MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Domestic Food Consumption and Expenditure: 1963

Annual Report of the National Food Survey Committee

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1965

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Preface

THE National Food Survey Committee has now produced fourteen Annual Reports since 1950, which together provide a continuous record of trends in the domestic food consumption, expenditure and nutrition of private households in Great Britain. More than half of the period covered by this series of Reports has been free from the effects of rationing and most other forms of food control; this lengthening of the time-series of Survey data obtained under free market conditions has enhanced their value for the purpose of studying trends in the demand for food. The present Report therefore gives some prominence to the results of demand analyses which have been made from data collected during this period, in the hope that the results will prove of interest to all who are concerned with the problems of producing, processing and marketing food. Attention is drawn in the Report to the persistence of quite wide regional differences in food consumption patterns. Although these differences may in part be traditional, their causes remain largely unexplained; now that there exists a suitably long time-series of regional data there appears to be scope for research workers to attempt to interpret these differences in terms of income, family composition, transportation costs and other determinants. Primary data can be made available to research institutions for this purpose.

A close watch is still kept on the nutritional findings of the Survey, although a family survey of this type is not appropriate for investigating the nutrition of individuals. However, the Survey results can be used to identify sectors of the population which might justify further investigation by means of individual dietary studies, and some of the latter are currently being carried out by the Ministry of Health.

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

July, 1965

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Introduction

1. The Annual Report for 1963 is set out in the general format adopted in recent years, being divided into two parts and five appendices. In Part I, 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 recent changes 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 deals with recent estimates of the elasticity of demand for certain foods (with respect both to price and to income) obtained from Survey data. The main summary tables of Survey data are grouped in Part II of the Report. Details of the composition of the Survey sample in 1963 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. Appendix E comprises a brief account of the methods used in carrying out the Survey, and is concluded by a glossary of the terms employed in the Report.

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, 1963

4. Following a temporary check in 1962, personal disposable income[1] per head resumed its growth in real terms during 1963. In money terms, it rose by 5 per cent, average weekly earnings increasing by 4 per cent (Table 1). The Index of Retail Prices rose by nearly 2 per cent so that real personal disposable income per head rose by 3 per cent.[2] Consumer borrowing from banks and from hire purchase sources rose considerably more than in 1962, but personal saving (including capital investment in house purchase) recovered from the depressed level of that year. Most of the rise in total personal income per head was absorbed by an increase in consumers' expenditure per head of 3 per cent at constant (1958) prices. A steep rise in expenditure on cars and other consumer durables accounted for nearly a third of this increase. Food prices rose rather sharply for a period early in the year, mainly owing to the scarcity of fresh vegetables following the severe winter, but averaged over the year as a whole, they were nearly 2 per cent above the corresponding level in 1962. Household food expenditure per head rose by nearly 2½ per cent and in real terms there was a very slight increase in food expenditure of ½ per cent. Partly because of this, and partly because food prices have risen less since 1958 than other retail prices, the proportion of consumers' expenditure devoted to food continued to decline to 26·9 per cent at current prices compared with 29·9 per cent in 1958. At constant (1958) prices, the proportion in 1963 was 27·4 per cent.

National Food Supplies moving into Consumption

5. Table 2 records estimates (expressed in quantities per head per year) of the main food supplies moving into consumption in the United Kingdom in 1962 and 1963, with averages for the years 1958–1962 and comparative estimates of pre-war supplies in the late thirties. More detailed estimates are given in the *Board of Trade Journal*, Vol. 189, No. 3570, 20th August, 1965. These estimates are not derived from the National Food Survey, but 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[3] 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.[4] Also, the estimates relate to the whole of the United Kingdom, while those obtained from the National Food Survey relate to Great Britain.

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[1] This is personal income after deduction of taxes on income, national insurance and health contributions and remittances abroad.

[2] The movement in the Index of Retail Prices has been used to deflate the actual rise in personal disposable income. If the latter rise is deflated by a price index based on the *whole* of consumers' expenditure the increase in real personal disposable income per head in 1963 was nearly 4 per cent.

[3] There is evidence that the total consumption of food in catering establishments has been increasing more rapidly than that in private households.

[4] Foods *specifically* processed for domestic pets (such as branded pet foods) are excluded from these estimates, but where pets are given milk, for example, from the normal household supply, this is included in the estimates.

6. In 1963, offtake of grain products increased by 2·4 lb. per head per year; between 1949 and 1962, consumption decreased annually, and in 1963 was 30·6 lb. less than before the war. In contrast, potato consumption in 1963 was approximately 30 lb. per head per year above the official pre-war estimate, which may, however, be rather low. Potato consumption receded after 1955 from the high level maintained during and after the war, but increased again in 1960 and in each successive year apart from 1962, when supplies of home-grown potatoes were scarce in the spring. In 1963, supplies were greater than at any time in the last ten years. Supplies of dairy products and eggs have tended to increase since 1958, while those of fish have decreased in each year except 1962. In total, meat consumption decreased slightly in 1963. Increased supplies of beef and pork were offset by reductions for mutton and lamb, bacon, ham and imported canned meats. A further increase in consumption of poultry was recorded but the annual rate of expansion has decelerated; between 1958 and 1963, poultry consumption increased by 3·6 lb., or the equivalent of about one broiler bird per person per year and the total is now nearly three times as great as before the war. Total consumption of fats has increased a little since 1958; this is due to greater use of lard and other cooking fats, rather than of butter and margarine. Bad weather in the first quarter of 1963 severely affected supplies of green vegetables and these losses were only partially offset by increased use of edible pulses and canned vegetables. Consumption of coffee increased once again in 1963 to a level more than four times as high as the estimated pre-war uptake; over the same period, consumption of tea has shown very little change.

TABLE 1

Changes in Earnings, Prices and Consumers' Expenditure, 1958–63

(1958 = 100)

	1958	1959	1960	1961	1962	1963
Index of personal disposable income per head (*a*)	100	105	112	119	123	129
Index of average weekly earnings (*a*)	100	105	111	118	122	128
Index of Retail Prices (all items)	100	101	102	105	109	112
Retail food prices:						
National Food Survey Index	100	102	101	103	106	108
Household food expenditure per head (National Food Survey):						
Current prices	100	103	104	108	111	114
1958 prices	100	101	103	105	105	105
Total food expenditure per head (*a*)						
Current prices	100	103	104	106	110	112
1958 prices	100	102	103	104	104	104
Total consumers' expenditure per head (*a*)						
Current prices	100	104	109	113	119	124
1958 prices	100	104	107	109	110	113
Total food expenditure as percentage of total consumers' expenditure on goods and services (*a*):						
Current prices	29·8	29·3	28·4	27·9	27·7	26·9
1958 prices	29·8	29·1	28·6	28·5	28·3	27·4

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

TABLE 2

Changes in National Supplies of Principal Foods moving into Consumption in the United Kingdom, Pre-War and 1958–63

	Pre-war	Average 1958–62	1962	1963	Percentage change: 1963 on		
					Pre-war	Average 1958–62	1962
	(lb. per head per annum)						
Dairy products excluding butter (as milk solids)	38·4	54·6	55·8	56·1	+ 46	+ 3	+1
Cheese (included also in dairy products)	8·8	9·9	10·3	10·3	+ 17	+ 4	−0
Meat (edible weight)	109·9	115·2	120·2	119·7	+ 9	+ 4	−0
Poultry, game and rabbits (edible weight)	6·5	9·0	10·7	10·6	+ 63	+18	−1
Fish, including canned fish (edible weight)	26·2	21·6	21·5	20·1	− 23	− 7	−7
Eggs and egg products (total shell egg equivalent) (*a*)	28·3	33·2	33·7	33·5	+ 18	+ 1	−1
Oils and fats:							
Butter	24·7	19·4	20·3	19·3	− 22	− 1	−5
Margarine (*b*)	8·7	14·0	13·1	13·5	+ 55	− 4	+3
Lard and compound cooking fats	9·3	12·2	13·1	14·1	+ 52	+16	+8
Other edible oils and fats	10·0	10·3	10·9	11·2	+ 12	+ 9	+3
Total (fat content)	47·1	49·3	50·2	50·5	+ 7	+ 2	+1
Sugar and syrups (*c*)	(*d*)102·3	116·7	116·0	116·4	+ 14	− 0	+0
Potatoes	(*e*)190·0	218·2	213·6	229·0	+ 21	+ 5	+7
Pulses, nuts, etc.	9·5	11·5	12·5	13·3	+ 40	+16	+6
Fruit, including tomatoes (fresh equivalent) (*f*)	137·4	142·8	145·8	142·5	+ 4	− 0	−2
Vegetables, other than potatoes	107·0	100·3	100·1	98·7	− 8	− 2	−1
Grain products	210·1	181·4	177·1	179·5	− 15	− 1	+1
Tea	9·3	9·6	9·4	9·5	+ 2	− 1	+1
Coffee	0·7	2·1	2·7	2·9	+314	+38	+7
Chocolate confectionery (*g*)	10·3	12·9	13·4	13·0	+ 26	+ 1	−3
Sugar confectionery (*g*)	12·4	13·6	12·7	11·9	− 4	−13	−6
	(per head per day)						
Total energy value kcal.	3,050	3,160	3,180	3,200	+ 5	+ 1	+1
Protein:							
Animal g.	43·1	50·5	52·3	51·9	+ 20	+ 3	−1
Vegetable g.	36·0	34·8	34·9	35·4	− 2	+ 2	+1
Fat g.	131	142	144	144	+ 9	+ 1	+0
Carbohydrate g.	414(*d*)	416	411	417	+ 1	+ 0	+1
Calcium mg.	696	1,119	1,121	1,116	+ 60	− 0	−0
Iron mg.	13·0	15·8	16·6	15·9	+ 22	+ 1	−4
Vitamin A i.u.	3,690	4,550	4,640	4,650	+ 26	+ 2	+0
Thiamine mg.	1·30	1·77	1·80	1·83	+ 40	+ 3	+2
Riboflavin mg.	1·59	1·86	1·91	1·91	+ 20	+ 3	+0
Nicotinic acid mg.	13·2	16·4	16·7	17·0	+ 29	+ 4	+2
Vitamin C mg.	96	98	97	98	+ 2	+ 0	−1

N.B. More detailed estimates are published from time to time in the *Board o 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*) Revised estimate.

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

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

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

Energy value and nutrient content of national food supplies

7. Estimates of the energy value and nutrient content of food supplies moving into consumption in the United Kingdom are also shown in Table 2; for the reasons given in paragraph 5 above, these 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 of food supplies was almost the same in 1963 as in 1962 but increased by 1 per cent between 1958 and 1963; it was 5 per cent greater than the pre-war level. Compared with the immediately preceding years, a general, but slight, increase in the provision of most nutrients was recorded, but this small rise was negligible, when compared with certain changes in the average nutrient content of food supplies since the thirties: by 1963, consumption of animal protein and fat had increased by 21 and 9 per cent respectively, and minerals, vitamin A and vitamins of the B complex by a fifth or more; the estimates for carbohydrate, vegetable protein and vitamin C showed little change.

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION, 1963

8. Data from the National Food Survey sample of households yield estimates[1] of food expenditure and consumption in private households in Great Britain. In any one year, some sampling fluctuations can be expected to occur, and in 1963, rural households were over-represented in the sample.[2] As in the reports for 1957 and 1958, therefore, it has been necessary to adjust the national averages to correct this small bias. In Table 3, Survey estimates of food expenditure[3] are given for each quarter of 1962 and 1963 (excluding the Christmas period). Average expenditure in 1963 was 9d. per head per week (2·4 per cent) higher than in the previous year. The principal contributions to this rise were from eggs (2d.), beef and veal (1½d.), meat other than carcase meat (1d.), root and canned vegetables (1d.), butter (1d.), sugar (1d.) and milk and cream (1d.).

9. The exceptional severity of the weather during the first quarter of 1963 diminished the supply or hindered the distribution of many foods, particularly potatoes, fresh green vegetables and eggs. A rise in food expenditure (3·0 per cent) compared with the first quarter of 1962 was thus entirely due to the increase in food prices. In the second quarter, there was a fall in prices of potatoes, some other vegetables, and eggs, while expenditure reached its usual seasonal peak.

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[1] See note on standard errors in paragraph 18 of Appendix E.

[2] See Appendix A to this report.

[3] These estimates exclude expenditure on soft drinks, sweets, food bought specifically for pets, meals outside the home and other food not entering the household supply.

TABLE 3

Household Food Expenditure, Value of Free Food and Total Value of Food obtained for Household Consumption, 1962 and 1963

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1962	1963	Percentage change	1962	1963	1962	1963	Percentage change
	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	
1st Quarter . .	30 11	31 11	+3·0	8	7	31 7	32 6	+2·7
2nd Quarter . .	32 2	33 2	+3·0	9	9	32 11	33 11	+3·0
3rd Quarter . .	31 11	32 3	+1·0	1 7	1 9	33 5	34 0	+1·6
4th Quarter . .	31 4	32 1	+2·5	1 0	1 1	32 4	33 2	+2·7
Yearly average .	31 7	32 4	+2·4	1 0	1 0	32 7	33 5	+2·5

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. The value of free supplies *plus* the household expenditure on food gives 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. The value of free supplies was slightly higher in 1963 than in 1962, so that the value of consumption rose by 10d., or 2·5 per cent, to 33s. 5d. per person per week.

Seasonal and Convenience Foods

11. The percentage changes in average expenditure on seasonal foods, convenience foods and all other foods in each quarter of 1963 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 in consumption, and comprises liquid milk (full

TABLE 4

Value of Free Supplies, 1962 and 1963

(pence per person per week)

	1962					1963				
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	Yearly average
Milk and cream	2·06	1·89	2·00	0·98	1·74	1·65	1·75	2·78	2·03	2·06
Eggs . .	1·50	1·38	1·12	0·97	1·24	1·59	1·79	1·85	1·32	1·64
Meat . .	0·81	0·81	1·01	0·85	0·86	0·20	0·31	0·74	0·44	0·42
Potatoes . .	0·98	0·95	2·86	1·37	1·53	1·09	0·79	2·54	1·68	1·52
All other vegetables . .	1·51	2·08	6·11	3·16	3·20	0·85	1·75	6·48	3·20	3·07
Fruit . .	0·60	1·49	4·94	3·89	2·73	0·94	1·66	5·48	2·76	2·72
All other foods	0·46	0·30	0·56	0·59	0·48	0·75	0·96	1·21	1·21	1·03
All foods .	7·92	8·90	18·60	11·81	11·81	7·07	9·01	21·08	12·64	12·45

price),[1] cream, eggs, fresh fish, potatoes, fresh vegetables and fresh fruit. Convenience foods may be defined as those processed foods for which the degree of culinary 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. The rapid rise in expenditure on these foods in recent years appeared to have been checked in 1962, but the pace of expansion again quickened in 1963, when expenditure on these foods rose by 3·1 per cent to 6s. 1d. per head per week. Among the seasonal foods, the fall of some 7 per cent in expenditure on potatoes and a smaller reduction for fresh fruit were more than offset by the increase of 2d. per person per week (12 per cent) in expenditure on eggs and smaller increases for the other seasonal foods, so that the total outlay on the seasonal group of foods rose by 1 per cent. The major contributions to the increased outlay of 2·9 per cent in the residual group of foods came from carcase meat (1½d. per person per week), butter (1d.) and sugar (1d.).

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[2] of "Fisher Ideal" type, calculated as the geometric mean of two indices with weights

[1] In the interests of continuity, liquid milk (full price) has been retained in this group, although its price has not varied seasonally in all years.

[2] This is strictly an index of average unit values, because no attempt is made to distinguish different qualities of the same food, e.g. different grades of butter.

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 2·4 per cent in household food expenditure in 1963 may be apportioned as a rise of 1·9 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, the same increment as in 1962. About one-quarter of the rise of

TABLE 5

Percentage Changes in Expenditure, Average Food Prices and Real Value of Food Purchased: Quarters of 1963 compared with Corresponding Quarters of 1962

(percentage changes)

	Quarter				1963 on 1962
	1	2	3	4	
Expenditure					
Seasonal foods (*a*)	+4·4	+1·6	−3·0	+0·7	+1·0
Convenience foods (*a*)	+2·5	+4·3	+3·1	+2·6	+3·1
All other foods	+2·5	+3·3	+2·6	+3·4	+2·9
All foods	+3·0	+3·0	+1·0	+2·5	+2·4
Average Food Prices					
Seasonal foods (*a*)	+8·2	−0·8	−2·3	+1·3	+1·8
Convenience foods (*a*)	−0·1	+0·8	−0·1	+0·8	+0·4
All other foods (*b*)	+1·5	+2·3	+2·0	+4·5	+2·5
All foods (*b*)	+3·1	+1·0	+0·3	+2·9	+1·9
Real Value of Food Purchased (*c*)					
Seasonal foods (*a*)	−3·6	+2·4	−0·8	−0·6	−0·7
Convenience foods (*a*)	+2·6	+3·5	+3·2	+1·8	+2·8
All other foods (*b*)	+1·0	+1·0	+0·6	−1·0	+0·3
All foods (*b*)	−0·0	+1·9	+0·7	−0·4	+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*) See Glossary (Appendix E).

1·9 per cent in the general level of food prices was attributable to an increase of 1·8 per cent in the price index for seasonal foods which was in turn mainly attributable to exceptionally high prices for eggs; owing to the severe weather in the first quarter of the year, egg supplies were unusually low, and the average price in that quarter was 26 per cent above the corresponding level in 1962, while over the year as a whole, the average price was 16 per cent above that in 1962. There was very little change in the price index for convenience foods, and nearly three-quarters of the overall rise of 1·9 per cent stemmed from price increases in the residual group of foods, especially those for butter, sugar and bread. The modest gain of 0·5 per cent in the real value of household food purchases per head in 1963 can be fully accounted for by increased purchases of convenience foods; among the remaining foods, the most marked changes were increases for beef and veal, pork, poultry, certain vegetables, and coffee, which were partly offset by decreases for butter, mutton and lamb, bacon and bread.

13. Changes in expenditure, prices and consumption for 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, although with 1958 as base year the increases in the real value of food purchased in 1962 and in 1963 are slightly lower than those found by taking the preceding year as base period in each case. The advance of 0·5 per cent in the real value of household food purchases per head in 1963 is the same as that recorded in 1962, but only about one-third of that in each of the three previous years. This appears to confirm a slackening in the overall rate of change. The eight years following decontrol can indeed be divided into three periods. During 1955–57, consumers' reaction from rationing and price controls was the governing factor, and the time-series are compatible with an income elasticity of demand for food exceeding 0·5, although the cross-sectional income elasticity in 1955 was no more than 0·30. In 1958–61 real incomes increased rapidly, and both time-series and cross-sectional approaches[1] give income elasticities between 0·25 and 0·30. The rise in real personal incomes was sharply checked in 1962 and although it was resumed in the following year, the increase in household food expenditure (at constant prices) in both years was rather less than would be suggested by the cross-sectional income elasticity (0·27 in 1962). It is to be expected that the income elasticity of demand for food will decline as real incomes increase.

14. The apportionment of the rise of 0·5 per cent in the real value of food purchases in 1963 was markedly different from that observed in the previous year. The much greater increase of 2·8 per cent in the real value of purchases of convenience foods provided the largest contribution to the gain in overall real value, although expenditure on these foods in 1963 remained less than 19 per cent of the household food budget. Indeed, this proportion has hardly changed for six years. The prices of these foods have risen less than 1½ per cent since 1958, while prices of other foods have risen much more rapidly (Table 6). The

[1] Cross-sectional estimates have been obtained by taking weighted averages of the regression coefficients (of food expenditure or consumption on income, measured on logarithmic scales) observed for each of eleven types of household *in any one year*. The time-series method, on the other hand, uses data for comparable households *over a period of years*, during which incomes have changed. The two methods may give different results, especially in a period when living standards are rising (or falling) rapidly.

increased real value of purchases of convenience foods in 1963 was accompanied by a lower value for seasonal foods. There is of course some interchange of demand between these two groups; for example, when fresh green vegetables were scarce and expensive early in the year, housewives bought more quick-frozen peas and beans, and canned vegetables.

TABLE 6

Indices of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1958–63

(1958 = 100)

	1959	1960	1961	1962	1963
Expenditure Indices					
Seasonal foods (*a*)	101·6	103·9	109·0	112·3	113·5
Convenience foods (*a*)	104·4	106·4	111·8	113·3	116·8
All other foods	103·7	104·1	105·6	109·9	113·1
All foods	103·2	104·5	107·7	111·2	113·9
Indices of Average Prices					
Seasonal foods (*a*)	96·6	96·3	101·9	106·8	108·6
Convenience foods (*a*)	100·5	99·3	101·1	101·1	101·4
All other foods (*b*)	105·0	105·1	104·4	107·4	110·3
All foods (*b*)	101·7	101·4	103·0	106·0	108·1
Indices of Real Value of Food Purchases (*c*)					
Seasonal foods (*a*)	105·2	107·8	107·0	105·2	104·4
Convenience foods (*a*)	103·8	107·2	110·6	112·1	115·1
All other foods (*b*)	98·7	99·1	101·1	102·3	102·5
All foods (*b*)	101·4	103·0	104·5	104·9	105·3

(*a*) As defined in paragraph 11.

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

(*c*) See Glossary (Appendix E).

15. The classification of foods into the three broad categories of 'seasonal,' 'convenience' and 'other' foods does not imply that all of the foods within each category exhibited a common trend in expenditure, consumption, or average price. Some of the differences within these categories are shown by index numbers in Table 13 (Part II); for example, the percentage rise in the real value of poultry purchases since 1958 is more than twice as great as any other increase recorded there. The divergences within the group of convenience foods are further shown by means of index numbers of expenditure in Table 7. These show that most, but not all, of these foods have become more popular since 1958: the trend for quick-frozen peas and beans, for example, is in striking contrast with that for canned and bottled tomatoes. More detailed estimates of average expenditure, consumption and prices for each of the foods in the Survey classification are shown for each quarter of 1963, with averages for the year, in Tables 1–3 of Appendix B. The main changes are reviewed in paragraphs 16 to 34 below.

TABLE 7

Household Expenditure on Convenience Foods, 1958–63

(1958 = 100)

	1958	1959	1960	1961	1962	1963
Quick-frozen peas and beans	100	140	174	183	212	264
Canned convenience foods						
Corned meat	100	95	95	92	93	95
Bacon and ham, cooked and canned	100	111	112	124	116	118
Other cooked and canned meats	100	102	113	117	119	119
Canned and bottled fish (*a*)	100	143	120	139	125	124
Canned peas	100	98	90	94	90	92
Canned beans	100	97	101	105	109	119
Other canned vegetables	100	106	92	108	130	160
Canned and bottled tomatoes	100	79	73	74	59	64
Canned peaches, pears and pineapples	100	107	101	106	107	101
Other canned and bottled fruit	100	99	100	107	106	114
Canned soups	100	106	123	131	131	137
Total above canned foods	100	106	106	113	110	113
Other convenience foods						
Meat products (*b*)	100	107	114	125	128	137
Cooked fish	100	79	90	98	92	105
Fruit juices	100	130	142	160	157	170
Cakes and pastries	100	101	106	110	117	118
Biscuits	100	101	101	100	105	102
Puddings and ice-cream served as part of a meal	100	135	129	141	146	162
Breakfast cereals	100	96	99	107	111	117
Other cereals	100	95	95	88	90	90
Dehydrated and powdered soups	100	128	119	100	116	128
Total, other convenience foods	100	102	105	109	113	117
TOTAL–ALL CONVENIENCE FOODS	100	104	106	112	113	117
Total expenditure on convenience foods	(per person per week)					
	62·53 (5s. 3d.)	65·19 (5s. 5d.)	66·36 (5s. 6d.)	69·81 (5s. 10d.)	70·75 (5s. 11d.)	72·95 (6s. 1d.)
Total expenditure on all foods	340·72 (28s. 5d.)	351·49 (29s. 3d.)	355·77 (29s. 8d.)	367·02 (30s. 7d.)	379·02 (31s. 7d.)	388·09 (32s. 4d.)
Expenditure on convenience foods as a percentage of total household food expenditure	18·4%	18·5%	18·7%	19·0%	18·7%	18·8%

(*a*) Excludes fish paste.

(*b*) Includes cooked sausages, liver sausage, etc., but excludes uncooked beef and pork sausages.

Milk and Cheese

16. A further small increase of 0·6 per cent in average household consumption of liquid milk in 1963 to 4·98 pt. per person per week continued the rising trend which has been maintained since 1959. There was an increase of nearly 2 per cent

(from 4·05 to 4·12 pt. per person per week) in the consumption of full-price liquid milk, which however was partly due to Survey households having recorded greater free supplies of milk, other than welfare milk. Consumption of welfare milk receded somewhat from the high level attained in the two previous years, partly because the sample happened to contain somewhat fewer beneficiaries. Since 1959, the average (full) price has varied little, the annual averages ranging from 8·0d. per pint in 1960 to 8·6d. in 1963, so that in real terms, the price has fallen. The demand for milk is very inelastic with respect both to price and income. A recent estimate of the elasticity of demand for milk with respect to price is of the order of −0·1, although this estimate is less than its standard error because of the very small variation in price which has occurred. Using this estimate, it appears that, when the effect of rising real income is taken into account, the underlying demand[1] for milk has not increased at all over the period considered.

17. The real price of cream has been falling steadily since 1956: demand is moderately elastic to price changes, but much more elastic with respect to variations in real incomes, and these two factors have contributed to a doubling of consumption since 1956. Even when their effects are removed, it appears that the underlying demand has become appreciably stronger. In 1956, only 13 per cent of households bought cream during the week of Survey; in 1963, some 21 per cent did so.

18. Purchases of natural cheese have risen slowly from 2·45 oz. per person per week in 1956 to 2·81 oz. in 1963. The average real price of natural cheese has shown a downward trend since 1959, but demand apparently shows only small response to changes in price or in income; recent estimates of the own-price elasticity and the income elasticity are of the order of −0·2 and +0·2, respectively. After allowing for these factors, the underlying demand appears to have strengthened slightly. Average consumption of processed cheese fell from 0·40 oz. per person per week in 1959 and 1960 to 0·35 oz. in 1963.

Meat and Poultry

19. Changes in supplies[2] of carcase meat in 1963 governed the changes in consumption. There was a further improvement in supplies of beef and veal and of pork, which resulted in a slight easing of real prices. Consumption of beef and veal rose from 9·0 oz. per person per week in 1962 to 9·5 oz. in 1963, while purchases of pork increased from 2·3 oz. to 2·5 oz. These increases for beef and pork were more than sufficient to offset a further contraction in the supplies of mutton and lamb, with a reduction in consumption from 6·7 oz. per person per week in 1962 to 6·4 oz. in 1963, so that total consumption of carcase meat increased slightly from 18·0 oz. to 18·3 oz. Production of poultry resumed its expansion, but at a much slower rate than before 1961; the real price fell rather sharply, but consumption increased only from 2·3 oz. per person per week in 1962 to 2·5 oz. in 1963. The demand for poultry has expanded rapidly in recent years, and now rests on a much broader base than formerly; 16 per cent of the housewives interviewed in 1963 recorded a purchase of poultry during the week they were surveyed, compared with 8 per cent in 1959 and only 4 per cent in

[1] Here and elsewhere in this Report, the 'underlying demand' denotes the fundamental intrinsic demand, after eliminating the effects of prices and incomes in the short run; it is the product of a complex of factors such as tradition, trends in tastes, etc.

[2] These are the national supplies moving into consumption; see paragraph 6.

1956. Up to 1963, this growth in demand for poultry appears to have had little effect on the underlying demand for carcase meat, even though the average price of poultry had fallen well below that for beef and for pork. Poultry was not yet being purchased with the same frequency and regularity as the carcase meats. The estimates of the own-price elasticities which are given for each kind of meat in Table 10 take no account of the substitution relationships which undoubtedly exist in this sector of the food market, and may therefore be understated. Attempts to estimate these substitution relationships from Survey data have hitherto been unsuccessful, and have sometimes produced negative cross-elasticities, probably because the average prices of different meats are highly correlated. However, it is at least clear that the dominating factor in this sector is the price of beef, while the remarkable fall in the real price of poultry has had some influence.

20. Among the other types of meat and meat products, certain changes were complementary to those for the carcase meats. For example, a fall in consumption of uncooked bacon and ham from 5·6 oz. to 5·3 oz., and a smaller decrease for pork sausages, more than offset the increase for pork. Purchases of the convenience meat products (cooked sausages, meat pies, etc.) continued to expand; the underlying demand for these products appears to be increasing steadily.

Fish

21. Total consumption of fish, which had declined between 1959 and 1961, began to recover in 1962, and was well maintained in 1963 at 5·8 oz. per person per week. A fall in the consumption of fresh filleted white fish (cod, haddock, plaice, etc.) from 1·7 oz. per person per week in 1962, to 1·6 oz. in 1963, was offset by increased purchases of the quick-frozen counterpart (fish sticks, fish fingers, etc.), of other fresh white fish (hake, rock salmon, etc.) and of cooked fish. Consumption of canned salmon and of other canned fish was maintained.

Eggs

22. The abnormally severe weather during the first quarter of 1963 had an adverse effect on supplies of eggs. The intensive (indoor) systems of poultry management have reduced seasonal variation in supply, but prices are nevertheless usually at or near their highest in the mid-winter months of December and January, declining rapidly as the spring flush of supplies begins to get under way. In 1963, prices eased hardly at all in the early part of the year; over the first quarter, prices averaged 4s. 10d. per dozen, compared with 3s. 10d. in the first quarter of 1962, and even in April, when prices are usually at their lowest, the average was 4s. 7d. per dozen, much the same as in January and some 38 per cent higher than the average of 3s. 4d. recorded in April, 1962. Averaged over the whole year, supplies were very little reduced, but prices were some 16 per cent higher than in 1962. However, even in the first quarter, purchases averaged 4·23 eggs per person per week compared with 4·36 a year before, and, over the year, they were 4·21 compared with 4·34 in 1962. This illustrates the extreme inelasticity of demand for eggs at this level of purchases, giving rise to a high price flexibility. Recent estimates of the own-price elasticity have been of the order of −0·2 tending towards −0·1, and these exceptionally small values are not subject to the same reservations as those for liquid milk (paragraph 16): the price variations observed for eggs have been relatively large, and the relationship between quantity and price is fairly well determined. It is possible that there may

have been some lag in consumer reaction following the unusually low prices enjoyed in the summer of 1962. The underlying demand shows no clear long-term trend, but appears to have fallen slightly since 1960.

Fats

23. The analysis of demand for butter and margarine is of special interest, because margarine is almost unique as a manufactured food, its supply being nearly perfectly elastic even in the short run. The manufacturers of margarine have kept their prices almost constant, and have adjusted the level of production to meet changes in demand associated with variations in the price of butter. The average money price of margarine recorded by the Survey had in fact remained almost unchanged at 1s. 10d. per lb. for seven years up to 1963, and in 1963 the average price of 1s. 10½d. per lb. was barely half that of butter (3s. 7d. per lb.). Since the Survey classification does not identify different grades of margarine, this weighted average price may have been affected by the relative quantities of each grade purchased, but this stability in the Survey average nevertheless represents a fall of 12 per cent in the real price between 1956 and 1963. Over the same period, the price of butter has fluctuated quite widely. The more expensive grades of margarine (most of which contain a proportion of butter) no doubt compete to some extent with the lower grades of butter, both for table use and for certain cooking purposes, and are liable to be displaced when butter is cheap, while the lower grades of margarine are more likely to be needed as cooking ingredients.

24. The Survey results indicate that the rise of 8·7 per cent in the average deflated price of butter in 1963 compared with the average for the previous year was accompanied by a fall of 4·1 per cent in average purchases per head and an increase of 5·3 per cent in average purchases of margarine. These changes in purchases can each be resolved into three components as follows:—

Between 1962 and 1963

	Butter	*Margarine*
	%	%
Change due to rise in incomes . . .	+0·9	−0·9
Change directly attributable to rise in price of butter in this period	−2·3	+4·1
Other shifts in demand	−2·7	+2·1
Total . . .	−4·1	+5·3

In the above apportionment, the second component represents the movement from one point on the price/quantity demand curve to another, commensurate with the change in the deflated price of butter and with elasticities of −0·3 for butter with respect to its own price and over +0·4 for margarine with respect to the price of butter. The third component represents the estimated shift in the location of this demand curve with respect to the price and quantity axes. The latter shift can only be explained by reference to the sequence of events over the preceding three years. Throughout most of 1960 and 1961 the deflated price of butter was falling and consumers were in consequence increasing their purchases

of butter and curtailing those of margarine. When this downward trend in butter prices was reversed in 1962, consumers did not immediately switch from butter to margarine, but maintained (temporarily) the comparatively high level of butter consumption to which they had become accustomed in 1961. The demand for butter in 1962 was thus temporarily enhanced and that of margarine weakened by this inertia. Previous experience has shown that in similar circumstances this temporary phase may continue for up to a year before consumers react to the change in price. Thus, in 1963, when the price of butter rose sharply, consumers were not merely reacting to the change in price which took place in that year, but were also showing a delayed reaction to the rise which had taken place in 1962. On the whole, there appears to be no clear trend in the total consumption of butter or in the underlying demand. The income elasticity for margarine is negative,[1] and it seems clear that it has maintained its position partly through the fall in its real price. The underlying demand, however, appears to have weakened since 1960, and even for cooking purposes, margarine may have lost a little ground to lard and compound cooking fat, consumption of which averaged 2·19 oz. per person per week compared with 2·14 oz. in the previous year and 2·06 oz. in 1960.

Sugar and Preserves

25. Consumption of sugar was almost unchanged in 1963 at 18·5 oz. per person per week. The real price of sugar was 8 per cent higher than in 1962, and the price varied more widely during 1963 than in any year since 1957, but the demand for sugar is very inelastic to changes in price or in income. An increase in free supplies of stone fruit no doubt helped to maintain both the purchases of sugar and the consumption of jam made from home-grown fruit (0·13 oz. per person per week) at the 1962 levels, but the long-term decline in purchases of jam and other preserves, except marmalade, was resumed.

Vegetables and Fruit

26. Supplies of potatoes from the main crop lifted in the autumn of 1962 were fairly adequate, but distribution was affected to some extent by the bad weather early in 1963, and the average price of 4·5d. in the first quarter was about 18 per cent higher than a year earlier. The severe weather had some adverse affect on supplies of new potatoes, but not enough to reproduce the exceptional shortage experienced in the spring of 1962, and prices of new potatoes were some 29 per cent lower in the corresponding period of 1963. Total purchases of potatoes in the first half of 1963 were thus more or less normal, and for the year as a whole, consumption recovered from the low level of 53·6 oz. recorded in 1962 to 56·9 oz. per person per week.

27. Supplies of cabbages, brussels sprouts and cauliflower were much reduced by the severe weather early in the year, and prices rose considerably. The price increases also extended to carrots, which are usually relatively cheap in the first quarter, and housewives tended to replace fresh by quick-frozen and canned vegetables, slightly increasing their outlay. The prices of fresh vegetables returned to more normal levels later in the year, and in most cases, purchases

[1] Recent estimates of the income elasticities for butter and margarine have been of the order of +0·3 and −0·3, respectively.

recovered strongly. For the year as a whole, consumption of fresh green vegetables was 13·6 oz. per person per week, compared with 15·1 oz. in 1962, this reduction being partly offset by increases for other vegetables. In the analysis of demand for fresh green vegetables, root and canned vegetables, the price elasticities observed are generally rather high, because there is considerable scope for substitution. Purchases of fresh vegetables vary widely from year to year according to fluctuations in supply, and it is difficult to establish any clear trends in the underlying demand. It appears that purchases of canned peas (which have a negative income elasticity) have been maintained by means of a steady reduction in the real price, and the underlying demand has been declining rather rapidly. In contrast, the underlying demand for canned beans appears to have become somewhat stronger, and that for other canned vegetables[1] a good deal stronger since 1960, though purchases in 1963 may have been exceptionally high, as explained above. The recorded purchases of vegetable products[2] were still only 0·2 oz. per person per week in 1963, with an average expenditure of less than 1d. per person per week, but the consumption of such products has trebled since 1958, and demand appears to be increasing very rapidly.

28. Supplies of oranges and other fresh citrus fruit were somewhat reduced in 1963, and prices rose, but in real terms were still distinctly below those of the period 1956–58. However, demand for most kinds of fruit is highly elastic, owing to the wide possibilities of substitution, and purchases of oranges fell by about 9 per cent to 3·0 oz., and of other citrus fruit by 11 per cent to 0·8 oz. per person per week. The U.K. crop of apples was fairly good both in 1962 and 1963, and prices were on a lower level throughout the latter year, so that average consumption of apples rose by 12 per cent to 7·0 oz. Consumption of fresh tomatoes fell from 4·2 oz. per person per week in 1962 to under 4·0 oz. in 1963, and prices hardened.

29. Nearly all the individual kinds of fruit exhibit fairly high income elasticities, so that *ceteris paribus* the rise in real incomes could be expected to produce an increased consumption of fruit. Moreover, the trends in the real prices of most types of fresh fruit (excluding apples and pears) and of canned and bottled fruit, have been almost uniformly downward since 1958, and this should also be conducive to greater consumption. In fact, however, the total consumption of fresh fruit per head has not risen since 1959. Thus, when the influence of changes in prices and in incomes has been eliminated, there appears to have been a marked contraction in the underlying demand for most types of fruit whether fresh or canned, except apples. The underlying demand for fruit juices was expanding rapidly until 1961, but the increase in purchases in 1963 is fully explained by the fall in price and rise in income, so that the rise in demand appears to have been checked.

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[1] Including canned carrots, beetroot, mixed vegetables, strained vegetables (baby foods), etc.

[2] Including canned vegetables in sauce or mayonnaise (excluding baked beans), potato cakes, potato puffs, dehydrated vegetables, spinach puree and various composite vegetable dishes.

Cereals, Beverages and miscellaneous foods

30. The consumption of bread has declined almost continuously since 1950,[1] when consumption was 65 oz. per person per week. The average of 43·3 oz. per person per week in 1963 was more than 15 per cent below the level of 51·1 oz. recorded in 1956. This decrease is partly explained by the rise in the real price of bread since 1956[2] and partly by the improvement in real incomes,[3] but to a greater extent by a weakening in the underlying demand for bread. The reduction in purchases has been greatest for large white loaves, but the total for brown and wholemeal bread has been almost constant since 1959. In 1957, when the Survey first distinguished wrapped from unwrapped loaves, some 59 per cent of large white loaves were sold wrapped; by 1963 the proportion had risen to 70 per cent. For small white loaves the proportion was 29 per cent in both years.

31. The real price of flour has fallen steadily since 1959 (in contrast to that for bread); over the same period, purchases of flour have tended to fall. Even after making allowance for the rise in real income which affects purchases of flour rather more than those of bread,[4] the underlying demand for flour has fallen off considerably during the period.

32. The decline in home baking which underlies the contraction of demand for flour is no doubt associated with the fairly steady rise in purchases of cakes and pastries since 1956, but this trend has been favoured by an almost continuous fall in real prices and rise in real incomes, and when allowance is made for these factors, the expansion in the underlying demand has been only slight. Prices of chocolate biscuits rose in 1962 and 1963 and purchases fell back from the maximum of 1·0 oz. per person per week reached in 1961 to 0·8 oz. in 1963, a decrease greater than might have been expected from the increase in price. Consumption of other biscuits is almost completely inelastic to price and income changes and has been steady near 4¾ oz. per person per week at least since 1958 when the Survey classification first distinguished them. Purchases of rice, although almost independent of income, are elastic to price changes. Nevertheless, in spite of a steady fall in the real price of rice, purchases have tended to decline, probably because ready-prepared canned milk puddings were being increasingly used as a convenient substitute. Up to 1961, demand for oatmeal and oat products was falling rapidly, but it has since shown some recovery and in 1963, purchases averaged 0·96 oz. per person per week, compared with 0·97 oz. in the preceding year and 0·78 oz. in 1961. Consumption of other breakfast cereals was well maintained at 1·94 oz. per person per week.

33. For many years it has been observed, both from Survey estimates and other available statistics, that the demand for tea is highly inelastic to changes in price or in income. The real price of tea has fallen steadily since 1957, but purchases have shown no response, remaining virtually constant at 2·8 oz. per person per week. A continued expansion in the effective demand for coffee has

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1 The Survey was not carried out on a national basis prior to 1950.

2 The own-price elasticity of demand for bread during 1956–63 is estimated as −0·2.

3 Recent estimates of the income elasticity of demand for bread have been of the order of −0·1.

4 Recent estimates of the income elasticity of demand for flour have been of the order of −0·2, tending towards −0·1.

been wholly in respect of instant coffee, and has been achieved partly at the expense of coffee essences; in 1963, purchases of the former were nearly 80 per cent above the level recorded in 1960, when powders were first distinguished from essences in the Survey, whereas those of the latter had declined by one-third. Purchases of instant coffee are highly elastic to changes in price and in income,[1] and the rapid rise in its popularity since 1960 has been achieved mainly by means of a considerable reduction in the real price, though also by sales promotion.

34. Purchases of canned soups are very elastic to changes in price, though not with respect to income, and have risen rapidly since 1958, while real prices have fallen. The analysis of trend is complicated by the inclusion in this group of the condensed soups which have appeared on the market in recent years, but there seems little doubt that the underlying demand for canned soups is expanding steadily. The use of dehydrated and powdered soups, on the other hand, appears to be more closely related to changes in income than to those in price, and the increase in purchases since 1958 has been roughly commensurate with the improvement in real income.

GEOGRAPHICAL DIFFERENCES IN HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION, 1963

Classification

35. 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 1963, the over-representation of rural households made it necessary to re-weight the results for all households (see paragraph 8) but the proportionate representation of conurbations and larger towns was fairly consistent with the Registrars-General's estimates; the estimates for individual regions have not been re-weighted. 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[2] 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;[3] this analysis also makes a distinction between larger towns[3] and smaller towns,[3] and between semi-rural areas[3] and rural areas[3].

