MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1969

WITH PRELIMINARY ESTIMATES FOR 1970

Annual Report of the National Food Survey Committee

LONDON
HER MAJESTY'S STATIONERY OFFICE
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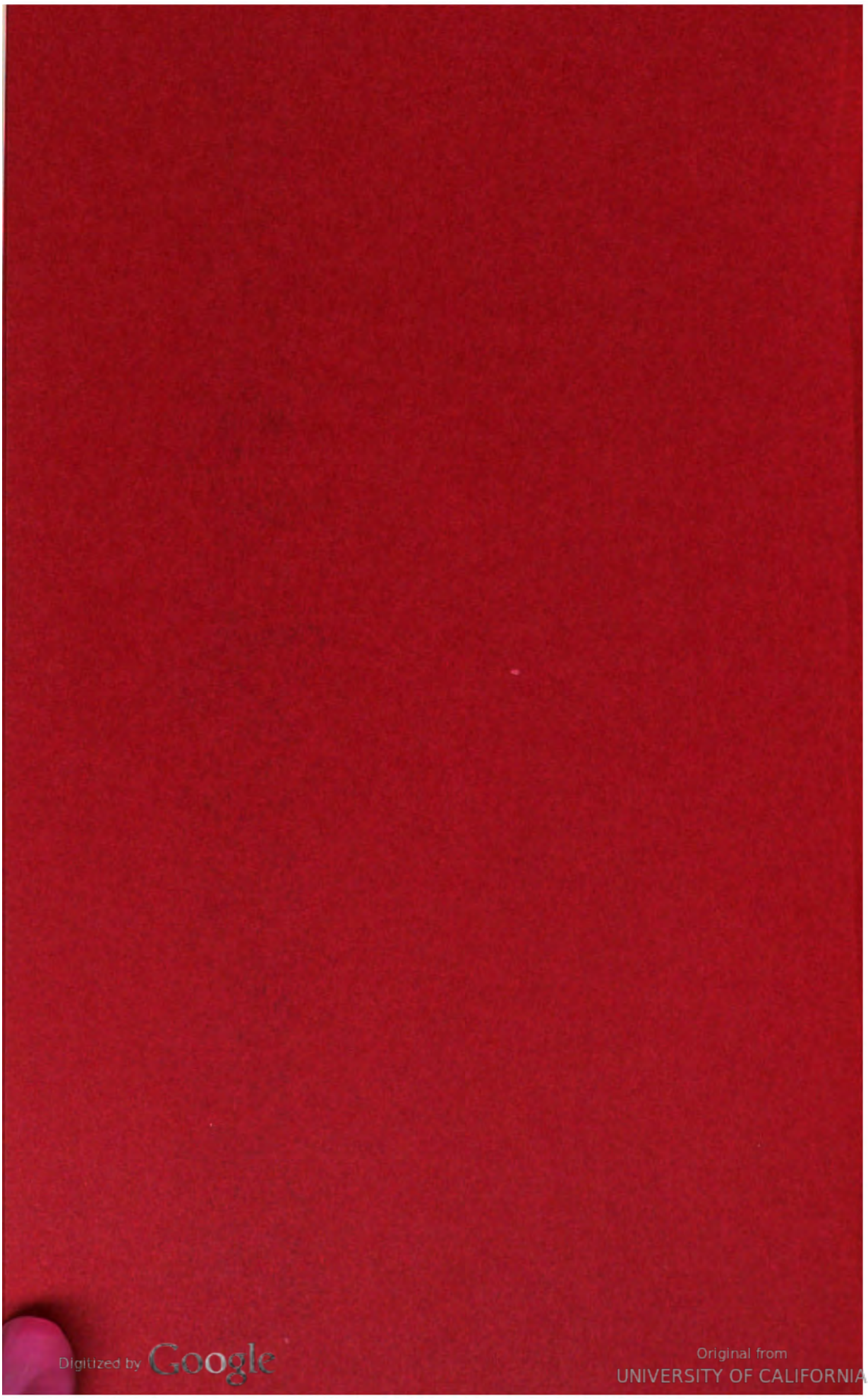

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Preface

THE National Food Survey started in 1940 and this annual report is the twentieth to be published on the results which have emerged. The thirty years of the enquiry have been a period of continuous change; the contrast between the wartime and early post-war years of food rationing and the present day is very marked. The proportion of consumers' total expenditure spent on food has fallen from 30 per cent just before the war to 24 per cent thirty years later. The supermarket is now commonplace, convenience foods have assumed an entirely new significance, and poultry meat is no longer a luxury food.

Over the years the Survey has provided an unparalleled body of information on food consumption patterns. It records the differences that exist between income groups, between families of different size, and between regions. This information is of continuing value to nutritionists, business men, economists, policy-makers and their advisers, and not least to the general public.

In the present report will be found the same wide range of data as in previous annual reports. The opportunity has, however, been taken to regroup the text and the appendices in a more coherent manner, and it is hoped that this will prove convenient to the reader.

A special feature of the Survey in 1969 was the inclusion of questions about the types of shop used by housewives for their main food purchases, and Chapter 4 of the Report is devoted to an analysis of the results obtained. Also of interest to the food industry are the tables included in Appendix B which show changes in the income elasticities of demand for different foods since 1955. This Appendix also includes a table giving new estimates of the price elasticities of demand for a number of foods.

The estimates of the average energy value and nutrient content of the diet in various types of household are again compared with the recommendations of intake made by the Department of Health and Social Security. Estimates are also given of the concentration of nutrients in relationship to the energy value of average diets of various groups of households.

The results of the Survey continue to be published in the *Monthly Digest of Statistics* in summary form as soon as they become available for all households, income groups and types of family. Estimates of consumption for all households are also published each quarter in *Trade and Industry*, together with some nutritional data. Applications for unpublished analyses should be addressed to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex HA5 2DT.

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

LEONARD NAPOLITAN,
Chairman, National Food Survey Committee

June, 1971

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Chapter 1

INTRODUCTION AND SUMMARY

1.1 Personal Income, Expenditure and Retail Prices in 1969

1. Between 1968 and 1969, average personal disposable income and retail prices (as measured by the General Index of Retail Prices) both rose by nearly 5½ per per cent in money terms while total consumers' expenditure per head rose by a little over 5 per cent. There was thus little or no further gain in real income, or in real expenditure.

2. As in earlier years, the National Food Survey index of food prices actually paid by housewives rose rather less than the food component of the General Index of Retail Prices since the former takes into immediate account any transfer of purchases to cheaper brands or varieties, or from one type of shop to another.[1] Food prices and food expenditure per head rose more between 1968 and 1969 than between 1967 and 1968. As food expenditure rose by the same percentage as total consumers' expenditure, the proportion of consumers' expenditure spent on food remained at 24·0 per cent, after declining for many years.

1.2 Summary of Survey Results for 1969

3. General Situation. Average food expenditure per head in private households in Great Britain was estimated to be £2·00 per person per week in 1969, 10½p more than in 1968. While most of this increase in expenditure was taken up by increases in food prices, there was a small gain in the real value of food purchases per head, due almost entirely to an increase in the average real value of purchases of convenience foods (see Table 3). Between 1963 and 1969, average food expenditure per head rose by about 23½ per cent, while food prices rose by about 20½ per cent, leaving an overall gain of 2½ per cent in the real value of food purchases per head (see Table 4); practically all of this gain was in convenience foods, for which the real value of purchases rose by over 18½ per cent between 1963 and 1969. The average prices actually paid in 1969 for poultry, eggs and butter were less than those in 1963, while those for cheese and some other milk products, margarine and some other fats, sugar and preserves, potatoes and most vegetables, fruit products, some cereal products and beverages had risen by less than 20 per cent, the rise recorded in the Survey for food as a whole. There were very few foods for which the price had risen in real terms (Chapter 2).

4. Geographical Differences. In 1969 per caput weekly food expenditure averaged £1·95 in Scotland and £2·03 in Wales, while in the English regions it ranged from £2·06 in the West Midland region to £1·91½ in the South West. A wider range of average expenditures was found between types of area—from £2·16 per person per week in the London conurbation to £1·84½ in rural areas, although this range is reduced when variations between areas in the value of

(1) The National Food Survey index of food prices paid by housewives does not, however, take into account the effects of changes in prices of pet foods and some other items not entering the household supply.

TABLE 1

Changes in Earnings, Prices and Consumers' Expenditure, 1964–1969

(1963=100)

	1964	1965	1966	1967	1968	1969
Index of personal disposable income per head (*a*):						
In money terms	106·7	113·4	119·5	123·6	130·7	137·7
In real terms (*b*)	103·4	104·9	107·7	107·8	108·9	109·1
Index of average weekly earnings per head (*a*) (*c*)	108·6	117·3	124·1	129·1	139·6	150·7
General Index of Retail Prices (*a*):						
All items	103·3	108·2	112·5	115·3	120·7	127·2
Food	102·9	106·5	110·3	113·1	117·6	125·0
Consumers' expenditure per head (*d*):						
Household food expenditure per head (*e*)						
Current prices	103·5	106·4	111·2	113·9	117·0	123·0
1963 prices	100·9	100·3	101·5	101·8	101·6	101·2
Total food expenditure per head (*f*)						
Current prices	103·7	106·8	111·5	114·2	117·1	123·0
1963 prices	101·0	100·5	101·6	101·9	101·7	101·4
Total consumers' expenditure per head						
Current prices	105·9	112·2	118·2	123·0	130·7	137·3
1963 prices	102·6	103·9	105·4	107·0	108·8	108·6
Total food expenditure as percentage of total consumers' expenditure on goods and services						
Current prices	26·3	25·6	25·3	24·9	24·0	24·0
1963 prices	26·4	26·0	25·9	25·6	25·1	25·1

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

(*b*) Using as a deflator to remove the effect of price changes a consumer price index based on the whole of consumers' expenditure.

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

(*d*) Derived from data in *National Income and Expenditure, 1970*, HMSO, 1970.

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

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

garden and allotment produce are taken into account. In general, higher prices were paid for food in Scotland than elsewhere in Great Britain. The overall levels of food prices in different types of area were within about 1½ per cent of the national average, but there were wide differences for a few foods, notably potatoes, green vegetables and fresh fruit (Chapter 3).

5. Income Group Differences. Average food expenditure per head varied markedly with the earnings of the head of the household. Expenditure in group A1 was nearly 16 per cent above the average for the whole sample, while that in group D1 was over 7 per cent below that average: average prices paid also increased with increasing income, but not commensurately: the range in prices

was 11 per cent between the highest and lowest income groups, but only 5 per cent if group A1 is excluded (Chapter 3).

6. Household Composition Differences. Weekly food expenditure varied considerably between types of household and, in 1969, ranged from £1·39 per head in families with four or more children (£9·03½ for the family) to £2·69 per head for younger childless couples (£5·37½ per household). In contrast to this range of over 90 per cent, the general level of prices paid for food showed a corresponding range of less than 8 per cent, mainly caused by differences in prices paid for meat and meat products, fruit and vegetables and cereal products. The large range in average expenditure is thus partly due to differences in prices, but mainly due to adults having greater physiological requirements than children, although differences in economic circumstances also contributed to the disparity. As in previous years, when income as well as family composition is taken into account, the averages for food expenditure per head show much greater variation between family-size groups within each income range than between income groups within each family-size group. The wide range of differences in per caput consumption of each of the main foods between the smallest families and the largest persists within each income group. An analysis of household food consumption and expenditure according to age of housewife and broad socio-economic grouping indicates that household food consumption is affected more by the size of the household and the age of its members than by the broad socio-economic grouping (Chapter 3).

7. Types of shop used by housewives for their main food purchases. According to information provided by housewives about the shops in which they bought their food, the type of shop used for their main food purchases depended more on the facilities available locally than on the income and family characteristics of the household. Moreover, these household characteristics appear to have more influence than choice of shop on the level of food expenditure and on the average prices paid for food (Chapter 4).

8. Energy Value and Nutrient Content. The average per caput daily energy value of the food obtained for consumption in private households in Great Britain in 1969 was 2570 kcal (10·8 MJ),[1] similar to that in recent years, and 9 per cent greater than the recommended intake. The nutrient content of the average diet has likewise shown little change; more details are shown than in previous Reports for vitamin A and nicotinic acid. Estimates of average nutrient intake exceeded the recommendations for all nutrients except vitamin D, but the Survey does not record the vitamin D obtained from welfare and pharmaceutical sources. Regional variations were less pronounced for nutrient intake than for patterns of food consumption. These variations, and those associated with income, family size, age of housewife and socio-economic status, are similar to those reported for 1968. These observations do not preclude the existence of over-consumption of food in some individual families, or of under-consumption or dietary imbalance in others, but they are nevertheless consistent with the findings to date of the individual medical and dietary studies conducted under the aegis of the Department of Health and Social Security in indicating that there is little under-nutrition in Britain. They are equally consistent with the view that the

[1] 1000 kilocalories (kcal)=4·184 megajoules (MJ).

major manifestation of poor nutrition in this country is an excessive energy intake in relation to requirements, leading to overweight in some people (Chapter 5).

9. Preliminary Estimates of Household Food Consumption, Expenditure and Prices in 1970. Average household expenditure on food rose from £2·00 per person per week in 1969 to £2·11 in 1970. Of this increase of 11p in per caput expenditure, over 9½p can be attributed to the effects of increases in the general level of food prices and just under 1½p to an increase in the real value of food purchases. Changes in the nutrient content of the average household diet between 1969 and 1970 were small (Chapter 6).

10. Elasticities of Demand. Estimates of the income elasticities of expenditure on food and quantities purchased are given in Appendix B, together with comparative results for earlier years. The income elasticity of household food expenditure per head was estimated to be 0·20 in 1969, compared with 0·25 in 1960 and 0·30 in 1955. The appendix also contains estimates of the own-price elasticities of demand for certain foods, calculated from Survey data from January 1964 to December 1969 (Appendix B).

Chapter 2

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

2.1 General Levels of Food Consumption, Expenditure and Prices

11. The estimates of food expenditure and consumption from the National Food Survey relate to food obtained for consumption in the home, and therefore exclude meals and other food taken elsewhere.[1] The fieldwork of the Survey does not extend over Christmas, and in 1969 records were obtained up to Friday, 19 December. In order to correct for some over-representation of smaller towns and semi-rural areas in the sample at the expense of larger towns and of Greater London, the national averages have, as usual, been calculated as weighted averages of the results for each of the six main types of area[2], the weights being proportionate to the respective populations. Subject to these qualifications, average food expenditure per head in private households in Great Britain was estimated to be £2·00 per person per week in 1969, 10½p (5·5 per cent) greater than in 1968, the increase being apportioned amongst the main food groups as follows:- liquid milk (1p) meat and meat products (3½p), eggs (½p), potatoes (1p), other vegetables and vegetable products (1p), fruit (1p), bread (½p), other cereals and cereal products (1p), all other food (1½p). The value attributed to garden and other supplies obtained without payment[2] averaged 4½p per person per week, ½p more than in 1968, and when this value is added to the amount spent on food, the total value of food obtained for household consumption averaged £2·04½ per person per week, 5·6 per cent more than in 1968. The rate of increase in food expenditure in each quarter of 1969 compared with corresponding quarters of 1968 varied between 4·3 per cent and 6·7 per cent, compared with increases ranging from 2·3 to 2·9 per cent between corresponding quarters of 1968 and 1967.

12. The changes in food expenditure shown in Table 2 can be explained partly by changes in food prices and partly by changes in the "quantity" (value at constant prices, not necessarily physical quantity) of food purchases. In Table 3, an attempt has been made to apportion the change in expenditure between these two factors; for this purpose an index of food prices paid by housewives has been compiled from the Survey data, and this index has been used to deflate the index of expenditure and thereby obtain a measure of the relative change in the overall quantity of food purchases[3]. Thus food prices rose by 4·9 per cent, compared with the rise of 5·5 per cent in average food expenditure and there

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[1] For further details see the general note in the Glossary. Broad estimates of overall food supplies moving into consumption in the United Kingdom, as measured at a primary stage of distribution, are reproduced in Appendix C.

[2] See Glossary.

[3] Such an apportionment cannot, however, be precise owing to limitations in the price index which arise because the classification of food items in the Survey cannot be infinitely detailed. The average price paid for each item is obtained by dividing the total expenditure on that item by the total quantity purchased; hence a shift in purchases from a cheaper to a dearer variety within the same food item (for example, to a higher grade of liquid milk, or to larger eggs) is represented as an increase in the average price paid for that item and not as a rise in the real value of purchases. This type of limitation does not arise when there is a shift in purchases from one item in the classification to another.

TABLE 2

Household Food Expenditure and Total Value of Food obtained for Household Consumption 1968 and 1969

(per person per week)

	Expenditure on food			Value of Garden and Allotment produce[a]		Value of consumption		
	1968	1969	Per-centage change	1968	1969	1968	1969	Per-centage change
	£	£		£	£	£	£	
1st Quarter . . .	1·85	1·95	+5·8	0·02	0·03	1·87	1·99	+6·2
2nd Quarter. . .	1·91	2·02	+5·5	0·04	0·04	1·95	2·06	+5·6
3rd Quarter. . .	1·91	1·99	+4·3	0·07	0·07	1·98	2·06	+4·1
4th Quarter. . .	1·90	2·03	+6·7	0·04	0·04	1·94	2·07	+6·7
Yearly average . .	1·89	2·00	+5·5	0·04	0·05	1·94	2·05	+5·6

(*a*) See Glossary

TABLE 3

Percentage changes in Average Expenditure, Food Prices and Real Value of Food Purchased: Quarters of 1969 Compared with Corresponding Quarters of 1968

(percentage changes)

	Quarter				1969 on 1968
	1	2	3	4	
Expenditure					
Seasonal foods (*a*) . .	+6·8	+8·5	+4·3	+7·3	+6·7
Convenience foods (*a*) . .	+4·6	+8·6	+7·5	+6·7	+6·8
All other foods (*b*) . .	+5·8	+2·3	+2·6	+6·1	+4·2
All foods (*b*) . . .	+5·8	+5·5	+4·2	+6·6	+5·5
Food Prices					
Seasonal foods (*a*) . .	+5·5	+11·1	+5·3	+4·2	+6·3
Convenience foods (*a*) . .	+4·8	+3·9	+3·9	+5·1	+4·4
All other foods (*b*) . .	+3·8	+3·5	+5·1	+5·5	+4·4
All foods (*b*) . . .	+4·5	+5·7	+4·8	+5·0	+4·9
Real Value of Food Purchased					
Seasonal foods (*a*) . .	+1·3	−2·3	−1·0	+3·0	+0·4
Convenience foods (*a*) . .	−0·2	+4·5	+3·5	+1·5	+2·3
All other foods (*b*) . .	+2·0	−1·2	−2·3	+0·6	−0·2
All foods (*b*) . . .	+1·3	−0·2	−0·6	+1·4	+0·6

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

TABLE 4

Indices of Expenditure, Prices and Real Value of Food Purchased (a) for Household Consumption, 1964–1969

(1963=100)

	1964	1965	1966	1967	1968	1969
Expenditure Indices						
Seasonal foods (*a*)	98·9	103·8	110·3	112·2	113·1	120·7
Convenience foods (*a*):						
Canned	104·3	107·8	115·1	121·5	122·9	129·3
Quick-frozen	100·0	110·3	139·1	139·7	161·7	196·4
Other convenience foods	105·2	110·6	117·5	124·6	133·6	141·2
Total convenience foods	104·5	109·4	117·9	124·3	130·9	139·8
All other foods (*b*)	102·6	106·6	108·8	110·7	113·3	118·2
All foods (*b*)	102·0	106·4	111·2	114·1	117·1	123·5
Indices of Average Prices						
Seasonal foods (*a*)	97·5	101·3	107·2	109·6	111·1	118·4
Convenience foods (*a*):						
Canned	102·3	105·0	109·7	109·8	111·3	115·1
Quick-frozen	104·4	107·2	105·5	106·2	106·8	112·3
Other convenience foods	103·2	107·4	110·5	112·6	115·5	120·8
Total convenience foods	102·9	106·4	109·8	111·0	113·2	117·8
All other foods (*b*)	105·9	109·4	111·9	113·5	117·9	123·2
All foods (*b*)	102·9	106·5	109·9	111·9	114·9	120·6
Indices of Real Value of Food Purchased						
Seasonal foods (*a*)	101·5	102·5	102·9	102·3	101·8	101·9
Convenience foods (*a*):						
Canned	101·9	102·7	104·9	110·7	110·3	112·3
Quick-frozen	95·8	102·8	131·8	131·6	151·4	175·0
Other convenience foods	101·9	103·0	106·4	110·7	115·7	116·9
Total convenience foods	101·5	102·9	107·4	112·0	115·7	118·7
All other foods	96·9	97·4	97·2	97·6	96·1	95·9
All foods (*b*)	99·1	100·0	101·1	102·0	101·9	102·4

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

was therefore a gain of 0·6 per cent in the real value of food purchases per head. Practically the whole of this gain was due to increased consumption of convenience foods, expenditure on which rose by 6·8 per cent, as compared with a rise in prices of 4·4 per cent. Average expenditure on seasonal foods was 6·7 per cent greater than in 1968 but most of this increase reflected higher prices, the average increase of 6·3 per cent for these foods being mainly due to abnormally large increases for fresh fruit and vegetables in the second quarter of 1969 as compared with the second quarter of 1968. While expenditure on other foods increased by 4·2 per cent their prices rose by 4·4 per cent on average, so that there was a slight fall in the real value of purchases of these foods. Details of average consumption, expenditure and prices paid for each item in the Survey classification of foods in 1969 are given in Tables 9 to 12 of this report.

13. Changes in average expenditure, prices and consumption since 1963 are illustrated in Table 4 by annual index numbers using 1963 as the base. Although the indices for 1968 and 1969 are not completely compatible with those shown in Table 3, because of a change in 1966 in the classification and grouping of foods for Survey purposes, they are sufficiently alike to enable comparisons to be made. Subject to this qualification, average food expenditure per head rose by about 23½ per cent between 1963 and 1969 while food prices rose by about 20½ per cent, so that there was a gain of about 2½ per cent in the real value of food purchases per head. Practically all of this gain was in convenience foods[1], for which the real value of purchases rose by over 18½ per cent between 1963 and 1969; in contrast the real value of purchases of seasonal foods in 1969 continued to be about 2 per cent above the level in 1963 while those of other foods remained at about 4 per cent below the level of that year. (The year 1963 was, however, below average for purchases of seasonal foods and an above average year for purchases of other foods.) In the convenience foods sector, the greatest rate of growth was for quick-frozen varieties, on which average weekly per caput expenditure, although still relatively small, nearly doubled between 1963 and 1969 (rising from 2½p to 4½p), compared with increases of 29 per cent (from 14½p to 19p) for canned foods and of 41 per cent (from 18p to 25½p) for other convenience foods. The average increase in prices of quick-frozen foods (12 per cent) was less than that for any other group of foods specified in Table 4. Between 1963 and 1969, average expenditure on all convenience foods rose from 35p to 49p per person per week (an increase of 40 per cent) compared with increases from 45p to 54p (21 per cent) for seasonal foods and from 81p to 96p (18 per cent) for all other foods. Thus the proportion of total expenditure spent on convenience foods, whilst still less than that on seasonal or the residual group of foods, rose slightly between 1963 and 1969 (from 22 per cent to 24 per cent).

14. The indices of expenditure, prices and real value of purchases of the main food groups for the years 1963 to 1969 are given in Tables 6, 7 and 8. Table 7 shows that the average prices paid in 1969 for poultry, eggs and butter were less than those paid in 1963, while those for cheese and some other milk products, margarine and some other fats, sugar and preserves, potatoes and most vegetables, fruit products, some cereal products and beverages had risen by less than 20 per cent, the rise recorded in the Survey for food as a whole. Indeed, there were very few foods for which the price had risen in real terms (i.e. by more than the 27 per cent shown by the General Index of Retail Prices) the most important being those for carcase meat (44 per cent) and bread (41 per cent).

15. Of the £2·00 spent on food per person per week in 1969, about 17 per cent was spent on dairy products (including butter), 30 per cent on meat and meat products, 10 per cent on vegetables and vegetable products, 8 per cent on fruit and fruit products and 15 per cent on cereal products. These proportions are similar to those in 1968 and have altered very little since 1963. The changes in pattern tend to occur within the main food groups rather than between them.

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[1] When changes were made to the Survey classification of foods in 1966 the Survey definition of convenience foods was also revised. Wherever possible in the Report, the new definition (see Glossary) of convenience foods is used but in order to achieve continuity in series extending back beyond 1966 (as in Table 4) it has been necessary to classify as convenience foods some quick-frozen white fish (elsewhere classified as seasonal food) and some miscellaneous cereal products. Average expenditure on these foods together amounted to ½p per person per week in 1969.

2.2 Individual Foods: Consumption Trends

16. Changes in average household consumption of individual foods are summarized in paragraphs 17 to 43 below. Full details of average consumption of individual foods are given in Table 9.

Milk and Cream

17. Expenditure on milk and cream accounted for nearly 11 per cent of household food expenditure in 1969 compared with 9 per cent in the previous year. The price of a pint of ordinary grade milk was temporarily reduced by 5 per cent on 27 July 1969, and then increased by 10 per cent on 31 August. Over the year as a whole, expenditure on liquid milk averaged 19½p per person per week, 1p more than in 1968, while purchases rose very slightly to 4·59 pints per person per week. Consumption of welfare milk (averaged over all persons in the sample) remained at 0·71 pint per person per week in 1969, but that of school milk declined from 0·16 pint per person per week in 1968 (and 0·18 pint in 1967) to 0·12 pint in 1969, the first full year since local education authorities were relieved of the duty to provide free milk to children of secondary school age. Condensed milk continued to lose some ground to instant skimmed milk powder and yoghurt (which together averaged no more than 0·08 pint per person per week) and average purchases of cream increased further by 0·08 oz to 0·70 oz.

Cheese

18. Average expenditure on cheese rose slightly to nearly 4½p per person per week. The upward trend in consumption of natural cheese continued, assisted by a further decline in real terms in the average price; purchases averaged 3·15 oz per person per week compared with 3·08 oz in the previous year. Consumption of processed cheese was fully maintained at 0·35 oz per person per week.

Meat and Poultry

19. Average expenditure on meat of all kinds was 60½p per person per week in 1969 compared with 57p in 1968 and continued to account for 30 per cent of total household food expenditure.

20. *Carcase Meat.* Expenditure on carcase meat (cuts etc of raw beef, lamb and pork) again accounted for 47 per cent of household expenditure on all meat, meat products and poultry in 1969, and amounted to 28½p per person per week, 1½p more than in 1968, although average purchases at 15·8 oz were 0·1 oz less. Half of the increase was spent on beef and veal, owing to an increase in the average price paid, purchases remaining at 7·7 oz per person per week. An additional 0·13p was spent on mutton and lamb, average purchases of which declined from 5·7 oz per week to 5·3 oz, and an extra ½p was spent on pork, consumption of which increased further from 2·5 oz per person per week to 2·8 oz.

21. *Poultry.* Average expenditure on uncooked poultry reached 5p per person per week in 1969 and purchases increased further by 0·1 oz to 4·6 oz. Although there was a small increase in the average price (in money terms but not in real terms) it was still below the level of 1963. The market for poultry has steadily widened for more than a decade, though even now the number of housewives

buying it in any one week is less than that for beef, pork or mutton and lamb or for bacon or sausages. Most of the expansion has, of course, been for broiler chicken, but in the last few years there has also been a noticeable growth in consumption outside the Christmas period of turkeys and other poultry over 4 lb in weight.

22. *Elasticity of Demand for Beef, Lamb, Pork and Broiler Chicken.* An analysis of the monthly Survey data over the period from 1964 to 1969 has been made in order to ascertain the extent to which changes in consumption of beef, lamb, pork and broiler chicken can be attributed to changes in their relative prices, to changes in real incomes, and to changes in consumers' tastes which would have taken place even if prices and incomes had not changed. The method of analysis which has been employed to determine these various effects consisted of the fitting of demand functions which assume that the effects due to changes in prices, to changes in income, and to other factors are multiplicative, not additive. The simultaneous determination of these demand functions (one for each type of meat) thus entails the estimation of the own-price elasticities of demand for each of the meats together with the cross-elasticities with respect to changes in prices of the other meats under consideration and also entails the estimation of the relevant income elasticities of demand as well as shifts in demand[1].

23. The estimates of the price elasticities and cross-price elasticities which were obtained from the analysis together with estimates of the income elasticities obtained by cross-sectional methods in 1967 are as follows, the figures in brackets being estimates of their standard errors:

	Elasticity[2] with respect to the price of				Estimated income elasticity of demand
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	
Beef and veal	−1·17 (·28)	+0·02 (·16)	+0·10 (·10)	+0·13 (·11)	+0·16 (·02)
Mutton and lamb	+0·05 (·30)	−0·57 (·32)	+0·09 (·16)	+0·24 (·17)	+0·10 (·06)
Pork	+0·36 (·38)	+0·18 (·32)	−1·21 (·32)	−0·12 (·26)	+0·32 (·09)
Broiler chicken	+0·61 (·53)	+0·63 (·45)	−0·15 (·34)	−0·75 (·53)	+0·53 (·14)

[1] The own-price and cross-price elasticities (see "Elasticity of Demand" in Glossary) were derived from a time-series analysis of monthly Survey data of average prices and average quantities purchased during the period from January 1964 to December 1969, using an application of covariance technique developed by Professor J. A. C. Brown and described in *On the use of covariance techniques in demand analysis*: FAO/ECE Study Group on the Demand for Agricultural Products (1958). The income elasticities were estimated from a cross-sectional analysis of the Survey data for each of twelve categories of family in 1967. The technique enables any significant seasonal or annual shifts in the price/quantity demand planes (including shifts due to changes in income) to be detected; the effects of such shifts are then removed from the original data prior to the estimation of the price and cross-price elasticity coefficients.

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

	Beef and veal	Mutton and lamb	Pork	Broiler chicken
Beef and veal	−1·04	−0·39	−0·08	−0·29
Mutton and lamb	−0·71	−2·99	−0·14	−1·06
Pork	−0·28	−0·28	−0·87	−0·003
Broiler chicken	−1·40	−2·79	−0·004	−2·47

These price elasticities represent approximately the percentage changes which would be expected to result, other things being equal, in average purchases per head for each 1 per cent change in the respective average prices; the degree of approximation is close for small percentage changes in price. A minus sign before the elasticity coefficient implies that an *increase* in price would be accompanied by a *decrease* in the quantity purchased (or vice versa), and a plus sign implies that the percentage changes in price and in purchases would each be in the same direction. Thus, for example, reading down the first column of coefficients an *increase* of 1 per cent in the average price of beef and veal would be expected to result in a *decrease* of 1·17 per cent in the average quantity of beef and veal bought, together with an *increase* of 0·05 per cent in average purchases of mutton and lamb, and increases of 0·36 per cent and 0·61 per cent respectively in those of pork and broiler chicken. Similarly, reading across the first row of coefficients, average purchases of beef and veal would be expected to decrease by 1·17 per cent for each 1 per cent increase in its average price, but to increase by 0·02 per cent for each 1 per cent increase in the price of mutton and lamb, and by 0·10 and 0·13 per cent respectively for each 1 per cent increase in the price of pork and of broiler chicken and by 0·16 per cent for each 1 per cent increase in personal disposable income per head. It will be noted that none of the estimate of the cross-price elasticities given in the above table attains formal statistical significance; the results are therefore not wholly conclusive, and some of the smaller values can probably be discounted. However, there is a suggestion that of all the substitutions of one meat for another which are possible on the basis of changes in their relative prices, those from beef or lamb to poultry (or vice versa) appear to happen most readily.

24. Once the set of price and income elasticities were determined, they were used to make estimates of the level of purchases which might have been expected each month and each year, other things being equal, given the changes in average price and in income which in fact occurred. The differences between these estimates of expected purchases and the level of purchases actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. The annual averages of prices and purchases, expressed as indices (1964–1969 = 100) together with further indices which illustrate the shifts in the strength of consumer demand for each of the meats after removal of the effects attributable to changes in prices and income, are shown in table on page 12.

25. These results suggest that the underlying consumer preference for beef was becoming stronger between 1964 and 1967, but following the reduction in supplies arising from the epidemic of foot and mouth disease in the autumn and winter of 1967/68 there was, *prima facie*, some suggestion of a weakening in this preference. This downturn, however, was probably more apparent than real; possibly butchers were able to induce housewives to transfer some of their demand away from beef, initially to broiler chickens (and other kinds of poultry—see paragraph 21, above) and later to pork without having to resort to increasing beef prices as much as would otherwise have been necessary to bring about this transfer. The series of indices illustrating changes in the demand for pork and for broilers are compatible with this hypothesis. The overall weakening in per caput household demand for mutton and lamb over the period, however, appears to have continued unaffected by these changes.

		1964	1965	1966	1967	1968	1969
Beef and veal	Prices (*a*) .	95	100	100	98	103	104
	Purchases (*b*) .	105	100	101	105	95	95
	Demand (*c*) .	96	100	101	103	100	100
	Demand (*d*) .	97	100	101	103	99	100
Mutton and lamb	Prices (*a*) .	99	101	100	97	100	102
	Purchases (*b*) .	107	101	105	101	95	91
	Demand (*c*) .	103	101	104	100	97	95
	Demand (*d*) .	103	101	104	100	97	95
Pork	Prices (*a*) .	100	96	99	103	101	100
	Purchases (*b*) .	91	110	104	90	97	110
	Demand (*c*) .	95	106	103	94	97	106
	Demand (*d*) .	96	106	103	94	96	105
Broiler chicken	Prices (*a*) .	119	106	104	96	91	87
	Purchases (*b*) .	71	91	97	108	118	125
	Demand (*c*) .	83	94	99	109	108	109
	Demand (*d*) .	85	95	99	109	107	108

(*a*) Deflated to allow for changes in the General Index of Retail Prices since 1964.
(*b*) Per person.
(*c*) Including changes in demand attributable to changes in real personal disposable income per head.
(*d*) After removal of the effects attributable to changes in real personal disposable income per head.

26. *Other Meat.* Average weekly expenditure on uncooked bacon and ham was 8½p per person per week, ½p greater than in 1968, but average consumption was slightly lower at 5·1 oz. Purchases of cooked ham remained at 0·94 oz per person per week and those of cooked chicken and of other cooked meats barely increased, but consumption of corned beef made some further recovery (though it was still only 83 per cent of its 1963 level) and that of other canned meat continued its upward trend. There was little change in average consumption of other meat products, except for some displacement of beef sausages by pork sausages and some further increase in consumption of quick-frozen meat products to 0·51 oz per person per week.

Fish

27. In 1969, average expenditure on fish and fish products for consumption in the home remained at about 8½p per person per week. The only noteworthy changes in the pattern of consumption between 1968 and 1969 were attributable to smaller imports of canned salmon and to a fall in the quantity of fresh fish. Average consumption of canned salmon declined by 0·1 oz to 0·5 oz per person per week, while the average price rose from 41p per lb to 45p per lb; there was also a decline of 0·1 oz in average purchases of fresh white filleted fish to 1·2 oz and of cooked fish to 0·9 oz, but these decreases were partly offset by an increase of 0·1 oz in average consumption of quick-frozen fish products to 0·6 oz per person per week.

Eggs

28. Total household consumption of eggs in 1969 averaged 4·6 eggs per person per week. Free supplies continued to decline but purchases remained unchanged at 4·4 eggs per person per week. Consumption of eggs does not now show much response to moderate changes in real price or in levels of real income, and there are signs that even at constant prices household demand may be weakening.

