	76.7	75.1	74.8	75.0	75.4
Coffee, bean and ground	84.5	87.0	86.0	87.1	86.2
Coffee, powders and crystals	215.9	208.8	210.5	209.4	211.2
Coffee, essences	69.6	69.6	68.0	68.1	68.9
Cocoa and drinking chocolate	47.0	46.8	49.3	48.6	47.9
Branded food drinks	67.4	64.4	67.2	66.8	66.6
MISCELLANEOUS:					
Spreads and dressings	38.7	38.7	38.8	40.3	38.9
Soups, canned	16.4	16.5	16.8	15.9	16.4
Soups, dehydrated and powdered	94.6	96.0	99.0	84.8	92.8
Meat and vegetable extracts	151.3	154.8	155.9	146.4	151.8
Pickles and sauces	29.3	28.9	29.3	29.1	29.2
Table jellies, squares and crystals	8.4	8.2	7.6	8.1	8.0
Salt	6.3	6.1	6.5	6.2	6.3
Invalid and baby foods	30.3	33.2	31.9	34.7	32.3

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

(b) Potatoes from the 1962 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

(c) All the brussels sprouts recorded in this quarter were quick-frozen.

APPENDIX C
TABLE I
Energy Value and Nutrient Content of Domestic Food Consumption(a)—All Households, 1962
(per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine(b)		Riboflavin		Nicotinic acid		Vitamin C(b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	261	9.9	13.4	17.8	14.9	12.7	495	48.0	0.4	3.0	462	10.7	0.16	12.4	0.62	36.2	0.4	3.1	4	8.4	4	3.4
Dried milk	7	0.3	0.4	0.5	0.3	0.3	11	1.1	...	0.1	14	0.3	...	0.2	0.02	0.9	...	0.1	...	0.3	5	3.7
Other milk and cream	14	0.5	0.5	0.7	0.9	0.7	18	1.7	...	0.1	34	0.8	...	0.3	0.02	1.4	...	0.1	1	0.5
Cheese	52	2.0	3.2	4.2	4.4	3.7	102	9.9	0.1	0.6	164	3.8	...	0.2	0.06	3.6	...	0.4	2	1.5
Total Milk, Cream and Cheese	334	12.7	17.5	23.3	20.4	17.4	626	60.7	0.5	3.7	674	15.7	0.17	13.2	0.72	42.2	0.5	3.7	5	9.1	11	9.1
Beef and veal	84	3.2	5.9	7.9	6.7	5.7	4	0.4	1.4	9.9	0.4	0.02	2.0	0.09	5.1	1.6	11.7
Mutton and lamb	69	2.6	3.5	4.6	6.1	5.2	3	0.3	0.5	3.3	11	0.3	0.03	2.6	0.04	2.4	1.0	7.0
Pork	30	1.1	1.0	1.4	2.9	2.5	1	0.1	0.1	0.6	0.05	3.8	0.01	0.8	0.3	2.0
Bacon	88	3.3	2.2	2.9	8.8	7.5	2	0.2	0.2	1.5	0.10	8.1	0.02	1.2	0.4	3.3
Liver	5	0.2	0.6	0.8	0.3	0.2	0.5	3.4	898	20.8	0.01	1.0	0.10	6.1	0.5	3.3	1	0.8
Poultry	9	0.3	1.2	1.6	0.5	0.4	1	0.1	0.2	1.7	0.01	0.7	0.01	0.4	0.5	3.8
Sausages	49	1.9	1.4	1.9	3.8	3.3	4	0.4	0.2	1.4	2	...	0.03	2.7	0.01	0.8	0.3	2.2
Other meat	72	2.7	3.9	5.2	5.6	4.8	6	0.6	0.8	5.9	34	0.8	0.05	4.0	0.05	3.0	0.8	5.8
Total Meat	406	15.4	19.7	26.2	34.8	29.7	21	2.0	3.9	27.6	959	22.3	0.31	24.9	0.34	19.7	5.4	39.1	1	1.2	1	0.8
Fat fish (c)	8	0.3	0.9	1.2	0.5	0.4	11	1.1	0.1	0.7	13	0.3	...	0.2	0.01	0.7	0.3	1.9	32	25.7
Other fish	18	0.7	2.7	3.5	0.6	0.5	6	0.6	0.2	1.5	0.01	0.6	0.02	1.0	0.3	2.0
Total Fish	26	1.0	3.6	4.7	1.1	0.9	17	1.6	0.3	2.2	13	0.3	0.01	0.8	0.03	1.7	0.5	3.9	32	25.7
Eggs	52	2.0	3.9	5.2	4.0	3.4	21	2.0	1.0	6.9	334	7.8	0.04	3.4	0.15	8.6	...	0.2	20	15.9
Butter	187	7.1	0.1	0.1	20.8	17.7	4	0.4	...	0.2	754	17.5	15	12.0
Margarine	98	3.7	10.9	9.3	0.3	383	8.9	41	32.0
Other fats	94	3.6	0.1	0.1	10.4	8.9	0.1	4	0.1	0.2
Total Fats	379	14.4	0.2	0.2	42.1	36.0	4	0.4	0.1	0.6	1,141	26.5	56	44.4
Sugar and Preserves	330	12.5	4	0.4	0.1	0.9	1	1	1.4	...

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
 (b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
 (c) Includes canned salmon and other canned fish.

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TABLE 1—continued
 (per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine(b)		Riboflavin		Nicotinic acid		Vitamin C(b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Potatoes (d)	141	5.3	3.5	4.7	0.6	0.5	15	1.5	1.2	8.8	—	—	0.18	14.1	0.12	7.2	1.9	13.5	16	32.0	—	—
Cabbages, brussels sprouts and cauliflower	8	0.3	0.7	1.0	—	—	15	1.5	0.3	2.0	52	1.2	0.02	1.7	0.02	1.2	0.1	0.9	6	11.0	—	—
Leafy salads	0.1	2	0.2	0.3	0.3	55	1.3	...	0.2	...	0.2	...	0.1	1	1.5	—	—
Fresh legumes, including quick-frozen	5	0.2	0.4	0.5	—	—	1	0.1	0.1	0.9	16	0.4	0.02	1.7	0.01	0.5	0.1	0.4	1	1.2	—	—
Other fresh green vegetables	1	0.1	0.1	0.1	26	0.6	0.1	0.3	—	—
Carrots	2	0.1	0.1	0.1	—	—	4	0.4	0.1	0.4	566	13.1	...	0.4	...	0.2	0.1	0.5	...	0.9	—	—
Other root vegetables	2	0.1	0.1	0.1	—	—	3	0.3	0.2	0.2	1	0.03	0.2	0.2	0.2	0.2	0.1	0.4	...	1.4	—	—
Other vegetables	24	0.9	1.7	2.3	16	1.6	0.6	4.2	114	2.6	0.03	2.5	0.02	1.4	0.2	1.7	1	2.8	—	—
Total Vegetables	182	6.9	6.6	8.7	0.7	0.6	57	5.5	2.4	17.0	830	19.3	0.26	20.9	0.19	10.9	2.4	17.7	26	51.2	—	—
Oranges	4	0.2	0.1	0.1	—	—	4	0.4	...	0.2	10	0.2	0.01	0.5	...	0.2	...	0.3	5	10.9	—	—
Other citrus fruits	0.1	0.1	0.6	...	0.6	...	0.1	...	0.1	1	1.7	—	—
Apples and pears	10	0.4	0.1	0.1	—	—	...	0.1	0.1	0.7	...	0.1	0.01	0.6	0.01	0.3	0.1	0.7	1	2.0	—	—
Soft fruit	2	0.1	2	0.2	...	0.2	1	0.1	...	0.1	...	0.1	2	4.9	—	—
Bananas	6	0.2	0.1	0.1	—	—	...	0.1	0.1	0.5	2	0.3	...	0.2	0.1	0.4	1	1.8	—	—
Fresh tomatoes	2	0.1	0.2	0.2	—	—	2	0.2	0.1	0.2	170	3.9	0.01	0.6	0.01	0.3	0.1	0.4	4	8.5	—	—
Other fresh fruit	1	3	0.3	0.1	0.1	4	0.1	0.1	0.1	...	0.1	0.2	0.9	—	—
Other fruit (e)	28	1.1	0.2	0.3	0.3	0.2	5	0.5	0.3	1.9	46	1.1	0.01	0.5	0.01	0.6	0.1	0.6	2	4.8	—	—
Total Fruit	53	2.0	0.8	1.1	0.3	0.2	17	1.6	0.6	4.0	236	5.5	0.04	3.3	0.03	2.0	0.4	2.8	18	35.4	—	—
White bread	372	14.1	15.8	1.3	1.6	1.3	134	13.0	2.3	16.0	—	—	0.22	17.6	0.04	2.4	2.0	14.6	—	—	—	—
Other bread	72	2.7	2.5	3.3	0.4	0.3	26	2.5	0.6	4.4	—	—	0.06	4.5	0.02	0.9	0.6	4.6	—	—	—	—
Flour	89	3.4	3.3	0.2	0.2	0.2	34	3.3	0.5	3.7	—	—	0.06	4.4	0.01	0.6	0.4	3.2	—	—	—	—
Cakes and pastries	97	3.7	1.7	2.3	2.7	2.7	19	1.8	0.4	2.9	49	1.1	0.02	2.0	0.03	1.5	0.2	1.5	—	—	3	2.4
Biscuits	119	4.5	1.6	2.2	5.9	5.1	20	1.9	0.4	2.7	—	—	0.02	1.7	...	0.3	0.3	1.9	—	—
Other cereals	91	3.5	1.8	2.5	1.8	1.5	14	1.4	0.6	4.2	12	0.3	0.03	2.3	0.03	1.7	0.5	3.3	0.3
Total Cereals	840	31.9	22.0	29.3	13.1	11.2	247	23.9	4.8	34.0	61	1.4	0.41	32.5	0.13	7.5	4.0	29.1	3	2.7
Tea	—	0.3	0.3	0.5	0.2	0.2	3	0.3	0.1	1.0	—	—	...	0.2	0.01	6.1	...	0.2	—	—	—	—
Other beverages	8	0.3	0.3	0.5	0.2	0.2	3	0.3	0.1	1.0	2	0.2	0.11	6.5	...	0.2	—	—	—	—
Total Beverages	8	0.3	0.3	0.5	0.2	0.2	3	0.3	0.1	1.0	2	0.2	0.11	6.5	...	0.2	—	—	—	—
Other foods (f)	27	1.0	0.7	0.9	0.4	0.3	7	0.7	0.2	1.8	50	1.2	0.01	0.6	0.02	1.0	0.4	3.2	1	1.7	2	1.5
Total All Foods	2,636	100	75.3	100	117.1	100	1,032	100	14.2	100	4,306	100	1.26	100	1.72	100	13.8	100	50	100	126	100

(d) Including chips and crisps.
 (e) Including welfare orange juice.

(f) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt and invalid and infant foods.