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[1] Recent Survey estimates of the own-price elasticity and the income elasticity were −2·0 and +0·8 respectively.

[2] Details of the administrative areas comprising each region are given in Appendix A.

[3] See Glossary (Appendix E).

36. 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. Furthermore, in the interests of economy, the overall size of the sample was reduced in 1963,[1] and this tended to increase the sampling fluctuations for any particular region. Nevertheless, while the 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 1963 from each region and from each type of area are given in Appendix A.

Expenditure, prices and free supplies

37. Table 14 gives estimates of average domestic food expenditure per person per week in 1962 and 1963 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). Because of the diminution in the overall size of the Survey sample in 1963, the number of parliamentary constituencies surveyed in Wales was reduced from three to two, and in Scotland from five to four. With such small numbers of first-stage sampling units, the estimate of expenditure recorded for both countries is liable to change abruptly from year to year, and it did so in 1963. This in turn contributed to an absolute and relative widening in the regional estimates of expenditure, which ranged from 35s. 0d. per person per week in London to 29s. 3d. in Scotland. The coefficient of variation[2] for the regional averages is 5·3, but if expenditure in Wales and Scotland had remained at the levels recorded in 1962, the coefficient would have been 4·4, as in 1961 and 1962. In the analysis by degree of urbanization, the range in expenditure was from 35s. 0d. in London to 28s. 10d. in rural areas (1962, 34s. 3d. to 28s. 10d.). The coefficient of variation was 4·3, compared with 4·1 in 1962. In each analysis, the differences in average expenditure were, of course, greater than those in the value of consumption, since free supplies tend to replace purchases which would otherwise be necessary. This inverse relationship between expenditure and the value of free food was less marked and less regular in 1963 than in 1962, and was as usual more pronounced in the analysis by type of area than in that by region. Although the downward gradation in food expenditure with decreasing urbanization was slightly steeper than in 1962, it was rather less regular, the average food expenditure recorded in the semi-rural areas having increased more than that elsewhere. 1962 had been a comparatively good year for garden and allotment produce, and the average value of free supplies had risen to the exceptionally high level of 5s. 9d. per head per week in wholly rural areas. However, the severe weather early in 1963 caused a sharp reduction in

[1] See Appendix A.

[2] The coefficient of variation is the square root of the mean of the squared deviations from the overall average, expressed as a percentage of that average.

free supplies of vegetables, and the value of free milk and eggs also declined, so that the annual value of free food in these areas dropped to 4s. 0d. per person per week, but expenditure remained at 28s. 10d., thus again confirming that, when free supplies are reduced, they are not fully replaced by purchases.

38. Table 14 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 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. Differences in prices between different regions and between town and country were reduced in 1963; in particular, that between London and the rural areas was almost eliminated, prices being higher in the provincial conurbations than in any other type of area. Prices were again lower than the average in the South-East and South and in East Anglia and the North Midland counties, and higher in the North-West of England and in Scotland and Wales. In the predominantly rural South-West there was a relative fall in food prices, in agreement with that for rural areas generally. In spite of the reduction in the variability of prices, regional differences in expenditure tended to widen; this appears to be the long-term trend[1] although sampling fluctuations contributed to it in 1963.

39. Table 14 also gives a "price of energy" index,[2] which 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 not only by variations in the prices paid for food, but also (and mainly) by differences in dietary patterns. Thus the difference of more than 15 per cent between the cost per calorie in London (where it was as usual highest) and in rural areas was attributable almost entirely to differences in the pattern of diet; the index for rural areas in 1962 had been raised because of abundant free supplies of fruit and green vegetables, which, if purchased, would have been expensive sources of energy; their imputed value is included in the cost per calorie, but the experience of 1961 and 1963 suggests that if free supplies are reduced they are not fully replaced by retail purchases.

40. Geographical variations in average household consumption of each of the main foods or groups of foods in 1963 are summarized in relative terms in Table 15, while detailed estimates of the actual average consumption of each of the foods itemized in the Survey classification are given in Appendix D. Some of the divergences listed in Table 15 may be affected by sampling fluctuations, but certain salient features of this type of analysis were again faithfully reproduced in 1963, and in particular, despite the reduced scale of representation there,[3] Wales and Scotland provided the usual interesting contrast, their

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1 See *Domestic Food Consumption and Expenditure: 1962*, paragraph 64. H.M.S.O., 1964.

2 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.

3 See paragraph 37.

diets being in certain respects almost diametrically opposed. Thus, for the same consumption of bread, consumption of butter in Welsh households (8·5 oz. per person per week) was nearly twice that in Scotland (4·7 oz.). Housewives in Scotland prefer beef and veal to mutton and lamb, pig-meat and poultry, all of which are relatively more acceptable in Wales. The contrast can also be extended to minor points, such as the neglect of shellfish in Scotland compared with their popularity in Wales. The diet in London was characterized by a high consumption of carcase meat, poultry, milk, cheese and eggs, contributing a high proportion of animal protein, but this pattern was not repeated in the provincial conurbations, where the diet was much closer to the national average. The regional differences in food consumption are no doubt partly based on tradition, but it is not known how far these are affected by other determinants, which may be changing; this aspect of the food market appears to offer scope for further investigation.[1]

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION ACCORDING TO SOCIAL CLASS, 1963

Classification

41. The definition of social class used in the National Food Survey is in terms of the gross weekly income (i.e. before deduction of income tax, etc.) of the head of the household, as stated by the housewife or, if necessary, imputed from occupation or other information. 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[2] (abbreviated as O.A.P.). As an exception to the general rule, if the gross weekly income of the head of the household is within the income range for Class D and the household contains more than one earner, 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.

42. 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 1963 for use throughout the year were:

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

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1 Primary data for past years can be supplied to those interested in undertaking research into this aspect.

2 Including State retirement pensions, and pensions of widows over 60 years of age. For this purpose, 'pensions' include income from National Assistance funds.

These ranges differed from those used in 1962 only in respect of the lower limit for Class A2, and following this revision, the proportion of households in the sample which qualified for inclusion in Class A2 fell to 8·6 per cent, while the proportion in Class A1 was unchanged (2·0 per cent). The proportion which qualified for Class B rose from 31·7 per cent in 1962 (a rather smaller proportion than had been envisaged when prescribing the income ranges for that year) to 34·3 per cent in 1963, while the proportion allocated to Class C fell from 36·8 per cent to 34·5 per cent. The proportion placed in Class D remained exactly the same as in 1962, but within this class, there was a marked increase in the proportionate representation of households consisting of old age pensioners (from 10·4 per cent in 1962 to 12·2 per cent in 1963). The proportions placed in each class in each year from 1958 to 1963, together with the defining income ranges, are shown in Appendix A, Table 3. The distribution of households according to social class in 1963 was quite close to the percentages intended, viz: Class A1, 2½ per cent; Class A2, 7½ per cent; Classes B and C, each 35 per cent; Class D, 20 per cent.

43. Further details of the composition of each class in 1963 are given in Tables 4 and 5 of Appendix A. The reduction in the overall size of the sample in 1963 affected the representativeness of several sub-groups; in particular, there were only eight of the largest families in Class A, and the results for this small group should be treated with great reserve. In Class A1, there were in 1963 relatively more younger than older couples, but in Class A2 the numbers of older and younger couples were exactly equal. The number of unemployed workers increased sharply in the early months of 1963, particularly in the construction industries, owing to the severe weather, but the number fell rapidly later in the year, and in the third and fourth quarters was below the corresponding level a year earlier. In the Survey sample, the households without earners were rather fewer than in 1962, the proportion of households in Class D2 falling from 3·5 per cent to 2·6 per cent. This small group of less than 200 households consisted mainly of retired persons whose principal source of income was other than the State retirement pension. The proportion of pensioners increased sharply; 50 per cent of the pensioner households, and 34 per cent of the persons in this group were elderly women living alone, whose food consumption, especially of the less perishable foods, is known to be overestimated by the Survey (see Appendix E).

Expenditure, consumption and prices

44. Estimates are given in Table 16 of the average food expenditure in each social class in 1962 and 1963. Among the earning classes, the range of expenditure widened slightly in 1963; the increase of 2s. 1d. in Class A1, from 39s. 0d. per person per week in 1962 to 41s. 1d. in 1963, was relatively much greater than the corresponding increase of 10d. in Class D1. The largest increase in expenditure, 2s. 3d. per person per week (7·7 per cent), was recorded by old age pensioner households, who had not increased their food expenditure in 1962. This is no doubt partly attributable to their increased real income in 1963,[1] but may also derive to some extent from a sampling fluctuation.[2]

[1] From 27th May, 1963, the weekly rates of pension were increased from £2 17s. 6d. to £3 7s. 6d. for a single person, and from £4 12s. 6d. to £5 9s. for a married couple.

[2] For example, in 1963 the sample included rather more pensioner households from rural areas, and more of these consisted of women living alone. In particular the rise in purchases of liquid milk by pensioners may in part be a sampling aberration.

Taking all classes into consideration, class differences in total food expenditure per head (measured by the coefficient of variation)[1] widened slightly in 1963, but part of this widening is due to the relatively large increase in expenditure recorded by the small sample of households in Class A1.

45. 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 16 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 1963 were respectively 9 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 is also shown in Table 16. This index has been obtained by dividing the money value of the food obtained for consumption (purchases plus free supplies) in each class by its energy value and expressing the result as a percentage of the corresponding quotient for all households. The index in 1963 ranged from nearly 29 per cent above the national average in Class A1 to nearly 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 (such as bread) than those of more limited means.

46. Estimates of average expenditure on each of the main foods in 1963 by households of different class are given in Table 17; corresponding estimates of consumption are shown in Table 18. 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; for some foods, however, including condensed milk, prepared fish, margarine, potatoes, bread and tea, this gradation tended to be reversed. The expenditure recorded by pensioner households was well up to the national average for most foods, (partly because these households contain hardly any children), and was much above it in respect of milk, mutton and lamb, butter, preserves, and tea. For a few foods, where pensioners' expenditure was below the national average, they were able to bring their consumption above the average by selective shopping: for example, they bought the less expensive cuts of beef and the cheaper kinds of fresh green vegetables.

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[1] See footnote 2 to paragraph 37.

47. As mentioned in paragraph 22, prices of eggs rose sharply in 1963 and the changes in purchases differed according to the level of income. Households in Class A1, which usually pay relatively higher prices for eggs, increased their purchases from 4·3 eggs per person per week in 1962 to 4·8 in 1963, while those in Class C reduced their purchases from 4·3 to 4·0 eggs, and those in Class D1 from 4·3 to 3·9.

HOUSEHOLD FOOD EXPENDITURE AND CONSUMPTION ACCORDING TO FAMILY COMPOSITION, 1963

Classification

48. Households participating in the National Food Survey have, since 1954, been divided into eleven types, according to their size and composition. Eight of these, in which the adult element consists of one man and one woman[1] (a couple), are described as 'classified' (or, where they include minors, as 'family households'). Such households accounted in 1963 for 65 per cent of the households surveyed and included 68 per cent of all persons in the sample, 65 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.

49. An analysis of the Survey sample by household composition and social class is given in Table 4 of Appendix A; details of the average number of earners per household in each of the sub-groups are shown in Table 9 of Appendix A. In 1963, 61 per cent of the younger childless wives were in paid employment, compared with 23 per cent of the mothers with one child, 19 per cent of those with two children, 14 per cent of those with three and 18 per cent[2] 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. Among classified households, five of the eight types of household distinguished in the Survey analysis are of fixed composition, and this facilitates comparison of their food purchasing habits over time, although the other characteristics of the samples in these sub-groups, notably their average income, may fluctuate from year to year. Thus the proportion of pensioner households among the older couples rose from exactly one-quarter in 1962 to 27·9 per cent in 1963. Similarly, within Class A1 the number of the families with three children was halved, while the number of younger couples almost doubled.

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[1] The terms man and woman refer here and elsewhere in this report to persons of 21 years of age or over.

[2] This relatively high proportion for the largest families derives partly from sampling fluctuations in the smallest sub-samples: in Class A1, one of the four housewives with four or more children was an earner, and in Class D1, five of the eight.

Expenditure, consumption and prices

50. Table 19 gives the average household food expenditure and value of consumption per person per week in 1962 and 1963 in each of the eleven types of household. All groups recorded increased expenditure, compared with 1962, except the unclassified households containing children and adolescents, which included relatively fewer Class A households than in 1962, and rather more large families. As in previous years, food expenditure per person recorded by the younger childless couples was more than twice as great as that in the largest families. However, the latter group improved their relative position slightly by recording the largest proportionate increase in expenditure over the previous year (4·4 per cent)[1] and also gained more than average benefit from the increase in free supplies, so that, for the first time since 1957, their value of consumption per person was rather more than half that of the younger couples. Taking all the eleven sub-groups into account, the relative variation in food expenditure, as measured by the coefficient of variation[2] remained very much the same as in 1962.

51. Table 19 also shows a price index which compares the level of food prices paid by each of the eleven household groups with the average for all households. The index has been derived by costing the national average food purchases per head at the average prices paid by each of the household groups separately and expressing the results as percentages of the average domestic food expenditure per head for the whole sample. The index therefore takes no account of the variation in the pattern of food purchases between the household groups, 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. The level of food prices paid by each group of classified households (except older couples) varied inversely with household size. The range of this variation was slightly less than in 1962, the highest prices (2·9 per cent above the national average) being paid by younger childless couples and the lowest (3·7 per cent below the average) by families with four or more children; the older couples, of whom more than a quarter were old age pensioners, paid prices which were 0·5 per cent below the national average. The price indices for 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 1·85 persons) to 0·7 per cent below the average in households containing one or more children (average size 4·75 persons).

52. A 'price of energy' index,[3] which is also shown in Table 19, 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 11·1 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. Less than a quarter of the range in the 'price

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1 This is probably partly due to a fortuitous increase in the number of earners in these families (see paragraph 49).

2 See footnote 2 to paragraph 37.

3 See footnote 2 to paragraph 39.

of energy' index between these two household groups was due to their paying different prices for comparable foods, more than three-quarters being due to their different patterns 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.

53. Estimates of average expenditure on each of the main foods in 1963 by households of different composition are given in Table 20; corresponding estimates of consumption are shown in Table 21. 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 cream, cheese, meat, fish, butter, fresh green vegetables, fruit, the speciality breads, coffee and branded beverages. In 1962, families with four or more children had reduced their consumption of potatoes (which were scarce and dear in the spring of that year) much more than any other household group, and in 1963, when prices were at a lower level, these families recorded a more than average recovery in consumption from 46·6 oz. to 53·3 oz. per person per week. Prices of eggs rose sharply in 1963 (see paragraph 22), but purchases by the younger childless couples were virtually unchanged at 5·4 eggs per person per week, and even in the largest families, purchases fell only slightly from 3·3 to 3·2 eggs per person per week. This appears to indicate that the price elasticity of demand for eggs does not vary greatly at different levels of income and consumption. Butter prices also rose in 1963, but the younger childless couples increased their consumption slightly, whereas nearly all other groups cut down their purchases. Exceptionally, the largest families bought slightly more butter than in 1962, but remained the only group using more margarine than butter, and indeed, less of these two together than in 1953, the last full year of rationing (7·3 oz. in 1963, compared with 7·4 oz. per person per week in 1953).

54. Estimates of the consumption of liquid milk are shown in Table 8. In real terms (i.e. when deflated by the Index of Retail Prices) the price of full-price liquid milk fell slightly in 1963 (as in each year since 1957) but the effects of this fall were far from uniform. The younger childless couples actually bought less, but recorded greater free supplies so that their total consumption was only slightly reduced. The larger families with three or more children increased their purchases of full-price milk slightly, though they obtained somewhat less welfare milk and school milk because of a fall in the average number of beneficiaries per household. In the families with four or more children, welfare milk and school milk together usually account for about half of their total milk consumption. The rising trend in milk consumption which had been observed for most classified households since 1959 appeared to have been checked in 1963, except in the family households with adolescents but no children, whose consumption had not increased in the two previous years. Milk consumption increased in the unclassified households without children, so that the overall average for all households in the Survey sample rose slightly (see paragraph 16).

Family Composition and Social Class

55. 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 1963 by social class and household composition are given in Table 4 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 22, and details

TABLE 8

Consumption of Liquid Milk (including Welfare and School Milk) in Certain Groups of Households, 1956–63

(pints per person per week; F. = full-price milk, W. + S. = welfare and school milk, T. = total)

		1956	1957 (*a*)	1958	1959	1960	1961	1962	1963
Households of one man and one woman and:									
no other (both under 55)	F.	5·13	5·04	5·02	4·91	5·01	5·12	5·18	5·12
	W. + S.	0·20	0·24	0·23	0·17	0·18	0·22	0·18	0·25
	T.	5·33	5·28	5·24	5·08	5·19	5·34	5·36	5·38
1 child	F.	4·01	4·01	3·89	3·86	3·74	3·89	3·74	3·80
	W. + S.	1·13	1·12	1·26	1·18	1·27	1·36	1·45	1·39
	T.	5·14	5·13	5·16	5·04	5·01	5·25	5·20	5·19
2 children	F.	3·45	3·42	3·31	3·25	3·28	3·32	3·29	3·22
	W. + S.	1·62	1·62	1·74	1·73	1·74	1·77	1·81	1·88
	T.	5·07	5·04	5·05	4·98	5·02	5·09	5·10	5·10
3 children	F.	2·98	2·94	2·86	2·77	2·78	2·65	2·93	2·98
	W. + S.	1·81	1·86	1·78	1·92	2·07	1·97	2·10	1·97
	T.	4·79	4·80	4·64	4·69	4·86	4·62	5·03	4·96
4 or more children	F.	2·16	2·36	1·92	1·99	2·21	2·32	2·21	2·27
	W. + S.	2·07	2·06	2·18	2·08	2·03	2·18	2·26	2·06
	T.	4·23	4·42	4·10	4·08	4·24	4·50	4·48	4·33
adolescents only	F.	4·62	4·82	4·58	4·60	4·67	4·65	4·65	4·94
	W. + S.	0·06	0·05	0·06	0·07	0·06	0·07	0·08	0·07
	T.	4·68	4·87	4·63	4·67	4·74	4·73	4·73	5·01
adolescents and children	F.	3·66	3·66	3·63	3·64	3·80	3·78	3·92	3·92
	W. + S.	0·71	0·74	0·72	0·69	0·70	0·72	0·74	0·74
	T.	4·37	4·40	4·35	4·33	4·50	4·49	4·67	4·66
All households in the Survey sample	F.	*4·00*	*4·05*	*3·94*	*3·92*	*4·00*	*4·00*	*4·05*	*4·12*
	W. + S.	*0·83*	*0·79*	*0·85*	*0·84*	*0·84*	*0·90*	*0·90*	*0·85*
	T.	*4·83*	*4·84*	*4·80*	*4·76*	*4·84*	*4·90*	*4·95*	*4·98*

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

of average consumption (per head) of the main foods in Table 23. For households in Class A, average weekly food expenditure ranged from 50s. 3d. per head for younger childless couples to 30s. 1d. per head in families with four or more children;[1] for households in Class B the corresponding range was from 44s. 6d. to 23s. 0d. and for those in Classes C and D1, from 41s. 1d. to 19s. 9d. In contrast to the usual pattern, food expenditure *per household* increased no more rapidly with increases in household size in Class A than in Class B, that is, the increment to food expenditure for the addition of each child was, on average, no greater in Class A than in Class B, and not much greater than in Classes C & D1. This exceptional pattern may to some extent arise from the variations in family income mentioned in paragraph 49, but it is thought to be mainly due to sampling fluctuations.

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION, 1963

56. 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 E, 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 E, 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 to visitors and for meals consumed outside the home.

All Households (Table 24)

57. The average household food consumption showed little change in energy value in 1963 compared with that in the previous year. There was a very slight increase in animal protein consumption and total protein consumption rose by 1·6 per cent, the first noteworthy increase since 1960. There were also similar increases in consumption of vitamins of the B complex. Potato consumption rose by more than 3 oz. per person per week[2] and consumption of milk, cheese and carcase meat increased slightly. In consequence, the proportion of energy value derived from protein increased while that from fat and carbohydrate decreased.

58. The contributions of different food items to the energy value and nutrient content of the food obtained for consumption in the average household, households of Classes A and D1, and households in London and Scotland are shown in Appendix C. The largest contribution of major food groups to the total nutritive value of the diet in the average household were those from milk, cream and cheese to calcium (60·8 per cent) and riboflavin (41·7 per cent); from fats to vitamin D (45·3 per cent), and from total meats to nicotinic acid (39·3 per cent). Approximately equal amounts of vitamin C were provided by potatoes (32·7 per cent), and fresh fruit and tomatoes (35·0 per cent). Cereals contributed 31·6 per cent of total calories, 29·5 per cent of protein, 33·8 per cent of iron, 32·7 per cent of thiamine and 28·5 per cent of nicotinic acid to the total nutrient intake. Milk, meat, fish and fruit contributed more, and potatoes and

[1] There were only eight of these families in Class A.

[2] See paragraph 26.

cereals less, to the nutrient content of household food consumption in Class A and London households than in the average household. In Class D1 and in Scotland this was reversed; cereals formed 36·7 per cent of total calorie intake in Scottish households and potatoes provided 43·9 per cent of vitamin C.

Geographical Variations (*Table 25*)

59. 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 Wales and Scotland, and calcium in Wales, only just reached the recommended allowances. Compared with 1962, consumption of most nutrients by households in rural areas decreased. The proportion of calories obtained from protein was lowest in Wales and rural areas (11·0 per cent), and highest in London (12·0 per cent). The proportion of calories obtained from fat was again least in Scotland (36·1 per cent), where the proportion from carbohydrate was again highest (52·3 per cent); the London diet continued to present a marked contrast by showing the highest percentage of fat (41·3 per cent) and the lowest for carbohydrate (46·7 per cent). Scotland obtained the lowest percentage of protein from animal sources (55·5 per cent) and London the highest (64·1 per cent).

60. 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. These were discussed in detail in the Annual Report for 1962 (paragraphs 52 and 53) and have conformed to the same pattern in 1963.

Households of Different Social Class (*Table 26*)

61. The average consumption of all nutrients by households in Class B was within 5 per cent of the national average; in Class C and in old age pensioner households it was within 5 per cent for all nutrients except vitamin C, and in Class D2 for all nutrients except thiamine. Consumption of animal protein by households in Class A was 11 per cent greater than the national average, and their intake of vitamin C was 20 per cent greater. These households consumed more liquid milk, cheese, meat, eggs and fresh fruit than those in all other classes. In contrast, households in Class D1 consumed less liquid milk, meat, fats, eggs, green vegetables and fruit. Intakes of most nutrients were less than in other classes and those of vitamins A and C were 19 per cent and 10 per cent below the national average, respectively. Gradients of nutrient intakes between classes were discussed in the Annual Report for 1961 (paragraph 69) and remained similar in 1963.

62. Compared with 1962 there were few changes in nutrient intakes except in old age pensioner households, where increased intakes of all nutrients, especially total protein, calcium, riboflavin and nicotinic acid, were recorded. These increases were due to greater consumption of most foods and especially of milk, potatoes and cereals. They reversed the downward turn in consumption which was noted in the Annual Report for 1962 (paragraph 55).

63. 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. Consumption gradients between classes were

still apparent when consumption was expressed as a percentage of the recommended allowances[1]: a downward gradient in the energy value and nutrient content of the diet was observed from Class A to Classes C or D1 with an upturn in Class D2 for all nutrients except iron. Consumption of this nutrient was lowest in old age pensioner households.

Households of Different Family Composition (Table 27)

64. Comparisons between groups of families of different composition can also be based on an assessment of their physiological requirements, which vary widely with sex, age, and level of activity. The average energy value of the food obtained for domestic consumption met the recommended allowances of the British Medical Association in all household groups, and in wholly adult households and those containing one child exceeded them by more than 10 per cent. The two nutrients of which average consumption was below the recommended allowances were total protein and calcium in the larger families containing three or more children, or both children and adolescents, and in unclassified households containing children with or without adolescents.

65. Compared with 1962, changes in average household nutrient consumption were slight. Most household groups recorded small increases in consumption of nutrients other than vitamin C, which fell following reduced consumption of green vegetables. Households with four or more children recorded increased intakes of all nutrients, and the energy value of the diet rose by 4 per cent relative to their requirements. This resulted from greater consumption of most major foods, and especially of potatoes and bread. In contrast, unclassified households containing children with or without adolescents consumed less of all foods except potatoes, and the energy value and nutrient content of their diet decreased. The percentage of total protein provided by animal sources decreased slightly in nearly all types of household, halting an upward trend evident since 1956. The percentage of energy value derived from protein was unchanged or slightly increased while in all households with children the percentage from fat decreased and that from carbohydrate increased.

Households of Different Composition within Social Classes (Tables 28 and 29)

66. Previous National Food Survey reports have repeatedly shown 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, compared with the recommended nutrient allowances, are those with large families in the lower income groups; such types of household are sometimes described, in this sense, as 'vulnerable.' The nutrients for which consumption was below the recommended allowances were protein and calcium in the larger families of Classes B and C & D1, and riboflavin in households in Classes C & D1 with adolescents and children.

67. The protein, calcium and riboflavin consumption of large families in Classes C & D1 are shown in Table 9, for each year since 1956. In 1963 the recorded levels of protein and calcium consumption (expressed as a percentage of recommended allowances) were higher in families with three children because of a rise in consumption of fish, potatoes, bread and total milk and despite slightly reduced consumption of liquid milk, cheese, meat and flour. In the families

[1] See paragraph 61.

with four or more children the percentage for both nutrients regained levels similar to those of 1961 because of greater consumption of milk, meat, potatoes and bread. Households containing adolescents and children consumed less of all major foods except potatoes, and the percentages for protein and calcium consumption decreased for the first time since 1959.

68. The consumption of riboflavin has increased since 1959 in the most vulnerable types of households, i.e. those containing four or more children or adolescents with or without children, in Classes B and C & D1. In 1963, households with four or more children regained the percentage (of the recommended allowances) held in 1961 due to increased consumption of milk, meat, potatoes and bread, but households with adolescents and children consumed less milk, meat and eggs than in 1962 and consequently their riboflavin consumption fell, though it remained at a higher level than in 1956–60 (see Table 9).

TABLE 9

Protein, Calcium and Riboflavin Content of the Food Consumption of Large Families in Classes C & D1, 1956–1963

	Households with one man and one woman and								
	3 children			4 or more children			children and adolescents		
	Protein	Calcium	Ribo-flavin	Protein	Calcium	Ribo-flavin	Protein	Calcium	Ribo-flavin
Consumption per person per day:	g.	mg.	mg.	g.	mg.	mg.	g.	mg.	mg.
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
1963	64	931	1·45	60	862	1·33	70	915	1·46
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
1963	95	94	109	87	83	102	84	87	92

DEMAND ANALYSIS AND SEASONALITY

Price Elasticities of Demand

69. Estimates of the price elasticities of demand for many of the foods itemized in the Survey classification are given in Table 10. These short-run elasticities have been derived from monthly Survey estimates of average prices paid and average quantities per head purchased during the eight-year period from January, 1956 to December, 1963, or during the six-year period from January, 1958 to December, 1963, and are therefore virtually free of the effects of rationing and controls; in a few instances, changes in the Survey classification of foods have necessitated the use of a shorter period of analysis extending into 1964.

70. The coefficients of price elasticity shown in Table 10 provide a measure of the relationship which has been found, *ceteris paribus*, between changes in the average quantity purchased of each food and changes in its average price (when deflated by the Index of Retail Prices). This relationship is expressed as the ratio of the relative change in purchases to the relative change in the deflated price, and represents, approximately, the percentage change in purchases associated with a 1 per cent increase in price. The method by which these relationships were evaluated is the covariance technique described by Professor J. A. C. Brown[1] using the mathematical model

$$q_{ij} = \alpha_i + \beta_j + \gamma p_{ij} + \varepsilon_{ij}$$

where q_{ij} and p_{ij} are respectively the average quantities purchased and deflated average prices paid in the i^{th} month of the j^{th} year, and are expressed in logarithms as deviations from their average values during the whole period considered. α_i and β_j are monthly and annual constants, subject to $\Sigma\alpha=\Sigma\beta=0$; γ is the price elasticity, and in this model it has a constant value over the range of prices covered by the data. The ε_{ij} are random disturbances, assumed to be independent of α_i, β_j and p_{ij}, and to be normally distributed about zero. In cases where the estimated values of α_i differ significantly from each other, this provides evidence of seasonal shifts in the demand curve; similarly, significant differences between the estimated values of β_j indicate shifts in the demand curve between one year and another, irrespective of whether or not these shifts are in conformity with a regular trend. Where such seasonal or annual shifts have been detected, they are indicated by an S or an A in Table 10, and in these cases seasonal or annual components have been removed from the original data prior to estimation of the elasticity coefficients. For many foods both seasonal and annual shifts in demand have occurred; where the annual shifts are in conformity with a well-pronounced trend, this trend is apparent even within a year and thus affects the α_i as well as the β_j. Examples include cream, poultry, canned peas, and canned tomatoes.

71. For a number of the foods itemized in Table 10 the elasticity coefficients have a comparatively large standard error and the proportion of the variation in monthly average purchases which has been explained by variation in the deflated prices is quite small. Examples are full-price liquid milk, cream, processed fish, cooking fat, sugar, preserves, canned beans, fruit juices, biscuits,

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

breakfast cereals and tea. In these, and in other instances, seasonal or annual shifts in the strength of demand have had a greater influence on the level of purchases than has been exerted by price changes which, in real terms, have often been relatively small during the period covered by the analyses. Price-elasticity coefficients appreciably greater than unity have been obtained for many foods, particularly within the vegetable, fruit and meat groups, where there is ample scope for substitution of one food for another within the same group. In contrast, particularly low values of the price-elasticity coefficients have been obtained for certain cheap sources of energy such as sugar, potatoes, and bread, but not for flour. There is some evidence that the price elasticities for butter and for eggs tend to vary with the level of consumption, and the low value (−0·14) obtained for the latter commodity suggests that consumption may now be approaching satiety level.

Seasonality

72. Indices showing the mean seasonal changes in average prices, purchases and demand are given in Table 11 for those foods for which the estimated monthly demand constants α_i showed appreciable (and statistically significant) variation. The indices for purchases and deflated prices have been obtained by expressing the respective monthly means as percentages of the annual (geometric) averages; the indices for demand have been derived from the estimates of α_i obtained by comparing the monthly means of purchases with the values which might have been expected, *ceteris paribus*, from application of the price elasticity to the seasonal variation in prices. The estimates shown for December relate only to the first three weeks in the month since the fieldwork of the Survey is normally suspended for a week at Christmas.

73. The general pattern which is shown by the indices for the carcase meats, liver and processed fish is that seasonal variation in demand, though quite marked, is well matched to changes in retailers' supplies, so that there is comparatively little seasonal variation in retail prices. Prices in the wholesale market may vary more widely, but it has long been observed that retail butchers are often able to induce their customers to transfer much of their demand to whatever kind of meat is currently in good supply, so that wide seasonal fluctuations in retail prices tend to be avoided. A somewhat greater seasonal variation in the price indices for offals other than liver may be due to seasonal variation in the relative consumption levels of the different varieties making up the group. Similar considerations may partly explain the modest seasonal variation in average prices of non-perishable foods such as cooking fat, canned foods, oatmeal and breakfast cereals, supplies of which in the short run can readily be adjusted to the demand without recourse to the price mechanism; but in the case of manufactured branded foods a policy of infrequent change in the recommended retail price is generally observed. In contrast, the equating of demand for eggs with supplies is only achieved by a fairly wide seasonal variation in prices, although such variation has tended to become narrower in recent years as the seasonal fluctuation in supplies has become smaller. Especially large seasonal variations in average price are of course shown for items in the fresh fruit and vegetables group, where the early seasonal upturn in demand for cabbages, cauliflower (and broccoli), leafy salads, and tomatoes exceeds that in supplies and forces up prices to higher levels than obtain later in the season. Supplies of cauliflower rise to a seasonal peak in April—May, and to a

second peak in the autumn. At the earlier peak they nevertheless fall short of the higher demand which is probably accentuated at that time by the scarcity of acceptable substitutes, so that prices remain very firm; in contrast, at the autumn peak, the rise in supplies overtakes the rise in demand, because alternative green vegetables are plentiful, and prices are usually at their lowest in October. Brussels sprouts are generally available for only six months in the year and the relative excess of demand over supply causes their average price to be highest at the beginning and again at the end of the season. The seasonal peak in prices of carrots and other root vegetables, in contrast to that of cabbages, cauliflower and leafy salads, occurs in the off-season and the early-season rise in demand after the middle of the year is overtaken by the increase in supplies.

Annual Variations

74. Indices showing the annual variation in average prices, purchases and demand are given in Table 12 for those foods for which the estimated annual demand constants β_j showed statistically significant variation corresponding in most cases to some recognizable pattern. These indices have been obtained in a similar manner to the monthly indices described in paragraph 72 except that annual averages have been used in place of monthly averages. The trends in demand per head include a component which is attributable to the continuing rise in real income per head during the period covered by the analyses. These indices may in some instances also reflect changes in tastes or the influence of publicity campaigns. The more important trends have been discussed in paragraphs 16 to 34 above.

TABLE 10

Estimates of Price and Income Elasticities of Demand for Individual Foods

	Average expenditure (pence per person per week) 1963	Percentage of households purchasing each type of food during Survey week 1963	Income elasticity (*a*) of— expenditure 1962	Income elasticity (*a*) of— quantity purchased 1962	Price elasticity (*a*) (*b*)	Seasonal (S) or Annual (A) shifts in demand
Milk, liquid, full-price	33·63	95	0·31	0·29	−0·13 (0·16)	A.
Cream	1·60	21	1·35	1·22	−0·65 (0·35)	S.A.
Cheese, natural	7·02	69	0·31	0·26	−0·22 (0·06)	S.A.
Beef and veal	30·51	81	0·16	0·09	−1·29 (0·19)	S.A.
Mutton and lamb	16·52	58	0·41	0·32	−0·57 (0·18)	S.A.
Pork	7·60	31	0·41	0·34	−1·36 (0·40)	S.A.
All carcase meat	54·63	n.a.	0·28	0·21	−0·82 (0·15)	S.A.
Corned meat	2·44	26	−0·16	−0·18	−1·12 (0·28)	S.A.
Bacon and ham, uncooked	16·20	83	0·27	0·19	−0·70 (0·10)	A.
Liver	3·00	28	0·22	0·20	−1·01 (0·25) (*c*)	S.
Offals (other than liver)	1·22	20	0·78	0·62	−0·92 (0·27) (*c*)	S.
Poultry, uncooked	6·14	16	0·90	0·88	−1·15 (0·43)	S.A.
Meat products (other than sausages)	5·73	55	0·00	−0·15	−0·54 (0·25) (*c*)	A.
Fish, white, processed	0·77	8	0·54	0·49	−0·62 (0·67) (*c*)	S.A.
Fish, fat, processed	0·66	7	0·67	0·53	−0·23 (0·14) (*c*)	S.
Canned salmon	2·92	19	0·52	0·50	−1·80 (0·69) (*d*)	S.A.
Other canned fish	1·00	12	0·62	0·33	−0·99 (0·21) (*d*)	A.
Eggs	18·45	92	0·26	0·21	−0·14 (0·04)	S.A.
Butter	16·06	86	0·28	0·27	−0·33 (0·06)	S.A.
Margarine	4·66	56	−0·23	−0·27	+0·41 (0·07) (*e*)	S.A.
Lard and compound cooking fat	2·44	51	−0·06	−0·13	−0·10 (0·08) (*c*)	S.

TABLE 10—*continued*

	Average expenditure (pence per person per week) 1963	Percentage of households purchasing each type of food during Survey week 1963	Income elasticity (*a*) of— expenditure 1962	Income elasticity (*a*) of— quantity purchased 1962	Price elasticity (*a*) (*b*)	Seasonal (S) or Annual (A) shifts in demand
Sugar	10·51	86	−0·03	−0·04	−0·05 (0·05)	S.A.
Jams, jellies and fruit curds	2·06	25	0·05	−0·03	−0·49 (0·43) (*c*)	S.A.
Potatoes (excluding chips and crisps)	13·51	n.a.	0·07	0·05	−0·09 (0·03) (*c*)	S.A.
Cabbages	1·77	31	0·11	−0·01	−0·66 (0·14) (*c*)	S.
Brussels sprouts	0·86	16	0·42	0·35	−1·44 (0·39) (*f*)	S.
Cauliflower	1·17	18	0·60	0·56	−2·46 (0·18)	S.
Leafy salads	1·48	31	0·94	0·89	−0·91 (0·19) (*c*)	S.A.
Quick-frozen peas	1·72	21	1·34	1·35	−1·59 (0·19) (*g*)	S.
Carrots	1·43	38	0·24	0·16	−0·45 (0·06)	S.A.
Other root vegetables	0·87	27	0·35	0·11	−0·67 (0·25) (*c*)	S.A.
Onions, shallots, etc.	1·58	45	0·23	0·17	−0·53 (0·13) (*c*)	S.A.
Dried pulses	0·59	13	−0·38	−0·54	−1·24 (0·51) (*c*)	S.A.
Canned peas	2·59	43	−0·05	−0·16	−1·69 (0·58) (*c*)	S.A.
Canned beans	2·64	45	−0·02	−0·03	−0·41 (0·56) (*c*)	S.A.
Other canned vegetables	0·77	13	0·48	0·47	−2·03 (0·41) (*c*)	S.
Vegetable products	0·57	10	0·31	0·43	−0·59 (0·18) (*c*)	A.
Oranges	2·47	32	0·78	0·78	−1·46 (0·22)	S.A.
Other citrus fruit	0·82	13	1·23	1·28	−1·27 (0·23)	S.
Apples	4·88	52	0·84	0·77	−0·58 (0·07) (*c*)	S.A.
Pears	0·67	10	0·95	0·88	−1·77 (0·17) (*c*)	S.A.
Tomatoes	6·20	60	0·45	0·47	−0·59 (0·12)	S.A.
Canned tomatoes	0·54	11	0·10	0·10	−2·19 (0·60) (*c*)	S.A.
Canned peaches, pears and pineapples	3·13	34	0·48	0·50	−2·87 (0·83) (*c*)	S.A.
Other canned fruit	2·78	29	0·81	0·78	−1·01 (0·14) (*c*)	S.
All canned fruit (other than tomatoes)	5·91	n.a.	0·63	0·62	−0·76 (0·11) (*c*)	S.
Fruit juices	1·02	8	1·09	1·23	−0·36 (0·19) (*c*)	A.

TABLE 10—*continued*

	Average expenditure (pence per person per week) 1963	Percentage of households purchasing each type of food during Survey week 1963	Income elasticity (*a*) of— expenditure 1962	Income elasticity (*a*) of— quantity purchased 1962	Price elasticity (*a*) (*b*)	Seasonal (S) or Annual (A) shifts in demand
Bread	24·60	n.a.	−0·04	−0·09	−0·20 (0·07)	S.A.
Flour	2·99	n.a.	−0·08	−0·12	−1·36 (0·76) (*c*)	S.A.
Cakes and pastries	10·62	67	0·32	0·25	−0·92 (0·26)	S.A.
Chocolate biscuits	2·29	25	0·46	0·40	−0·93 (0·44) (*c*)	S.A.
Other biscuits	7·66	75	0·14	0·07	−0·03 (0·18) (*c*)	S.A.
Oatmeal and oat products	0·87	13	−0·37	−0·39	−0·86 (0·26) (*c*)	S.A.
Breakfast cereals	3·50	38	0·39	0·39	−0·27 (0·40) (*c*)	S.A.
Rice	0·58	12	0·15	0·04	−1·00 (0·59) (*c*)	S.A.
Tea	13·14	85	0·04	0·00	−0·25 (0·21)	S.A.
Instant coffee	3·18	24	0·77	0·77	−2·04 (0·42) (*d*)	A.

(*a*) In a few cases, negative estimates of income elasticity have been obtained: purchases of such foods vary inversely with income, and these commodities are therefore often termed 'inferior goods.' All the estimates of own-price elasticities are negative, purchases falling as prices rise. The estimate for margarine has been calculated with respect to the price of butter, rather than its own price, because there was virtually no variation in the latter.

(*b*) Calculated from monthly data from January, 1956 to December, 1963, except where otherwise stated. The figures in parenthesis are estimates of the standard errors.

(*c*) Calculated from monthly data from January, 1958 to December, 1963.

(*d*) Calculated from monthly data from January, 1960 to December, 1963.

(*e*) Elasticity with respect to the price of butter.

(*f*) Calculated from monthly data from October, 1960 to March, 1964, excluding April to September in each year.

(*g*) Calculated from monthly data from January, 1960 to December, 1964.