Fats

29. Expenditure on fats continued to average just under 10p per person per week and there was no significant change in 1969 in the level or pattern of consumption which averaged 11·8 oz per person per week, of which 6·2 oz was butter and 2·8 oz margarine (compared with 12·0 oz, 6·0 oz and 3·4 oz respectively in 1964). Purchases of lard and other solid fats continued to average about 2·3 oz, and those of cooking oils and salad oils increased slightly to just over 0·5 fluid oz.

Sugar and Preserves

30. Average purchases of sugar continued to decline, falling from 16·4 oz in 1968 to 16·2 in 1969. The long-established downward trend in consumption of jam and of syrup, treacle and honey continued, but purchases of marmalade were maintained at an average of just under 1 oz per person per week.

Vegetables

31. Expenditure on vegetables and vegetable products averaged 20p per person per week in 1969 and accounted for 10 per cent of household food expenditure, about ½ per cent more than in 1968, when potato prices were exceptionally low.

Potatoes and Potato Products

32. Consumption of potatoes averaged just over 49 oz per person per week compared with nearly 52 oz in 1968; purchases were reduced by an average of 2 oz and supplies from gardens etc by over ½ oz. The reduction in purchases was entirely in old potatoes sold loose, and may be associated with the reduction in the acreage planted; purchases of prepacked potatoes and of new potatoes each showed small increases. Because of higher prices, average expenditure on potatoes in 1969 was 6p per person per week, compared with 5p in 1968. Expenditure on potato products (excluding quick-frozen products) averaged 2p per person per week in 1969 compared with 1½p in 1968 and 1p in 1966.

Cabbages, Brussels Sprouts, Cauliflowers etc

33. Average consumption of this group of fresh vegetables was 9·0 oz per person per week in 1969, compared with 9·7 oz in 1968, the decrease being in supplies of cabbages and, to a lesser extent, brussels sprouts. Prices rose on average by about ½p a lb compared with the previous year.

Peas and Beans (Fresh and Processed)

34. Average purchases and garden and allotment supplies of fresh peas continued to decline in 1969 and together averaged no more than 0·6 oz per person per week. However, this decline was more than offset by the continued increase in purchases of quick-frozen peas, which averaged 1·1 oz, and a further slight increase in purchases of canned peas to 3·1 oz. The transfer of demand from fresh beans to quick-frozen beans has been less marked than that from fresh to quick-frozen peas, and household consumption of fresh beans at 1·3 oz per person per week was still greatly in excess of that of quick-frozen beans (0·3 oz). Purchases of canned beans continued to increase and averaged 3·6 oz.

Leafy Salads

35. For several years, purchases of lettuces and other leafy salads have remained steady at about 1 oz per person per week and average supplies from gardens and

allotments at about ¼ oz. Average expenditure rose from 0·79p in 1968 to 0·87p in 1969, the average price increasing from 12½p per lb to 13½p per lb.

Other Vegetables

36. Purchases of carrots averaged 2·6 oz per person per week, slightly less than in the previous year, but purchases of other root vegetables and of onions and leeks were fully maintained at 1·6 oz and 2·8 oz respectively. There was no change in the average level of garden and allotment supplies of these vegetables. Average purchases of cucumbers and of mushrooms were also steady at 0·7 oz and 0·4 oz respectively, and there was a small increase in consumption of other fresh vegetables to 0·7 oz. Purchases of canned vegetables (other than peas, beans or potatoes) continued to increase, reaching an average of 1·2 oz per person per week. Average consumption of quick-frozen vegetables (other than peas and beans) and vegetable products also showed some further growth and expenditure on these items reached 1½p per person per week in 1969, almost double the amount recorded in 1966.

Fresh Fruit

37. Expenditure on fresh fruit in 1969 averaged 11½p per person per week, nearly 6 per cent of average household food expenditure. The total quantity consumed averaged 21 oz per person per week, of which a tenth was garden and allotment produce. Purchases of oranges continued to increase, averaging 3·8 oz, but purchases of other citrus fruit decreased slightly to 1·3 oz. Purchases of bananas increased slightly to 3·4 oz and consumption of apples at 6·7 oz per person per week was also rather greater than in 1968, while consumption of pears was fully maintained at nearly 0·9 oz; average prices of all these fruits increased relatively less than those of all other fruits. Consumption of tomatoes at 4·1 oz reflects a slight increase in garden and allotment supplies. Supplies of rhubarb from these sources were, as usual, more than twice as great as purchases.

Canned Fruit and Fruit Products

38. Purchases of canned and bottled tomatoes were fully maintained at an average of 0·8 oz per person per week. Consumption of canned fruit, however, increased slightly to nearly 4·9 oz, a further decrease in purchases of canned peaches, pears and pineapples to 2·5 oz being more than offset by an increase in purchases of other canned fruit to 2·4 oz. Purchases of dried fruit and nuts continued to average about 1·2 oz per person per week[1] and those of fruit juices about 0·6 fluid oz.

Bread and Flour

39. Average expenditure on bread was 12½p per person per week in 1969, ½p more than in 1968, and accounted for a little more than 6 per cent of household food expenditure. However, average purchases of bread continued to decline and were 37·7 oz per person per week in 1969, compared with 38·3 oz in the previous year and 41·9 oz in 1964. About half of the decline of 10 per cent in per caput purchases since 1964 can be attributed to the rise in the price of bread over this period (32 per cent in money terms, equal to 7 per cent in real terms),

[1] Some of the Christmas trade will be unrepresented in this estimate, since the fieldwork of the Survey does not extend over Christmas (see paragraph 11).

but only about a tenth of the fall can be attributed to the rise in real incomes over the period[1]. The remainder of the decline in purchases is attributable to a change in consumers' tastes. Most of the decline was in respect of large wrapped white loaves. Purchases of flour were maintained at 5·4 oz per person per week in 1969 although previously they had been declining for several years.

Cakes and Biscuits

40. Average purchases of buns, scones and tea cakes, and of cakes and pastries, at 1·3 oz and 4·6 oz per person per week respectively, continued to decline, and these decreases cannot be accounted for in terms of changes in prices and incomes. Purchases of biscuits showed no further increase in 1969, those of chocolate biscuits continuing to average about 1·0 oz per person per week and those of other biscuits 4·8 oz.

Other Cereal Products, including Breakfast Cereals and Puddings

41. While purchases of oatmeal and oat products were barely maintained at 0·5 oz per person per week, purchases of prepared breakfast cereals increased further to 2·6 oz. Per caput consumption of canned milk puddings and of rice declined slightly, but purchases of other puddings and of infant and invalid foods were maintained and those of other cereal foods (particularly convenience varieties) increased by about 8 per cent to 2·0 oz per person per week.

Beverages

42. Average purchases of tea continued to decline slowly, averaging 2·5 oz per person per week compared with 2·6 oz in 1968. Purchases of coffee essences also continued to decline, but those of instant coffee increased further to 0·38 oz per person per week and those of coffee beans and ground coffee increased to 0·13 oz. This further transfer of demand from tea to coffee represents a shift in consumer preferences which can be explained only partly in terms of changes in incomes and not at all in terms of changes in prices. Consumption of cocoa and drinking chocolate and of branded food drinks was well maintained.

Miscellaneous Foods

43. Purchases of canned soups and of dehydrated and powdered soups increased slightly in 1969, reaching 3·2 oz per person per week and 0·11 oz respectively. Purchases of pickles and sauces also showed some further increase, averaging over 1·4 oz per person per week. Average consumption of prepared baby foods, spreads and dressings, ice-cream purchased to serve with a meal, and of such cabinet-trade frozen foods as pastry and sponge also continued to increase in 1969.

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[1] The income elasticity of demand for bread was estimated to be about −0·2 in 1967, i.e. a 1 per cent increase in real incomes per head tends to result, other things being equal, in a decrease in per caput purchases of 0·2 per cent; the price elasticity, estimated from an analysis of Survey data between 1964 and 1969, was about −0·7, i.e. a 1 per cent increase in the real price of bread tends to result, other things being equal, in a decrease in per caput purchases of 0·7 per cent.

Chapter 3

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

3.1 Introduction

44. The National Food Survey provides estimates of *average* food consumption and expenditure for different household groups in addition to those for Great Britain as a whole. The estimates for the former cannot be as accurate as those for the whole community because they are each based on fewer household records, but they exhibit a pattern of differences between the various groups which changes only slowly from year to year. The Annual Report for 1965 contained a detailed review of such changes over the period 1956 to 1965, and outlines of the results for 1966, 1967 and 1968 were given in the Annual Reports for those years[1]. This chapter contains a summary of the results for 1969.

3.2 Geographical Differences

3.2.1 CLASSIFICATION USED

45. To reveal differences in food consumption patterns between households in different parts of the country, the Survey data are analysed in two separate ways. The first of these classifies households according to geographic region, the second classifies households according to the degree of urbanization of the polling districts in which they are located[2]. The two classifications are made independently of each other and no cross-classification according to degree of urbanization within each region has been attempted.

46. The Survey is designed to be representative of Great Britain as a whole, but practical considerations limit the number of localities which can be included from each region in any one year. Although the results obtained from the localities selected in a single year from any one region may not therefore be fully representative of that region, the results obtained over a period of years cover a wider range of localities and show a fair degree of consistency, which allows conclusions to be drawn about broad regional characteristics in patterns of consumption.

3.2.2 MAIN RESULTS IN 1969

47. Table 13 gives estimates of average expenditure per person per week in each region and type of area in 1969 and the value of food obtained for consumption in the home. Average per caput expenditure per week was £1·95 in Scotland

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[1] *Household Food Consumption and Expenditure*: Reports for 1965, 1966, 1967 and 1968. HMSO.

[2] Nine regions are distinguished, separate results being given for Wales, for Scotland, and for each of the standard regions of England (as defined since mid-1965) except that East Anglia is combined with the South East Region. Further details are given in Appendix A (Table 1). The analysis according to degree of urbanization distinguishes six types of area, defined as in Appendix A, paragraph 15.

and £2·03 in Wales; in the English regions average expenditure ranged from £2·06 in the West Midlands to £1·91½ in the South West. After taking into account supplies from sources such as gardens and allotments, the average values of consumption in the regions in the south of England and in Wales were all at or above the average for Great Britain as a whole, while those in the East Midlands, the north of England and in Scotland were below that average.

48. Greater differences in average expenditure exist between types of area than between broad regions. Average expenditure in London (£2·16 per person per week) was 8 per cent above, and that in rural areas (£1·84½) was 8 per cent below the overall national average. However, the average values attributable to garden and allotment produce ranged from 1p per person per week in provincial conurbations to 24½p in rural areas: when these are taken into account the range in average values of consumption between types of area is narrowed to about 10 per cent, that in London being about 6½ per cent above the average for Great Britain and that in provincial conurbations about 4 per cent below that average.

49. Average expenditure on seasonal foods and on quick-frozen foods was greatest in the south-east of England and lowest in the north and in Scotland; conversely, average expenditure on other convenience foods, especially canned varieties, was greater in the north of England than in the south. Average expenditure on seasonal foods in London was one and a half times as great as that in rural areas and nearly a third greater than that in provincial conurbations. The range of differences in expenditure on convenience foods was relatively narrower, except for quick-frozen foods, for which the average amount spent in London was double that spent in rural areas; for other convenience foods, the highest averages occurred in the larger provincial towns.

50. Table 13 also gives index numbers of food prices[1] paid by housewives in 1969 in each region and type of area. Housewives in Scotland continued to pay higher food prices in general than were paid elsewhere in Great Britain, particularly for carcase meat and bacon, fish, fresh fruit and vegetables, and cereal products. In Wales, and in all regions of England except the South West, food prices in general were within 2 per cent of the national average. In the South West region prices were nearly 3 per cent below the national average, mainly because of lower prices paid for meat and meat products, potatoes and cereal products. The overall levels of food prices in different types of area were within about 1½ per cent of the national average, but there were wide differences for a few foods. Thus, the average price paid for potatoes by housewives in London was noticeably greater than that paid in rural areas, and about a fifth greater than in provincial towns; these differences appear to have arisen, at least in part, from differences in bulk-purchasing habits, the average size of purchase being smaller in London than elsewhere. Differences in average prices paid for other foods were much smaller, but lamb and fresh fruit were noticeably cheaper

[1] The price indices have been derived by valuing the national diet at the average prices paid in each region and type of area, and expressing each result as a percentage of the cost of the national diet at national prices. Thus the price indices take no account of variation in the *pattern* of food purchases in different localities, but only of price differences which are due partly to variations of quality (including differences in varieties purchased, e.g. cuts of bacon, within each item in the Survey classification of foods), partly to differences in the services (in the widest sense) offered by different shops, and partly to differences in transport costs.

in London than elsewhere, whereas fresh green vegetables tended to be a little dearer.

51. The regional "price of energy" indices[1] in Table 13 indicate that in the combined South East/East Anglia region, and particularly in London, the cost per calorie of the average diet was well above that in other parts of Great Britain, because the south-eastern diet contained more carcase meat, poultry, fresh fruit and vegetables and less cereal products, sugar and margarine. Average cost per calorie ranged from 4½ per cent above the national average in the combined South East/East Anglia region (and 10 per cent above in London) to 5 per cent below that average in Wales, a rather wider range than in previous years. The "price of energy" indices for all types of area except London were less than 3 per cent below the national average.

52. Detailed estimates of the average consumption in each region and type of area of each of the foods itemized in the Survey classification are given in Table 15. The food consumption patterns in 1969, summarized in Table 14, show broadly similar characteristics to those noted in previous years. For example, in addition to the variations for the South East/East Anglia region (and especially for London) noted in the previous paragraph, consumption in Wales of butter, cooking fat, lamb, bacon, poultry and tea remained relatively high and that of margarine, beef, pork and coffee relatively low, while in Scotland consumption of beef, margarine, preserves and cereal products was high and that of lamb, pork, poultry, bacon and fresh green vegetables low. Consumption of lamb and poultry was below the national average in the north of England (with the notable exception of lamb in the North West) but generally above the national average further south (apart from the East Midlands). Although regional variations in consumption of beef were less marked, there was a tendency for average consumption to be higher in the north than in the south of England. Consumption of fruit and of fresh green vegetables was low in the north and much higher in the Midlands and the south, but this pattern tended to be reversed for potatoes and other vegetables.

53. The analysis according to type of area shows that the average patterns of consumption in larger and smaller towns and, to a smaller extent, in semi-rural areas, were fairly similar to that in Great Britain as a whole, but the pattern of consumption in Greater London showed some marked contrasts with that in the provincial conurbations. For example, consumption of lamb, poultry, pork, coffee, cheese, fruit and fresh green vegetables was high in London and low in the provincial conurbations, while consumption of margarine, flour confectionery, bread, potatoes, processed meats and processed vegetables was higher in the provincial conurbations than in London. In rural areas, purchases of the ingredients for home baking were above the national average and those of cakes and biscuits below it; consumption of pork, coffee and fresh green vegetables was also high, and that of lamb, poultry, fish, tea, potatoes and other vegetables comparatively low.

[1] These "price of energy" indices showing relative differences in "cost per calorie" have been obtained by dividing the money value of food obtained for consumption (purchases plus 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. These indices take into account regional and type of area variations in consumers' choice of foods as well as variations in prices paid.

3.3 Income Group Differences

3.3.1 CLASSIFICATION USED

54. The definition of income group used in the National Food Survey is in terms of the gross weekly income (i.e. before deduction of direct taxes and analogous payments) of the head of the household, as stated by the housewife or, if necessary, imputed from occupation or other information[1]. Because of the continuing rise in money incomes, the income ranges for each group must be re-defined periodically. Moreover, the revision must be made in advance of the fieldwork for any year, because those housewives who are unable or unwilling to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. The income ranges which were adopted at the beginning of 1969 for use throughout the year are shown in the following table together with the desired distribution of the sample between these groups and the distribution actually realized.

	Distribution of households	
	Planned	Realised
	%	%
Group A1 (£55 and over per week)	2·5	3·6
Group A2 (£34·50 but less than £55 per week)	7·5	11·4
Group B (£20 but less than £34·50 per week)	35·0	37·5
Group C (£11·50 but less than £20 per week)	35·0	27·6
Group D[2] (Under £11·50 per week)	20·0	19·8
Total	100·0	(100·0)

Further details of the composition of the sample of households in each group in 1969 are given in Tables 5 to 8 of Appendix A.

3.3.2 MAIN RESULTS IN 1969

55. Estimates of average expenditure on food in 1969 in each of the income groups are given in Table 16. Average expenditure per head in group A1 was nearly 16 per cent above the average for the whole sample and that in group D1 was over 7 per cent below that average; average expenditure in the intermediate groups varied directly with income, the gradation being steeper at the higher income levels. There was a similar gradation in the value of food supplies from gardens and allotments, so that the range in the average value of food obtained for consumption was rather wider than that for food expenditure. The gradation with income was also apparent for average expenditure on seasonal foods and on convenience foods, particularly quick-frozen foods, but not for canned convenience foods, for which differences between income groups were very small and the highest averages tended to occur in the middle of the income range.

[1] See Appendix A, paragraph 15.

[2] Sub-divided into three groups, namely: households containing one or more earners (group D1), those containing no earner (group D2) and households solely or mainly dependent on state retirement pensions (contributory) or non-contributory old age pensions (abbreviated as OAP).

Table 16 also shows index numbers comparing the general levels of prices paid[1] for food by households in each of the income groups. These index numbers indicate that average prices paid increase with increasing income, the range between group A1 and group D1 being 11 per cent (but only 5 per cent between groups A2 and D1), compared with a wider range of 24 per cent (and 13 per cent) for expenditure. The differences between groups A1 and D1 in average prices paid were greater for fish (23 per cent), carcase meat (19 per cent), cereal products (18 per cent), natural cheese (17 per cent) and meat products (15 per cent) than for most other foods, and probably reflect, at least in part, differences in quality and in service.

56. The "price of energy" indices[2] given in Table 16 take into account not only price variation but also differences between groups in dietary pattern. They show a range as large as 30 per cent between income groups A1 and C, largely caused by the highest income group spending relatively more on low-energy and less on high-energy foods.

57. Details of average consumption of and expenditure on the main foods in each of the income groups are given in Tables 17 and 18. Groups B and C together comprise about two-thirds of the households in the sample and therefore show a dietary pattern similar to the average for the sample as a whole. The tables illustrate, however, some marked differences in dietary patterns between the higher and lower income groups, notably the comparatively high consumption of fresh fruit, green vegetables, quick-frozen vegetables, dairy products, meat, and coffee by the former, and their relatively low consumption of bread, potatoes, sugar, margarine, cakes and tea. The results for pensioner households reflect both the almost wholly adult composition of the household and the persistence of buying habits formed in earlier years.

3.4 Household Composition Differences

3.4.1 CLASSIFICATION USED

58. The households participating in the National Food Survey were grouped into eleven types according to their size and composition in terms of numbers of adults, adolescents and children[3] as follows:

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

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[1] See paragraph 50.

[2] These indices, which measure the "cost per calorie", have been obtained by dividing the money value of 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 Glossary for definitions of "adult", "adolescent" and "child".

Other households with:
adults only
adolescents but no children
children

Details of the sample in 1969 according to household composition are given in Tables 7 and 8 of Appendix A.

3.4.2 MAIN RESULTS IN 1969

59. Estimates of the average household food expenditure and value of consumption per person per week in 1969 in each of the eleven types of household are given in Table 19. These show much wider variation than those for the other classifications by location and income considered above. Thus, average food expenditure *per person* per week ranged from £1·39 in families with four or more children (£9·03½ for the family) to £2·69 in households containing only a younger couple (£5·37½ per household). The inclusion of supplies of garden and allotment produce does not significantly alter this range. These relative differences are also apparent for average expenditure on seasonal foods, on quick-frozen foods and on canned foods, but for other convenience foods the relative differences are halved. The main difference in average expenditure between younger and older couples was that the former spent about one-third more than the latter on convenience foods and twice as much on quick-frozen foods.

60. The price index[1] given in Table 19 shows a range of rather less than 8 per cent between the general level of prices paid for food by families with four or more children and those paid by younger couples, in contrast with the range of over 90 per cent in average food expenditure per head. Prices paid by families with four or more children were in general about 5 per cent below the average for all types of household. About half of this difference is attributable to lower prices paid for carcase meats, poultry, bacon and meat products, one-fifth to fruit and vegetables and a tenth to cereal products other than bread. Prices paid by younger couples, however, were in general over 2 per cent above those paid by the country as a whole; half of this difference is attributable to higher prices paid for meat and meat products, one-fifth to fruit and vegetables and a sixth to cereal products other than bread. These differences in average prices paid arise from differences in quality, average size of purchase and the extent to which housewives spend time in comparing prices and standards of service offered by different shops. The differences ignore, however, any bonuses given by way of dividend or trading stamps.

61. The "price of energy" indices[2], which are also given in Table 19, take into account dietary patterns as well as prices and show a range of 32 per cent between younger childless couples and couples with four or more children. This range, which is four times as great as the range in the corresponding food price indices, is mainly attributable to differences in dietary patterns. These in turn are partly attributable to physiological and partly to economic factors: differences in wastage may also affect the range.

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[1] The index has been compiled by costing the national diet at the average prices paid by each of the household groups (cf. paragraph 50).
[2] See footnote (2) to paragraph 56.

62. The pattern of food consumption and expenditure in 1969 in each of the eleven household types is shown in some detail in Tables 20 and 21. As usual, expenditure and consumption *per person* of most foods was greater in small families than in large, mainly because adults have greater physiological requirements than children, though differences in economic circumstances also contributed to this disparity, and to the greater per caput consumption of relatively cheap sources of energy in larger families.

3.5 Family Composition Differences Within Income Groups

3.5.1 CLASSIFICATION USED

63. In order to examine the relative effects of the composition of the family and of the income of its head upon household food expenditure and consumption and the nutritive value of the diet, the Survey data have been analysed according to family composition within each broad income group. Because they contain few children, households in income group D2 and those of old age pensioners have been excluded from this analysis. The samples of households with children in income groups A1 and D1 are too small for separate analysis, and have been combined with those in groups A2 and C respectively. The analysis is therefore confined to twenty-one sub-groups of households—seven family types (namely, childless younger couples and couples with different numbers of children, with or without adolescents) within each of three broad income groups, A, B and C & D1. Details of the composition of the sample in 1969 are given in Table 7 of Appendix A.

3.5.2 MAIN RESULTS IN 1969

64. Estimates of average per caput weekly food consumption and expenditure in 1969 in each of the twenty-one sub-groups are given in Tables 22 and 23 respectively. Average food expenditure *per head* ranged from about £1·35 per week in families in the lower income groups with 4 or more children to £3·08½ per week in households in income group A containing only a younger couple. As in previous years, the averages for food expenditure per head show much greater variation between family-size groups within each income range than between income groups within each family-size group. For example, in 1969 the *smallest* range between family-size groups within any income group was as much as £1·17½ per person per week whereas the *largest* range between income groups within any family type was only 52½p per person per week. Estimates of the average food expenditure *per household* in each of the twenty-one sub-groups are also given in Table 23. Within each income group there was a range of £3·50 or more in average weekly food expenditure per household between the smallest and the largest families. However, within the separate family-size groups, the maximum range between the highest and lowest income groups was only £1·30. Estimates of average *per caput* consumption of each of the main foods are given in Table 22. They show, in most cases, that the wide range of differences in per caput consumption between the smallest families and the largest persists within each income group.

65. A comparison of the average prices paid for some of the main commodities by younger couples in income group A with those paid by large families in

income group C & D1 shows that the former paid on average about 5 per cent more for each pint of milk in 1969, presumably because they opted for the premium grades. They bought beef, lamb, pork and bacon at average prices between a fifth and a third as much again as those paid by larger families with lower incomes, presumably because they more frequently selected the more expensive cuts. Differentials of about 15 per cent were recorded for poultry and for bread, again reflecting differences in variety and quality (in the widest sense, including services provided by the retailer), but for butter, margarine and eggs the differential was only about 5 per cent. It must be borne in mind, however, that these comparisons have been made from only a relatively small number of observations, and the price differentials have shown such wide and irregular fluctuations over the past few years that it is impossible to deduce whether or not they are changing in magnitude.

66. Estimates of declared net *family* income per head and per household are also given in Table 23. These estimates, which include family allowances and are after deduction of income tax and national insurance contributions, are derived from information given by the housewife and are known, on average, to be understated. The estimates should therefore be regarded with a good deal of circumspection.

67. Indices showing the relative differences in "cost per calorie" between the twenty-one sub-groups are shown in section (iv) of Table 39. Average cost per calorie is seen to increase with increasing income and to decrease with increasing family size, but there is a wider range between large and small families in the highest income groups than between corresponding families in the lower income groups.

3.6 Household Food Consumption and Expenditure According to Age of Housewife and Broad Socio-economic Grouping, 1969

3.6.1 CLASSIFICATION USED

68. The experimental classification of households according to the age of the housewife in each of two broad socio-economic groupings, first attempted in 1968[1], was repeated in 1969. The two broad groupings were designed to bring together, as far as possible, professional and other persons whose incomes tend to rise throughout most of their careers and who tend to have substantial occupational pensions, and to contrast these with workers who reach their maximum earnings early in their working lives and retire with either the State retirement pension only or with only very limited additional funds. The criterion used for this grouping was whether the head of household was classified in Registrars-General's Social Classes I and II (professional and intermediate occupations) or in Classes III, IV or V (skilled, partly skilled and unskilled occupations)[2]. Just

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[1] *Household Food Consumption and Expenditure: 1968*, paragraphs 71 to 75, HMSO, 1970.

[2] In certain circumstances (i.e. where the head of household was in the armed forces, retired or not gainfully employed, or where no information about occupation was available) the household will have been classified as Registrars-General's Social Class O. In such cases households in which the head of household's income group was A, B or C were allocated to the professional group of households, the remainder (i.e. income group D) to the second group of households.

over one-quarter of the households (and persons) were allocated to the professional and intermediate ("professional") group in 1969 and nearly three-quarters to the other ("non-professional") group. It has been necessary to exclude from the analysis 46 households (about 0·5 per cent of the whole sample) in which the housewife did not state her age.

3.6.2 FAMILY COMPOSITION

69. Table 24 shows the main characteristics of households in each of the seven age-groups in each of the two broad socio-economic groupings. In both groupings, the average family size rose to its peak when the housewife was aged between 35 and 44 and declined above that age as the children grew up and left home. The average size of family in each age-range up to 34 was noticeably smaller in the professional group than in the other group because the latter tended to commence raising their families earlier; this difference in average household size practically disappeared in the 35–54 age band. In later years the professional households were of greater average size than the non-professional households in comparable age-groups. Overall, the average size of family was greater in professional than non-professional households (3·17 persons compared with 3·02)

3.6.3 AVERAGE DECLARED NET FAMILY INCOME

70. Average net family income (as declared by the housewife[1]), both per head and per household, was greater at each stage of the life-cycle in professional than in non-professional households. When the housewife was under 65 years of age, average income per head in professional households was from a quarter to two-fifths greater than in other households, but in later years this margin widened so that average income in professional households became twice that in other households.

3.6.4 PROPORTION OF FAMILY INCOME SPENT ON FOOD

71. Average food expenditure in both professional and non-professional households was greatest *per household* when the household reached its maximum size, and greatest *per person* when the housewife was aged between 55 and 64, and the household therefore almost entirely adult in composition. In professional households the proportion of declared net family income spent on food varied only between 18 and 23 per cent through the life cycle, but in non-professional households the proportion rose from 24 per cent in the younger families to 37 per cent in the 65–74 age group. Details of average expenditure on various types of food by each group are given in Table 26.

3.6.5 AVERAGE CONSUMPTION OF FOOD

72. Variations in average consumption of food are given in Table 25. Age for age, consumption per head of most foods was greater in professional households than in other households, but the pattern of variations with age was similar in both socio-economic groups. The main features of this pattern are that average

[1] See also paragraph 66.

consumption increased with increasing prosperity and with increasing *per caput* nutritional need but declined once retirement age was reached or approached. In general, household food consumption was more affected by the size of the family and the age of its members than by the "professional" or "non-professional" status of the head of the household. Margarine, sugar, potatoes, white bread (but not brown), cakes and tea were among the few items for which average consumption was higher in non-professional than in professional households, although there are other foods, such as flour, biscuits and branded food drinks, for which there were no consistent differences between the two broad classes in corresponding age-groups.

3.6.6 AVERAGE PRICES PAID FOR FOOD

73. The average prices paid for foods itemised in the Survey vary from one household to another and reflect not only differences in the prices of exactly comparable items, but also differences in quality and variety. Nevertheless the price variation between age-groups and between professional and other households was generally small. The pattern was for professional households to pay on average somewhat higher prices for their food than were paid by other households; this preference was perhaps most marked for fresh fish, where there is a particularly wide range of varieties and prices, and for cream. The difference between the two groups was, however, not so great for the various types of meat, notwithstanding the range of choice available. For many foods the average price paid showed no regular gradation with age of housewife. Cream, however, provided an exception, and showed an upward gradation in prices with age, both for professional and for other households. This item includes double and single cream and canned cream, three products with a marked price differential. Cheese showed some tendency to follow the same pattern. For eggs, flour and butter there was also an upward gradation with age but little or no difference between professional and other households in average prices paid. The prices paid for margarine, cooking fats and sugar, however, increased with age only throughout the working life. For potatoes and for bread the prices tended to be least when the housewife was in the 35–44 age-band and the size of family was at its greatest, thus providing opportunities for economies of scale. Average prices paid for quick-frozen vegetables also followed this pattern but there was no clear gradation for fresh green vegetables. The more expensive kinds of biscuits were most favoured in middle age but the highest average prices paid for tea occurred after retirement.

Chapter 4

TYPES OF SHOP USED BY HOUSEWIVES FOR THEIR MAIN FOOD PURCHASES IN 1969

4.1 Introduction

74. Global statistics of the number, sizes, types and location of retail food outlets are usually compiled from information supplied by the outlets themselves and therefore do not provide information about the characteristics of the households using different types of shop. In order to obtain some information of this kind, participants in the National Food Survey throughout 1969 were asked to give particulars about the kinds of shops from which they purchased *most* of their fresh meat, fresh vegetables, fresh fruit and groceries during the week in which they were taking part in the Survey. To confine the inquiry to practical limits information was *not* obtained concerning the type of shop from which each individual item was bought. The results which appear in the accompanying tables are therefore circumscribed by the terms of the questionnaire and cannot be used to determine the relative turnover of different kinds of shop. Nevertheless, they appear to be broadly compatible with the available statistics of turnover, when account is also taken of the fact that the National Food Survey covers only purchases made by private households.

4.2 Type of Shop Used by Housewives

75. The results of the inquiry given in Tables 27, 28 and 29 show the proportion of housewives in the country as a whole and in each of several categories (region, type of area, income group, type of household) who do the bulk of their shopping in co-operatives, multiples or independent shops. For the purpose of the inquiry, shops (other than co-operatives) which are part of a chain with ten or more branches were considered to be multiples, and other shops (except co-operatives) were considered to be independents (including market stalls and groups of independent retailers who have voluntarily joined in a special trading arrangement with a wholesaler).

76. *Geographical Differences.* In Great Britain as a whole, about two out of every three housewives said they made most of their purchases of *meat* in independent shops, about one in five in multiple shops and one in ten in co-operatives. Relatively more households in Scotland and in the North, North-West and East Midlands of England purchased most of their meat in co-operatives. The proportions of households using multiples for most of their purchases of meat were as great as one household in four in the South-West and one in three in the South-East. Conversely, patronage of independent shops for main meat purchases in the Yorkshire and Humberside region, and in the North-West, the West Midlands and in Scotland and Wales was well above the national average.

77. The analysis by type of area indicates that the highest proportion of households using co-operatives for most of their purchases of *meat* occurred in provincial conurbations and large towns. The highest proportion using multiples

was in London and small towns, and the highest proportion using independents was, as might be expected, in the more rural areas. Of the households using multiples for most of their purchases of meat, about half used self-service shops, and this proportion was fairly constant throughout Great Britain; relatively few of the co-operatives or independent butchers' shops were described as self-service.

78. For *fruit and vegetables*, the broad pattern was similar to that for meat, but there were differences in emphasis. Thus, in Scotland and the north of England the proportion of households using co-operatives for their main purchases was also much greater than in Great Britain as a whole, though smaller than the corresponding proportions for meat. The proportion using multiples was greatest in Scotland and Wales and the proportion using independents greatest in the Yorkshire and Humberside region and in the English Midlands. Self-service of fruit and vegetables was an important feature only in multiple shops.

79. Self-service, however, was a feature of over two-thirds of the shops used by housewives for the purchase of most of their *groceries*; it was more common in co-operatives and in multiple shops than among the independents. About one-fifth of the households surveyed used co-operatives for most of their groceries, one-half used multiples and three-tenths used independent shops. The proportion reached about one-third for co-operatives in the North and in the East Midlands of England, nearly two-thirds for multiple shops in the South-East and two-fifths for independent shops in the West Midlands. The proportion of households using independent shops for their main grocery purchases varied inversely with degree of urbanisation; the proportion using multiples and co-operatives was greater in urban than in rural areas, but did not exhibit a regular gradation with town size.

80. *Income Group Differences.* In the analysis by households classified according to the income of the head of the household (Table 28), the use of co-operatives for most of the household purchases of meat, fruit, vegetables and groceries was greatest among pensioner householders; that of multiples was greatest among the lower paid workers, and that of independents among the higher paid, but these differences between the income groups were fairly small. There was little variation between income groups in the use of self-service shops.

81. *Household Composition Differences.* Table 29, which gives the results of the analysis by type of household shows relatively little difference between household types in the proportions using the various types of shop for most of their purchases of meat, fruit, vegetables and groceries. There was a tendency for the younger couples and the smaller families to make more than average use of multiple shops, for co-operatives to be most favoured by older households and for independents to be most frequently patronized by larger families.

4.3 Food Expenditure and Average Prices Paid by Households Classified According to Type of Shop Used for their Main Purchases

82. Tables 30 to 33 give details of average expenditure per household on different kinds of foods and average prices paid by households classified according to

type of shop in which they bought most of their meat, fruit, vegetables or groceries during the week of survey. It must be emphasized that these details of expenditure and average prices paid relate to all purchases made by the households concerned, not simply to those purchases made in the type of shop used for most of their purchases, and take no account of the value of dividend or of trading stamps. Thus, the only valid interpretation which can be placed on these data is that, for example, considering the first line of Table 30, households which bought most of their meat from self-service co-operative stores spent an average of 61p per household per week on beef and veal (not all of it necessarily in that kind of shop) and bought varieties of beef and veal which cost on average 32p per lb. The differences down the columns of the table therefore do not necessarily relate to differences between different types of shop, but to different behaviour patterns between the households using various types of shop for their main purchases. In any case, in each column the average expenditure per household and the average prices paid show only comparatively small variation, which can be associated with the composition and, to a lesser extent, incomes of the families using each type of shop.

Chapter 5

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION

5.1 Introduction

83. The energy value and nutrient content of the food obtained for consumption in households are estimated by applying appropriate conversion factors to the quantities of foods itemised in the Survey[1]. The nutrient conversion factors for minerals and vitamins were thoroughly revised for 1969. These factors make allowance for the losses of thiamin and vitamin C which are likely to occur as a result of cooking, and for inedible waste. The results therefore represent the amounts of nutrients estimated to be available to members of the household for consumption. They are expressed on a per caput basis and consequently the estimates, for example of energy value for families with several children, are invariably less than the corresponding estimates for wholly adult families because of the children's relatively smaller need for energy.