APPENDIX D
Household Food Consumption according to Region and Type of Area(a), 1962
 (oz. per person per week except where otherwise stated)

	All households	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
MILK AND CREAM:																	
Liquid milk	4.05	3.56	4.09	3.55	3.52	3.99	3.52	4.19	4.37	4.14	4.39	4.47	3.76	3.79	4.13	4.03	4.97
Full price (pt.)	0.70	0.69	0.72	0.66	0.61	0.77	0.83	0.86	0.57	0.71	0.64	0.70	0.72	0.73	0.69	0.73	0.42
Welfare (pt.)	0.20	0.22	0.21	0.19	0.21	0.21	0.22	0.21	0.18	0.18	0.20	0.17	0.21	0.20	0.20	0.21	0.20
School (pt.)																	
Total Liquid Milk (pt.)	4.95	4.47	5.03	4.40	4.34	4.96	4.58	5.26	5.12	5.02	5.22	5.34	4.69	4.72	5.01	4.97	5.59
Condensed milk	0.02	0.03	0.01	0.03	0.01	0.02	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.03
Sweetened (eq. pt.)																	
Unsweetened (eq. pt.)	0.15	0.18	0.07	0.13	0.14	0.16	0.19	0.18	0.13	0.19	0.18	0.15	0.12	0.15	0.18	0.18	0.17
Dried milk	0.02	0.01	0.03	0.06	0.02	0.02	0.03	0.01	0.02	0.03	0.01	0.03	0.04	0.02	0.03	0.01	0.01
Natural (eq. pt.)	0.09	0.09	0.08	0.12	0.10	0.13	0.12	0.06	0.06	0.07	0.07	0.07	0.12	0.09	0.08	0.09	0.05
Branded (eq. pt.)	0.01	0.02	0.01	0.01	0.02	0.02	0.02	0.02	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.03
Other milk (pt.)	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.04	0.03	0.04	0.02	0.02	0.02	0.02	0.03
Cream (pt.)																	
Total Milk and Cream (pt. or eq. pt.)	5.26	4.84	5.24	4.76	4.64	5.31	4.97	5.55	5.38	5.38	5.53	5.66	5.01	5.02	5.33	5.29	5.90
CHEESE:																	
Natural	2.76	2.73	2.40	1.86	1.80	2.31	2.47	2.99	3.14	3.46	3.50	3.31	2.25	2.44	2.84	3.17	3.30
Processed	0.36	0.31	0.48	0.35	0.34	0.37	0.44	0.33	0.35	0.34	0.29	0.33	0.36	0.39	0.36	0.36	0.30
Total Cheese	3.12	3.04	2.88	2.21	2.14	2.68	2.91	3.32	3.49	3.80	3.79	3.64	2.61	2.83	3.20	3.53	3.60
MEAT AND MEAT PRODUCTS:																	
Carcass meat	9.01	7.20	11.40	9.65	9.22	8.60	9.05	9.15	8.60	7.18	7.64	9.70	8.79	8.76	8.36	9.02	11.43
Beef and veal	6.72	7.66	3.19	5.02	4.61	7.40	5.34	5.08	8.54	7.01	7.79	9.51	6.56	6.22	6.18	5.79	5.66
Mutton and lamb	2.29	2.62	0.69	2.10	2.08	1.26	2.54	2.40	3.44	2.97	2.26	3.24	1.91	2.25	2.20	2.14	2.04
Fork																	
Total Carcass Meat	18.02	17.48	15.28	16.77	15.91	17.26	16.93	16.63	20.58	17.16	17.09	22.45	17.26	17.23	16.74	16.95	19.13

(a) See Glossary for definitions (Appendix G.)

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

	All house-holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provin-cial	Larger towns	Smaller towns		
MEAT AND MEAT PRODUCTS :—contd.																	
Other meat	0.66	0.92	0.72	0.68	0.69	0.57	0.68	0.55	0.66	0.77	0.53	0.60	0.66	0.74	0.56	0.72	0.58
Corned meat	0.21	0.05	0.48	0.33	0.24	0.26	0.21	0.06	0.07	0.27	0.18	0.13	0.23	0.21	0.26	0.21	0.27
Bones	5.56	6.50	4.08	6.70	5.26	5.76	5.81	4.64	6.94	5.37	5.17	5.46	5.70	5.26	5.28	5.61	7.59
Bacon and ham, uncooked	0.87	0.91	0.92	0.67	0.96	0.85	0.84	0.90	0.93	0.81	0.63	1.01	0.88	0.94	0.82	0.72	0.70
Bacon and ham, cooked (including canned)	0.09	0.08	0.07	0.04	0.19	0.15	0.07	0.02	0.10	0.04	0.09	0.07	0.14	0.08	0.10	0.07	0.02
Cooked chicken	0.72	0.53	1.26	0.84	0.74	0.79	0.68	0.68	0.64	0.54	0.44	0.61	0.78	0.81	0.74	0.61	0.26
Other cooked meat (not canned)	1.43	1.70	1.17	1.98	2.00	1.80	1.34	1.27	1.14	1.59	1.26	1.00	1.74	1.58	1.33	1.39	1.14
Other canned meat	0.85	0.74	0.62	0.73	0.84	0.69	0.85	0.88	0.96	0.96	1.10	1.02	0.77	0.87	0.81	0.84	0.86
Liver	0.66	0.42	0.36	0.55	0.69	0.73	0.85	0.45	0.58	0.70	0.82	0.86	0.67	0.61	0.65	0.58	0.46
Offals (other than liver)	2.29	2.47	1.20	1.55	1.55	2.51	2.12	2.52	2.83	2.01	2.73	3.10	2.29	2.14	1.98	2.21	2.10
Poultry	0.12	0.03	0.08	0.22	0.12	0.09	0.20	0.16	0.08	0.11	0.12	0.20	0.07	0.14	0.10	0.13	0.16
Rabbit, game and other meat	2.34	2.22	1.22	1.88	1.58	1.50	3.54	3.22	3.12	2.18	2.85	2.93	1.80	2.22	2.46	2.66	2.14
Sausages, uncooked, pork	1.49	1.82	3.76	1.89	1.76	0.93	0.92	0.94	0.55	1.54	1.18	1.06	1.45	1.77	1.37	1.52	2.00
Sausages, uncooked, beef	2.41	2.07	3.96	3.06	2.76	2.67	2.76	1.83	1.84	1.86	1.91	1.64	2.52	2.51	2.72	2.46	2.50
Other meat products	19.70	20.46	19.90	21.12	19.38	19.30	20.87	18.12	20.44	18.75	19.01	19.69	19.70	19.88	19.18	19.73	21.14
Total Other Meat and Meat Products	37.72	37.94	35.18	37.89	35.29	36.56	37.80	34.75	41.02	35.91	36.70	42.14	36.96	37.11	35.92	36.68	40.27
FISH:																	
White, filleted, fresh	1.72	1.02	2.91	2.30	2.14	1.60	1.64	1.05	1.53	1.26	1.50	1.51	1.90	1.78	1.71	1.59	1.86
White, filleted, quick-frozen	0.44	0.84	0.10	0.32	0.27	0.46	0.23	0.44	0.55	0.74	0.48	0.54	0.40	0.42	0.36	0.57	0.36
White, other, fresh	0.70	1.42	0.30	0.34	1.04	0.72	0.40	0.67	0.32	0.66	0.88	0.88	0.71	0.82	0.67	0.44	0.51
Herrings, fresh	0.14	0.10	0.15	0.18	0.04	0.05	0.08	0.13	0.11	0.13	0.20	0.28	0.09	0.09	0.14	0.15	0.14
Fat, fresh, other	0.36	0.24	0.04	0.03	0.08	0.08	0.06	0.07	0.17	0.19	0.18	0.19	0.08	0.09	0.07	0.13	0.25
White, processed	0.33	0.36	0.51	0.23	0.30	0.22	0.21	0.33	0.16	0.32	0.47	0.63	0.22	0.34	0.27	0.32	0.26
Fat, processed	0.06	0.06	0.28	0.39	0.26	0.24	0.18	0.47	0.31	0.24	0.33	0.52	0.30	0.31	0.27	0.30	0.34
Shell	0.89	0.06	—	0.08	0.08	0.02	0.06	0.12	0.04	0.04	0.05	0.12	0.03	0.08	0.06	0.01	0.01
Cooked	0.50	0.45	0.32	1.26	2.13	0.71	1.80	1.04	0.93	0.50	0.51	0.80	1.19	1.07	0.87	0.50	0.28
Salmon, canned	0.32	0.66	0.37	0.42	0.69	0.64	0.48	0.39	0.64	0.42	0.32	0.43	0.65	0.54	0.44	0.40	0.31
Canned, other	0.22	0.22	0.10	0.20	0.28	0.26	0.29	0.49	0.43	0.35	0.42	0.44	0.29	0.27	0.33	0.31	0.24
Fish products	0.22	0.11	0.22	0.47	0.45	0.18	0.35	0.16	0.12	0.24	0.18	0.10	0.27	0.26	0.20	0.24	0.16
Total Fish	5.79	5.58	5.50	6.22	7.76	5.18	5.78	5.38	5.51	5.09	5.52	6.44	6.13	6.07	5.49	4.96	4.78

APPENDIX D—continued
(oz. per person per week unless otherwise stated)