TABLE 11

Seasonal Changes in Average Prices[a], Purchases and Demand for Individual Foods

(Annual average = 100)

		Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Cream	Prices	104	105	103	102	100	98	99	95	100	99	100	97
	Purchases	79	75	89	100	103	141	138	123	103	101	81	92
	Demand	81	78	90	101	103	139	136	119	103	100	82	90
Beef and veal	Prices	99	98	99	100	101	101	101	102	101	101	99	99
	Purchases	111	106	104	100	95	89	88	97	98	104	104	106
	Demand	109	103	103	100	96	90	89	99	99	105	103	106
Mutton and lamb	Prices	100	98	98	99	101	102	103	102	102	100	98	97
	Purchases	93	94	96	99	105	104	109	107	105	100	96	94
	Demand	93	93	95	98	106	105	111	109	106	100	94	92
Pork	Prices	101	101	99	99	99	98	99	99	102	101	100	102
	Purchases	116	118	112	110	93	77	76	87	99	106	113	104
	Demand	117	120	111	109	91	75	75	86	102	108	113	107
All carcase meat	Prices	100	99	99	100	100	101	100	101	101	100	99	100
	Purchases	105	103	102	101	98	93	94	99	100	103	102	101
	Demand	105	102	101	100	98	93	95	100	101	103	101	101
Liver	Prices	100	99	99	99	100	101	100	101	101	100	100	99
	Purchases	97	111	102	105	95	92	93	98	108	99	99	103
	Demand	97	110	101	105	95	92	94	99	109	100	100	101
Other offals	Prices	99	97	98	103	102	102	100	106	102	100	94	98
	Purchases	119	132	108	95	86	81	77	82	93	114	115	115
	Demand	118	128	106	98	87	83	77	87	95	114	109	112
Poultry, uncooked	Prices	108	101	100	101	103	99	102	98	98	96	93	101
	Purchases	81	80	107	104	87	113	102	110	112	112	103	98
	Demand	88	81	106	105	91	112	104	108	109	107	95	99
Fish, white, processed	Prices	99	101	101	100	101	101	98	100	98	100	102	99
	Purchases	119	114	116	109	99	81	85	93	93	99	96	106
	Demand	118	114	116	109	99	81	84	93	92	99	97	105
Fish, fat, processed	Prices	93	103	105	104	103	102	98	96	94	102	101	99
	Purchases	114	113	99	75	72	78	77	91	116	135	131	129
	Demand	112	114	100	75	73	78	77	90	115	136	131	129

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

TABLE 11—*continued*

(Annual average = 100)

		Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Canned salmon	Prices	101	104	103	99	99	98	99	99	99	102	98	99
	Purchases	81	76	95	116	114	127	123	124	109	87	77	91
	Demand	83	82	99	114	112	123	121	122	106	91	74	90
Eggs	Prices	108	95	92	89	89	90	98	107	107	106	111	112
	Purchases	97	101	104	102	103	100	98	98	99	101	98	99
	Demand	98	101	103	100	101	99	97	99	100	103	100	101
Butter	Prices	107	102	99	94	94	95	99	100	101	102	104	104
	Purchases	96	95	98	101	100	101	102	103	104	102	101	99
	Demand	98	96	98	99	98	99	101	103	104	103	102	100
Margarine (*b*)	Purchases	96	107	103	103	100	95	96	99	96	98	102	105
	Demand	94	106	104	106	103	97	97	99	96	97	101	104
Lard and compound cooking fat	Prices	102	102	102	101	100	100	100	100	99	99	98	97
	Purchases	99	108	105	99	95	85	93	98	104	107	103	108
	Demand	99	108	105	99	95	85	93	98	104	107	103	108
Potatoes (old and new)	Prices	88	92	100	119	146	171	123	88	78	77	78	82
	Purchases	113	116	109	108	97	85	82	82	93	106	110	106
	Demand	112	115	109	109	100	90	83	81	91	104	108	104
Cabbage	Prices	97	104	129	138	122	113	96	84	80	84	85	87
	Purchases	91	83	96	120	145	133	114	88	91	90	90	80
	Demand	89	85	114	149	165	144	111	79	78	80	81	73
Brussels sprouts	Prices	105	104	115	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	106	87	86
	Purchases	118	108	37	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	89	143	166
	Demand	127	113	45	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	97	118	134
Cauliflower	Prices	114	116	120	115	105	111	97	87	83	78	86	100
	Purchases	62	67	98	144	141	107	102	95	114	149	99	70
	Demand	85	97	152	203	159	137	94	67	72	81	68	70
Leafy salads	Prices	157	159	163	134	103	70	56	58	67	86	110	125
	Purchases	30	39	80	167	250	289	261	190	148	77	46	34
	Demand	45	60	125	217	255	208	153	116	103	67	51	41
Quick-frozen peas	Prices	102	102	101	102	99	99	100	101	100	100	97	96
	Purchases	111	112	130	139	143	127	63	57	71	93	102	102
	Demand	114	116	132	143	141	126	63	58	71	93	98	96

TABLE 11—*continued*

(Annual average = 100)

		Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Carrots	Prices	83	88	95	109	136	165	149	103	85	79	75	76
	Purchases	144	134	127	109	75	58	57	71	96	118	139	134
	Demand	133	126	124	113	86	72	68	72	90	106	122	121
Other root vegetables	Prices	76	79	89	103	133	168	158	117	92	81	77	78
	Purchases	186	174	143	100	43	33	51	62	108	143	171	180
	Demand	155	149	133	102	52	47	69	69	102	124	143	152
Onions, shallots, etc.	Prices	89	92	103	117	121	119	115	101	91	90	86	85
	Purchases	123	123	111	105	95	80	75	84	91	104	118	109
	Demand	116	118	113	114	104	88	80	84	87	98	108	100
Dried pulses	Prices	96	101	98	99	100	97	103	107	100	96	104	99
	Purchases	140	130	132	115	105	86	67	66	64	102	121	115
	Demand	133	132	128	114	105	83	70	72	64	97	126	113
Canned peas	Prices	101	100	101	103	102	98	100	101	99	100	98	99
	Purchases	109	114	119	120	115	111	81	74	85	94	96	95
	Demand	110	114	120	125	119	107	81	75	84	94	94	93
Canned beans	Prices	100	100	101	101	101	100	99	100	100	99	99	99
	Purchases	106	108	106	107	97	98	95	90	90	100	104	102
	Demand	106	108	107	107	97	98	95	90	90	99	103	102
Other canned vegetables	Prices	100	103	99	98	101	97	99	105	102	98	98	101
	Purchases	100	114	122	129	138	134	94	72	72	81	85	89
	Demand	100	121	119	123	140	126	92	80	74	78	82	91
Oranges	Prices	97	95	95	98	102	105	101	101	101	102	102	100
	Purchases	124	155	168	149	116	92	85	76	71	70	69	90
	Demand	119	143	156	145	119	98	87	78	72	72	72	89
Other citrus fruit	Prices	99	92	92	93	95	100	101	104	105	108	106	107
	Purchases	121	127	126	113	109	97	96	81	79	68	77	134
	Demand	119	114	113	104	102	97	98	85	84	75	82	147
Tomatoes	Prices	93	94	103	120	149	133	104	88	77	85	89	88
	Purchases	54	55	68	89	123	165	183	183	154	106	77	65
	Demand	51	53	69	100	156	196	187	170	132	96	71	60
Canned tomatoes	Prices	101	99	99	100	99	100	102	101	103	97	99	99
	Purchases	118	147	123	96	107	100	80	81	75	87	99	96
	Demand	121	143	120	110	106	100	84	83	80	81	98	94

TABLE 11—*continued*

(Annual average = 100)

		Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Canned peaches, pears and pineapples	Prices	104	103	101	101	100	99	102	99	99	99	98	96
	Purchases	80	84	98	104	106	112	111	116	107	95	90	105
	Demand	90	91	101	107	105	110	116	113	104	91	84	94
Other canned fruit	Prices	101	99	100	98	101	100	100	102	102	99	99	98
	Purchases	82	90	101	109	104	107	105	106	99	100	95	105
	Demand	82	90	102	108	105	108	105	108	101	99	94	103
All canned fruit (other than tomatoes)	Prices	103	101	101	100	100	100	101	100	100	99	98	97
	Purchases	81	87	100	106	105	110	109	112	104	97	92	105
	Demand	82	88	100	106	105	110	109	112	103	96	91	102
Oatmeal and oat products	Prices	99	102	94	100	98	104	106	105	104	96	96	99
	Purchases	146	151	140	94	81	66	57	61	66	130	149	144
	Demand	145	153	133	93	79	68	60	64	68	125	143	143
Breakfast cereals	Prices	100	99	100	101	102	99	100	101	101	100	99	99
	Purchases	83	92	102	100	104	109	112	111	112	104	89	89
	Demand	83	92	101	100	105	109	112	111	112	104	89	88

(*b*) See footnote (*e*) to Table 10.

TABLE 12

Indices of Annual Changes in Average Prices [a], *Purchases and Demand for Individual Foods* [b]

(average for the whole period = 100)

		1956	1957	1958	1959	1960	1961	1962	1963
Cream	Prices	117	111	104	102	102	95	88	85
	Purchases	68	75	89	96	104	120	134	136
	Demand	76	80	91	98	105	116	123	123
Cheese, natural	Prices	111	91	83	116	106	100	98	99
	Purchases	93	98	100	96	101	103	106	105
	Demand	96	96	96	99	102	103	105	104
Beef and veal	Prices	96	95	98	104	105	102	101	100
	Purchases	107	113	102	91	93	97	97	101
	Demand	101	106	100	96	99	100	97	101
Mutton and lamb	Prices	101	105	104	99	102	97	96	96
	Purchases	109	95	92	105	101	103	102	95
	Demand	110	98	94	105	102	101	99	93
Pork	Prices	101	99	97	102	105	103	97	95
	Purchases	90	96	102	95	97	95	111	116
	Demand	91	95	98	98	104	99	107	108
All carcase meat	Prices	98	99	100	101	104	100	98	98
	Purchases	106	104	98	97	96	99	100	100
	Demand	104	103	99	98	99	99	99	99
Poultry, uncooked	Prices	134	121	113	101	96	86	83	78
	Purchases	41	51	66	97	127	182	170	189
	Demand	58	64	76	98	121	154	138	142
Meat products (other than uncooked sausages) (*c*)	Prices	n.a.	n.a.	98	102	102	101	99	99
	Purchases	n.a.	n.a.	90	92	98	105	105	112
	Demand	n.a.	n.a.	89	93	99	105	104	112
Eggs	Prices	118	100	105	96	103	99	86	97
	Purchases	97	94	96	100	105	104	104	101
	Demand	99	94	96	100	105	104	102	100
Butter	Prices	123	102	84	115	103	87	92	100
	Purchases	82	95	107	100	100	108	109	103
	Demand	88	96	101	105	101	103	106	103
Margarine (*d*)									
	Purchases	124	111	95	103	101	91	87	93
	Demand	114	110	102	97	100	97	90	93
Jams, jellies and fruit curds	Prices	n.a.	n.a.	105	100	98	97	99	101
	Purchases	n.a.	n.a.	111	105	96	97	98	95
	Demand	n.a.	n.a.	114	105	95	95	98	95
Dried pulses	Prices	n.a.	n.a.	100	105	99	99	93	104
	Purchases	n.a.	n.a.	116	95	104	100	91	96
	Demand	n.a.	n.a.	117	101	103	99	83	101
Canned peas	Prices	n.a.	n.a.	112	108	104	96	92	91
	Purchases	n.a.	n.a.	99	102	96	104	100	100
	Demand	n.a.	n.a.	119	116	102	98	86	85
Canned beans	Prices	n.a.	n.a.	104	102	102	99	98	96
	Purchases	n.a.	n.a.	94	94	98	101	102	111
	Demand	n.a.	n.a.	96	95	99	101	101	109

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

TABLE 12—*continued*

		1956	1957	1958	1959	1960	1961	1962	1963
Other canned vegetables	Prices	n.a.	n.a.	107	106	101	94	97	96
	Purchases	n.a.	n.a.	83	96	85	106	112	126
	Demand	n.a.	n.a.	95	107	86	93	106	116
Vegetable products	Prices	n.a.	n.a.	81	86	86	109	110	139
	Purchases	n.a.	n.a.	56	61	88	126	148	180
	Demand	n.a.	n.a.	49	56	81	132	157	219
Canned tomatoes	Prices	n.a.	n.a.	106	101	108	101	92	93
	Purchases	n.a.	n.a.	129	110	94	100	86	87
	Demand	n.a.	n.a.	147	113	112	102	71	74
Canned peaches, pears and pineapples	Prices	n.a.	n.a.	118	107	101	97	93	87
	Purchases	n.a.	n.a.	86	101	99	104	107	104
	Demand	n.a.	n.a.	140	123	100	96	86	70
Other canned fruit	Prices	n.a.	n.a.	112	109	100	97	93	90
	Purchases	n.a.	n.a.	91	91	98	106	105	111
	Demand	n.a.	n.a.	101	99	99	103	98	100
Canned fruit (other than tomatoes)	Prices	n.a.	n.a.	115	108	101	97	93	89
	Purchases	n.a.	n.a.	88	97	99	105	106	107
	Demand	n.a.	n.a.	98	102	99	103	100	98
Fruit juices	Prices	n.a.	n.a.	103	109	101	99	96	93
	Purchases	n.a.	n.a.	73	86	104	115	113	116
	Demand	n.a.	n.a.	74	89	105	115	111	114
Bread	Prices	85	100	98	99	101	104	107	109
	Purchases	110	103	102	102	98	97	94	94
	Demand	107	103	102	102	98	98	95	95
Flour	Prices	n.a.	n.a.	104	104	102	99	97	94
	Purchases	n.a.	n.a.	116	100	101	95	93	96
	Demand	n.a.	n.a.	122	106	104	93	89	89
Cakes and pastries	Prices	104	104	102	101	98	99	97	96
	Purchases	93	95	95	96	104	102	108	107
	Demand	97	98	97	97	102	102	105	103
Oatmeal and oat products	Prices	n.a.	n.a.	104	108	103	98	96	93
	Purchases	n.a.	n.a.	122	103	96	83	92	108
	Demand	n.a.	n.a.	126	110	98	82	89	101
Breakfast cereals	Prices	n.a.	n.a.	103	102	100	98	98	100
	Purchases	n.a.	n.a.	97	95	97	103	104	104
	Demand	n.a.	n.a.	98	95	97	103	103	104
Tea	Prices	108	109	104	102	101	97	91	89
	Purchases	102	99	101	99	99	101	99	99
	Demand	104	102	102	100	100	100	97	96
Instant coffee	Prices	n.a.	n.a.	n.a.	n.a.	115	102	95	90
	Purchases	n.a.	n.a.	n.a.	n.a.	77	87	113	132
	Demand	n.a.	n.a.	n.a.	n.a.	102	91	101	107

(*b*) The indices of demand include a component attributable to the rise in real personal incomes and may also in some cases reflect changes in tastes or the effects of publicity campaigns.

(*c*) Includes cooked sausages, meat pies, prepared meat or poultry meals, etc., but *not* corned meat, cooked meats, or canned meats.

(*d*) See footnote (*c*) to table 10.

Part II

TABLE 13

Indices of Expenditure, Prices and Real Value of Purchases (a) of Main Food Groups, 1961–63

(1958 = 100)

	Expenditure			Prices			Real Value of Purchases (a)		
	1961	1962	1963	1961	1962	1963	1961	1962	1963
Liquid milk (excluding school milk)	106·9	110·7	112·9	102·8	105·2	106·9	104·0	105·2	105·7
Other milk and cream	109·4	115·8	121·9	97·7	94·7	94·4	112·0	122·3	129·1
Cheese	125·7	129·2	133·7	122·5	124·3	127·3	102·6	103·9	105·1
Milk, cheese and cream	109·9	113·8	116·7	105·2	107·1	108·7	104·4	106·3	107·3
Beef and veal	104·0	105·5	111·3	109·6	112·4	113·0	94·9	93·9	98·4
Mutton and lamb	110·0	112·2	107·9	98·3	101·0	102·8	111·9	111·1	104·9
Pork	102·0	117·8	126·6	111·8	109·8	109·1	91·2	107·2	116·0
Carcase meat	105·6	109·1	112·1	106·1	108·3	109·3	99·5	100·8	102·6
Bacon and ham, uncooked	102·2	107·0	106·9	101·0	99·9	103·6	101·2	107·2	103·2
Poultry	217·0	210·1	221·7	80·6	80·5	76·7	269·3	261·1	288·9
Other meat, and meat products	111·6	114·0	115·9	107·8	106·9	107·3	103·5	106·7	108·1
Meat other than carcase meat	114·8	117·5	119·3	102·9	102·1	103·0	111·6	115·1	115·8
All meat	110·1	113·2	115·6	104·5	105·2	106·1	105·4	107·6	109·0
Fresh fish	117·3	127·9	130·2	118·3	121·5	123·6	99·2	105·3	105·4
Other fish	114·2	107·6	110·1	105·8	103·4	105·2	108·0	104·1	104·7
Fish	115·5	116·3	118·8	111·0	111·2	113·1	104·1	104·6	105·0
Eggs	107·7	97·9	109·9	99·5	90·3	104·5	108·2	108·4	105·1

TABLE 13—*continued*

	Expenditure			Prices			Real Value of Purchases (*a*)		
	1961	1962	1963	1961	1962	1963	1961	1962	1963
Butter	110·9	122·9	130·7	108·5	120·0	133·0	102·2	102·5	98·3
Margarine	97·3	92·4	98·1	102·2	101·8	102·7	95·2	90·8	95·5
Other fats	92·1	93·9	95·6	94·8	92·2	90·6	97·1	101·8	105·6
Fats	104·6	111·0	117·2	104·8	111·2	118·7	99·8	99·8	98·7
Sugar	100·0	103·4	114·1	102·3	104·0	114·2	97·8	99·4	99·9
Preserves	87·4	98·5	98·3	100·5	107·2	110·7	86·9	91·9	88·7
Potatoes (including chips and crisps)	95·0	114·4	106·6	86·8	113·5	101·8	109·5	100·8	104·7
Fresh green vegetables	132·6	132·9	133·0	109·9	112·3	118·2	120·6	118·3	112·6
Other vegetables	105·0	110·3	122·2	101·4	108·9	113·0	103·5	101·3	108·1
Vegetables	106·1	116·8	117·3	96·6	111·7	109·0	109·8	104·6	107·6
Fresh fruit	118·0	118·0	112·8	103·3	106·7	104·9	114·2	110·6	107·6
Other fruit	101·6	104·1	104·8	94·8	96·0	95·1	107·3	108·4	110·2
Fruit	112·5	113·3	110·1	100·5	103·1	101·6	111·9	109·9	108·4
Bread	107·1	111·0	113·4	110·6	120·6	127·3	96·9	92·0	89·1
Other cereals	102·1	108·5	116·9	100·1	102·4	101·8	102·0	105·9	114·8
Cereals	104·1	109·5	111·1	104·2	109·4	112·4	99·9	100·0	98·9
Beverages	98·7	99·1	101·4	98·9	99·8	99·4	99·8	99·3	101·9
Miscellaneous foods (*b*)	118·9	121·0	125·5	102·8	103·2	104·8	115·6	117·3	119·8
ALL FOODS (b)	*107·7*	*111·2*	*113·9*	*103·0*	*106·0*	*108·1*	*104·5*	*104·9*	*105·3*

(*a*) The index numbers of expenditure divided by the corresponding index numbers of prices.
(*b*) Excluding certain foods for which the expenditure but not the quantity was recorded, for which average prices could not be calculated.

TABLE 14

Household Food Expenditure and Value of Consumption according to Region and Type of Area, 1963

(per person per week)

	All households	Region										Type of Area					
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (*a*) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
1962	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure . .	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 .	1 0	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
1963																	
Expenditure . .	32 4	31 2	29 3	31 0	33 6	32 4	31 4	31 8	33 3	31 0	32 8	35 0	32 5	32 3	31 5	31 8	28 10
Value of free food .	1 0	1 8	1 3	1 1	7	5	1 1	1 5	11	2 2	1 5	5	3	6	10	2 9	4 0
Value of consumption	33 5	32 11	30 6	32 1	34 1	32 9	32 5	33 1	34 2	33 1	34 1	35 5	32 8	32 10	32 3	34 6	32 10
Expenditure as percentage of that in all households 1962	100	101·7	96·8	95·2	101·2	99·5	94·7	95·6	103·0	97·2	97·5	108·4	100·7	99·2	98·3	96·7	91·3
1963	100	96·5	90·3	95·8	103·6	100·0	96·9	97·9	102·7	95·7	101·1	108·3	100·3	99·8	97·3	98·0	89·2
Value of consumption as percentage of that in all households . . .1962	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
1963	100	98·5	91·4	96·1	102·1	98·1	97·2	99·1	102·4	99·1	102·2	106·2	97·9	98·3	96·7	103·3	98·4
Price index (all foods) 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
1963	100	101·7	102·0	99·0	102·5	102·6	98·3	98·8	101·7	98·1	98·5	99·6	101·2	99·3	100·4	100·3	100·2
'Price of energy' index (all foods) (*b*) 1962	100	100·9	98·0	96·3	99·5	98·7	93·5	98·1	100·4	101·1	101·3	107·9	100·5	98·4	97·8	98·9	98·7
1963	100	96·3	94·0	96·3	102·9	99·1	95·2	98·2	100·3	97·5	101·9	107·6	100·6	99·2	97·4	98·7	92·3

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

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

TABLE 15

Geographical Variations [a] in Household Consumption of the Main Food Groups, 1963

(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	+43	Eggs	Fish	− 6
Cooking fats	+29	Preserves	Cheese	− 8
Bacon and ham	+26	Fresh green vegetables	'Other' meat	− 8
Poultry	+19	'Other' vegetables	Fresh fruit	−10
Bread	+16	'Other' fruit	Beef and veal	−17
Potatoes	+10	Flour	Cakes and biscuits	−17
Mutton and lamb	+ 8	Tea	Liquid milk	−18
Pork	+ 7		Margarine	−20
Sugar	+ 6		'Other' cereals	−30
			Coffee	−34
			Suet and dripping	−40
SCOTLAND				
Suet and dripping	+45	Liquid milk	Sugar	− 8
Cakes and biscuits	+32	Margarine	Fish	−14
Preserves	+27	Eggs	Tea	−17
'Other' cereals	+27	'Other' vegetables	Butter	−21
Beef and veal	+18		Cheese	−24
'Other' meat	+18		'Other' fruit	−28
Potatoes	+17		Fresh fruit	−30
Bread	+15		Bacon and ham	−32
			Poultry	−48
			Flour	−50
			Cooking fats	−52
			Coffee	−55
			Fresh green vegetables	−60
			Mutton and lamb	−62
			Pork	−75
NORTHERN				
Flour	+39	Eggs	Liquid milk	− 6
Margarine	+34	Beef and veal	Cooking fats	− 6
Bacon and ham	+16	'Other' vegetables	Tea	− 7
Suet and dripping	+15	Bread	Sugar	− 9
Preserves	+13		Fresh fruit	− 9
'Other' cereals	+11		Potatoes	−10
'Other' meat	+10		'Other' fruit	−10
Cakes and biscuits	+ 8		Mutton and lamb	−11
Fish	+ 7		Butter	−12
			Coffee	−14
			Poultry	−15
			Cheese	−24
			Pork	−24
			Fresh green vegetables	−35

(*a*) The variations shown are affected by sampling fluctuations, but most of the divergences from the national average are well established; see paragraph 40 and results for previous years.

TABLE 15—*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	
EAST AND WEST RIDINGS				
Flour	+35	Eggs	Liquid milk	− 6
Margarine	+27	Beef and veal	Pork	− 6
Fish	+26	Bacon and ham	Tea	− 8
Cakes and biscuits	+19	'Other' meat	Sugar	− 9
Suet and dripping	+15	'Other' vegetables	Poultry	−10
Cooking fats	+11	Fresh fruit	Fresh green vegetables	−10
Preserves	+ 9	'Other' fruit	Bread	−10
Coffee	+ 7	'Other' cereals	Potatoes	−11
			Butter	−13
			Mutton and lamb	−15
			Cheese	−22
NORTH WESTERN				
Margarine	+33	Liquid milk	Cooking fats	− 6
Mutton and lamb	+15	Sugar	Beef and veal	− 8
Bacon and ham	+ 7	Poultry	Preserves	− 9
Cakes and biscuits	+ 7	'Other' meat	'Other' cereals	− 9
		Fish	Cheese	−10
		Potatoes	Butter	−11
		'Other' vegetables	Eggs	−11
		Bread	Coffee	−14
		Tea	'Other' fruit	−16
			Fresh fruit	−21
			Suet and dripping	−22
			Flour	−28
			Fresh green vegetables	−39
			Pork	−42
NORTH MIDLAND				
Cooking fats	+24	Liquid milk	Butter	− 6
Fresh green vegetables	+20	Mutton and lamb	Eggs	− 6
Sugar	+13	'Other' meat	Bacon and ham	− 6
Cheese	+11	Potatoes	Fish	− 9
Pork	+11	'Other' vegetables	Beef and veal	−11
Flour	+10	Fresh fruit	Preserves	−13
Margarine	+ 6	Bread	Coffee	−14
'Other' fruit	+ 6	'Other' cereals	Cakes and biscuits	−16
		Tea	Poultry	−24
			Suet and dripping	−28
EASTERN				
Flour	+37	Liquid milk	'Other' meat	− 7
Cooking fats	+20	Butter	Margarine	− 8
Coffee	+20	Suet and dripping	Cakes and biscuits	− 9
Fresh green vegetables	+18	Eggs	Mutton and lamb	−17
Fresh fruit	+10	Sugar	Poultry	−17
Cheese	+ 9	Preserves	Bacon and ham	−20
'Other' fruit	+ 8	Beef and veal		
		Pork		
		Fish		
		Potatoes		
		'Other' vegetables		
		Bread		
		'Other' cereals		
		Tea		

TABLE 15—*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	
MIDLAND				
Pork	+50	Liquid milk	Fish	− 6
Bacon and ham	+25	Butter	Beef and veal	− 7
Cheese	+15	Eggs	Poultry	− 8
Fresh green vegetables	+13	Mutton and lamb	'Other' cereals	− 9
Cooking fats	+12	'Other' meat	Flour	−12
Sugar	+11	Potatoes	Margarine	−13
Bread	+ 9	'Other' vegetables	Cakes and biscuits	−13
		Fresh fruit	Preserves	−20
		'Other' fruit	Suet and dripping	−42
		Tea		
		Coffee		
SOUTH WESTERN				
Suet and dripping	+55	Liquid milk	'Other' meat	− 6
Pork	+39	Eggs	Fresh fruit	− 6
Flour	+35	Sugar	Bacon and ham	−10
Fresh green vegetables	+29	Potatoes	Fish	−10
Poultry	+25	'Other' vegetables	Mutton and lamb	−14
Coffee	+20	'Other' fruit	Margarine	−20
Butter	+16	Bread	Preserves	−23
Cooking fats	+13	Cakes and biscuits		
Beef and veal	+ 8	'Other' cereals		
Tea	+ 8			
Cheese	+ 7			
SOUTH EASTERN AND SOUTHERN				
Fresh green vegetables	+37	Butter	Margarine	− 6
Coffee	+32	Cooking fats	Cakes and biscuits	− 7
Suet and dripping	+25	Eggs	Bread	− 8
'Other' fruit	+21	Sugar	Beef and veal	−11
Cheese	+19	Bacon and ham	Potatoes	−13
Mutton and lamb	+19	'Other' meat		
Pork	+18	Fish		
Fresh fruit	+17	'Other' vegetables		
Preserves	+12	Tea		
Poultry	+12			
Liquid milk	+ 7			
Flour	+ 7			
'Other' cereals	+ 6			
LONDON CONURBATION				
Mutton and lamb	+48	Cooking fats	'Other' meat	− 7
Poultry	+40	Sugar	Suet and dripping	−10
Fresh green vegetables	+36	Preserves	Bread	−11
Pork	+31	Bacon and ham	Cakes and biscuits	−15
Fresh fruit	+28	Fish	Flour	−16
Coffee	+18	Potatoes	Margarine	−28
'Other' fruit	+14	'Other' vegetables		
Cheese	+13	'Other' cereals		
Butter	+10			
Liquid milk	+ 8			
Tea	+ 8			
Eggs	+ 6			
Beef and veal	+ 6			

TABLE 15—*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	
PROVINCIAL CONURBATIONS				
Cakes and biscuits	+17	Eggs	Preserves	− 6
Fish	+10	Sugar	Mutton and lamb	− 6
'Other' meat	+ 8	Beef and veal	Liquid milk	− 8
Margarine	+ 7	Bacon and ham	Suet and dripping	−10
		Poultry	Butter	−11
		Potatoes	Fresh fruit	−11
		'Other' vegetables	Cooking fats	−14
		Bread	Pork	−15
		'Other' cereals	'Other' fruit	−15
		Tea	Flour	−17
			Coffee	−18
			Cheese	−19
			Fresh green vegetables	−31
URBAN AREAS (LARGER TOWNS)				
Cooking fats	+ 9	Liquid milk	Bacon and ham	− 7
Fresh green vegetables	+ 6	Cheese	Coffee	− 7
		Butter	Suet and dripping	− 8
		Margarine	Beef and veal	−11
		Eggs		
		Sugar		
		Preserves		
		Mutton and lamb		
		Pork		
		Poultry		
		'Other' meat		
		Fish		
		Potatoes		
		'Other' vegetables		
		Fresh fruit		
		'Other' fruit		
		Flour		
		Bread		
		Cakes and biscuits		
		'Other' cereals		
		Tea		
URBAN AREAS (SMALLER TOWNS)				
Suet and dripping	+30	Liquid milk	'Other' fruit	− 6
Margarine	+10	Eggs	Flour	− 6
Potatoes	+ 8	Sugar	Tea	− 7
Beef and veal	+ 6	Preserves	Cheese	− 8
Bread	+ 6	Bacon and ham	Cooking fats	− 8
		'Other' meat	Fish	− 8
		'Other' vegetables	Butter	− 9
		Cakes and biscuits	Fresh fruit	−12
		'Other' cereals	Coffee	−14
			Pork	−17
			Poultry	−17
			Fresh green vegetables	−18
			Mutton and lamb	−19

TABLE 15—*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	
SEMI-RURAL AREAS				
Flour	+34	Liquid milk	Potatoes	− 6
Coffee	+25	Margarine	'Other' meat	− 8
Cheese	+23	Beef and veal	Fish	− 8
Pork	+22	Poultry	Cakes and biscuits	− 8
Fresh green vegetables	+19	'Other' vegetables	Mutton and lamb	−12
Cooking fats	+17	Bread		
Suet and dripping	+15	'Other' cereals		
'Other' fruit	+13	Tea		
Butter	+12			
Bacon and ham	+11			
Sugar	+ 9			
Eggs	+ 8			
Preserves	+ 7			
Fresh fruit	+ 7			
RURAL AREAS				
Margarine	+36	Liquid milk	Cheese	− 6
'Other' cereals	+34	Cooking fats	'Other' meat	− 6
Preserves	+29	Potatoes	Butter	− 7
Flour	+29	Bread	Fresh fruit	− 7
Cakes and biscuits	+18	Coffee	Suet and dripping	−10
Sugar	+14		'Other' fruit	−12
Beef and veal	+14		'Other' vegetables	−16
Bacon and ham	+14		Fresh green vegetables	−17
Eggs	+ 8		Tea	−18
			Pork	−20
			Fish	−22
			Mutton and lamb	−25
			Poultry	−26

TABLE 16

Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1963

	Class								All households
	A			B	C	D			
	A1	A2	All			with earners D1	without earners D2	O.A.P.	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
1962									
Expenditure	39 0	34 7	35 5	31 10	30 10	29 5	31 10	29 4	31 7
Value of free food	3 3	1 5	1 9	10	11	10	10	11	1 0
Value of consumption	42 3	36 0	37 2	32 8	31 9	30 3	32 7	30 2	32 7
1963									
Expenditure	41 1	35 7	36 8	32 7	30 8	30 3	32 4	31 7	32 4
Value of free food	2 3	1 9	1 10	11	1 0	10	11	10	1 0
Value of consumption	43 4	37 4	38 6	33 7	31 8	31 1	33 3	32 4	33 5
Expenditure as percentage of the average for all classes . . 1962	123·4	109·5	112·2	100·7	97·6	93·2	100·7	92·7	100
1963	127·0	110·1	113·4	100·8	94·9	93·5	100·0	97·5	100
Value of consumption as percentage of the average for all classes . . 1962	129·9	110·7	114·3	100·4	97·7	93·0	100·3	92·9	100
1963	129·9	111·9	115·4	100·6	94·8	93·1	99·7	96·9	100
Price index (all foods) . . . 1962	108·0	103·0	104·1	100·1	99·2	98·1	99·4	97·1	100
1963	109·0	103·2	104·4	100·1	99·2	98·0	100·2	96·8	100
'Price of energy' index (all foods) (*a*) . . . 1962	126·6	110·9	113·9	101·7	96·5	93·6	100·6	95·1	100
1963	128·8	111·7	115·0	100·8	94·9	94·4	102·1	96·5	100

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

TABLE 17

Household Food Expenditure according to Social Class, 1963

(pence per person per week)

	Class								All households
	A			B	C	D			
						Excluding O.A.P.			
	A1	A2	All			with earners (D1)	without earners (D2)	O.A.P.	
MILK AND CREAM:									
Liquid milk—full price	42·42	36·36	37·70	33·48	30·04	31·57	39·50	43·88	33·63
Liquid milk—welfare	2·92	2·99	2·96	3·36	2·93	1·33	0·81	—	2·82
Total Liquid Milk	*45·34*	*39·35*	*40·67*	*36·83*	*32·98*	*32·89*	*40·31*	*43·88*	*36·45*
Condensed milk	1·29	1·30	1·29	1·56	1·47	1·76	1·11	1·46	1·53
Dried and other milk	1·44	0·85	0·97	0·88	1·05	0·39	0·79	0·09	0·89
Cream	5·63	3·02	3·54	1·50	1·12	0·90	1·50	0·94	1·60
Total Milk and Cream	*53·71*	*44·51*	*46·47*	*40·78*	*36·62*	*35·94*	*43·73*	*46·36*	*40·49*
CHEESE:									
Natural	9·18	8·11	8·30	6·81	6·35	6·42	6·56	7·91	7·02
Processed	1·85	1·80	1·78	1·22	1·12	1·10	1·30	0·98	1·21
Total Cheese	*11·04*	*9·92*	*10·09*	*8·03*	*7·47*	*7·52*	*7·86*	*8·89*	*8·22*
MEAT:									
Beef and veal	41·65	36·09	37·16	30·16	29·68	30·15	29·14	28·66	30·51
Mutton and lamb	24·20	16·99	18·34	16·26	15·04	14·56	18·71	20·62	16·52
Pork	7·84	9·34	9·12	8·02	6·44	5·89	6·49	7·30	7·60
Total Carcase Meat	*73·69*	*62·42*	*64·62*	*54·45*	*51·16*	*50·60*	*54·34*	*56·58*	*54·63*
Bacon and ham, uncooked	20·67	18·08	18·72	16·27	15·62	14·62	14·00	15·08	16·20
Poultry	15·43	8·17	9·52	6·44	4·97	4·22	8·60	3·49	6·14
Other meat (*a*)	33·41	33·09	33·18	33·19	34·02	31·30	26·20	26·58	32·87
Total Meat	*143·20*	*121·77*	*126·04*	*110·36*	*105·77*	*100·70*	*103·14*	*101·70*	*109·84*
FISH:									
Fresh	16·71	8·79	10·30	7·55	6·81	7·37	11·10	9·47	7·84
Processed and shell (*b*)	3·30	2·58	2·75	1·59	1·50	1·48	1·35	1·96	1·73
Prepared (*c*)	4·62	6·78	6·35	7·31	7·24	7·46	6·73	5·71	7·14
Total Fish	*24·62*	*18·15*	*19·40*	*16·44*	*15·55*	*16·32*	*19·18*	*17·14*	*16·71*

(*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 17—*continued*

(pence per person per week)

	Class								All households
	A			B	C	D			
						Excluding O.A.P.		O.A.P.	
	A1	A2	All			with earners (D1)	without earners (D2)		
EGGS	22·48	19·94	20·50	18·73	17·38	16·77	18·57	18·16	18·45
FATS:									
Butter	22·51	18·08	18·88	16·37	14·20	14·16	17·10	18·63	16·06
Margarine	3·18	4·28	4·06	4·45	5·38	4·77	4·22	3·95	4·66
Lard and compound cooking fat	2·39	2·28	2·29	2·46	2·40	2·29	2·12	2·41	2·44
Other fats	1·59	1·14	1·24	0·85	0·73	0·60	0·96	0·59	0·84
Total Fats	*29·67*	*25·79*	*26·46*	*24·14*	*22·72*	*21·82*	*24·41*	*25·58*	*24·00*
SUGAR AND PRESERVES:									
Sugar	10·58	10·52	10·52	10·38	10·55	10·54	10·60	11·14	10·51
Honey, preserves, syrup and treacle	5·20	4·39	4·56	3·85	3·66	4·20	5·39	4·97	3·96
Total Sugar and Preserves	*15·78*	*14·91*	*15·09*	*14·22*	*14·22*	*14·74*	*15·99*	*16·12*	*14·47*
VEGETABLES:									
Potatoes (including chips and crisps)	11·18	13·41	13·02	16·06	16·37	15·43	11·33	12·89	15·58
Fresh green	15·05	11·18	11·86	9·51	6·94	6·56	8·66	8·59	8·77
Other vegetables (*d*)	14·78	14·80	14·73	13·64	13·04	12·26	10·85	9·98	13·26
Total Vegetables	*41·01*	*39·39*	*39·61*	*39·21*	*36·35*	*34·25*	*30·84*	*31·46*	*37·61*
FRUIT:									
Fresh	38·46	28·47	30·58	21·04	16·91	17·42	22·45	17·88	20·40
Other (*e*)	15·96	13·46	13·99	10·38	8·14	6·81	11·57	5·85	9·67
Total Fruit (*f*)	*54·42*	*41·93*	*44·57*	*31·42*	*25·05*	*24·23*	*34·02*	*23·73*	*30·07*
CEREALS:									
Brown bread	2·06	2·07	2·08	1·62	1·60	1·70	2·66	3·03	1·76
White bread	11·53	15·32	14·56	18·71	21·18	21·30	18·11	19·06	19·23
Wholewheat and wholemeal bread	0·77	0·70	0·70	0·38	0·22	0·38	0·64	0·63	0·38
Other bread (*g*)	3·98	3·30	3·43	3·01	3·42	4·63	3·63	3·48	3·23
Total Bread	*18·35*	*21·38*	*20·78*	*23·72*	*26·41*	*28·00*	*25·05*	*26·20*	*24·60*

(*d*) Includes dried and canned vegetables, and vegetable products.
(*e*) Includes dried, canned or bottled fruit.
(*f*) Includes tomatoes.
(*g*) Includes rolls, fruit bread, sandwiches and milk bread.

TABLE 17—*continued*

(pence per person per week)

	Class								All households
	A			B	C	D			
						Excluding O.A.P.			
	A1	A2	All			with earners (D1)	without earners (D2)	O.A.P.	
CEREALS:—*contd.*									
Flour	3·52	3·04	3·09	2·86	2·95	2·69	3·48	3·68	2·99
Cakes (*h*)	12·38	12·56	12·43	13·20	13·20	14·05	12·38	11·21	12·84
Biscuits	10·91	11·22	11·11	10·23	9·64	9·79	9·92	9·41	9·95
Oatmeal and oat products	1·15	0·84	0·90	0·82	1·00	1·08	0·82	1·05	0·87
Breakfast cereals	4·81	4·14	4·29	3·78	3·16	2·86	3·77	2·26	3·50
Other cereals	5·63	4·18	4·46	4·27	4·05	3·84	3·54	3·89	4·14
Total Cereals	*56·75*	*57·36*	*57·06*	*58·89*	*60·41*	*62·31*	*58·95*	*57·69*	*58·89*
BEVERAGES:									
Tea	12·95	11·88	12·05	12·57	12·78	13·70	15·27	17·87	13·14
Coffee	7·75	6·28	6·57	3·99	3·11	2·95	3·54	3·88	3·99
Cocoa	1·10	0·64	0·72	0·51	0·50	0·55	0·30	0·47	0·53
Branded food drinks	1·69	1·10	1·20	0·83	0·67	1·25	1·28	1·80	0·94
Total Beverages	*23·48*	*19·90*	*20·53*	*17·90*	*17·06*	*18·45*	*20·40*	*24·01*	*18·59*
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	4·85	3·99	4·17	3·01	2·88	3·43	3·57	2·29	3·08
Other foods (*l*)	12·09	9·62	10·09	8·21	6·80	6·39	7·55	5·38	7·68
Total Miscellaneous	*16·94*	*13·60*	*14·25*	*11·21*	*9·69*	*9·82*	*11·11*	*7·66*	*10·76*
TOTAL EXPENDITURE	*493·04 (41s. 1d.)*	*427·20 (35s. 7d.)*	*440·10 (36s. 8d.)*	*391·33 (32s. 7d.)*	*368·28 (30s. 8d.)*	*362·85 (30s. 3d.)*	*388·25 (32s. 4d.)*	*378·57 (31s. 7d.)*	*388·09 (32s. 4d.)*

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

(*l*) Spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, ice-cream (served as part of a meal) and items on which only expenditure was recorded.