84. These estimates of the quantities of nutrients available for consumption are compared with, and expressed as percentages of, the intakes recommended by the Department of Health and Social Security[2], the recommendations of the Committee on Nutrition of the British Medical Association (1950) no longer being used. When making these comparisons the estimated nutritional content of the food available for consumption (shown in Tables 34 to 40) is reduced by an arbitrary 10 per cent to allow for plate wastage, spoilage and other losses, including scraps which may be fed to pets. Household needs are assessed after allowances have been made for the age, sex and occupation of each of the members of the household, for the number and type of meals eaten by them away from home, and for the presence of visitors. (Further details of methodology are given in Appendix A, paragraphs 16 to 22.)

85. The recommended intakes of nutrients are defined as the amounts sufficient or more than sufficient for the nutritional needs of practically all healthy persons in a population, and are therefore necessarily in excess of the requirements of most individuals. The 1969 Report on Recommended Intakes of Nutrients[2] states: "If an individual is taking more of a nutrient than the recommended intake, he is almost certainly obtaining more than he requires; but if the average intake of a group is greater than the recommendation one cannot be sure that there is no malnutrition because of uncertainty about the distribution of intakes within the group. Equally, it is not legitimate to deduce the presence of malnutrition in a population merely on the basis of the results of a survey in which the average intake of a nutrient is less than the recommendation. But malnutrition is more likely to be present the further average intakes fall below the recommendations."

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[1] Among the foods excluded from the Surveys are sweets, alcoholic drinks and food eaten in restaurants and other catering establishments. (See General Note in Glossary.)

[2] Department of Health and Social Security. *Recommended Intakes of Nutrients for the United Kingdom.* Reports on Public Health and Medical Subjects No. 120, HMSO, 1969.

86. The recommendations for energy are equated with average requirements and relate to groups of individuals rather than individuals themselves. In this respect they differ from the recommendations for nutrients. The Report on Recommended Intakes of Nutrients[1] assumes that the individuals are healthy and able to obtain the necessary diet. It states: "In a healthy community where there is no economic bar to obtaining palatable diets, appetite determines the distribution of energy intakes roughly in accordance with the varied needs of the individuals in a group. Therefore, provided the average observed energy intake is equal to the recommended intake for the group, and many people are not obtaining more than their requirements, few are likely to obtain less than they need, even though about half the individuals must of necessity obtain less energy than the average. If the average intake is appreciably greater than that recommended then, unless levels of activity have been underestimated, several are obtaining superfluous energy and are likely to become obese. Conversely, if the average intake is less than that recommended then, unless activity has been overestimated, undernutrition is present and some individuals will lose weight, or reduce their activity, or do both."

87. Further discussion of the purpose and use of the recommendations is given in the report, which points out that they may be used in conjunction with surveys of food consumption for the identification of potential nutritional problems that merit investigation. Although they are a useful supplement to clinical and other studies they cannot be used alone for the assessment of nutritional status or for the detection of malnutrition in individuals. The report also emphasizes that recommendations for intakes of nutrients can be made only by the exercise of judgment on limited data, and that in consequence they can only be provisional and are subject to future revision in the light of new knowledge.

5.2 National Averages

88. Nutritional estimates for the years 1964 to 1969 are given in Table 34. The energy value of the average household diet has shown little change during this period, and in 1969 was recorded as 2570 kcal (10·8 MJ) per person per day, 9 per cent in excess of the recommended intake. Table 35 shows that three quarters of this energy was provided about equally by meat (16 per cent), bread, flour and other cereals, and fats (15 per cent each) and by milk, cream and cheese (14 per cent). Sugar (bought as such) and preserves provided 11 per cent.

89. The relative contributions of protein, fat and carbohydrate to the energy value of the diet are shown in part (iii) of Table 34. The intake of fat rose in 1969 to its highest value in this time series, providing on average 42 per cent of the energy of the diet; there was a corresponding fall in the value for carbohydrate. The series demonstrates the relative constancy of the contribution of protein; although the total protein intake in 1969 was slightly less than in 1968, chiefly because of the smaller bread consumption, the intake of animal protein was maintained, so that the proportion of protein of animal origin reached a

[1] Department of Health and Social Security. *Recommended Intakes of Nutrients for the United Kingdom*. Reports on Public Health and Medical Subjects No. 120, HMSO, 1969.

new high level of 62·5 per cent. Total protein intake exceeded on average the recommended intake by just over a quarter, but was nearly twice the minimum requirement which is based on an assessment of strict physiological need.

90. In 1969 the average iron intake showed a further small fall, partly because of the reduced bread consumption, to a level 21 per cent above the recommended intake. About half the reported decrease between 1968 and 1969 in thiamin intake was due to the revision of the conversion factors; of the average daily consumption in 1969 of 1·17 mg per person, bread provided almost a quarter (partly because of the policy of fortification of flour with this vitamin), and vegetables and meat each rather less than one-fifth (Table 35). Of the total nicotinic acid in the average diet (16·2 mg per person daily in 1969), that derived naturally from cereals is deemed to be unavailable to man; making allowance for this, and for the fact that the amino acid tryptophan is converted in the body to this vitamin, the nicotinic acid equivalent of the diet in 1969 was 29·4 mg (see Appendix A, paragraph 18). This amount has not varied during the period under review, and in 1969 was 90 per cent greater than the recommended intake. The average vitamin A content of the diet throughout the period has remained at double the recommended intake: in 1969 it amounted to 1360 μg retinol equivalent, 910 μg being provided by retinol itself from animal products and the remainder derived from the 2110 μg of β-carotene, supplied chiefly by vegetables and fruits but also by milk and its products and by margarine (see Table 35 and Appendix A, paragraph 18).

91. Most of the reported decline in vitamin D consumption between 1968 and 1969 was due to revision of the conversion factors for the vitamin D content of fatty fish. This vitamin is found in relatively few foods: of the 2·9 μg in the average diet in 1969, 31 per cent was supplied by margarine, which is fortified with this nutrient, and 19 per cent by fatty fish; other chief sources were eggs (17 per cent), butter (11 per cent), and milk and its products—some of which are also fortified—(10 per cent). The average diet provided 84 per cent of the recommended intake, but the Survey does not record welfare and pharmaceutical sources of vitamin D, and the report on Recommended Intakes[1] stressed that most adults require no dietary vitamin D since they obtain all they need from the action of sunlight on the skin. An average intake below that recommended therefore does not necessarily signify that there is any lack of vitamin D in the diet.

92. The nutritional composition of the average household diet appears to be very stable and any changes are slight and slow. This is especially noticeable when the concentration of nutrients is expressed in terms of energy, as in section (v) of Table 34. Ways in which such figures may be interpreted were discussed in the Annual Report for 1967, paragraph 104 and elsewhere. It was pointed out that comparing them with the recommended intakes, similarly expressed, for different categories of individual, directs attention to those types of person, and to those nutrients, that deserve consideration from the points of view of nutrition education and of national nutrition policy.

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[1] In its paragraph 125—see footnote (2) to paragraph 84.

5.3 Geographical Differences

93. Regional and type of area variations in the energy value and nutrient content of household food consumption in 1969 are shown in Table 36. Although the sample for any one year cannot be fully representative of a given region the variations shown in this table are in general conformity with the pattern shown in previous years[1]. Details of the consumption of particular foods in the various regions and types of area are given in Table 15, and the characteristic food patterns discussed in paragraph 52. Variations in nutrient intake are relatively much smaller and are further reduced when the average intakes are expressed as percentages of the recommended intakes.

94. The regional analysis indicates that the diet in the north of England provided less energy, protein, calcium, riboflavin and vitamin C than that in any other part of the country, and was also relatively low in most other nutrients except iron. Of the different types of area, rural districts showed the highest intake of energy and of most nutrients except animal protein, nicotinic acid equivalent and vitamin C (for which intakes were highest in the London conurbation) and retinol equivalent (highest in smaller towns).

95. The London diet derived more of its energy from protein and fat, and less from carbohydrate, than did that of any other type of area or region. Indeed the contribution of fat was equal to that of carbohydrate—44 per cent, and two-thirds of the protein was of animal origin—more than elsewhere. In these respects Scotland and Wales fared less well than the English regions, though in all areas average intakes of all nutrients (except vitamin D—see paragraph 91) exceeded those recommended.

5.4 Income Group Differences

96. Table 37 shows the energy value and nutrient content of the diet of households in different income groups. Although the energy value increased from group A1 to group C the corresponding recommended intakes for energy increased likewise, because of the decreasing proportion of occupations of household members classified as sedentary, and also because of the increasing proportion of meals consumed at home; the extent to which estimated intakes of energy met the recommendations therefore remained relatively constant (part (ii) of table). Maximum energy and carbohydrate values were recorded for pensioner households, but it is known that their purchases of certain storable foods, particularly flour and sugar, are abnormally high during the survey week (see Appendix A, paragraph 13).

97. The food patterns characteristic of the two extremes of the income range (see paragraph 57) resulted in households in group A1 obtaining on average markedly more animal protein (nearly 70 per cent of total protein), fat, calcium, riboflavin, nicotinic acid equivalent and (especially) vitamin C, and less carbohydrate, iron and thiamin, than those in groups C and D1. The diet of group A1

[1] For fuller discussion see *Household Food Consumption and Expenditure: 1965*, Table 28 and paragraphs 59 to 69, HMSO, 1967.

was also the most concentrated, in terms of the amount of nutrients (all except carbohydrate) provided for a given energy intake (see part (v) of Table 37), and the cost per calorie was substantially higher than for the other groups (see Table 16). For all groups the average diet provided nutrients in excess of the recommendations, apart from vitamin D for which dietary sources alone did not meet the recommended intake (see paragraph 91), except for pensioner households.

5.5 Household Composition Differences

98. Table 38 shows the energy value and nutrient content of the household food consumption of households of different composition. With increasing numbers of children in the family the average energy value of the diet showed a gradation from 3,140 kcal (13·1 MJ) per person per day for younger childless couples to 2,140 kcal (9·0 MJ) in families with four or more children. The per caput intake of protein and other nutrients also declined as the family size increased and large families had the lowest per caput intake of all nutrients. Older childless couples had the highest vitamin D intake, because of their relatively large consumption of fish and margarine. With this exception, highest per caput intakes of nutrients were found with the younger childless couples. In the diet of these households fat and carbohydrate each supplied approximately 44 per cent of the energy value, while for the largest families fat provided 38 per cent and carbohydrate 50 per cent.

99. Intakes are expressed on a per caput basis and children have smaller absolute needs for energy and most nutrients than have adults. Thus the recommended intakes for most nutrients for families with children are less than those for wholly adult households, and the differences between the various households are reduced when the estimates of nutrient intake are expressed as percentages of the recommended intakes. Lowest percentages are found in families with three or more children or with adolescents and children, but the diets of all types of household appear to contain on average ample quantities of all nutrients, except vitamin D in households containing children. The recommended intake for vitamin D is attained on average in wholly adult households, and those containing adolescents but no children, where requirements are lower. This situation may partly reflect the hypothesis that the recommended intake for vitamin D for young children is too high: many may obtain substantially less from their diet without apparent ill health[1].

5.6 Family Composition Differences within Income Groups

100. The relative influences of household composition and of income group on the nutritional characteristics of family diets are shown in Table 39. The extreme range of per caput daily energy values is from 3,280 kcal (13·7 MJ) for childless couples in income group C & D1 to about 2,000 kcal (8·4 MJ) for families with 3 or more children in group A. The variation in per caput nutrient intakes between families of different size for each of the three income groups is much

[1] Ministry of Health. *A pilot survey of nutrition of young children in 1963.* Reports on Public Health and Medical Subjects No. 118, HMSO, 1968. Cf. paragraph 124 of *Recommended Intakes of Nutrients for the United Kingdom,* see footnote (2) to paragraph 84 above.

greater than that between families (of a given size) of different income groups. This is also true, but to a lesser extent, when the intakes are expressed as percentages of recommendations. The percentages for income group A tend to decrease markedly as the size of the family increases, while in group C & D1 they are much more stable after the advent of the first child. Consequently there is a gradient in the percentages from the richer to the poorer households in the smaller families, but a tendency for this gradient to be reversed in the larger families—for example, for energy, protein, iron and thiamin in families with three or more children. In these families in income group A the estimated per caput iron intake exactly equalled that recommended, although the concentration of iron in the diet was not less than 5·1 mg per 1000 kcal, and indeed in only two of the twenty-one types of family shown in part (iii) of Table 39 did it exceed 5·3 mg. Intakes of all other nutrients, except vitamin D in families with children (see paragraph 99), exceeded the recommendations.

101. The "price of energy" index numbers (part (iv) of Table 39), which take into account both the dietary pattern of the different households and the prices paid for individual foods, show that the families with no children in income group A were spending 31 per cent more than the national average for each unit of energy they consumed, while those with 4 or more children in group C & D1 obtained their energy at a cost of 22 per cent less than the national average—and 5 per cent less than did all households of this size (see also paragraph 67).

5.7 Differences Associated with the Age of Housewife and Broad Socio-economic Grouping, 1969

102. The energy value and nutrient content of the diet of households according to two broad socio-economic groups and to the age of the housewife are shown in Table 40 and the Chart. In both socio-economic groups a clear trend in the consumption of energy and of most nutrients is apparent. Per caput intakes of energy and most nutrients were minimal when the housewife was aged 25–34 years, rising to a peak at 55–64 years and then declining. The differences in values reflect changes in family composition with the age of the housewife, factors which had a much greater effect than socio-economic status on the nutrient content of the diet. In general, for each comparable age group, intakes of energy, total protein, carbohydrate, iron, thiamin and vitamin D were higher in non-professional than in professional households, although this was less apparent in the older age groups. For all these nutrients except the last, bread is a major source. Professional households had higher intakes of the remaining nutrients, and overall the more concentrated diets—in relation to energy value. When the nutrient value of the diet is expressed as percentages of the recommended intakes there is some modification to the pattern, especially in the younger age groups, with a tendency for the values for some nutrients to show little variation thereafter until the invariable decline for the elderly. The recommended intakes of all nutrients were exceeded except for vitamin D in households where the housewife was under 45, or 75 years or over, in both socio-economic groups (see paragraph 91).

103. Protein provided a fairly constant proportion of energy to the diet in all categories, the levels tending to be slightly higher in the professional than in the non-professional households. The proportion of protein derived from animal

sources was markedly higher at all ages in the professional group. Non-professional households obtained a greater amount of energy from carbohydrate than professional households, and a smaller amount from fat. In the older professional families, where the housewife was aged 55–74 years, fat was a slightly more important energy source than was carbohydrate. The only nutrient to show markedly different patterns of consumption in the two groups was vitamin C of which the older professional families obtained distinctly more than the others (see Chart).

CHART

ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION ACCORDING TO AGE OF HOUSEWIFE AND BROAD SOCIO-ECONOMIC GROUPING, 1969

(i) Consumption per person per day

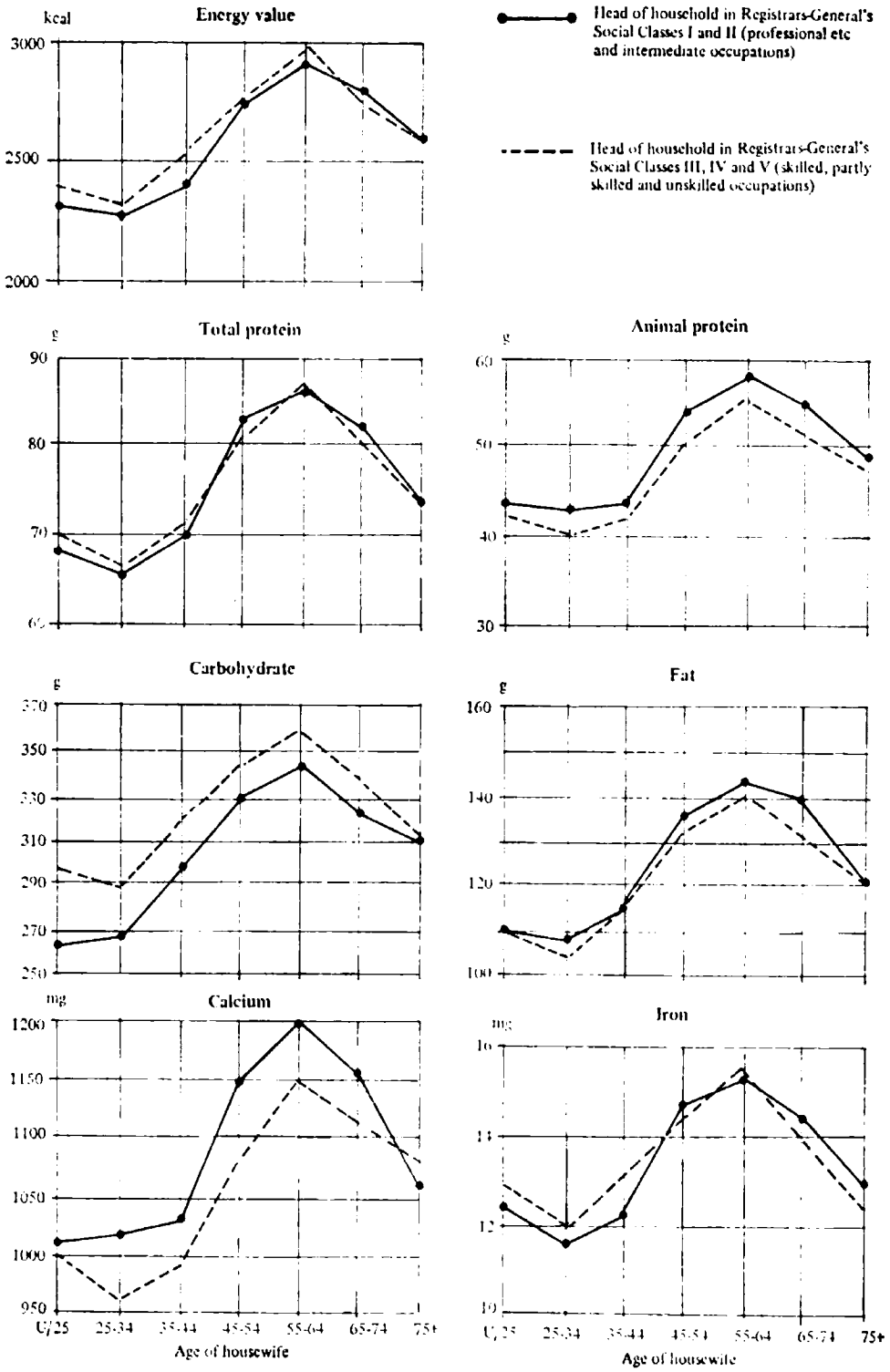


CHART (continued)

(i) Consumption per person per day (continued)

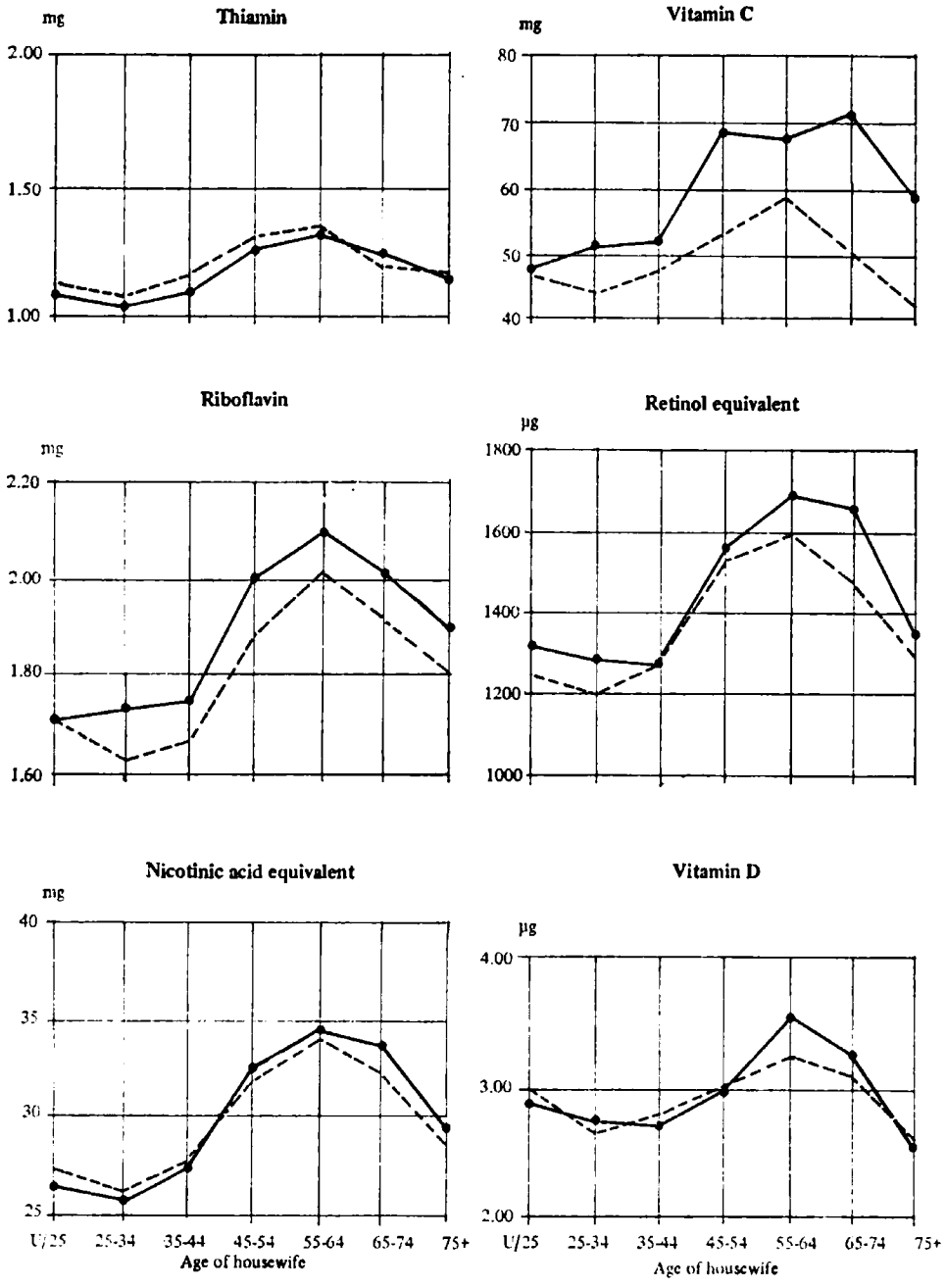


CHART (continued)

(ii) Consumption as a percentage of recommended intake

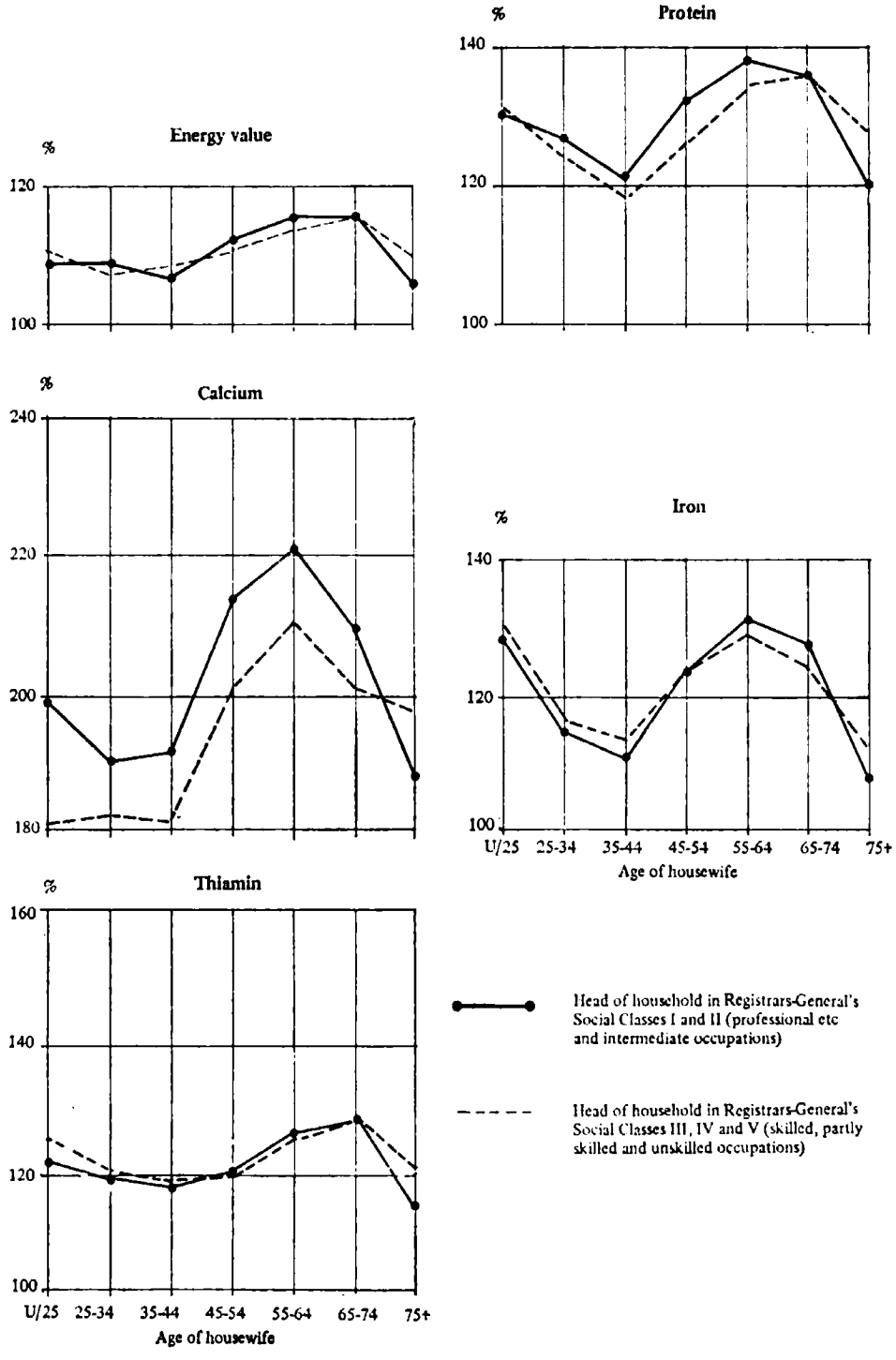
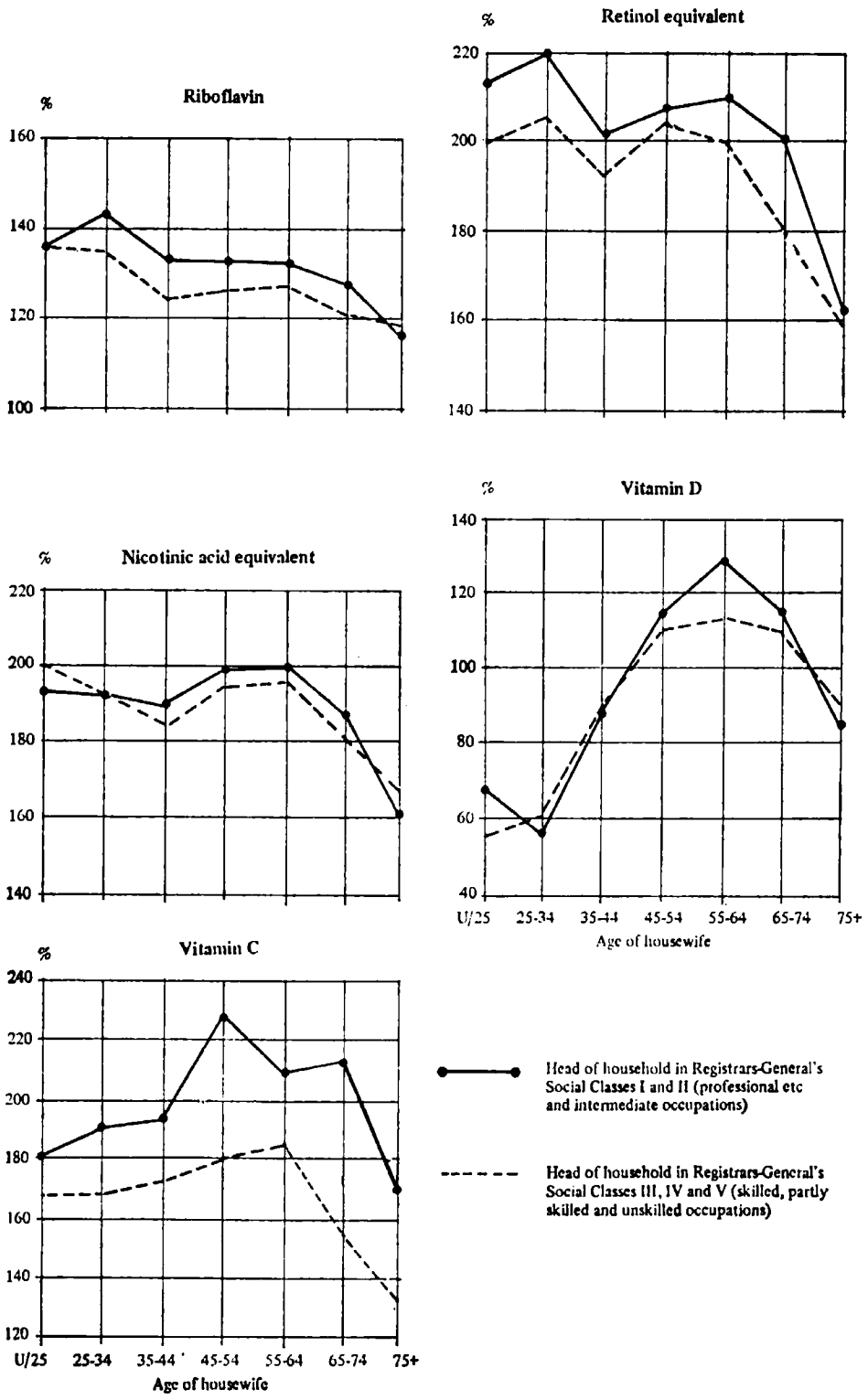


CHART (continued)

(ii) Consumption as a percentage of recommended intake (continued)



Chapter 6

PRELIMINARY ESTIMATES OF HOUSEHOLD FOOD CONSUMPTION, EXPENDITURE AND PRICES IN 1970

104. Summary data from the Survey in 1970 have been published in the *Monthly Digest of Statistics* and in *Trade and Industry*. Detailed national averages for the full Survey classification of foods are given in Tables 41 to 45 of this Report[1].

105. Average food expenditure per head in private households in Great Britain was estimated to be £2·11 per person per week in 1970, compared with £2·00 in 1969 and £1·89 in 1968. The corresponding estimates for each quarter of these years are given in Table 5.

TABLE 5

Household Food Expenditure

(£ per person per week)

	1968	1969	1970	Percentage change	
				1968 to 1969	1969 to 1970
1st Quarter . . .	1·85	1·95	2·02	+5·8	+3·4
2nd Quarter . . .	1·91	2·02	2·13	+5·5	+5·6
3rd Quarter . . .	1·91	1·99	2·11	+4·3	+5·9
4th Quarter . . .	1·90	2·03	2·16	+6·7	+6·4
Yearly average . . .	1·89	2·00	2·11	+5·5	+5·4

106. The increase of 11p in average weekly food expenditure between 1969 and 1970 was apportioned between the main food groups as follows:
meat and meat products 4½p, fish ½p, fats ½p, potatoes 1p, other vegetables and vegetable products 1p, bread and flour 1½p, other cereal products ½p, beverages ½p, all other food 1p

107. Of the average increase in expenditure of 11p, over 9½p was absorbed by price changes (an average increase of 4·6 per cent over the year). Of this increase of 4·6 per cent, nearly one-third is attributable to increased prices for meat and meat products, one-fifth to cereal products (particularly bread) one-seventh to liquid milk and one-ninth to vegetables (particularly potatoes and vegetable products).

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[1] These estimates were derived from an effective sample of 7,540 households and, as usual, were formed as weighted averages of the results for each of the six types of area (see Glossary), the weights being proportionate to the respective populations. There was a break in fieldwork from 23 May to 21 June 1970 while the General Election campaign was in progress, and certain adjustments have been made to the results to compensate for the loss of information during this period.

108. The remainder of the increase (nearly 1½p) represented a net increase of 0·6 per cent in the real value (at constant prices) of food purchases per head. The real value of purchases of convenience foods rose by 2·3 per cent, more than offsetting a fall of 1·6 per cent in that of milk and seasonal foods.

109. Average consumption of liquid milk declined slightly from 4·9 to 4·6 pints per person per week, but there was a further small increase in consumption of instant milk and yoghurt. Consumption of natural cheese increased further to 3·25 oz per person per week, while that of processed cheese remained steady at 0·34 oz.

110. Slight increases in consumption of beef and pork, to 7·80 oz and 2·83 oz respectively, were partly offset by a further fall in average consumption of mutton and lamb to 5·25 oz per week. There were further small increases in consumption of bacon, poultry, canned meats, and meat products.

111. Average consumption of fish declined from 5·5 oz per person per week to 5·4 oz, a further small decrease in consumption of fresh white fish and of canned salmon being only partly offset by a small increase in purchases of quick-frozen fish and quick-frozen fish products. Consumption of eggs was fully maintained at an average of 4·66 eggs per person per week.

112. Average purchases of fats increased from 11·8 oz per person per week to 12·0 oz despite a recorded fall in average consumption of butter from 6·15 oz to 5·99 oz per week. Purchases of margarine increased from 2·78 oz to 2·86 oz per person per week and those of lard and compound cooking fats and of vegetable and salad oils also showed increases. Household purchases of sugar also showed a moderate increase in 1970 after exhibiting a generally downward trend for some years. Average consumption of preserves however, continued to decline.

113. Consumption of potatoes averaged 52 oz per person per week in 1970, compared with 49 oz in 1969 and 52 oz in 1968; average consumption of cabbages, brussels sprouts and cauliflowers also rose in 1970, but there was little change in average consumption of other fresh vegetables. There was some slight increase in purchases of quick-frozen vegetables (other than peas) and of canned peas and canned beans.

114. Consumption of apples, pears and soft fruit increased but that of oranges, bananas, rhubarb and tomatoes declined slightly. Overall, the average weight of fresh fruit consumed remained at just over 23 oz per person per week, but there was a slight decline in purchases of canned fruit.

115. The average consumption of bread as recorded by the Survey was slightly higher than in 1969, but this apparent reversal of the downward trend noted in earlier years can be attributed to a sampling variation in the third quarter of 1970. Purchases of flour also rose slightly in 1970 against the previous downward trend, but purchases of cakes and pastries continued to decline, while those of biscuits remained steady. Consumption of breakfast cereals continued to increase and purchases of canned milk puddings recovered to the average of 1·7 oz per person per week recorded in 1968.

116. Average purchases of instant coffee increased further and those of coffee essences again declined; consumption of tea remained at just over 2½ oz per person per week. There was some further increase in purchases of canned soups and of pickles and sauces.

117. Changes between 1969 and 1970 in the nutrient content of the average diet were small (Table 45). The energy value of the diet reached 2600 kcal (10·9 MJ) per person per day in 1970, that is 11 per cent in excess of the recommended intake, the highest level recorded in the last decade. It can be seen that the percentages of energy derived from protein, carbohydrate and fat remained fairly stable, despite slight rises in the average consumption of sugar, fats, bread and flour and potatoes. However, the slight fall in the percentage of fat and the corresponding slight rise for carbohydrate are the first breaks in trends that have continued for many years. Small increases in the average intake of iron and thiamin and in the nicotinic acid equivalent of the diet in 1970 are consistent with an upward trend in the overall consumption of meat and meat products and increased purchases of bread and flour. The average diet continued to provide 84 per cent of the recommended intake of Vitamin D, but welfare and pharmaceutical sources of this vitamin are not included in the Survey (see also paragraph 91).