	All household-holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Eggs (No.)	4.68	4.74	5.16	5.14	4.35	4.11	4.45	4.42	4.68	4.66	4.95	4.79	4.48	4.56	4.64	4.77	5.56
Eggs purchased (No.)	4.34	4.14	4.68	4.80	4.18	3.99	4.08	4.14	4.06	4.02	4.62	4.74	4.40	4.41	4.49	4.10	2.63
FATS:																	
Butter	6.20	8.24	5.86	5.54	5.37	5.67	5.39	5.89	6.14	7.18	6.46	6.78	5.63	6.24	6.07	6.70	5.96
Margarine	3.15	2.11	3.47	3.58	4.38	3.93	3.59	2.74	3.08	2.22	3.11	2.31	3.61	3.08	3.25	3.13	3.86
Lard and compound	2.14	2.47	1.09	2.28	2.55	2.23	3.12	2.44	2.32	2.35	1.87	1.85	2.08	2.34	2.08	2.33	2.00
Cooking fat	0.14	0.08	0.04	0.24	0.20	0.08	0.18	0.36	0.08	0.14	0.18	0.16	0.11	0.16	0.18	0.11	0.15
Suet	0.22	0.24	0.37	0.32	0.26	0.22	0.32	0.15	0.10	0.20	0.15	0.16	0.20	0.26	0.26	0.22	0.23
Other fats, oils and creams	0.14	0.17	0.04	0.08	0.13	0.12	0.13	0.10	0.02	0.09	0.23	0.36	0.09	0.13	0.11	0.10	0.06
Total Fats	11.99	13.31	10.87	12.04	12.89	12.25	12.73	11.68	11.74	12.18	12.00	11.62	11.72	12.21	11.95	12.59	12.26
SUGAR AND PRESERVES:																	
Sugar	18.40	18.56	16.92	15.50	18.41	19.37	20.06	18.76	21.24	18.90	17.48	17.32	17.99	18.40	18.97	18.63	20.37
Jams, jellies and fruit curds	1.65	1.63	2.50	1.73	1.90	1.64	1.68	1.53	1.34	1.27	1.37	1.45	1.67	1.60	1.61	1.79	2.38
Marmalade	1.03	0.93	0.83	1.13	0.92	1.06	0.96	1.03	0.70	1.02	1.40	1.26	0.90	0.90	1.14	1.12	0.88
Syrup, treacle and honey	0.60	0.34	0.83	0.97	0.96	0.48	0.43	0.58	0.28	0.40	0.92	0.49	0.52	0.48	0.78	0.59	1.22
Total Sugar and Preserves	21.68	21.46	21.08	19.33	22.19	22.55	23.13	21.90	23.56	21.59	21.17	20.52	21.08	21.38	22.50	22.13	24.85
VEGETABLES:																	
Old potatoes (1961 crop)	17.69	20.82	18.29	17.21	14.80	13.56	20.77	18.82	19.54	20.46	17.10	17.11	14.76	19.71	16.52	18.49	24.61
Not pre-packed	2.94	2.67	3.66	1.98	2.61	6.34	2.19	2.22	3.51	1.49	1.98	1.59	5.13	2.30	3.66	1.94	0.10
Pre-packed	17.80	21.24	18.20	16.93	17.13	15.94	19.91	17.03	22.56	16.85	15.76	16.52	15.60	19.84	17.86	19.25	16.80
Old potatoes (1962 crop) (b)	1.46	1.00	2.71	1.33	1.68	2.53	0.71	0.90	0.73	1.61	1.02	0.96	2.59	0.96	1.28	1.62	0.05
Not pre-packed	12.30	13.29	10.44	11.40	11.61	14.46	10.55	11.25	12.84	10.22	11.07	14.62	13.18	12.89	11.19	11.06	7.21
Pre-packed	0.17	0.68	0.60	1.44	0.32	0.07	0.01	0.08	—	0.12	0.11	0.28	0.32	0.07	0.14	0.13	—
Chips	1.06	0.68	0.60	1.44	2.44	1.06	2.39	1.25	1.04	0.61	0.53	0.55	1.51	1.42	1.09	0.55	0.34
Crisps	0.14	0.23	0.17	0.21	0.12	0.11	0.18	0.15	0.13	0.21	0.14	0.09	0.12	0.18	0.16	0.17	0.16
Total Potatoes	53.56	59.94	54.66	50.50	50.71	54.06	56.71	51.70	60.36	51.58	47.72	51.72	53.22	57.36	51.89	53.22	49.26
Total Potatoes purchased	48.08	52.41	45.66	45.41	49.68	52.65	45.18	46.07	53.15	40.59	41.51	50.47	52.28	54.52	46.79	39.77	17.62

(b) Potatoes from the 1962 crop were classified as 'new' until 31st August, and as 'old' from 1st September onwards.

APPENDIX D—continued

(oz. per person per week unless otherwise stated)

	All household-holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
VEGETABLES—contd.																	
Cabbages	5.02	6.00	2.78	3.67	3.24	3.16	4.36	4.88	5.51	7.61	7.09	7.22	3.48	4.82	4.82	5.42	5.86
Brussels sprouts	2.28	1.64	0.91	1.93	1.94	1.36	3.54	2.36	3.20	2.86	3.24	3.12	1.79	2.24	2.26	2.22	2.28
Cauliflower	2.58	3.70	1.21	2.80	2.84	2.27	3.39	3.06	2.92	3.20	2.77	2.06	2.28	3.09	2.63	2.74	2.46
Leafy salads	1.22	0.98	0.67	0.95	1.12	1.27	1.12	1.25	1.30	1.41	1.48	1.60	1.16	1.16	1.14	1.20	1.00
Peas, fresh	1.53	1.59	0.43	0.98	1.48	1.08	1.59	1.35	2.07	1.59	1.54	2.51	1.50	1.06	1.56	1.45	1.45
Peas, quick-frozen	0.65	0.90	0.08	0.25	0.48	0.40	0.31	0.72	0.93	0.80	0.69	1.30	0.58	0.54	0.51	0.25	0.25
Beans, fresh	1.49	2.67	0.05	0.48	0.33	0.28	1.79	2.32	2.23	3.60	2.74	1.50	0.66	1.43	1.82	2.22	1.95
Beans, quick-frozen	0.12	0.21	0.03	0.05	0.10	0.11	0.08	0.12	0.14	0.12	0.12	0.24	0.12	0.11	0.10	0.09	0.10
Other fresh green vegetables	0.25	0.27	0.02	0.06	—	0.06	0.20	0.26	0.24	0.88	0.47	0.42	0.06	0.14	0.18	0.60	0.44
Total Fresh Green Vegetables	15.14	17.96	6.18	11.17	11.53	9.99	16.38	16.32	18.54	22.07	19.24	19.97	11.63	14.79	14.55	16.56	15.79
Carrots	2.77	2.17	3.56	2.35	2.73	3.98	2.64	2.46	2.10	2.21	2.73	2.45	2.95	2.82	2.80	2.81	2.63
Other roots	2.31	3.64	3.66	3.23	1.88	1.29	2.04	1.98	1.67	2.34	2.68	1.95	1.92	2.43	2.53	2.52	3.50
Onions, shallots, etc.	3.04	2.77	3.46	3.31	3.44	3.77	2.57	2.16	3.21	2.32	2.42	3.03	3.61	3.05	2.86	2.51	2.66
Miscellaneous fresh vegetables	1.52	1.56	0.23	0.88	1.20	0.68	1.82	1.84	1.53	2.09	2.50	2.50	0.97	1.48	1.36	1.67	1.18
Dried pulses	0.48	0.70	1.22	0.93	0.66	0.50	0.39	0.20	0.21	0.24	0.18	0.16	0.56	0.60	0.47	0.44	0.72
Canned peas	3.21	2.65	2.45	3.76	3.54	3.43	3.51	3.58	3.14	3.36	3.48	2.97	3.43	3.65	3.20	2.96	1.66
Canned beans	2.72	2.72	2.76	2.68	3.04	2.68	3.07	2.43	2.65	2.78	2.63	2.56	2.82	2.99	2.62	2.69	1.88
Other canned vegetables	0.57	0.43	0.28	0.52	0.76	0.53	0.70	0.82	0.48	0.59	0.74	0.59	0.52	0.68	0.54	0.54	0.44
Vegetable products	0.18	0.25	0.40	0.36	0.17	0.22	0.10	0.09	0.07	0.07	0.12	0.14	0.24	0.23	0.15	0.16	0.09
Total Other Vegetables	16.80	16.89	18.02	18.02	17.42	17.08	16.84	15.56	15.06	16.00	17.48	16.35	17.02	17.93	16.53	16.30	14.76
Total Vegetables	85.50	94.79	78.86	79.69	79.66	81.13	89.93	83.58	93.96	89.65	84.44	88.04	81.87	90.08	82.97	86.08	79.81
FRUIT:																	
Fresh:																	
Oranges	3.30	3.46	2.64	3.15	3.94	3.40	2.58	3.89	3.14	2.73	2.88	4.14	3.61	3.22	2.74	2.96	2.85
Other citrus fruit	0.90	0.86	0.39	0.98	1.07	0.99	0.56	1.00	0.67	0.66	1.20	1.30	0.92	0.74	0.99	0.68	0.66
Apples	6.27	6.81	4.48	5.42	5.16	5.11	6.02	6.82	6.50	6.60	7.28	8.36	5.36	5.72	6.08	6.36	6.96
Pears	0.88	0.74	0.66	0.92	0.72	0.91	0.66	0.78	0.91	0.81	0.86	1.35	0.92	0.86	0.76	0.62	0.71
Stones fruit	0.68	0.41	0.32	0.62	0.46	0.57	0.65	0.90	0.68	0.83	0.80	1.10	0.58	0.53	0.68	0.58	0.74
Soft fruit	1.18	0.88	1.08	1.10	1.16	0.88	1.30	1.65	0.90	1.42	1.24	1.46	0.92	1.02	1.22	1.57	0.96
Bananas	3.64	4.13	3.05	3.50	3.14	3.33	3.32	4.20	3.32	3.86	3.99	4.64	3.10	3.55	3.81	3.56	2.94
Other fresh fruit	1.02	0.96	1.36	1.11	0.50	0.86	0.68	1.04	0.84	1.18	1.48	1.10	0.78	0.82	1.01	1.41	1.81
Tomatoes	4.20	4.22	3.17	3.62	3.69	3.68	4.25	4.52	4.62	3.86	4.68	5.38	3.87	4.10	3.99	4.03	3.68
Total Fresh Fruit	22.07	22.47	17.15	20.42	19.44	19.54	20.03	24.80	21.58	21.95	24.41	28.83	20.06	20.56	21.28	21.77	21.31

H

APPENDIX D—continued

(oz. per person per week unless otherwise stated)

	All house-holds	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
												London	Provincial	Larger towns	Smaller towns			
FRUIT:—contd.																		
Other fruit:	0.56	0.78	0.06	0.81	0.60	0.33	1.10	0.52	1.08	0.44	0.48	0.45	0.65	0.53	0.45	0.40		
Tomatoes, canned and bottled	2.80	3.07	2.49	2.64	2.48	2.75	2.92	2.80	2.64	3.10	2.88	3.04	2.92	2.68	2.83	2.55		
Canned peaches, pears and pine-apples	1.98	2.09	1.33	1.50	1.67	1.76	1.92	2.67	1.96	2.18	2.35	2.45	1.95	2.04	2.00	1.93		
Other canned and bottled fruit	0.72	1.23	0.44	0.80	0.67	0.58	0.79	0.73	0.85	0.82	0.82	0.68	0.61	0.71	0.88	1.19		
Dried vine fruit	0.22	0.19	0.27	0.37	0.21	0.13	0.10	0.18	0.18	0.24	0.31	0.28	0.17	0.30	0.22	0.41		
Other dried fruit	0.35	0.42	0.15	0.48	0.48	0.30	0.52	0.37	0.34	0.30	0.34	0.36	0.34	0.35	0.33	0.42		
Nuts and fruit and nut products	0.44	0.54	0.54	0.36	0.35	0.44	0.31	0.42	0.32	0.50	0.56	0.45	0.36	0.43	0.56	0.32		
Fruit juices	0.04	0.04	0.02	0.04	0.01	0.03	0.03	0.04	0.01	0.10	0.04	0.05	0.03	0.02	0.06	0.05		
Welfare orange juice																		
Total Other Fruit and Fruit Products	7.11	8.36	5.30	7.00	6.47	6.32	7.69	7.73	7.38	7.68	7.78	7.76	6.40	7.11	7.33	7.27		
Total Fruit	29.18	30.83	22.45	27.42	25.91	25.86	27.72	32.53	28.96	29.63	32.19	36.59	26.46	27.72	29.10	28.58		
CEREALES:																		
Brown bread	2.43	2.47	2.34	4.48	3.47	2.64	1.30	1.37	1.83	1.39	2.60	2.68	3.10	2.14	1.80	2.39		
White bread, large loaves	31.42	35.03	38.67	26.90	22.96	30.55	34.04	29.24	40.88	34.42	29.09	24.71	29.87	31.97	36.64	41.17		
White bread, small loaves	4.64	5.11	1.52	6.28	7.68	6.44	3.40	4.14	3.74	4.44	3.77	5.16	6.24	4.70	3.11	1.55		
Wholewheat and wholemeal bread	0.83	0.61	0.27	0.32	0.36	0.97	0.46	0.82	0.98	0.88	1.44	1.40	0.48	0.67	0.76	0.74		
Malt bread	0.21	0.01	0.24	0.47	0.40	0.29	0.19	0.12	0.22	0.18	0.12	0.09	0.39	0.15	0.16	0.23		
Other bread	4.04	3.54	8.19	3.56	3.68	3.02	2.40	2.89	2.48	3.13	3.36	5.58	3.99	3.46	3.67	2.62		
Total Bread	43.57	46.77	51.23	42.01	38.55	43.91	41.79	38.58	50.13	44.44	40.38	39.42	44.07	43.23	46.14	48.70		