TABLE 18

Household Food Consumption according to Social Class, 1963

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

	Class								
	A			B	C	D			All households
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
MILK AND CREAM:									
Liquid milk—full price (pt.)	5·29	4·70	4·81	4·11	3·73	3·86	4·56	5·21	4·12
Liquid milk—welfare and school (pt.)	0·87	0·90	0·89	1·01	0·89	0·52	0·32	0·01	0·85
Total Liquid Milk (pt.)	*6·15*	*5·59*	*5·70*	*5·12*	*4·62*	*4·38*	*4·88*	*5·22*	*4·98*
Condensed milk (eq. pt.)	0·17	0·16	0·16	0·19	0·17	0·21	0·12	0·17	0·18
Dried and other milk (pt. or eq. pt.)	0·11	0·10	0·10	0·11	0·16	0·06	0·13	0·01	0·13
Cream (pt.)	0·07	0·05	0·05	0·03	0·02	0·01	0·02	0·01	0·03
Total Milk and Cream (pt. or eq. pt.)	*6·51*	*5·90*	*6·01*	*5·45*	*4·97*	*4·67*	*5·14*	*5·42*	*5·31*
CHEESE:									
Natural	3·28	3·07	3·10	2·76	2·56	2·58	2·63	3·26	2·81
Processed	0·52	0·52	0·52	0·35	0·32	0·31	0·37	0·29	0·35
Total Cheese	*3·79*	*3·59*	*3·62*	*3·11*	*2·88*	*2·90*	*3·00*	*3·55*	*3·16*
MEAT:									
Beef and veal	11·31	10·60	10·73	9·28	9·37	9·64	9·12	9·58	9·47
Mutton and lamb	7·98	6·41	6·73	6·25	5·77	5·83	7·43	8·44	6·36
Pork	2·19	2·94	2·80	2·60	2·13	2·00	2·25	2·42	2·48
Total Carcase Meat	*21·48*	*19·95*	*20·27*	*18·14*	*17·27*	*17·47*	*18·80*	*20·44*	*18·32*
Bacon and ham, uncooked	6·30	5·86	5·98	5·34	5·16	5·04	4·62	5·33	5·35
Poultry	5·60	3·45	3·86	2·61	2·06	1·97	3·48	1·34	2·50
Other meat (*a*)	11·09	11·72	11·59	11·89	12·67	11·96	10·31	9·75	11·93
Total Meat	*44·45*	*40·97*	*41·68*	*37·96*	*37·16*	*36·43*	*37·22*	*36·87*	*38·10*

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

TABLE 18—*continued*

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

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
FISH:									
Fresh	4·98	3·29	3·69	2·99	2·79	3·22	4·18	3·99	3·09
Processed and shell (*b*)	1·49	0·98	1·01	0·68	0·68	0·73	0·71	0·94	0·74
Prepared (*c*)	0·83	1·70	1·53	2·01	2·04	2·21	1·81	1·56	1·98
Total Fish	*7·30*	*5·96*	*6·22*	*5·68*	*5·52*	*6·16*	*6·71*	*6·49*	*5·80*
EGGS (NO.)	5·90	5·06	5·22	4·64	4·38	4·21	4·41	4·31	4·58
Eggs purchased (NO.)	4·84	4·48	4·56	4·29	3·99	3·85	4·22	4·11	4·21
FATS:									
Butter	8·14	6·70	6·95	6·10	5·31	5·20	6·24	6·91	5·98
Margarine	2·14	2·92	2·77	3·16	3·87	3·42	2·90	2·77	3·32
Lard and compound cooking fat	1·78	1·95	1·91	2·22	2·19	2·09	1·89	2·21	2·19
Other fats	0·78	0·65	0·68	0·55	0·56	0·45	0·57	0·42	0·55
Total Fats	*12·84*	*12·22*	*12·30*	*12·01*	*11·93*	*11·17*	*11·60*	*12·31*	*12·04*
SUGAR AND PRESERVES:									
Sugar	16·82	17·88	17·67	18·43	18·60	18·55	18·47	19·83	18·49
Honey, preserves, syrup and treacle	3·61	3·46	3·52	3·11	2·98	3·35	4·16	3·97	3·16
Total Sugar and Preserves	*20·44*	*21·34*	*21·18*	*21·54*	*21·57*	*21·91*	*22·63*	*23·80*	*21·64*
VEGETABLES:									
Potatoes (including chips and crisps)	41·78	50·81	49·02	57·51	61·39	57·01	42·80	50·21	56·95
Fresh green	16·90	15·05	15·38	13·74	11·86	10·84	15·20	15·59	13·56
Other vegetables (*d*)	16·54	18·08	17·76	17·81	17·92	17·02	15·56	15·93	17·71
Total Vegetables	*75·22*	*83·94*	*82·16*	*89·06*	*91·17*	*84·87*	*73·56*	*81·73*	*88·22*
FRUIT:									
Fresh	40·62	31·41	33·39	22·48	17·44	18·12	24·90	20·09	21·87
Other (*e*)	10·64	9·75	9·93	7·80	6·28	5·24	8·09	4·58	7·28
Total Fruit (*f*)	*51·26*	*41·16*	*43·32*	*30·28*	*23·72*	*23·36*	*32·99*	*24·67*	*29·15*

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

TABLE 18—*continued*

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

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
CEREALS:									
Brown bread	3·05	3·02	3·05	2·40	2·39	2·56	3·81	4·48	2·60
White bread	21·79	29·35	27·86	36·08	41·24	40·97	33·42	34·41	37·09
Wholewheat and wholemeal bread	1·18	1·13	1·13	0·64	0·35	0·61	1·08	1·05	0·63
Other bread (*g*)	3·67	3·07	3·17	2·76	3·15	4·00	3·25	3·23	2·96
Total Bread	*29·70*	*36·56*	*35·21*	*41·87*	*47·13*	*48·15*	*41·54*	*43·17*	*43·26*
Flour	7·31	6·60	6·66	6·28	6·40	5·82	7·33	7·84	6·51
Cakes (*h*)	5·66	6·07	5·94	6·65	6·91	7·42	6·69	6·24	6·57
Biscuits	5·26	5·80	5·68	5·70	5·42	5·71	5·82	5·97	5·58
Oatmeal and oat products	1·42	0·91	1·01	0·92	1·12	1·24	0·87	1·19	0·96
Breakfast cereals	2·43	2·27	2·31	2·10	1·75	1·63	2·05	1·28	1·94
Other cereals	3·76	3·37	3·45	3·61	3·58	3·72	3·66	3·92	3·57
Total Cereals	*55·53*	*61·58*	*60·26*	*67·13*	*72·31*	*73·69*	*67·96*	*69·60*	*68·41*
BEVERAGES:									
Tea	2·57	2·45	2·47	2·69	2·78	2·98	3·18	3·80	2·82
Coffee	0·85	0·70	0·74	0·41	0·35	0·34	0·45	0·48	0·44
Cocoa	0·38	0·20	0·23	0·17	0·16	0·18	0·09	0·16	0·18
Branded food drinks	0·42	0·27	0·30	0·20	0·16	0·29	0·31	0·44	0·22
Total Beverages	*4·22*	*3·62*	*3·72*	*3·47*	*3·46*	*3·78*	*4·02*	*4·87*	*3·66*

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

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

TABLE 19

Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1963

(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					
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
1962											
Expenditure	37 8	43 1	32 6	27 1	24 0	20 8	36 10	28 4	36 1	34 8	28 6
Value of free food	1 2	10	11	10	11	7	1 2	1 0	1 2	1 1	11
Value of consumption	38 11	43 11	33 4	27 11	24 11	21 3	38 0	29 5	37 3	35 10	29 5
1963											
Expenditure	38 3	43 10	33 4	27 11	24 7	21 7	38 0	28 7	36 9	35 7	27 8
Value of free food	1 3	1 2	10	10	10	1 1	1 2	1 0	1 0	1 10	1 0
Value of consumption	39 7	45 0	34 2	28 8	25 5	22 8	39 1	29 8	37 9	37 4	28 8
Expenditure as percentage of that in all households 1962	119·3	136·4	102·8	85·9	75·9	65·4	116·5	89·8	114·2	109·9	90·3
1963	118·4	135·5	103·1	86·2	75·9	66·7	117.4	88·5	113·6	109·9	85·4
Value of consumption as percentage of that in all households 1962	119·7	135·2	102·6	85·9	76·7	65·3	116·9	90·4	114·6	110·1	90·6
1963	118·5	134·8	102·5	86·0	76·2	67·8	117·2	88·8	113·1	111·9	85·8
Price index (all foods) 1962	99·6	103·0	100·6	99·0	97·9	95·6	100·3	98·2	101·1	99·7	99·5
1963	99·5	102·9	100·9	99·1	97·2	96·3	101·3	98·6	101·1	100·8	99·3
"Price of energy" index (all foods) (*a*) 1962	105·1	113·2	101·9	95·5	91·3	82·2	104·5	93·2	106·7	101·8	97·4
1963	104·4	111·1	101·6	96·0	89·2	82·2	104·3	92·4	106·7	102·0	95·2

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

TABLE 20

Household Food Expenditure according to Household Composition, 1963

(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					
MILK AND CREAM:											
Liquid milk—full price	44·14	41·96	31·50	26·33	23·37	17·54	40·70	30·83	42·59	36·60	27·30
Liquid milk—welfare	—	1·08	5·26	6·73	6·72	6·47	0·04	1·35	0·10	0·31	3·34
Total Liquid Milk	*44·14*	*43·03*	*36·76*	*33·06*	*30·10*	*24·01*	*40·74*	*32·18*	*42·68*	*36·90*	*30·64*
Condensed milk	1·68	2·15	1·59	1·49	1·34	1·02	1·32	1·58	1·53	1·30	1·34
Dried and other milk	0·06	0·23	1·78	1·05	2·45	1·94	0·06	0·44	0·22	0·01	1·67
Cream	2·18	3·04	1·65	1·07	0·72	0·43	2·18	1·09	1·92	1·41	1·25
Total Milk and Cream	*48·05*	*48·45*	*41·78*	*36·66*	*34·61*	*27·40*	*44·29*	*35·29*	*46·35*	*39·63*	*34·90*
CHEESE:											
Natural	9·62	10·35	6·83	5·14	4·54	3·88	8·10	5·76	8·42	8·01	5·36
Processed	1·15	1·48	1·33	1·30	1·12	0·60	1·40	1·39	1·24	1·19	1·04
Total Cheese	*10·77*	*11·84*	*8·16*	*6·44*	*5·67*	*4·47*	*9·50*	*7·16*	*9·66*	*9·20*	*6·41*
MEAT:											
Beef and veal	39·92	42·85	30·29	24·80	20·89	16·51	36·10	26·57	35·88	39·15	26·90
Mutton and lamb	24·88	24·08	15·51	11·35	7·88	7·70	20·48	11·60	23·48	18·15	12·50
Pork	10·67	12·33	7·61	5·20	3·78	3·00	10·65	5·02	8·66	10·31	5·96
Total Carcase Meat	*75·48*	*79·26*	*53·40*	*41·35*	*32·56*	*27·22*	*67·22*	*43·18*	*68·02*	*67·61*	*45·35*
Bacon and ham, uncooked	21·48	23·61	15·65	12·06	10·59	10·38	21·14	13·27	18·73	19·49	13·76
Poultry	8·06	11·55	7·25	4·28	3·82	2·60	7·78	3·90	7·22	5·72	4·86
Other meat (*a*)	34·08	42·94	35·64	29·67	26·31	21·79	40·00	30·97	35·61	39·45	28·96
Total Meat	*139·10*	*157·35*	*111·94*	*87·37*	*73·29*	*62·00*	*136·12*	*91·32*	*129·57*	*132·29*	*92·93*
FISH:											
Fresh	12·50	10·45	7·25	5·69	4·37	4·00	8·63	6·08	10·41	7·84	6·54
Processed and shell (*b*)	2·60	2·50	1·33	1·23	0·93	1·03	1·81	1·28	2·64	2·90	1·39
Prepared (*c*)	8·23	10·68	7·68	5·95	5·17	3·62	9·84	6·21	7·33	7·73	6·30
Total Fish	*23·34*	*23·62*	*16·26*	*12·86*	*10·46*	*8·64*	*20·28*	*13·58*	*20·38*	*17·46*	*14·24*

(*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 20—*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					
EGGS:	20·80	23·96	18·90	16·96	14·94	13·58	20·44	16·61	20·22	19·16	16·02
FATS:											
Butter	20·55	23·30	16·09	13·19	11·26	8·96	18·33	12·82	20·30	17·86	12·62
Margarine	4·62	4·60	4·28	4·34	4·45	5·22	5·66	5·65	4·32	5·06	4·71
Lard and compound cooking fat	2·85	3·33	2·66	2·14	2·04	1·70	2·90	2·27	2·34	2·75	1·98
Other fats	1·00	1·37	0·77	0·85	0·61	0·71	0·84	0·78	0·85	0·74	0·68
Total Fats	*29·03*	*32·59*	*23·79*	*20·52*	*18·36*	*16·58*	*27·74*	*21·52*	*27·81*	*26·41*	*19·99*
SUGAR AND PRESERVES:											
Sugar	12·14	12·30	10·47	9·40	9·12	9·11	11·85	10·44	11·20	10·98	9·26
Honey, preserves, syrup and treacle	5·26	5·02	3·65	3·35	3·08	3·11	4·43	3·84	4·78	3·97	3·20
Total Sugar and Preserves	*17·40*	*17·33*	*14·12*	*12·74*	*12·20*	*12·22*	*16·28*	*14·28*	*15·98*	*14·96*	*12·46*
VEGETABLES:											
Potatoes (including chips and crisps)	14·12	18·27	10·06	15·06	13·74	13·95	18·09	16·27	14·82	15·61	15·69
Fresh green	11·30	15·50	9·68	6·60	4·87	3·69	10·70	6·08	11·31	8·74	6·52
Other vegetables (*d*)	13·38	18·64	14·68	12·68	11·01	9·68	15·00	12·68	12·98	14·81	11·81
Total Vegetables	*38·80*	*52·41*	*34·42*	*34·34*	*29·62*	*27·32*	*43·79*	*35·03*	*39·11*	*39·16*	*34·02*
FRUIT:											
Fresh	23·33	30·93	22·11	17·94	13·95	10·74	24·55	16·64	25·05	22·79	15·98
Other (*e*)	9·88	14·52	12·04	9·42	7·26	5·15	11·56	7·72	9·78	10·54	8·04
Total Fruit (*f*)	*33·21*	*45·45*	*34·15*	*27·36*	*21·21*	*15·89*	*36·11*	*24·36*	*34·83*	*33·33*	*24·02*

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

(*e*) Includes dried, canned or bottled fruit.

(*f*) Includes tomatoes.

TABLE 20—*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	3·25	2·34	1·55	1·24	1·08	1·14	1·79	1·18	3·00	1·66	1·03
White bread	19·63	21·57	18·25	16·48	17·35	18·97	21·42	20·91	19·18	21·17	19·50
Wholewheat and wholemeal bread	0·70	0·68	0·41	0·27	0·14	0·26	0·36	0·12	0·69	0·26	0·18
Other bread (*g*)	3·52	4·62	3·26	2·37	2·53	1·86	4·07	2·91	4·23	4·29	3·21
Total Bread	*27·09*	*29·22*	*23·48*	*20·35*	*21·11*	*22·23*	*27·64*	*25·12*	*27·11*	*27·38*	*23·91*
Flour	4·74	3·47	2·90	2·53	2·06	2·10	3·56	2·58	3·08	3·38	2·34
Cakes (*h*)	13·22	17·39	13·45	11·31	10·83	9·10	16·74	12·17	15·02	15·50	10·88
Biscuits	10·70	13·26	10·50	10·19	9·48	7·90	10·62	9·78	10·46	10·49	8·10
Oatmeal and oat products	1·06	1·01	0·88	0·86	0·82	1·02	0·78	0·78	1·03	1·35	0·82
Breakfast cereals	2·56	3·16	3·34	4·09	4·55	4·32	3·60	4·25	2·41	3·32	3·41
Other cereals	4·35	4·99	5·19	4·30	4·36	3·59	4·34	3·65	3·89	3·62	3·67
Total Cereals	*63·73*	*72·49*	*59·74*	*53·63*	*53·21*	*50·26*	*67·28*	*58·33*	*63·00*	*65·05*	*53·13*
BEVERAGES:											
Tea	18·46	18·14	12·30	9·81	8·79	9·23	14·98	11·08	16·85	13·45	10·42
Coffee	4·43	6·36	4·20	3·38	2·42	1·69	5·08	3·39	4·98	4·62	2·78
Cocoa	0·46	0·54	0·56	0·68	0·37	0·52	0·47	0·60	0·54	0·43	0·46
Branded food drinks	1·52	1·56	0·96	0·79	0·46	0·46	1·04	0·51	1·18	0·70	0·60
Total Beverages	*24·86*	*26·58*	*18·02*	*14·66*	*12·04*	*11·91*	*21·57*	*15·57*	*23·54*	*19·20*	*14·25*
MISCELLANEOUS:											
Soups, canned, dehydrated and powdered	2·66	3·70	3·74	3·02	2·65	2·50	3·48	3·17	3·18	3·02	2·77
Other foods (*i*)	7·67	10·15	8·93	8·03	6·43	6·13	8·77	7·14	7·35	7·69	6·41
Total Miscellaneous	*10·33*	*13·85*	*12·69*	*11·05*	*9·07*	*8·64*	*12·26*	*10·32*	*10·53*	*10·71*	*9·17*
TOTAL EXPENDITURE	*459·42* (38s. 3d.)	*525·92* (43s. 10d.)	*399·96* (33s. 4d.)	*334·60* (27s. 11d.)	*294·67* (24s. 7d.)	*258·90* (21s. 7d.)	*455·64* (38s. 0d.)	*343·42* (28s. 7d.)	*441·00* (36s. 9d.)	*426·58* (35s. 7d.)	*331·59* (27s. 8d.)

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

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

(*i*) Includes spreads and dressings, meat and vegetable extracts, pickles and sauces, table jellies, salt, invalid and infant foods, ice-cream (served as part of a meal) and items on which expenditure only was recorded.

TABLE 21

Household Food Consumption according to Household Composition, 1963

(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.)	5·21	5·12	3·80	3·22	2·98	2·27	4·94	3·92	5·17	4·98	3·45
Liquid milk—welfare and school (pt.)	—	0·25	1·39	1·88	1·97	2·06	0·07	0·74	0·03	0·11	1·06
Total Liquid Milk (pt.)	*5·21*	*5·38*	*5·19*	*5·10*	*4·96*	*4·33*	*5·01*	*4·66*	*5·19*	*5·09*	*4·52*
Condensed milk (eq. pt.)	0·20	0·25	0·19	0·17	0·16	0·13	0·16	0·19	0·18	0·15	0·16
Dried and other milk (pt. or eq. pt.)	0·01	0·01	0·25	0·16	0·31	0·34	0·02	0·05	0·01	...	0·23
Cream (pt.)	0·03	0·05	0·03	0·02	0·02	0·01	0·04	0·02	0·03	0·02	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·45*	*5·69*	*5·66*	*5·45*	*5·44*	*4·80*	*5·22*	*4·92*	*5·41*	*0·18*	*4·93*
CHEESE:											
Natural	3·85	3·98	2·74	2·10	1·80	1·61	3·26	2·33	3·34	3·24	2·14
Processed	0·33	0·41	0·39	0·38	0·33	0·17	0·40	0·40	0·34	0·36	0·30
Total Cheese	*4·18*	*4·39*	*3·13*	*2·48*	*2·14*	*1·78*	*3·66*	*2·73*	*3·69*	*3·60*	*2·44*
MEAT:											
Beef and veal	12·45	12·77	9·08	7·91	7·01	5·61	10·87	8·38	10·96	11·86	8·41
Mutton and lamb	9·71	8·84	5·94	4·48	3·23	3·03	7·47	4·64	8·96	6·89	4·84
Pork	3·50	3·82	2·40	1·66	1·27	1·13	3·45	1·71	2·76	3·46	1·98
Total Carcase Meat	*25·66*	*25·44*	*17·42*	*14·06*	*11·51*	*9·77*	*21·72*	*14·73*	*22·69*	*22·21*	*15·22*
Bacon and ham, uncooked	7·10	7·29	5·06	4·01	3·58	3·75	6·80	4·54	6·05	6·53	4·60
Poultry	3·22	4·44	3·04	1·84	1·61	1·25	3·15	1·53	2·82	2·56	2·10
Other meat (*a*)	11·75	14·21	12·92	11·26	10·61	9·08	14·14	11·79	12·19	13·77	11·06
Total Meat	*47·74*	*51·37*	*38·44*	*31·18*	*27·32*	*23·85*	*45·81*	*32·60*	*43·77*	*45·08*	*32·99*
FISH:											
Fresh	5·05	4·03	2·85	2·13	1·72	1·75	3·33	2·43	4·24	3·02	2·71
Processed and shell (*b*)	1·17	1·00	0·57	0·53	0·42	0·46	0·70	0·57	1·13	0·86	0·59
Prepared (*c*)	2·06	2·66	2·19	1·80	1·65	1·14	2·48	1·85	1·87	2·05	1·82
Total Fish	*8·27*	*7·68*	*5·60*	*4·46*	*3·79*	*3·34*	*6·52*	*4·84*	*7·23*	*5·94*	*5·12*

(*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 21—*continued*

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
EGGS (NO.)	5·04	5·72	4·57	4·21	3·79	3·64	4·98	4·34	4·88	5·15	4·20
Eggs purchased (No.)	4·69	5·36	4·32	3·90	3·55	3·20	4·53	3·94	4·51	4·27	3·71
FATS:											
Butter	7·52	8·52	6·17	4·92	4·18	3·34	6·80	4·78	7·43	6·66	4·76
Margarine	3·23	3·14	3·08	3·11	3·32	3·99	3·96	3·97	2·96	3·48	3·44
Lard and compound cooking fat	2·61	2·94	2·39	1·96	1·84	1·62	2·57	2·01	2·10	2·40	1·78
Other fats	0·68	0·83	0·50	0·54	0·40	0·51	0·56	0·54	0·52	0·52	0·51
Total Fats	*14·04*	*15·43*	*12·14*	*10·54*	*9·74*	*9·45*	*13·88*	*11·30*	*13·01*	*13·08*	*10·48*
SUGAR AND PRESERVES:											
Sugar	21·07	21·86	18·53	16·54	16·27	16·08	20·72	18·23	19·48	19·31	16·50
Honey, preserves, syrup and treacle	4·17	3·70	2·98	2·71	2·52	2·61	3·71	3·21	3·64	3·21	2·64
Total Sugar and Preserves	*25·24*	*25·56*	*21·52*	*19·25*	*18·79*	*18·69*	*24·43*	*21·44*	*23·11*	*22·51*	*19·14*
VEGETABLES:											
Potatoes (including chips and crisps)	54·67	63·04	57·54	53·18	49·64	53·32	63·46	60·62	54·95	62·75	59·92
Fresh green	19·46	18·99	13·64	10·02	8·22	7·51	15·31	10·44	16·90	13·40	10·72
Other vegetables (*d*)	19·24	23·02	18·54	16·55	15·74	14·35	19·34	16·95	17·28	19·58	16·23
Total Vegetables	*93·37*	*105·05*	*89·72*	*79·75*	*73·60*	*75·18*	*98·11*	*88·01*	*89·13*	*95·73*	*86·87*
FRUIT:											
Fresh	26·36	30·68	23·06	19·65	16·07	13·23	25·20	18·48	25·63	22·97	16·68
Other (*e*)	7·53	10·44	8·72	6·95	5·68	4·19	8·96	6·04	7·26	7·96	5·99
Total Fruit (*f*)	*33·89*	*41·12*	*31·78*	*26·60*	*21·75*	*17·42*	*34·16*	*24·52*	*32·89*	*30·93*	*22·67*

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

(*e*) Includes dried, canned or bottled fruit.

(*f*) Includes tomatoes.

TABLE 21—*continued*

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
CEREALS:											
Brown bread	4·78	3·48	2·32	1·84	1·70	1·78	2·52	1·80	4·36	2·48	1·56
White bread	36·39	40·42	35·23	31·96	34·08	37·66	41·40	41·38	35·60	41·67	38·06
Wholewheat and wholemeal bread	1·15	1·09	0·67	0·43	0·26	0·44	0·58	0·22	1·11	0·44	0·31
Other bread (*g*)	3·33	4·23	2·96	2·26	2·24	1·74	3·76	2·68	3·94	3·70	2·85
Total Bread	*45·64*	*49·23*	*41·18*	*36·48*	*38·28*	*41·62*	*48·24*	*46·08*	*45·00*	*48·30*	*42·77*
Flour	10·28	7·44	6·24	5·56	4·56	4·50	7·82	5·73	6·54	7·32	5·14
Cakes (*h*)	6·96	8·78	6·62	5·75	5·75	4·97	8·32	6·46	7·74	7·89	5·48
Biscuits	6·44	6·78	5·72	5·67	5·31	5·10	5·78	5·48	5·95	5·67	4·44
Oatmeal and oat products	1·14	1·14	0·90	0·87	0·85	1·12	0·81	0·92	1·19	2·03	0·90
Breakfast cereals	1·42	1·80	1·86	2·18	2·55	2·46	1·96	2·42	1·29	1·89	1·87
Other cereals	4·01	4·34	4·17	3·56	3·69	3·09	3·62	3·11	3·72	3·20	3·23
Total Cereals	*75·89*	*79·51*	*66·69*	*60·07*	*60·99*	*62·87*	*76·55*	*70·19*	*71·42*	*76·30*	*63·83*
BEVERAGES:											
Tea	3·88	3·83	2·64	2·13	1·92	2·04	3·17	2·40	3·55	2·95	2·27
Coffee	0·52	0·66	0·46	0·36	0·26	0·22	0·55	0·37	0·58	0·46	0·28
Cocoa	0·16	0·18	0·19	0·23	0·12	0·18	0·16	0·20	0·18	0·14	0·15
Branded food drinks	0·36	0·38	0·22	0·19	0·10	0·11	0·24	0·13	0·29	0·16	0·14
Total Beverages	*4·91*	*5·06*	*3·50*	*2·92*	*2·40*	*2·54*	*4·12*	*3·10*	*4·60*	*3·72*	*2·84*

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

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

TABLE 22

Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1963

(per week)

	Class			All households	Class			All households
	A	B	C & D1		A	B	C & D1	
	Per head	Per head	Per head	Per head	Per household	Per household	Per household	Per household
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Households of one man and one woman and:								
no other (both under 55) .	50 3	44 6	41 1	43 10	100 6	89 0	82 1	87 8
1 child	37 11	33 5	31 9	33 4	113 9	100 2	95 3	100 0
2 children	31 7	28 4	25 9	27 11	126 6	113 2	103 0	111 6
3 children	27 4	25 6	23 4	24 7	136 8	127 5	116 9	122 9
4 or more children . .	(30 1)	23 0	19 9	21 7	(180 3)	148 2	133 8	142 2
adolescents only . . .	39 9	39 4	36 1	38 0	132 8	127 6	116 10	123 9
adolescents and children .	32 5	29 5	26 4	28 7	155 8	141 1	135 1	140 10
All above households . . .	*36 8*	*32 7*	*30 8*	*32 4*	*124 9*	*113 9*	*101 1*	*100 8*

Figures in parenthesis are averages based on a sample of only 8 households.

TABLE 23

Household Food Consumption by Household Composition Groups within Social Classes, 1963

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

	Class A							Class B							Classes C & D1						
	Households with one man and one woman and																				
	no other (both under 55)	1 child	2 children	3 children	4 or more children (*a*)	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
MILK AND CREAM:																					
Liquid milk—full price (pt.)	5·48	4·53	4·01	4·15	3·52	5·29	4·79	5·18	3·88	3·27	3·09	2·64	5·13	4·18	4·95	3·51	2·82	2·67	1·84	4·62	3·27
Liquid milk—welfare and school (pt.)	0·16	1·24	1·83	1·94	1·66	0·09	0·78	0·24	1·48	1·90	1·99	2·01	0·09	0·72	0·30	1·33	1·88	1·96	2·19	0·06	0·76
Total Liquid Milk (pt.)	*5·64*	*5·78*	*5·83*	*6·10*	*5·18*	*5·38*	*5·56*	*5·42*	*5·36*	*5·17*	*5·08*	*4·66*	*5·22*	*4·90*	*5·24*	*4·84*	*4·70*	*4·63*	*4·03*	*4·68*	*4·03*
Condensed milk (eq. pt.)	0·11	0·18	0·18	0·08	—	0·13	0·18	0·31	0·23	0·17	0·17	0·17	0·16	0·19	0·24	0·13	0·17	0·18	0·11	0·16	0·20
Dried and other milk (pt. or eq. pt.)	0·02	0·24	0·10	0·14	0·12	...	0·02	0·01	0·29	0·15	0·28	0·15	...	0·05	...	0·19	0·18	0·36	0·52	0·04	0·06
Cream (pt.)	0·11	0·05	0·04	0·01	0·03	0·05	0·04	0·05	0·03	0·02	0·02	0·01	0·04	0·02	0·04	0·02	0·01	0·01	...	0·02	0·01
Total Milk and Cream (pt. or eq. pt.)	*5·89*	*6·25*	*6·15*	*6·33*	*5·33*	*5·55*	*5·80*	*5·79*	*5·91*	*5·52*	*5·55*	*4·98*	*5·43*	*5·16*	*5·52*	*5·18*	*5·08*	*5·19*	*4·66*	*4·90*	*4·30*
CHEESE:																					
Natural	4·98	3·43	2·24	2·04	1·88	3·20	2·61	3·96	2·77	2·22	2·09	1·74	3·51	2·57	3·65	2·51	1·88	1·53	1·49	3·10	2·00
Processed	0·54	0·46	0·44	0·27	0·13	0·66	0·75	0·37	0·37	0·33	0·38	0·19	0·41	0·37	0·42	0·38	0·40	0·30	0·17	0·32	0·31
Total Cheese	*5·52*	*3·89*	*2·68*	*2·31*	*2·01*	*3·86*	*3·36*	*4·33*	*3·14*	*2·55*	*2·47*	*1·93*	*3·92*	*2·94*	*4·07*	*2·89*	*2·28*	*1·83*	*1·66*	*3·42*	*2·31*
MEAT:																					
Beef and veal	15·21	9·48	9·14	8·05	6·88	11·49	9·42	12·53	8·68	7·54	7·24	5·93	10·60	8·61	12·49	9·48	7·90	6·50	5·13	11·00	7·84
Mutton and lamb	10·64	5·58	4·79	5·11	4·17	7·00	5·76	8·78	7·09	4·89	3·25	3·03	7·98	4·72	8·11	4·80	3·94	2·85	3·04	7·23	4·05
Pork	4·77	3·43	1·66	1·02	4·08	4·46	1·63	4·24	2·68	1·84	1·51	0·93	3·68	1·83	3·07	1·79	1·48	1·17	0·99	2·90	1·65
Total Carcase Meat	*30·62*	*18·49*	*15·59*	*14·18*	*15·13*	*22·95*	*16·81*	*25·55*	*18·45*	*14·27*	*12·00*	*9·89*	*22·26*	*15·16*	*23·67*	*16·07*	*13·32*	*10·52*	*9·16*	*21·13*	*13·54*
Bacon and ham, uncooked	8·27	5·33	4·42	4·15	4·21	6·92	5·58	7·38	4·88	4·02	4·00	3·82	7·17	4·71	6·94	5·21	3·91	3·13	3·70	6·32	4·04
Poultry	3·33	4·28	2·55	1·46	2·94	3·66	3·39	5·06	2·47	2·03	2·16	1·59	3·24	1·26	4·01	3·01	1·21	1·26	0·74	2·98	1·06
Other meat (*b*)	13·40	12·51	10·58	10·21	8·47	12·86	11·00	13·88	12·19	11·24	10·45	8·59	14·11	12·00	14·85	13·84	11·58	10·78	9·64	14·70	11·96
Total Meat	*55·62*	*40·61*	*33·14*	*30·00*	*30·75*	*46·39*	*36·78*	*51·87*	*37·99*	*31·56*	*28·61*	*23·89*	*46·78*	*33·13*	*49·47*	*38·13*	*30·02*	*25·69*	*23·24*	*45·13*	*30·60*

(*a*) Averages based on a sample of only 8 households

(*b*) Includes cooked and canned meats, and meat products.

TABLE 23—*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																				
	no other (both under 55)	1 child	2 children	3 children	4 or more children (*a*)	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescent and children
FISH:																					
Fresh	4·50	3·64	2·85	2·31	2·45	3·55	2·76	3·73	2·95	2·29	1·64	1·82	3·27	2·48	4·23	2·42	1·64	1·66	1·53	3·40	2·23
Processed and shell (*c*)	1·04	0·98	0·79	0·29	0·67	1·04	0·83	1·16	0·51	0·44	0·56	0·45	0·49	0·47	0·79	0·51	0·54	0·33	0·44	0·78	0·54
Prepared (*d*)	2·04	1·63	1·25	1·29	0·89	2·12	1·82	2·66	2·16	1·90	1·50	1·08	2·54	1·87	2·85	2·34	1·85	1·85	1·18	2·47	1·81
Total Fish	*7·58*	*6·25*	*4·89*	*3·89*	*4·01*	*6·71*	*5·41*	*7·55*	*5·62*	*4·63*	*3·70*	*3·35*	*6·30*	*4·82*	*7·87*	*5·27*	*4·03*	*3·84*	*3·15*	*6·65*	*4·58*
EGGS (No.)	5·71	5·03	4·98	4·73	3·94	4·74	5·24	5·78	4·61	4·21	3·90	4·06	5·34	4·43	5·71	4·39	3·92	3·55	3·26	4·71	3·86
Eggs purchased (No.)	5·13	4·83	4·49	4·15	3·75	4·33	4·52	5·65	4·48	3·96	3·75	3·61	4·81	4·01	5·16	3·97	3·62	3·31	2·92	4·33	3·59
FATS:																					
Butter	9·57	6·44	6·38	5·55	5·83	6·86	5·97	8·87	6·32	5·11	4·50	4·10	7·26	5·08	7·78	5·86	4·00	3·63	2·54	6·42	3·97
Margarine	2·60	2·77	2·32	2·42	1·83	3·73	3·16	2·84	2·67	2·79	2·83	3·48	4·01	3·98	3·74	3·68	3·88	3·87	4·61	3·86	4·32
Lard and compound cooking fat	2·27	1·96	1·65	1·79	1·00	2·30	2·00	2·97	2·39	2·01	2·01	1·81	2·78	2·18	3·18	2·56	2·05	1·69	1·55	2·45	1·89
Other fats	0·77	0·53	0·63	0·58	0·79	0·75	0·60	0·71	0·53	0·55	0·35	0·40	0·69	0·50	1·00	0·46	0·50	0·40	0·56	0·37	0·55
Total Fats	*15·21*	*11·70*	*10·98*	*10·34*	*9·45*	*13·64*	*11·73*	*15·39*	*11·91*	*10·46*	*9·69*	*9·79*	*14·74*	*11·74*	*15·70*	*12·56*	*10·43*	*9·59*	*9·26*	*13·10*	*10·73*
SUGAR AND PRESERVES:																					
Sugar	17·64	16·71	16·69	18·62	15·33	17·82	17·78	22·54	18·04	16·79	16·54	16·96	21·76	18·31	22·69	19·84	16·08	15·56	15·60	20·81	18·50
Honey, preserves, syrup and treacle	4·71	2·54	3·16	3·38	1·96	3·74	3·36	3·40	3·02	2·48	2·23	2·75	4·31	3·20	3·73	3·17	2·83	2·62	2·46	3·01	3·12
Total Sugar and Preserves	*22·35*	*19·25*	*19·85*	*22·00*	*17·29*	*21·56*	*21·14*	*25·94*	*21·06*	*19·27*	*18·77*	*19·71*	*26·07*	*21·51*	*26·42*	*23·01*	*18·91*	*18·18*	*18·06*	*23·82*	*21·62*
VEGETABLES:																					
Potatoes (including chips and crisps)	66·06	47·80	42·89	39·78	20·99	44·58	55·98	60·05	58·37	54·94	46·78	53·85	66·27	57·66	66·01	60·24	55·06	54·00	57·93	67·63	66·37
Fresh green	20·50	15·64	11·32	10·85	17·36	16·76	12·81	19·24	13·92	11·30	9·59	7·92	17·73	10·96	17·27	11·09	7·10	6·28	5·94	12·47	7·99
Other vegetables (*e*)	23·64	20·71	17·30	12·92	11·16	18·10	15·72	22·20	17·43	16·42	15·70	15·87	19·73	17·23	24·17	19·20	16·85	16·39	13·55	19·43	17·30
Total Vegetables	*110·20*	*84·15*	*71·51*	*63·55*	*49·51*	*79·44*	*84·51*	*101·49*	*89·72*	*82·66*	*72·07*	*77·64*	*103·73*	*85·85*	*107·45*	*90·53*	*79·01*	*76·67*	*77·42*	*99·53*	*91·66*

(*c*) Includes smoked, dried and salted fish, but not canned or bottled shellfish.
(*d*) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish), and fish products.
(*e*) Includes dried and canned vegetables, and vegetable products.

TABLE 23—*continued*

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

	Class A							Class B							Classes C & DI						
	Households with one man and one woman and																				
	no other (both under 55)	1 child	2 children	3 children	4 or more children (*a*)	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
FRUIT:																					
Fresh	47·05	33·54	29·33	27·40	36·33	34·91	29·70	31·10	23·43	20·46	18·03	16·75	26·41	19·16	24·30	18·35	14·11	12·02	7·25	20·42	12·93
Other (*f*)	11·66	12·31	9·26	8·42	6·78	10·46	7·92	11·43	8·96	7·01	6·41	4·78	10·62	6·38	8·97	7·20	5·79	4·55	3·27	6·88	4·86
Total Fruit (*g*)	*58·71*	*45·85*	*38·59*	*35·82*	*43·11*	*45·37*	*37·62*	*42·53*	*32·39*	*27·47*	*24·44*	*21·53*	*37·03*	*25·54*	*33·27*	*25·55*	*19·90*	*16·57*	*10·52*	*27·30*	*17·79*
CEREALS:																					
Brown bread	4·65	3·44	2·50	2·90	0·88	2·50	2·12	3·42	2·28	1·88	1·37	2·21	3·02	1·87	3·17	2·00	1·59	1·79	1·24	2·05	1·56
White bread	30·41	25·58	23·17	27·35	17·79	30·44	33·62	39·35	34·07	31·41	31·40	35·73	40·89	39·71	44·93	39·71	35·72	37·52	42·38	45·52	46·45
Wholewheat and wholemeal bread	1·77	0·81	0·95	0·93	2·92	1·08	0·64	1·14	1·02	0·44	0·37	0·45	0·60	0·14	0·66	0·24	0·19	0·04	0·15	0·37	0·16
Other bread (*h*)	4·20	3·40	2·64	2·60	1·65	3·00	2·44	3·77	2·81	2·08	2·51	0·99	3·73	2·49	4·92	3·03	2·35	2·00	2·29	4·02	3·00
Total Bread	*41·03*	*33·23*	*29·26*	*33·78*	*23·24*	*37·02*	*38·82*	*47·68*	*40·18*	*35·81*	*35·65*	*39·38*	*48·24*	*44·21*	*53·68*	*44·98*	*39·85*	*41·35*	*46·06*	*51·96*	*51·17*
Flour	8·96	8·15	5·89	4·17	8·00	7·45	4·78	6·47	5·71	5·64	4·45	4·72	7·91	6·03	8·03	6·37	5·40	4·65	3·86	7·82	5·67
Cakes (*i*)	7·76	5·58	5·10	5·27	4·69	7·69	6·21	8·74	6·49	5·94	5·59	5·38	8·15	6·52	9·25	7·02	5·74	5·98	4·43	8·72	6·37
Biscuits	8·52	5·55	5·43	4·86	4·81	6·16	5·79	6·57	5·52	5·74	5·12	5·87	6·00	5·89	6·37	5·94	5·75	5·58	4·28	5·36	4·84
Oatmeal and oat products	0·99	0·63	1·06	0·58	3·17	0·55	0·67	0·58	0·85	0·82	0·53	0·96	1·01	0·80	1·91	1·07	0·92	1·11	1·13	0·72	1·19
Breakfast cereals	2·04	1·97	2·80	3·81	2·85	2·28	2·71	1·87	2·18	2·19	2·40	2·70	2·11	2·57	1·60	1·31	1·82	2·37	2·14	1·70	2·06
Other cereals	4·21	3·88	3·15	3·48	0·97	3·25	3·15	3·78	4·14	3·67	3·66	3·29	3·82	3·02	5·16	4·23	3·54	3·70	3·07	3·50	3·17
Total Cereals	*73·51*	*58·99*	*52·69*	*55·95*	*47·73*	*64·40*	*62·13*	*75·69*	*65·07*	*59·81*	*57·40*	*62·30*	*77·24*	*69·04*	*86·00*	*70·92*	*63·02*	*64·74*	*64·97*	*79·78*	*74·47*
BEVERAGES:																					
Tea	4·05	2·22	2·06	1·48	4·17	2·53	2·29	3·88	2·62	2·21	2·02	2·01	3·34	2·45	3·72	2·82	2·05	1·91	1·84	3·25	2·42
Coffee	1·33	0·75	0·64	0·46	0·48	0·75	0·73	0·64	0·39	0·31	0·30	0·30	0·54	0·33	0·47	0·42	0·33	0·22	0·11	0·48	0·29
Cocoa	0·13	0·26	0·30	0·26	0·25	0·27	0·18	0·11	0·22	0·18	0·12	0·14	0·14	0·20	0·27	0·13	0·25	0·07	0·21	0·14	0·20
Branded food drinks	0·55	0·25	0·23	0·10	0·33	0·31	0·14	0·46	0·25	0·23	0·19	0·14	0·19	0·15	0·23	0·19	0·14	0·04	0·05	0·30	0·11
Total Beverages	*6·06*	*3·48*	*3·23*	*2·30*	*5·23*	*3·86*	*3·34*	*5·09*	*3·48*	*2·93*	*2·63*	*2·59*	*4·21*	*3·13*	*4·69*	*3·56*	*2·77*	*2·24*	*2·21*	*4·17*	*3·02*
EXPENDITURE—ALL FOODS	s. d. *50 3*	s. d. *37 11*	s. d. *31 7*	s. d. *27 4*	s. d. *30 1*	s. d. *39 9*	s. d. *32 5*	s. d. *44 6*	s. d. *33 5*	s. d. *28 4*	s. d. *25 6*	s. d. *23 0*	s. d. *39 4*	s. d. *29 5*	s. d. *41 1*	s. d. *31 9*	s. d. *25 9*	s. d. *23 4*	s. d. *19 9*	s. d. *36 1*	s. d. *26 4*

(*f*) Includes dried, canned or bottled fruit.
(*g*) Includes tomatoes.
(*h*) Includes rolls, fruit bread, sandwiches and milk bread.
(*i*) Includes buns, scones, teacakes and crumpets.