PART II

Tables of Average Consumption, Expenditure or Prices relating to All Households in the National Food Survey Sample, 1969

TABLE 6

Indices of Expenditure on Main Food Groups, 1964–1969

(1963=100)

	Indices of Expenditure					
	1964	1965	1966	1967	1968	1969
Liquid milk (excluding school milk)	102·3	106·6	111·7	114·8	119·6	127·5
Other milk and cream	101·2	117·5	130·2	133·9	143·6	158·9
Cheese	105·0	110·2	110·2	120·2	123·0	127·0
Milk, cheese and cream	102·7	108·1	113·0	117·3	122·2	130·4
Beef and veal	100·7	105·3	109·4	115·7	116·0	123·3
Mutton and lamb	108·1	108·3	118·4	113·0	114·8	116·7
Pork	100·1	121·4	126·8	113·3	128·8	148·4
Carcase meat	102·8	108·5	114·5	114·5	117·4	124·8
Bacon and ham, uncooked	107·2	109·6	113·8	115·8	116·6	123·3
Poultry, uncooked	115·7	142·2	166·3	155·6	187·1	195·1
Other meat, and meat products	104·8	109·3	115·1	122·6	128·4	136·0
Meat other than carcase meat	106·7	113·1	120·4	124·2	131·5	138·8
All meat	104·8	110·8	117·5	119·4	124·5	131·8
Fresh fish	101·4	107·1	107·5	104·4	107·0	103·3
Other fish	111·9	113·5	122·5	127·9	130·4	131·4
Fish	108·0	111·1	116·8	119·0	121·6	120·7
Eggs	87·2	95·7	97·6	95·2	98·1	104·4
Butter	104·0	105·6	99·5	100·4	97·2	97·9
Margarine	101·3	99·6	92·3	95·9	89·7	92·7
Other fats	99·7	107·3	112·2	108·8	109·4	114·6
Fats	102·9	104·7	99·8	100·7	97·4	99·2
Sugar	99·5	95·1	87·2	88·1	84·7	87·6
Preserves	96·0	105·0	97·0	103·3	103·0	100·8
Potatoes, fresh	86·1	87·3	101·0	108·3	89·3	103·0
Fresh green vegetables	108·3	113·7	128·3	124·5	126·0	137·4
Other fresh vegetables	96·0	103·4	108·9	110·9	117·3	127·3
Other vegetables (*a*)	98·3	101·5	113·9	121·0	131·7	146·3
Vegetables	95·2	98·7	110·8	115·3	113·1	126·2
Fresh fruit	107·9	112·1	120·0	122·9	128·7	134·3
Other fruit	103·4	107·3	108·2	111·1	112·7	120·9
Fruit	106·4	110·6	116·2	119·1	123·5	130·0
Bread	103·0	104·8	106·4	116·2	120·4	124·1
Cereals other than bread	103·5	108·3	109·2	112·4	116·4	121·3
Cereals	103·3	106·8	108·0	114·0	118·0	122·5
Beverages	96·8	96·7	99·7	102·1	103·8	106·6
Miscellaneous foods (*b*)	102·3	112·0	135·3	135·9	142·1	157·1
ALL FOODS (*b*)	102·0	106·4	111·2	114·1	117·1	123·5

(*a*) Including quick-frozen vegetables.
(*b*) Excluding certain foods for which the expenditure but not the quantity was recorded, and for which average prices therefore could not be calculated.

TABLE 7

Indices of Prices for Main Food Groups, 1964–1969

(1963=100)

	Indices of Prices					
	1964	1965	1966	1967	1968	1969
Liquid milk (excluding school milk)	105·1	108·9	112·1	115·2	122·1	127·4
Other milk and cream	101·1	102·7	102·2	104·5	104·4	109·3
Cheese	105·5	110·2	113·1	115·3	115·9	116·1
Milk, cheese and cream	104·8	108·6	111·3	115·3	119·2	123·7
Beef and veal	111·0	123·3	127·7	128·0	141·4	150·9
Mutton and lamb	108·8	116·0	119·4	118·2	127·8	137·7
Pork	106·2	107·8	113·9	122·6	126·6	131·7
Carcase meat	109·7	118·6	123·0	124·3	135·0	143·9
Bacon and ham, uncooked	107·8	107·8	114·4	119·4	121·0	128·6
Poultry, uncooked	106·8	101·3	101·9	97·7	96·8	98·8
Other meat, and meat products	104·7	109·3	113·7	117·0	120·5	125·5
Meat other than carcase meat	105·8	107·8	112·3	115·1	117·1	122·3
All meat	107·7	113·0	117·4	119·4	125·4	132·2
Fresh fish	107·5	111·9	117·7	118·6	126·2	128·0
Other fish	103·2	110·1	113·2	114·7	116·5	123·6
Fish	104·8	110·8	114·8	116·1	119·8	125·0
Eggs	83·3	89·8	91·2	87·9	92·4	99·6
Butter	103·7	103·2	97·4	96·6	94·2	94·6
Margarine	100·6	108·6	109·8	106·2	105·9	110·8
Other fats	101·4	108·6	111·2	109·0	101·1	103·4
Fats	102·8	105·0	101·6	100·0	97·3	98·8
Sugar	106·1	100·4	94·6	94·5	95·9	100·2
Preserves	103·4	110·3	109·8	113·4	114·1	118·2
Potatoes, fresh	87·6	89·0	104·0	108·2	92·1	109·6
Fresh green vegetables	93·8	94·2	109·3	104·8	108·2	122·4
Other fresh vegetables	93·3	97·6	104·2	107·8	110·0	117·7
Other vegetables (*a*)	101·9	102·2	103·4	104·9	104·6	108·6
Vegetables	94·0	95·4	104·8	106·5	101·8	112·6
Fresh fruit	102·7	105·4	110·1	117·7	119·4	123·4
Other fruit	101·3	104·6	110·7	111·1	112·9	116·8
Fruit	102·2	105·1	110·3	115·6	117·3	121·3
Bread	106·6	111·3	118·1	124·7	134·1	140·8
Cereals other than bread	102·9	106·2	108·2	110·8	114·1	118·9
Cereals	104·4	108·2	112·2	116·4	122·1	127·6
Beverages	101·7	101·3	101·4	101·8	100·7	102·4
Miscellaneous foods (*b*)	99·7	103·7	104·9	104·2	105·7	108·6
ALL FOODS (*b*)	102·9	106·5	109·9	111·9	114·9	120·6

(*a*) Including quick-frozen vegetables.
(*b*) Excluding certain foods for which the expenditure but not the quantity was recorded, and for which average prices therefore could not be calculated.

TABLE 8

Indices of Real Value of Purchases[a] of Main Food Groups, 1964–1969

(1963=100)

	Indices of Real Value of Purchases					
	1964	1965	1966	1967	1968	1969
Liquid milk (excluding school milk)	97·4	97·9	99·6	99·6	98·0	100·1
Other milk and cream	100·2	114·4	127·4	128·1	137·6	145·3
Cheese	99·6	100·0	97·5	104·3	106·2	109·4
Milk, cheese and cream	98·0	99·6	101·5	101·7	102·5	105·4
Beef and veal	90·7	85·5	85·7	90·4	82·0	81·7
Mutton and lamb	99·3	93·3	99·2	95·6	89·8	84·7
Pork	94·2	112·6	111·3	92·4	101·7	112·6
Carcase meat	93·8	91·4	93·1	92·2	86·9	86·7
Bacon and ham, uncooked	99·5	101·7	99·4	97·0	96·4	95·9
Poultry, uncooked	108·3	140·3	163·3	159·2	193·2	197·5
Other meat, and meat products	100·1	100·0	101·2	104·7	106·6	108·3
Meat other than carcase meat	100·8	104·8	107·2	108·0	112·3	113·6
All meat	97·3	98·0	100·0	100·0	99·3	99·7
Fresh fish	94·3	95·8	91·3	88·1	84·8	80·7
Other fish	108·4	103·1	108·2	111·5	111·9	106·3
Fish	103·1	100·3	101·8	102·6	101·4	96·5
Eggs	104·7	106·5	107·0	108·4	106·1	104·8
Butter	100·3	102·3	102·1	103·9	103·2	103·5
Margarine	100·7	91·6	84·0	90·3	84·7	83·7
Other fats	98·3	98·8	100·9	99·8	108·2	110·8
Fats	100·1	99·7	98·3	100·6	100·1	100·5
Sugar	93·8	94·7	92·1	93·2	88·4	87·4
Preserves	92·8	95·3	88·3	91·0	90·3	85·2
Potatoes, fresh	98·2	98·2	97·1	100·0	97·0	94·0
Fresh green vegetables	115·5	120·8	117·4	118·8	116·4	112·3
Other fresh vegetables	103·0	106·0	104·4	102·8	106·6	108·2
Other vegetables (*b*)	96·4	99·4	110·2	115·3	125·9	134·8
Vegetables	101·2	103·5	105·8	108·3	111·1	112·0
Fresh fruit	105·0	106·4	108·9	104·4	107·8	108·8
Other fruit	102·1	102·6	97·8	100·0	99·8	103·5
Fruit	104·1	105·2	105·3	103·0	105·3	107·2
Bread	96·6	94·2	90·1	93·2	89·7	88·1
Cereals other than bread	100·6	102·0	100·9	101·5	102·0	102·0
Cereals	98·9	98·7	96·3	97·9	96·7	96·0
Beverages	95·2	95·4	98·3	100·3	103·1	104·1
Miscellaneous foods (*c*)	102·6	108·0	129·0	130·5	134·4	144·8
ALL FOODS (*c*)	99·1	100·0	101·1	102·0	101·9	102·4

(*a*) The index numbers of expenditure divided by the corresponding index numbers of prices.
(*b*) Including quick-frozen vegetables.
(*c*) Excluding certain foods for which the expenditure but not the quantity was recorded, and for which average prices therefore could not be calculated.

TABLE 9

Household Food Consumption and Purchases, 1969: National Averages

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

	Consumption					Purchases
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt)	4·11	4·08	3·97	4·05	4·05	3·90
Welfare (pt)	0·75	0·72	0·68	0·72	0·72	0·69
School (pt)	0·13	0·12	0·08	0·12	0·12	—
Total Liquid Milk (pt)	*4·99*	*4·92*	*4·74*	*4·93*	*4·89*	*4·59*
Condensed milk (eq. pt)	0·14	0·17	0·19	0·18	0·17	0·17
Dried milk						
National (eq. pt)	0·02	0·01	0·01	—	0·01	0·01
Branded (eq. pt)	0·13	0·07	0·10	0·10	0·10	0·10
Other milk (*a*) (pt)	0·08	0·10	0·08	0·07	0·08	0·08
Cream (pt)	0·03	0·04	0·04	0·03	0·04	0·04
Total Milk and Cream (pt or eq. pt)	*5·37*	*5·31*	*5·17*	*5·31*	*5·29*	*4·99*
CHEESE:						
Natural	3·06	3·27	3·10	3·17	3·15	3·15
Processed	0·30	0·41	0·33	0·37	0·35	0·35
Total Cheese	*3·37*	*3·68*	*3·44*	*3·54*	*3·50*	*3·50*
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	8·20	7·27	6·87	8·46	7·70	7·68
Mutton and lamb	5·55	5·31	5·52	5·00	5·34	5·33
Pork	3·04	2·63	2·55	2·91	2·78	2·77
Total Carcase Meat	*16·79*	*15·22*	*14·94*	*16·37*	*15·82*	*15·78*
Other meat and meat products						
Bones	0·19	0·12	0·13	0·13	0·14	0·14
Liver	0·85	0·78	0·79	0·78	0·80	0·80
Offals, other than liver	0·66	0·42	0·35	0·61	0·51	0·50
Bacon and ham, uncooked	5·19	5·18	4·98	5·10	5·11	5·11
Bacon and ham, cooked, including canned	0·83	0·96	1·05	0·91	0·94	0·94
Cooked chicken	0·18	0·23	0·24	0·18	0·21	0·20
Corned meat	0·50	0·65	0·64	0·55	0·58	0·58
Other cooked meat, not purchased in cans	0·57	0·69	0·76	0·67	0·67	0·67
Other canned meat	1·83	1·84	1·90	1·82	1·85	1·85
Broiler chicken, uncooked (*b*)	3·07	3·23	3·49	3·53	3·33	3·30
Other poultry, uncooked, not quick-frozen	0·90	0·89	0·69	0·75	0·81	0·75
Other poultry, uncooked, quick-frozen	0·71	0·71	0·43	0·45	0·58	0·57
Rabbit, game and other meat	0·27	0·10	0·12	0·16	0·16	0·14
Sausages, uncooked, pork	2·38	2·38	2·34	2·49	2·40	2·39
Sausages, uncooked, beef	1·30	1·22	1·32	1·26	1·28	1·27
Meat pies and sausage rolls, ready-to-eat	0·66	0·82	0·86	0·73	0·77	0·77
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0·44	0·52	0·53	0·56	0·51	0·51
Other meat products	2·11	2·04	1·84	2·13	2·03	2·03
Total Other Meat and Meat Products	*22·66*	*22·78*	*22·46*	*22·79*	*22·68*	*22·52*
Total Meat and Meat Products	*39·45*	*38·00*	*37·40*	*39·16*	*38·50*	*38·30*
FISH:						
White, filleted, fresh	1·29	1·14	1·18	1·18	1·20	1·20
White, unfilleted, fresh	0·75	0·69	0·67	0·68	0·70	0·68
White, uncooked, quick-frozen	0·27	0·30	0·29	0·34	0·30	0·30
Herrings, filleted, fresh	0·01	0·01	0·05	0·01	0·02	0·02
Herrings, unfilletted, fresh	0·09	0·09	0·11	0·12	0·10	0·10
Fat, fresh, other than herrings	0·11	0·12	0·11	0·10	0·11	0·10
White, processed	0·34	0·23	0·25	0·32	0·28	0·28
Fat, processed, filleted	0·09	0·07	0·06	0·07	0·07	0·07
Fat, processed, unfilleted	0·16	0·14	0·10	0·18	0·14	0·14
Shell	0·06	0·05	0·03	0·06	0·05	0·05
Cooked	0·85	0·98	1·02	0·88	0·93	0·93
Salmon, canned	0·39	0·51	0·57	0·36	0·46	0·46
Other canned or bottled fish	0·28	0·39	0·34	0·32	0·33	0·33

(*a*) Including skimmed milk powder.
(*b*) Plucked roasting fowl, each less than 4 lbs in dressed weight, or parts of any uncooked chicken.

TABLE 9—*continued*

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

	1969					
	Consumption					Purchases
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	Yearly average
Fish—*contd.*						
Fish products, not quick-frozen	0·13	0·14	0·13	0·13	0·13	0·13
Quick-frozen fish products, and quick-frozen fish not specified above	0·64	0·66	0·60	0·67	0·64	0·64
Total Fish	*5·45*	*5·52*	*5·54*	*5·40*	*5·46*	*5·43*
EGGS (no.)	4·61	4·73	4·51	4·56	4·60	4·41
FATS:						
Butter	6·35	6·14	6·03	6·08	6·15	6·15
Margarine	2·80	2·78	2·66	2·88	2·78	2·78
Lard and compound cooking fat	2·24	1·87	1·96	2·24	2·08	2·08
Suet	0·16	0·08	0·09	0·18	0·13	0·13
Vegetable and salad oils (fl. oz)	0·52	0·46	0·50	0·67	0·54	0·54
All other fats	0·12	0·11	0·12	0·14	0·12	0·12
Total Fats	*12·20*	*11·45*	*11·36*	*12·18*	*11·80*	*11·80*
SUGAR AND PRESERVES:						
Sugar	16·40	15·33	16·49	16·51	16·18	16·17
Jams, jellies and fruit curds	1·26	1·29	1·35	1·20	1·28	1·20
Marmalade	0·97	0·91	0·95	0·91	0·94	0·94
Syrup, treacle and honey	0·53	0·40	0·34	0·54	0·45	0·45
Total Sugar and Preserves	*19·16*	*17·94*	*19·13*	*19·17*	*18·85*	*18·76*
VEGETABLES:						
Old potatoes						
January–August,						
not pre-packed	40·89	20·43	0·03	—	15·34	14·27
pre-packed	13·55	6·80	—	—	5·09	5·08
New potatoes						
January–August,						
not pre-packed	0·39	14·40	27·07	—	10·46	9·36
pre-packed	0·02	0·58	3·47	—	1·02	1·02
Potatoes						
September–December,						
not pre-packed	—	—	14·42	41·93	14·09	12·55
pre-packed	—	—	2·00	11·25	3·31	3·31
Total Fresh Potatoes	*54·85*	*42·20*	*46·99*	*53·19*	*49·31*	*45·59*
Cabbages, fresh	3·51	4·57	4·56	4·30	4·24	3·52
Brussels sprouts, fresh	3·80	0·09	0·26	3·96	2·03	1·75
Cauliflowers, fresh	1·57	3·38	2·61	2·62	2·54	2·39
Leafy salads	0·43	1·93	2·36	0·58	1·32	1·06
Peas, fresh	0·02	0·09	2·27	0·02	0·60	0·42
Peas, quick-frozen	1·18	1·20	0·97	1·07	1·10	1·10
Beans, fresh	0·04	0·21	4·27	0·74	1·32	0·59
Beans, quick-frozen	0·34	0·42	0·14	0·24	0·28	0·28
Other fresh green vegetables	0·13	0·40	0·16	0·12	0·20	0·09
Total Fresh Green Vegetables	*11·02*	*12·28*	*17·61*	*13·65*	*13·63*	*11·20*
Carrots, fresh	3·55	2·13	2·40	3·63	2·93	2·64
Turnips and swedes, fresh	1·83	0·36	0·77	1·85	1·20	1·02
Other root vegetables, fresh	1·00	0·55	0·83	1·07	0·86	0·62
Onions, shallots, leeks, fresh	3·53	2·75	2·61	3·39	3·07	2·81
Cucumbers, fresh	0·28	1·04	1·19	0·37	0·72	0·66
Mushrooms, fresh	0·47	0·38	0·33	0·38	0·39	0·38
Miscellaneous fresh vegetables	0·38	0·34	1·55	1·10	0·84	0·71
Canned peas	3·23	3·38	2·85	2·92	3·10	3·10
Canned beans	3·40	3·74	3·50	3·70	3·58	3·58
Canned vegetables, other than pulses or potatoes	1·06	1·49	1·04	1·03	1·16	1·16
Dried pulses, other than air-dried	0·51	0·33	0·23	0·44	0·38	0·38
Air-dried vegetables	0·03	0·04	0·02	0·04	0·03	0·03
Chips, excluding quick-frozen	1·14	1·38	1·53	1·37	1·36	1·35
Other potato products, not quick-frozen	0·68	0·92	0·71	0·73	0·76	0·76
Other vegetable products	0·11	0·19	0·15	0·13	0·14	0·14
All quick-frozen vegetables and vegetable products, not specified above	0·31	0·43	0·36	0·32	0·36	0·36
Total Other Vegetables	*21·50*	*19·44*	*20·06*	*22·48*	*20·88*	*19·70*
Total Vegetables	*87·37*	*73·92*	*84·66*	*89·32*	*83·82*	*76·49*

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

	1969					
	Consumption					Purchases
	Jan–March	April–June	July–Sept.	Oct–Dec.	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	5·82	4·76	2·18	2·46	3·80	3·80
Other citrus fruit	1·80	1·39	0·66	1·42	1·32	1·31
Apples	6·13	5·77	6·43	8·54	6·72	5·82
Pears	0·84	0·65	0·94	1·15	0·90	0·86
Stone fruit	0·07	0·17	2·33	0·31	0·72	0·62
Grapes	0·24	0·26	0·50	0·66	0·42	0·42
Soft fruit, other than grapes	...	0·63	2·25	0·06	0·74	0·47
Bananas	2·96	3·96	3·89	3·03	3·46	3·44
Rhubarb	0·24	1·63	0·50	0·02	0·60	0·16
Tomatoes	2·28	4·07	6·40	3·64	4·10	3·72
Other fresh fruit	0·07	0·13	1·07	0·47	0·44	0·43
Total Fresh Fruit	*20·44*	*23·42*	*27·16*	*21·77*	*23·22*	*21·05*
Tomatoes, canned or bottled	0·82	0·87	0·57	0·76	0·76	0·76
Canned peaches, pears and pineapples	2·24	2·61	2·65	2·37	2·47	2·46
Other canned or bottled fruit	2·37	2·75	2·32	2·43	2·47	2·39
Dried fruit and dried fruit products	0·88	0·77	0·66	1·65	0·99	0·99
Nuts and nut products	0·24	0·20	0·14	0·40	0·24	0·24
Fruit juices (fl. oz)	0·51	0·48	0·67	0·63	0·57	0·57
Welfare orange juice (fl. oz)	0·05	0·06	0·06	0·04	0·05	0·05
Total Other Fruit and Fruit Products	*7·11*	*7·74*	*7·06*	*8·29*	*7·55*	*7·46*
Total Fruit	*27·55*	*31·16*	*34·22*	*30·06*	*30·77*	*28·51*
CEREALS:						
Brown bread	2·43	2·39	2·31	2·52	2·41	2·41
White bread, large loaves, unwrapped	7·71	7·36	7·09	6·07	7·06	7·05
White bread, large loaves, wrapped	18·65	19·67	20·85	20·16	19·83	19·81
White bread, small loaves, unwrapped	3·27	3·24	3·14	3·33	3·24	3·24
White bread, small loaves, wrapped	1·85	1·86	2·03	1·78	1·88	1·88
Wholewheat and wholemeal bread	0·54	0·57	0·47	0·63	0·55	0·55
Other bread	2·65	2·87	2·81	2·76	2·77	2·77
Total Bread	*37·10*	*37·97*	*38·69*	*37·26*	*37·74*	*37·71*
Flour	5·75	4·94	4·89	5·95	5·38	5·38
Buns, scones and teacakes	1·39	1·35	1·03	1·34	1·28	1·28
Cakes and pastries	4·31	4·62	4·87	4·51	4·58	4·57
Biscuits, other than chocolate biscuits	4·50	4·87	4·96	4·74	4·77	4·77
Chocolate biscuits	1·04	1·01	0·98	1·14	1·04	1·04
Oatmeal and oat products	0·72	0·33	0·32	0·79	0·54	0·54
Breakfast cereals	2·45	2·56	3·01	2·49	2·63	2·63
Canned milk puddings	1·52	1·53	1·53	1·52	1·52	1·52
Other puddings	0·32	0·25	0·19	0·49	0·31	0·31
Rice	0·57	0·48	0·36	0·56	0·49	0·49
Invalid foods, including slimming foods	0·20	0·15	0·12	0·16	0·16	0·16
Infant foods, not canned or bottled	0·16	0·17	0·15	0·12	0·15	0·15
Cereal convenience foods, including canned, not specified above	1.64	1.56	1.75	1·71	1·66	1·66
Other cereal foods	0·31	0·42	0·38	0·29	0·35	0·35
Total Cereals	*61·97*	*62·22*	*63·24*	*63·06*	*62·60*	*62·56*
BEVERAGES:						
Tea	2·58	2·44	2·52	2·52	2·52	2·51
Coffee, bean and ground	0·20	0·09	0·11	0·13	0·13	0·13
Coffee, instant	0·36	0·40	0·36	0·42	0·38	0·38
Coffee essences (fl. oz)	0·10	0·05	0·09	0·05	0·07	0·07
Cocoa and drinking chocolate	0·21	0·16	0·18	0·23	0·20	0·20
Branded food drinks	0·40	0·20	0·18	0·25	0·26	0·26
Total Beverages	*3·84*	*3·34*	*3·44*	*3·59*	*3·56*	*3·55*
MISCELLANEOUS:						
Baby foods, canned or bottled	0·66	0·72	0·95	0·80	0·78	0·78
Soups, canned	4.11	2.42	2.48	3.75	3·19	3·19
Soups, dehydrated and powdered	0·16	0·09	0·06	0·14	0·11	0·11
Spreads and dressings	0·16	0·40	0·29	0·15	0·25	0·25
Pickles and sauces	1.37	1.37	1.35	1.66	1.44	1.43
Meat and vegetable extracts	0·16	0·13	0·12	0·18	0·15	0·15
Table jellies, squares and crystals (eq. pt)	0·06	0·11	0·10	0·08	0·09	0·09
Ice-cream (served as part of a meal), mousse, souffle	0·43	1·01	1·11	0·61	0·79	0·79
All quick-frozen foods not specified above	0·15	1·18	0·10	0·13	0·14	0·14
Salt	0·95	0·78	0·94	1·01	0·92	0·92

TABLE 10
Household Food Expenditure, 1969: National Averages
(new pence per person per week)

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.–March–	April June	July–Sept.	Oct.–Dec.	Yearly average	
MILK AND CREAM:						
Liquid milk						
Full price	17·59	17·28	17·52	18·44	17·71	95
Welfare	1·83	1·75	1·69	1·76	1·76	23
Total Liquid Milk	*19·42*	*19·04*	*19·22*	*20·20*	*19·47*	
Condensed milk	0·53	0·66	0·73	0·68	0·65	24
Dried milk						
National	0·03	0·02	0·03	—	0·02	...
Branded	0·46	0·24	0·37	0·35	0·35	3
Other milk (*a*)	0·48	0·76	0·63	0·50	0·59	14
Cream	0·87	1·09	1·23	0·99	1·04	26
Total Milk and Cream	*21·78*	*21·82*	*22·20*	*22·71*	*22·12*	
CHEESE:						
Natural	3·66	3·85	3·71	3·87	3·77	72
Processed	0·49	0·64	0·57	0·60	0·58	19
Total Cheese	*4·15*	*4·49*	*4·28*	*4·47*	*4·35*	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	16·12	14·72	14·22	17·63	15·68	75
Mutton and lamb	8·03	7·72	8·49	7·77	8·00	53
Pork	5·13	4·35	4·22	5·06	4·69	35
Total Carcase Meat	*29·28*	*26·80*	*26·93*	*30·47*	*28·37*	
Other meat and meat products						
Bones	0·07	0·05	0·05	0·05	0·05	2
Liver	1·32	1·22	1·28	1·33	1·29	25
Offals, other than liver	0·69	0·45	0·46	0·66	0·57	18
Bacon and ham, uncooked	8·32	8·26	8·22	8·42	8·30	81
Bacon and ham, cooked, including canned	2·47	2·84	3·20	2·78	2·82	41
Cooked chicken	0·32	0·40	0·48	0·32	0·38	4
Corned meat	1·01	1·26	1·30	1·12	1·17	22
Other cooked meat, not purchased in cans	1·33	1·55	1·76	1·55	1·55	29
Other canned meat	2·15	2·26	2·35	2·23	2·25	32
Broiler chicken, uncooked (*b*)	3·09	3·50	3·87	3·75	3·55	23
Other poultry, uncooked, not quick-frozen	0·95	0·90	0·72	0·80	0·84	3
Other poultry, uncooked, quick-frozen	0·71	0·74	0·45	0·44	0·58	2
Rabbit, game and other meat	0·37	0·13	0·13	0·20	0·20	2
Sausages, uncooked, pork	2·67	2·67	2·64	2·82	2·70	47
Sausages, uncooked, beef	1·24	1·18	1·29	1·24	1·23	23
Meat pies and sausage rolls, ready-to-eat	0·76	0·91	1·01	0·86	0·88	20
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0·78	0·91	0·97	1·01	0·92	14
Other meat products	2·58	2·62	2·35	2·88	2·61	45
Total Other Meat and Meat Products	*30·81*	*31·85*	*32·53*	*32·46*	*31·89*	
Total Meat and Meat Products	*60·10*	*58·65*	*59·46*	*62·93*	*60·26*	
FISH:						
White, filleted, fresh	1·75	1·50	1·60	1·66	1·63	23
White, unfilleted, fresh	0·97	0·83	0·81	0·74	0·84	12
White, uncooked, quick-frozen	0·46	0·50	0·50	0·57	0·50	9
Herrings, filleted, fresh	0·01	0·01	0·05	0·01	0·02	...
Herrings, unfilleted, fresh	0·05	0·06	0·08	0·08	0·07	2
Fat, fresh, other than herrings	0·10	0·20	0·22	0·10	0·16	2
White, processed	0·44	0·28	0·32	0·40	0·36	6
Fat, processed, filleted	0·12	0·10	0·08	0·10	0·10	2
Fat, processed, unfilleted	0·14	0·14	0·09	0·18	0·14	3
Shell	0·15	0·12	0·10	0·15	0·13	2
Cooked	1·25	1·45	1·51	1·32	1·38	22
Salmon, canned	1·05	1·38	1·61	1·12	1·29	18
Other canned or bottled fish	0·45	0·63	0·54	0·52	0·53	13
Fish products, not quick-frozen	0·26	0·28	0·27	0·27	0·27	9
Quick-frozen fish products, and quick-frozen fish not specified above	1·00	1·02	0·91	1·02	0·99	20
Total Fish	8·19	8·52	8·69	8·21	8·41	

(*a*) Including skimmed milk powder.
(*b*) Plucked roasting fowl, each less than 4 lb in dressed weight, or parts of any uncooked chicken.

TABLE 10—*continued*
(new pence per person per week)

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	
EGGS	8·45	8·00	7·52	8·18	8·03	86
FATS:						
Butter	6.68	6·48	6·41	6·55	6·53	85
Margarine	1·78	1·80	1·70	1·93	1·80	48
Lard and compound cooking fat	1·00	0·85	0·90	1·09	0·96	46
Suet	0.14	0.06	0.08	0.15	0·10	5
Vegetable and salad oils	0·44	0·37	0·45	0·53	0·45	6
All other fats	0·06	0·06	0·06	0·07	0·06	3
Total Fats	10·08	9·61	9·60	10·32	9·90	
SUGAR AND PRESERVES:						
Sugar	3·86	3·65	3·91	3·93	3·84	79
Jams, jellies and fruit curds	0·83	0·84	0·87	0·73	0·82	21
Marmalade	0·54	0·52	0·55	0·54	0·54	17
Syrup, treacle and honey	0·35	0·29	0·25	0·34	0·31	7
Total Sugar and Preserves	5·58	5·30	5·59	5·54	5·50	
VEGETABLES:						
Old potatoes						
Janury–August, not pre-packed	3·50	2·23	...	—	1·44	(c)
January–August, pre-packed	1·56	0·88	—	—	0·61	
New potatoes						
January–August, not pre-packed	0·11	3·57	3·54	—	1·81	
January–August, pre-packed	...	0·16	0·53	—	0·17	
Potatoes						
September–December, not pre-packed	—	—	1·50	4·25	1·44	
September–December, pre-packed	—	—	0·25	1·42	0·42	
Total Fresh Potatoes	*5·18*	*6·83*	*5·83*	*5·67*	*5·88*	
Cabbages, fresh	0·85	1·32	0·72	0·70	0·90	35
Brussels sprouts, fresh	1·08	0·03	0·10	1·02	0·56	21
Cauliflowers, fresh	0·68	1·24	0·75	0·71	0·84	25
Leafy salads	0·59	1·48	0·91	0·50	0·87	36
Peas, fresh	...	0·02	0·45	...	0·12	(c)
Peas, quick-frozen	1.12	1.15	0.93	1.00	1.05	25
Beans, fresh	—	0·05	0·90	0·14	0·27	(c)
Beans, quick-frozen	0·42	0·52	0·18	0·29	0·35	10
Other fresh green vegetables	0·02	0·09	0·02	0·02	0·04	1
Total Fresh Green Vegetables	*4·76*	*5·90*	*4·95*	*4·39*	*5·00*	
Carrots, fresh	0·75	0·61	0·47	0·58	0·60	37
Turnips and swedes, fresh	0·28	0·06	0·10	0·25	0·17	12
Other root vegetables, fresh	0·27	0·23	0·18	0·28	0·24	12
Onions, shallots, leeks, fresh	0·83	0·89	0·78	0·82	0·83	44
Cucumbers, fresh	0·28	0·80	0·63	0·27	0·49	21
Mushrooms, fresh	0·68	0·52	0·43	0·55	0·54	18
Miscellaneous fresh vegetables	0·25	0·25	0·47	0·38	0·34	11
Canned peas	1·14	1·19	1·02	1·08	1·11	41
Canned beans	1·31	1·42	1·35	1·42	1·37	47
Canned vegetables, other than pulses or pulses or potatoes	0.50	0.75	0.50	0.54	0.57	21
Dried pulses, other than air-dried	0·33	0·24	0·18	0·31	0·27	11
Air-dried vegetables	0·15	0·18	0·10	0·16	0·15	4
Chips, not quick-frozen	0.60	0.79	0.92	0.79	0.78	23
Other potato products, not quick-frozen	0·88	1·28	1·08	1·12	1·09	28
Other vegetable products	0·09	0·16	0·12	0·10	0·12	5
All quick-frozen vegetables and vegetable products, not specified above	0·35	0·46	0·40	0·33	0·39	9
Total Other Vegetables	*8·67*	*9·83*	*8·71*	*8·97*	*9·06*	
Total Vegetables	*18·60*	*22·57*	*19·48*	*19·03*	*19·95*	
FRUIT:						
Fresh						
Oranges	2.05	1.77	0.95	0.96	1.43	35
Other citrus fruit	0.73	0.60	0.37	0.75	0·61	18
Apples	3.05	3.56	2.55	2.63	2.95	53
Pears	0·35	0·35	0·44	0·40	0·39	12
Stone fruit	0·09	0·16	1·04	0·09	0·34	7
Grapes	0·25	0·27	0·34	0·41	0·32	7

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

TABLE 10—*continued*

(new pence per person per week)