APPENDIX D—continued
(oz. per person per week unless otherwise stated)

	All household	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
CEREALS:—contd.																	
Self-raising flour . . .	4.84	5.73	2.49	6.39	5.71	4.59	6.48	5.84	4.26	4.98	5.48	4.24	4.34	5.11	4.81	5.35	6.24
Other flour . . .	1.38	0.85	0.66	3.48	3.23	0.84	2.39	2.02	0.78	0.82	1.00	1.02	1.58	1.61	1.30	1.12	1.64
Buns, scones and teacakes . . .	1.61	0.74	2.99	2.08	3.52	2.55	1.07	0.82	0.58	1.31	0.92	0.72	2.53	1.45	1.70	1.40	1.38
Cakes and pastries . . .	5.00	5.10	5.67	4.52	5.56	5.24	5.26	4.54	4.30	5.48	4.62	4.71	4.86	5.33	5.37	4.81	4.33
Chocolate biscuits . . .	0.94	0.90	1.80	1.20	1.37	1.03	0.68	0.78	0.60	0.78	0.59	0.60	1.12	0.96	0.98	0.96	0.88
Other biscuits . . .	4.81	4.66	5.37	5.41	5.10	4.30	4.74	4.90	4.19	4.42	4.95	4.98	4.64	4.83	4.85	4.64	5.31
Puddings . . .	1.19	0.78	1.55	1.53	2.03	1.51	1.43	0.78	0.87	1.04	0.68	0.83	1.45	1.38	1.39	0.82	0.51
Ice-cream (served as part of a meal) . . .	0.48	0.43	0.44	0.41	0.32	0.33	0.49	0.73	0.36	0.44	0.71	0.62	0.34	0.46	0.50	0.51	0.51
Oatmeal and oat products . . .	0.92	0.66	2.16	0.59	0.68	0.81	0.72	0.71	0.84	0.97	0.84	0.68	0.78	0.75	0.96	1.08	2.82
Breakfast cereals . . .	1.92	1.82	1.35	1.64	1.79	2.04	1.96	2.25	2.03	2.08	2.21	1.99	1.91	1.92	1.92	1.88	1.80
Rice . . .	0.62	0.52	0.48	0.63	0.52	0.48	0.54	0.59	0.51	0.52	0.73	1.02	0.51	0.57	0.57	0.47	0.70
Cereals, flour base . . .	0.86	0.84	1.08	0.72	0.54	0.61	0.82	0.94	0.76	0.76	0.96	1.20	0.71	0.80	0.86	0.94	0.66
Other cereals . . .	0.60	0.35	1.02	0.52	0.38	0.38	0.63	0.79	0.66	0.54	0.69	0.53	0.46	0.56	0.67	0.64	1.16
Total Cereals . . .	68.74	70.15	78.29	71.13	69.30	68.62	69.00	64.27	70.87	68.58	64.76	62.56	69.30	68.96	69.49	70.76	76.64
BEVERAGES:																	
Tea . . .	2.79	2.89	2.54	2.64	2.78	2.86	2.92	2.59	3.11	2.70	2.59	2.91	2.74	2.82	2.84	2.66	2.61
Coffee, bean and ground . . .	0.10	0.07	0.06	0.07	0.07	0.13	0.07	0.05	0.05	0.18	0.22	0.14	0.09	0.09	0.12	0.11	0.12
Coffee, powders and crystals . . .	0.20	0.14	0.12	0.21	0.24	0.23	0.13	0.22	0.19	0.18	0.26	0.28	0.21	0.20	0.18	0.19	0.14
Coffee essences . . .	0.10	0.08	0.02	0.04	0.08	0.08	0.21	0.20	0.17	0.22	0.08	0.08	0.09	0.11	0.10	0.14	0.12
Cocoa and drinking chocolate . . .	0.16	0.17	0.08	0.14	0.14	0.12	0.14	0.19	0.24	0.20	0.20	0.21	0.15	0.14	0.17	0.15	0.20
Branded food drinks . . .	0.21	0.24	0.04	0.08	0.12	0.21	0.29	0.35	0.24	0.31	0.27	0.23	0.14	0.22	0.24	0.24	0.24
Total Beverages . . .	3.56	3.59	2.86	3.18	3.43	3.63	3.76	3.60	4.00	3.79	3.62	3.85	3.42	3.58	3.65	3.49	3.43
MISCELLANEOUS:																	
Spreads and dressings . . .	0.18	0.12	0.11	0.16	0.18	0.11	0.23	0.26	0.14	0.21	0.23	0.23	0.12	0.18	0.17	0.19	0.24
Soups, canned . . .	2.53	2.09	4.03	2.61	3.42	2.63	2.68	2.16	1.88	2.07	1.87	2.04	2.60	2.85	2.63	2.44	1.96
Soups, dehydrated and powdered . . .	0.06	0.03	0.13	0.02	0.06	0.06	0.07	0.06	0.04	0.06	0.07	0.06	0.05	0.06	0.06	0.08	0.06
Meat and vegetable extracts . . .	0.13	0.06	0.08	0.08	0.12	0.10	0.10	0.18	0.13	0.14	0.23	0.20	0.10	0.12	0.13	0.14	0.14
Pickles and sauces . . .	1.03	1.33	1.06	0.97	1.11	0.91	1.03	1.13	1.04	1.08	0.89	1.04	1.01	1.16	0.88	1.13	0.94
Table jellies, squares and crystals (pt.) . . .	0.09	0.08	0.08	0.08	0.08	0.08	0.08	0.09	0.08	0.10	0.10	0.10	0.08	0.08	0.08	0.10	0.09
Salt . . .	0.85	0.82	1.03	0.74	0.84	0.75	0.66	0.80	0.92	0.85	0.88	0.92	0.76	0.85	0.88	0.81	1.14
Invalid and infant foods . . .	0.34	0.24	0.40	0.33	0.36	0.44	0.36	0.31	0.29	0.33	0.37	0.24	0.33	0.35	0.35	0.39	0.43

(90720)

H2

APPENDIX E

Income Elasticities of Demand

1. The income elasticity of expenditure on a commodity (or of quantity purchased or any other variate) is the ratio of the relative change in expenditure (or other variate) to the relative change in income, *ceteris paribus*. Mathematically, the income elasticity E may be represented by the equation:

$$E = \frac{i}{e} \cdot \frac{de}{di}$$

where e = expenditure (or other variate) and i = net family income.

In the first instance, the relationship between expenditure and net family income must be established for each of several groups of households, the households within each group being of similar composition (e.g. one man, one woman and one child). Even with this restriction the elasticity of demand may not be the same at all income levels, often declining as income increases. Nevertheless for many commodities a sufficiently good fit is obtained by a particular type of curve which gives a constant elasticity over the range of incomes covered. This curve is of the form:

$$e = k i E$$

where i , e and E are as defined above and k is a constant.

2. Estimates of the income elasticities of total food expenditure per head and of expenditure and purchases of the main foods have been obtained by cross-section methods for each of the eleven types of households shown in Table 1. These groups accounted in 1962 for 67 per cent of all households and 58 per cent of persons in the Survey sample, and are thus not fully representative, but there is evidence from a fuller analysis in 1956 that the inclusion of the more complex household types would not materially alter the conclusions. In order to calculate the estimates, the households of each type were ranked in order of declared net family income, and the median and upper and lower quartiles were determined. The elasticities for each household type were estimated from the means of the four groups thus distinguished; overall averages were obtained by combining the values for each of the eleven household types. A minority of households for which no information on family income was available had to be excluded from the analysis.

3. Estimates of the income elasticities of total domestic food expenditure of each household type in 1962 are shown in Table 1 together with corresponding estimates for 1955, 1958 and 1960. Owing to a tendency to understate incomes, which is relatively greater among households with higher incomes, these estimates of income elasticity possibly err on the high side. The range in the elasticities is from 0.08 for a man and woman (both under 55) to 0.39 for a woman living on her own. However, if the estimates are adjusted for incidence of meals out and of meals served to visitors the range becomes considerably narrower—from 0.19

to 0.39. For most household groups this adjustment (which indicates what the elasticities might have been if all meals had been taken at home) tends to increase the values; there is, however, one exception for women living alone, of whom those with higher incomes entertain more visitors. The magnitude of the adjustment is greatest for younger childless couples, both of whom are usually at work.

4. The income elasticities found for separate foods or groups of foods in 1955, 1958, 1960 and 1962 are shown in Table 2. The trend shown by these results is one of slowly decreasing income elasticity of demand for most foods even though there happened to be more increases than decreases between 1960 and 1962. The negative sign attached to the estimates for some foods indicates that expenditure (or quantity purchased) decreases with increasing income; such commodities are often described as 'inferior goods'. It is not necessarily the case that demand for such foods will fall away as living standards rise, or that demand for a luxury food will rise, since there may be underlying trends in consumer preference which are not associated with income.

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

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

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

Thus the expenditure elasticity is the sum of the quantity elasticity and what may be called the quality elasticity, in so far as quality is measured by price. The difference between the elasticities of expenditure and quantity shown in Table 2 is formally the 'income elasticity of price', but it may be regarded as meaning the elasticity of quality in a broad sense covering the quality of the food itself and the services associated with its sale.