TABLE 24

Energy Value and Nutrient Content of Household Food Consumption:

All Households, 1958–1963 (a)

	1958	1959	1960	1961	1962	1963
CONSUMPTION PER PERSON PER DAY:						
Energy value (kcal.)	2,600	2,580	2,590 2,630	2,630	2,640	2,650
Total protein (g.)	74·6	73·9	75·6 74·7	75·1	75·3	76·5
Animal protein (g.)	43·4	43·5	44·5 44·1	44·9	45·6	46·0
Fat (g.)	111	110	112 115	116	117	118
Carbohydrate (g.)	325	324	320 345	343	342	343
Calcium (mg.)	1,036	1,030	1,037	1,041	1,032	1,047
Iron (mg.)	14·2	13·9	14·1	14·2	14·2	14·4
Vitamin A (i.u.)	4,350	4,280	4,360	4,320	4,310	4,420
Thiamine (mg.)	1·25	1·27	1·27	1·26	1·26	1·28
Riboflavin (mg.)	1·64	1·65	1·70	1·70	1·72	1·75
Nicotinic acid (mg.)	13·6	13·8	14·0	13·9	13·8	14·0
Vitamin C (mg.)	49	52	52	51	50	49
Vitamin D (i.u.)	133	145	130	128	126	127
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (*b*):						
Energy value	104	103	105 106	107	108	109
Total protein	100	99	102 101	102	103	105
Calcium	107	106	108	109	109	110
Iron	115	113	115	116	117	118
Vitamin A	184	181	186	186	185	190
Thiamine	126	128	130	130	130	132
Riboflavin	108	109	114	115	116	118
Nicotinic acid	137	139	142	143	143	145
Vitamin C (*b*)	222	235	240	237	233	226
PERCENTAGE OF ENERGY VALUE DERIVED FROM:						
Protein	11·5	11·5	11·7 11·4	11·4	11·4	11·5
Fat	38·3	38·3	38·9 39·3	39·6	40·0	39·8
Carbohydrate	50·2	50·3	49·4 49·3	49·0	48·6	48·5
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN	*58·1*	*58·8*	*58·8* *59·1*	*59·8*	*60·6*	*60·2*

(*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); since 1960 they have been 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 25–27, and 29.

TABLE 25

Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1963

	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		
	Consumption per person per day																
Energy value (kcal.)	2,650	2,710	2,580	2,650	2,630	2,630	2,710	2,680	2,710	2,700	2,660	2,620	2,580	2,630	2,630	2,780	2,830
Total protein (g.)	76·5	74·5	75·3	76·0	75·7	74·9	76·5	76·2	77·9	77·3	76·5	78·4	75·1	75·5	75·7	78·3	78·0
Animal protein (g.)	46·0	42·5	41·8	45·3	45·4	44·7	45·5	45·7	47·2	45·9	47·5	50·3	44·5	45·3	44·2	47·4	45·2
Fat . . (g.)	118	122	103	119	119	116	119	117	120	120	120	120	113	117	114	125	122
Carbohydrate (g.)	343	351	360	339	336	342	356	350	352	348	339	326	338	341	348	357	378
Calcium . (mg.)	1,047	960	1,012	1,008	1,004	1,008	1,072	1,082	1,080	1,053	1,102	1,080	980	1,042	1,022	1,118	1,084
Iron . . (mg.)	14·4	14·2	14·7	14·4	14·5	13·8	14·2	14·3	14·3	14·7	14·3	14·6	14·2	14·2	14·4	14·5	14·8
Vitamin A . (i.u.)	4,420	4,290	3,780	4,240	4,370	4,340	4,300	4,460	4,530	4,460	4,610	4,860	4,160	4,340	4,340	4,620	4,150
Thiamine . (mg.)	1·28	1·29	1·20	1·24	1·23	1·22	1·28	1·26	1·34	1·29	1·26	1·30	1·22	1·25	1·25	1·31	1·31
Riboflavin . (mg.)	1·75	1·58	1·62	1·65	1·67	1·65	1·75	1·78	1·79	1·75	1·80	1·90	1·64	1·72	1·68	1·80	1·71
Nicotinic acid (mg.)	14·0	13·9	13·2	13·5	13·7	13·5	13·8	13·9	14·2	14·3	13·9	14·9	13·7	13·7	13·7	14·0	13·6
Vitamin C . (mg.)	49	48	45	45	49	44	49	50	49	49	51	56	47	49	47	49	46
Vitamin D . (i.u.)	127	134	114	140	138	133	129	137	124	119	129	117	126	128	125	138	142
	As a Percentage of Allowances based on British Medical Association's Recommendations																
Energy value. .	109	109	104	108	111	109	109	108	110	107	108	112	108	108	107	109	110
Protein. . .	105	100	100	104	107	104	103	103	105	103	104	113	105	104	102	103	101
Calcium . .	110	100	102	106	109	108	110	112	112	109	115	119	105	110	105	116	111
Iron . . .	118	116	120	119	123	115	115	116	117	118	115	125	119	116	117	117	120
Vitamin A . .	190	183	163	180	191	187	182	190	193	187	193	216	182	185	185	194	175
Thiamine . .	132	131	123	127	130	126	130	129	136	128	129	141	128	130	127	129	128
Riboflavin . .	118	105	108	111	115	112	116	119	120	114	120	134	113	117	112	117	109
Nicotinic acid .	145	141	135	139	145	140	139	142	145	143	142	161	144	143	140	139	134
Vitamin C . .	226	220	205	208	232	207	225	226	226	221	231	270	220	225	214	222	207
	Percentage of Energy Value derived from Protein, Fat and Carbohydrate																
Protein. . .	11·5	11·0	11·7	11·5	11·5	11·4	11·3	11·4	11·5	11·5	11·5	12·0	11·6	11·5	11·5	11·3	11·0
Fat . . .	39·8	40·5	36·1	40·5	40·7	39·8	39·5	39·5	39·7	40·1	40·7	41·3	39·3	39·9	39·0	40·5	38·8
Carbohydrate .	48·5	48·5	52·3	48·0	47·8	48·8	49·2	49·1	48·8	48·4	47·8	46·7	49·0	48·6	49·5	48·2	50·1
Animal Protein as Percentage of Total Protein . .	*60·2*	*57·0*	*55·5*	*59·7*	*60·0*	*59·7*	*59·4*	*60·0*	*60·5*	*59·5*	*62·0*	*64·1*	*59·3*	*59·9*	*58·4*	*60·5*	*57·9*

TABLE 26

Energy Value and Nutrient Content of Household Food Consumption of Households of Different Social Class, 1963

	Class								
	A			B	C	D			All households
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
CONSUMPTION PER PERSON PER DAY:									
Energy value (kcal.)	2,680	2,660	2,660	2,650	2,650	2,620	2,590	2,660	2,650
Total protein (g.)	81·2	78·2	78·7	76·4	75·9	75·1	74·6	75·8	76·5
Animal protein (g.)	54·8	50·0	50·9	46·4	44·0	43·2	45·2	46·2	46·0
Fat (g.)	130	123	124	118	115	111	113	119	118
Carbohydrate (g.)	316	330	327	341	351	352	340	345	343
Calcium (mg.)	1,168	1,111	1,120	1,055	1,014	980	1,022	1,062	1,047
Iron (mg.)	15·1	14·8	14·8	14·4	14·4	14·2	13·8	13·7	14·4
Vitamin A (i.u.)	5,160	4,800	4,860	4,520	4,210	3,820	4,320	4,200	4,420
Thiamine (mg.)	1·31	1·29	1·29	1·27	1·26	1·22	1·20	1·25	1·28
Riboflavin (mg.)	1·98	1·85	1·87	1·76	1·67	1·61	1·68	1·76	1·75
Nicotinic acid (mg.)	14·8	14·5	14·5	13·9	13·8	13·5	13·6	13·7	14·0
Vitamin C (mg.)	64	58	59	50	46	44	47	45	49
Vitamin D (i.u.)	132	130	130	126	130	122	126	116	127
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:									
Energy value	115	112	113	109	106	106	112	115	109
Total protein	116	109	111	105	101	102	113	118	105
Calcium	126	117	119	111	106	102	111	119	110
Iron	127	123	124	121	119	113	108	103	118
Vitamin A	226	211	214	200	181	158	168	152	190
Thiamine	142	138	139	132	126	125	131	135	132
Riboflavin	140	129	131	120	110	108	119	125	118
Nicotinic acid	161	154	155	145	138	138	149	148	145
Vitamin C	300	269	275	234	211	196	216	203	226
PERCENTAGE OF ENERGY VALUE DERIVED FROM:									
Protein	12·1	11·8	11·8	11·6	11·4	11·5	11·5	11·4	11·5
Fat	43·6	41·7	42·0	40·1	38·9	38·2	39·2	40·1	39·8
Carbohydrate	44·3	46·5	46·1	48·3	49·6	50·4	49·3	48·5	48·5
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN	*67·5*	*63·9*	*64·7*	*60·7*	*57·9*	*57·5*	*60·6*	*60·9*	*60·2*

TABLE 27

Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1963

	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 55 or over	both under 55	1	2	3	4 or more					
CONSUMPTION PER PERSON PER DAY:											
Energy value (kcal.)	3,010	3,220	2,680	2,380	2,270	2,190	2,980	2,550	2,810	2,910	2,390
Protein (g.)	87·5	93·5	77·4	68·1	64·6	60·8	85·2	71·9	82·0	84·8	69·6
Animal protein (g.)	54·5	57·9	47·2	41·0	37·9	33·2	51·2	40·7	51·0	50·8	40·6
Fat (g.)	138	149	119	104	96	89	135	107	128	131	102
Carbohydrate (g.)	379	400	344	312	305	306	381	346	354	373	318
Calcium (mg.)	1,150	1,217	1,079	985	962	881	1,112	983	1,096	1,101	949
Iron (mg.)	16·2	17·9	14·5	12·8	12·0	11·5	16·3	13·8	15·2	16·2	13·1
Vitamin A (i.u.)	4,910	5,520	4,630	4,080	3,740	3,390	4,960	4,040	4,760	4,780	3,790
Thiamine (mg.)	1·45	1·56	1·27	1·10	1·03	1·02	1·44	1·18	1·36	1·42	1·15
Riboflavin (mg.)	1·96	2·09	1·79	1·61	1·52	1·39	1·87	1·60	1·87	1·85	1·56
Nicotinic acid (mg.)	16·5	17·6	14·0	12·0	11·1	10·6	15·9	13·0	15·2	15·6	12·5
Vitamin C (mg.)	55	64	52	45	40	37	55	43	53	51	44
Vitamin D (i.u.)	142	152	131	114	113	118	142	121	130	128	121
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:											
Energy value	118	123	114	108	105	103	109	100	113	105	100
Total protein	124	128	112	102	96	89	101	89	119	101	94
Calcium	129	145	116	103	97	87	114	96	127	115	96
Iron	122	146	127	118	113	109	122	111	118	121	109
Vitamin A	178	218	205	196	189	180	199	192	178	188	172
Thiamine	143	150	138	128	122	121	131	116	137	128	121
Riboflavin	126	132	126	121	116	107	113	104	124	110	107
Nicotinic acid	162	170	152	139	131	126	145	127	154	141	131
Vitamin C	247	306	257	227	204	184	230	186	247	213	200
PERCENTAGE OF ENERGY VALUE DERIVED FROM:											
Protein	11·6	11·6	11·6	11·5	11·4	11·1	11·4	11·3	11·7	11·6	11·6
Fat	41·2	41·8	40·2	39·3	38·0	36·5	40·6	37·9	41·1	40·3	38·5
Carbohydrate	47·2	46·6	48·3	49·2	50·6	52·4	47·9	50·8	47·2	48·0	49·9
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN	*62·3*	*61·9*	*61·0*	*60·2*	*58·6*	*54·7*	*60·1*	*56·6*	*62·2*	*59·9*	*58·3*

TABLE 28

Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition within Social Classes, 1963

(per person per day)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
Energy value (kcal.)	A	3,240	2,620	2,390	2,350	(2,130)	2,820	2,590
	B	3,180	2,650	2,390	2,250	2,240	3,100	2,580
	C & D1	3,270	2,730	2,350	2,260	2,160	2,940	2,500
Total protein (g.)	A	96·3	79·3	69·7	67·2	(61·1)	81·6	75·6
	B	92·4	77·3	68·9	64·6	61·7	87·6	72·7
	C & D1	94·2	76·9	66·5	64·3	60·5	84·9	70·0
Animal protein (g.)	A	61·6	51·2	45·0	42·6	(38·5)	52·3	47·1
	B	58·3	47·7	41·7	39·2	34·5	52·8	42·0
	C & D1	56·3	45·1	38·4	35·9	31·7	49·6	36·9
Fat (g.)	A	158	122	109	103	(98)	135	117
	B	149	119	104	97	92	141	112
	C & D1	148	119	101	93	86	128	100
Carbohydrate (g.)	A	381	323	300	308	(269)	339	329
	B	391	339	313	298	313	395	343
	C & D1	417	361	313	312	306	386	353
Calcium (mg.)	A	1,272	1,158	1,045	1,045	(918)	1,118	1,075
	B	1,208	1,095	1,000	973	901	1,154	1,010
	C & D1	1,208	1,031	948	931	862	1,078	915
Iron (mg.)	A	18·3	14·9	13·2	12·4	(11·4)	15·4	14·1
	B	17·5	14·3	12·9	11·8	11·6	16·7	13·8
	C & D1	18·2	14·6	12·6	12·0	11·4	16·2	13·5
Vitamin A (i.u.)	A	5,790	5,410	4,440	4,020	(3,500)	5,030	4,600
	B	5,500	4,670	4,180	3,950	3,830	5,300	4,260
	C & D1	5,480	4,300	3,790	3,490	3,060	4,680	3,580
Thiamine (mg.)	A	1·65	1·32	1·11	1·06	(1·06)	1·36	1·22
	B	1·54	1·27	1·13	1·03	1·03	1·49	1·19
	C & D1	1·54	1·25	1·07	1·03	1·01	1·41	1·17
Riboflavin (mg.)	A	2·18	1·92	1·74	1·67	(1·54)	1·86	1·78
	B	2·08	1·82	1·64	1·57	1·46	1·94	1·65
	C & D1	2·04	1·68	1·51	1·45	1·33	1·80	1·46
Nicotinic acid (mg.)	A	18·3	14·5	12·4	11·7	(10·4)	15·2	13·7
	B	17·5	14·0	12·2	11·2	10·9	16·3	12·9
	C & D1	17·4	13·8	11·6	11·0	10·4	15·8	12·7
Vitamin C (mg.)	A	78	61	53	54	(56)	62	52
	B	63	53	47	41	38	58	42
	C & D1	58	45	36	35	31	50	39
Vitamin D (i.u.)	A	155	140	110	100	(99)	146	120
	B	144	128	114	109	107	144	123
	C & D1	160	130	115	118	128	137	119

The figures in brackets are based on a sample of only 8 households.

TABLE 29

Households of Different Composition within Social Classes, 1963:

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						
		no other (both under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
Energy value	A	128	119	112	114	(115)	108	107
	B	125	115	110	104	105	113	102
	C & D1	120	113	105	104	101	105	96
Total protein	A	138	121	106	104	(103)	101	99
	B	130	113	103	96	90	104	90
	C & D1	123	108	98	95	87	99	84
Calcium	A	153	127	110	109	(101)	116	108
	B	147	117	104	99	90	118	99
	C & D1	140	110	98	94	83	110	87
Iron	A	149	134	121	119	(118)	117	116
	B	146	126	119	110	110	126	112
	C & D1	146	126	116	113	107	120	107
Vitamin A	A	227	247	217	207	(198)	206	220
	B	222	207	201	200	205	213	205
	C & D1	212	189	181	174	160	186	169
Thiamine	A	166	152	133	130	(144)	131	127
	B	152	140	132	121	122	136	118
	C & D1	142	131	122	120	119	125	111
Riboflavin	A	143	144	134	133	(135)	118	122
	B	136	130	124	119	113	117	108
	C & D1	124	115	111	109	102	106	92
Nicotinic acid	A	184	168	148	144	(142)	147	143
	B	173	154	143	131	129	149	127
	C & D1	161	144	132	128	123	141	121
Vitamin C	A	376	306	268	280	(312)	260	229
	B	306	258	237	205	190	240	181
	C & D1	269	221	185	177	152	205	162

The percentages in brackets are based on a sample of only 8 households.

APPENDIX A

Composition of the Sample

1. The National Food Survey sample for 1963 was selected, as in previous years, by a three-stage stratified random sampling scheme which is outlined in paragraphs 3 to 8 of Appendix E. For reasons of economy, the size of the sample was reduced in 1963, and 44 parliamentary constituencies (listed in Table 1) were selected at the first stage of sampling compared with 50 in the previous year.[1] At the second stage, 925 polling districts were selected; this number was unusually high[2] because this second-stage sample happened to contain an exceptionally large number of combinations of polling districts (see paragraph 6 of Appendix E) and all the polling districts in any one of these combinations are counted separately in the total. At the third stage, 14,960 addresses were selected,[3] a small proportion of which, when visited, were found to be institutions or other establishments not eligible for the Survey. 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 1963, 14,232 households were resident at the 14,132 addresses called on (excluding addresses found to be ineligible) and that 3,934 (28 per cent) of these households were at addresses at which it was impossible to obtain any interview; slightly more than half of the latter group of households were seen, but refused to give any information. A further 1,379 households (10 per cent) answered a questionnaire,[4] but refused to be concerned with keeping a weekly log-book, while 1,221 households (9 per cent) which undertook to keep a log-book did not in fact complete it; a further 166 log books were rejected at the editing stage, leaving an effective sample of 7,532 households (53 per cent).

2. The numbers of households surveyed in each type of area for each quarter of 1963 are given in Table 2, with comparable figures for 1962. Following the reduction of the size of the sample, both the total number of households surveyed in 1963 and the total number of persons were reduced by about 18 per cent, there being no significant change in the average number of persons per household: this average was again least in London (2·95) and greatest in rural areas (3·41). However, as shown in Table 6, rural areas were much over-represented in 1963 and in order to correct this bias the national averages in this report have been obtained by weighting the separate averages for the different types of urban and rural areas by the estimated population resident in those areas.

3. Table 3 gives the income ranges used to define social classes, and the class distributions obtained, since 1958. In Table 4, the numbers of households are classified according to family composition within each social class. In Class A,

[1] From 1950 to 1956, 60 constituencies were drawn each year; from 1957 to 1962 this number was reduced to 50 (temporarily to 48 in 1960).

[2] In 1961, 898 polling districts were drawn and in 1962, 904.

[3] In 1961 and 1962, approximately 17,000 addresses were drawn each year.

[4] The questionnaire relates to family composition, occupation and income of earners, etc.

there were only eight households containing four or more children, and all results given for this group should therefore be treated with caution. There was a further increase in the representation of old age pensioners in the Survey, and this no doubt reflects to some extent the rising proportion of older people in the population as a whole. On the other hand, the proportion of families with children fell very slightly in the Survey sample in 1963, compared with 1962. Families with one child or two children were absolutely and relatively most numerous in Class B (which was itself proportionately greater than in 1962), and the larger families with three or more children, most numerous in Class C.

4. The age and sex distribution of persons in the sample within each social class is given in Table 5. In the whole sample, there were relatively fewer sedentary men than in the previous year and more who were active, but in Class A1 there were relatively more of the former, and fewer of the latter. The relative number of women of pensionable age increased slightly, while that of men of 65 years of age or over fell very slightly, so that more than two-thirds of pensioners were women.

5. The regional distribution of persons in the sample (Table 6) shows some variation from the Registrars-General's estimates. Scotland (where numbers per household were again greatest) was considerably over-represented, while South-Eastern and Southern England (including London) where the average size of households is low, were under-represented. These characteristics have been observed in the sample in previous years, and to some extent they are to be expected in a random sample based on the household, since the average size of household varies in different regions. As mentioned in paragraph 2, rural areas and smaller towns were also much over-represented, at the expense of semi-rural areas and conurbations.

6. The age and sex distribution of the participants in the Survey according to region and type of area is given in Table 7. London again contained the highest proportion of sedentary men (13·2 per cent) and the lowest (1·5 per cent), of active or very active men, who were as usual most numerous in rural areas (13·1 per cent). The elderly often migrate to the south coast to spend their retirement, and the South Western region contained the highest proportion of elderly men and a high proportion of elderly women, although the latter were more numerous in the South-East and South and, exceptionally, in the North Midland Region.

7. Table 8 indicates that in 1963 the households in the highest income group were relatively most numerous in semi-rural areas, while the households in the lowest income group were less numerous in London than elsewhere. As noted in paragraph 3, pensioners comprised a greater proportion of the sample than in previous years, and this increase was most pronounced in larger towns, where pensioner *households* comprised 15·5 per cent of the households sampled, although only 7·4 per cent of the *persons*.

8. The classification given in Table 9 again illustrates the fact that, in general, the average number of earners per household tends to vary inversely with the income of the head of the household and with the number of children: thus, in Class A2, none of the mothers of the largest families was in paid employment. Adult earners tended to be fewer in Class D1 than in the other earning classes because of the smaller average number of adults per household, but in this, as in other classes, there were most earners in families containing adolescents.

TABLE 1

Constituencies (a) Surveyed in 1963

Region (*b*)	Constituency (*a*)	Region (*b*)	Constituency (*a*)
Northern	Middlesbrough West †South Shields ‡Westmorland (Westmorland)	Eastern	Luton ‡North Norfolk (Norfolk) ‡South-East Essex (Essex)
East and West Ridings	†Brighouse and Spenborough †Leeds North-West ‡Ripon (Yorkshire–West Riding) Sheffield, Hillsborough		
North Western	†Ashton under Lyne †‡Macclesfield (Cheshire) Preston North ‡Stalybridge and Hyde (Cheshire) †Stretford Warrington	South Eastern and Southern	‡Arundel and Shoreham (West Sussex) Bournemouth East and Christchurch ‡Buckingham (Buckinghamshire) ‡Gravesend (Kent)
North Midland	‡Derby South Northampton ‡Rutland and Stamford (Lincolnshire—Parts of Kesteven, and Rutland)	South Western	Bristol Central ‡Chippenham (Wiltshire) ‡Falmouth and Camborne (Cornwall)
Midland	†Bilston Coventry East ‡Stafford and Stone (Staffordshire) ‡Warwick and Leamington (Warwickshire)	Wales	‡Montgomery (Montgomeryshire) Swansea East
London (Conurbation)	†Beckenham †Camberwell, Dulwich †Cities of London and Westminster †Deptford †Hampstead †Hayes and Harlington †Leyton †Mitcham	Scotland	‡Banff (Banffshire) ‡Berwick and East Lothian (Berwickshire and East Lothian) †Glasgow, Cathcart Greenock

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

(*b*) These are the standard regions as defined by the 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

Composition of the Sample, 1963

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year	
					1962	1963
HOUSEHOLDS IN CONURBATIONS						
London						
Households	294	308	265	272	1,508	1,139
Persons	889	897	772	803	4,483	3,361
Persons per household	3·02	2·91	2·91	2·95	2·97	2·95
Provincial						
Households	387	348	348	352	2,068	1,435
Persons	1,209	1,130	1,011	1,062	6,414	4,412
Persons per household	3·12	3·25	2·91	3·02	3·10	3·07
OTHER URBAN HOUSEHOLDS						
Households	1,037	934	864	852	3,952	3,687
Persons	3,317	2,834	2,673	2,654	12,253	11,478
Persons per household	3·20	3·03	3·09	3·12	3·10	3·11
Larger Towns						
Households	542	512	505	507	2,192	2,066
Persons	1,696	1,524	1,483	1,514	6,862	6,217
Persons per household	3·13	2·98	2·94	2·99	3·13	3·01
Smaller Towns						
Households	495	422	359	345	1,760	1,621
Persons	1,621	1,310	1,190	1,140	5,391	5,261
Persons per household	3·27	3·10	3·31	3·30	3·06	3·25
SEMI-RURAL HOUSEHOLDS						
Households	200	186	157	159	1,265	702
Persons	644	587	544	486	4,168	2,261
Persons per household	3·22	3·16	3·46	3·06	3·29	3·22
RURAL HOUSEHOLDS						
Households	113	163	154	139	412	569
Persons	373	559	552	456	1,412	1,940
Persons per household	3·30	3·43	3·58	3·28	3·43	3·41
ALL HOUSEHOLDS						
Households	2,031	1,939	1,788	1,774	9,205	7,532
Persons	6,432	6,007	5,552	5,461	28,730	23,452
Persons per household	3·17	3·10	3·11	3·08	3·12	3·11

TABLE 3

Income Ranges used to define Social Classes, 1958–63

	Gross weekly income of head of household (*a*)					Percentage of households in sample					
	1958–59	1960	1961	1962	1963	1958	1959	1960	1961	1962	1963
CLASS:											
A:											
A1 .	£32 or more	£34 or more	£36 or more	£39 or more	£39 or more	2·5	3·2	2·4	2·2	2·0	2·0
A2 .	£19 and under £32	£20 and under £34	£21 and under £36	£23 and under £39	£23 10s. and under £39	6·6	8·4	7·6	8·7	8·9	8·6
B . .	£11 10s. and under £19	£12 and under £20	£12 10s. and under £21	£14 10s. and under £23	£14 10s. and under £23 10s.	34·3	35·0	38·5	41·8	31·7	34·3
C (*b*) .	£7 10s. and under £11 10s.	£8 and under £12	£8 10s. and under £12 10s.	£9 and under £14 10s.	£9 and under £14 10s.	38·2	35·5	32·4	28·6	36·8	34·5
D (*b*) (*c*)	Under £7 10s.	Under £8	Under £8 10s.	Under £9	Under £9	18·4	18·0	19·2	18·7	20·6	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 4

Composition of the Sample: Analysis by Social Class and Household Composition, 1963

(households)

Households containing one man and one woman and:	Class A1 No.	A1 per cent	A2 No.	A2 per cent	B No.	B per cent	C No.	C per cent	D Excluding O.A.P. with earners (D1) No.	D1 per cent	D Excluding O.A.P. without earners (D2) No.	D2 per cent	D O.A.P. No.	D O.A.P. per cent	All households No.	All households per cent	Average number of persons per household: All persons	Adults	Children	Adolescents
No other																				
(i) Older couples (one or both 55 or over)	14	9·2	66	10·2	227	8·8	409	15·7	83	18·9	67	34·0	335	36·5	1,201	15·9	2	2	—	—
(ii) Younger couples (both under 55)	17	11·1	66	10·2	279	10·8	212	8·2	22	5·0	5	2·5	—	—	601	8·0	2	2	—	—
1 child (0–14)	15	9·8	87	13·5	376	14·6	283	10·9	25	5·7	1	0·5	1	0·1	788	10·5	3	2	1	—
2 children (0–14)	14	9·2	90	14·0	388	15·0	245	9·4	21	4·8	3	1·5	1	0·1	762	10·1	4	2	2	—
3 children (0–14)	5	3·3	28	4·3	122	4·7	147	5·7	6	1·4	1	0·5	—	—	309	4·1	5	2	3	—
4 or more children (0–14)	4	2·6	4	0·6	70	2·7	73	2·8	8	1·8	—	—	—	—	159	2·1	6·59	2	4·59	—
Adolescents only (15–20)	14	9·2	65	10·1	223	8·6	204	7·8	24	5·5	—	—	2	0·2	532	7·1	3·26	2	—	1·26
Adolescents and children	14	9·2	70	10·9	250	9·7	196	7·5	19	4·3	2	1·0	—	—	551	7·3	4·92	2	1·71	1·21
Total of above households	97	63·4	476	73·8	1,935	74·9	1,769	68·0	208	47·5	79	40·1	339	37·0	4,903	65·1	3·27	2	1·00	0·27
Other households:																				
Adults only	28	18·3	65	10·1	304	11·8	425	16·3	149	34·0	94	47·7	575	62·7	1,640	21·8	1·85	1·85	—	—
With adolescents (15–20) but no children	5	3·3	35	5·4	105	4·1	141	5·4	38	8·7	5	2·5	—	—	329	4·4	3·73	2.53	—	1·20
With children (0–14)	23	15·0	69	10·7	238	9·2	265	10·2	43	9·8	19	9·6	3	0·3	660	8·8	4·75	2·47	1·78	0·50
Total unclassified households	56	36·6	169	26·2	647	25·1	831	32·0	230	52·5	118	59·9	578	63·0	2,629	34·9	2·81	2·09	0·45	0·27
Total all household types	153	100	645	100	2,582	100	2,600	100	438	100	197	100	917	100	7,532	100	3·11	2·03	0·81	0·27
Average number of persons per household:	No.		No.		No.		No.		No.		No.		No.		No.					
Adults	2·20		2·10		2·14		2·17		1·84		1·58		1·45		2·03					
Adolescents (15–20)	0·31		0·36		0·31		0·32		0·29		0·05		—		0·27					
Children (0–14)	0·94		0·93		1·04		0·92		0·53		0·25		0·01		0·81					
Total	3·45		3·39		3·49		3·41		2·66		1·88		1·46		3·11					

TABLE 5

Age and Sex Distribution of Persons in Households of Different Social Class, 1963

(per cent)

	All households	Class						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	O.A.P.
Men, 21–64:								
Sedentary	10·3	22·0	19·8	11·9	6·9	12·4	10·3	0·4
Moderately active	11·6	1·1	5·1	13·5	15·2	3·0	—	—
Active or very active	4·2	3·6	3·0	3·5	6·3	2·7	—	—
Men, 65 and over	4·1	2·1	1·6	1·4	2·8	6·1	16·8	30·9
Women, 21–59:								
Sedentary	16·8	25·4	22·2	18·0	15·9	16·1	20·3	2·8
Moderately active	7·7	4·0	5·2	8·2	8·7	13·9	—	0·1
Active or pregnant	1·2	1·5	1·1	1·2	1·4	1·3	—	—
Women, 60 and over	9·2	4·2	4·1	3·7	6·2	13·6	36·8	65·1
Adolescents and children :								
15–20 male	4·3	4·0	4·9	4·4	4·9	5·1	1·1	—
15–20 female	4·4	4·9	5·8	4·5	4·6	5·8	1·6	0·2
5–14	16·1	18·2	17·2	18·6	16·2	13·9	9·7	0·4
1–4	7·8	7·8	8·3	8·9	8·4	4·7	1·6	—
Under 1	2·1	1·3	1·8	2·3	2·4	1·3	1·9	—
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 6

Composition of the Sample: Analysis by Region and Type of Area, 1963

	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–1963 estimates)
Wales	341	1,101	3·23	4·5	4·7	5·1
Scotland	853	3,037	3·56	11·3	12·9	10·0
Northern	573	1,751	3·06	7·6	7·5	6·3
East and West Ridings	759	2,204	2·90	10·1	9·4	8·1
North Western	1,022	3,099	3·03	13·6	13·2	12·7
North Midland	437	1,341	3·07	5·8	5·7	7·1
Eastern	540	1,687	3·12	7·2	7·2	7·5
Midland	667	2,142	3·21	8·9	9·1	9·4
South Western	521	1,672	3·21	6·9	7·1	6·7
South Eastern and Southern	680	2,057	3·02	9·0	8·8	11·5
London	1,139	3,361	2·95	15·1	14·3	15·6
All households	7,532	23,452	3·11	100	100	100
London conurbation	1,139	3,361	2·95	15·1	14·3	15·6
Provincial conurbations	1,435	4,412	3.07	19·1	18·8	20·3
Other urban: Larger towns	2,066	6,217	3·01	27·4	26·5	25·7
Smaller towns	1,621	5,261	3·25	21·5	22·4	17·5
Semi-rural	702	2,261	3·22	9·3	9·6	16·1
Rural	569	1,940	3·41	7·6	8·3	4·7
All households	7,532	23,452	3·11	100	100	100

TABLE 7

Age and Sex distribution of persons in the Samples from Each Region and Type of Area, 1963

(per cent)

	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		
Men, 21-64:																	
Sedentary	10·3	9·2	8·5	10·0	11·1	9·8	9·3	10·8	10·5	7·4	11·7	13·2	11·2	10·9	9·5	8·8	5·3
Moderately active	11·6	9·7	9·3	11·1	12·3	14·3	12·2	10·1	13·4	10·2	9·8	12·6	12·4	12·9	11·9	8·0	6·9
Active or very active	4·2	7·6	5·6	5·6	3·7	3·1	4·3	4·9	3·1	7·7	3·8	1·5	2·9	2·5	3·9	8·8	13·1
Men, 65 and over	4·1	3·7	3·7	4·2	4·0	3·6	5·0	4·4	3·8	5·4	5·3	3·2	3·4	4·5	4·2	5·6	4·3
Women, 21–59:																	
Sedentary	16·8	19·1	18·7	17·4	15·8	14·6	15·7	17·4	17·8	16·6	17·5	16·1	16·0	16·6	17·5	16·9	18·7
Moderately active	7·7	4·7	5·0	6·7	9·4	11·0	6·3	6·3	7·0	6·8	6·2	10·6	9·4	7·6	6·5	6·2	4·4
Active or pregnant	1·2	1·2	1·2	0·9	1·3	1·4	1·3	1·0	1·0	0·7	1·6	1·2	1·3	1·0	1·1	1·6	1·4
Women, 60 and over	9·2	9·4	6·8	10·7	8·9	8·9	11·3	9·7	7·9	10·8	11·3	8·9	7·8	10·9	8·8	9·6	8·7
Adolescents and children:																	
15–20 male	4·3	4·3	4·5	4·4	4·6	4·3	3·7	4·1	4·2	4·9	4·0	4·4	4·1	3·9	4·2	5·6	5·2
15–20 female	4·4	3·5	4·9	4·3	4·2	4·6	3·2	5·3	5·1	4·2	4·4	4·2	4·9	4·2	4·9	4·4	3·4
5–14	16·1	18·6	20·1	15·0	14·9	13·5	17·3	16·6	16·8	16·9	15·7	14·3	16·0	15·1	17·7	16·0	18·7
1–4	7·8	6·7	9·5	7·5	7·7	8·3	8·7	6·8	7·7	6·3	6·8	7·7	8·3	7·6	7·9	6·7	8·0
Under 1	2·1	2·2	2·2	2·1	2·1	2·3	1·6	2·6	1·9	2·0	1·8	1·9	2·3	2·3	2·0	1·7	1·9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

TABLE 8

Social Class Distribution of Urban and Rural Samples, 1963

(per cent)

	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
	Proportion of households						
A1	2·0	2·7	1·7	1·6	1·7	3·1	2·6
A2	8·6	10·9	8·8	7·7	7·3	11·4	6·7
B	34·3	48·1	34·0	36·0	28·4	27·8	25·7
C	34·5	23·1	35·6	31·1	41·1	37·7	44·3
D1 (with earners)	5·8	3·3	7·0	5·5	6·8	5·0	7·0
D2 (without earners)	2·6	2·4	2·4	2·5	2·7	3·1	3·2
O.A.P.	12·2	9·5	10·5	15·5	12·0	11·8	10·5
All	*100*	*100*	*100*	*100*	*100*	*100*	*100*
No. of households	7,532	1,139	1,435	2,066	1,621	702	569
	Proportion of persons						
A1	2·3	3·2	2·0	1·9	1·6	3·4	2·9
A2	9·3	11·8	9·5	9·0	7·3	12·6	7·4
B	38·4	54·2	38·0	42·2	31·4	29·1	29·5
C	37·8	22·9	38·4	33·6	46·3	42·5	47·0
D1 (with earners)	5·0	2·2	5·8	4·4	6·4	4·3	6·6
D2 (without earners)	1·6	1·3	1·6	1·6	1·4	1·9	2·1
O.A.P.	5·7	4·5	4·8	7·4	5·6	6·3	4·5
All	*100*	*100*	*100*	*100*	*100*	*100*	*100*
No. of persons	23,452	3,361	4,412	6,217	5,261	2,261	1,940

TABLE 9

Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1963

	All households	Class							
		A			B	C	D		
		A1	A2	All			excluding O.A.P.		O.A.P.
							with earners (D1)	without earners (D2)	
Households of one man and one woman and:									
No other (both under 55)	1·61	1·24	1·56	1·49	1·68	1·61	1·55	—	—
1 child	1·23	1·13	1·18	1·18	1·19	1·31	1·28	—	—
2 children	1·19	1·14	1·12	1·12	1·20	1·22	1·24	—	—
3 children	1·14	1·00	1·07	1·06	1·16	1·16	1·17	—	—
4 or more children	1·18	1·25	1·00	1·12	1·16	1·14	1·62	—	—
Adolescents only	2·30	1·71	1·89	1·86	2·26	2·56	2·08	—	—
Adolescents and children	2·14	1·64	1·77	1·75	2·10	2·37	2·53	—	—
No other (one or both 55 or over)	0·78	0·86	0·95	0·94	1·17	1·16	1·20	—	0·05
Other households with:									
Adults only	0·90	1·39	1·31	1·33	1·70	1·54	1·13	—	0·04
Adolescents but no children	2·65	1·80	2·49	2·40	2·72	2·96	1·89	—	—
Children	1·83	1·74	1·65	1·67	1·89	2·04	1·47	—	—
All households	*1·37*	*1·38*	*1·45*	*1·44*	*1·61*	*1·67*	*1·40*	—	*0·04*

APPENDIX B

Tables of Consumption, Expenditure and Prices

TABLE 1

Domestic Food Expenditure, 1963: 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	34·34	33·85	32·09	34·23	33·63	95
Welfare	2·99	2·77	2·77	2·75	2·82	21
Total Liquid Milk	*37·33*	*36·62*	*34·86*	*36·98*	*36·45*	
Condensed milk						
Sweetened	0·22	0·15	0·21	0·26	0·21	3
Unsweetened	1·32	1·20	1·50	1·28	1·32	23
Dried milk						
National	0·10	0·09	0·10	0·16	0·11	1
Branded	0·60	0·62	0·81	0·71	0·68	2
Other milk	0·07	0·08	0·12	0·14	0·10	1
Cream	1·13	1·72	1·95	1·60	1·60	21
Total Milk and Cream	*40·77*	*40·48*	*39·55*	*41·13*	*40·49*	
CHEESE:						
Natural	6·85	6·88	7·17	7·16	7·02	69
Processed	1·11	1·16	1·26	1·31	1·21	19
Total Cheese	*7·96*	*8·04*	*8·43*	*8·47*	*8·22*	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	31·62	29·80	29·04	31·58	30·51	81
Mutton and lamb	15·46	16·51	18·24	15·85	16·52	58
Pork	8·07	6·92	6·92	8·51	7·60	31
Total Carcase Meat	*55·15*	*53·23*	*54·20*	*55·94*	*54·63*	

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:—*contd.*						
Other meat and meat products						
Corned meat	2·15	2·73	2·58	2·28	2·44	26
Bones	0·13	0·10	0·15	0·14	0·13	2
Bacon and ham, uncooked	16·17	15·77	16·56	16·32	16·20	83
Bacon and ham, cooked (including canned)	4·21	5·82	5·82	4·83	5·17	40
Cooked chicken	0·29	0·36	0·36	0·36	0·34	2
Other cooked meat (not canned)	2·61	3·14	3·29	3·05	3·02	31
Other canned meat	3·21	3·55	3·98	3·80	3·64	28
Liver	3·05	2·97	3·03	2·96	3·00	28
Offals (other than liver)	1·44	1·02	1·06	1·35	1·22	20
Poultry	5·71	6·27	6·71	5·88	6·14	16
Rabbit, game and other meat	0·23	0·22	0·10	0·53	0·27	1
Sausages, uncooked, pork	5·40	4·99	5·30	5·56	5·31	44
Sausages, uncooked, beef	2·91	2·51	2·40	2·58	2·60	26
Other meat products	5·96	5·45	5·42	6·08	5·73	55
Total Other Meat and Meat Products	*53·47*	*54·90*	*56·76*	*55·72*	*55·21*	
Total Meat and Meat Products	*108·62*	*108·13*	*110·96*	*111·66*	*109·84*	
FISH:						
White, filleted, fresh	4·51	3·65	3·83	4·02	4·00	30
White, filleted, quick-frozen	1·49	1·67	1·34	1·61	1·53	14
White, other, fresh	1·68	2·14	1·68	1·57	1·77	13
Herrings, fresh	0·12	0·08	0·23	0·25	0·17	2
Fat, fresh, other	0·17	0·45	0·67	0·18	0·37	2
White, processed	0·79	0·75	0·82	0·72	0·77	8
Fat, processed	0·77	0·47	0·60	0·80	0·66	7
Shell	0·18	0·41	0·33	0·30	0·30	2
Cooked	2·10	2·84	3·10	2·43	2·62	22
Salmon, canned	2·23	3·47	3·42	2·57	2·92	19
Canned, other	0·99	1·06	0·99	0·94	1·00	12
Fish products	0·59	0·49	0·62	0·72	0·60	11
Total Fish	*15·62*	*17·48*	*17·63*	*16·11*	*16·71*	
EGGS	20·40	17·74	16·92	18·75	18·45	92
FATS:						
Butter	15·06	15·63	16·39	17·15	16·06	86
Margarine	4·79	4·52	4·65	4·68	4·66	56
Lard and compound cooking fat	2·61	2·37	2·21	2·56	2·44	51
Suet	0·38	0·17	0·13	0·39	0·27	7
Dripping	0·26	0·22	0·23	0·23	0·24	6
Other fats, oils and creams	0·32	0·30	0·43	0·33	0·34	3
Total Fats	*23·42*	*23·21*	*24·04*	*25·34*	***24·00***	