	1969					Percentage of all households purchasing each type of food during Survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly Average	
FRUIT—*contd.*						
Soft fruit, other than grapes	...	0·55	1·08	0·02	0·41	6
Bananas	1·23	1·67	1·72	1·41	1·51	42
Rhubarb	0·12	0·12	0·02	—	0·06	3
Tomatoes	1·82	4·58	3·93	2·22	3·14	60
Other fresh fruit	0·04	0·07	0·43	0·22	0·19	4
Total Fresh Fruit	*9·72*	*13·70*	*12·86*	*9·12*	*11·35*	
Tomatoes, canned or bottled	0·40	0·43	0·29	0·38	0·38	15
Canned peaches, pears and pineapples	1·14	1·31	1·40	1·28	1·28	32
Other canned or bottled fruit	1·36	1·66	1·44	1·51	1·49	32
Dried fruit and dried fruit products	0·68	0·60	0·52	1·30	0·77	17
Nuts and nut products	0·35	0·30	0·22	0·70	0·39	8
Fruit juices	0·43	0·37	0·54	0·55	0·47	8
Welfare orange juice	0·06	0·08	0·07	0·05	0·06	1
Total Other Fruit and Fruit Products	*4·42*	*4·75*	*4·49*	*5·74*	*4·84*	
Total Fruit	*14·14*	*18·45*	*17·35*	*14·86*	*16·19*	
CEREALS:						
Brown bread	0·91	0·91	0·88	0·95	0·91	29
White bread, large loaves, unwrapped	2·26	2·19	2·12	1·82	2·10	30
White bread, large loaves, wrapped	5·45	5·88	6·18	6·02	5·88	56
White bread, small loaves, unwrapped	1·16	1·14	1·10	1·19	1·15	31
White bread, small loaves, wrapped	0·69	0·70	0·78	0·67	0·71	20
Wholewheat and wholemeal bread	0·19	0·20	0·16	0·22	0·19	6
Other bread	1·61	1·83	1·84	1·84	1·78	40
Total Bread	*12·27*	*12·83*	*13·06*	*12·72*	*12·72*	
Flour	1·19	1·01	1·03	1·21	1·11	33
Buns, scones and teacakes	0·95	1·01	0·77	0·95	0·92	29
Cakes and pastries	4·67	5·12	5·30	5·00	5·02	65
Biscuits, other than chocolate biscuits	3·48	3·74	3·83	3·75	3·70	73
Chocolate biscuits	1·49	1·51	1·45	1·72	1·54	31
Oatmeal and oat products	0·30	0·15	0·15	0·35	0·24	8
Breakfast cereals	2·05	2·17	2·52	2·15	2·22	44
Canned milk puddings	0·51	0·52	0·52	0·52	0·52	19
Other puddings	0·28	0·24	0·19	0·45	0·29	8
Rice	0·28	0·24	0·18	0·29	0·25	8
Invalid foods, including slimming foods	0·21	0·23	0·17	0·20	0·20	2
Infant foods, not canned or bottled	0·23	0·22	0·22	0·15	0·21	4
Cereal convenience foods, including canned, not specified above	1·16	1·20	1·31	1·24	1·23	35
Other cereal foods	0·18	0·18	0·15	0·17	0·17	6
Total Cereals	*29·25*	*30·40*	*30·84*	*30·87*	*30·34*	
BEVERAGES:						
Tea	4·94	4·70	4·86	4·88	4·84	77
Coffee, bean and ground	0·45	0·24	0·29	0·36	0·34	4
Coffee, instant	2·10	2·30	2·08	2·45	2·23	28
Coffee, essences	0·15	0·08	0·14	0·08	0·11	3
Cocoa and drinking chocolate	0·28	0·22	0·24	0·32	0·27	6
Branded food drinks	0·69	0·35	0·35	0·45	0·46	6
Total Beverages	8.62	7·88	7·95	8·54	8·25	
MISCELLANEOUS:						
Baby foods, canned or bottled	0·54	0·55	0·76	0·65	0·62	7
Soups, canned	1·78	1·07	1·10	1·68	1·40	34
Soups, dehydrated and powdered	0·40	0·25	0·15	0·35	0·29	8
Spreads and dressings	0·18	0·43	0·32	0·18	0·28	8
Pickles and sauces	1·09	1·05	1·04	1·28	1·11	28
Meat and vegetable extracts	0·79	0·63	0·60	0·85	0·72	18
Table jellies, squares and crystals	0·23	0·40	0·40	0·32	0·34	16
Ice-cream (served as part of a meal), mousse, soufflé	0·36	0·86	0·94	0·52	0·67	15
All quick-frozen foods not specified above	0·19	0·23	0·14	0·15	0·18	4
Salt	0·16	0·14	0·17	0·18	0·16	11
Artificial sweeteners (expenditure only)	0·05	0·02	0·02	0·03	0·03	...
Miscellaneous (expenditure only)	0·76	0·67	0·87	1·02	0·83	30
Total Miscellaneous	*6·52*	*6·30*	*6·52*	*7·22*	*6·64*	
TOTAL EXPENDITURE	*£1·95*	*£2·02*	*£1·99*	*£2·03*	*£2·00*	

TABLE 11

Household Food Prices[a] 1969: National Averages

	Average prices paid in 1969				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	4·48	4·46	4·50	4·71	4·53
Welfare	2·54	2·56	2·56	2·57	2·55
Total Liquid Milk Purchased	*4·18*	*4·17*	*4·22*	*4·39*	*4·24*
Condensed milk	3·88	3·90	3·94	3·81	3·88
Dried milk					
National	2·40	1·96	2·55	—	2·28
Branded	3·67	3·65	3·50	3·58	3·60
Other milk (*b*)	6·20	7·39	7·56	7·48	7·15
Cream	30·00	31·09	28·18	30·99	29·98
CHEESE:					
Natural	19·12	18·82	19·15	19·50	19·14
Processed	25·98	25·08	27·04	26·06	25·96
MEAT AND MEAT PRODUCTS:					
Carcase meat					
Beef and veal	31·55	32·44	33·12	33·54	32·62
Mutton and lamb	23·15	23·36	24·63	25·00	23·97
Pork	26·99	26·48	26·75	27·94	27·05
Other meat and meat products					
Bones	6·10	5·73	6·25	5·54	5·93
Liver	25·32	25·15	25·95	27·48	25·92
Offals, other than liver	17·16	17·25	21·01	17·42	17·87
Bacon and ham, uncooked	25·67	25·56	26·42	26·50	26·01
Bacon and ham, cooked, including canned	47·80	47·18	48·84	48·96	48·18
Cooked chicken	28·72	28·33	31·90	30·33	29·80
Corned meat	32·19	31·33	32·19	32·55	32·02
Other cooked meat, not purchased in cans	37·02	35·88	37·01	37·29	36·78
Other canned meat	18·79	19·72	19·83	19·65	19·48
Broiler chicken, uncooked (*c*)	16·35	17·47	17·85	17·09	17·18
Other poultry, uncooked, not quick-frozen	19·49	17·12	17·80	18·02	18·13
Other poultry, uncooked, quick-frozen	16·15	16·72	16·53	15·82	16·33
Rabbit, game and other meat	24·71	21·46	19·59	26·59	23·62
Sausages, uncooked, pork	18·02	17·96	18·12	18·20	18·07
Sausages, uncooked, beef	15·29	15·45	15·58	15·84	15·53
Meat pies and sausage rolls, ready-to-eat	18·32	17·82	18·83	18·80	18·42
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	28·17	27·84	29·52	29·18	28·67
Other meat products	19·52	20·71	20·43	21·71	20·57
FISH:					
White, filleted, fresh	21·69	21·13	21·66	22·51	21·74
White, unfilleted, fresh	20·95	19·48	19·77	19·25	19·92

(*a*) New pence per lb, except per pint of milk, cream, vegetable and salad oils, fruit juices, welfare orange juice, coffee essences; new pence per equivalent pint of condensed and dried milk, table jellies, squares and crystals; new pence per egg.

(*b*) Including skimmed milk powder.

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

TABLE 11—*continued*

	Average prices paid in 1969				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
FISH—*contd.*					
White, uncooked, quick-frozen	27·73	26·39	26·84	26·96	26·97
Herrings, filleted, fresh	15·23	16·95	15·15	14·96	15·44
Herrings, unfilleted, fresh	10·20	10·54	10·98	10·52	10·57
Fat, fresh, other than herrings	15·49	30·20	33·43	21·35	25·09
White, processed	20·78	19·55	20·48	20·32	20·34
Fat, processed, filleted	20·80	23·41	20·33	20·94	21·38
Fat, processed, unfilleted	14·54	16·03	13·34	15·52	15·01
Shell	43·48	41·31	48·10	35·99	41·28
Cooked	23·57	23·94	23·76	24·00	23·82
Salmon, canned	42·72	43·44	44·96	50·27	45·00
Other canned or bottled fish	25·37	25·61	25·57	26·16	25·67
Fish products, not quick-frozen	31·65	32·22	32·44	33·85	32·49
Quick-frozen fish products, and quick-frozen fish not specified above	24·78	24·62	24·53	24·35	24·58
EGGS:	1·91	1·81	1·72	1·85	1·82
FATS:					
Butter	16·84	16·91	17·02	17·23	17·00
Margarine	10·15	10·35	10·25	10·75	10·37
Lard and compound cooking fat	7·12	7·23	7·40	7·82	7·39
Suet	13·50	12·65	13·83	13·25	13·34
Vegetable and salad oils	16·68	15·94	17·91	15·97	16·57
All other fats	7·42	8·60	7·80	8·39	8·05
SUGAR AND PRESERVES:					
Sugar	3·77	3·82	3·80	3·81	3·80
Jams, jellies and fruit curds	10·90	10·86	11·17	10·86	10·94
Marmalade	8·86	9·11	9·31	9·42	9·16
Syrup, treacle and honey	10·62	11·50	11·94	10·08	10·90
VEGETABLES:					
Old potatoes					
January–August,					
not pre-packed	1·48	1·86	2·52	—	1·61
pre-packed	1·84	2·07	—	—	1·92
New potatoes					
January–August,					
not pre-packed	4·53	4·21	2·41	—	3·14
pre-packed	2·83	4·41	2·44	—	2·75
Potatoes					
September–December,					
not pre-packed	—	—	1·99	1·78	1·83
pre-packed	—	—	2·01	2·02	2·02
Cabbages, fresh	4·26	5·34	3·37	3·20	4·12
Brussels sprouts, fresh	5·28	7·67	6·13	4·78	5·10
Cauliflowers, fresh	7.23	6·45	4·85	4·52	5·71
Leafy salads	22·32	14·65	8·78	15·18	13·40
Peas, fresh	54·58	5·92	4·50	5·73	4·60
Peas, quick-frozen	15·34	15·28	15·42	14·95	15·25
Beans, fresh	—	9·35	7·24	7·86	7·40
Beans, quick-frozen	19·95	20·07	20·23	19·84	20·00
Other fresh green vegetables	6·92	7·22	5·88	5·96	6·77
Carrots	3·54	4·79	3·75	2·87	3·63
Turnips and swedes, fresh	2·65	3·06	3·03	2·62	2·72
Other root vegetables, fresh	5·72	8·12	6·54	5·43	6·22
Onions, shallots, leeks, fresh	4·15	5·41	5·31	4·28	4·71
Cucumbers, fresh	16·00	12·45	10·11	12·20	12·00
Mushrooms, fresh	23·34	21·84	22·35	23·29	22·77

TABLE 11—*continued*

	Average prices paid in 1969				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
VEGETABLES—*contd.*					
Miscellaneous fresh vegetables	11·01	14·87	6·24	5·91	7·68
Canned peas	5·64	5·62	5·72	5·91	5·71
Canned beans	6·18	6·07	6·15	6·13	6·13
Canned vegetables, other than pulses or potatoes	7·48	8·06	7·75	8·39	7·92
Dried pulses, other than air-dried	10·42	11·75	12·57	11·45	11·30
Air-dried vegetables	70·71	67·46	71·30	60·65	66·84
Chips, excluding quick-frozen	8·49	9·20	9·63	9·22	9·16
Other potato products, not quick-frozen	20·66	22·27	24·24	24·61	22·85
Other vegetable products	12·99	13·55	13·02	12·22	13·02
All quick-frozen vegetables and vegetable products, not specified above	17·77	17·30	17·71	16·71	17·38
FRUIT:					
Fresh					
Oranges	5·63	5·95	6·99	6·24	6·00
Other citrus fruit	6·54	6·98	9·03	8·48	7·44
Apples	8·61	10·06	8·12	6·11	8·16
Pears	6·64	8·83	7·96	5·92	7·15
Stone fruit	18·43	15·18	8·52	5·61	9·03
Grapes	16·63	16·40	10·95	9·84	12·31
Soft fruit, other than grapes	53·61	18·12	12·35	33·86	14·11
Bananas	6·71	6·78	7·08	7·43	6·98
Rhubarb	8·88	5·18	3·90	—	6·30
Tomatoes	12·91	18·06	11·57	11·28	13·59
Other fresh fruit	9·78	8·75	6·58	7·26	7·09
Tomatoes, canned or bottled	7·73	7·95	8·25	7·95	7·94
Canned peaches, pears and pine-apples	8·18	8·07	8·45	8·58	8·31
Other canned or bottled fruit	9·76	9·86	10·04	10·32	9·98
Dried fruit and dried fruit products	12·35	12·55	12·58	12·56	12·51
Nuts and nut products	23·65	23·85	24·69	28·02	25·55
Fruit juices	16·97	15·55	16·27	17·30	16·56
Welfare orange juice	25·03	25·06	25·08	25·03	25·05
CEREALS:					
Brown bread	6·02	6·07	6·08	6·05	6·05
White bread, large loaves, unwrapped	4·70	4·76	4·80	4·80	4·76
White bread, large loaves, wrapped	4·67	4·78	4·75	4·79	4·75
White bread, small loaves, unwrapped	5·66	5·65	5·64	5·72	5·67
White bread, small loaves, wrapped	5·97	5·98	6·11	6·04	6·02
Wholewheat and wholemeal bread	5·66	5·53	5·61	5·62	5·60
Other bread	9·69	10·19	10·49	10·64	10·24
Flour	3·31	3·29	3·37	3·26	3·30
Buns, scones and teacakes	10·91	11·97	11·96	11·40	11·52
Cakes and pastries	17·38	17·78	17·41	17·72	17·57
Biscuits, other than chocolate biscuits	12·38	12·29	12·35	12·67	12·42
Chocolate biscuits	23·00	23·90	23·67	24·27	23·70
Oatmeal and oat products	6·68	7·41	7·12	7·06	6·99
Breakfast cereals	13·39	13·57	13·39	13·82	13·53
Canned milk puddings	5·35	5·42	5·45	5·47	5·42
Other puddings	13·84	15·29	15·74	14·64	14·70
Rice	7·97	8·07	8·03	8·27	8·08
Invalid foods, including slimming foods	17·46	24·11	22·59	19·58	20·53
Infant foods, not canned or bottled	22·86	20·35	23·59	20·79	21·88

TABLE 11—*continued*

	Average prices paid in 1969				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
Cereals—*contd.*					
Cereal convenience foods, including canned, not specified above	11·30	12·35	11·98	11·62	11·80
Other cereal foods	9·09	7·10	6·38	9·27	7·82
BEVERAGES:					
Tea	30·68	30·85	30·86	31·01	30·84
Coffee, bean and ground	36·95	42·08	42·40	43·36	40·42
Coffee, instant	92·94	91·96	91·52	93·45	92·50
Coffee, essences	31·30	33·12	30·47	33·94	31·82
Cocoa and drinking chocolate	21·90	21·47	21·21	22·30	21·78
Branded food drinks	27·68	28·40	30·64	29·22	28·65
MISCELLANEOUS:					
Baby foods, canned or bottled	12·92	12·24	12·84	13·06	12·77
Soups, canned	6·92	7·08	7·12	7·15	7·05
Soups, dehydrated and powdered	40·95	44·15	41·48	40·66	41·58
Spreads and dressings	18·45	17·35	17·61	18·92	17·83
Pickles and sauces	12·72	12·32	12·33	12·45	12·46
Meat and vegetable extracts	79·22	80·08	80·37	75·40	78·49
Table jellies, squares and crystals	3·85	3·82	3·96	4·00	3·90
Ice cream (served as part of a meal), mousse, soufflé	13·49	13·60	13·57	13·66	13·58
All quick-frozen foods not specified above	19·73	20·32	21·91	19·27	20·19
Salt	2·74	2·87	2·88	2·84	2·83

TABLE 12

Percentages of All Households Purchasing Seasonal Types of Food During Survey Week, 1969

	Jan.–March	April–June	July–Sept.	Oct.–Dec.
MILK AND CREAM:				
Liquid milk—full price	96	95	96	95
Cream	24	27	30	25
FISH:				
White, fresh, filleted	24	22	21	23
White, fresh, unfilleted	13	11	12	10
White, uncooked, quick-frozen	8	8	9	9
Herrings, fresh, filleted (*a*)	...	...	1	...
Herrings, fresh, unfilleted (*a*)	2	1	2	2
Fat, fresh, other than herring	2	2	2	1
White, processed	7	5	5	7
Fat, processed, filleted (*a*)	3	2	2	2
Fat, processed, unfilleted (*a*)	3	3	2	4
Shell	2	2	2	2
EGGS:	87	84	85	87
VEGETABLES:				
Old potatoes				
January–August,				
not pre-packed	52	35	... (*b*)	—
pre-packed	25	14	— (*b*)	—
New potatoes				
January–August,				
not pre-packed	3	46	70 (*b*)	—
pre-packed	...	2	11 (*b*)	—
Potatoes				
September–December,				
not pre-packed	—	—	62 (*c*)	57
pre-packed	—	—	14 (*c*)	21
Cabbages, fresh	34	40	31	32
Brussels sprouts, fresh	37	1	3	41
Cauliflowers, fresh	17	33	26	24
Leafy salads, fresh	23	54	44	23
Peas, fresh	...	1	13	...
Beans, fresh	—	2	23	3
Other fresh green vegetables	1	3	1	1
Carrots, fresh	46	31	29	42
Turnips and swedes, fresh	19	4	7	19
Other root vegetables, fresh	15	11	11	12
Onions, shallots, leeks, fresh	45	45	40	44
Cucumbers, fresh	11	33	27	12
Mushrooms, fresh	20	18	14	17
Miscellaneous fresh vegetables	7	8	14	15
FRUIT:				
Oranges, fresh	46	41	23	26
Other citrus fruit, fresh	23	16	10	20
Apples, fresh	54	56	48	54
Pears, fresh	12	9	13	14
Stone fruit, fresh	1	3	22	2
Grapes, fresh	5	5	10	11
Soft fruit, fresh, other than grapes	...	8	15	...
Bananas, fresh	38	48	45	39
Rhubarb, fresh	4	5	1	—
Tomatoes, fresh	44	70	75	54
Other fresh fruit	1	1	9	4

(*a*) Excluding purchases of quick-frozen foods.
(*b*) Percentage of households purchasing during July/August.
(*c*) Percentage of households purchasing during September.

Tables relating to Geographical Differences in Average Consumption, Expenditure or Prices, 1969

TABLE 13

Household Food Expenditure, Value of Consumption and Price Indices according to Region and Type of Area, 1969

	Region									Type of Area						All households
	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (c)/ East Anglia	Conurbations: London	Conurbations: Provincial	Other urban areas: Larger towns	Other urban areas: Smaller towns	Semi-rural areas	Rural areas	
	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
	(*per person per week*)															
Expenditure on:																
Seasonal foods	0·56	0·50	0·49	0·51	0·54	0·53	0·56	0·53	0·60	0·65	0·51	0·55	0·57	0·51	0·43	0·55
Convenience foods																
Canned	0·18	0·17	0·20	0·18	0·18	0·17	0·18	0·14	0·15	0·16	0·18	0·18	0·16	0·17	0·15	0·17
Quick-frozen	0·04	0·02	0·03	0·03	0·04	0·04	0·05	0·04	0·05	0·06	0·03	0·04	0·04	0·04	0·03	0·04
Other	0·25	0·28	0·31	0·30	0·29	0·27	0·26	0·25	0·25	0·25	0·29	0·29	0·27	0·25	0·23	0·27
Total convenience food	*0·48*	*0·47*	*0·54*	*0·51*	*0·51*	*0·48*	*0·48*	*0·43*	*0·45*	*0·47*	*0·50*	*0·51*	*0·47*	*0·45*	*0·40*	*0·48*
All other foods	0·99	0·97	0·90	0·93	0·95	0·92	1·03	0·96	1·00	1·04	0·94	0·96	0·96	0·97	1·01	0·97
Total expenditure	*2·03*	*1·95*	*1·93*	*1·94*	*1·99*	*1·93*	*2·06*	*1·92*	*2·04*	*2·16*	*1·95*	*2·02*	*2·00*	*1·93*	*1·84*	*2·00*
Value of garden and allotment produce etc. (a)	0·03	0·08	0·02	0·03	0·01	0·04	0·05	0·13	0·05	0·02	0·01	0·02	0·04	0·09	0·24	0·05
Value of consumption	2·06	2·03	1·94	1·98	2·01	1·97	2·11	2·04	2·09	2·18	1·97	2·04	2·04	2·02	2·09	2·05
	per cent (all households = 100)															
Expenditure as percentage of that in all households	101·5	97·4	96·4	97·1	99·8	96·5	103·2	95·9	102·2	108·0	97·7	100·8	99·8	96·6	92·2	100·0
Value of consumption as percentage of that in all households	100·9	99·2	95·1	96·6	98·3	96·4	103·4	100·0	102·4	106·6	96·2	99·6	99·6	99·0	102·1	100·0
Price index (all foods)	100·0	105·3	99·7	98·3	100·9	98·8	100·3	97·1	99·7	101·0	100·0	100·5	98·6	100·0	100·6	100·0
"Price of energy" index (all foods) (b)	95·0	98·7	97·4	96·1	97·8	95·8	100·4	98·8	104·6	110·1	97·7	99·0	98·4	97·9	97·1	100·0

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

TABLE 14

Geographical Variations[a] in Household Consumption of the Main Food Groups, 1969

(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	
REGION				
WALES				
Butter	+32	"Other" meat	Cheese	− 6
Cooking fat	+26	Fish	Liquid milk	− 9
Tea	+24	Eggs	"Other" fruit	− 9
Mutton and lamb	+23	Fresh green vegetables	Fresh fruit	−11
Bacon and ham, uncooked	+20	Cakes and biscuits	"Other" cereals	−11
Sugar	+19		Margarine	−17
Bread	+16		Beef and veal	−20
Potatoes	+15		Pork	−20
"Other" vegetables	+13		"Other" fats	−27
Poultry	+12		Coffee	−33
Preserves	+12			
Flour	+ 9			
SCOTLAND				
Preserves	+25	Liquid Milk	"Other" fruit	− 6
Beef and veal	+19	Butter	Cheese	− 7
"Other" cereals	+18	Sugar	"Other" fats	− 8
Cakes and biscuits	+13	Potatoes	Flour	− 8
Bread	+12	"Other" vegetables	Fish	−14
"Other" meat	+10		Fresh fruit	−14
Eggs	+10		Poultry	−20
Margarine	+10		Tea	−21
			Bacon and ham, uncooked	−22
			Coffee	−24
			Cooking fat	−35
			Mutton and lamb	−45
			Fresh green vegetables	−55
			Pork	−59
NORTH				
"Other' fats	+33	Beef and veal	"Other" cereals	− 7
Flour	+32	Bacon and ham, uncooked	Coffee	− 7
"Other" meat	+22	Cooking fat	"Other" fruit	− 7
Margarine	+22	Preserves	Tea	−10
"Other" vegetables	+20	Potatoes	Liquid milk	−14
Fish	+ 9	Bread	Butter	−15
Cakes and biscuits	+ 9		Fresh fruit	−16
Eggs	+ 7		Sugar	−18
			Poultry	−23
			Pork	−24
			Cheese	−25
			Mutton and lamb	−25
			Fresh green vegetables	−39
YORKSHIRE AND HUMBERSIDE				
Cooking fat	+34	Pork	Fresh fruit	− 6
Margarine	+32	"Other" meat	Fresh green vegetables	− 7
Flour	+31	Eggs	Coffee	− 7
Fish	+29	Sugar	Liquid milk	− 9
Bacon and ham, uncooked	+13	Potatoes	"Other" fats	−11
"Other" vegetables	+ 9	"Other" fruit	Cheese	−14
Beef and veal	+ 8	Bread	Butter	−15
Cakes and biscuits	+ 7	"Other" cereals	Poultry	−26
Preserves	+ 6	Tea	Mutton and lamb	−31
NORTH WEST				
Mutton and lamb	+19	Liquid milk	Poultry	−12
Margarine	+15	Cheese	Eggs	−12
Potatoes	+11	Beef and veal	Preserves	−12
Bread	+ 8	Bacon and ham, uncooked	"Other" fruit	−15
Sugar	+ 7	"Other" meat	Fresh fruit	−16
Tea	+ 7	Fish	Pork	−27
Cakes and biscuits	+ 6	Butter	Fresh green vegetables	−29
		Cooking fat	Flour	−31
		"Other" vegetables	"Other" fats	−38
		"Other" cereals		
		Coffee		
EAST MIDLANDS				
Cooking fat	+29	Cheese	"Other" vegetables	− 6
Flour	+20	Pork	Bacon and ham, uncooked	− 7
Fresh green vegetables	+12	"Other" meat	Fish	− 7
Coffee	+ 9	Eggs	Beef and veal	− 9
"Other" fruit	+ 8	Butter	"Other" fats	−10
Sugar	+ 7	Margarine	Poultry	−13
Liquid milk	+ 6	Preserves	Cakes and biscuits	−13
"Other" cereals	+ 6	Potatoes	Mutton and lamb	−20
		Fresh fruit		
		Bread		
		Tea		

(*a*) The percentage deviations are affected by sampling fluctuations, but many of the divergencies from the national average are well established.

TABLE 14—*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	
WEST MIDLANDS				
Pork	+55	Liquid milk	"Other" vegetables	− 7
Fresh green vegetables	+26	"Other" meat	Beef and veal	− 9
Bacon and ham, uncooked	+25	Fish	"Other" fats	− 9
Poultry	+17	Eggs	"Other" cereals	−10
Mutton and lamb	+12	Butter	Cakes and biscuits	−13
Cheese	+11	Margarine	Flour	−17
Sugar	+10	Cooking fat	Preserves	−21
Bread	+10	Potatoes		
Coffee	+10	Fresh fruit		
		"Other" fruit		
		Tea		
SOUTH WEST				
Fresh green vegetables	+45	Liquid milk	"Other" vegetables	− 7
Pork	+35	Bacon and ham, uncooked	Beef and veal	− 8
Fresh fruit	+19	Cooking fat	Bread	− 9
Flour	+18	"Other" fats	"Other" meat	−10
Mutton and lamb	+14	Sugar	Margarine	−11
Cheese	+13	Potatoes	Fish	−13
Butter	+12	"Other" fruit		
Coffee	+10	Cakes and biscuits		
Poultry	+ 8	Tea		
Eggs	+ 8			
Preserves	+ 7			
"Other" cereals	+ 7			
SOUTH EAST/EAST ANGLIA				
Fresh green vegetables	+31	Liquid milk	Sugar	− 6
"Other" fats	+27	Beef and veal	Cakes and biscuits	− 7
Pork	+22	Fish	"Other" meat	− 8
Poultry	+21	Eggs	Bacon and ham, uncooked	−10
Fresh fruit	+21	Butter	Potatoes	−10
Mutton and lamb	+19	Preserves	Bread	−11
Coffee	+12	"Other" vegetables	Cooking fat	−12
Cheese	+10	Flour	Margarine	−19
"Other" fruit	+10	"Other" cereals		
		Tea		
TYPE OF AREA				
LONDON CONURBATION				
"Other" fats	+53	Liquid milk	"Other" meat	− 6
Mutton and lamb	+40	Eggs	"Other" vegetables	− 7
Poultry	+32	Butter	Cakes and biscuits	− 7
Pork	+30	Preserves	Potatoes	− 8
Fresh green vegetables	+28	"Other" cereals	Bacon and ham, uncooked	− 9
Fresh fruit	+27	Tea	Sugar	−11
Coffee	+17		Bread	−13
Beef and veal	+15		Flour	−20
"Other" fruit	+14		Cooking fat	−21
Cheese	+ 9		Margarine	−38
Fish	+ 8			
PROVINCIAL CONURBATIONS				
Margarine	+23	Beef and veal	Mutton and lamb	− 6
Cakes and biscuits	+10	Bacon and ham, uncooked	Liquid milk	− 8
"Other" vegetables	+ 9	Fish	Cheese	−12
"Other" meat	+ 7	Eggs	Cooking fat	−12
Bread	+ 7	Sugar	Butter	−15
Potatoes	+ 6	Preserves	Poultry	−16
		"Other" cereals	Fresh fruit	−16
		Tea	Flour	−17
			Coffee	−17
			"Other" fruit	−18
			Pork	−19
			"Other" fats	−23
			Fresh greeen vegetables	−31
URBAN AREAS (LARGER TOWNS)				
Cooking fat	+12	Liquid milk	Fresh fruit	− 7
Coffee	+12	Cheese	Fresh green vegetables	− 8
		Beef and veal	Pork	−10
		Bacon and ham, uncooked	Mutton and lamb	−15
		Poultry		
		"Other" meat		
		Fish		
		Eggs		
		Butter		
		Margarine		
		"Other" fats		
		Sugar		
		Preserves		
		Potatoes		
		"Other" vegetables		
		"Other" fruit		
		Bread		
		Flour		
		Cakes and biscuits		
		"Other" cereals		
		Tea		

TABLE 14—*continued*

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
URBAN AREAS (SMALLER TOWNS)				
Pork	+13	Liquid milk	Beef and veal	− 7
Fresh green vegetables	+12	Cheese	"Other" fats	− 8
Butter	+ 6	Mutton and lamb		
Flour	+ 6	Bacon and ham, uncooked		
		Poultry		
		"Other" meat		
		Fish		
		Eggs		
		Margarine		
		Cooking fat		
		Sugar		
		Preserves		
		Potatoes		
		"Other" vegetables		
		Fresh fruit		
		"Other" fruit		
		Bread		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
		Coffee		
SEMI-RURAL AREAS				
Flour	+17	Liquid milk	"Other" meat	− 7
Cooking fat	+10	Cheese	Cakes and biscuits	− 7
Margarine	+ 9	Beef and veal	Coffee	− 7
Bacon and ham, uncooked	+ 6	Mutton and lamb	Pork	−11
Preserves	+ 6	Poultry		
		Fish		
		Eggs		
		Butter		
		"Other" fats		
		Sugar		
		Potatoes		
		Fresh green vegetables		
		"Other" vegetables		
		Fresh fruit		
		"Other" fruit		
		Bread		
		"Other" cereals		
		Tea		
RURAL AREAS				
Flour	+57	Beef and veal	Mutton and lamb	− 7
Pork	+40	Margarine	Poultry	− 7
Fresh green vegetables	+31	"Other" fats	Tea	−10
Coffee	+16	Fresh fruit	"Other" meat	−12
Liquid milk	+15	Bread	Potatoes	−12
Eggs	+15	"Other" cereals	Cakes and biscuits	−15
Cheese	+14		"Other" vegetables	−16
Butter	+14		Fish	−22
"Other" fruit	+12			
Preserves	+10			
Bacon and ham, uncooked	+ 9			
Cooking fat	+ 8			
Sugar	+ 6			

TABLE 15

Household Food Consumption according to Region and Type of Area, 1969

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

	All households	Region									Type of area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
MILK AND CREAM:																
Liquid milk																
Full price . . . (pt.)	4·05	3·76	4·20	3·38	3·58	4·02	4·24	4·30	4·40	4·24	4·20	3·59	3·98	4·25	4·15	4·96
Welfare . . . (pt.)	0·72	0·59	0·65	0·72	0·75	0·76	0·82	0·73	0·64	0·70	0·72	0·76	0·73	0·62	0·77	0·60
School . . . (pt.)	0·12	0·11	0·16	0·13	0·13	0·14	0·12	0·11	0·08	0·10	0·12	0·14	0·12	0·11	0·12	0·07
Total Liquid Milk . . (pt.)	*4·89*	*4·46*	*5·01*	*4·23*	*4·46*	*4·92*	*5·18*	*5·14*	*5·12*	*5·04*	*5·04*	*4·49*	*4·83*	*4·98*	*5·04*	*5·63*
Condensed milk . (eq. pt.)	0·17	0·17	0·12	0·16	0·20	0·16	0·13	0·15	0·20	0·20	0·16	0·14	0·16	0·21	0·16	0·22
Dried milk																
National . . (eq. pt.)	0·01	—	0·01	—	0·02	—	—	0·03	0·02	0·01	0·01	...	0·02	0·02	...	—
Branded . . (eq. pt.)	0·10	0·12	0·12	0·11	0·10	0·09	0·08	0·12	0·11	0·07	0·06	0·10	0·12	0·08	0·09	0·19
Other milk . . . (pt.)	0·08	0·08	0·09	0·08	0·09	0·06	0·07	0·04	0·08	0·11	0·10	0·08	0·08	0·09	0·08	0·10
Cream . . . (pt.)	0·04	0·03	0·02	0·02	0·03	0·03	0·04	0·04	0·06	0·04	0·05	0·02	0·04	0·04	0·04	0·04
Total Milk and Cream (p.t or eq. pt.)	*5·29*	*4·86*	*5·37*	*4·60*	*4·90*	*5·26*	*5·50*	*5·52*	*5·59*	*5·47*	*5·42*	*4·83*	*5·25*	*5·42*	*5·41*	*6·18*
CHEESE:																
Natural	3·15	2·96	2·90	2·22	2·66	3·03	3·28	3·64	3·66	3·50	3·43	2·73	3·04	3·39	3·21	3·71
Processed	0·35	0·32	0·35	0·40	0·36	0·36	0·41	0·26	0·31	0·35	0·37	0·35	0·42	0·30	0·32	0·27
Total Cheese	*3·50*	*3·28*	*3·25*	*2·62*	*3·02*	*3·39*	*3·69*	*3·90*	*3·97*	*3·85*	*3·80*	*3·08*	*3·46*	*3·69*	*3·53*	*3·98*
MEAT AND MEAT PRODUCTS:																
Carcase meat																
Beef and veal . . .	7·70	6·15	9·20	7·55	8·28	7·34	6·97	7·03	7·12	7·76	8·86	7·84	7·44	7·16	7·40	8·04
Mutton and lamb . .	5·34	6·55	2·92	4·03	3·70	6·34	4·26	5·99	6·09	6·38	7·47	5·02	4·52	5·47	5·18	4·97
Pork	2·78	2·22	1·14	2·12	2·70	2·04	2·93	4·31	3·74	3·40	3·62	2·24	2·51	3·14	2·48	3·88
Total Carcase Meat . .	*15·82*	*14·92*	*13·26*	*13·70*	*14·68*	*15·72*	*14·16*	*17·33*	*16·95*	*17·54*	*19·95*	*15·10*	*14·47*	*15·77*	*15·06*	*16·89*
Other meat																
Bones	0·14	0·06	0·39	0·16	0·06	0·22	0·08	0·07	0·10	0·10	0·07	0·26	0·11	0·14	0·13	0·14
Liver	0·80	0·82	0·54	0·76	0·77	0·65	0·76	0·88	0·98	0·94	0·90	0·65	0·79	0·90	0·80	0·78
Offals, other than liver . .	0·51	0·31	0·38	0·47	0·57	0·48	0·57	0·39	0·59	0·56	0·68	0·52	0·52	0·45	0·38	0·54
Bacon and ham, uncooked	5·11	6·14	3·98	5·27	5·79	5·34	4·76	6·40	5·34	4·62	4·64	5·28	5·10	4·93	5·41	5·58
Bacon and ham, cooked, including canned . .	0·94	1·08	0·86	0·99	0·93	0·96	0·92	1·04	0·77	0·89	1·01	0·90	0·98	0·94	0·90	0·77
Cooked chicken . . .	0·21	0·39	0·21	0·26	0·26	0·39	0·19	0·10	0·16	0·12	0·12	0·32	0·18	0·28	0·17	0·02