TABLE 1
Estimated Income Elasticity of Household Food Expenditure

Type of Household	1955	1958	1960	1962	Estimates adjusted for incidence of meals out and of meals served to visitors			
					1955	1958	1960	1962
One man and one woman and:								
No other (both under 55)	0.16	0.15	0.10	0.08	0.29	0.26	0.28	0.19
No other (one or both 55 or over)	0.36	0.33	0.35	0.35	0.38	0.37	0.36	0.39
1 child	0.24	0.28	0.24	0.26	0.31	0.32	0.32	0.33
2 children	0.28	0.30	0.22	0.25	0.36	0.36	0.28	0.32
3 children	0.29	0.19	0.21	0.20	0.35	0.24	0.26	0.26
1 adolescent	0.28	0.23	0.28	0.19	0.32	0.31	0.35	0.29
1 child and 1 adolescent	0.31	0.27	0.23	0.26	0.38	0.35	0.33	0.29
One woman only	0.32	0.29	0.28	0.39	0.33	0.27	0.28	0.35
Two women	0.34	0.30	0.23	0.32	0.37	0.32	0.27	0.38
One man, two women	0.32	0.32	0.23	0.36	0.37	0.39	0.29	0.39
Two men, one woman	0.38	0.30	0.29	0.24	0.46	0.33	0.39	0.35
<i>All above households (weighted average)</i>	<i>0.30</i>	<i>0.28</i>	<i>0.25</i>	<i>0.27</i>	<i>0.35</i>	<i>0.32</i>	<i>0.31</i>	<i>0.33</i>

TABLE 2
Estimates of Income Elasticities of Demand for Individual Foods

	Income elasticity of Expenditure				Income elasticity of Quantity Purchased			
	1955	1958	1960	1962	1955	1958	1960	1962
MILK AND CREAM:								
Liquid milk								
Full price	0.31	0.33	0.26	0.31	0.28	0.31	0.24	0.29
Welfare	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
<i>Total Liquid Milk</i>	0.29	0.27	0.22	0.27	0.20	0.21	0.16	0.20
Condensed milk								
Skimmed, sweetened	-0.31	-1.30	-0.34	-0.05	-0.35	-1.35	-0.31	-0.10
Whole, sweetened	-0.59	-0.17	-0.22	0.13	-0.61	-0.17	-0.22	0.16
Whole, unsweetened	0.51	0.14	0.18		0.50	0.11	0.19	
Dried milk								
National	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Branded	-0.28	-0.30	-0.47	-1.01	-0.23	-0.49	-0.54	-0.92
Other milk	3.34	1.62	2.24	2.25	1.97	0.70	0.69	1.03
Cream	1.33	1.09	1.38	1.35	1.35	0.99	1.38	1.22
<i>Total Other Milk and Cream</i>	0.30	0.30	0.45	0.40	-0.04	0.27	-0.12	-0.15
CHEESE:								
Natural	0.15	0.28	0.25	0.31	0.09	0.24	0.21	0.26
Processed	0.36	0.11	0.13	0.20	0.26	0.03	0.13	0.16
<i>Total Cheese</i>	0.19	0.24	0.23	0.29	0.11	0.21	0.20	0.25
MEAT AND MEAT PRODUCTS:								
Carcass meat								
Beef and veal	0.18	0.06	0.16	0.16	0.08	-0.02	0.07	0.09
Mutton and lamb	0.48	0.47	0.38	0.41	0.35	0.34	0.29	0.32
Pork	0.38	0.62	0.46	0.41	0.30	0.53	0.43	0.34
<i>Total Carcass Meat</i>	0.31	0.25	0.27	0.28	0.21	0.17	0.19	0.21

TABLE 2—continued

	Income elasticity of Expenditure				Income elasticity of Quantity Purchased			
	1955	1958	1960	1962	1955	1958	1960	1962
MEAT AND MEAT PRODUCTS:—contd.								
Other meat								
Corned meat	0.13	-0.16	-0.20	-0.16	0.16	-0.19	-0.22	-0.18
Bones	-0.18	-0.48	-0.57	-0.67	-0.36	-0.55	-0.76	-0.81
Bacon and ham, uncooked	0.32	0.35	0.27	0.27	0.24	0.28	0.22	0.19
Bacon and ham, cooked (including canned)	0.63	0.37	0.32	0.43	0.58	0.36	0.29	0.36
Cooked chicken			1.32	0.58			1.19	0.64
Other cooked meat (not canned) (a)	0.58	0.25	-0.01	0.09	0.38	0.15	-0.10	0.02
Other canned meat (a)	0.22	0.11	0.07	0.11	0.10	0.03	-0.02	0.01
Liver	0.46	0.39	0.27	0.22	0.38	0.32	0.19	0.20
Offals (other than liver)	0.71	0.52	0.90	0.78	0.41	0.24	0.69	0.62
Poultry	1.70	1.51	1.37	0.90	1.61	1.40	1.34	0.88
Rabbit, game and other meat	1.66	0.99	0.78	0.51	1.32	0.66	0.93	0.26
Sausages, uncooked, pork	0.40	0.49	0.40	0.27	0.34	0.46	0.37	0.24
Sausages, uncooked, beef	-0.53	-0.72	-0.76	-0.59	-0.55	-0.72	-0.79	-0.63
Other meat products	-0.03	0.12	-0.06	0.00	-0.18	-0.01	-0.12	-0.15
<i>Total Other Meat and Meat Products</i>	0.36	0.33	0.29	0.26	0.20	0.19	0.18	0.15
FISH:								
White, filleted, fresh			0.12	0.21			0.08	0.11
White, filleted, quick-frozen			0.60	0.48			0.60	0.46
White, other, fresh	0.36	0.36	0.63	0.43	0.20	0.21	0.47	0.28
Herrings, fresh	0.07	-0.24	0.02	0.34	0.03	-0.21	-0.17	0.34
Fat, fresh, other	0.99	0.34	1.62	1.44	0.55	-0.50	0.66	0.60
White, processed	0.64	0.73	0.47	0.54	0.62	0.66	0.45	0.49
Fat, processed	0.31	0.54	0.55	0.67	0.25	0.39	0.28	0.53
Shell	1.18	1.44	1.14	1.45	0.86	1.15	0.82	1.22
Cooked	-0.18	-0.04	-0.16	-0.09	-0.19	-0.19	-0.19	-0.14
Salmon, canned			0.46	0.52			0.41	0.50
Canned, other	0.63	0.63	0.50	0.62	0.60	0.43	0.24	0.33
Fish paste			0.64	0.14			0.48	0.11
Fish cakes and other fish products	0.40	0.17	-0.34	0.14	0.14	-0.04	-0.46	0.11
<i>Total Fish</i>	0.38	0.41	0.37	0.37	0.23	0.20	0.21	0.23

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

TABLE 2—continued

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

TABLE 2—continued

	Income elasticity of Expenditure				Income elasticity of Quantity Purchased			
	1955	1958	1960	1962	1955	1958	1960	1962
VEGETABLES:—contd.								
Cabbages	0.15	0.15	0.05	0.11	0.16	0.08	0.02	—0.01
Brussels sprouts	0.60	0.61	0.45	0.42	0.59	0.63	0.37	0.35
Cauliflower	0.83	0.78	0.45	0.60	0.77	0.72	0.40	0.56
Leafy salads	0.97	0.97	0.75	0.94	0.95	0.86	0.74	0.89
Peas, fresh	0.96	0.38	0.46	0.64	0.90	0.33	0.46	0.64
Beans, fresh	1.72	1.82	1.53	1.34	1.73	1.79	1.54	1.35
Peas, quick-frozen	0.68	0.87	2.01	1.52	0.27	0.32	2.07	1.55
Beans, quick-frozen			0.63	1.11			0.16	0.70
Other fresh green vegetables								
Total Fresh Green Vegetables	0.71	0.72	0.66	0.71	0.53	0.45	0.39	0.45
Carrots	0.18	0.02	0.16	0.24	0.19	0.01	0.07	0.16
Other root vegetables	0.28	0.24	0.32	0.35	0.03	—0.03	0.07	0.11
Onions, shallots, etc.	0.04	0.21	0.14	0.23	0.02	0.16	0.08	0.17
Miscellaneous fresh vegetables	1.10	1.14	1.04	0.96	0.93	1.00	0.82	0.84
Dried pulses	—0.41	—0.61	—0.52	—0.38	—0.39	—0.74	—0.58	—0.54
Canned peas	0.29	0.08	0.01	—0.05	0.18	—0.06	—0.12	—0.16
Canned beans	0.00	0.01	0.03	—0.02	—0.04	—0.03	0.03	—0.03
Other canned vegetables	1.04	0.72	0.97	0.48	0.71	0.63	0.81	0.47
Vegetable products	—0.04	0.40	0.29	0.31	0.03	0.15	—0.02	0.43
Total Other Vegetables	0.26	0.24	0.26	0.26	0.14	0.08	0.10	0.12
FRUIT:								
Fresh								
Oranges	0.58	0.74	0.61	0.78	0.60	0.76	0.59	0.78
Other citrus fruit	1.20	1.26	1.07	1.23	1.23	1.24	1.04	1.28
Apples	0.72	0.77	0.60	0.84	0.57	0.64	0.48	0.77
Pears	1.20	0.82	0.87	0.95	0.84	0.68	0.78	0.88
Stone fruit	1.67	1.04	1.36	1.18	1.49	0.94	1.36	0.60
Soft fruit (including quick-frozen)	0.78	0.66	0.61	0.50	0.77	0.66	0.60	0.49
Bananas	1.19	1.15	1.59	1.56	1.20	1.00	1.35	1.49
Other fresh fruit	0.55	0.46	0.44	0.45	0.53	0.45	0.43	0.47
Tomatoes								
Total Fresh Fruit	0.75	0.70	0.64	0.71	0.68	0.67	0.61	0.70