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	10·50	10·40	9·73	11·41	10·51	86
Jams, jellies and fruit curds	2·01	2·42	1·88	1·91	2·06	25
Marmalade	1·16	1·31	1·31	1·12	1·22	18
Syrup, treacle and honey	0·82	0·63	0·56	0·70	0·68	8
Total Sugar and Preserves	*14·49*	*14·76*	*13·48*	*15·14*	*14·47*	
VEGETABLES:						
Old potatoes (1962 crop)						
Not pre-packed	13·08	8·99	0·07	—	5·54	
Pre-packed	2·79	1·60	0·01	—	1·10	
Old potatoes (1963 crop) (*a*)						
Not pre-packed	—	—	2·58	8·69	2·82	(*b*)
Pre-packed	—	—	0·26	1·58	0·47	
New potatoes (*a*)						
Not pre-packed	0·51	7·52	6·02	—	3·51	
Pre-packed	—	0·09	0·23	—	0·08	
Chips	1·17	1·58	1·78	1·42	1·49	23
Crisps	0·56	0·59	0·66	0·53	0·58	11
Total Potatoes	*18·11*	*20·37*	*11·61*	*12·22*	*15·58*	
Cabbages	1·58	3·03	1·47	1·01	1·77	31
Brussels sprouts	1·25	0·05	0·20	1·93	0·86	16
Brussels sprouts, quick-frozen	0·38	0·17	0·02	0·03	0·15	2
Cauliflower	0·40	1·43	1·55	1·29	1·17	18
Leafy salads	0·82	2·96	1·45	0·68	1·48	31
Peas, fresh	—	0·24	1·73	0·04	0·50	(*b*)
Peas, quick-frozen	2·18	2·26	1·01	1·41	1·72	21
Beans, fresh	...	0·04	1·82	0·23	0·52	(*b*)
Beans, quick-frozen	0·76	0·76	0·22	0·26	0·50	6
Other fresh green vegetables	0·08	0·22	0·06	0·05	0·10	1
Total Fresh Green Vegetables	*7·45*	*11·16*	*9·53*	*6·93*	*8·77*	
Carrots	1·99	1·67	0·98	1·09	1·43	38
Other root vegetables	1·21	0·70	0·64	0·92	0·87	27
Onions, shallots, etc.	1·87	1·75	1·31	1·40	1·58	45
Miscellaneous fresh vegetables	1·33	2·91	2·60	2·04	2·22	30
Dried pulses	0·85	0·56	0·40	0·54	0·59	13
Canned peas	3·30	3·02	1·79	2·25	2·59	43
Canned beans	2·88	2·83	2·35	2·49	2·64	45
Other canned vegetables	1·34	0·79	0·46	0·49	0·77	13
Vegetable products	0·58	0·68	0·49	0·53	0·57	10
Total Other Vegetables	*15·35*	*14·91*	*11·02*	*11·75*	*13·26*	
Total Vegetables	*40·91*	*46·44*	*32·16*	*30·90*	*37·61*	

(*a*) Potatoes from the 1963 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 proportions 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:						
Oranges	3·09	2·94	1·86	1·99	2·47	32
Other citrus fruit	0·81	0·81	0·77	0·87	0·82	13
Apples	4·81	5·45	4·51	4·73	4·88	52
Pears	0·56	0·66	0·76	0·70	0·67	10
Stone fruit	0·05	0·21	2·33	0·19	0·70	9
Soft fruit (including quick-frozen)	0·36	0·98	2·47	0·78	1·15	10
Bananas	2·26	3·77	3·60	2·97	3·15	42
Other fresh fruit	0·26	0·36	0·45	0·40	0·37	5
Tomatoes	2·43	9·20	9·02	4·17	6·20	60
Total Fresh Fruit	*14·63*	*24·38*	*25·77*	*16·80*	*20·40*	
Tomatoes, canned and bottled	0·73	0·54	0·48	0·43	0·54	11
Canned peaches, pears and pineapples	2·48	3·48	3·54	3·03	3·13	34
Other canned and bottled fruit	2·29	3·16	2·86	2·80	2·78	29
Dried vine fruit	0·79	0·69	0·86	1·31	0·91	13
Other dried fruit	0·43	0·27	0·29	0·36	0·34	5
Nuts, and fruit and nut products	0·56	0·43	0·50	1·90	0·85	9
Fruit juices	1·19	0·91	0·99	0·97	1·02	8
Welfare orange juice	0·10	0·07	0·10	0·15	0·10	1
Total Other Fruit and Fruit Products	*8·57*	*9·55*	*9·62*	*10·95*	*9·67*	
Total Fruit	*23·20*	*33·93*	*35·39*	*27·75*	*30·07*	
CEREALS:						
Brown bread, unwrapped	1·72	1·77	1·83	1·71	1·05	20
Brown bread, wrapped					0·71	12
White bread, large loaves, unwrapped	15·77	16·05	16·16	15·39	4·71	32
White bread, large loaves, wrapped					11·13	57
White bread, small loaves, unwrapped	3·33	3·34	3·23	3·71	2·35	31
White bread, small loaves, wrapped					1·04	17
Wholewheat and wholemeal bread	0·36	0·30	0·40	0·45	0·38	6
Malt bread	0·27	0·21	0·29	0·25	0·26	5
Other bread	2·69	2·78	3·04	3·37	2·97	35
Total Bread	*24·14*	*24·45*	*24·95*	*24·88*	*24·60*	
Self-raising flour	2·29	2·05	2·14	2·37	2·21	34
Other flour	0·94	0·74	0·73	0·72	0·78	13
Buns, scones and teacakes	2·25	2·03	2·27	2·32	2·22	33
Cakes and pastries	9·53	11·00	11·04	10·92	10·62	67

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:—*contd.*						
Chocolate biscuits	2·14	2·17	2·17	2·69	2·29	25
Other biscuits	7·36	7·64	7·82	7·84	7·66	75
Puddings	1·54	1·36	1·22	1·65	1·44	23
Oatmeal and oat products	1·28	0·68	0·51	1·01	0·87	13
Breakfast cereals	3·06	3·64	4·07	3·24	3·50	38
Rice	0·68	0·57	0·53	0·52	0·58	12
Cereals, flour base	1·07	1·11	1·14	1·28	1·15	19
Other cereals	0·96	0·90	1·07	0·88	0·95	20
Total Cereals	*57·24*	*58·34*	*59·66*	*60·32*	*58·89*	
BEVERAGES:						
Tea	13·19	13·26	13·05	13·07	13·14	85
Coffee, bean and ground	0·52	0·55	0·38	0·37	0·46	3
Coffee, powders and crystals	2·92	3·16	3·06	3·56	3·18	24
Coffee, essences	0·35	0·35	0·35	0·35	0·35	4
Cocoa and drinking chocolate	0·60	0·51	0·50	0·51	0·53	7
Branded food drinks	1·11	0·91	0·67	1·05	0·94	7
Total Beverages	*18·69*	*18·74*	*18·01*	*18·91*	*18·59*	
MISCELLANEOUS:						
Spreads and dressings	0·18	0·67	0·75	0·22	0·46	7
Soups, canned	3·66	2·04	1·90	3·07	2·67	32
Soups, dehydrated and powdered	0·52	0·32	0·30	0·51	0·41	5
Meat and vegetable extracts	1·65	1·21	1·03	1·32	1·30	19
Pickles and sauces	1·97	2·04	1·73	2·04	1·94	25
Table jellies, squares and crystals	0·42	0·76	0·85	0·66	0·67	16
Salt	0·45	0·31	0·38	0·32	0·36	12
Invalid and infant foods	0·80	0·72	0·70	0·60	0·70	6
Ice-cream (served as part of a meal)	0·36	1·14	1·34	0·52	0·84	11
Miscellaneous (expenditure only)	1·27	1·26	1·53	1·53	1·40	26
Total Miscellaneous	*11·28*	*10·47*	*10·51*	*10·79*	*10·76*	
TOTAL EXPENDITURE	*382·60 (31s.11d.)*	*397·76 (33s. 2d.)*	*386·74 (32s. 3d.)*	*385·27 (32s. 1d.)*	*388·09 (32s. 4d.)*	

TABLE 1A

Percentage of All Households Purchasing Seasonal Types of Food During Survey Week, 1963

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
CREAM	16	22	25	21
BACON AND OTHER MEAT:				
Bacon and ham, cooked (including canned)	36	43	44	37
Sausages, uncooked, pork (*a*)	46	42	43	46
FISH:				
Herrings, fresh (*a*)	2	1	4	3
Fat, processed (*a*)	8	5	6	8
EGGS	95	92	91	92
VEGETABLES:				
Old potatoes (1962 crop)				
Not pre-packed	71	52	1	—
Pre-packed	18	10	...	—
Old potatoes (1963 crop) (*b*)				
Not pre-packed	—	—	23	65
Pre-packed	—	—	2	13
New potatoes (*b*)				
Not pre-packed	4	46	49	—
Pre-packed	—	1	3	—
Cabbages	25	40	33	25
Brussels sprouts	20	1	3	41
Brussels sprouts, quick-frozen	5	2	...	...
Cauliflower	5	17	26	26
Leafy salads	15	52	38	18
Peas, fresh	—	2	25	1
Peas, quick-frozen	24	25	14	18
Beans, fresh	...	1	22	4
Beans, quick-frozen	10	9	2	4
Carrots	43	37	30	42
Onions, shallots, etc.	50	46	39	43
Miscellaneous fresh vegetables (*a*)	16	38	38	30
Dried pulses	18	12	9	11
Canned peas	52	48	32	40
Canned beans	48	46	41	43
Other canned vegetables	21	12	8	9
FRUIT:				
Oranges	38	34	25	27
Other citrus fruit	14	12	12	13
Apples	53	55	48	52
Pears	9	9	10	11
Tomatoes	36	73	79	55
Tomatoes, canned and bottled	14	11	9	8
Dried vine fruit	12	11	13	16
Oatmeal and oat products	18	10	9	15
Breakfast cereals	34	38	42	36
Cocoa and drinking chocolate	8	6	6	7
Branded food drinks	8	6	5	7
Spreads and dressings	3	10	10	3
Soups, canned	41	26	24	34
Soups, dehydrated and powdered	7	3	4	7
Meat and vegetable extracts	23	17	15	19
Table jellies, squares and crystals	12	18	20	16
Ice-cream (served as part of a meal)	6	14	17	7

(*a*) Excluding purchases of quick-frozen foods.

(*b*) Potatoes from the 1963 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 2

Domestic Food Consumption and Purchases, 1963: All Households

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

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	4·09	4·12	4·12	4·15	4·12	3·90
Welfare (pt.)	0·70	0·64	0·67	0·64	0·66	0·66
School (pt.)	0·21	0·20	0·12	0·23	0·19	—
Total Liquid Milk	*5·00*	*4·96*	*4·92*	*5·02*	*4·98*	*4·56*
Condensed milk						
Sweetened (eq. pt.)	0·02	0·02	0·02	0·03	0·02	0·02
Unsweetened (eq. pt.)	0·16	0·14	0·18	0·15	0·16	0·16
Dried milk						
National (eq. pt.)	0·02	0·03	0·02	0·04	0·03	0·03
Branded (eq. pt.)	0·08	0·08	0·10	0·09	0·09	0·09
Other milk (pt.)	0·01	...	0·02	0·01	0·01	...
Cream (pt.)	0.02	0·03	0·03	0·03	0·03	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·32*	*5·25*	*5·30*	*5·36*	*5·31*	*4·88*
CHEESE:						
Natural	2·75	2·79	2·87	2·84	2·81	2·81
Processed	0·33	0·33	0·36	0·37	0·35	0·35
Total Cheese	*3·08*	*3·12*	*3·23*	*3·21*	*3·16*	*3·16*
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	10·04	9·29	8·93	9·63	9·47	9·40
Mutton and lamb	6·16	6·40	6·92	5·95	6·36	6·31
Pork	2·71	2·35	2·20	2·68	2·48	2·46
Total Carcase Meat	*18·91*	*18·04*	*18·05*	*18·26*	*18·32*	*18·18*
Other meat						
Corned meat	0·60	0·78	0·75	0·67	0·70	0·70
Bones	0·21	0·10	0·19	0·25	0·19	0·19
Bacon and ham, uncooked	5·52	5·43	5·41	5·03	5·35	5·33
Bacon and ham, cooked (including canned)	0·72	1·01	0·99	0·82	0·88	0·88
Cooked chicken	0·07	0·09	0·10	0·10	0·09	0·09
Other cooked meat (not canned)	0·60	0·75	0·76	0·69	0·70	0·70
Other canned meat	1·33	1·45	1·58	1·59	1·49	1·49
Liver	0·95	0·90	0·94	0·90	0·92	0·92
Offals (other than liver)	0·70	0·47	0·50	0·64	0·58	0·58
Poultry	2·26	2·58	2·78	2·40	2·50	2·34
Rabbit, game and other meat	0·14	0·08	0·06	0·24	0·13	0·11
Sausages, uncooked, pork	2·32	2·17	2·29	2·37	2·29	2·28
Sausages, uncooked, beef	1·63	1·43	1·35	1·43	1·46	1·45
Other meat products	2·68	2·38	2·31	2·62	2·50	2·49
Total Other Meat and Meat Products	*19·73*	*19·62*	*20·01*	*19·75*	*19·78*	*19·55*
Total Meat and Meat Products	*38·64*	*37·66*	*38·06*	*38·01*	*38·10*	*37·73*

TABLE 2—*continued*

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

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
FISH:						
White, filleted, fresh	1·79	1·45	1·59	1·59	1·60	1·60
White, filleted, quick-frozen	0·46	0·52	0·41	0·49	0·47	0·47
White, other, fresh	0·72	0·89	0·72	0·66	0·75	0·73
Herrings, fresh	0·10	0·07	0·19	0·22	0·14	0·14
Fat, fresh, other	0·07	0·11	0·24	0·09	0·13	0·12
White, processed	0·35	0·32	0·35	0·30	0·33	0·33
Fat, processed	0·38	0·24	0·32	0·41	0·34	0·34
Shell	0·05	0·09	0·06	0·07	0·07	0·07
Cooked	0·82	1·10	1·14	0·92	1·00	0·99
Salmon, canned	0·37	0·58	0·60	0·43	0·50	0·50
Canned, other	0·30	0·29	0·34	0·30	0·31	0·31
Fish products	0·16	0·14	0·19	0·19	0·17	0·17
Total Fish	*5·57*	*5·80*	*6·15*	*5·67*	*5·81*	*5·76*
EGGS (No.)	4·56	4·65	4·61	4·52	4·58	4·21
FATS:						
Butter	5·78	5·93	5·97	6·23	5·98	5·95
Margarine	3·41	3·22	3·32	3·33	3·32	3·32
Lard and compound cooking fat	2·30	2·10	2·04	2·32	2·19	2·19
Suet	0·22	0·10	0·07	0·24	0·16	0·16
Dripping	0·25	0·23	0·26	0·24	0·24	0·24
Other fats, oils and creams	0·14	0·13	0·18	0·16	0·15	0·15
Total Fats	*12·10*	*11·71*	*11·84*	*12·52*	*12·04*	*12·02*
SUGAR AND PRESERVES:						
Sugar	18·47	18·27	18·95	18·26	18·49	18·48
Jams, jellies and fruit curds	1·56	1·78	1·49	1·56	1·60	1·47
Marmalade	0·98	1·11	1·10	0·93	1·03	1·03
Syrup, treacle and honey	0·69	0·50	0·42	0·51	0·53	0·52
Total Sugar and Preserves	*21·70*	*21·66*	*21·96*	*21·26*	*21·64*	*21·51*
VEGETABLES:						
Old potatoes (1962 crop)						
Not pre-packed	50·76	32·26	0·48	—	20·88	19·37
Pre-packed	8·67	4·99	0·03	—	3·42	3·42
Old potatoes (1963 crop) (*a*)						
Not pre-packed	—	—	18·63	50·74	17·34	14·18
Pre-packed	—	—	1·35	6·77	2·03	2·02
New potatoes (*a*)						
Not pre-packed	0·69	14·27	31·35	—	11·58	9·80
Pre-packed	—	0·23	1·08	—	0·33	0·33
Chips	0·99	1·31	1·43	1·18	1·23	1·22
Crisps	0·15	0·15	0·17	0·13	0·15	0·15
Total Potatoes	*61·26*	*53·21*	*54·51*	*58·82*	*56·95*	*50·49*
Cabbages	2·77	4·97	5·63	4·59	4·49	3·36
Brussels sprouts	1·78	0·11	0·27	5·03	1·80	1·46
Brussels sprouts, quick-frozen	0·13	0·06	0·01	0·01	0·05	0·05

(*a*) Potatoes from the 1963 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					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
VEGETABLES:—*contd.*						
Cauliflower	0·34	1·39	2·88	3·03	1·91	1·61
Leafy salads	0·28	1·77	2·40	0·48	1·23	0·93
Peas, fresh	—	0·43	4·94	0·11	1·37	0·97
Peas, quick-frozen	1·07	1·11	0·49	0·70	0·84	0·84
Beans, fresh	0·03	0·03	5·18	0·82	1·52	0·66
Beans, quick-frozen	0·29	0·27	0·08	0·09	0·18	0·18
Other fresh green vegetables	0·03	0·33	0·16	0·14	0·16	0·09
Total Fresh Green Vegetables	*6·72*	*10·47*	*22·04*	*15·00*	*13·56*	*10·16*
Carrots	2·87	2·47	2·79	3·75	2·97	2·56
Other root vegetables	3·14	1·36	2·14	3·10	2·44	1·86
Onions, shallots, etc.	3·44	2·93	2·71	3·49	3·14	2·82
Miscellaneous fresh vegetables	0·50	1·66	2·49	1·75	1·60	1·43
Dried pulses	0·72	0·46	0·31	0·45	0·48	0·48
Canned peas	4·14	3·78	2·26	2·76	3·24	3·24
Canned beans	3·20	3·13	2·66	2·83	2·96	2·96
Other canned vegetables	1·24	0·65	0·38	0·42	0·67	0·67
Vegetable products	0·20	0·24	0·19	0·22	0·21	0·21
Total Other Vegetables	*19·45*	*16·68*	*15·93*	*18·77*	*17·71*	*16·23*
Total Vegetables	*87·43*	*80·36*	*92·48*	*92·59*	*88·22*	*76·88*
FRUIT:						
Fresh						
Oranges	3·88	3·39	2·23	2·48	3·00	2·99
Other citrus fruit	0·85	0·81	0·78	0·78	0·80	0·80
Apples	6·61	5·98	6·12	9·28	7·00	5·78
Pears	0·58	0·64	0·80	1·13	0·79	0·70
Stone fruit	0·02	0·12	3·25	0·48	0·97	0·78
Soft fruit (including quick-frozen)	0·19	0·65	3·03	0·55	1·10	0·67
Bananas	2·59	3·89	3·72	3·03	3·31	3·30
Other fresh fruit	0·22	2·03	1·07	0·46	0·94	0·44
Tomatoes	1·81	4·30	6·18	3·55	3·96	3·75
Total Fresh Fruit	*16·75*	*21·81*	*27·18*	*21·74*	*21·87*	*19·22*
Other fruit						
Tomatoes, canned and bottled	0·79	0·59	0·54	0·44	0·59	0·58
Canned peaches, pears and pineapples	2·13	3·04	3·15	2·74	2·76	2·76
Other canned and bottled fruit	1·82	2·35	2·17	2·22	2·14	2·06
Dried vine fruit	0·61	0·54	0·69	0·94	0·70	0·70
Other dried fruit	0·24	0·15	0·17	0·19	0·19	0·19
Nuts, and fruit and nut products	0·26	0·18	0·20	0·89	0·38	0·38
Fruit juices	0·51	0·46	0·53	0·44	0·48	0·48
Welfare orange juice	0·03	0·03	0·03	0·05	0·04	0·04
Total Other Fruit and Fruit Products	*6·39*	*7·34*	*7·48*	*7·91*	*7·28*	*7·18*
Total Fruit	*23·14*	*29·15*	*34·66*	*29·65*	*29·15*	*26·40*

TABLE 2—*continued*

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

	Consumption					Purchases
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	Yearly average
CEREALS:						
Brown bread, unwrapped	2·57	2·60	2·73	2·50	1·56	1·56
Brown bread, wrapped					1·04	1·04
White bread, large loaves, unwrapped	32·18	32·52	31·99	30·31	9·62	9·61
White bread, large loaves, wrapped					22·16	22·15
White bread, small loaves, unwrapped	5·27	5·28	5·01	5·70	3·77	3·76
White bread, small loaves, wrapped					1·54	1·54
Wholewheat and wholemeal bread	0·58	0·50	0·69	0·74	0·63	0·63
Malt bread	0·28	0·21	0·29	0·25	0·26	0·26
Other bread	2·56	2·60	2·79	2·87	2·70	2·70
Total Bread	*43·44*	*43·71*	*43·50*	*42·37*	*43·26*	*43·22*
Self-raising flour	4·99	4·47	4·72	5·15	4·83	4·83
Other flour	2·01	1·60	1·58	1·55	1·68	1·68
Buns, scones and teacakes	1·68	1·48	1·61	1·65	1·60	1·60
Cakes and pastries	4·46	5·16	5·20	5·07	4·97	4·97
Chocolate biscuits	0·79	0·81	0·78	0·95	0·83	0.83
Other biscuits	4·66	4·75	4·84	4·75	4·75	4·75
Puddings	1·55	1·39	1·29	1·49	1·43	1·43
Oatmeal and oat products	1·46	0·73	0·53	1·10	0·96	0·96
Breakfast cereals	1·74	2·00	2·25	1·79	1·94	1·94
Rice	0·78	0·68	0·60	0·60	0·66	0·66
Cereals, flour base	0·85	0·87	0·87	1·00	0·90	0·90
Other cereals	0·60	0·54	0·63	0·54	0·58	0·58
Total Cereals	*69·01*	*68·19*	*68·40*	*68·01*	*68·41*	*68·37*
BEVERAGES:						
Tea	2·80	2·84	2·83	2·80	2·82	2·82
Coffee, bean and ground	0·10	0·11	0·07	0·07	0·09	0·09
Coffee, powders and crystals	0·23	0·25	0·24	0·28	0·25	0·25
Coffee, essences	0·10	0·10	0·10	0·10	0·10	0·10
Cocoa and drinking chocolate	0·20	0·17	0·16	0·17	0·18	0·18
Branded food drinks	0·27	0·22	0·16	0·25	0·22	0·22
Total Beverages	*3·70*	*3·69*	*3·56*	*3·67*	*3·66*	*3·66*
MISCELLANEOUS:						
Spreads and dressings	0·07	0·28	0·31	0·09	0·19	0·19
Soups, canned	3·68	1·94	1·83	3·09	2·64	2·64
Soups, dehydrated and powdered	0·09	0·05	0·05	0·08	0·07	0·07
Meat and vegetable extracts	0·18	0·12	0·11	0·13	0·14	0·14
Pickles and sauces	1·02	1·12	0·94	1·12	1·05	1·04
Table jellies, squares and crystals (pt.)	0·05	0·10	0·11	0·08	0·08	0·80
Salt	1·11	0·76	0·88	0·84	0·90	0·90
Invalid and baby foods	0·37	0·30	0·30	0·25	0·30	0·30
Ice-cream (served as part of a meal)	0·21	0·68	0·82	0·32	0·51	0·51

TABLE 3

Domestic Food Prices, 1963: All Households

	Average prices paid (*a*)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	8·8	8·6	8·4	8·7	8·6
Welfare	4·3	4·3	4·2	4·3	4·3
Total Liquid Milk Purchased	*8·1*	*8·0*	*7·8*	*8·1*	*8·0*
Condensed milk					
Sweetened	9·1	8·8	8·7	9·5	9·0
Unsweetened	8·0	8·4	8·3	8·4	8·3
Dried milk					
National	4·6	4·0	4·2	4·4	4·2
Branded	7·7	8·3	8·0	8·2	8·1
Other milk	19·2	30·7	16·7	27·0	21·8
Cream	65·6	64·9	63·1	63·5	64·1
CHEESE					
Natural	39·9	39·5	39·9	40·4	39·9
Processed	54·2	55·4	56·3	57·3	55·8
MEAT AND MEAT PRODUCTS:					
Carcase meat	46·8	47·5	48·7	49·4	48·0
Beef and veal	50·5	51·7	52·8	52·9	51·9
Mutton and lamb	40·2	41·5	42·8	42·9	41·8
Pork	48·4	47·4	50·6	51·2	49·3
Other meat					
Corned meat	57·8	55·8	55·3	54·6	55·9
Bones	9·9	16·4	12·2	8·6	10·9
Bacon and ham, uncooked	47·0	46·6	49·0	52·2	48·5
Bacon and ham, cooked (including canned)	92·9	91·7	93·8	94·1	93·0
Cooked chicken	63·1	67·4	58·8	56·6	61·2
Other cooked meat (not canned)	69·0	67·1	70·2	71·2	69·3
Other canned meat	38·5	39·2	40·4	38·3	39·0
Liver	51·1	52·7	52·3	52·7	52·1
Offals (other than liver)	33.1	34·6	34·9	33·9	34·0
Poultry	42·4	42·0	41·5	41·7	41·9
Rabbit, game and other meat	38·1	45·5	38·7	40·5	40·6
Sausages, uncooked, pork	37·4	36·9	37·2	37·7	37·3
Sausages, uncooked, beef	28·8	28·4	28·6	28·9	28·6
Other meat products	35·7	36·7	37·5	37·2	36·7
FISH:					
White, filleted, fresh	40·4	40·3	38·7	40·4	40·0
White, filleted, quick-frozen	51·5	51·8	52·8	52·2	52·0
White, other, fresh	37·7	39·2	39·6	38·2	38·7
Herrings, fresh	20·2	20·0	18·6	18·3	19·0
Fat, fresh, other	36·8	78·1	49·7	31·4	50·0
White, processed	36·3	38·0	37·2	38·9	37·5
Fat, processed	32·2	30·9	29·6	31·3	31·2
Shell	57·9	75·8	92·5	70·1	73·8
Cooked	41·2	41·9	43·4	42·4	42·2
Salmon, canned	97·3	95·1	91·1	94·4	94·2
Canned, other	52·8	58·1	46·6	50·6	52·0
Fish products	59·6	54·4	53·5	60·4	57·1
EGGS	4·8	4·2	4·1	4·4	4·4

TABLE 3—*continued*

	Average prices paid (*a*)				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
FATS:					
Butter	41·7	42·2	44·0	44·7	43·1
Margarine	22·5	22·5	22·4	22·5	22·5
Lard and compound cooking fat	18·2	18·0	17·3	17·8	17·8
Suet	27·3	26·8	28·8	26·0	26·9
Dripping	16·2	15·1	14·4	15·6	15·4
Other fats, oils and creams	35·4	37·7	38·4	34·1	36·5
SUGAR AND PRESERVES:					
Sugar	9·1	9·1	8·2	10·0	9·1
Jams, jellies and fruit curds	21·9	22·4	23·0	22·4	22·4
Marmalade	18·8	18·9	19·0	19·3	19·0
Syrup, treacle and honey	19·1	20·6	21·7	22·4	20·6
VEGETABLES:					
Old potatoes (1962 crop)					
Not pre-packed	4·5	4·8	4·0	—	4·6
Pre-packed	5·2	5·1	4·3	—	5·1
Old potatoes (1963 crop) (*b*)					
Not pre-packed	—	—	2·9	3·3	3·2
Pre-packed	—	—	3·0	3·8	3·6
New potatoes (*b*)					
Not pre-packed	11·9	8·6	3·9	—	5·8
Pre-packed	—	6·2	3·5	—	4·0
Chips	19·3	19·4	20·0	19·2	19·5
Crisps	59·9	64·7	63·6	65·2	63·2
Cabbages	10·1	11·1	6·3	5·7	8·6
Brussels sprouts	12·7	15·4	12·5	7·8	9·6
Brussels sprouts, quick-frozen	46·3	44·4	43·4	46·8	45·7
Cauliflower	19·2	17·7	10·6	8·4	11·8
Leafy salads	47·9	31·6	15·2	26·0	26·0
Peas, fresh	—	10·5	8·1	8·9	8·3
Peas, quick-frozen	32·8	32·5	32·8	32·1	32·6
Beans, fresh	26·0	34·6	12·5	13·4	12·8
Beans, quick-frozen	42·9	45·5	43·7	47·3	44·5
Other fresh green vegetables	40·2	17·6	17·1	12·6	17·9
Carrots	11·8	11·2	7·6	5·6	9·1
Other root vegetables	7·2	9·2	7·8	6·7	7·5
Onions, shallots, etc.	9·2	10·1	9·0	7·6	9·0
Miscellaneous fresh vegetables	43·3	29·6	19·7	21·0	25·2
Dried pulses	18·8	19·5	20·4	19·1	19·3
Canned peas	12·8	12·8	12·7	13·1	12·8
Canned beans	14·4	14·5	14·1	14·1	14·3
Other canned vegetables	17·4	19·4	19·5	19·0	18·4
Vegetable products	47·7	45·0	40·7	39·2	43·3
FRUIT:					
Fresh					
Oranges	12·8	13·9	13·4	12·9	13·2
Other citrus fruit	15·3	16·1	16·0	17·8	16·2
Apples	13·4	15·2	14·7	11·2	13·5
Pears	15·8	16·7	16·5	13·0	15·4
Stone fruit	31·6	27·9	14·2	8·3	14·1
Soft fruit (including quick-frozen)	33·9	34·5	25·5	24·6	27·5
Bananas	14·0	15·5	15·5	15·8	15·2
Other fresh fruit	19·2	9·6	14·7	14·3	13·4
Tomatoes	21·6	34·3	25·3	20·7	26·6

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	15·0	15·2	15·5	15·0
Canned peaches, pears and pineapples	18·6	18·3	18·0	17·7	18·1
Other canned and bottled fruit	21·4	22·2	21·4	21·3	21·6
Dried vine fruit	20·7	20·4	19·8	22·2	20·9
Other dried fruit	29·2	28·9	27·0	30·7	29·0
Nuts, and fruit and nut products	34·2	38·8	41·2	34·2	35·7
Fruit juices	47·1	39·0	37·6	45·6	42·4
Welfare orange juice	60·0	58·3	59·1	57·3	58·6
CEREALS:					
Brown bread, unwrapped	10·7	10·9	10·7	10·9	10·8
Brown bread, wrapped					10·9
White bread, large loaves, unwrapped	7·8	7·9	8·1	8·1	7·8
White bread, large loaves, wrapped					8·0
White bread, small loaves, unwrapped	10·2	10·2	10·3	10·4	10·0
White bread, small loaves, wrapped					10·8
Wholewheat and wholemeal bread	9·9	9·8	9·2	9·9	9·7
Malt bread	15·4	16·1	16·2	16·2	15·9
Other bread	16·8	17·2	17·4	18·8	17·5
Self-raising flour	7·3	7·3	7·2	7·4	7·3
Other flour	7·4	7·4	7·4	7·4	7·4
Buns, scones and teacakes	21·4	22·0	22·6	22·5	22·1
Cakes and pastries	34·2	34·2	34·0	34·4	34·2
Chocolate biscuits	43·3	43·1	44·6	45·2	44·0
Other biscuits	25·2	25·7	25·9	17·8	25·8
Puddings	15·9	15·6	15·1	26·4	16·1
Oatmeal and oat products	14·1	14·9	15·2	14·7	14·7
Breakfast cereals	28·2	29·2	28·9	29·0	28·8
Rice	13·9	13·5	14·1	13·8	13·8
Cereals, flour base	20·2	20·3	21·0	20·5	20·4
Other cereals	25·4	26·7	27·2	26·3	26·4
BEVERAGES:					
Tea	75·2	74·8	73·8	74·8	74·7
Coffee, bean and ground	85·3	82·6	86·2	84·6	84·5
Coffee, powders and crystals	207·3	203·8	204·8	206·0	205·3
Coffee essences	69·3	67·6	67·4	68·4	68·2
Cocoa and drinking chocolate	49·4	47·9	49·0	48·8	48·8
Branded food drinks	64·8	67·1	66·0	68·5	66·5
MISCELLANEOUS:					
Spreads and dressings	39·4	38·4	38·4	40·3	38·7
Soups, canned	15·9	16·9	16·6	15·9	16·2
Soups, dehydrated and powdered	89·4	94·0	93·6	97·1	93·0
Meat and vegetable extracts	150·0	157·1	153·9	159·3	154·6
Pickles and sauces	30·8	29·8	29·4	29·5	29·9
Table jellies, squares and crystals	8·2	8·0	7·8	8·1	8·0
Salt	6·5	6·5	6·9	6·2	6·5
Invalid and baby foods	35·1	38·9	37·8	38·4	37·2
Ice-cream (served as part of a meal)	27·9	26·8	26·2	26·4	26·6

(*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 1963 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

APPENDIX C

TABLE 1

Energy Value and Nutrient Content of Domestic Food Consumption (a)—All Households, 1963

(per head 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	263	9·9	13·5	17·7	14·9	12·7	498	47·8	0·4	3·0	463	10·5	0·16	12·2	0·62	35·8	0·4	3·1	4·3	8·7	4	3·3
Dried milk	7	0·3	0·4	0·5	0·3	0·3	12	1·2	...	0·1	14	0·3	...	0·2	0·02	0·9	...	0·1	0·2	0·3	5	3·7
Other milk and cream	15	0·6	0·6	0·8	0·9	0·8	20	1·9	...	0·1	37	0·8	...	0·4	0·02	1·4	...	0·1	0·2	0·3	1	0·6
Cheese	52	2·0	3·2	4·2	4·4	3·8	104	10·0	0·1	0·6	167	3·8	...	0·2	0·06	3·6	...	0·4	—	—	2	1·5
Total Milk, Cream and Cheese	*337*	*12·7*	*17·6*	*23·1*	*20·6*	*17·5*	*634*	*60·8*	*0·5*	*3·8*	*681*	*15·4*	*0·17*	*13·1*	*0·73*	*41·7*	*0·5*	*3·7*	*4·6*	*9·4*	*12*	*9·1*
Beef and veal	88	3·3	6·2	8·1	7·0	6·0	4	0·4	1·5	10·3	19	0·4	0·03	2·0	0·09	5·3	1·7	12·2	—	—	—	—
Mutton and lamb	65	2·5	3·3	4·3	5·8	4·9	3	0·3	0·4	3·1	11	0·2	0·03	2·4	0·04	2·2	0·9	6·5	—	—	—	—
Pork	33	1·2	1·1	1·4	3·2	2·7	1	0·1	0·1	0·6	—	—	0·05	4·2	0·01	0·8	0·3	2·1	—	—	—	—
Bacon	85	3·2	2·1	2·8	8·5	7·2	2	0·2	0·2	1·4	—	—	0·10	7·7	0·02	1·1	0·4	3·2	—	—	—	—
Liver	5	0·2	0·6	0·8	0·3	0·3	...	...	0·5	3·6	970	22·0	0·01	1·0	0·11	6·4	0·5	3·6	0·6	1·2	1	0·9
Poultry	10	0·4	1·3	1·7	0·5	0·4	1	0·1	0·3	1·8	—	—	0·01	0·7	0·01	0·4	0·6	4·2	—	—	—	—
Sausages	47	1·8	1·4	1·8	3·8	3·2	4	0·4	0·2	1·3	2	...	0·03	2·6	0·01	0·7	0·3	2·1	—	—	—	—
Other meat	73	2·8	4·0	5·2	5·7	4·9	7	0·7	0·8	5·9	35	0·8	0·05	3·8	0·05	2·7	0·8	5·5	...	0·1	...	...
Total Meat	*406*	*15·3*	*20·0*	*26·1*	*34·8*	*29·6*	*22*	*2·1*	*4·0*	*28·1*	*1,037*	*23·5*	*0·31*	*24·5*	*0·34*	*19·7*	*5·5*	*39·3*	*0·6*	*1·3*	*1*	*0·9*
Fat fish (c)	8	0·3	0·9	1·2	0·5	0·4	11	1·1	0·1	0·6	13	0·3	...	0·3	0·01	0·8	0·2	1·7	—	—	32	25·4
Other fish	17	0·6	2·7	3·5	0·6	0·5	7	0·7	0·2	1·4	...	...	0·01	0·5	0·02	1·1	0·3	1·9	—	—	—	—
Total fish	*25*	*0·9*	*3·6*	*4·7*	*1·1*	*0·9*	*18*	*1·7*	*0·3*	*2·0*	*13*	*0·3*	*0·01*	*0·9*	*0·03*	*1·9*	*0·5*	*3·7*	—	—	*32*	*25·4*
Eggs	51	1·9	3·9	5·1	3·9	3·3	21	2·0	1·0	6·7	328	7·4	0·04	3·3	0·14	8·2	...	0·2	—	—	20	15·4
Butter	180	6·8	0·1	0·1	20·0	17·0	3	0·3	...	0·2	726	16·4	—	—	—	—	—	—	—	—	14	11·4
Margarine	103	3·9	—	—	11·5	9·8	...	...	...	0·3	403	9·1	—	—	—	—	—	—	—	—	43	33·6
Other fats	98	3·7	0·1	0·1	10·8	9·2	...	...	...	0·1	5	0·1	...	...	...	...	...	0·4	—	—	...	0·2
Total Fats	*381*	*14·4*	*0·2*	*0·2*	*42·3*	*36·0*	*3*	*0·3*	*0·1*	*0·6*	*1,134*	*25·7*	...	...	...	...	...	*0·4*	—	—	*58*	*45·3*
Sugar and Preserves	330	12·4	...	...	...	...	3	0·3	0·1	0·9	1	...	...	...	...	0·1	...	0·1	0·7	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 B^1) 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.

TABLE 1—*continued*

(per head 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*)	150	5·7	3·7	4·8	0·7	0·6	17	1·6	1·3	9·1	—	—	0·18	14·5	0·12	7·2	1·9	13·8	15·9	32·7	—	—
Cabbages, brussels sprouts and cauliflower	7	0·3	0·6	0·8	—	—	13	1·2	0·2	1·7	46	1·0	0·02	1·5	0·02	1·0	0·1	0·7	4·6	9·5	—	—
Leafy salads	...	...	...	0·1	—	—	2	0·2	...	0·3	56	1·3	...	0·2	...	0·2	...	0·1	0·8	1·6	—	—
Fresh legumes including quick-frozen	4	0·2	0·4	0·5	—	—	2	0·2	0·1	1·0	18	0·4	0·02	1·9	0·01	0·6	0·1	0·5	0·6	1·3	—	—
Other fresh green vegetables	...	...	...	...	—	—	1	0·1	...	0·1	17	0·4	...	...	...	0·1	...	...	0·1	0·2	—	—
Carrots	2	0·1	0·1	0·1	—	—	5	0·5	0·1	0·4	606	13·7	...	0·4	...	0·2	0·1	0·5	0·5	1·0	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	3	0·3	...	0·2	1	...	...	0·2	...	0·2	0·1	0·4	0·7	1·5	—	—
Other vegetables	27	1·0	1·8	2·3	0·1	0·1	18	1·7	0·6	4·3	131	3·0	0·03	2·6	0·02	1·4	0·3	1·9	1·5	3·1	—	—
Total Vegetables	*192*	*7·2*	*6·7*	*8·8*	*0·8*	*0·6*	*61*	*5·9*	*2·4*	*17·0*	*875*	*19·8*	*0·27*	*21·3*	*0·19*	*10·8*	*2·5*	*17·9*	*24·8*	*50·9*	—	—
Oranges	3	0·1	0·1	0·1	—	—	4	0·4	...	0·2	9	0·2	0·01	0·5	...	0·2	...	0·2	5·0	10·2	—	—
Other citrus fruit	...	...	...	...	—	—	...	...	...	0·1	...	...	0·01	0·5	...	0·1	...	0·1	0·8	1·5	—	—
Apples and pears	11	0·4	0·1	0·1	—	—	1	0·1	0·1	0·8	3	0·1	0·01	0·6	0·01	0·4	0·1	0·7	1·1	2·3	—	—
Soft fruit	1	...	...	...	—	—	1	0·1	...	0·2	1	...	...	0·1	...	0·1	...	0·1	2·4	4·9	—	—
Bananas	6	0·2	0·1	0·1	—	—	...	...	...	0·2	2	...	...	0·3	...	0·2	0·1	0·4	0·8	1·6	—	—
Fresh tomatoes	2	0·1	0·2	0·2	—	—	2	0·2	0·1	0·4	161	3·6	0·01	0·6	0·01	0·3	0·1	0·4	4·0	8·3	—	—
Other fresh fruit	2	0·1	...	0·1	—	—	3	0·3	...	0·1	5	0·1	...	0·2	...	0·2	...	0·2	0·5	1·0	—	—
Other fruit (*e*)	29	1·1	0·2	0·3	0·3	0·3	6	0·6	0·3	2·0	48	1·1	0·01	0·5	0·01	0·6	0·1	0·6	2·5	5·2	—	—
Total Fruit	*54*	*2·0*	*0·8*	*1·0*	*0·3*	*0·3*	*17*	*1·6*	*0·6*	*4·0*	*229*	*5·2*	*0·04*	*3·3*	*0·04*	*2·0*	*0·4*	*2·8*	*17·1*	*35·0*	—	—
White bread	381	14·4	12·7	16·6	1·6	1·4	143	13·7	2·4	16·6	—	—	0·23	18·3	0·05	3·0	2·1	14·8	—	—	—	—
Other bread	59	2·2	2·1	2·8	0·3	0·3	21	2·0	0·6	3·8	—	—	0·05	3·8	0·02	0·9	0·5	3·9	—	—	—	—
Flour	93	3·5	2·6	3·4	0·3	0·2	34	3·3	0·5	3·6	—	—	0·06	4·8	0·01	0·6	0·4	3·2	—	—	—	—
Cakes and pastries	96	3·6	1·7	2·3	3·2	2·7	19	1·8	0·4	2·9	49	1·1	0·02	2·0	0·03	1·5	0·2	1·4	—	—	3	2·3
Biscuits	116	4·4	1·6	2·1	5·8	4·9	19	1·8	0·4	2·5	—	—	0·02	1·6	...	0·3	0·2	1·8	—	—	—	—
Other cereals	92	3·5	1·9	2·4	1·7	1·5	12	1·2	0·6	4·4	14	0·3	0·03	2·3	0·03	1·6	0·5	3·4	0·1	0·1	...	0·4
Total Cereals	*837*	*31·6*	*22·6*	*29·5*	*12·9*	*11·0*	*248*	*23·8*	*4·8*	*33·8*	*63*	*1·4*	*0·42*	*32·7*	*0·14*	*7·8*	*4·0*	*28·5*	*0·1*	*0·1*	*3*	*2·7*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·10	6·0	—	—	—	—	—	—
Other beverages	9	0·3	0·4	0·5	0·2	0·2	4	0·4	0·2	1·2	3	0·1	...	0·2	0·01	0·5	...	0·2	—	—	—	—
Total Beverages	*9*	*0·3*	*0·4*	*0·5*	*0·2*	*0·2*	*4*	*0·4*	*0·2*	*1·2*	*3*	*0·1*	...	*0·2*	*0·11*	*6·5*	...	*0·2*	—	—	—	—
Other foods (*f*)	29	1·1	0·8	1·0	0·6	0·5	11	1·1	0·3	1·8	53	1·2	0·01	0·8	0·02	1·3	0·5	3·3	0·9	1·8	2	1·3
Total All Foods	*2,651*	*100*	*76·4*	*100*	*117·5*	*100*	*1,042*	*100*	*14·3*	*100*	*4,417*	*100*	*1·28*	*100*	*1·75*	*100*	*14·0*	*100*	*48·7*	*100*	*127*	*100*

(*d*) Including chips and crisps.
(*e*) Including welfare orange juice.
(*f*) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).