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

TABLE 15—*continued*

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

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Other meat—*contd.*																
Corned meat	0·58	0·70	0·66	0·88	0·66	0·51	0·61	0·66	0·39	0·46	0·50	0·67	0·67	0·52	0·53	0·42
Other cooked meat, not canned	0·67	0·54	0·96	0·68	0·72	0·80	0·70	0·71	0·44	0·52	0·52	0·80	0·75	0·67	0·59	0·48
Other canned meat	1·85	2·25	1·48	3·07	2·12	2·20	1·83	1·66	1·48	1·49	1·26	2·06	2·14	1·88	1·75	1·26
Broiler chicken, uncooked	3·33	3·63	2·52	2·55	2·19	2·81	3·39	4·02	3·96	4·08	4·36	2·76	3·22	3·63	3·18	2·59
Other poultry, uncooked, not quick-frozen	0·81	0·80	0·80	0·22	0·85	0·94	0·27	0·72	0·65	1·03	1·23	0·70	0·71	0·61	0·82	1·24
Other poultry, uncooked, quick-frozen	0·58	0·84	0·44	0·86	0·44	0·42	0·44	0·78	0·48	0·60	0·65	0·49	0·62	0·46	0·66	0·58
Rabbit, game and other meat	0·16	0·12	0·07	0·15	0·37	0·10	0·18	0·14	0·14	0·18	0·17	0·12	0·19	0·15	0·16	0·26
Sausages, uncooked, pork	2·40	1·89	1·44	1·81	2·05	2·02	2·95	2·90	2·57	3·04	2·84	1·80	2·21	2·69	2·58	2·89
Sausages, uncooked, beef	1·28	1·59	3·49	2·07	1·00	0·89	0·54	0·60	1·00	0·83	1·04	1·98	1·32	0·87	1·06	1·03
Meat pies and sausage rolls, ready-to-eat	0·77	0·66	0·49	0·82	1·29	0·53	1·13	0·96	0·70	0·67	0·68	0·74	0·84	0·72	0·82	0·70
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0·51	0·47	0·29	0·35	0·40	0·58	0·56	0·85	0·47	0·53	0·66	0·44	0·51	0·56	0·48	0·29
Other meat products	2·03	2·30	2·86	3·15	1·56	2·53	1·63	1·52	1·82	1·47	1·62	2·53	2·34	1·78	1·63	1·79
Total Other Meat and Meat Products	*22·68*	*24·59*	*21·86*	*24·52*	*22·03*	*22·37*	*21·51*	*24·40*	*22·04*	*22·13*	*22·95*	*23·02*	*23·20*	*22·18*	*22·05*	*21·36*
Total Meat and Meat Products	*38·50*	*39·51*	*35·12*	*38·22*	*36·71*	*38·09*	*35·67*	*41·73*	*38·99*	*39·67*	*42·90*	*38·12*	*37·67*	*37·95*	*37·11*	*38·25*
FISH:																
White, filleted, fresh	1·20	1·02	2·37	1·46	1·22	0·88	1·11	1·02	0·94	1·04	1·02	1·32	1·22	1·19	1·29	0·82
White, unfilleted, fresh	0·70	1·13	0·29	0·56	1·23	0·84	0·36	0·54	0·54	0·69	0·75	0·92	0·70	0·62	0·48	0·64
White, uncooked, quick-frozen	0·30	0·32	0·08	0·20	0·24	0·40	0·36	0·34	0·43	0·34	0·35	0·19	0·28	0·33	0·42	0·22
Herrings, filleted, fresh	0·02	0·03	0·09	0·03	0·01	—	...	—	0·02	0·01	0·01	0·04	0·02	0·01	0·02	—
Herrings, unfilleted, fresh	0·10	0·09	0·06	0·06	0·09	0·02	0·08	0·10	0·10	0·19	0·21	0·03	0·06	0·08	0·13	0·26
Fat, fresh, other than herrings	0·11	0·04	0·11	0·04	0·03	0·10	0·13	0·12	0·12	0·15	0·22	0·10	0·08	0·08	0·10	0·16
White, processed	0·28	0·30	0·32	0·19	0·28	0·21	0·21	0·20	0·22	0·38	0·44	0·21	0·29	0·26	0·28	0·24
Fat, processed, filleted	0·07	0·04	0·07	0·05	0·08	0·07	0·06	0·04	0·14	0·09	0·09	0·07	0·07	0·09	0·06	0·06
Fat, processed, unfilleted	0·14	0·11	0·19	0·21	0·16	0·07	0·08	0·08	0·12	0·20	0·23	0·11	0·10	0·13	0·18	0·19
Shell	0·05	0·14	...	0·02	0·07	0·02	0·05	0·03	0·02	0·06	0·09	0·02	0·08	0·04	0·02	0·01
Cooked	0·93	0·71	0·18	1·31	1·94	0·96	0·95	1·08	0·58	0·86	0·93	1·16	0·90	0·92	0·87	0·38
Salmon, canned	0·46	0·49	0·34	0·46	0·54	0·59	0·47	0·68	0·30	0·34	0·38	0·50	0·52	0·42	0·46	0·27
Other canned or bottled	0·33	0·25	0·16	0·27	0·36	0·23	0·44	0·36	0·33	0·43	0·44	0·27	0·32	0·33	0·31	0·42
Fish products, not quick-frozen	0·13	0·07	0·10	0·33	0·31	0·10	0·12	0·08	0·08	0·09	0·08	0·18	0·16	0·11	0·11	0·06
Quick-frozen fish products, and quick-frozen fish not specified above	0·64	0·82	0·34	0·77	0·48	0·70	0·68	0·70	0·79	0·65	0·67	0·57	0·70	0·68	0·60	0·55
Total Fish	*5·46*	*5·56*	*4·70*	*5·96*	*7·04*	*5·19*	*5·10*	*5·37*	*4·73*	*5·52*	*5·91*	*5·69*	*5·50*	*5·29*	*5·33*	*4·28*

TABLE 15—*continued*

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

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
EGGS: (no.)	4·60	4·71	5·04	4·92	4·62	4·06	4·39	4·42	4·96	4·56	4·63	4·38	4·56	4·62	4·70	5·29
(Eggs purchased) (no.)	(4·41)	(4·54)	(4·56)	(4·87)	(4·46)	(4·00)	(4·23)	(4·24)	(4·43)	(4·47)	(4·60)	(4·35)	(4·52)	(4·54)	(4·19)	(3·68)
FATS:																
Butter	6·15	8·09	5·94	5·24	5·23	6·01	5·92	6·12	6·86	6·48	6·48	5·20	6·19	6·55	6·28	7·04
Margarine	2·78	2·31	3·06	3·38	3·66	3·20	2·80	2·70	2·47	2·26	1·73	3·41	2·76	2·68	3·04	2·91
Lard and compound cooking fat	2·08	2·63	1·35	1·99	2·79	2·12	2·68	2·18	2·00	1·83	1·65	1·83	2·32	2·09	2·28	2·24
Suet	0·13	0·04	0·07	0·18	0·12	0·04	0·11	0·11	0·12	0·22	0·19	0·08	0·10	0·14	0·13	0·18
Vegetable and salad oils (fl. oz.)	0·54	0·38	0·50	0·58	0·43	0·33	0·48	0·56	0·49	0·70	0·96	0·34	0·52	0·47	0·50	0·52
All other fats	0·12	0·16	0·16	0·29	0·15	0·12	0·12	0·05	0·20	0·08	0·06	0·19	0·14	0·12	0·12	0·09
Total Fats	*11·80*	*13·61*	*11·08*	*11·66*	*12·38*	*11·82*	*12·11*	*11·72*	*12·14*	*11·57*	*11·07*	*11·05*	*12·03*	*12·05*	*12·35*	*12·98*
SUGAR AND PRESERVES:																
Sugar	16·18	19·22	15·80	13·32	16·36	17·34	17·32	17·77	15·91	15·24	14·44	15·76	16·56	16·85	16·64	17·22
Jams, jellies and fruit curds	1·28	1·48	1·68	1·25	1·48	1·22	1·37	0·96	1·20	1·15	1·08	1·41	1·30	1·16	1·40	1·14
Marmalade	0·94	1·18	0·99	0·93	0·79	0·79	0·94	0·71	1·10	1·06	1·11	0·76	0·92	1·03	0·95	0·83
Syrup, treacle and honey	0·45	0·34	0·66	0·42	0·55	0·34	0·38	0·43	0·56	0·42	0·36	0·36	0·48	0·44	0·49	0·96
Total Sugar and Preserves	*18·85*	*22·22*	*19·13*	*15·92*	*19·18*	*19·69*	*20·01*	*19·87*	*18·77*	*17·87*	*16·99*	*18·29*	*19·26*	*19·48*	*19·48*	*20·15*
VEGETABLES:																
Old potatoes																
January–August, not pre-packed	15·34	13·69	12·02	15·34	16·55	16·86	16·25	15·20	20·10	16·17	14·15	14·42	14·12	18·30	16·80	14·02
January–August, pre-packed	5·09	8·38	8·03	2·88	5·21	6·10	3·62	5·17	2·30	3·68	4·76	6·64	5·87	3·69	4·92	0·32
New potatoes																
January–August, not pre-packed	10·46	14·10	8·51	10·84	10·03	12·23	10·66	10·50	10·28	9·54	10·29	10·77	10·77	9·96	10·23	10·66
January–August, pre-packed	1·02	0·44	4·94	0·08	0·20	0·64	0·51	0·36	0·42	0·80	0·92	2·02	0·76	0·67	0·92	0·14
Potatoes																
September–December, not pre-packed	14·09	18·34	11·37	20·42	13·62	14·63	17·42	14·56	13·50	12·31	12·62	13·90	14·60	14·06	14·01	17·10
September–December, pre-packed	3·31	1·64	5·82	1·38	3·54	4·22	2·88	3·67	2·03	2·10	2·71	4·27	4·28	2·81	2·21	1·19
Total Potatoes	*49·31*	*56·59*	*50·69*	*50·94*	*49·15*	*54·68*	*51·34*	*49·46*	*48·63*	*44·60*	*45·45*	*52·02*	*50·40*	*49·49*	*49·09*	*43·43*
(Potatoes purchased)	*(45·59)*	*(53·49)*	*(42·27)*	*(48·69)*	*(45·52)*	*(53·99)*	*(46·85)*	*(46·12)*	*(38·26)*	*(40·98)*	*(44·94)*	*(51·19)*	*(48·56)*	*(46·22)*	*(40·11)*	*(23·16)*

TABLE 15—*continued*

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

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
VEGETABLES—*contd.*																
Cabbages	4·24	4·28	2·70	2·98	3·53	2·93	3·94	4·60	4·94	6·00	6·20	3·23	3·68	4·76	3·96	4·70
Brussels sprouts, fresh	2·03	1·62	0·74	1·44	2·27	1·43	2·83	2·95	2·74	2·42	2·28	1·43	2·07	2·31	2·09	2·30
Cauliflower	2·54	3·41	1·24	2·22	2·95	2·37	2·98	3·42	3·63	2·36	2·09	2·18	2·75	2·66	2·80	2·98
Leafy salads	1·32	1·04	0·76	0·83	1·24	1·22	1·35	1·43	1·38	1·74	1·66	1·06	1·13	1·42	1·42	1·78
Peas, fresh	0·60	0·40	0·11	0·25	0·72	0·33	0·90	1·00	0·73	0·81	0·66	0·44	0·48	0·58	0·74	1·43
Peas, quick-frozen	1·10	1·08	0·25	0·32	0·80	0·77	1·08	1·53	1·38	1·68	2·08	0·61	0·98	1·29	0·90	0·84
Beans, fresh	1·32	1·62	0·17	0·11	1·03	0·32	1·72	1·65	4·04	2·03	1·53	0·27	1·04	1·71	1·99	2·91
Beans, quick-frozen	0·28	0·26	0·12	0·16	0·12	0·26	0·24	0·32	0·20	0·46	0·57	0·18	0·28	0·32	0·17	0·12
Other fresh green vegetables	0·20	0·16	0·06	0·02	0·01	0·01	0·20	0·26	0·73	0·36	0·40	...	0·10	0·28	0·22	0·76
Total Fresh Green Vegetables	*13·63*	*13·87*	*6·15*	*8·33*	*12·67*	*9·64*	*15·24*	*17·16*	*19·77*	*17·86*	*17·47*	*9·40*	*12·51*	*15·33*	*14·29*	*17·82*
Carrots, fresh	2·93	3·89	3·27	2·82	3·28	4·15	2·25	2·25	2·68	2·54	2·26	3·30	2·71	3·15	3·35	2·36
Turnips and swedes, fresh	1·20	2·04	2·40	2·42	1·27	0·90	0·60	0·72	1·40	0·78	0·56	1·56	1·25	1·10	1·31	1·40
Other root vegetables, fresh	0·86	0·97	0·20	0·56	0·58	0·42	0·84	0·93	1·15	1·47	1·42	0·46	0·72	1·06	0·88	0·92
Onions, shallots, leeks, fresh	3·07	2·92	3·49	3·49	3·19	3·16	2·70	3·07	2·88	2·81	3·14	3·45	3·14	2·97	2·61	2·81
Cucumbers, fresh	0·72	0·58	0·21	0·45	0·60	0·34	0·86	0·84	0·88	1·16	1·07	0·38	0·61	0·88	0·84	0·64
Mushrooms, fresh	0·39	0·34	0·18	0·35	0·35	0·33	0·42	0·48	0·36	0·51	0·52	0·28	0·38	0·41	0·42	0·32
Miscellaneous fresh vegetables	0·84	0·60	0·22	0·46	0·62	0·58	0·92	0·68	0·96	1·41	1·51	0·50	0·62	0·84	0·99	0·93
Canned peas	3·10	3·64	2·58	4·57	3·27	3·60	3·16	3·24	2·40	2·68	2·42	3·80	3·14	3·06	3·09	2·01
Canned beans	3·58	3·92	3·64	3·96	4·34	3·44	3·61	3·44	3·20	3·30	3·20	3·98	3·66	3·28	3·73	3·24
Canned vegetables, other than pulses or potatoes	1·16	1·38	0·72	1·58	1·35	1·18	1·14	1·04	0·95	1·23	1·11	1·16	1·14	1·32	1·09	0·98
Dried pulses, other than air-dried	0·38	0·51	0·87	0·66	0·50	0·44	0·31	0·17	0·23	0·12	0·11	0·63	0·44	0·29	0·32	0·34
Air-dried vegetables	0·03	0·03	0·04	0·02	0·03	0·02	0·04	0·05	0·04	0·04	0·04	0·02	0·04	0·04	0·02	0·06
Chips, excluding quick-frozen	1·36	1·40	0·41	1·94	2·29	1·80	1·53	1·52	1·03	0·94	0·93	1·76	1·62	1·26	1·14	0·53
Other potato products, not quick-frozen	0·76	0·82	1·01	0·91	0·74	0·81	0·94	0·73	0·67	0·56	0·53	0·92	0·84	0·78	0·63	0·72
Other vegetable products	0·14	0·22	0·07	0·50	0·03	0·06	0·05	0·06	0·16	0·18	0·23	0·16	0·14	0·10	0·12	0·11
All quick-frozen vegetables and vegetable products, not specified above	0·36	0·31	0·44	0·28	0·27	0·38	0·32	0·30	0·39	0·39	0·46	0·31	0·35	0·40	0·32	0·21
Total Other Vegetables and Vegetable Products	*20·88*	*23·57*	*19·75*	*24·97*	*22·71*	*21·61*	*19·69*	*19·52*	*19·38*	*20·12*	*19·51*	*22·67*	*20·80*	*20·94*	*20·86*	*17·58*
Total Vegetables	*83·82*	*94·03*	*76·59*	*84·24*	*84·53*	*85·93*	*86·27*	*86·14*	*87·78*	*82·58*	*82·43*	*84·09*	*83·71*	*85·76*	*84·24*	*78·83*

TABLE 15—*continued*

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

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
FRUIT:																
Fresh																
Oranges	3·80	3·36	4·00	2·91	3·86	3·51	3·49	3·29	4·08	4·33	4·81	3·64	3·79	3·51	3·68	2·88
Other citrus fruit	1·32	0·98	1·24	0·97	1·15	1·17	1·30	1·08	1·50	1·65	1·74	0·98	1·38	1·27	1·23	1·48
Apples	6·72	5·80	4·82	5·60	6·14	5·59	6·70	6·42	9·16	8·42	8·82	5·47	6·18	7·36	6·59	6·76
Pears	0·90	0·87	0·83	1·08	0·96	0·79	0·86	0·75	0·75	0·93	1·24	0·88	0·93	0·77	0·73	0·63
Stone fruit	0·72	0·82	0·27	0·28	0·81	0·56	0·63	0·77	1·10	1·02	0·98	0·42	0·62	0·92	0·82	0·78
Grapes	0·42	0·34	0·42	0·33	0·40	0·30	0·41	0·33	0·45	0·50	0·62	0·29	0·45	0·40	0·34	0·38
Soft fruit, other than grapes	0·74	0·36	0·40	0·52	0·79	0·42	0·67	1·36	0·96	0·94	0·75	0·54	0·48	0·81	1·19	1·11
Bananas	3·46	3·20	3·52	3·64	3·07	2·81	3·36	3·05	3·75	4·06	4·32	3·33	3·18	3·56	3·31	3·17
Rhubarb	0·60	0·52	0·80	0·46	0·38	0·39	0·46	0·56	1·04	0·73	0·60	0·32	0·38	0·71	0·86	1·67
Tomatoes	4·10	4·15	3·28	3·48	3·84	3·54	3·79	4·14	4·52	4·97	5·02	3·37	3·87	4·42	4·19	4·14
Other fresh fruit	0·44	0·20	0·49	0·22	0·37	0·53	0·33	0·34	0·34	0·55	0·64	0·38	0·36	0·46	0·45	0·34
Total Fresh Fruit	*23·22*	*20·60*	*20·07*	*19·49*	*21·77*	*19·61*	*22·00*	*22·09*	*27·65*	*28·10*	*29·54*	*19·62*	*21·62*	*24·19*	*23·39*	*23·34*
Other fruit																
Tomatoes, canned and bottled	0·76	0·86	0·10	1·00	1·12	0·62	1·64	1·03	0·42	0·54	0·66	0·59	1·09	0·59	0·80	0·25
Canned peaches, pears and pineapples	2·47	2·48	2·61	2·21	2·37	2·15	2·27	2·21	2·44	2·73	2·95	2·14	2·53	2·42	2·37	2·54
Other canned or bottled fruit	2·47	2·20	2·28	2·23	2·12	2·17	2·56	2·57	2·47	2·89	2·80	2·10	2·41	2·67	2·52	2·45
Dried fruit and dried fruit products	0·99	0·95	0·98	0·79	1·00	0·64	1·10	1·02	1·64	1·09	0·96	0·66	0·97	1·00	1·20	1·84
Nuts and nut products	0·24	0·11	0·24	0·21	0·26	0·18	0·19	0·18	0·24	0·32	0·39	0·20	0·24	0·20	0·22	0·32
Fruit juices (fl. oz.)	0·57	0·24	0·88	0·50	0·36	0·58	0·35	0·44	0·51	0·68	0·79	0·48	0·52	0·52	0·51	0·95
Welfare orange juice (fl. oz.)	0·05	—	0·04	0·08	0·03	0·05	0·04	0·07	0·06	0·05	0·04	0·04	0·05	0·04	0·07	0·08
Total Other Fruit and Fruit Products	*7·55*	*6·84*	*7·13*	*7·02*	*7·26*	*6·39*	*8·15*	*7·52*	*7·78*	*8·30*	*8·59*	*6·21*	*7·81*	*7·44*	*7·69*	*8·43*
Total Fruit	*30·77*	*27·44*	*27·20*	*26·51*	*29·03*	*26·00*	*30·15*	*29·61*	*35·43*	*36·40*	*38·13*	*25·83*	*29·43*	*31·63*	*31·08*	*31·77*
CEREALS:																
Brown bread	2·41	3·06	2·19	3·74	2·46	2·24	1·94	1·80	1·89	2·50	2·64	2·08	2·65	2·26	2·45	2·13
White bread, large loaves, unwrapped	7·06	15·39	2·30	2·12	4·10	4·86	7·58	8·94	11·60	9·43	7·81	3·48	6·53	8·27	8·80	12·56
White bread, large loaves, wrapped	19·83	16·64	29·48	21·46	19·99	24·41	20·14	23·76	12·79	14·07	14·14	24·88	19·91	18·88	20·63	16·24
White bread, small loaves, unwrapped	3·24	5·56	0·68	3·86	3·91	3·84	3·00	2·75	3·67	3·25	3·31	3·69	3·48	3·35	2·46	2·22
White bread, small loaves, wrapped	1·88	1·02	1·31	3·04	3·10	2·82	1·92	1·45	0·87	1·22	1·59	2·81	2·12	1·34	1·43	0·95
Wholewheat and wholemeal bread	0·55	0·49	0·18	0·33	0·15	0·41	0·58	0·62	0·92	0·88	1·02	0·26	0·44	0·59	0·53	0·98
Other bread	2·77	1·63	6·12	3·24	2·43	2·16	2·24	2·23	2·43	2·32	2·33	3·22	2·98	2·57	2·56	2·60
Total Bread	*37·74*	*43·79*	*42·26*	*37·79*	*36·14*	*40·74*	*37·40*	*41·55*	*34·17*	*33·67*	*32·84*	*40·42*	*38·11*	*37·26*	*38·86*	*37·68*

TABLE 15—*continued*
(oz per person per week, except where otherwise stated)

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
CEREALS—*contd.*																
Flour	5·38	5·89	4·96	7·08	7·06	3·70	6·46	4·47	6·34	5·48	4·30	4·48	5·33	5·72	6·31	8·42
Buns, scones and teacakes	1·28	1·13	1·78	1·71	2·30	1·69	0·70	0·78	1·20	0·78	0·85	2·11	1·21	1·09	1·02	1·12
Cakes and pastries	4·58	5·47	4·58	4·47	4·29	4·89	4·14	4·60	4·48	4·44	4·57	4·58	4·89	4·86	4·14	3·22
Biscuits, other than chocolate biscuits	4·77	4·55	4·98	4·95	4·76	4·60	4·55	4·12	5·32	4·97	4·75	4·82	4·69	5·00	4·62	4·72
Chocolate biscuits	1·04	1·00	1·82	1·61	1·17	1·14	0·77	0·62	0·78	0·72	0·72	1·30	1·19	0·83	1·04	0·82
Oatmeal and oat products	0·54	0·36	1·49	0·27	0·38	0·41	0·45	0·47	0·56	0·46	0·34	0·51	0·58	0·56	0·58	0·95
Breakfast cereals	2·63	2·79	2·37	2·46	2·61	2·84	3·14	2·48	3·20	2·45	2·38	2·58	2·76	2·64	2·68	2·65
Canned milk puddings	1·52	1·83	1·34	2·05	2·04	1·74	1·70	1·17	1·47	1·24	1·16	1·77	1·69	1·55	1·42	0·98
Other puddings	0·31	0·30	0·26	0·36	0·44	0·36	0·44	0·36	0·18	0·23	0·23	0·33	0·40	0·29	0·32	0·12
Rice	0·49	0·24	0·58	0·37	0·31	0·42	0·30	0·36	0·48	0·70	0·98	0·36	0·38	0·50	0·38	0·50
Invalid foods, including slimming foods	0·16	0·12	0·24	0·04	0·20	0·15	0·30	0·16	0·15	0·11	0·10	0·16	0·21	0·12	0·16	0·23
Infant foods, other than canned or bottled	0·15	0·09	0·19	0·10	0·12	0·20	0·10	0·26	0·18	0·12	0·11	0·17	0·14	0·16	0·13	0·27
Cereal convenience foods, including canned, not specified above	1·66	1·11	2·15	1·39	1·50	1·38	1·64	1·62	1·84	1·84	1·74	1·66	1·53	1·70	1·67	2·02
Other cereal foods	0·35	0·11	0·61	0·21	0·15	0·15	0·21	0·18	0·28	0·68	0·36	0·26	0·24	0·68	0·26	0·44
Total Cereals	*62·60*	*68·78*	*69·61*	*64·86*	*63·47*	*64·41*	*62·30*	*63·20*	*60·63*	*57·89*	*55·43*	*65·51*	*63·35*	*62·96*	*63·59*	*64·14*
BEVERAGES:																
Tea	2·52	3·12	2·00	2·28	2·58	2·69	2·64	2·56	2·57	2·50	2·51	2·48	2·55	2·62	2·45	2·26
Coffee, bean and ground	0·13	0·03	0·11	0·10	0·09	0·15	0·13	0·10	0·12	0·17	0·19	0·06	0·18	0·09	0·12	0·15
Coffee, instant	0·38	0·28	0·31	0·40	0·37	0·40	0·40	0·38	0·40	0·42	0·45	0·36	0·39	0·38	0·36	0·33
Coffee essences (fl. oz.)	0·07	0·08	0·02	0·04	0·08	0·05	0·10	0·16	0·12	0·06	0·04	0·06	0·08	0·08	0·06	0·19
Cocoa and drinking chocolate	0·20	0·20	0·14	0·17	0·18	0·16	0·17	0·26	0·34	0·23	0·22	0·16	0·14	0·24	0·21	0·39
Branded food drinks	0·26	0·19	0·06	0·12	0·26	0·27	0·39	0·40	0·22	0·31	0·27	0·19	0·24	0·30	0·30	0·29
Total Beverages	*3·56*	*3·90*	*2·64*	*3·11*	*3·56*	*3·72*	*3·83*	*3·86*	*3·77*	*3·69*	*3·68*	*3·31*	*3·58*	*3·71*	*3·50*	*3·61*
MISCELLANEOUS:																
Baby foods, canned or bottled	0·78	0·64	0·70	0·72	0·86	1·00	0·69	0·91	0·55	0·69	0·77	1·05	0·82	0·63	0·56	0·84
Soups, canned	3·19	2·76	5·87	3·60	3·32	3·26	2·65	2·71	2·07	2·50	2·69	3·85	3·29	2·73	3·29	2·68
Soups, dehydrated or powdered	0·11	0·13	0·16	0·12	0·12	0·12	0·11	0·08	0·13	0·09	0·07	0·12	0·12	0·14	0·10	0·10
Spreads and dressings	0·25	0·14	0·28	0·24	0·24	0·18	0·18	0·24	0·25	0·33	0·29	0·22	0·22	0·30	0·23	0·31
Pickles and sauces	1·44	1·37	1·44	1·58	1·48	1·31	1·41	1·51	1·19	1·46	1·40	1·51	1·52	1·34	1·43	1·21
Meat and vegetable extracts	0·15	0·10	0·08	0·12	0·14	0·12	0·13	0·16	0·18	0·22	0·18	0·10	0·12	0·20	0·15	0·18
Table jellies, squares and crystals (eq. pt.)	0·09	0·10	0·10	0·08	0·07	0·09	0·09	0·09	0·08	0·09	0·08	0·08	0·09	0·10	0·09	0·06
Ice cream (served as part of a meal), mousse, soufflé	0·79	0·55	0·83	0·69	0·64	0·68	0·68	0·58	0·70	1·09	1·05	0·70	0·66	0·88	0·77	0·82
All quick-frozen foods not specified above	0·14	0·06	0·20	0·16	0·12	0·12	0·10	0·22	0·09	0·14	0·15	0·10	0·16	0·12	0·19	0·10
Salt	0·92	1·02	0·98	0·86	0·70	0·76	0·90	1·04	1·14	0·99	0·99	0·90	0·84	0·97	0·90	1·14

Tables relating to Income Group Differences in Average Consumption, Expenditure or Prices, 1969

TABLE 16

Household Food Expenditure, Value of Consumption and Price Indices according to Income Group, 1969

	A			B	C	D			All households
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	OAP	
	£	£	£	£	£	£	£	£	£
	(per person per week)								
Expenditure on:									
Seasonal foods	0·71	0·59	0·62	0·53	0·50	0·52	0·59	0·61	0·55
Convenience foods									
Canned	0·16	0·17	0·17	0·18	0·17	0·16	0·16	0·15	0·17
Quick-frozen	0·06	0·05	0·05	0·04	0·03	0·03	0·03	0·02	0·04
Other	0·28	0·27	0·28	0·28	0·27	0·24	0·25	0·23	0·27
Total convenience foods	0·51	0·49	0·50	0·49	0·47	0·42	0·44	0·40	0·48
All other foods	1·10	1·02	1·04	0·95	0·94	0·91	0·99	1·05	0·97
Total expenditure	2·32	2·11	2·16	1·98	1·91	1·85	2·01	2·06	2·00
Value of garden and allotment produce etc. (*a*)	0·09	0·06	0·07	0·04	0·05	0·04	0·04	0·05	0·05
Value of consumption	2·41	2·17	2·23	2·02	1·95	1·89	2·05	2·11	2·05
	per cent (all households = 100)								
Expenditure as percentage of that in all households	115·9	105·4	108·0	98·9	95·3	92·7	100·6	103·1	100·0
Value of consumption as percentage of that in all households	117·9	106·0	109·0	98·6	95·6	92·5	100·5	103·3	100·0
Price index (all foods)	108·4	102·7	104·1	99·7	98·3	97·7	98·2	98·1	100·0
'Price of energy' index (*b*) (all foods)	124·6	108·2	112·2	99·3	94·2	94·1	99·4	97·3	100·0

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

TABLE 17

Household Food Consumption according to Income Group, 1969

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

	Income Group								
	A			B	C	D			All households
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	O.A.P.	
MILK AND CREAM:									
Liquid milk—full price . . . (pt.)	4·88	4·38	4·51	3·90	3·81	4·02	4·40	4·99	4·05
Liquid milk—welfare and school. . (pt.)	0·80	0·92	0·89	0·99	0·79	0·58	0·60	0·01	0·84
Total Liquid Milk . . . . . (pt.)	*5·68*	*5·30*	*5·40*	*4·89*	*4·60*	*4·60*	*5·00*	*5·00*	*4·89*
Condensed milk . . . (eq. pt.)	0·10	0·16	0·15	0·16	0·18	0·21	0·24	0·24	0·17
Dried and other milk . . (pt. or eq. pt.)	0·23	0·18	0·20	0·17	0·22	0·17	0·12	0·12	0·19
Cream . . . . . (pt.)	0·08	0·05	0·06	0·04	0·03	0·02	0·03	0·02	0·04
Total Milk and Cream . . (pt. or eq. pt.)	*6·09*	*5·69*	*5·81*	*5·26*	*5·03*	*5·00*	*5·39*	*5·38*	*5·29*
CHEESE:									
Natural	3·76	3·36	3·46	3·10	2.98	3·02	3·37	3·66	3·15
Processed.	0·42	0·38	0·39	0·36	0·32	0·20	0·42	0·28	0·35
Total Cheese	*4·18*	*3·74*	*3·85*	*3·46*	*3·30*	*3·22*	*3·79*	*3·94*	*3·50*
MEAT:									
Beef and veal	9·13	8·55	8·69	7·50	7·30	7·27	8·17	7·43	7·70
Mutton and lamb	5·94	5·21	5·43	5·18	5·02	4·70	6·92	7·45	5·34
Pork	2·63	3·01	2·92	2·91	2·54	2·58	2·58	2·84	2·78
Total Carcase Meat	*17·70*	*16·77*	*17·04*	*15·59*	*14·86*	*14·55*	*17·67*	*17·72*	*15·82*
Bacon and ham, uncooked. . . .	5·52	5·10	5·21	5·04	5·01	4·97	4·36	6·00	5·11
Poultry, uncooked	6·83	5·91	6·14	4·61	4·07	4·01	4·24	4·44	4·72
Other meat	11·66	11·87	11·82	12·81	13·47	14·00	11·67	11·52	12·85
Total Meat	*41·71*	*39·65*	*40·21*	*38·05*	*37·41*	*37·53*	*37·94*	*39·68*	*38·50*

TABLE 17—*continued*
(oz per person per week, except where otherwise stated)

	Income Group								All households
	A			B	C	D			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	O.A.P.	
FISH:									
Fresh	2·42	2·09	2·18	1·77	2·10	2·68	3·25	3·68	2·13
Processed and shell (*a*)	0·94	0·52	0·63	0·48	0·52	0·69	0·66	0·74	0·54
Prepared (*b*)	1·10	1·56	1·46	1·93	1·97	1·78	1·91	1·87	1·85
Quick-frozen	1·10	1·06	1·07	0·96	0·90	0·88	0·88	0·76	0·94
Total Fish	*5·56*	*5·23*	*5·34*	*5·14*	*5·49*	*6·03*	*6·70*	*7·05*	*5·46*
EGGS: (no.)	5·06	4·76	4·84	4·44	4·61	4·56	4·61	4·81	4·60
(Eggs purchased) (no.)	(4·64)	(4·42)	(4·48)	(4·30)	(4·41)	(4·36)	(4·48)	(4·68)	(4·41)
FATS:									
Butter	6·79	6·72	6·73	6·01	5·79	5·64	6·34	7·36	6·15
Margarine	1·86	2·28	2·17	2·71	3·24	3·25	2·82	2·82	2·78
Lard and compound cooking fat	1·32	1·73	1·62	2·13	2·30	1·94	1·70	2·04	2·08
Other fats	0·95	0·90	0·92	0·72	0·80	0·38	0·94	0·80	0·79
Total Fats	*10·92*	*11·63*	*11·44*	*11·57*	*12·13*	*11·21*	*11·80*	*13·02*	*11·80*
SUGAR AND PRESERVES:									
Sugar	13·03	14·41	14·04	15·98	16·82	17·71	19·34	19·69	16·18
Honey, preserves, syrup and treacle	2·33	2·95	2·79	2·50	2·55	2·30	2·91	3·96	2·67
Total Sugar and Preserves	*15·36*	*17·36*	*16·83*	*18·48*	*19·37*	*20·01*	*22·25*	*23·65*	*18·85*
VEGETABLES:									
Potatoes	39·16	40·62	40·40	50·78	53·87	59·55	41·01	42·97	49·31
Fresh green	13·59	12·51	12·82	12·07	11·54	10·64	15·96	15·82	12·25
Quick-frozen	3·28	2·42	2·64	1·87	1·26	0·89	1·23	0·90	1·74
Other	17·97	19·22	18·89	20·77	21·65	21·83	22·01	18·00	20·52
Total Vegetables	*74·00*	*74·77*	*74·75*	*85·49*	*88·32*	*92·91*	*80·21*	*77·69*	*83·82*

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

(*b*) Includes all cooked, canned or bottled fish, and fish products (e.g. paste).