TABLE 2—continued

	Income elasticity of Expenditure				Income elasticity of Quantity Purchased			
	1955	1958	1960	1962	1955	1958	1960	1962
FRUIT:—contd.								
Other fruit	0.16	0.27	0.00	0.10	0.15	0.24	-0.01	0.10
Tomatoes, canned and bottled			0.44	0.48			0.45	0.50
Canned peaches, pears and pineapples	0.81	0.72	0.67	0.81	0.79	0.72	0.65	0.78
Other canned and bottled fruit	-0.03	0.10	0.13	-0.02	-0.08	0.04	0.10	-0.10
Dried vine fruit	0.67	0.79	0.55	0.36	0.49	0.74	0.52	0.27
Other dried fruit	0.71	0.64	1.08	0.67	0.56	0.49	0.96	0.45
Nuts and fruit and nut products	1.55	1.20	1.19	1.09	1.62	1.47	1.20	1.23
Fruit juices	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Welfare orange juice	0.65	0.64	0.56	0.57	0.55	0.58	0.49	0.52
Total Other Fruit and Fruit Products								
	0.18	0.20	0.38	0.12	0.18	0.19	0.35	0.12
		0.44	0.32			0.45	0.24	
CEREALS:								
Brown bread (b)								
Unwrapped	0.18	0.20	0.38	0.12	0.18	0.19	0.35	0.12
Wrapped		0.44	0.32			0.45	0.24	
White bread								
Large loaves, unwrapped	-0.18	-0.40	-0.17	-0.27	-0.17	-0.39	-0.18	-0.28
Large loaves, wrapped		-0.22	-0.43			-0.21	-0.43	
Small loaves, unwrapped		0.16	0.19	0.25		0.15	0.18	0.24
Small loaves, wrapped		0.08	-0.04			0.09	-0.04	
Wholewheat and wholemeal bread (b)	0.68	0.54	0.36	0.74	0.69	0.53	0.32	0.72
Malt bread	0.24	0.48	0.59	0.37	0.09	0.39	0.55	0.31
Other bread	0.39	0.34	0.27	0.34	0.44	0.45	0.31	0.40
Total Bread	-0.05	-0.05	-0.09	-0.04	-0.09	-0.09	-0.15	-0.09
Self-raising flour	-0.19	-0.17	-0.26	-0.11	-0.19	-0.18	-0.26	-0.13
Other flour	-0.22	-0.22	-0.06	0.01	-0.26	-0.23	-0.06	-0.07
Total Flour	-0.20	-0.18	-0.21	-0.08	-0.20	-0.19	-0.21	-0.12
Buns, scones and teacakes	-0.05	-0.33	-0.13	-0.10	-0.08	-0.32	-0.16	-0.06
Cakes and pastries	0.42	0.29	0.19	0.32	0.36	0.21	0.10	0.25
Chocolate biscuits			0.47	0.46			0.43	0.40
Other biscuits	0.35	0.22	0.15	0.14	0.27	0.16	0.08	0.07
Total Cakes and Biscuits	0.35	0.21	0.18	0.23	0.26	0.12	0.09	0.15

(b) Certain proprietary brown breads were classified as 'wholewheat and wholemeal bread' in 1955 and 1958, but as 'brown bread' in 1960 and 1962.

TABLE 2—continued

	Income elasticity of Expenditure				Income elasticity of Quantity Purchased			
	1955	1958	1960	1962	1955	1958	1960	1962
CEREALS:—contd.								
Puddings	0.99	0.57	0.06	0.37	0.99	0.51	0.03	0.26
Ice-cream (served as part of a meal)	-0.17	-0.26	0.83	0.90	0.22	0.34	0.83	0.92
Oatmeal and oat products	0.46	0.34	-0.33	-0.37	-0.46	-0.41	-0.41	-0.39
Breakfast cereals	-0.90	-0.41	0.45	0.39	0.46	0.33	0.43	0.39
Rice	0.31	-0.24	-0.12	0.15	-0.10	-0.41	0.19	0.04
Cereals, flour base	-0.02	-0.04	0.36	0.35	0.30	0.26	0.28	0.35
Other cereals	0.27	0.19	0.17	0.17	-0.19	-0.15	-0.04	0.02
<i>Total Other Cereals</i>			0.28	0.27	0.16	0.10	0.16	0.18
BEVERAGES:								
Tea	0.06	0.11	0.03	0.04	0.05	0.06	-0.02	0.00
Coffee, bean and ground	1.64	1.96	2.26	2.19	1.60	1.90	2.31	2.23
Coffee, powders and crystals	0.61	0.80	0.92	0.77	0.09	0.29	0.85	0.77
Coffee, essences	-0.06	0.31	-0.59	-0.84	-0.03	0.26	-0.62	-0.85
Cocoa and drinking chocolate	n.a.	0.21	0.11	0.14	-0.10	0.24	0.16	0.16
Branded food drinks	0.16	0.27	0.20	0.00	0.09	0.15	0.19	0.00
<i>Total Beverages</i>			0.19	0.20	0.09	0.15	0.08	0.10
MISCELLANEOUS:								
Invalid and baby foods	n.a.	n.a.	n.a.	-0.46	n.a.	n.a.	n.a.	-0.53
Spreads and dressings	1.14	0.66	0.59	0.84	1.15	0.65	0.57	0.77
Soups, canned	0.24	0.33	0.22	0.04	0.26	0.34	0.18	0.01
Soups, dehydrated and powdered	0.94	0.89	0.74	0.74	0.62	0.59	0.58	0.74
Meat and vegetable extracts	-0.02	0.21	0.12	0.33	-0.15	0.26	0.13	0.39
Pickles and sauces	0.51	0.43	0.41	0.38	n.a.	0.35	0.31	0.33
Table jellies, squares and crystals	0.54	0.20	0.25	0.47	n.a.	0.16	0.24	0.37
Salt	0.34	0.13	0.06	0.31	n.a.	0.03	-0.04	0.12
Gravy salts and powders	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
<i>Total Miscellaneous Foods</i>	0.34	0.33	0.35	0.41	n.a.	0.25	0.22	0.10
<i>ALL ABOVE FOODS</i>	0.30	0.28	0.25	0.27				

[n.a. = not available].

APPENDIX F

Household Purchases of Fresh Fruit and Vegetables on each Day of the Week

1. It has often been asserted that the prices charged by retailers for fresh fruit and vegetables are rather higher at the week-end than during the week, but usually little statistical evidence has been put forward in support of the assertion. A sub-sample of the Survey log-books completed in 1962 has therefore been analysed in an attempt to measure the extent to which average prices and quantities purchased change throughout the week. In order to keep the volume of work within practicable bounds, the analysis, which extended to each parliamentary constituency represented in the year's sample, was confined to data for the third month in each quarter of the year, except that July was chosen in preference to June so as to cover the seasonal peak in supplies of soft fruit and of peas. Items included in the analysis were potatoes, cabbages, brussels sprouts, cauliflower, lettuce, peas, beans, beetroot, carrots, onions, leeks, shallots, turnips, swedes, tomatoes, apples, pears, bananas, grapefruit, oranges, lemons, gooseberries, strawberries, raspberries, cherries, peaches, plums, damsons and green-gages. The number of observations (i.e. the number of purchases) was, however, too small to establish the day-to-day pattern for each item separately; results are therefore shown in the accompanying table for certain groups of items. In all, 23,402 purchases of these items were recorded by the 2,964 households included in the analysis; fewer than one per cent of the purchases were made on a Sunday, and although these are not shown separately in the table they are included in the totals for the week.

2. The distribution of the number of purchases throughout the week was such that 7 per cent were made on Monday, and between 12 and 14 per cent on each of the following three days; the number increased sharply on Friday to 23 per cent of the total for the week, and reached a peak of 30 per cent on Saturday. The concentration of purchases at the week-end was most pronounced for lettuce (Friday 24 per cent, Saturday 43 per cent). The week-end peak in the number of purchases of other items was generally more pronounced for fruit than for vegetables; it was, however, less pronounced for soft fruit and stone fruit than for other fruit, and much less marked for potatoes than for the root and green vegetables. For all items except soft fruit and stone fruit, the average size of purchase was slightly greater at the week-end than during the remainder of the week, so that the week-end peak in the quantity purchased was rather more pronounced than the peak in the number of purchases; this was especially noticeable for potatoes, of which 28 per cent of the week's quantity was bought on Saturday, but only 21 per cent of the number of purchases were made on that day.

3. For each commodity there was much greater variation in the prices recorded for different transactions on the same day than there was between the *average* prices recorded on different days of the week. The large 'within day' variation in prices, however, is not directly relevant to the purpose of the present analysis,

which is to establish how average prices vary from one day of the week to another. For this purpose an average price has been calculated for each commodity on each day by dividing the total expenditure on the commodity on the day by the total quantity purchased. The resulting average price thus gives a weight to each transaction in proportion to the size of purchase. In order to compare the average prices thus obtained for a group of commodities with the corresponding average prices for the week, a Laspeyres type price index has been constructed for each day by multiplying the average price paid for each item on that day by the quantity of the corresponding item bought during the whole week, summing the products thus obtained for each commodity, and expressing the total as a percentage of the expenditure incurred on those commodities over the whole week. The indices for each day, which are presented in the accompanying table, thus indicate by how much per cent the expenditure on the week's quantity would have varied if the week's quantity had been bought at the average prices ruling on that day.

4. The overall pattern revealed by these indices is that average prices of fruit and vegetables tend to be rather higher on Monday than on Tuesday, and rise to a peak on Thursday; although they then fall off a little at the week-end, the week-end prices tend to be at or above the average for the week. The peak on Thursday is primarily due to the fact that retailers re-stock their shops on that day, particularly with the less-perishable items, in readiness for the week-end trade; the produce sold on Thursday is thus at its freshest and of good marketable quality so that it commands a higher price. Prices on Friday and Saturday, while reflecting the increased demand on those days, are, however, also affected by the enhanced competition from local markets and the necessity to minimize wastage by clearing unsold highly perishable items at low prices late on Saturday.

5. Although the overall price index on Monday is a little below the average for the week, the separate indices for the constituent groups of items show marked contrasting deviations from this pattern. For the more perishable items, the average price on Monday tends to be well above the average for the week. Retailers buy their supplies of highly perishable commodities on a day-to-day basis, and wholesale supplies which are always lower on Monday owing to less harvesting having been carried out over the week-end, are barely sufficient to meet the lower demand of that day. For the less-perishable items, the level of prices on Monday is affected partly by the retailer's desire to attract custom on a day when demand is low, and partly by the nature and quality of the stock he is offering for sale, some of which has been carried over from the previous week's trading. A further factor which is not without influence on the prices which the retailer charges on Monday is the degree of wastage which he has experienced over the week-end. On Tuesday and Wednesday the retailer is only buying such quantities as are necessary to keep his stocks at moderate levels, and even though demand is greater on those days than it is on Monday, it is not sufficiently great to warrant buying large quantities, and he is, as on Mondays, concerned to keep prices low in order to attract custom. The low price index which is shown for stone fruit on Tuesday is probably due to a combination of old and new stock, both of indifferent quality; the stock carried over from the previous week will have deteriorated, while the new stock will be from market supplies which reached an advanced state of ripeness before harvesting, since little or no harvesting would be carried on over the week-end.