TABLE 2

Energy Value and Nutrient Content of Domestic Food Consumption (a)—Class A (b), 1963

(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (c)		Riboflavin		Nicotinic acid		Vitamin C (c)		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	301	11·3	15·5	19·7	17·1	13·8	569	50·9	0·5	3·3	532	10·9	0·18	13·8	0·72	38·3	0·5	3·4	4·9	8·3	5	3·8
Dried milk	6	0·2	0·3	0·4	0·3	0·2	9	0·8	...	0·1	12	0·2	...	0·2	0·01	0·6	...	0·1	0·1	0·2	4	2·9
Other milk and cream	17	0·6	0·6	0·7	1·2	1·0	21	1·9	...	0·1	50	1·0	...	0·3	0·02	1·3	...	0·1	0·2	0·3	1	0·8
Cheese	60	2·3	3·7	4·7	5·1	4·1	118	10·6	0·1	0·6	191	3·9	...	0·2	0·07	3·8	...	0·3	—	—	2	1·7
Total Milk, Cream and Cheese	*384*	*14·4*	*20·0*	*25·4*	*23·7*	*19·1*	*717*	*64·2*	*0·6*	*4·1*	*785*	*16·1*	*0·19*	*14·6*	*0·83*	*44·1*	*0·6*	*3·9*	*5·2*	*8·8*	*12*	*9·2*
Beef and veal	100	3·8	7·1	9·0	8·0	6·4	4	0·4	1·7	11·4	22	0·5	0·03	2·2	0·10	5·5	1·9	13·3	—	—	—	—
Mutton and lamb	70	2·6	3·5	4·4	6·2	5·0	3	0·3	0·5	3·2	12	0·2	0·03	2·5	0·04	2·2	1·0	6·6	—	—	—	—
Pork	37	1·4	1·2	1·6	3·6	2·9	1	0·1	0·1	0·7	—	—	0·06	4·6	0·02	0·9	0·3	2·3	—	—	—	—
Bacon	95	3·6	2·4	3·0	9·5	7·6	3	0·3	0·2	1·5	—	—	0·11	8·4	0·02	1·2	0·5	3·4	—	—	—	—
Liver	5	0·2	0·6	0·8	0·3	0·2	—	—	0·5	3·5	987	20·3	0·01	1·0	0·11	6·1	0·5	3·5	0·6	1·0	1	0·9
Poultry	15	0·6	2·0	2·5	0·8	0·6	1	0·1	0·4	2·8	—	—	0·01	1·1	0·01	0·6	0·9	6·1	—	—	—	—
Sausages	51	1·9	1·4	1·7	4·2	3·3	4	0·4	0·2	1·1	1	...	0·04	3·0	0·01	0·7	0·3	2·0	—	—	—	—
Other meat	66	2·5	3·6	4·6	5·3	4·2	6	0·5	0·8	5·2	33	0·7	0·05	3·6	0·05	2·5	0·8	5·2	0·1	0·1	—	—
Total Meat	*439*	*16·5*	*21·8*	*27·7*	*37·7*	*30·3*	*22*	*2·0*	*4·3*	*29·3*	*1,055*	*21·7*	*0·34*	*26·5*	*0·37*	*19·7*	*6·2*	*42·5*	*0·6*	*1·1*	*1*	*0·9*
Fat fish (d)	9	0·3	1·0	1·3	0·6	0·5	11	1·0	0·1	0·6	19	0·4	...	0·3	0·02	1·0	0·3	1·8	—	—	37	28·6
Other fish	15	0·6	2·6	3·3	0·4	0·3	7	0·6	0·2	1·5	—	—	0·01	0·5	0·02	0·9	0·3	1·9	—	—	—	—
Total Fish	*24*	*0·9*	*3·7*	*4·7*	*1·0*	*0·8*	*18*	*1·6*	*0·3*	*2·1*	*19*	*0·4*	*0·01*	*0·8*	*0·04*	*1·9*	*0·5*	*3·7*	—	—	*37*	*28·6*
Eggs	58	2·2	4·4	5·6	4·5	3·6	24	2·1	1·1	7·4	374	7·7	0·05	3·7	0·16	8·8	...	0·3	—	—	22	17·2
Butter	210	7·9	0·1	0·1	23·3	18·7	4	0·4	...	0·2	844	17·4	—	—	—	—	—	—	—	—	17	12·9
Margarine	86	3·2	—	—	9·6	7·7	...	...	...	0·2	336	6·9	—	—	—	—	—	—	—	—	36	27·3
Other fats	92	3·5	0·2	0·2	10·0	8·0	...	...	...	0·1	5	0·1	...	0·1	...	0·1	0·1	0·8	—	—	...	0·2
Total Fats	*388*	*14·6*	*0·3*	*0·4*	*42·8*	*34·5*	*4*	*0·4*	*0·1*	*0·5*	*1,185*	*24·4*	...	*0·1*	...	*0·1*	*0·1*	*0·8*	—	—	*53*	*40·4*
Sugar and preserves	318	12·0	...	...	...	...	4	0·4	0·2	1·0	...	...	...	...	...	0·1	...	0·1	0·7	1·2	—	—

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
(b) See Glossary (Appendix E).
(c) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B^1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
(d) Includes canned salmon and other canned fish.

TABLE 2—*continued*

(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (*c*)		Riboflavin		Nicotinic acid		Vitamin C (*c*)		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 (*e*)	128	4·8	3·1	4·0	0·6	0·4	14	1·3	1·2	7·8	—	—	0·16	12·5	0·11	5·9	1·7	11·7	13·8	23·4	—	—
Cabbages, brussels sprouts and cauliflower	7	0·3	0·6	0·8	—	—	13	1·2	0·2	1·6	42	0·9	0·02	1·5	0·02	0·9	0·1	0·8	4·6	7·9	—	—
Leafy salads	...	...	0·1	0·1	—	—	3	0·3	0·1	0·4	76	1·6	...	0·3	...	0·2	...	0·2	1·1	1·8	—	—
Fresh legumes including quick-frozen	6	0·2	0·6	0·7	—	—	3	0·3	0·2	1·4	24	0·5	0·04	2·7	0·02	0·8	0·1	0·7	0·9	1·5	—	—
Other fresh green vegetables	...	...	...	...	—	—	1	0·1	...	0·3	40	0·8	...	0·1	...	0·1	...	...	0·2	0·4	—	—
Carrots	2	0·1	0·1	0·1	—	—	5	0·4	0·1	0·5	696	14·3	0·01	0·5	...	0·2	0·1	0·6	0·6	1·0	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	4	0·4	...	0·3	1	...	...	0·2	...	0·2	0·1	0·4	0·7	1·3	—	—
Other vegetables	23	0·9	1·4	1·8	—	—	18	1·6	0·5	3·6	140	2·9	0·03	2·2	0·02	1·2	0·2	1·7	1·6	2·7	—	—
Total Vegetables	*168*	*6·3*	*6·1*	*7·7*	*0·6*	*0·5*	*61*	*5·5*	*2·3*	*15·8*	*1,019*	*20·9*	*0·26*	*19·9*	*0·18*	*9·5*	*2·3*	*15·9*	*23·5*	*39·8*	—	—
Oranges	5	0·2	0·1	0·2	—	—	6	0·5	...	0·3	14	0·3	0·01	0·8	0·01	0·3	0·1	0·4	7·9	13·3	—	—
Other citrus fruit	1	...	...	...	—	—	1	0·1	...	0·1	1	...	0·02	1·3	...	0·1	...	0·1	1·7	3·0	—	—
Apples and pears	16	0·6	0·2	0·2	—	—	2	0·2	0·2	1·1	4	0·1	0·01	0·9	0·01	0·6	0·1	1·0	1·6	2·7	—	—
Soft fruit	3	0·1	0·1	0·1	—	—	2	0·2	0·1	0·4	2	...	...	0·2	...	0·2	...	0·3	5·0	8·5	—	—
Bananas	8	0·3	0·1	0·2	—	—	1	0·1	...	0·3	4	0·1	...	0·4	...	0·2	0·1	0·6	1·1	1·9	—	—
Fresh tomatoes	3	0·1	0·2	0·3	—	—	3	0·3	0·1	0·5	192	3·9	0·01	0·8	0·01	0·4	0·1	0·5	4·8	8·1	—	—
Other fresh fruit	3	0·1	0·1	0·1	—	—	7	0·6	...	0·3	11	0·2	...	0·2	...	0·3	0·1	0·5	1·0	1·7	—	—
Other fruit (*f*)	40	1·5	0·3	0·4	0·5	0·4	7	0·6	0·4	2·8	57	1·2	0·01	0·7	0·02	0·8	0·1	0·8	4·5	7·7	—	—
Total Fruit	*79*	*3·0*	*1·1*	*1·4*	*0·5*	*0·4*	*29*	*2·6*	*0·9*	*5·8*	*285*	*5·9*	*0·07*	*5·3*	*0·05*	*2·8*	*0·6*	*4·1*	*27·6*	*46·9*	—	—
White bread	286	10·8	9·6	12·1	1·2	1·0	108	9·7	1·8	11·8	—	—	0·17	13·0	0·03	1·8	1·5	10·4	—	—	—	—
Other bread	70	2·6	2·5	3·1	0·4	0·3	25	2·2	0·7	4·7	—	—	0·06	4·6	0·02	0·9	0·6	4·5	—	—	—	—
Flour	94	3·5	2·7	3·4	0·3	0·2	36	3·2	0·6	3·9	—	—	0·06	4·5	0·01	0·6	0·4	3·1	—	—	—	—
Cakes and pastries	86	3·2	1·5	2·0	2·9	2·3	18	1·6	0·4	2·4	45	0·9	0·02	1·7	0·02	1·3	0·2	1·2	—	—	3	2·1
Biscuits	118	4·4	1·6	2·1	5·8	4·7	20	1·8	0·4	2·7	—	—	0·02	1·7	...	0·3	0·3	1·8	—	—	—	—
Other cereals	98	3·7	2·0	2·5	1·7	1·4	12	1·1	0·7	4·7	13	0·3	0·03	2·2	0·03	1·5	0·5	3·7	...	0·1	...	0·3
Total Cereals	*752*	*28·3*	*19·9*	*25·3*	*12·3*	*9·9*	*219*	*19·6*	*4·5*	*30·2*	*58*	*1·2*	*0·36*	*27·6*	*0·12*	*6·2*	*3·6*	*24·7*	...	*0·1*	*3*	*2·4*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·09	4·9	—	—	—	—	—	—
Other beverages	9	0·3	0·5	0·6	0·3	0·3	5	0·4	0·2	1·6	4	0·1	...	0·4	0·01	0·6	...	0·1	—	—	—	—
Total Beverages	*9*	*0·3*	*0·5*	*0·6*	*0·3*	*0·3*	*5*	*0·4*	*0·2*	*1·6*	*4*	*0·1*	...	*0·4*	*0·10*	*5·5*	...	*0·1*	—	—	—	—
Other foods (*g*)	39	1·5	1·0	1·2	0·9	0·7	14	1·3	0·3	2·2	80	1·6	0·02	1·2	0·03	1·4	0·6	3·8	1·2	2·1	2	1·4
Total All Foods	*2,658*	*100*	*78·7*	*100*	*124·4*	*100*	*1,117*	*100*	*14·8*	*100*	*4,864*	*100*	*1·30*	*100*	*1·87*	*100*	*14·5*	*100*	*58·9*	*100*	*131*	*100*

(*e*) Including chips and crisps.
(*f*) Including welfare orange juice.
(*g*) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).

TABLE 3

Energy Value and Nutrient Content of Domestic Food Consumption (a)—Class D1 (b)

(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (c)		Riboflavin		Nicotinic acid		Vitamin C (c)		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	232	8·9	11·9	15·9	13·2	11·9	438	44·8	0·4	2·6	407	10·7	0·14	11·3	0·55	34·5	0·4	2·7	3·8	8·6	4	3·0
Dried milk	4	0·2	0·2	0·2	0·2	0·2	6	0·6	...	...	7	0·2	...	0·2	0·01	0·5	...	...	0·1	0·2	2	1·9
Other milk and cream	14	0·5	0·6	0·8	0·8	0·7	21	2·1	...	0·1	33	0·9	...	0·3	0·03	1·7	...	0·1	0·2	0·4	...	0·4
Cheese	48	1·8	2·9	3·9	4·1	3·7	95	9·7	0·1	0·5	152	4·0	...	0·2	0·06	3·6	...	0·3	—	—	2	1·5
Total Milk, Cream and Cheese	*298*	*11·4*	*15·6*	*20·8*	*18·2*	*16·4*	*560*	*57·3*	*0·5*	*3·2*	*599*	*15·7*	*0·15*	*12·0*	*0·64*	*40·4*	*0·4*	*3·2*	*4·0*	*9·1*	*8*	*6·8*
Beef and veal	90	3·4	6·4	8·5	7·2	6·5	4	0·4	1·5	10·6	19	0·5	0·03	2·1	0·09	5·9	1·7	12·9	—	—	—	—
Mutton and lamb	60	2·3	3·0	4·0	5·3	4·8	2	0·2	0·4	2·9	10	0·3	0·03	2·3	0·04	2·3	0·8	6·2	—	—	—	—
Pork	27	1·0	0·9	1·2	2·6	2·3	1	0·1	0·1	0·5	—	—	0·04	3·4	0·01	0·7	0·2	1·8	—	—	—	—
Bacon	80	3·1	2·0	2·7	8·0	7·2	2	0·2	0·2	1·3	—	—	0·09	7·5	0·02	1·2	0·4	3·0	—	—	—	—
Liver	4	0·2	0·5	0·6	0·2	0·2	—	—	0·4	2·8	748	19·6	0·10	0·8	0·09	5·4	0·4	2·9	0·4	1·0	1	0·7
Poultry	8	0·3	1·0	1·4	0·4	0·4	...	...	0·2	1·5	—	—	0·01	0·7	0·01	0·4	0·5	3·4	—	—	—	—
Sausages	44	1·7	1·3	1·8	3·4	3·0	...	0·4	0·2	1·5	2	0·1	0·03	2·3	0·01	0·8	0·3	2·1	—	—	—	—
Other meat	77	2·9	4·2	5·5	5·8	5·2	6	0·6	0·9	6·1	29	0·8	0·05	3·8	0·04	2·8	0·8	5·6	...	0·1	—	—
Total Meat	*390*	*14·9*	*19·2*	*25·6*	*32·8*	*29·6*	*19*	*1·9*	*3·8*	*27·1*	*808*	*21·2*	*0·28*	*23·0*	*0·31*	*19·3*	*5·1*	*37·8*	*0·5*	*1·1*	*1*	*0·7*
Fat fish (d)	9	0·3	0·9	1·2	0·5	0·5	11	1·1	0·1	0·7	14	0·4	...	0·1	0·01	0·9	0·2	1·7	—	—	32	26·5
Other fish	20	0·8	2·9	3·9	0·7	0·6	7	0·7	0·2	1·5	—	—	0·01	0·7	0·02	1·1	0·3	2·2	—	—	—	—
Total Fish	*29*	*1·1*	*3·8*	*5·1*	*1·2*	*1·1*	*18*	*1·8*	*0·3*	*2·2*	*14*	*0·4*	*0·01*	*0·8*	*0·03*	*2·0*	*0·5*	*3·9*	—	—	*32*	*26·5*
Eggs	47	1·8	3·6	4·7	3·6	3·3	19	1·9	0·9	6·2	301	7·9	0·04	3·2	0·13	8·3	...	0·2	—	—	18	14·8
Butter	157	6·0	0·1	0·1	17·4	15·7	3	0·3	...	0·1	632	16·6	—	—	—	—	—	—	—	—	13	10·3
Margarine	107	4·1	—	—	11·9	10·7	1	0·1	...	0·3	416	10·9	—	—	—	—	—	—	—	—	44	36·2
Other fats	92	3·5	...	0·1	10·1	9·1	—	—	...	0·1	3	0·1	...	...	...	...	...	0·1	—	—	...	0·2
Total Fats	*356*	*13·6*	*0·1*	*0·1*	*39·4*	*35·5*	*4*	*0·4*	*0·1*	*0·5*	*1,051*	*27·6*	...	...	...	...	...	*0·1*	—	—	*57*	*46·8*
Sugar and preserves	333	12·7	...	...	...	...	4	0·4	0·1	0·9	1	...	...	...	...	0·1	...	0·1	0·7	1·6	—	—
Potatoes (e)	153	5·8	3·8	5·0	0·9	0·8	17	1·7	1·4	9·7	—	—	0·19	15·5	0·13	8·0	2·0	14·5	16·6	37·8	—	—

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
(b) See Glossary (Appendix E).
(c) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B^1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
(d) Includes canned salmon and other canned fish.
(e) Including chips and crisps.

TABLE 3—*continued*
(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (*c*)		Riboflavin		Nicotinic acid		Vitamin C (*c*)		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
Cabbages, brussels sprouts and cauliflower	6	0·2	0·4	0·6	—	—	11	1·1	0·2	1·3	41	1·1	0·02	1·2	0·01	0·8	0·1	0·5	3·6	8·3	—	—
Leafy salads	...	...	...	0·1	—	—	2	0·2	...	0·3	52	1·4	...	0·2	...	0·1	...	0·1	0·7	1·6	—	—
Fresh legumes including quick-frozen	2	0·1	0·3	0·4	—	—	1	0·1	0·1	0·7	12	0·3	0·02	1·3	0·01	0·4	...	0·4	0·5	1·0	—	—
Other fresh green vegetables	...	...	...	...	—	—	...	...	...	...	4	0·1	...	...	...	...	...	...	...	...	—	—
Carrots	2	0·1	0·1	0·1	—	—	4	0·4	...	0·4	476	12·5	...	0·3	...	0·2	...	0·4	0·4	0·9	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	4	0·4	...	0·3	1	...	...	0·2	...	0·3	0·1	0·4	0·8	1·9	—	—
Other vegetables	30	1·1	2·0	2·7	...	...	17	1·7	0·7	4·9	131	3·4	0·04	3·0	0·03	1·7	0·3	2·1	1·5	3·4	—	—
Total Vegetables	*195*	*7·4*	*6·7*	*9·0*	*0·9*	*0·8*	*56*	*5·7*	*2·5*	*17·5*	*717*	*18·8*	*0·27*	*21·8*	*0·18*	*11·4*	*2·5*	*18·4*	*24·1*	*55·0*	—	—
Oranges	2	0·1	0·1	0·1	—	—	3	0·3	...	0·1	7	0·2	...	0·4	...	0·2	...	0·2	3·9	8·8	—	—
Other citrus fruit	...	...	...	...	—	—	...	...	...	0·1	...	...	...	0·4	...	0·1	...	0·1	0·6	1·3	—	—
Apples and pears	10	0·4	0·1	0·1	—	—	1	0·1	0·1	0·7	2	0·1	0·01	0·6	0·01	0·4	0·1	0·7	1·0	2·2	—	—
Soft fruit	1	...	...	...	—	—	1	0·1	...	0·1	1	...	...	0·1	...	0·1	...	0·1	1·9	4·4	—	—
Bananas	6	0·2	0·1	0·1	—	—	...	...	...	0·1	3	0·1	...	0·2	...	0·1	...	0·4	0·7	1·6	—	—
Fresh tomatoes	2	0·1	0·2	0·2	—	—	2	0·2	0·1	0·4	141	3·7	0·01	0·6	...	0·3	...	0·4	3·5	8·0	—	—
Other fresh fruit	1	...	...	...	—	—	2	0·2	...	...	2	0·1	...	...	...	0·1	...	0·1	0·3	0·7	—	—
Other fruit (*f*)	18	0·7	0·2	0·2	0·2	0·2	3	0·3	0·2	1·5	36	0·9	...	0·3	0·01	0·4	...	0·3	1·6	3·6	—	—
Total Fruit	*40*	*1·5*	*0·6*	*0·8*	*0·2*	*0·2*	*12*	*1·2*	*0·4*	*3·1*	*192*	*5·0*	*0·03*	*2·6*	*0·02*	*1·6*	*0·3*	*2·2*	*13·4*	*30·6*	—	—
White bread	422	16·1	14·1	18·7	1·8	1·6	158	16·2	2·6	18·2	—	—	0·25	20·1	0·05	2·9	2·2	16·5	—	—	—	—
Other bread	70	2·7	2·4	3·2	0·4	0·3	26	2·7	0·6	4·4	—	—	0·05	4·4	0·01	0·9	0·6	4·3	—	—	—	—
Flour	82	3·1	2·3	3·1	0·2	0·2	32	3·3	0·5	3·5	—	—	0·05	4·2	0·01	0·6	0·4	2·9	—	—	—	—
Cakes and pastries	108	4·1	1·9	2·6	3·6	3·2	22	2·2	0·5	3·2	54	1·4	0·03	2·4	0·03	1·8	0·2	1·8	—	—	3	2·6
Biscuits	119	4·5	1·6	2·1	5·9	5·3	20	2·0	0·4	2·6	—	—	0·02	1·8	...	0·3	0·3	1·9	—	—	—	—
Other cereals	94	3·6	1·9	2·6	2·0	1·8	14	1·4	0·6	4·4	16	0·4	0·03	2·6	0·03	1·9	0·4	3·3	0·1	0·2	...	0·4
Total Cereals	*895*	*34·1*	*24·2*	*32·3*	*13·8*	*12·5*	*272*	*27·8*	*5·2*	*36·4*	*70*	*1·8*	*0·43*	*35·5*	*0·13*	*8·4*	*4·2*	*30·7*	*0·1*	*0·2*	*4*	*3·0*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·11	6·9	—	—	—	—	—	—
Other beverages	10	0·4	0·4	0·5	0·2	0·2	5	0·5	0·2	1·1	3	0·1	...	0·3	0·01	0·5	...	0·3	—	—	—	—
Total Beverages	*10*	*0·4*	*0·4*	*0·5*	*0·2*	*0·2*	*5*	*0·5*	*0·2*	*1·1*	*3*	*0·1*	...	*0·3*	*0·12*	*7·4*	...	*0·3*	—	—	—	—
Other foods (*g*)	28	1·1	0·7	1·0	0·6	0·5	9	0·9	0·2	1·8	57	1·5	0·01	0·7	0·02	1·2	0·4	3·0	1·0	2·3	2	1·3
Total All Foods	*2,621*	*100*	*75·1*	*100*	*111·0*	*100*	*978*	*100*	*14·2*	*100*	*3,813*	*100*	*1·22*	*100*	*1·60*	*100*	*13·5*	*100*	*43·8*	*100*	*122*	*100*

TABLE 4

Energy Value and Nutrient Content of Domestic Food Consumption (a)—London, 1963

(per head 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	286	10·9	14·7	18·7	16·2	13·5	541	50·4	0·5	3·2	505	10·4	0·17	13·0	0·68	35·9	0·5	3·2	4·6	8·3	5	4·0
Dried milk	5	0·2	0·3	0·4	0·3	0·2	10	0·9	...	0·1	12	0·2	...	0·2	0·01	0·6	...	0·1	0·1	0·2	4	3·2
Other milk and cream	16	0·6	0·6	0·8	1·1	0·9	22	2·0	...	0·1	44	0·9	...	0·4	0·03	1·5	...	0·1	0·2	0·3	1	0·7
Cheese	59	2·3	3·6	4·6	5·0	4·2	118	11·0	0·1	0·6	189	3·9	...	0·2	0·07	3·8	...	0·3	—	—	2	1·9
Total Milk, Cream and Cheese	*366*	*14·0*	*19·2*	*24·5*	*22·5*	*18·7*	*691*	*64·3*	*0·6*	*4·0*	*750*	*15·4*	*0·18*	*13·8*	*0·79*	*41·8*	*0·6*	*3·7*	*4·9*	*8·8*	*11*	*9·7*
Beef and veal	93	3·6	6·6	8·4	7·4	6·2	4	0·4	1·6	10·7	20	0·4	0·03	2·1	0·10	5·1	1·8	12·1	—	—	—	—
Mutton and lamb	96	3·7	4·8	6·2	8·6	7·2	4	0·4	0·7	4·5	16	0·3	0·05	3·5	0·06	3·1	1·3	9·0	—	—	—	—
Pork	43	1·6	1·4	1·8	4·2	3·5	2	0·2	0·1	0·8	—	—	0·07	5·2	0·02	0·9	0·4	2·7	—	—	—	—
Bacon	85	3·2	2·1	2·7	8·5	7·1	2	0·2	0·2	1·4	—	—	0·10	7·6	0·02	1·1	0·4	3·0	—	—	—	—
Liver	8	0·3	0·9	1·1	0·4	0·4	1	0·1	0·7	5·1	1,400	28·8	0·02	1·4	0·16	8·5	0·7	4·8	0·8	1·5	2	1·4
Poultry	14	0·5	1·8	2·3	0·7	0·6	1	0·1	0·4	2·5	—	—	0·01	1·0	0·01	0·5	0·8	5·5	—	—	—	—
Sausages	53	2·0	1·4	1·8	4·3	3·6	3	0·3	0·2	1·2	1	...	0·04	3·2	0·01	0·6	0·3	2·1	—	—	—	—
Other meat	60	2·3	3·3	4·2	4·6	3·9	4	0·4	0·7	4·7	24	0·5	0·04	3·5	0·04	2·3	0·7	4·6	0·1	0·1	—	—
Total Meat	*452*	*17·3*	*22·4*	*28·6*	*38·8*	*32·3*	*21*	*2·0*	*4·5*	*30·9*	*1,461*	*30·0*	*0·36*	*27·4*	*0·42*	*22·2*	*6·5*	*43·8*	*0·9*	*1·6*	*2*	*1·4*
Fat fish (c)	7	0·3	0·9	1·1	0·5	0·4	9	0·8	0·1	0·5	12	0·2	...	0·2	0·01	0·7	0·2	1·5	—	—	32	27·6
Other fish	18	0·7	2·8	3·5	0·6	0·5	8	0·7	0·2	1·3	—	—	0·01	0·5	0·02	1·0	0·3	2·0	—	—	—	—
Total Fish	*25*	*1·0*	*3·6*	*4·7*	*1·1*	*0·9*	*17*	*1·6*	*0·3*	*1·8*	*12*	*0·2*	*0·01*	*0·8*	*0·03*	*1·7*	*0·5*	*3·4*	—	—	*32*	*27·6*
Eggs	54	2·1	4·1	5·2	4·2	3·5	22	2·0	1·0	7·0	347	7·1	0·04	3·4	0·15	8·1	...	0·3	—	—	21	17·7
Butter	198	7·6	0·1	0·1	22·0	18·3	4	0·4	...	0·2	798	16·4	—	—	—	—	—	—	—	—	16	13·6
Margarine	75	2·9	—	—	8·3	6·9	—	—	...	0·2	292	6·0	—	—	—	—	—	—	—	—	31	26·3
Other fats	92	3·5	0·2	0·2	10·2	8·4	...	...	...	0·1	5	0·1	...	0·1	...	0·1	0·1	0·6	—	—	...	0·2
Total Fats	*365*	*13·9*	*0·2*	*0·3*	*40·4*	*33·6*	*4*	*0·4*	*0·1*	*0·5*	*1,095*	*22·5*	...	*0·1*	...	*0·1*	*0·1*	*0·6*	—	—	*47*	*40·1*
Sugar and Preserves	320	12·2	...	...	...	...	4	0·4	0·1	0·8	2	...	...	...	...	0·1	...	0·1	0·7	1·2	—	—
Potatoes (d)	145	5·5	3·6	4·7	0·5	0·4	15	1·4	1·3	9·0	—	—	0·19	14·4	0·13	6·8	1·9	13·0	16·3	29·1	—	—

(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.

(d) Including chips and crisps.

TABLE 4—*continued*

(per head 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
Cabbages, brussels sprouts and cauliflower	9	0·3	0·8	1·0	—	—	17	1·6	0·3	2·3	69	1·4	0·02	1·9	0·02	1·2	0·1	0·9	6·2	11·1	—	—
Leafy salads	...	...	0·1	0·1	—	—	2	0·2	...	0·3	62	1·3	...	0·2	...	0·2	...	0·2	0·9	1·6	—	—
Fresh legumes including quick-frozen	7	0·3	0·7	0·9	—	—	3	0·3	0·2	1·7	27	0·6	0·04	3·3	0·02	0·9	0·1	0·7	1·1	1·9	—	—
Other fresh green vegetables	...	...	...	...	—	—	1	0·1	...	0·2	33	0·7	...	0·1	...	0·1	...	...	0·2	0·3	—	—
Carrots	2	0·1	0·1	0·1	—	—	4	0·4	...	0·3	515	10·6	...	0·3	...	0·2	0·1	0·4	0·4	0·7	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	4	0·4	...	0·3	1	...	...	0·2	...	0·2	0·1	0·4	0·7	1·2	—	—
Other vegetables	23	0·9	1·5	1·9	...	...	16	1·5	0·6	3·9	124	2·5	0·03	2·0	0·02	1·1	0·2	1·6	1·6	2·8	—	—
Total Vegetables	*188*	*7·2*	*6·8*	*8·7*	*0·5*	*0·4*	*62*	*5·8*	*2·6*	*18·0*	*831*	*17·1*	*0·29*	*22·4*	*0·20*	*10·5*	*2·6*	*17·2*	*27·4*	*48·8*	—	—
Oranges	4	0·2	0·1	0·1	—	—	5	0·5	...	0·2	11	0·2	0·01	0·6	...	0·2	...	0·3	6·0	10·7	—	—
Other citrus fruit	1	...	...	...	—	—	1	0·1	...	0·1	1	...	0·01	0·8	...	0·1	...	0·1	1·0	1·8	—	—
Apples and pears	14	0·5	0·1	0·2	—	—	1	0·1	0·1	1·0	4	0·1	0·01	0·8	0·01	0·5	0·1	0·9	1·4	2·6	—	—
Soft fruit	2	0·1	...	0·1	—	—	2	0·2	...	0·3	2	...	...	0·2	...	0·1	...	0·1	3·4	6·1	—	—
Bananas	8	0·3	0·1	0·1	—	—	...	...	...	0·3	3	0·1	...	0·3	...	0·2	0·1	0·4	0·9	1·7	—	—
Fresh tomatoes	3	0·1	0·2	0·3	—	—	3	0·3	0·1	0·5	199	4·1	0·01	0·8	0·01	0·4	0·1	0·5	5·0	8·9	—	—
Other fresh fruit	2	0·1	0·1	0·1	—	—	4	0·4	...	0·3	8	0·2	...	0·2	...	0·2	0·1	0·4	0·7	1·3	—	—
Other fruit (*e*)	30	1·1	0·2	0·3	0·2	0·2	4	0·4	0·3	2·3	43	0·9	0·01	0·5	0·01	0·5	0·1	0·5	3·0	5·4	—	—
Total Fruit	*64*	*2·4*	*0·9*	*1·1*	*0·2*	*0·2*	*20*	*1·9*	*0·7*	*4·9*	*271*	*5·6*	*0·05*	*4·0*	*0·04*	*2·2*	*0·5*	*3·1*	*21·5*	*38·4*	—	—
White bread	339	12·9	11·3	14·4	1·4	1·2	127	11·8	2·1	14·2	—	—	0·20	15·3	0·04	2·0	1·8	12·0	—	—	—	—
Other bread	54	2·1	1·9	2·4	0·3	0·2	18	1·7	0·5	3·6	—	—	0·04	3·5	0·01	0·6	0·5	3·4	—	—	—	—
Flour	78	3·0	2·2	2·8	0·2	0·2	30	2·8	0·5	3·2	—	—	0·05	3·7	0·01	0·5	0·4	2·5	—	—	—	—
Cakes and pastries	72	2·7	1·2	1·6	2·4	2·0	13	1·2	0·3	2·1	42	0·9	0·02	1·3	0·02	1·1	0·1	0·9	—	—	2	2·1
Biscuits	114	4·4	1·5	1·9	5·7	4·7	19	1·8	0·3	2·1	—	—	0·02	1·6	...	0·2	0·2	1·6	—	—	—	—
Other cereals	91	3·5	1·8	2·3	1·4	1·2	11	1·0	0·6	4·0	10	0·2	0·02	1·8	0·03	1·4	0·5	3·4	...	0·1	...	0·3
Total Cereals	*748*	*28·6*	*19·9*	*25·4*	*11·5*	*9·6*	*218*	*20·3*	*4·3*	*29·3*	*52*	*1·1*	*0·35*	*27·1*	*0·11*	*5·8*	*3·5*	*23·8*	...	*0·1*	*3*	*2·5*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·11	6·0	—	—	—	—	—	—
Other beverages	9	0·3	0·4	0·5	0·2	0·2	4	0·4	0·2	1·2	3	0·1	...	0·3	0·01	0·4	...	0·1	—	—	—	—
Total Beverages	*9*	*0·3*	*0·4*	*0·5*	*0·2*	*0·2*	*4*	*0·4*	*0·2*	*1·2*	*3*	*0·1*	...	*0·3*	*0·12*	*6·4*	...	*0·1*	—	—	—	—
Other foods (*f*)	28	1·1	0·7	0·9	0·7	0·5	11	1·0	0·2	1·6	41	0·8	0·01	0·7	0·02	1·3	0·6	3·8	0·6	1·1	1	1·0
Total All Foods	*2,619*	*100*	*78·4*	*100*	*120·2*	*100*	*1,074*	*100*	*14·6*	*100*	*4,865*	*100*	*1·30*	*100*	*1·90*	*100*	*14·8*	*100*	*56·1*	*100*	*117*	*100*

(*e*) Including welfare orange juice.

(*f*) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).

TABLE 5

Energy Value and Nutrient Content of Domestic Food Consumption (a)—Scotland, 1963

(per head 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	260	10·1	13·3	17·7	14·7	14·2	490	48·7	0·4	2·8	460	12·2	0·16	12·9	0·62	38·0	0·4	3·1	4·2	9·3	4	3·8
Dried milk	4	0·2	0·3	0·3	0·2	0·2	8	0·8	—	—	10	0·3	—	0·2	0·01	0·7	—	—	0·1	0·3	3	3·0
Other milk and cream	7	0·3	0·3	0·4	0·5	0·5	10	1·0	—	0·1	19	0·5	—	0·2	0·01	0·7	—	0·1	0·1	0·2	—	0·3
Cheese	39	1·5	2·4	3·2	3·4	3·2	78	7·8	0·1	0·4	127	3·4	—	0·2	0·05	3·0	—	0·3	—	—	1	1·2
Total Milk, Cream and Cheese	*310*	*12·0*	*16·2*	*21·6*	*18·8*	*18·2*	*586*	*58·3*	*0·5*	*3·3*	*616*	*16·3*	*0·16*	*13·4*	*0·69*	*42·4*	*0·5*	*3·5*	*4·4*	*9·7*	*9*	*8·3*
Beef and veal	104	4·0	7·3	9·7	8·3	8·0	5	0·5	1·7	11·9	22	0·6	0·03	2·5	0·11	6·7	2·0	15·2	—	—	—	—
Mutton and lamb	25	1·0	1·3	1·7	2·2	2·2	1	0·1	0·2	1·2	4	0·1	0·01	1·0	0·02	0·9	0·4	2·6	—	—	—	—
Pork	8	0·3	0·3	0·4	0·8	0·8	—	—	—	0·1	—	—	0·01	1·2	—	0·2	0·1	0·6	—	—	—	—
Bacon	58	2·3	1·5	1·9	5·8	5·6	2	0·2	0·1	1·0	—	—	0·07	5·5	0·01	0·9	0·3	2·3	—	—	—	—
Liver	4	0·2	0·4	0·6	0·2	0·2	—	—	0·3	2·3	650	17·2	0·01	0·7	0·08	4·6	0·3	2·6	0·4	0·9	1	0·7
Poultry	5	0·2	0·7	0·9	0·3	0·3	—	—	0·1	1·0	—	—	—	0·4	—	0·2	0·3	2·3	—	—	—	—
Sausages	55	2·1	1·9	2·5	4·0	3·8	5	0·5	0·3	2·2	4	0·1	0·03	2·2	0·02	1·2	0·4	3·1	—	—	—	—
Other meat	86	3·3	4·6	6·2	6·4	6·2	7	0·7	1·0	6·7	25	0·7	0·05	3·9	0·05	2·9	0·8	5·9	—	0·1	—	—
Total Meat	*345*	*13·4*	*17·9*	*23·8*	*27·9*	*27·5*	*20*	*2·0*	*3·9*	*26·3*	*705*	*18·7*	*0·21*	*17·3*	*0·29*	*17·7*	*4·6*	*34·6*	*0·4*	*0·9*	*1*	*0·7*
Fat fish (c)	5	0·2	0·6	0·7	0·3	0·3	6	0·6	0·1	0·4	10	0·3	—	0·2	0·01	0·6	0·2	1·1	—	—	21	18·6
Other fish	12	0·5	2·3	3·1	0·3	0·3	4	0·4	0·2	1·2	—	—	0·01	0·7	0·02	1·0	0·3	2·0	—	—	—	—
Total Fish	*17*	*0·7*	*2·9*	*3·9*	*0·6*	*0·6*	*10*	*1·0*	*0·2*	*1·6*	*10*	*0·3*	*0·01*	*0·8*	*0·03*	*1·6*	*0·4*	*3·1*	—	—	*21*	*18·6*
Eggs	51	2·0	3·8	5·1	3·9	3·8	21	2·1	1·0	6·5	325	8·6	0·04	3·5	0·14	8·8	—	0·2	—	—	20	17·2
Butter	142	5·5	0·1	0·1	15·8	15·3	3	0·3	—	0·1	573	15·2	—	—	—	—	—	—	—	—	12	10·1
Margarine	108	4·2	—	—	12·0	11·6	—	—	—	0·3	422	11·2	—	—	—	—	—	—	—	—	45	39·2
Other fats	61	2·4	—	0·1	6·8	6·5	—	—	—	—	3	0·1	—	—	—	—	—	0·2	—	—	1	0·5
Total Fats	*311*	*12·1*	*0·1*	*0·1*	*34·5*	*33·4*	*3*	*0·3*	*0·1*	*0·5*	*998*	*26·4*	—	—	—	—	—	*0·2*	—	—	*57*	*49·9*
Sugar and Preserves	312	12·1	—	0·1	—	—	4	0·4	0·2	1·2	1	—	—	—	—	0·1	—	0·2	0·8	1·8	—	—
Potatoes (d)	168	6·5	4·2	5·6	0·4	0·4	19	1·9	1·6	10·6	—	—	0·22	18·5	0·15	9·5	2·3	17·5	19·9	43·9	—	—

(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 B^1) 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.
(d) Including chips and crisps.