TABLE 17—*continued*

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

	Income Group								All households
	A			B	C	D			
	A1	A2	A1& A2			with earners (D1)	without earners (D2)	O.A.P.	
FRUIT:									
Fresh	38·97	28·24	30·95	22·80	19·17	17·10	25·02	25·44	23·22
Other	9·24	9·19	9·22	7·57	6·77	5·59	6·38	6·68	7·55
Total Fruit	*48·21*	*37·43*	*40·17*	*30·37*	*25·94*	*22·69*	*31·40*	*32·12*	*30·77*
CEREALS:									
Brown bread	2·66	2·35	2·44	2·06	2·27	1·58	5·33	4·37	2·41
White bread	20·20	26·87	25·19	32·58	36·03	35·37	27·28	30·13	32·01
Wholewheat and wholemeal bread	1·16	0·88	0·96	0·47	0·36	0·16	0·76	0·77	0·55
Other bread	2·89	2·57	2·65	2·62	2·72	3·89	3·20	3·42	2·77
Total Bread	*26·91*	*32·67*	*31·24*	*37·73*	*41·38*	*41·00*	*36·57*	*38·69*	*37·74*
Flour	4·08	5·28	4·97	4·90	5·93	4·65	5·91	8·32	5·38
Cakes (*c*)	4·37	5·34	5·09	5·99	5·94	5·48	5·92	6·40	5·86
Biscuits	5·51	5·84	5·75	5·82	5·70	5·18	6·18	6·54	5·81
Oatmeal and oat products	0·63	0·51	0·55	0·49	0·56	0·65	0·79	0·81	0·54
Breakfast cereals	2·92	2·95	2·94	2·74	2·58	2·10	2·30	1·68	2·63
Other cereals	4·19	4·52	4·45	4·57	4·70	4·72	5·54	5·47	4·64
Total Cereals	*48·61*	*57·11*	*54·99*	*62·24*	*66·79*	*63·78*	*63·21*	*67·91*	*62·60*
BEVERAGES:									
Tea	1·63	2·04	1·94	2·42	2·60	2·74	3·25	3·86	2·52
Coffee	1·54	0·67	0·88	0·53	0·46	0·51	0·57	0·67	0·58
Cocoa	0·29	0·23	0·25	0·20	0·18	0·21	0·29	0·20	0·20
Branded food drinks	0·12	0·35	0·29	0·23	0·23	0·23	0·19	0·55	0·26
Total Beverages	*3·58*	*3·29*	*3·36*	*3·38*	*3·47*	*3·69*	*4·30*	*5·28*	*3·56*

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

TABLE 18

Household Food Expenditure according to Income Group, 1969

(new pence per person per week)

	Income Group								All households
	A			B	C	D			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	O.A.P.	
MILK AND CREAM:									
Liquid milk—full price	21·21	18·77	19·40	17·10	16·45	17·43	19·58	22·53	17·71
Liquid milk—welfare	1·69	2·02	1·93	2·10	1·63	1·02	0·92	—	1·76
Total Liquid Milk	*22·90*	*20·79*	*21·33*	*19·20*	*18·08*	*18·45*	*20·50*	*22·53*	*19·47*
Condensed milk	0·44	0·62	0·58	0·61	0·69	0·83	0·87	0·88	0·65
Dried and other milk	1·61	1·08	1·20	0·94	0·93	0·75	0·61	0·54	0·97
Cream	2·99	1·59	1·95	0·95	0·79	0·52	0·80	0·79	1·04
Total Milk and Cream	*27·94*	*24·08*	*25·06*	*21·70*	*20·49*	*20·55*	*22·78*	*24·74*	*22·13*
CHEESE:									
Natural	5·08	4·10	4·35	3·66	3·50	3·50	4·09	4·39	3·77
Processed	0·74	0·62	0·65	0·58	0·52	0·33	0·70	0·46	0·58
Total Cheese	*5·82*	*4·72*	*5·00*	*4·24*	*4·02*	*3·83*	*4·79*	*4·85*	*4·35*
MEAT:									
Beef and veal	21·03	18·41	19·05	15·12	14·41	14·05	15·68	13·95	15·68
Mutton and lamb	10·15	8·17	8·72	7·76	7·38	6·80	9·91	10·44	8·00
Pork	5·00	5·25	5·19	4·88	4·22	4·24	3·99	4·46	4·69
Total Carcase Meat	*36·18*	*31·83*	*32·96*	*27·76*	*26·01*	*25·09*	*29·58*	*28·85*	*28·37*
Bacon and ham, uncooked	10·14	8·61	9·00	8·18	7·95	7·63	7·01	9·32	8·31
Poultry, uncooked	7·56	6·34	6·63	4·82	4·27	4·18	4·43	4·55	4·98
Other meat	18·17	17·67	17·78	18·74	19·00	18·92	17·05	16·83	18·63
Total Meat	*72·05*	*64·45*	*66·37*	*59·50*	*57·23*	*55·82*	*58·07*	*59·55*	*60·29*

TABLE 18—*continued*
(new pence per person per week)

	Income Group								
	A			B	C	D			All households
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	O.A.P.	
FISH:									
Fresh	4·16	2·81	3·15	2·28	2·52	3·32	4·03	4·37	2·71
Processed and shell (*a*)	1·45	0·74	0·92	0·63	0·64	0·90	0·74	0·83	0·72
Prepared (*b*)	2·44	3·08	2·93	3·60	3·53	3·25	3·86	3·54	3·48
Quick-frozen	1·97	1·71	1·78	1·49	1·42	1·37	1·41	1·23	1·49
Total Fish	*10·02*	*8·34*	*8·78*	*8·00*	*8·11*	*8·84*	*10·04*	*9·97*	*8·40*
EGGS	8·73	8·16	8·32	7·82	7·90	7·91	8·43	8·65	8·03
FATS:									
Butter	7·39	7·10	7·17	6·36	6·10	6·02	6·73	7·96	6·53
Margarine	1·27	1·52	1·46	1·75	2·07	2·02	1·74	1·90	1·80
Lard and compound cooking fat	0·63	0·87	0·80	0·98	1·03	0·88	0·74	0·92	0·96
Other fats	0·85	0·75	0·79	0·55	0·59	0·29	0·72	0·59	0·61
Total Fats	*10·14*	*10·24*	*10·22*	*9·64*	*9·79*	*9·21*	*9·93*	*11·37*	*9·90*
SUGAR AND PRESERVES:									
Sugar	3·46	3·51	3·49	3·75	3·96	4·20	4·71	4·70	3·84
Honey, preserves, syrup and treacle	1·41	1·86	1·75	1·55	1·55	1·39	1·85	2·53	1·66
Total Sugar and Preserves	*4·87*	*5·37*	*5·24*	*5·30*	*5·51*	*5·59*	*6·56*	*7·23*	*5·50*
VEGETABLES:									
Potatoes	4·41	4·87	4·77	6·10	6·05	6·92	5·24	5·14	5·88
Fresh green	3·93	3·97	3·97	3·67	3·12	3·08	4·16	4·06	3·60
Quick-frozen	3·17	2·48	2·66	1·94	1·28	0·90	1·35	0·97	1·79
Other	9·09	8·65	8·76	8·87	8·71	8·42	8·50	6·31	8·66
Total Vegetables	*20·60*	*19·97*	*20·16*	*20·58*	*19·16*	*19·32*	*19·25*	*16·48*	*19·93*

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

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

TABLE 18—*continued*
(new pence per person per week)

	Income Group								
	A			B	C	D			All households
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	O.A.P.	
FRUIT:									
Fresh	19·08	13·65	14·99	11·24	9·39	8·46	11·84	11·23	11·35
Other	6·85	6·30	6·44	4·83	4·11	3·56	3·81	4·30	4·85
Total Fruit	*25·93*	*19·95*	*21·43*	*16·07*	*13·50*	*12·02*	*15·65*	*15·53*	*16·20*
CEREALS:									
Brown bread	1·01	0·88	0·92	0·78	0·86	0·62	1·96	1·67	0·91
White bread	6·31	8·32	7·81	9·94	10·95	10·83	8·63	9·76	9·83
Wholewheat and wholemeal bread	0·44	0·30	0·34	0·17	0·12	0·06	0·26	0·28	0·19
Other bread	1·88	1·74	1·78	1·67	1·75	2·38	2·02	2·10	1·78
Total Bread	9·64	11·24	10·85	12·56	13·68	13·89	12·87	13·81	12·71
Flour	0·86	1·10	1·04	1·00	1·22	0·97	1·26	1·72	1·11
Cakes (*c*)	5·24	5·60	5·50	6·05	5·92	5·36	5·69	6·05	5·94
Biscuits	5·75	5·57	5·59	5·29	5·03	4·38	5·21	5·22	5·24
Oatmeal and oat products	0·30	0·23	0·25	0·22	0·23	0·26	0·31	0·34	0·24
Breakfast cereals	2·72	2·53	2·58	2·32	2·13	1·73	1·98	1·45	2·22
Other cereals	3·24	3·09	3·13	2·87	2·70	2·55	3·19	2·82	2·86
Total Cereals	*27·75*	*29·36*	*28·94*	*30·31*	*30·91*	*29·14*	*30·51*	*31·41*	*30·32*
BEVERAGES:									
Tea	3·35	4·03	3·85	4·65	4·96	5·15	6·33	7·39	4·84
Coffee	5·55	3·10	3·71	2·53	2·24	2·40	2·16	2·73	2·68
Cocoa	0·42	0·32	0·35	0·27	0·23	0·28	0·38	0·26	0·27
Branded food drinks	0·25	0·61	0·52	0·41	0·42	0·42	0·34	0·95	0·46
Total Beverages	*9·57*	*8·06*	*8·43*	*7·86*	*7·85*	*8·25*	*9·21*	*11·33*	*8·25*
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	1·91	1·70	1·75	1·70	1·65	1·67	1·88	1·56	1·69
Other foods	6·42	6·22	6·27	5·11	4·47	3·25	3·91	3·47	4·94
Total Miscellaneous	*8·33*	*7·92*	*8·02*	*6·81*	*6·12*	*4·92*	*5·79*	*5·03*	*6·63*
TOTAL EXPENDITURE	*£2·32*	*£2·11*	*£2·16*	*£1·98*	*£1·91*	*£1·85*	*£2·01*	*£2·06*	*£2·00*

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

Tables relating to Household Composition Differences in Average Consumption, Expenditure or Prices, 1969

TABLE 19

Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1969

	Households with one man and one woman and								Other households with			All households
	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						
	£	£	£	£	£	£	£	£	£	£	£	£
	(per person per week)											
Expenditure on:												
Seasonal foods	0·71	0·74	0·51	0·45	0·39	0·35	0·67	0·48	0·68	0·61	0·44	0·55
Convenience foods												
Canned	0·18	0·23	0·19	0·16	0·15	0·12	0·20	0·15	0·18	0·20	0·16	0·17
Quick-frozen	0·03	0·06	0·05	0·04	0·03	0·03	0·05	0·03	0·04	0·05	0·03	0·04
Other	0·26	0·34	0·29	0·27	0·24	0·22	0·29	0·25	0·28	0·28	0·25	0·27
Total convenience foods	0·47	0·64	0·54	0·47	0·42	0·37	0·54	0·43	0·49	0·52	0·44	0·48
All other foods	1·26	1·31	0·94	0·83	0·71	0·66	1·15	0·83	1·15	1·04	0·83	0·97
Total expenditure	2·44	2·69	1·99	1·75	1·52	1·39	2·36	1·74	2·33	2·17	1·72	2·00
Value of garden and allotment produce etc. (*a*)	0·07	0·06	0·05	0·03	0·04	0·03	0·06	0·03	0·06	0·04	0·04	0·05
Value of consumption	*2·52*	*2·75*	*2·04*	*1·78*	*1·56*	*1·42*	*2·42*	*1·78*	*2·39*	*2·21*	*1·76*	*2·05*
	per cent (all households = 100)											
Expenditure as percentage of that in all households	122·3	134·4	99·5	87·4	76·0	69·3	117·9	87·1	116·5	108·4	85·8	100·0
Value of consumption as percentage of that in all households	123·1	134·3	99·5	87·1	76·1	69·2	118·1	86·8	117·1	108·0	86·0	100·0
Price index (all foods)	100·2	102·3	100·7	99·3	98·0	95·0	100·9	98·0	101·8	101·3	98·8	100·0
"Price of energy" index (all foods) (*b*)	104·7	109·9	102·0	95·5	90·6	83·0	104·0	91·3	106·8	103·6	95·7	100·0

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

TABLE 20

Household Food Consumption according to Household Composition, 1969

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
MILK AND CREAM:											
Liquid milk—full price. (pt.)	5·17	4·98	3·64	3·26	3·04	2·68	4·89	3·90	5·22	4·67	3·34
Liquid milk—welfare and school . . . (pt.)	...	0·25	1·46	1·78	1·84	1·80	0·02	0·52	0·02	0·04	1·11
Total Liquid Milk . . pt.	*5·17*	*5·23*	*5·10*	*5·04*	*4·88*	*4·48*	*4·91*	*4·42*	*5·24*	*4·71*	*4·45*
Condensed milk . (eq. pt.)	0·21	0·21	0·18	0·15	0·15	0·13	0·16	0·17	0·20	0·16	0·15
Dried and other milk (pt. or eq. pt.)	0·11	0·12	0·28	0·25	0·30	0·17	0·09	0·13	0·12	0·08	0·28
Cream . . . (pt.)	0·04	0·07	0·04	0·03	0·02	0·02	0·05	0·02	0·04	0·05	0·03
Total Milk and Cream (pt. or eq. pt.)	*5·53*	*5·63*	*5·60*	*5·47*	*5·35*	*4·80*	*5·21*	*4·74*	*5·60*	*5·00*	*4·91*
CHEESE:											
Natural	4·31	4·64	2·92	2·52	1·94	1·90	3·97	2·72	4·10	3·78	2·46
Processed	0·37	0·45	0·33	0·32	0·30	0·30	0·38	0·29	0·38	0·38	0·35
Total Cheese	*4·68*	*5·09*	*3·25*	*2·84*	*2·24*	*2·20*	*4·35*	*3·01*	*4·48*	*4·16*	*2·81*
MEAT:											
Beef and veal . .	10·40	10·72	7·24	6·01	5·06	4·92	9·62	6·41	9·38	8·98	6·51
Mutton and lamb . .	8·17	7·82	4·85	4·16	3·58	2·47	5·55	4·20	7·24	4·84	4·46
Pork	3·77	4·47	2·80	2·16	1·62	1·64	4·23	2·11	3·21	3·46	2·28
Total Carcase Meat . .	*22·34*	*23·01*	*14·89*	*12·33*	*10·26*	*9·03*	*19·40*	*12·82*	*19·83*	*17·28*	*13·25*
Bacon and ham, uncooked .	7·01	7·30	4·92	3·97	3·40	3·66	6·39	4·15	6·29	5·92	4·36
Poultry, uncooked . .	6·53	7·10	4·65	4·49	3·58	2·75	5·90	3·25	5·19	4·82	3·81
Other meat. . . .	13·49	16·83	12·96	11·54	10·62	10·09	15·41	12·49	13·42	13·80	12·06
Total Meat	*49·37*	*54·24*	*37·42*	*32·33*	*27·86*	*25·53*	*47·10*	*32·71*	*44·73*	*41·82*	*33·48*
FISH:											
Fresh.	4·42	2·60	1·45	1·29	0·83	0·79	2·55	1·44	3·40	1·99	1·61
Processed and shell (*a*). .	0·97	0·63	0·40	0·36	0·31	0·34	0·70	0·40	0·82	0·49	0·45
Prepared (*b*) . . .	2·09	2·67	2·10	1·67	1·54	1·13	1·87	1·65	1·95	2·01	1·75
Quick-frozen . . .	0·83	1·48	1·16	1·06	0·85	0·83	1·00	0·84	0·87	0·94	0·78
Total Fish	*8·31*	*7·38*	*5·11*	*4·38*	*3·53*	*3·09*	*6·12*	*4·33*	*7·04*	*5·43*	*4·59*

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

TABLE 20—*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.)	5·40	5·58	4·54	4·08	3·70	3·59	5·41	4·26	5·21	5·01	4·17
(Eggs purchased) (no.)	(5·18)	(5·34)	(4·41)	(3·97)	(3·56)	(3·38)	(5·01)	(4·08)	(4·95)	(4·72)	(3·96)
FATS:											
Butter	8·03	7·83	6·02	5·24	4·28	3·94	7·64	5·22	7·78	6·58	5·24
Margarine	3·24	3·08	2·38	2·58	2·52	2·98	3·03	3·16	2·76	2·68	2·60
Lard and compound cooking fat	2·28	2·81	2·30	2·02	1·90	1·72	2·45	1·99	2·00	1·90	1·77
Other fats	0·94	1·32	0·61	0·79	0·43	0·39	0·88	0·62	0·96	0·82	0·73
Total Fats	*14·49*	*15·04*	*11·31*	*10·63*	*9·13*	*9·03*	*14·00*	*10·99*	*13·50*	*11·98*	*10·34*
SUGAR AND PRESERVES:											
Sugar	20·77	19·15	14·68	14·35	13·54	14·60	18·12	16·04	17·75	16·81	14·24
Honey, preserves, syrup and treacle	4·21	2·64	2·18	2·31	2·02	2·02	2·88	2·39	3·53	2·50	1·96
Total Sugar and Preserves	*24·98*	*21·79*	*16·86*	*16·66*	*15·56*	*16·62*	*21·00*	*18·43*	*21·28*	*19·31*	*16·20*
VEGETABLES:											
Potatoes	49·04	56·05	47·97	47·36	45·55	49·88	57·51	57·51	42·75	55·86	47·53
Fresh green	19·94	17·57	11·66	9·21	7·12	6·38	15·29	9·22	16·71	11·20	9·76
Quick-frozen	1·69	3·12	2·12	1·59	1·28	1·11	2·40	1·15	1·88	2·06	1·45
Other	21·31	25·64	21·31	19·30	18·27	17·94	23·29	19·74	21·19	21·28	19·66
Total Vegetables	*91·98*	*102·38*	*83·06*	*77·46*	*72·22*	*75·31*	*98·49*	*87·62*	*82·53*	*90·40*	*78·40*
FRUIT:											
Fresh	32·08	32·04	22·42	19·19	15·59	14·10	30·42	19·22	2·13	25·26	17·77
Other	8·94	11·05	7·83	6·93	5·81	5·70	9·21	6·37	8·15	8·18	6·06
Total Fruit	*41·02*	*43·09*	*30·25*	*26·12*	*21·40*	*19·80*	*39·63*	*25·59*	*37·28*	*33·44*	*23·83*

TABLE 20—*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	4·24	2·42	1·68	1·56	1·04	1·79	2·74	1·70	4·30	2·46	1·56
White bread	31·00	36·50	31·02	28·65	28·69	32·03	36·44	36·70	31·39	36·21	32·00
Wholewheat and wholemeal bread	1·05	0·77	0·44	0·38	0·26	0·13	0·60	0·28	1·02	0·51	0·30
Other bread	4·00	3·38	2·34	1·88	2·15	1·73	3·12	2·51	3·72	2·95	2·31
Total Bread	*40·29*	*43·07*	*35·48*	*32·47*	*32·14*	*35·68*	*42·90*	*41·19*	*40·43*	*42·13*	*36·17*
Flour	9·44	5·63	4·31	4·74	4·04	3·80	7·05	4·58	6·52	5·26	3·92
Cakes (*c*)	7·09	7·51	5·68	5·19	4·68	4·21	6·40	5·16	7·14	6·09	4·96
Biscuits	6·36	6·56	5·92	5·81	5·44	5·39	6·18	5·37	6·35	5·17	5·18
Oatmeal and oat products	0·82	0·62	0·36	0·33	0·43	0·59	0·52	0·68	0·64	0·44	0·56
Breakfast cereals	1·69	2·44	2·68	3·18	3·28	3·85	2·30	3·16	1·91	2·30	2·64
Other cereals	5·13	5·16	5·05	4·73	4·70	4·46	4·07	3·81	4·73	4·95	4·65
Total Cereals	*70·82*	*70·99*	*59·48*	*56·45*	*54·71*	*57·98*	*69·42*	*63·95*	*67·72*	*66·34*	*58·08*
BEVERAGES:											
Tea	3·86	3·36	2·11	1·83	1·56	1·61	3·03	2·15	3·36	2·63	2·08
Coffee	0·74	1·26	0·59	0·48	0·36	0·28	0·70	0·40	0·78	0·61	0·40
Cocoa	0·25	0·28	0·25	0·21	0·17	0·11	0·24	0·14	0·16	0·19	0·22
Branded food drinks	0·44	0·33	0·37	0·17	0·12	0·28	0·22	0·11	0·41	0·17	0·18
Total Beverages	*5·29*	*5·23*	*3·32*	*2·69*	*2·21*	*2·28*	*4·19*	*2·80*	*4·71*	*3·60*	*2·88*

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

TABLE 21

Household Food Expenditure according to Household Composition, 1969

(new pence per person per week)

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
MILK AND CREAM:											
Liquid milk—full price	23·12	22·14	15·91	14·29	12·99	11·80	21·22	16·88	22·92	20·52	13·91
Liquid milk—welfare	—	0·58	3·52	3·89	3·64	3·18	0·05	0·90	0·05	0·10	2·25
Total Liquid Milk	*23·12*	*22·72*	*19·43*	*18·18*	*16·63*	*14·98*	*21·27*	*17·78*	*22·97*	*20·62*	*16·16*
Condensed milk	0·80	0·83	0·65	0·62	0·54	0·49	0·62	0·65	0·74	0·67	0·56
Dried and other milk	0·62	1·00	1·29	1·16	1·33	0·71	0·75	0·67	0·76	0·62	1·19
Cream	1·38	2·08	0·92	0·87	0·51	0·36	1·49	0·71	1·53	1·27	0·71
Total Milk and Cream	*25·92*	*26·63*	*22·29*	*20·83*	*19·01*	*16·54*	*24·13*	*19·81*	*26·00*	*23·18*	*18·62*
CHEESE:											
Natural	5·21	5·54	3·45	2·95	2·29	2·20	4·75	3·18	4·99	4·60	2·97
Processed	0·60	0·68	0·55	0·52	0·47	0·48	0·61	0·48	0·62	0·65	0·57
Total Cheese	*5·81*	*6·22*	*4·00*	*3·47*	*2·76*	*2·68*	*5·36*	*3·66*	*5·61*	*5·25*	*3·54*
MEAT:											
Beef and veal	20·82	22·93	14·91	12·19	10·07	8·98	19·76	12·75	19·21	18·52	12·93
Mutton and lamb	12·01	11·73	7·63	6·06	4·86	3·17	8·78	6·32	11·12	7·72	6·77
Pork	6·10	8·00	4·75	3·71	2·84	2·40	7·14	3·47	5·56	5·66	3·70
Total Carcase Meat	*38·93*	*42·66*	*27·29*	*21·96*	*17·77*	*14·55*	*35·68*	*22·54*	*35·89*	*31·90*	*23·40*
Bacon and ham, uncooked	11·43	12·17	7·95	6·47	5·42	5·25	10·55	6·68	10·35	10·08	6·82
Poultry, uncooked	7·01	7·30	4·80	4·74	3·56	2·51	6·05	3·46	5·49	5·56	4·15
Other meat	20·33	25·10	19·20	16·10	14·68	13·24	23·00	17·54	20·38	20·69	16·78
Total Meat	*77·70*	*87·23*	*59·24*	*49·27*	*41·43*	*35·55*	*75·28*	*50·22*	*72·11*	*68·23*	*51·15*
FISH:											
Fresh	5·66	3·25	1·94	1·60	0·98	0·99	3·12	1·75	4·47	2·66	1·99
Processed and shell (*a*)	1·18	0·89	0·66	0·44	0·37	0·42	0·91	0·50	1·08	0·65	0·56
Prepared (*b*)	4·23	5·21	3·88	3·01	2·62	1·75	3·70	2·82	3·91	4·08	3·06
Quick-frozen	1·35	2·53	1·82	1·66	1·29	1·25	1·52	1·29	1·41	1·46	1·22
Total Fish	*12·42*	*11·88*	*8·30*	*6·71*	*5·26*	*4·41*	*9·25*	*6·36*	*10·87*	*8·85*	*6·83*

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

TABLE 21—*continued*

(new pence per person per week)

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
EGGS	9·71	9·81	8·03	7·04	6·34	5·92	9·27	7·38	9·28	8·51	7·06
FATS:											
Butter	8·73	8·40	6·32	5·44	4·43	4·08	8·07	5·41	8·50	7·05	5·44
Margarine	2·21	2·08	1·57	1·63	1·57	1·78	2·02	1·92	1·86	1·74	1·65
Lard and compound cooking fat	1·06	1·32	1·07	0·90	0·85	0·78	1·16	0·92	0·94	0·89	0·80
Other fats	0·74	1·15	0·46	0·57	0·30	0·24	0·68	0·44	0·82	0·62	0·54
Total Fats	*12·74*	*12·95*	*9·42*	*8·54*	*7·15*	*6·88*	*11·93*	*8·69*	*12·12*	*10·30*	*8·43*
SUGAR AND PRESERVES:											
Sugar	5·00	4·52	3·42	3·37	3·17	3·48	4·33	3·76	4·33	4·10	3·34
Honey, preserves, syrup and treacle	2·61	1·59	1·35	1·43	1·25	1·19	1·78	1·44	2·30	1·60	1·19
Total Sugar and Preserves	*7·61*	*6·11*	*4·77*	*4·80*	*4·42*	*4·67*	*6·11*	*5·20*	*6·63*	*5·70*	*4·53*
VEGETABLES:											
Potatoes	5·67	6·62	5·82	5·57	5·27	5·81	6·89	6·55	5·14	6·73	5·44
Fresh green	5·30	5·63	3·36	2·78	2·02	1·72	4·68	2·62	4·90	3·55	2·78
Quick-frozen	1·82	3·22	2·22	1·61	1·31	1·05	2·48	1·15	1·95	2·05	1·43
Other	7·64	12·10	9·45	8·43	7·89	7·25	9·63	8·31	8·36	9·28	8·44
Total Vegetables	*20·43*	*27·57*	*20·85*	*18·39*	*16·49*	*15·83*	*23·68*	*18·63*	*20·35*	*21·61*	*18·09*
FRUIT:											
Fresh	14·75	16·78	10·75	9·41	7·59	6·14	15·12	9·17	14·30	12·97	8·80
Other	5·80	7·06	5·18	4·62	3·76	3·32	5·82	3·88	5·30	5·07	3·87
Total Fruit	*20·55*	*23·84*	*15·93*	*14·03*	*11·35*	*9·46*	*20·94*	*13·05*	*19·60*	*18·04*	*12·67*

TABLE 21—*continued*

(new pence per person per week)

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
CEREALS:											
Brown bread	1·62	0·93	0·65	0·57	0·39	0·61	1·04	0·65	1·64	0·92	0·59
White bread	9·85	11·34	9·50	8·68	8·62	9·65	11·18	11·03	9·95	10·95	9·70
Wholewheat and wholemeal bread	0·37	0·26	0·16	0·13	0·09	0·05	0·22	0·09	0·35	0·18	0·10
Other bread	2·48	2·17	1·54	1·23	1·34	1·14	2·18	1·60	2·35	1·90	1·49
Total Bread	*14·32*	*14·70*	*11·85*	*10·61*	*10·44*	*11·45*	*14·62*	*13·37*	*14·29*	*13·95*	*11·88*
Flour	1·96	1·18	0·86	0·95	0·82	0·76	1·45	0·92	1·38	1·10	0·82
Cakes (*c*)	6·99	7·82	5·94	5·23	4·65	4·06	6·69	4·99	7·25	6·51	5·05
Biscuits	5·45	6·46	5·55	5·27	4·86	4·54	5·68	4·75	5·66	5·00	4·61
Oatmeal and oat products	0·35	0·28	0·16	0·15	0·18	0·25	0·25	0·30	0·27	0·21	0·24
Breakfast cereals	1·45	2·10	2·29	2·74	2·67	3·18	1·91	2·63	1·64	1·96	2·26
Other cereals	2·87	3·32	3·39	3·17	2·71	2·49	2·64	2·27	2·78	3·08	2·75
Total Cereals	*33·39*	*35·86*	*30·04*	*28·12*	*26·33*	*26·73*	*33·24*	*29·23*	*33·27*	*31·81*	*27·61*
BEVERAGES:											
Tea	7·48	6·58	4·00	3·48	2·95	3·09	5·80	4·08	6·58	5·04	4·00
Coffee	3·20	4·94	2·73	2·30	1·82	1·34	3·21	1·94	3·41	2·88	2·05
Cocoa	0·35	0·44	0·32	0·28	0·22	0·15	0·33	0·19	0·22	0·28	0·27
Branded food drinks	0·78	0·61	0·62	0·32	0·20	0·55	0·42	0·20	0·73	0·30	0·32
Total Beverages	*11·81*	*12·57*	*7·67*	*6·38*	*5·19*	*5·13*	*9·76*	*6·41*	*10·94*	*8·50*	*6·64*
MISCELLANEOUS:											
Soups, canned, dehydrated and powdered	1·62	1·98	1·84	1·61	1·41	1·44	1·62	1·54	1·81	2·12	1·75
Other foods	4·73	6·13	6·65	5·67	4·83	3·37	5·11	3·98	4·35	4·61	4·70
Total Miscellaneous	*6·35*	*8·11*	*8·49*	*7·28*	*6·24*	*4·81*	*6·73*	*5·52*	*6·16*	*6·73*	*6·45*
TOTAL EXPENDITURE	*£2·44*	*£2·69*	*£1·99*	*£1·75*	*£1·52*	*£1·39*	*£2·36*	*£1·74*	*£2·33*	*£2·17*	*£1·72*

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

Tables relating to Differences in Average Consumption and Expenditure in Certain Household Composition Groups within Income Groups, 1969

TABLE

Household Food Consumption by Certain Household

(oz per person per week,

	Income Group A								
	Households with one man and one woman and							Households	
	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child
MILK AND CREAM:									
Liquid milk—full price (pt.)	5·73	4·11	3·63	3·81	3·61	5·58	4·70	4·84	3·60
Liquid milk—welfare and school (pt.)	0·23	1·42	1·63	1·50	1·92	—	0·50	0·31	1·53
Total Liquid Milk (pt.)	*5·96*	*5·54*	*5·26*	*5·31*	*5·53*	*5·58*	*5·20*	*5·14*	*5·12*
Condensed milk (eq. pt.)	0·20	0·15	0·14	0·15	0·09	0·12	0·16	0·22	0·15
Dried and other milk (pt. or eq. pt.)	0·14	0·16	0·19	0·25	0·15	0·07	0·20	0·09	0·32
Cream (pt.)	0·10	0·05	0·05	0·03	0·02	0·07	0·05	0·07	0·03
Total Milk and Cream. (pt. or eq. pt.)	*6·40*	*5·89*	*5·64*	*5·75*	*5·78*	*5·84*	*5·61*	*5·53*	*5·61*
CHEESE:									
Natural	5·23	3·11	2·86	2·45	1·78	4·54	3·43	4·47	2·95
Processed	0·38	0·38	0·33	0·33	0·12	0·36	0·35	0·49	0·32
Total Cheese	*5·61*	*3·50*	*3·19*	*2·78*	*1·90*	*4·91*	*3·77*	*4·96*	*3·27*
MEAT:									
Beef and veal	13·84	8·43	7·68	5·31	5·90	10·30	7·60	10·53	7·13
Mutton and lamb	7·34	6·15	4·70	3·27	2·35	6·43	4·63	8·12	4·82
Pork	4·37	2·56	2·81	2·07	2·72	4·10	2·21	4·59	3·19
Total Carcase Meat	*25·54*	*17·14*	*15·19*	*10·64*	*10·97*	*20·83*	*14·44*	*23·25*	*15·15*
Bacon and ham, uncooked	8·96	5·00	4·38	3·13	2·83	6·03	4·13	7·05	4·98
Poultry, uncooked	10·69	5·07	5·99	4·76	2·06	7·76	4·83	6·44	4·93
Other meat	16·37	12·88	10·54	8·80	8·50	15·65	11·82	16·03	12·79
Total Meat	*61·56*	*40·11*	*36·09*	*27·33*	*24·36*	*50·26*	*35·24*	*52·79*	*37·85*
FISH:									
Fresh	3·85	1·91	1·59	0·96	0·88	3·44	1·50	2·34	1·34
Processed and shell (*a*)	0·98	0·67	0·42	0·27	0·32	0·91	0·42	0·53	0·31
Prepared (*b*)	2·09	1·81	1·26	1·21	1·05	1·25	1·34	2·65	2·17
Quick-frozen	1·57	1·32	1·39	0·95	1·53	1·11	1·05	1·47	1·13
Total Fish	*8·49*	*5·71*	*4·66*	*3·40*	*3·78*	*6·68*	*4·30*	*7·00*	*4·96*
EGGS: (no.)	6·33	4·82	4·77	3·59	3·22	6·02	4·49	5·25	4·41
(Eggs purchased) (no.)	(6·18)	(4·66)	(4·69)	(3·33)	(3·22)	(4·73)	(4·16)	(5·14)	(4·33)
FATS:									
Butter	7·88	6·73	6·23	5·14	4·39	9·08	6·28	8·04	5·91
Margarine	2·50	1·97	2·10	1·80	1·78	2·59	2·19	2·80	2·45
Lard and compound cooking fat	2·26	1·73	1·72	1·58	1·36	1·79	1·63	2·63	2·48
Other fats	1·56	0·78	0·73	0·50	0·63	0·78	0·64	1·40	0·62
Total Fats	*14·19*	*11·21*	*10·78*	*9·00*	*8·16*	*14·25*	*10·75*	*14·86*	*11·47*

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

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Composition Groups within Income Groups, 1969

except where otherwise stated)

Income Group B					Income Groups C & D1						
with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children
3·23	3·08	2·80	4·77	3·95	4·83	3·47	3·01	2·52	2·08	4·68	3·41
1·81	1·95	1·75	0·03	0·51	0·15	1·28	1·82	1·92	1·92	—	0·57
5·05	*5·03*	*4·56*	*4·81*	*4·45*	*4·98*	*4·75*	*4·83*	*4·44*	*4·00*	*4·68*	*3·98*
0·15	0·15	0·11	0·16	0·18	0·18	0·29	0·16	0·12	0·16	0·20	0·16
0·23	0·25	0·17	0·10	0·10	0·17	0·33	0·33	0·40	0·20	0·07	0·14
0·03	0·02	0·02	0·05	0·02	0·06	0·02	0·02	0·01	0·01	0·04	0·02
5·46	*5·45*	*4·86*	*5·12*	*4·75*	*5·38*	*5·39*	*5·34*	*4·98*	*4·37*	*4·99*	*4·29*
2·51	1·72	1·95	4·20	2·72	4·63	2·71	2·32	1·90	1·81	3·17	2·29
0·35	0·35	0·28	0·39	0·31	0·42	0·32	0·28	0·22	0·39	0·38	0·23
2·86	*2·07*	*2·23*	*4·59*	*3·03*	*5·04*	*3·03*	*2·59*	*2·12*	*2·20*	*3·55*	*2·52*
5·68	5·30	5·29	10·11	6·34	9·31	6·53	5·40	4·63	4·04	8·51	5·71
4·03	4·38	2·60	5·19	4·67	7·44	3·90	4·03	2·89	2·57	5·64	3·61
2·18	1·59	1·07	4·79	2·30	4·32	2·12	1·70	1·33	1·62	3·71	1·83
11·90	*11·27*	*8·96*	*20·09*	*13·31*	*21·07*	*12·54*	*11·12*	*8·84*	*8·23*	*17·86*	*11·15*
3·93	3·57	3·52	6·17	4·23	6·93	4·68	3·74	3·46	4·06	6·74	4·03
4·32	3·85	2·84	5·18	2·71	6·35	3·64	3·69	2·22	2·77	6·26	3·00
11·51	10·58	9·60	15·64	13·13	18·61	13·75	12·20	11·90	11·20	15·11	12·01
31·65	*29·27*	*24·93*	*47·08*	*33·39*	*52·97*	*34·64*	*30·76*	*26·42*	*26·27*	*45·97*	*30·18*
1·17	0·64	0·74	2·04	1·44	2·32	1·25	1·30	1·01	0·73	2·86	1·40
0·34	0·36	0·34	0·65	0·45	0·60	0·37	0·37	0·29	0·39	0·71	0·30
1·92	1·24	1·15	2·24	1·81	2·97	2·21	1·54	2·13	1·19	1·72	1·65
0·93	1·07	0·75	0·96	0·76	1·48	1·10	1·03	0·51	0·67	1·02	0·83
4·36	*3·32*	*2·98*	*5·89*	*4·45*	*7·36*	*4·93*	*4·23*	*3·94*	*2·98*	*6·33*	*4·18*
3·88	3·82	3·18	4·94	4·21	5·75	4·57	3·95	3·69	4·35	5·70	4·17
(3·77)	(3·68)	(2·97)	(4·72)	(4·10)	(5·25)	(4·35)	(3·79)	(3·61)	(4·11)	(5·59)	(4·01)
5·10	4·45	3·80	7·25	5·41	7·43	5·76	4·76	3·44	3·91	7·27	4·30
2·65	2·43	3·22	3·06	2·92	3·96	2·48	2·82	3·19	3·36	3·37	4·05
2·05	1·91	1·77	2·60	2·04	3·42	2·41	2·21	2·09	1·89	2·81	2·10
0·69	0·41	0·31	1·06	0·50	1·03	0·37	1·05	0·43	0·38	0·60	0·73
10·49	*9·19*	*9·09*	*13·97*	*10·88*	*15·83*	*11·02*	*10·84*	*9·14*	*9·54*	*14·05*	*11·18*

TABLE 22—

(oz per person per week.