APPENDIX F
Household Purchases of Certain Fresh Vegetables and Fresh Fruits on each day of the Week in Four Months (a) of 1962

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Whole week (including Sunday)
POTATOES:							
No. of purchases recorded	516	811	784	805	1,111	1,297	5,381
% of total for the week	10	15	15	15	21	24	100
Quantity purchased (lb.)	2,353	3,600	3,207	3,340	5,678	7,211	25,609
% of total for the week	9	14	13	13	22	28	100
Price Index	97	97	100	102	103	100	100
ONIONS AND ROOT VEGETABLES (b)							
No. of purchases recorded	260	522	483	479	691	1,009	3,474
% of total for the week	7	15	14	14	20	29	100
Quantity purchased (lb.)	120	232	219	214	304	382	1,475
% of total for the week	8	14	13	14	21	30	100
Price Index	102	98	99	101	100	100	100
LETTUCE:							
No. of purchases recorded	57	84	62	125	250	437	1,024
% of total for the week	6	8	6	12	24	43	100
Quantity purchased (lb.)	27	39	29	60	124	214	496
% of total for the week	6	8	6	12	25	43	100
Price Index	105	93	98	104	100	99	100
PEAS AND BEANS:							
No. of purchases recorded	78	174	156	160	264	341	1,177
% of total for the week	7	15	13	14	22	29	100
Quantity purchased (lb.)	118	247	226	239	412	603	1,850
% of total for the week	6	13	12	13	22	33	100
Price Index	97	102	96	104	101	100	100

APPENDIX F—continued

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Whole week (including Sunday)
OTHER GREEN VEGETABLES (c)							
No. of purchases recorded	152	370	318	310	565	886	2,633
% of total for the week	6	14	12	12	21	34	100
Quantity purchased (lb.)	206	514	452	437	852	1,360	3,862
% of total for the week	5	13	12	11	22	35	100
Price Index	94	97	98	103	101	102	100
ALL ABOVE VEGETABLES:							
No. of purchases recorded	1,063	1,961	1,803	1,879	2,881	3,970	13,689
% of total for the week	8	14	13	14	21	29	100
Quantity purchased (lb.)	2,971	4,897	4,378	4,549	7,803	10,427	35,325
% of total for the week	8	14	12	13	22	30	100
Price Index	98	98	99	102	102	100	100
APPLES AND PEARS:							
No. of purchases recorded	160	288	254	276	636	773	2,407
% of total for the week	7	12	11	11	26	32	100
Quantity purchased (lb.)	200	354	334	383	880	1,071	3,247
% of total for the week	6	11	10	12	27	33	100
Price Index	102	101	97	99	101	100	100
CITRUS FRUIT (d)							
No. of purchases recorded	118	217	185	219	461	562	1,777
% of total for the week	7	10	10	12	26	32	100
Quantity purchased (lb.)	141	248	242	292	663	842	2,450
% of total for the week	6	10	10	12	27	34	100
Price Index	101	100	101	102	99	100	100

APPENDIX F—continued

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Whole week (including Sunday)
BANANAS:							
No. of purchases recorded	124	238	183	210	421	482	1,671
% of total for the week	7	14	11	13	25	29	100
Quantity purchased (lb.)	136	268	199	244	531	597	1,991
% of total for the week	7	14	10	12	27	30	100
Price Index	103	99	101	101	98	101	100
TOMATOES:							
No. of purchases recorded	195	330	303	343	720	934	2,844
% of total for the week	7	12	11	12	25	33	100
Quantity purchased (lb.)	152	277	237	285	649	824	2,442
% of total for the week	6	11	10	12	27	34	100
Price Index	99	96	102	102	100	101	100
STONE FRUIT (e)							
No. of purchases recorded	42	69	67	78	126	144	530
% of total for the week	8	13	13	15	24	27	100
Quantity purchased (lb.)	56	82	72	82	134	165	602
% of total for the week	9	14	12	14	22	27	100
Price Index	106	93	106	106	100	99	100
SOFT FRUIT (f)							
No. of purchases recorded	26	77	79	65	107	128	484
% of total for the week	5	16	16	13	22	26	100
Quantity purchased (lb.)	26	78	72	55	104	124	465
% of total for the week	6	17	15	12	22	27	100
Price Index	105	95	99	106	103	101	100

APPENDIX F—continued

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Whole week (including Sunday)
ALL ABOVE FRUIT:							
No. of purchases recorded	665	1,219	1,071	1,191	2,471	3,023	9,713
% of total for the week	7	13	11	12	25	31	100
Quantity purchased (lb.)	712	1,308	1,157	1,342	2,961	3,624	11,198
% of total for the week	6	12	10	12	26	32	100
Price Index	101	98	100	101	100	100	100
TOTAL ALL ABOVE FRUIT AND VEGETABLES:							
No. of purchases recorded	1,728	3,180	2,874	3,070	5,352	6,993	23,402
% of total for the week	7	14	12	13	23	30	100
Quantity purchased (lb.)	3,683	6,204	5,534	5,891	10,765	14,051	46,522
% of total for the week	8	13	12	13	23	30	100
Price Index	99	98	100	102	101	100	100

- (a) March, July, September, December.
- (b) Carrots, turnips, swedes, beetroot, onions, leeks and shallots.
- (c) Brussels sprouts, cabbage, cauliflower.
- (d) Grapefruit, lemons, oranges.
- (e) Cherries, peaches, plums, damsons and greengages.
- (f) Gooseberries, raspberries and strawberries.

(90720)

APPENDIX G

Methodology of the National Food Survey (1) and Glossary of Terms

1. The National Food Survey is a continuous sampling inquiry into the domestic food consumption and expenditure of private households in Great Britain. The Survey was initiated in July, 1940; no preliminary pilot inquiry was undertaken, but much use was made of the experience of the pre-war surveys carried out by Crawford and Broadley⁽²⁾ and by the Carnegie United Kingdom Trust⁽³⁾. Until January, 1950, the main survey was confined to urban working-class households, but thereafter it was extended to all classes and to all parts of Great Britain except the crofting counties of Scotland.

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

⁽¹⁾ A general account of the Survey has also been given by D. F. Hollingsworth and A. H. J. Baines in *Family Living Studies* (pages 120–138). International Labour Office, Geneva, 1961.

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

⁽³⁾ Rowett Research Institute, *Family Diet and Health in Pre-War Britain*. Carnegie United Kingdom Trust, 1955. See also A. H. J. Baines, D. F. Hollingsworth and I. Leitch (1963), *Nutrition Abstracts and Reviews*, 33, 653–668.

Selection of the Sample

3. The National Food Survey sample is selected by means of a three-stage stratified random sampling scheme. The sampling frame covers the whole of Great Britain except the crofting counties of Scotland. The first stage involves the selection of parliamentary constituencies; the second, the selection of polling districts within the chosen constituencies; and the third, the selection of households within these polling districts.

4. *First stage.* The 612 parliamentary constituencies included in the sampling frame are first stratified according to region and degree of urbanization and are then further classified as follows:—

Wholly urban constituencies in England and Wales

By the 'juror index', i.e. the proportion of the electorate qualified for jury service⁽¹⁾; the constituencies with a high proportion of such persons being listed first.

Wholly urban constituencies in Scotland

Since no 'juror index' is available, by the rateable value (other than industrial and freight transport) per head of population; the constituencies with a high rateable value per person being listed first.

Mixed urban and rural constituencies

By the proportion of population living in rural districts (the 'percentage rural'), those with a high proportion being listed first.

5. Following this stratification the constituencies are divided into 50 groups with approximately equal populations, and one constituency is selected from each group with probability proportional to the size of its electorate, so that 50 constituencies⁽²⁾ are selected at the first stage. If a constituency had already been included in either of the two preceding years' selection it is rejected and the process repeated.

6. *Second stage.* Four polling districts per quarter are then chosen from each constituency, with probability proportional to the size of the electorate, so that the chances of any particular household appearing are approximately equalized. In wholly urban constituencies in England and Wales, polling districts are stratified by the juror index, already used at the first stage. In mixed urban and rural constituencies, the percentage rural, used at the first stage, determines how many of the four polling districts should be rural; the urban and rural polling districts of the constituency are then stratified separately by the juror index. In Scotland polling districts are selected at random, since no economic indicator is readily available for polling districts. In some of the more sparsely populated constituencies it is necessary to take more than four polling districts per quarter.

7. *Third stage.* Finally, about 20 addresses are chosen with equal probability of selection from the electoral registers of each polling district, to give about 85 addresses per constituency per quarter. Of the 17,000 addresses thus selected

⁽¹⁾ In England and Wales liability to serve on a jury depends primarily on occupation of a house or flat exceeding a certain annual value.

⁽²⁾ From 1950 to 1956, 60 constituencies were surveyed each year; in 1957 and subsequent years the scale of representation was reduced to 50 (in order to reduce costs) and temporarily to 48 in 1960.

for the year, a few cannot be visited, and some are found to be ineligible (e.g. being institutions), but of the total number of households contained in the remainder about 56 per cent complete a satisfactory log-book, giving an effective Survey sample of about 9,000 households. In a number of instances the housewife (or other person interviewed) refuses to participate in the Survey, but agrees to answer a short questionnaire about the income of the head of the household, the composition of the family, etc. . This information indicates that, in respect of social class, household composition and geographical distribution, these partial non-respondents are usually closely similar to the fully participating households. Interviewers are not permitted to substitute another household for one which is not contacted for any reason, or which refuses to participate.

8. Interviews are made in half the constituencies alternately for periods of three weeks, during which two polling districts within each of these constituencies are sampled for ten days each. A polling district is worked for only one ten-day period at a time. The selected polling districts in a constituency are surveyed systematically so that the sample covered, even in a shorter period than a quarter, should approximate as closely as possible to a representative sample of the whole.

Information recorded by housewives

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

10. Before June, 1951, detailed records were obtained of changes in larder stocks between the beginning and end of the Survey week, but such recording was found to involve so much time and trouble as to affect the response rate adversely, to distort the normal pattern of consumption (though not its total volume) and to depress the normal food expenditure by drawing the housewife's attention to her existing stocks; these stocks she thereupon tended to use instead of food which she would otherwise have purchased during the week. The weighing and recording of larder stocks was therefore discontinued in June, 1951, with a resulting improvement in Survey results except those for elderly women living alone,⁽¹⁾ who now, on average, increase their stocks of certain storable foods, particularly sugar and flour, during the Survey week. There is some evidence that, at least for sugar, this change in their normal buying habits is confined to the first two shopping days of the Survey week. Comparison of Survey results obtained before and after the change of technique provides no evidence that this over-purchase extends to other groups: changes in the national averages are consistent with corresponding changes in estimates of food supplies moving into consumption.

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

11. The Survey thus records the quantity of food entering the household, not the amount actually consumed: it cannot therefore provide frequency distributions of households classified according to levels of food consumption or nutrition. Averaged over a sufficiently large number of households, the average quantity obtained will, however, agree with the average quantity consumed (in the widest sense, including the quantity wasted or fed to pets) provided there is no general accumulation or depletion of larder stocks. Such a general change in larder stocks is possible in the short run, or seasonally, but is very unlikely over a longer period of time.

Nutritional Analysis of Survey Results

12. The energy value and nutrient content of the recorded quantities of food are evaluated using tables of food composition⁽¹⁾ which make automatic allowance for the presence of inedible material such as bones, the skins of fruits and vegetables and the outside leaves of such vegetables as cabbage⁽²⁾, but not for losses of edible material. Of necessity, the Survey classification of foods must be confined to some 130 categories, to almost all of which separate nutrient conversion factors are applied. These are specially compiled for use in the National Food Survey and are, so far as possible, modified annually to keep them up to date. With so limited a number of categories the nutrient analysis for many of them must be weighted according to the best information available, to take account, for example, of the various cuts of meat, measured together as 'carcase meat—mutton and lamb'. In addition to making allowance for inedible waste, allowance is also made in the conversion factors for seasonal changes in the energy and nutrient content of certain foods, and for losses of vitamin C and thiamine in cooking; thiamine is reduced by 15 per cent, the vitamin C contributions from green vegetables are reduced by 75 per cent, and those from other vegetables by 50 per cent.