TABLE 5—*continued*

(per head 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
Cabbages, brussels sprouts and cauliflower	3	0·1	0·3	0·4	—	—	7	0·7	0·1	0·8	28	0·7	0·01	0·8	0·01	0·6	0·1	0·5	2·4	5·3	—	—
Leafy salads	—	—	—	—	—	—	1	0·1	—	0·1	26	0·7	—	0·1	—	0·1	—	0·1	0·4	0·8	—	—
Fresh legumes including quick-frozen	—	—	—	—	—	—	—	—	—	0·1	—	—	—	0·2	—	—	—	—	—	0·1	—	—
Other fresh green vegetables	—	—	—	—	—	—	—	—	—	—	2	0·1	—	—	—	—	—	—	—	—	—	—
Carrots	2	0·1	0·1	0·1	—	—	5	0·5	0·1	0·5	684	18·1	0·01	0·5	—	0·2	0·1	0·6	0·5	1·2	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	5	0·5	—	0·3	1	—	—	0·3	—	0·3	0·1	0·6	1·0	2·1	—	—
Other vegetables	37	1·4	2·6	3·4	0·1	0·1	20	2·0	0·8	5·6	82	2·2	0·04	3·7	0·03	2·0	0·3	2·5	1·4	3·1	—	—
Total Vegetables	*212*	*8·2*	*7·3*	*9·7*	*0·5*	*0·4*	*57*	*5·7*	*2·6*	*18·0*	*823*	*21·8*	*0·29*	*24·1*	*0·21*	*12·7*	*2·9*	*21·7*	*25·7*	*56·6*	—	—
Oranges	2	0·1	0·1	0·1	—	—	3	0·3	—	0·1	8	0·2	0·01	0·5	—	0·2	—	0·2	4·3	9·4	—	—
Other citrus fruit	—	—	—	—	—	—	—	—	—	—	—	—	—	0·3	—	—	—	—	0·4	0·9	—	—
Apples and pears	6	0·2	0·1	0·1	—	—	1	0·1	0·1	0·5	2	0·1	—	0·4	—	0·2	0·1	0·5	0·7	1·5	—	—
Soft fruit	1	—	—	—	—	—	—	—	—	0·1	—	—	—	—	—	0·1	—	0·1	1·3	3·0	—	—
Bananas	5	0·2	0·1	0·1	—	—	—	—	—	0·1	2	0·1	—	0·2	—	0·1	—	0·3	0·6	1·4	—	—
Fresh tomatoes	2	0·1	0·1	0·2	—	—	2	0·2	—	0·3	112	3·0	0·01	0·5	—	0·2	—	0·3	2·8	6·2	—	—
Other fresh fruit	—	—	—	—	—	—	3	0·3	—	0·1	2	0·1	—	—	—	0·1	—	0·2	0·4	0·9	—	—
Other fruit (*e*)	20	0·8	0·2	0·2	0·1	0·1	3	0·3	0·2	1·4	22	0·6	—	0·2	—	0·3	—	0·2	2·0	4·4	—	—
Total Fruit	*36*	*1·4*	*0·56*	*0·7*	*0·1*	*0·1*	*12*	*1·2*	*0·4*	*2·6*	*148*	*3·9*	*0·03*	*2·2*	*0·02*	*1·2*	*0·2*	*1·7*	*12·5*	*27·7*	—	—
White bread	402	15·6	13·4	17·8	1·7	1·6	151	15·0	2·5	16·8	—	—	0·23	19·5	0·04	2·7	2·1	16·1	—	—	—	—
Other bread	104	4·0	3·5	4·6	0·5	0·5	40	4·0	0·8	5·7	—	—	0·07	6·1	0·02	1·2	0·8	5·7	—	—	—	—
Flour	46	1·8	1·3	1·7	0·1	0·1	17	1·7	0·3	1·9	—	—	0·03	2·4	—	0·3	0·2	1·7	—	—	—	—
Cakes and pastries	128	5·0	2·4	3·2	4·1	4·0	29	2·9	0·5	3·7	52	1·4	0·04	3·2	0·03	1·8	0·3	2·5	—	—	3	2·7
Biscuits	146	5·7	2·1	2·8	7·2	6·9	26	2·6	0·5	3·6	—	—	0·03	2·2	—	0·3	0·3	2·3	—	—	—	—
Other cereals	120	4·7	2·5	3·3	2·6	2·5	16	1·6	0·8	5·7	21	0·6	0·05	4·3	0·04	2·3	0·5	3·5	0·1	0·2	1	0·5
Total Cereals	*946*	*36·7*	*25·2*	*33·5*	*16·2*	*15·6*	*279*	*27·7*	*5·5*	*37·4*	*73*	*1·9*	*0·45*	*37·6*	*0·14*	*8·7*	*4·2*	*31·8*	*0·1*	*0·2*	*4*	*3·3*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·09	5·3	—	—	—	—	—	—
Other beverages	3	0·1	0·2	0·2	0·2	0·2	1	0·1	0·1	0·6	—	—	—	—	—	0·1	—	0·1	—	—	—	—
Total Beverages	*3*	*0·1*	*0·2*	*0·2*	*0·2*	*0·2*	*1*	*0·1*	*0·1*	*0·6*	—	—	—	—	*0·09*	*5·4*	—	*0·1*	—	—	—	—
Other foods (*f*)	34	1·3	0·9	1·2	0·7	0·7	13	1·3	0·3	2·0	75	2·0	0·01	1·0	0·02	1·4	0·4	3·0	1·4	3·1	2	2·1
Total All Foods	*2,577*	*100*	*75·3*	*100*	*103·5*	*100*	*1,006*	*100*	*14·7*	*100*	*3,774*	*100*	*1·20*	*100*	*1·62*	*100*	*13·2*	*100*	*45·3*	*100*	*114*	*100*

(*e*) Including welfare orange juice.
(*f*) Spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt, invalid and infant foods and ice-cream (served as part of a meal).

APPENDIX D

Household Food Consumption according to Region and Type of Area(a), 1963

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

	All households	Region										Type of Area					
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
MILK AND CREAM:																	
Liquid milk																	
Full price (pt.)	4·12	3·24	3·90	3·94	3·76	3·98	4·17	4·27	4·28	4·17	4·53	4·49	3·64	4·08	3·95	4·52	4·47
Welfare (pt.)	0·66	0·59	0·76	0·57	0·71	0·71	0·69	0·66	0·66	0·47	0·62	0·71	0·74	0·70	0·67	0·52	0·49
School (pt.)	0·19	0·24	0·24	0·19	0·18	0·16	0·22	0·16	0·20	0·20	0·16	0·20	0·19	0·19	0·21	0·17	0·19
Total Liquid Milk (pt.)	*4·98*	*4·07*	*4·89*	*4·70*	*4·66*	*4·86*	*5·07*	*5·10*	*5·15*	*4·84*	*5·32*	*5·40*	*4·56*	*4·97*	*4·83*	*5·21*	*5·15*
Condensed milk																	
Sweetened (eq. pt.)	0·02	0·02	0·01	0·03	0·02	0·02	0·02	0·04	0·02	0·03	0·03	0·03	0·01	0·03	0·02	0·03	0·02
Unsweetened (eq. pt.)	0·16	0·13	0·08	0·18	0·16	0·13	0·19	0·22	0·16	0·16	0·20	0·17	0·12	0·14	0·14	0·23	0·21
Dried milk																	
National (eq. pt.)	0·03	0·06	0·04	0·06	0·02	0·02	0·06	0·04	0·02	0·02	...	0·01	0·05	0·02	0·03	0·01	0·06
Branded (eq. pt.)	0·09	0·11	0·04	0·09	0·08	0·12	0·06	0·11	0·08	0·06	0·10	0·08	0·08	0·10	0·08	0·10	0·04
Other milk (pt.)	0·01	—	...	0·03	—	...	...	0·01	...	0·02	0·02	0·01	...	0·01	...	0·02	0·03
Cream (pt.)	0·03	0·02	0·02	0·02	0·03	0·02	0·02	0·03	0·03	0·03	0·03	0·04	0·02	0·02	0·02	0·03	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·31*	*4·41*	*5·08*	*5·12*	*4·96*	*5·17*	*5·43*	*5·54*	*5·45*	*5·16*	*5·69*	*5·73*	*4·86*	*5·29*	*5·11*	*5·64*	*5·54*
CHEESE:																	
Natural	2·81	2·58	1·99	2·08	2·13	2·48	3·18	3·08	3·26	3·08	3·37	3·27	2·20	2·79	2·52	3·56	2·57
Processed	0·35	0·35	0·40	0·31	0·36	0·37	0·34	0·37	0·38	0·30	0·40	0·29	0·36	0·34	0·39	0·33	0·39
Total Cheese	*3·16*	*2·92*	*2·40*	*2·39*	*2·48*	*2·85*	*3·52*	*3·44*	*3·64*	*3·38*	*3·77*	*3·56*	*2·56*	*3·14*	*2·91*	*3·88*	*2·96*
MEAT AND MEAT PRODUCTS:																	
Carcase meat																	
Beef and veal	9·47	7·86	11·16	9·50	9·94	8·70	8·47	9·93	8·84	10·26	8·42	10·00	9·27	8·46	10·06	9·78	10·80
Mutton and lamb	6·36	6·88	2·44	5·63	5·38	7·32	6·15	5·30	6·35	5·45	7·58	9·40	6·01	6·34	5·15	5·61	4·76
Pork	2·48	2·66	0·63	1·88	2·34	1·44	2·76	2·58	3·72	3·45	2·92	3·24	2·10	2·37	2·06	3·02	1·98
Total Carcase Meat	*18·32*	*17·40*	*14·22*	*17·01*	*17·66*	*17·47*	*17·38*	*17·81*	*18·91*	*19·16*	*18·93*	*22·64*	*17·38*	*17·18*	*17·27*	*18·41*	*17·53*

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

APPENDIX D—*continued*

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

	All households	Region										Type of Area					
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (*b*) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
MEAT AND MEAT PRODUCTS:—*contd.*																	
Other meat																	
Corned meat	0·70	0·85	0·94	0·91	0·59	0·63	0·79	0·61	0·74	0·83	0·62	0·54	0·75	0·78	0·77	0·57	0·74
Bones	0·19	0·16	0·40	0·07	0·12	0·20	0·17	0·20	0·21	0·22	0·30	0·08	0·28	0·17	0·26	0·13	0·24
Bacon and ham, uncooked	5·35	6·73	3·64	6·18	5·48	5·71	5·05	4·27	6·70	4·83	5·28	5·36	5·38	4·96	5·12	5·96	6·08
Bacon and ham, cooked (including canned)	0·88	0·84	0·73	0·77	0·88	1·00	0·96	1·06	0·83	0·96	0·75	0·94	0·87	0·97	0·82	0·89	0·65
Cooked chicken	0·09	0·02	0·13	0·10	0·10	0·12	0·11	0·06	0·12	0·04	0·07	0·07	0·11	0·11	0·09	0·06	0·09
Other cooked meat (not canned)	0·70	0·36	1·04	0·85	0·64	0·95	0·65	0·55	0·68	0·64	0·44	0·61	0·89	0·71	0·80	0·46	0·54
Other canned meat	1·49	1·81	1·11	2·06	1·85	1·71	1·88	1·16	1·42	1·55	1·44	0·93	1·84	1·66	1·22	1·59	1·55
Liver	0·92	0·70	0·62	0·76	0·91	0·70	0·84	1·00	1·10	0·88	0·95	1·33	0·82	0·88	0·85	0·89	0·64
Offals (other than liver)	0·58	0·19	0·38	0·55	0·65	0·65	0·62	0·61	0·53	0·68	0·52	0·68	0·59	0·58	0·56	0·56	0·26
Poultry	2·50	2·98	1·31	2·12	2·26	2·55	1·90	2·07	2·31	3·12	2·80	3·51	2·41	2·45	2·08	2·40	1·85
Rabbit, game and other meat	0·13	0·21	0·06	0·07	0·16	0·09	0·17	0·23	0·14	0·04	0·10	0·13	0·13	0·12	0·07	0·23	0·04
Sausages, uncooked, pork	2·29	2·13	1·23	1·89	1·72	1·60	3·03	3·11	2·86	1·94	2·78	3·00	1·66	2·17	2·00	2·82	2·52
Sausages, uncooked, beef	1·46	1·65	3·60	1·77	1·41	1·22	0·83	0·88	0·61	1·30	1·42	1·06	1·90	1·41	1·90	0·92	1·34
Other meat products	2·50	2·06	3·87	3·37	2·78	3·42	2·46	1·66	2·12	2·08	1·92	1·70	3·03	2·64	3·01	1·80	2·58
Total Other Meat and Meat Products	*19·78*	*20·70*	*19·05*	*21·49*	*19·58*	*20·52*	*19·47*	*17·46*	*20·38*	*19·14*	*19·40*	*19·92*	*20·65*	*19·61*	*19·54*	*19·28*	*19·11*
Total Meat and Meat Products	*38·10*	*38·10*	*33·27*	*38·50*	*37·24*	*37·99*	*36·85*	*35·27*	*39·29*	*38·30*	*38·33*	*42·56*	*38·03*	*36·79*	*36·81*	*37·69*	*36·64*
FISH:																	
White, filleted, fresh	1·60	0·69	2·48	1·72	1·98	1·67	1·38	0·94	1·64	1·06	1·42	1·56	2·11	1·39	1·72	1·37	1·24
White, filleted, quick-frozen	0·47	0·71	0·07	0·49	0·35	0·49	0·48	0·43	0·66	0·63	0·61	0·52	0·34	0·52	0·47	0·52	0·44
White, other, fresh	0·75	1·41	0·38	0·48	0·86	0·90	0·45	1·14	0·51	0·78	0·77	0·78	0·78	0·97	0·56	0·63	0·43
Herrings, fresh	0·14	0·13	0·22	0·11	0·10	0·04	0·11	0·28	0·10	0·06	0·30	0·13	0·10	0·12	0·13	0·24	0·22
Fat, fresh, other	0·13	0·13	0·09	0·15	0·12	0·12	0·08	0·10	0·16	0·21	0·14	0·13	0·10	0·14	0·12	0·15	0·16
White, processed	0·33	0·21	0·64	0·20	0·21	0·16	0·24	0·41	0·16	0·25	0·48	0·47	0·27	0·28	0·37	0·30	0·38
Fat, processed	0·34	0·51	0·29	0·39	0·28	0·21	0·26	0·48	0·24	0·32	0·38	0·45	0·27	0·32	0·33	0·36	0·34
Shell	0·07	0·11	—	0·02	0·06	0·04	0·03	0·17	0·01	0·05	0·07	0·13	0·04	0·06	0·04	0·10	0·01
Cooked	1·00	0·46	0·29	1·54	2·06	0·95	1·12	0·96	0·82	0·96	0·76	1·05	1·35	1·08	0·82	0·68	0·51
Salmon, canned	0·50	0·73	0·32	0·46	0·57	0·60	0·52	0·53	0·70	0·44	0·36	0·38	0·56	0·59	0·43	0·48	0·40
Canned, other	0·31	0·23	0·06	0·26	0·39	0·18	0·44	0·50	0·30	0·36	0·41	0·34	0·25	0·36	0·22	0·37	0·26
Fish products	0·17	0·12	0·16	0·34	0·32	0·16	0·18	0·12	0·13	0·13	0·18	0·10	0·20	0·22	0·18	0·13	0·14
Total Fish	*5·80*	*5·44*	*4·99*	*6·18*	*7·31*	*5·52*	*5·28*	*6·05*	*5·44*	*5·23*	*5·88*	*6·04*	*6·38*	*6·05*	*5·36*	*5·33*	*4·54*

APPENDIX D—*continued*

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

	All households	Region										Type of Area					
												Conurbations		Other urban areas		Semi-rural areas	Rural areas
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	London	Provincial	Larger towns	Smaller towns		
EGGS (No.)	4·58	4·76	4·54	4·72	4·78	4·09	4·30	4·50	4·59	4·54	4·62	4·86	4·37	4·38	4·45	4·96	4·95
Eggs purchased (No.)	4·21	3·98	3·95	4·10	4·40	3·90	3·97	3·95	4·30	3·82	4·29	4·82	4·30	4·29	4·27	3·74	2·68
FATS:																	
Butter	5·98	8·54	4·72	5·29	5·18	5·33	5·64	6·10	6·07	6·96	6·30	6·56	5·33	6·11	5·47	6·68	5·59
Margarine	3·32	2·65	3·47	4·44	4·22	4·43	3·52	3·04	2·88	2·66	3·12	2·40	3·54	3·16	3·66	3·49	4·52
Lard and compound cooking fat	2·19	2·92	1·06	2·15	2·38	2·08	2·89	2·64	2·51	2·42	2·10	2·00	1·86	2·40	2·06	2·58	2·24
Suet	0·16	0·08	0·05	0·21	0·15	0·08	0·16	0·22	0·15	0·17	0·30	0·18	0·12	0·15	0·14	0·22	0·13
Dripping	0·24	0·16	0·53	0·25	0·31	0·23	0·13	0·16	0·08	0·45	0·20	0·18	0·24	0·22	0·38	0·24	0·23
Other fats, oils and creams	0·15	0·11	0·06	0·05	0·22	0·12	0·02	0·17	0·11	0·22	0·16	0·26	0·16	0·14	0·10	0·15	0·03
Total Fats	*12·04*	*14·46*	*9·88*	*12·40*	*12·46*	*12·26*	*12·36*	*12·34*	*11·80*	*12·89*	*12·19*	*11·58*	*11·24*	*12·16*	*11·82*	*13·36*	*12·73*
SUGAR AND PRESERVES:																	
Sugar	18·49	19·64	16·96	16·80	16·83	19·37	20·90	19·36	20·46	18·00	18·96	17·90	17·64	18·40	17·88	20·17	21·07
Jams, jellies and fruit curds	1·60	1·80	2·21	1·67	1·79	1·50	1·50	1·68	1·34	1·18	1·50	1·41	1·63	1·60	1·66	1·61	1·82
Marmalade	1·03	0·85	0·88	1·16	1·00	0·87	0·95	1·10	0·78	0·75	1·48	1·30	0·89	1·01	0·94	1·07	1·08
Syrup, treacle and honey	0·53	0·41	0·93	0·74	0·67	0·50	0·30	0·44	0·41	0·51	0·57	0·38	0·44	0·43	0·58	0·70	1·19
Total Sugar and Preserves	*21·64*	*22·70*	*20·98*	*20·37*	*20·29*	*22·24*	*23·65*	*22·58*	*22·98*	*20·44*	*22·52*	*20·99*	*20·60*	*21·44*	*21·05*	*23·55*	*25·16*
VEGETABLES:																	
Old potatoes (1962 crop)																	
Not pre-packed	20·88	21·56	15·62	20·21	17·62	17·98	23·87	22·66	23·73	26·56	22·20	21·48	17·51	21·95	19·42	23·94	22·32
Pre-packed	3·42	1·96	9·62	1·56	2·41	6·80	1·45	1·38	1·94	1·17	2·00	2·77	5·92	2·13	5·76	1·22	0·62
Old potatoes (1963 crop) (c)																	
Not pre-packed	17·34	21·75	18·62	16·24	16·81	16·33	18·41	18·73	16·87	19·77	13·38	18·17	14·08	18·20	18·66	16·58	21·69
Pre-packed	2·03	0·48	5·86	1·40	1·43	2·99	0·52	0·18	2·24	0·79	1·01	1·12	4·62	1·16	2·50	1·11	0·04
New potatoes (c)																	
Not-prepacked	11·58	16·40	14·65	10·18	9·82	12·28	12·32	9·64	12·78	9·78	9·86	11·83	12·16	11·24	13·51	9·26	10·85
Pre-packed	0·33	—	1·82	0·10	0·10	0·16	—	0·04	0·11	0·03	0·12	0·21	0·83	0·04	0·54	0·13	—
Chips	1·23	0·48	0·58	1·66	2·38	1·44	1·79	1·22	1·06	1·46	0·83	0·88	1·51	1·48	1·26	0·96	0·55
Crisps	0·15	0·13	0·11	0·15	0·14	0·11	0·19	0·19	0·20	0·24	0·18	0·09	0·14	0·17	0·14	0·19	0·16
Total Potatoes	*56·95*	*62·78*	*66·88*	*51·51*	*50·70*	*58·08*	*58·56*	*54·06*	*58·93*	*59·78*	*49·57*	*56·55*	*56·77*	*56·38*	*61·78*	*53·40*	*56·22*
Total Potatoes purchased	*50·49*	*51·47*	*52·80*	*46·59*	*48·57*	*56·35*	*47·24*	*42·57*	*52·74*	*48·81*	*42·70*	*53·08*	*55·72*	*53·14*	*54·96*	*37·48*	*26·06*

(c) Potatoes from the 1963 crop were classified as "new" until 31st August, and as "old" from 1st September onwards.

APPENDIX D—*continued*

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

	All households	Region										Type of Area					
												Conurbations		Other urban areas		Semi-rural areas	Rural areas
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (*b*) Southern	London	Provincial	Larger towns	Smaller towns		
VEGETABLES—*contd.*																	
Cabbages	4·49	5·11	2·92	3·16	3·78	2·25	4·23	4·64	4·08	6·95	5·64	6·83	2·95	4·51	4·07	4·68	4·20
Brussels sprouts	1·80	0·87	0·69	1·16	1·56	1·13	2·42	2·44	2·10	1·87	2·56	2·54	1·16	1·84	1·61	2·26	0·98
Brussels sprouts, quick-frozen	0·05	0·02	0·01	0·02	0·04	0·06	0·03	0·06	0·08	0·04	0·05	0·09	0·05	0·05	0·03	0·04	0·03
Cauliflower	1·91	1·87	0·82	1·81	2·42	1·81	2·54	1·74	2·42	2·33	2·24	1·60	1·85	2·22	1·70	2·13	1·47
Leafy salads	1·23	0·75	0·58	0·96	1·35	1·23	1·46	1·31	1·32	1·12	1·70	1·39	1·21	1·22	1·03	1·46	0·94
Peas, fresh	1·37	1·26	0·24	0·73	1·66	0·79	2·16	1·99	2·07	1·11	1·40	1·86	1·20	1·43	0·79	1·60	1·52
Peas, quick-frozen	0·84	0·82	0·05	0·27	0·65	0·38	0·72	1·10	0·91	0·71	1·13	1·91	0·44	0·94	0·48	0·74	0·22
Beans, fresh	1·52	2·09	0·03	0·53	0·44	0·39	2·52	2·32	2·01	2·92	3·08	1·62	0·35	1·74	1·23	2·76	1·16
Beans, quick-frozen	0·18	0·16	0·02	0·09	0·17	0·14	0·20	0·19	0·21	0·13	0·22	0·34	0·11	0·22	0·12	0·16	0·06
Other fresh green vegetables	0·16	0·03	0·02	0·01	0·07	0·03	0·04	0·24	0·07	0·29	0·55	0·32	0·03	0·15	0·09	0·34	0·15
Total Fresh Green Vegetables	*13·56*	*12·98*	*5·38*	*8·75*	*12·14*	*8·21*	*16·31*	*16·02*	*15·26*	*17·46*	*18·58*	*18·49*	*9·35*	*14·32*	*11·14*	*16·19*	*11·32*
Carrots	2·97	3·22	3·33	3·16	2·84	4·06	2·44	2·51	2·51	3·28	2·61	2·52	3·08	2·80	3·57	2·92	2·80
Other root vegetables	2·44	3·36	3·22	2·55	2·38	1·15	1·94	2·52	2·01	3·76	2·45	2·28	2·18	2·34	2·68	2·87	2·21
Onions, shallots, etc.	3·14	2·78	3·15	3·39	3·36	3·84	3·51	2·36	3·23	2·70	2·47	3·22	3·69	3·27	3·04	2·44	2·58
Miscellaneous fresh vegetables	1·60	0·99	0·25	0·92	1·42	0·81	1·56	2·29	1·86	1·46	2·86	2·48	1·07	1·65	1·17	2·04	0·86
Dried pulses	0·48	0·72	1·40	0·54	0·46	0·65	0·49	0·17	0·25	0·46	0·14	0·18	0·70	0·45	0·74	0·25	0·65
Canned peas	3·24	3·21	2·48	3·59	2·96	3·66	3·91	3·37	3·44	3·53	3·42	2·77	3·46	3·60	3·32	2·94	2·54
Canned beans	2·96	3·32	3·40	2·99	3·00	2·62	3·50	2·95	2·66	2·62	2·87	2·94	2·99	3·14	3·01	2·69	2·61
Other canned vegetables	0·67	0·49	0·19	0·68	0·94	0·70	0·87	0·79	0·72	0·41	0·93	0·65	0·71	0·72	0·56	0·74	0·50
Vegetable products	0·21	0·40	0·50	0·35	0·12	0·26	0·11	0·16	0·08	0·05	0·10	0·16	0·36	0·22	0·22	0·09	0·12
Total Other Vegetables	*17·71*	*18·48*	*17·92*	*18·17*	*17·48*	*17·75*	*18·32*	*17·14*	*16·76*	*18·26*	*17·86*	*17·20*	*18·23*	*18·18*	*18·30*	*16·97*	*14·88*
Total Vegetables	*88·22*	*94·24*	*90·18*	*78·43*	*80·32*	*84·04*	*93·19*	*87·22*	*90·95*	*95·50*	*86·01*	*92·24*	*84·35*	*88·88*	*91·22*	*86·56*	*82·42*
FRUIT:																	
Fresh																	
Oranges	3·00	3·09	2·58	3·29	3·86	2·76	2·16	2·91	3·17	2·16	2·74	3·60	3·37	2·93	2·70	2·46	2·57
Other citrus fruit	0·80	0·51	0·45	0·90	1·00	0·52	0·72	0·89	0·78	0·67	1·18	1·08	0·64	0·78	0·75	0·88	0·70
Apples	7·00	6·93	4·50	5·42	7·28	5·34	7·29	8·13	7·42	6·50	8·14	8·96	5·82	6·87	6·28	7·78	6·20
Pears	0·79	0·68	0·42	0·77	1·07	0·74	0·74	0·95	0·70	0·49	0·80	1·05	0·79	0·78	0·65	0·74	0·59
Stone fruit	0·97	0·49	0·34	0·68	0·64	0·68	1·47	1·37	0·89	1·52	1·17	1·51	0·64	0·90	0·74	1·06	1·46
Soft fruit	1·10	0·48	0·62	0·93	1·34	0·55	1·22	1·38	0·71	1·19	1·54	1·61	0·78	0·92	0·56	1·78	1·60
Bananas	3·31	2·96	2·57	3·48	3·44	2·73	3·20	3·25	3·20	3·45	4·02	3·86	3·13	3·52	3·05	3·16	2·53
Other fresh fruit	0·94	0·76	1·00	0·99	0·74	0·57	0·74	0·62	1·06	0·67	1·34	1·36	0·70	0·66	0·87	1·33	1·15
Tomatoes	3·96	3·68	2·77	3·48	3·58	3·45	4·18	4·55	4·19	3·94	4·62	4·90	3·52	3·97	3·58	4·11	3·63
Total Fresh Fruit	*21·87*	*19·58*	*15·24*	*19·94*	*22·96*	*17·34*	*21·72*	*24·04*	*22·12*	*20·59*	*25·54*	*27·93*	*19·39*	*21·33*	*19·17*	*23·30*	*20·42*

APPENDIX D—*continued*

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

	All households	Region										Type of Area					
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (*b*) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
FRUIT:—*contd.*																	
Other fruit:																	
Tomatoes, canned and bottled	0·59	0·58	0·05	0·42	0·84	0·53	1·73	0·42	1·06	0·50	0·59	0·40	0·52	0·89	0·45	0·57	0·44
Canned peaches, pears and pineapples	2·76	2·84	2·62	2·61	2·78	2·44	2·60	2·85	2·84	2·70	2·93	3·07	2·56	2·81	2·72	2·78	2·50
Other canned and bottled fruit	2·14	1·38	1·22	1·66	1·87	1·78	1·85	2·58	2·01	1·94	2·94	3·12	1·59	2·00	1·84	2·61	1·62
Dried vine fruit	0·70	1·14	0·40	0·77	0·73	0·46	0·60	0·74	0·54	1·26	1·09	0·58	0·46	0·66	0·76	0·99	1·02
Other dried fruit	0·19	0·10	0·25	0·17	0·20	0·09	0·14	0·22	0·16	0·21	0·30	0·17	0·14	0·16	0·23	0·25	0·17
Nuts, and fruit and nut products	0·38	0·48	0·16	0·36	0·52	0·29	0·44	0·65	0·39	1·44	0·43	0·26	0·32	0·40	0·38	0·56	0·36
Fruit juices	0·48	0·34	0·51	0·55	0·55	0·48	0·33	0·35	0·42	0·32	0·48	0·63	0·53	0·46	0·42	0·44	0·31
Welfare orange juice	0·04	0·02	0·03	0·01	0·04	0·05	0·02	0·06	0·06	0·01	0·03	0·04	0·06	0·03	0·03	0·03	...
Total Other Fruit and Fruit Products	*7·28*	*6·88*	*5·26*	*6·55*	*7·52*	*6·11*	*7·72*	*7·88*	*7·46*	*7·36*	*8·80*	*8·27*	*6·18*	*7·42*	*6·82*	*8·24*	*6·42*
Total Fruit	*29·15*	*26·46*	*20·50*	*26·49*	*30·48*	*23·45*	*29·44*	*31·92*	*29·58*	*27·95*	*34·34*	*36·20*	*25·57*	*28·75*	*25·99*	*31·54*	*26·84*
CEREALS:																	
Brown bread	2·60	2·16	2·58	4·22	3·25	2·94	1·70	1·90	1·83	2·00	2·97	2·57	2·79	2·68	2·47	2·32	2·87
White bread, large loaves	31·75	40·10	37·30	26·30	23·66	32·39	35·08	32·66	38·52	35·06	28·66	26·95	30·10	31·09	35·14	34·76	35·53
White bread, small loaves	5·32	5·40	1·74	7·00	8·10	7·32	5·00	4·06	4·14	3·82	4·75	5·99	6·98	6·20	3·80	3·61	2·51
Wholewheat and wholemeal bread	0·63	0·96	0·23	0·53	0·43	0·48	0·68	0·74	0·46	0·53	1·04	0·92	0·36	0·69	0·44	0·73	0·80
Malt bread	0·26	0·13	0·14	0·32	0·60	0·50	0·16	0·13	0·30	0·16	0·18	0·08	0·47	0·28	0·20	0·18	0·25
Other bread	2·70	1·44	7·68	2·51	2·84	1·88	1·52	2·45	1·88	1·55	2·01	2·10	3·14	2·07	3·74	2·43	3·46
Total Bread	*43·26*	*50·18*	*49·66*	*40·89*	*38·88*	*45·51*	*44·14*	*41·93*	*47·14*	*43·12*	*39·62*	*38·61*	*43·84*	*43·02*	*45·79*	*44·04*	*45·42*

APPENDIX D—*continued*

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

	All households	Region										Type of Area					
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (*b*) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
CEREALS:—*contd.*																	
Self-raising flour	4·83	5·14	2·69	5·84	5·04	3·77	4·80	6·75	4·91	6·14	5·16	4·44	3·75	4·44	4·57	7·10	6·11
Other flour	1·68	1·26	0·55	3·23	3·76	0·93	2·40	2·21	0·81	2·64	1·82	1·04	1·66	2·09	1·55	1·66	2·27
Buns, scones and teacakes	1·60	0·66	3·65	1·98	3·40	2·59	0·72	0·61	0·64	1·04	0·89	0·64	2·96	1·16	1·83	0·93	2·90
Cakes and pastries	4·97	4·61	5·28	5·01	4·78	5·48	4·41	5·07	5·08	5·80	4·98	4·23	5·55	5·00	5·08	4·85	4·88
Chocolate biscuits	0·83	0·58	1·69	1·04	1·22	0·94	0·49	0·56	0·59	0·56	0·64	0·54	1·23	0·69	1·02	0·61	0·92
Other biscuits	4·75	4·30	5·38	5·11	5·06	3·96	4·64	4·89	4·29	4·68	4·85	4·92	4·48	4·86	4·45	4·83	5·58
Puddings	1·43	1·02	1·63	1·59	2·24	1·88	1·78	1·03	1·12	1·27	1·25	1·02	1·94	1·63	1·50	0·91	1·08
Oatmeal and oat products	0·96	0·50	2·50	1·50	0·80	0·72	0·66	0·98	0·82	0·90	0·88	0·56	0·75	0·74	1·13	1·08	3·32
Breakfast cereals	1·94	1·59	1·38	2·05	1·84	1·88	2·17	2·04	1·97	1·94	2·32	2·10	1·76	2·05	1·70	2·14	1·89
Rice	0·66	0·44	0·52	0·65	0·44	0·44	0·74	0·70	0·62	0·82	0·59	1·14	0·47	0·57	0·63	0·64	0·63
Cereals, flour base	0·90	0·66	1·18	0·86	0·66	0·53	0·82	0·96	0·84	0·82	1·10	1·18	0·80	0·85	0·92	0·83	0·78
Other cereals	0·58	0·32	0·99	0·50	0·42	0·46	0·62	0·63	0·53	0·58	0·69	0·55	0·50	0·52	0·61	0·64	0·99
Total Cereals	*68·41*	*71·25*	*77·09*	*70·26*	*68·53*	*69·08*	*68·39*	*68·33*	*69·35*	*70·32*	*64·79*	*60·97*	*69·69*	*67·62*	*70·78*	*70·24*	*76·77*
BEVERAGES:																	
Tea	2·82	2·83	2·33	2·61	2·60	2·88	2·96	2·80	2·89	3·04	2·82	3·05	2·71	2·96	2·63	2·84	2·31
Coffee, bean and ground	0·09	0·07	0·02	0·09	0·09	0·08	0·04	0·09	0·06	0·09	0·11	0·14	0·05	0·07	0·07	0·12	0·10
Coffee, powders and crystals	0·25	0·12	0·14	0·25	0·33	0·23	0·19	0·30	0·21	0·24	0·33	0·31	0·25	0·22	0·23	0·25	0·22
Coffee essences	0·10	0·10	0·04	0·04	0·05	0·07	0·15	0·14	0·18	0·20	0·14	0·07	0·06	0·12	0·08	0·18	0·11
Cocoa and drinking chocolate	0·18	0·08	0·12	0·12	0·18	0·14	0·18	0·23	0·21	0·19	0·28	0·17	0·16	0·18	0·17	0·19	0·17
Branded food drinks	0·22	0·06	0·06	0·08	0·26	0·20	0·44	0·28	0·32	0·28	0·23	0·24	0·20	0·24	0·17	0·28	0·15
Total Beverages	*3·66*	*3·27*	*2·70*	*3·19*	*3·50*	*3·59*	*3·96*	*3·83*	*3·88*	*4·05*	*3·90*	*3·98*	*3·42*	*3·80*	*3·35*	*3·86*	*3·06*
MISCELLANEOUS:																	
Spreads and dressings	0·19	0·15	0·11	0·14	0·19	0·10	0·21	0·27	0·12	0·16	0·36	0·23	0·14	0·18	0·13	0·28	0·22
Soups, canned	2·64	2·27	4·27	2·83	3·16	2·75	2·27	2·20	2·04	2·26	2·62	1·77	3·32	2·58	2·97	2·44	2·25
Soups, dehydrated and powdered	0·07	0·02	0·09	0·08	0·07	0·08	0·08	0·06	0·06	0·07	0·07	0·05	0·09	0·06	0·08	0·08	0·07
Meat and vegetable extracts	0·14	0·07	0·09	0·10	0·14	0·08	0·16	0·18	0·14	0·14	0·17	0·19	0·12	0·15	0·12	0·12	0·10
Pickles and sauces	1·05	1·32	1·12	0·98	1·18	0·88	1·10	1·30	1·06	0·76	1·13	1·00	1·05	1·02	1·12	1·06	1·10
Table jellies, squares and crystals (pt.)	0·08	0·09	0·10	0·08	0·08	0·08	0·07	0·09	0·07	0·09	0·11	0·08	0·08	0·09	0·08	0·09	0·10
Salt	0·90	1·05	1·02	0·71	1·10	0·80	0·88	0·98	0·92	0·99	0·92	0·75	0·90	0·90	0·96	0·90	1·10
Invalid and infant foods	0·30	0·38	0·42	0·32	0·32	0·36	0·21	0·29	0·28	0·36	0·26	0·22	0·35	0·29	0·32	0·29	0·45
Ice-cream (served as part of a meal)	0·51	0·30	0·62	0·32	0·43	0·32	0·50	0·62	0·36	0·48	0·79	0·68	0·47	0·44	0·47	0·50	0·60

APPENDIX E

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.

2. Each household which participates in the Survey does so voluntarily, and without payment, for one week only. By completely changing the households surveyed each week, information is obtained continuously throughout the year except for a short break at Christmas. Since the method 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 field-worker who seeks the housewife's co-operation in the Survey and asks her to provide particulars of the composition of the household. If the housewife agrees to co-operate, the fieldworker, at this first interview, supplies her with a specially designed log-book in which she is asked to keep a record of the description, quantity and cost of all food which enters the household on that and the next six days. The information which the housewife is asked to provide must be within her knowledge. Thus the Survey excludes those items which other members of the family often purchase for themselves, such as chocolates and sugar confectionery, 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.

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[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[1]. The sampling frame covers the whole of Great Britain. The first stage involves the selection of parliamentary constituencies; the second, the selection of polling districts within the chosen constituencies; and the third, the selection of households within these polling districts.

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

Wholly urban constituencies in England and Wales

By a 'juror index,' viz. the proportion of the electorate qualified for jury service in 1955;[2] the constituencies with a high proportion of such persons being listed first.

Wholly urban constituencies in Scotland

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

Mixed urban and rural constituencies

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

5. The sampling frame is divided into 44 groups of constituencies by region.[3] The population of the groups within a region are approximately equal, and one constituency is selected from each group with probability proportional to its electorate. If a constituency had already been included in either of the two preceding years' selection it is rejected and the process repeated.

6. *Second stage.* The second stage units are polling districts, or where the electorate is small, combinations of polling districts together giving a minimum electorate of 350. In constituencies which are purely urban the polling districts are ranked in descending order of the current juror index, that is, using the J markings on the electoral register for the year in question. The polling districts in each urban constituency are divided into four groups of approximately equal population. In the remaining constituencies the polling districts are also divided into four groups of approximately equal population; the proportion of the electorate in rural polling districts determines the number of rural groups out of the four, as follows:—

	Percentage rural				
	less than 12·5	12·5–37·4	37·5–62·4	62·5–87·4	87·5 and over
Number of rural polling districts	0	1	2	3	4

Within each group the polling districts are ranked by the current juror index. In Scotland polling districts are arranged in the order in which they appear in

[1] The method of sampling is under review.

[2] In England and Wales liability to serve on a jury depends primarily on occupation of a house or flat exceeding a certain annual value.

[3] 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), temporarily to 48 in 1960, and to 44 in 1963.

the registers after they have been stratified by whether urban or rural where this division is applicable. Four polling districts are selected at a time from each constituency, one being selected from each of the four groups with probability proportional to the size of the electorate. This operation is repeated nine times in order to give coverage over the whole year (but see paragraph 8). The sequence in which polling districts are used in the field is such that the distribution between urban and rural and by the juror index is as representative as possible in a period shorter than a year.

7. *Third stage.* The design of the sample requires that a uniform overall sampling fraction should be applied, and as the preceding stages are drawn with probability proportional to size this necessitates the selection of a constant number of addresses at the final stage. To meet this requirement, 20 addresses are drawn from the electoral register of each polling district (or combination of districts where they are small) by interval sampling from a random origin. Of the 15,000 addresses thus selected for the year, a few cannot be visited, and some are found to be ineligible (e.g. being institutions), but of the total number of households contained in the remainder between 50 and 60 per cent complete a satisfactory log-book, giving an effective Survey sample of about 7,500 households.[1] In a number of cases where a log-book was not completed, some information on household composition and income was obtained from the housewife or from another adult in the household. This information indicates that in respect of social class, household composition and geographical distribution, these partial non-respondents are usually closely similar to the fully participating households.

8. The fieldwork is organized so as to give information throughout the year. For this purpose the year, excluding Christmas, is divided into 17 intervals, each of 21 days. For each interval, two of the selected polling districts are used; one is used in the first part of the interval and another from the same constituency for the second part. In the first polling district the interviewers attempt to place log-books with the pre-selected 20 housewives during the three days Monday to Wednesday. The completed records are collected by the interviewers after a period of seven days. Fieldwork in the second polling district begins in the middle of the 21 days, and the interviewer attempts to place log-books during the three days Thursday to Saturday. She collects the completed records seven days later, that is, at the end of the interval. This cycle of operations is repeated throughout the year and in order to facilitate it the 44 constituencies are divided into 2 sets of 22. These two sets are used alternately so that in one interval one set of 22 constituencies is used covering 44 polling districts. In the next interval the other set of 22 constituencies is used covering a further 44 polling districts. However, as there are only 17 such intervals in the year, the two sets of constituencies are not in complete balance. One set of constituencies was used nine times and the other eight times in 1963.

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

[1] *See also* paragraph 1 of Appendix A.

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.

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 consumption[2] 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,[3] but not for losses of edible material. Of necessity, the Survey classification of foods must

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[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.

[2] 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.

[3] 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.

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*,[1] in which publication the values given for carbohydrates 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*[2]; the major exceptions to this are that, as in all recent years, the nutritive value of flour and bread has been estimated from analyses 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, dextrins 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 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[3] 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

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[1] *Ibid.*

[2] *See* footnote [2] to paragraph 12 of this Appendix.

[3] 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 12), but the amounts of the contributions from welfare and cod liver oil and vitamin A and D tablets are recorded separately.

assumption that 10 per cent[1] of all foods, and hence of all nutrients available for consumption, is not ingested, but is lost through wastage or spoilage in the kitchen or on the plate or is given to domestic pets. The precision with which the adequacy can be estimated depends on the accuracy of the scales of allowances used, and the exactitude with which these can be applied. The log-book records the sex and age of members of the household, while information about the occupation of working members is also obtained by the interviewer. From this information an assessment of requirements of calories, protein, calcium, iron and some vitamins, 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,[2] the meal allowances in the table below (which were changed in January, 1960) are deducted from 1·00 to give a 'net balance' of meals eaten at home by that person. Meals eaten by visitors are similarly weighted and are added to the household total, so that a visitor's meal cancels a corresponding meal taken out by a similar person. 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.[3] Nutritional requirements are calculated by reference to the net balance for each person and for each visitor.

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[1] This deduction of 10 per cent is somewhat arbitrary, and the degree of food wastage is likely to be far from uniform among different families. With this conventional deduction, the energy value of the food obtained for consumption by all households, which under rationing was very close to the estimated requirements, has since 1954 been from 3 to 9 per cent above them, and no doubt wastage varies with the scarcity, or otherwise, of food.

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

[3] 0·96 in 1958 and 1959; 0·95 in 1960; 0·94 in 1961–1963.

TABLE 1

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

(per person per day)

Category		Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Nicotinic acid	Vitamin C
		(kcal.)	(g.)	(g.)	(mg.)	(i.u.)	(mg.)	(mg.)	(mg.)	(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

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	·04	·28	·02	·14
Dinner	·05	·35	·06	·42
Tea	·03	·21	·02	·14
Supper	·02	·14	·04 (*a*)	·28 (*a*)
	Total	·98 (say 1·00)	*Total*	·98 (say 1·00)

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

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 requirements per person 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 the 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 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 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.

Reliability of Survey results

18. Estimates of the coefficients of variation and percentage standard errors of Survey data were published in the Annual Report for 1960.[2] The diminution in the sample size has tended to increase the standard errors since that year, but the coefficients of variation may still be used as a guide. In 1963, the standard error of the Survey estimate of food expenditure per person per week was nearly 2d., or almost ½ per cent.

[1] *See* footnote [1] to paragraph 1 of this Appendix.

[2] *Domestic Food Consumption and Expenditure: 1960,* Appendix A. H.M.S.O., 1962.

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 of this Appendix.)

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 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 has sometimes been 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, viz. 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 7).

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 7.)

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.

Real value of food purchases. To obtain estimates of the changes in the real value of food purchases, the Survey estimates of money expenditure on food are deflated by changes in the Index of Retail Prices (which covers nearly the whole range of consumers' expenditure) or by those in Survey food price indices, as appropriate.

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 B_1), riboflavin, nicotinic acid, vitamins C and D.

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

Nutrient Conversion Factors. Quantities of nutrients available per unit weight of each of the some 130 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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(Numbers refer to paragraphs; App.—Appendix)

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