13. Before 1960 the energy value and nutrient content of the diet were based in the main on data published in *Nutritive Values of Wartime Foods*⁽³⁾, in which publication the values given for carbohydrate were based on direct chemical estimations of 'available carbohydrate' and were expressed as starch, and the calorie value of protein, fat and carbohydrate was calculated by using the factors 4, 9 and 4 kcal. per g. respectively. This method of calculation resulted in an underestimate of carbohydrate and a small underestimate of the calories from carbohydrate and hence of the calorie value of foods. In 1960 and subsequently most of the estimates of protein, fat and carbohydrate were, and are, based on those given in *The Composition of Foods*⁽¹⁾; the major exceptions to this are that, as in all recent years, the nutritive value of flour and bread has been estimated from analysis of flour made by the Government Chemist, and that no changes have been made in the nutritive factors for meats. In this publication the values for carbohydrate are based on separate determinations of glucose, fructose, sucrose, dextrans and starch, their sum being expressed in terms of monosaccharides and given as 'available carbohydrate', the calorie conversion factor being 3.75 kcal. per g. (the heat of combustion of glucose and other

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

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

⁽³⁾ *Ibid.*

monosaccharides); the conversion factors used for protein and fat are respectively 4·1 and 9·3 kcal. per g. To make some allowance for losses in digestion and also to maintain as much conformity as possible with earlier National Food Survey results, while correcting for the previous underestimates of carbohydrate and calories from carbohydrate, the factors 4, 9 and 3·75 kcal. per g. have been used since 1960 in the National Food Survey for protein, fat and available carbohydrate respectively. The estimates for minerals and vitamins have not been revised, since it is desired to have a continuous series of data, and, allowing for individual variation in composition between different samples of foods, they are not appreciably different from those given in *The Composition of Foods*.

14. The estimates, thus obtained, of the energy value and nutrient content⁽¹⁾ of food obtained for consumption are then compared with estimates of nutritional requirements in order to assess the adequacy of the average diet, adjustments being made for meals taken outside the home (see paragraph 15), and on the assumption that 10 per cent⁽²⁾ of all foods, and hence of all nutrients available for consumption, is not ingested, but is lost through wastage or spoilage in the kitchen or on the plate or is given to domestic pets. The precision with which the adequacy can be estimated depends on the accuracy of the scales of allowances used, and the exactitude with which these can be applied. The log-book records the sex and age of members of the household and the occupation of working members. From this information an assessment of requirements of calories, protein, calcium, iron and some vitamins, using as a basis the recommendations of the Committee on Nutrition of the British Medical Association (1950) (Table 1) is made on the assumption that occupation determines activity. No adjustment is made, except in old age, for the decrease in activity of adults with increasing age, nor for variations in body weight.

15. Since the main purpose of the Survey is to study the pattern of the diet in the home (household), its records relate to quantities of food obtained for consumption in the home, which are expressed 'per person per week'. Before 1961 a 'person' was defined as an individual (of any age, including infants) eating at least sixteen (of a possible twenty-eight) meals at home during the Survey week; in 1961 the definition was changed to include individuals eating at least half of their meals at home during the Survey week, the meals being weighted as in Table 2; any one eating fewer is a 'visitor'. In comparing the estimates of consumption with estimates of nutritional need, the nutrient requirements of the household are adjusted to allow for visitors' consumption and for outside consumption by members of the household. It is assumed that the normal meal pattern is that of four meals (breakfast, dinner, tea and supper) each day. A person having all his meals at home during the week is said to have a net balance of 1·00. When meals are eaten away from home⁽³⁾, the meal allowances in the table below (which were changed in January, 1960) are deducted from 1·00 to

⁽¹⁾ The tables in the report exclude the contributions made by fish liver oil and vitamin tablets whether proprietary or welfare, to the nutritional evaluation of the diet (see paragraph 2), but the amounts of the contributions from welfare cod liver oil and vitamin A and D tablets are recorded separately.

⁽²⁾ This deduction of 10 per cent is somewhat arbitrary, and the degree of food wastage is likely to be far from uniform among different families. With this conventional deduction, the energy value of the food obtained for consumption by all households, which under rationing was very close to the estimated requirements, has since 1954 been from 3 to 8 per cent above them, and no doubt wastage varies with the scarcity, or otherwise, of food.

⁽³⁾ Packed meals, such as sandwiches provided by the housewife for consumption away from home, are treated as if they had been eaten at home.

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

(per person per day)

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

give a 'net balance' of meals eaten at home by that person. Meals eaten by visitors are similarly weighted and are added to the household total, so that a visitor's meal cancels a corresponding meal taken out by a similar person. In 1960, the weight given to breakfast (which is usually taken at home) was reduced, while that for mid-day dinner, which is the meal most commonly taken away from home, was increased: as a result, the average net balance per person (including the net balance of visitors) was slightly lower in 1960 and subsequently than in preceding years⁽¹⁾. Nutritional requirements are calculated by reference to the net balance for each person and for each visitor.

TABLE 2

Weighting of Meals for the Calculation of Net Balance

	Up to and including 1959		1960 and subsequently	
	per day	per week	per day	per week
Breakfast	0·04	0·28	0·02	0·14
Dinner	0·05	0·35	0·06	0·42
Tea	0·03	0·21	0·02 } (a)	0·14 } (a)
Supper	0·02	0·14	0·04 } (a)	0·28 } (a)
	<i>Total</i>	0·98 (say 1·00)	<i>Total</i>	0·98 (say 1·00)

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

16. The procedure adopted for comparing the estimates of the energy value and nutrient content of food obtained for consumption with estimates of nutritional requirements is as follows. For each type of household analysed, the recommended allowances given in Table 1 for each category of person are multiplied by the total net balance for that category; the products are summed over all categories and divided by the total number of persons in that household type, to give average per person requirements for the group of households. Nutrient consumptions (per person) less 10 per cent (see paragraph 14) are then expressed as percentages of these final values. Thus, if it is assumed that the nutritional value of similar meals eaten at home and elsewhere is the same, it can be said that the nutritional value of food obtained for consumption at home is being related to the nutritional needs of the members of the household when they eat at home; the remainder of their nutritional needs is assumed to be met elsewhere.

Reconciliation of Nutritional Results

17. The energy requirements of the British population, calculated according to the recommendations of the British Medical Association, is about 2,400 kcal. per day at the physiological level if allowance is made for different degrees of activity in adults. As the total supplies of food available in recent years have been equivalent to more than 3,100 kcal. per head per day, this implies that wastage (including food fed to animals) is of the order of 700 kcal. per head per day, or more than one-fifth of the food supply. Such a large gap between supplies and physiological requirements cannot yet be satisfactorily explained, but its

⁽¹⁾ 0·96 in 1958 and 1959; 0·95 in 1960; 0·94 in 1961 and 1962.

occurrence in all well-developed countries is confirmed by comparing estimates of the calorie value of food supplies in F.A.O. Food Balance Sheets and calorie requirements according to F.A.O. recommendations. In this country the gap between the total supply estimates and household consumption recorded by the Survey can be bridged⁽¹⁾; that between either of these estimates of food consumption and estimated physiological requirements cannot.

Glossary of Terms as used in the Survey

General Note. The Survey records domestic food purchases and food obtained 'free' during one week (*see also* below). It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters and alcoholic drinks; proprietary brands of vitamin tablets or fish liver oil; food obtained specifically for consumption by domestic animals. These remarks apply to all the following definitions.

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

Person. An individual of any age who during the week of the Survey has at least half of his meals in the household ('at home'); for this purpose meals taken at different times of the day are weighted according to their relative importance (*see* Table 2).

Age Groups. 'Child' = under 15 years; 'adolescent' = 15 to 20 years inclusive; 'adult' = 21 years and over; 'younger couples' = both adults under 55 years of age; 'older couples' = one or both adults 55 years or over.

Conurbations. The largest contiguous urbanized areas in the country, which are, to a greater or lesser extent, focal points of economic and social activity.

Provincial conurbations. The largest areas of continuous urban development outside London, centred on Birmingham, Manchester, Liverpool, Leeds, Newcastle upon Tyne and Glasgow.

Larger towns. Other boroughs and urban districts with a population of 100,000 or more, urban areas adjoining such boroughs and urban districts, and other contiguous urban areas with an aggregate population of 100,000 or more.

Smaller towns. All other urban areas.

Semi-rural areas. Rural districts which are either contiguous to urban areas with a population of 25,000 or more, or which themselves have a population density exceeding one person per four acres.

Rural areas. All other rural districts.

Regions. As defined by the Registrar-General, except for London and the South-Eastern Region: *see* footnote to Table 1 of Appendix A.

Social Class. Households are grouped into five social classes (A1, A2, B, C and D) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of

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

the head is less than the amount defining the upper limit to Class D. Agricultural workers are placed in Class C (even though the minimum weekly wage may be slightly less than the lower limit for that class) so as to keep the occupational composition of Classes C and D1 as closely as possible the same as that in previous years. *See also* Appendix A, table 4.

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

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

Family households. Classified households including children or adolescents.

Unclassified households. Other households, *e.g.* those containing only one adult, or more than two, with or without children or adolescents.

Convenience foods. Those processed foods for which the degree of preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly processed products. *See also* paragraph 11 (page 6).

Free food. Food which enters the household without payment, for consumption during the week of participation in the Survey; it includes supplies obtained from a garden, allotment or farm, or from an employer, but not gifts of food from one household in Great Britain to another if such food has been purchased by the donating household. *See also* paragraph 10 (page 6).

Food obtained for consumption. Food purchases plus 'free' food. The average consumption quantities may differ slightly from the sum of the components, owing to rounding.

Nutrients. In addition to the energy value of food expressed in terms of kilocalories, the food is evaluated in terms of the following nutrients:

Protein (animal and vegetable), fat, carbohydrate, calcium, iron, vitamin A, thiamine (vitamin B1), riboflavin, nicotinic acid, vitamins C and D.

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

Nutrient Conversion Factors. Quantities of nutrients available per unit weight of each of the some 128 categories into which foods are classified for Survey purposes. (*See* paragraphs 12 and 13 of this Appendix.)

Nutritional Allowances (Table 1). Estimates of requirements consistent with and based on recommendations of the Committee on Nutrition of the British Medical Association (1950). Calculated consumptions of nutrients are compared with these allowances for each group of households identified in the Survey. (*See* paragraph 14 of this Appendix.)

Net Balance. A measure of the proportion of meals a person consumes at home, different meals in the day receiving different weights, and visitors' meals cancelling meals eaten out by members of the household; used in relating nutrient consumption to requirements. (*See* paragraph 15 of this Appendix.)

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(90720) Wt. 2238/8035 K 14 11/64 Hw.