	Income Group A								
	Households with one man and one woman and							Households	
	no other (both adults under 55)	1 child	2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child
SUGAR AND PRESERVES:									
Sugar	16·71	12·50	13·10	11·89	12·44	17·07	14·27	18·23	14·52
Honey, preserves, syrup and treacle	2·44	2·78	2·46	2·59	1·33	3·52	2·44	2·55	1·97
Total Sugar and Preserves	*19·15*	*15·28*	*15·56*	*14·48*	*13·77*	*20·60*	*16·71*	*20·78*	*16·49*
VEGETABLES:									
Potatoes	49·78	43·09	36·47	31·59	32·10	48·88	42·47	53·29	49·28
Fresh green	21·32	12·03	10·14	7·47	5·77	15·36	10·22	18·04	12·06
Quick-frozen	4·60	3·03	2·18	2·01	3·08	3·71	1·93	2·86	2·22
Other	24·35	19·94	17·83	15·83	12·96	21·07	16·81	26·35	20·92
Total Vegetables	*100·05*	*78·09*	*66·60*	*56·91*	*53·93*	*89·02*	*71·41*	*100·53*	*84·47*
FRUIT:									
Fresh	42·59	30·38	25·62	20·60	24·74	40·24	27·06	32·92	22·02
Other	12·47	9·03	8·85	6·78	5·36	12·14	8·33	11·05	7·79
Total Fruit	*55·06*	*39·41*	*34·47*	*27·38*	*30·10*	*52·38*	*35·39*	*43·97*	*29·81*
CEREALS:									
Brown bread	1·95	2·11	1·97	1·56	1·32	2·99	2·00	2·55	1·51
White bread	26·55	24·08	23·25	21·82	20·31	27·24	28·93	34·53	31·88
Wholewheat and wholemeal bread	2·01	0·78	0·73	0·73	0·27	1·10	0·58	0·69	0·43
Other bread	3·20	2·91	1·51	2·61	2·03	4·37	2·27	3·85	2·26
Total Bread	*33·70*	*29·89*	*27·47*	*26·70*	*23·94*	*35·70*	*33·79*	*41·63*	*36·07*
Flour	5·70	4·32	4·90	5·10	3·24	6·67	4·06	5·05	4·32
Cakes (*c*)	6·98	5·96	4·53	3·79	4·65	6·26	4·68	8·12	5·78
Biscuits	5·96	6·12	6·20	4·51	5·39	6·96	5·51	6·76	5·91
Oatmeal and oat products	0·54	0·52	0·41	0·53	0·71	0·82	0·81	0·52	0·34
Breakfast cereals	2·45	2·58	3·22	3·31	5·00	2·56	3·53	2·44	2·75
Other cereals	4·22	6·72	4·75	3·32	4·18	4·19	3·76	5·16	4·83
Total Cereals	*59·56*	*56·12*	*51·49*	*47·27*	*47·09*	*63·17*	*56·13*	*69·66*	*60·01*
BEVERAGES:									
Tea	2·81	1·65	1·69	1·25	1·28	2·66	1·81	3·32	2·18
Coffee	3·56	0·76	0·68	0·50	0·27	0·72	0·70	0·84	0·60
Cocoa	0·50	0·39	0·24	0·18	0·10	0·17	0·12	0·21	0·25
Branded food drinks	0·22	0·74	0·22	0·15	0·89	0·37	0·13	0·32	0·37
Total Beverages	7·08	3·54	2·83	2·08	2·55	3·93	2·77	4·69	3·40
EXPENDITURE—ALL FOODS	*£3·09*	*£2·24*	*£1·94*	*£1·61*	*£1·46*	*£2·57*	*£1·93*	*£2·64*	*£1·98*

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

continued

except where otherwise stated)

Income Group B					Income Groups C & D1						
with one man and one woman and					Households with one man and one woman and						
2 children	3 children	4 or more children	adolescents only	adolescents and children	no other (both adults under 55)	1 child-	2 children	3 children	4 or more children	adolescents only	adolescents and children
14·95	14·16	13·59	17·05	16·09	22·23	16·81	14·28	13·81	17·20	20·69	17·07
2·37	1·90	2·18	2·42	2·61	2·91	2·09	2·11	1·82	1·99	3·16	2·04
17·32	*16·06*	*15·77*	*19·47*	*18·70*	*25·14*	*18·90*	*16·40*	*15·63*	*19·19*	*23·85*	*19·11*
49·16	47·09	49·88	58·15	60·24	64·09	49·97	53·59	53·18	62·95	65·14	61·87
9·11	7·65	6·96	15·73	10·07	14·83	9·31	8·32	5·88	5·37	13·85	7·25
1·56	1·35	0·94	2·25	1·12	2·78	1·19	1·21	0·70	0·32	1·88	0·74
19·44	17·88	17·33	23·77	20·39	24·84	23·72	20·28	20·28	22·01	24·14	20·40
79·27	*73·98*	*75·12*	*99·91*	*91·82*	*106·54*	*84·18*	*83·40*	*80·05*	*90·64*	*105·00*	*90·27*
18·85	15·92	12·78	30·57	19·47	24·78	15·63	14·42	11·35	9·86	22·77	14·19
6·65	6·02	5·61	8·39	6·31	10·42	7·04	6·00	4·78	5·84	8·41	5·26
25·50	*21·94*	*18·39*	*38·96*	*25·78*	*35·20*	*22·67*	*20·42*	*16·13*	*15·70*	*31·18*	*19·45*
1·46	1·18	1·95	2·58	1·85	2·34	1·78	1·42	0·51	1·56	2·83	1·34
29·49	27·93	31·77	39·22	36·89	46·02	35·13	31·21	34·36	37·69	38·78	41·01
0·29	0·17	0·11	0·50	0·29	0·26	0·06	0·24	0·05	0·08	0·34	0·09
2·03	2·06	1·63	3·00	2·45	2·65	2·01	1·87	1·99	1·69	2·55	2·67
33·28	*31·35*	*35·45*	*45·31*	*41·47*	*51·26*	*38·97*	*34·73*	*36·91*	*41·02*	*44·49*	*45·10*
3·97	3·90	4·09	7·09	4·93	6·40	4·12	6·14	3·59	3·34	7·85	4·45
5·51	4·90	3·80	6·32	5·62	6·78	5·22	5·10	5·07	4·41	6·83	4·89
5·82	5·85	5·10	5·94	5·66	6·54	5·72	5·49	5·50	5·56	6·17	4·95
0·29	0·28	0·74	0·30	0·60	0·85	0·35	0·39	0·55	0·40	0·70	0·64
3·35	3·48	3·57	2·15	2·80	2·44	2·47	2·83	2·95	3·49	2·41	3·44
4·74	5·59	4·23	3·94	3·83	5·26	4·30	4·76	4·16	4·92	4·19	3·84
56·96	*55·34*	*57·00*	*71·03*	*64·92*	*79·51*	*61·17*	*59·43*	*58·73*	*63·15*	*72·65*	*67·31*
1·81	1·62	1·57	3·01	2·32	3·70	2·36	1·98	1·67	1·82	3·34	2·14
0·42	0·35	0·31	0·73	0·36	0·77	0·43	0·42	0·31	0·25	0·62	0·28
0·17	0·26	0·10	0·23	0·15	0·28	0·12	0·26	0·05	0·10	0·23	0·15
0·15	0·07	0·12	0·19	0·12	0·42	0·15	0·19	0·15	0·20	0·21	0·09
2·56	*2·28*	*2·09*	*4·17*	*2·95*	*5·16*	*3·05*	*2·85*	*2·18*	*2·37*	*4·39*	*2·67*
£1·73	*£1·54*	*£1·35*	*£2·35*	*£1·77*	*£2·56*	*£1·80*	*£1·63*	*£1·43*	*£1·38*	*£2·26*	*£1·58*

TABLE 23

A. *Household Food Expenditure by Certain Household Composition Groups within Income Groups, 1969*

(per week)

	Income Group			All households (a)	Income Group			All households (a)
	A	B	C & D1		A	B	C & D1	
	Per head	Per head	Per head	Per head	Per household	Per household	Per household	Per household
	£	£	£	£	£	£	£	£
Households with one man and one woman and:								
no other (both adults under 55)	3·09	2·64	2·56	2·69	6·17	5·28	5·12	5·38
1 child	2·24	1·98	1·80	1·99	6·71	5·95	5·41	5·97
2 children	1·94	1·73	1·63	1·75	7·77	6·93	6·52	6·99
3 children	1·61	1·54	1·43	1·52	8·07	7·70	7·14	7·60
4 or more children	(1·46)	1·35	1·38	1·39	(9·30)	8·88	8·99	9·04
adolescents only	2·57	2·35	2·26	2·36	8·23	7·72	7·32	7·66
adolescents and children	1·93	1·77	1·58	1·74	9·66	9·20	8·68	9·14
All households (a)	2·16	1·98	1·90	2·00	7·56	6·78	6·04	6·10

B. *Average Declared[b] Net Family Income in Certain Household Composition Groups within Income Groups, 1969*

(per week)

	Income Group			All households (a)	Income Group			All households (a)
	A	B	C & D1		A	B	C& D1	
	Per head	Per head	Per head	Per head	Per household	Per household	Per household	Per household
	£	£	£	£	£	£	£	£
Households with one man and one women and:								
no other (both adults under 55)	20·60	14·15	9·72	13·55	41·20	28·31	19·45	27·10
1 child	12·11	7·87	5·43	7·98	36·33	23·62	16·30	23·93
2 children	9·67	6·22	4·55	6·36	38·68	24·87	18·19	25·45
3 children	8·05	5·15	3·82	5·25	40·25	25·75	19·08	26·26
4 or more children	(6·77)	4·30	3·01	4·16	(43·81)	28·33	19·57	27·22
adolescents only	15·05	10·07	7·51	9·96	48·23	33·40	24·29	32·50
adolescents and children	9·32	6·42	4·83	6·32	45·22	33·28	26·70	33·13
All households (a)	11·76	8·01	6·14	7·64	41·56	27·71	19·60	23·04

(*a*) including household types not shown elsewhere in this table.
(*b*) See paragraph 66.
Figures in brackets are averages based on a sample of only 24 households; details of the number of households in each sub-group are shown in Table 7 of Appendix A.

Tables relating to Differences in Average Consumption and Expenditure in Households Classified according to Age of Housewife and Broad Socio-economic Grouping

TABLE 24

Classification of Households according to Age of Housewife and Broad Socio-economic Grouping, 1969

Age of Housewife	No. of households	Percentage of households	No. of persons	Percentage of persons	Average number of persons per household: Adult males	Adult females	Adolescents	Children 5–14	Children 1–4	Infants	Total	Average number of earners per household	Average declared (*a*) net family income: per household per week	per person per week	Average food expenditure: per household per week	per person per week	Average food expenditure as percentage of declared (*a*) net family income
Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)													£	£	£	£	
Under 25	106	1·4	295	1·3	0·97	0·94	0·13	0·10	0·45	0·18	2·78	1·42	26·73	9·71	5·32	1·91	20
25–34	406	5·4	1488	6·5	0·92	1·04	0·02	0·72	0·79	0·17	3·67	1·22	30·62	8·45	6·46	1·76	21
35–44	468	6·2	1956	8·5	0·93	1·07	0·38	1·47	0·27	0·04	4·18	1·47	34·46	8·18	7·87	1·88	23
45–54	396	5·3	1244	5·4	1·07	1·13	0·52	0·40	0·02	—	3·14	1·69	35·46	11·64	7·44	2·37	21
55–64	344	4·6	786	3·4	1·00	1·15	0·08	0·03	0·02	0·01	2·28	1·06	24·96	11·72	5·76	2·52	23
65–74	197	2·6	378	1·6	0·81	1·09	0·01	0·02	0·01	—	1·92	0·40	21·46	12·40	4·78	2·49	22
75 and over	59	0·8	116	0·5	0·73	1·20	0·02	0·02	—	—	1·97	0·46	23·32	12·52	4·23	2·15	18
Total	*1976*	*26·3*	*6263*	*27·2*	*0·95*	*1·09*	*0·22*	*0·59*	*0·26*	*0·06*	*3·17*	*1·25*	*30·37*	*9·58*	*6·57*	*2·07*	*22*
Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)																	
Under 25	437	5·8	1337	5·8	0·95	0·86	0·23	0·07	0·69	0·27	3·06	1·37	22·92	7·48	5·48	1·79	24
25–34	965	12·8	3871	16·8	0·99	1·03	0·02	1·03	0·79	0·14	4·01	1·32	23·99	5·99	6·67	1·66	28
35–44	1008	13·4	4239	18·4	1·02	1·04	0·57	1·30	0·23	0·04	4·21	1·85	27·50	6·56	7·64	1·82	28
45–54	1016	13·5	3256	14·2	1·10	1·16	0·50	0·39	0·04	0·01	3·20	2·05	27·12	8·69	7·05	2·20	26
55–64	989	13·1	2140	9·3	0·88	1·12	0·09	0·04	0·02	0·01	2·16	1·18	17·59	8·51	5·13	2·37	29
65–74	779	10·4	1374	6·0	0·68	1·04	0·02	0·02	—	—	1·76	0·33	10·24	6·03	3·80	2·15	37
75 and over	353	4·7	512	2·2	0·41	1·01	0·02	0·01	—	—	1·45	0·18	8·50	6·16	2·81	1·94	33
Total	*5547*	*73·7*	*16729*	*72·8*	*0·91*	*1·06*	*0·24*	*0·50*	*0·25*	*0·06*	*3·02*	*1·32*	*20·90*	*7·03*	*5·90*	*1·96*	*28*
Total all above households	*7523* (*b*)	*100*	*22992*	*100*	*0·92*	*1·07*	*0·23*	*0·53*	*0·25*	*0·06*	*3·06*	*1·30*	*23·02*	*7·63*	*6·08*	*1·99*	*26*

(*a*) See paragraph 66.
(*b*) In a further 46 households (119 persons) the housewife did not state her age.

Household Food Consumption according to Age of Housewife and Broad Socio-Economic [illegible]

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

	Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)							All households
	Age of housewife							Age of housewife							
	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	
MILK AND CREAM:															
Liquid milk—full price (pt.)	3·19	3·28	4·48	5·38	5·47	5·31	5·34	2·24	2·78	3·90	4·50	4·96	4·93	5·24	4·05
Liquid milk—welfare and school (pt.)	1·69	2·04	0·71	0·09	0·05	0·02	—	2·28	1·93	0·67	0·16	0·08	...	0·02	0·84
Total Liquid Milk	*4·88*	*5·32*	*5·19*	*5·47*	*5·52*	*5·33*	*5·34*	*4·52*	*4·71*	*4·57*	*4·66*	*5·04*	*4·93*	*5·26*	*4·89*
Condensed milk (eq. pt.)	0·14	0·16	0·16	0·18	0·18	0·17	0·13	0·14	0·14	0·17	0·20	0·16	0·22	0·20	0·17
Dried and other milk (pt. or eq. pt.)	0·45	0·27	0·17	0·12	0·15	0·11	0·05	0·58	0·28	0·11	0·12	0·10	0·10	0·08	0·19
Cream (pt.)	0·05	0·04	0·04	0·06	0·07	0·08	0·03	0·02	0·02	0·02	0·04	0·04	0·03	0·02	0·04
Total Milk and Cream (pt. or eq. pt.)	*5·52*	*5·79*	*5·56*	*5·83*	*5·92*	*5·69*	*5·55*	*5·26*	*5·15*	*4·87*	*5·02*	*5·34*	*5·28*	*5·56*	*5·29*
CHEESE:															
Natural	3·26	2·78	3·03	4·12	4·53	4·23	3·66	2·46	2·35	2·62	3·70	3·99	3·79	3·53	3·15
Processed	0·39	0·37	0·38	0·43	0·38	0·56	0·22	0·34	0·30	0·33	0·36	0·32	0·28	0·34	0·35
Total Cheese	*3·65*	*3·15*	*3·41*	*4·55*	*4·91*	*4·79*	*3·88*	*2·80*	*2·65*	*2·95*	*4·06*	*4·31*	*4·07*	*3·87*	*3·50*
MEAT:															
Beef and veal	6·61	6·40	7·06	9·92	11·72	9·95	8·88	6·14	5·62	6·70	8·50	10·20	8·82	7·82	7·70
Mutton and lamb	4·41	4·57	4·28	6·47	7·15	8·77	7·78	3·50	4·09	4·34	6·09	7·09	7·45	8·13	5·34
Pork	2·90	2·13	2·62	2·46	3·46	3·12	1·64	2·37	2·26	2·45	3·49	3·81	3·20	2·45	2·78
Total Carcase Meat	*13·92*	*13·10*	*13·96*	*18·85*	*22·33*	*21·84*	*18·30*	*12·04*	*11·97*	*13·49*	*18·08*	*21·10*	*19·47*	*18·40*	*15·82*
Bacon and ham, uncooked	4·08	3·90	4·30	6·24	7·18	7·35	3·71	4·08	4·01	4·56	6·05	6·73	6·16	5·26	5·11
Poultry, uncooked	3·66	4·07	4·71	6·67	7·36	6·17	7·57	4·87	3·93	3·76	4·66	5·65	5·42	3·26	4·72
Other meat	12·51	10·83	10·62	13·53	12·69	11·43	10·68	13·66	11·90	12·78	14·92	14·60	12·11	11·20	12·85
Total Meat	*34·17*	*31·90*	*33·59*	*45·29*	*49·56*	*46·79*	*40·26*	*34·65*	*31·81*	*34·59*	*43·71*	*48·08*	*43·16*	*38·12*	*38·50*
FISH:															
Fresh	0·96	1·33	1·75	2·74	4·30	4·02	2·29	0·77	1·12	1·43	2·37	3·82	4·04	2·83	2·13
Processed and shell (*a*)	0·28	0·47	0·48	0·88	1·23	1·05	0·44	0·23	0·33	0·37	0·59	0·79	0·83	0·53	0·54
Prepared (*b*)	1·34	1·47	1·31	1·50	1·68	1·54	1·00	2·26	1·77	1·97	2·16	2·29	1·95	1·47	1·85
Quick-frozen	1·27	0·88	1·08	1·03	0·77	1·00	0·99	1·10	0·97	0·94	1·01	0·84	0·78	0·64	0·94
Total Fish	*3·85*	*4·15*	*4·62*	*6·15*	*7·98*	*7·61*	*4·72*	*4·36*	*4·19*	*4·71*	*6·13*	*7·74*	*7·60*	*5·47*	*5·46*
EGGS: (no.)	4·87	4·34	4·34	6·00	5·69	5·11	4·38	4·08	3·91	4·21	4·88	5·40	4·88	4·43	4·60
(Eggs purchased) (no.)	(4·74)	(4·09)	(3·92)	(5·28)	(5·11)	(4·80)	(4·26)	(3·98)	(3·83)	(4·09)	(4·76)	(5·26)	(4·75)	(4·31)	(4·41)
FATS:															
Butter	5·55	5·38	6·04	7·18	8·33	8·55	8·30	4·85	4·84	5·46	6·76	7·60	7·42	7·32	6·15
Margarine	1·99	2·14	2·48	2·74	2·93	2·76	2·19	2·30	2·62	3·16	3·19	3·21	2·79	2·18	2·78
Lard and compound cooking fat	1·90	1·51	1·60	1·88	1·75	1·72	1·56	2·38	2·17	2·20	2·36	2·31	2·24	1·48	2·08
Other fats	0·34	0·99	0·74	1·02	0·76	0·89	0·68	0·92	0·56	0·69	0·80	1·04	0·81	0·59	0·79
Total Fats	*9·78*	*10·02*	*10·86*	*12·82*	*13·77*	*13·92*	*12·73*	*10·45*	*10·19*	*11·51*	*13·11*	*14·16*	*13·26*	*11·57*	*11·80*

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

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

TABLE 25—*continued*

(oz per person per week, unless otherwise stated)

	Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)							All households
	Age of housewife							Age of housewife							
	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	
SUGAR AND PRESERVES:															
Sugar	11·34	12·86	14·54	17·40	18·54	16·46	17·59	13·93	13·81	16·54	17·92	19·51	19·48	18·46	16·18
Honey, preserves, syrup and treacle	2·53	2·21	2·91	3·41	4·48	4·30	4·60	1·42	1·91	2·34	2·60	3·44	3·46	3·38	2·67
Total Sugar and Preserves	*13·87*	*15·07*	*17·45*	*20·81*	*23·02*	*20·76*	*22·19*	*15·35*	*15·72*	*18·88*	*20·52*	*22·95*	*22·94*	*21·84*	*18·85*
VEGETABLES:															
Potatoes	36·76	35·59	40·35	47·17	42·45	40·74	32·56	55·79	51·57	56·06	54·64	52·26	45·50	38·60	49·31
Fresh green	8·60	9·27	10·23	15·09	19·00	22·05	19·51	8·67	8·99	10·15	13·77	17·83	17·06	14·21	12·25
Quick-frozen	3·15	1·90	2·05	2·68	2·15	1·82	1·76	1·57	1·52	1·48	1·82	1·70	1·14	0·70	1·74
Other	21·83	18·75	17·62	20·13	21·20	21·48	15·49	23·58	19·97	21·07	22·35	22·26	19·26	16·55	20·52
Total Vegetables	*70·34*	*65·51*	*70·25*	*85·07*	*84·80*	*86·09*	*69·32*	*89·61*	*82·05*	*88·76*	*92·58*	*94·05*	*82·96*	*70·06*	*83·82*
FRUIT:															
Fresh	21·60	23·26	26·46	34·77	38·56	42·87	36·54	15·63	15·59	18·90	23·95	28·61	24·94	21·08	23·22
Other	7·52	7·52	7·92	10·83	11·38	9·98	9·62	6·88	5·76	6·82	8·20	8·16	6·34	4·90	7·55
Total Fruit	*29·12*	*30·78*	*34·38*	*45·60*	*49·94*	*52·85*	*46·16*	*22·51*	*21·35*	*25·72*	*32·15*	*36·77*	*31·28*	*25·98*	*30·77*
CEREALS:															
Brown bread	1·47	1·81	2·40	3·10	4·74	4·66	2·51	0·73	0·96	1·90	2·65	3·68	4·21	4·26	2·41
White bread	25·31	23·81	26·76	28·46	27·10	23·58	23·99	34·05	32·11	35·99	37·25	34·58	31·89	30·45	32·01
Wholewheat and wholemeal bread	0·59	0·57	0·62	1·26	1·12	1·86	2·91	0·14	0·15	0·25	0·56	0·71	0·75	1·14	0·55
Other bread	2·12	2·24	2·55	3·18	3·54	3·17	2·87	1·81	1·82	2·40	3·47	4·08	3·52	2·55	2·77
Total Bread	*29·49*	*28·43*	*32·33*	*36·00*	*36·50*	*33·27*	*32·28*	*36·73*	*35·04*	*40·54*	*43·93*	*43·05*	*40·37*	*38·40*	*37·74*
Flour	3·08	4·25	4·72	6·74	6·73	6·28	5·54	2·74	3·85	4·94	6·09	8·60	8·23	5·73	5·38
Cakes (*c*)	4·58	4·20	5·34	5·58	7·10	5·87	6·53	5·03	4·88	5·78	6·93	7·32	6·56	6·45	5·86
Biscuits	4·65	5·47	6·02	5·65	6·49	7·16	5·43	5·80	5·44	5·63	5·96	6·12	6·05	6·06	5·81
Oatmeal and oat products	1·05	0·63	0·58	0·60	0·85	0·84	1·14	0·32	0·32	0·49	0·56	0·59	0·81	0·87	0·54
Breakfast cereals	2·28	3·21	3·39	2·34	2·10	1·70	3·36	2·84	3·00	3·14	2·13	1·83	1·68	1·43	2·63
Other cereals	4·72	4·41	5·12	3·83	4·36	4·81	3·27	5·53	4·89	4·48	4·24	4·65	5·31	5·03	4·64
Total Cereals	*49·85*	*50·60*	*57·50*	*60·74*	*64·13*	*59·93*	*57·55*	*58·99*	*57·42*	*65·00*	*69·84*	*72·16*	*69·01*	*63·97*	*62·60*
BEVERAGES:															
Tea	1·39	1·48	1·80	2·29	3·16	2·97	3·42	1·78	1·80	2·34	3·20	3·76	3·78	3·76	2·52
Coffee	0·62	0·55	0·88	0·92	0·87	1·09	0·39	0·46	0·41	0·43	0·52	0·63	0·66	0·38	0·58
Cocoa	0·35	0·26	0·30	0·29	0·26	0·20	—	0·16	0·16	0·20	0·17	0·20	0·18	0·14	0·20
Branded food drinks	0·34	0·14	0·21	0·27	0·35	0·39	0·79	0·13	0·20	0·25	0·22	0·28	0·57	0·68	0·26
Total Beverages	*2·70*	*2·43*	*3·19*	*3·77*	*4·64*	*4·65*	*4·60*	*2·53*	*2·57*	*3·22*	*4·11*	*4·87*	*5·19*	*4·96*	*3·56*

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

TABLE 26

Household Food Expenditure according to Age of Housewife and Broad Socio-economic Grouping, 1969

(new pence per person per week)

	Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)							All households
	Age of housewife							Age of housewife							
	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	
MILK AND CREAM:															
Liquid milk—full price	13·16	13·64	18·02	22·66	22·33	23·83	25·34	9·64	12·38	17·38	20·03	22·13	22·19	23·39	17·71
Liquid milk—welfare	4·26	4·51	1·20	0·12	0·13	0·04	—	5·51	4·13	1·17	0·25	0·16	0·01	—	1·76
Total Liquid Milk	*17·42*	*18·15*	*19·22*	*22·78*	*22·46*	*23·87*	*25·34*	*15·15*	*16·51*	*18·55*	*20·28*	*22·29*	*22·20*	*23·39*	*19·47*
Condensed milk	0·55	0·61	0·64	0·68	0·71	0·76	0·53	0·54	0·54	0·66	0·77	0·62	0·84	0·75	0·65
Dried and other milk	2·65	1·61	0·96	0·93	0·92	0·87	0·22	2·14	1·21	0·60	0·69	0·62	0·48	0·30	0·97
Cream	1·61	1·14	1·42	2·06	2·16	2·80	1·22	0·66	0·58	0·63	1·14	1·31	0·73	0·65	1·05
Total Milk and Cream	*22·23*	*21·51*	*22·24*	*26·45*	*26·25*	*28·30*	*27·31*	*18·49*	*18·84*	*20·44*	*22·88*	*24·84*	*24·25*	*25·09*	*22·14*
CHEESE:															
Natural	3·92	3·51	3·67	5·23	5·72	5·54	4·64	2·85	2·70	3·02	4·38	4·73	4·52	4·22	3·77
Processed	0·72	0·62	0·62	0·78	0·58	0·98	0·43	0·55	0·47	0·52	0·55	0·54	0·45	0·55	0·58
Total Cheese	*4·64*	*4·13*	*4·29*	*6·01*	*6·30*	*6·52*	*5·07*	*3·40*	*3·17*	*3·54*	*4·93*	*5·27*	*4·97*	*4·77*	*4·35*
MEAT:															
Beef and veal	13·77	13·35	14·86	21·18	24·90	21·55	18·98	12·36	11·10	13·23	17·38	19·97	17·22	15·22	15·68
Mutton and lamb	7·00	6·69	6·80	10·50	11·09	13·86	12·42	5·06	5·93	6·36	9·30	10·52	10·65	11·06	8·00
Pork	5·24	3·78	4·44	4·41	6·04	5·38	3·13	4·27	3·82	4·01	5·80	6·21	5·18	4·15	4·69
Total Carcase Meat	*26·01*	*23·82*	*26·10*	*36·09*	*42·03*	*40·79*	*34·53*	*21·69*	*20·85*	*23·60*	*32·48*	*36·70*	*33·05*	*30·43*	*28·37*
Bacon and ham, uncooked	6·65	6·60	7·18	10·71	12·08	12·21	6·78	6·77	6·18	7·22	9·86	10·78	9·82	8·53	8·30
Poultry, uncooked	3·98	4·13	4·90	6·98	8·30	6·36	8·22	5·11	4·02	3·98	4·96	6·07	5·60	3·55	4·98
Other meat	18·22	15·24	15·72	20·40	19·20	17·72	17·20	19·08	16·68	18·08	21·89	21·70	17·91	16·17	18·62
Total Meat	*54·86*	*49·79*	*53·90*	*74·18*	*81·61*	*77·08*	*66·73*	*52·65*	*47·73*	*52·88*	*69·19*	*75·25*	*66·38*	*58·68*	*60·27*
FISH:															
Fresh	1·44	1·88	2·32	3·85	5·96	5·65	2·97	0·98	1·30	1·71	2·96	4·75	4·78	3·58	2·71
Processed and shell (*a*)	0·62	0·62	0·65	1·24	1·66	1·19	0·67	0·25	0·43	0·48	0·76	1·06	0·95	0·64	0·72
Prepared (b)	2·57	2·57	2·52	2·99	3·40	3·33	2·06	3·92	3·08	3·53	4·15	4·65	3·80	2·76	3·48
Quick-frozen	2·65	1·38	1·73	1·74	1·22	1·56	1·46	1·70	1·51	1·40	1·57	1·35	1·26	1·06	1·49
Total Fish	*7·28*	*6·45*	*7·22*	*9·82*	*12·24*	*11·73*	*7·16*	*6·85*	*6·32*	*7·12*	*9·44*	*11·81*	*10·79*	*8·04*	*8·40*

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

TABLE 26—*continued*

(new pence per person per week)

	Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)							All households
	Age of housewife							Age of housewife							
	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	
EGGS	8·49	7·34	7·06	9·78	9·67	9·15	8·07	7·02	6·84	7·36	8·70	9·73	8·84	8·06	8·03
FATS:															
Butter	5·80	5·62	6·33	7·82	9·08	9·44	8·85	5·10	5·03	5·72	7·16	8·15	8·01	7·97	6·53
Margarine	1·14	1·38	1·60	1·88	2·06	1·80	1·50	1·47	1·62	1·98	2·08	2·16	1·90	1·43	1·83
Lard and compound cooking fat	0·87	0·71	0·79	0·99	0·88	0·91	0·79	1·04	0·95	0·98	1·11	1·04	1·02	0·66	0·96
Other fats	0·25	0·73	0·57	0·88	0·82	0·72	0·72	0·73	0·44	0·51	0·61	0·76	0·62	0·41	0·61
Total Fats	*8·06*	*8·44*	*9·29*	*11·57*	*12·84*	*12·87*	*11·86*	*8·34*	*8·04*	*9·19*	*10·96*	*12·11*	*11·55*	*10·47*	*9·90*
SUGAR AND PRESERVES:															
Sugar	2·70	3·07	3·52	4·33	4·59	4·20	4·37	3·22	3·20	3·85	4·23	4·68	4·70	4·38	3·84
Honey, preserves, syrup and treacle	1·54	1·38	1·76	2·10	2·70	2·85	3·20	0·95	1·20	1·44	1·58	2·19	2·12	2·15	1·67
Total Sugar and Preserves	*4·24*	*4·45*	*5·28*	*6·43*	*7·29*	*7·05*	*7·57*	*4·17*	*4·40*	*5·29*	*5·81*	*6·87*	*6·82*	*6·53*	*5·51*
VEGETABLES:															
Potatoes	4·92	4·16	4·38	5·42	4·83	4·52	3·62	7·01	6·19	6·33	6·56	6·03	5·50	4·72	5·88
Fresh green	2·91	2·84	2·93	4·51	5·55	5·58	4·31	2·79	2·66	2·90	4·23	4·95	4·42	3·90	3·60
Quick-frozen	3·24	1·92	1·97	2·75	2·27	2·06	1·92	1·67	1·58	1·49	1·84	1·77	1·22	0·78	1·79
Other	11·84	8·75	7·86	8·53	8·15	7·63	5·95	10·61	8·62	8·70	9·47	8·52	6·71	6·05	8·66
Total Vegetables	*22·91*	*17·67*	*17·14*	*21·21*	*20·80*	*19·79*	*15·80*	*22·08*	*19·05*	*19·42*	*22·10*	*21·27*	*17·85*	*15·45*	*19·93*
FRUIT:															
Fresh	11·76	10·95	12·55	16·87	17·78	19·57	14·62	8·26	7·90	9·23	12·11	13·85	11·49	9·56	11·35
Other	5·28	5·27	5·41	7·38	7·45	6·98	5·80	4·40	3·65	4·08	4·97	5·10	4·15	3·25	4·85
Total Fruit	*17·04*	*16·22*	*17·96*	*24·25*	*25·23*	*26·55*	*20·42*	*12·66*	*11·55*	*13·31*	*17·08*	*18·95*	*15·64*	*12·81*	*16·20*

TABLE 26—*continued*

(new pence per person per week)

	Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)							All households
	Age of housewife							Age of housewife							
	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years years	
CEREALS:															
Brown bread	0·56	0·68	0·88	1·20	1·79	1·75	1·00	0·28	0·36	0·71	1·01	1·42	1·59	1·64	0·91
White bread	7·84	7·35	8·16	8·80	8·53	7·49	7·64	10·33	9·67	10·87	11·42	10·82	10·16	9·82	9·84
Wholewheat and wholemeal bread	0·22	0·20	0·22	0·45	0·40	0·66	0·98	0·05	0·05	0·08	0·20	0·25	0·25	0·40	0·19
Other bread	1·53	1·48	1·59	2·12	2·20	2·14	1·66	1·14	1·20	1·56	2·23	2·58	2·17	1·58	1·78
Total Bread	*10·15*	*9·71*	*10·85*	*12·57*	*12·92*	*12·04*	*11·28*	*11·80*	*11·28*	*13·22*	*14·86*	*15·07*	*14·17*	*13·44*	*12·72*
Flour	0·62	0·87	0·96	1·43	1·42	1·34	1·18	0·56	0·77	1·00	1·27	1·78	1·72	1·24	1·11
Cakes (*c*)	4·82	4·55	5·67	5·82	7·26	6·13	6·93	5·06	4·95	5·69	6·98	7·35	6·28	6·08	5·94
Biscuits	4·52	5·19	5·67	5·59	6·18	6·41	4·43	5·55	4·77	4·98	5·45	5·32	4·85	4·92	5·24
Oatmeal and oat products	0·38	0·27	0·24	0·30	0·33	0·44	0·38	0·13	0·13	0·22	0·26	0·25	0·34	0·37	0·24
Breakfast cereals	1·91	2·74	2·91	2·00	1·79	1·49	2·42	2·34	2·50	2·62	1·85	1·58	1·45	1·24	2·22
Other cereals	3·72	3·16	3·07	2·66	2·91	2·86	2·05	3·74	3·08	2·49	2·61	2·63	2·74	2·71	2·87
Total Cereals	*26·12*	*26·49*	*29·37*	*30·37*	*32·81*	*30·71*	*28·67*	*29·18*	*27·48*	*30·22*	*33·28*	*33·98*	*31·55*	*30·00*	*30·34*
BEVERAGES:															
Tea	2·66	2·86	3·47	4·61	6·31	6·14	6·56	3·43	3·43	4·42	6·13	7·24	7·32	7·02	4·84
Coffee	3·12	2·46	3·68	4·01	3·94	4·85	1·91	2·27	2·01	2·05	2·55	2·85	2·92	1·33	2·68
Cocoa	0·42	0·35	0·42	0·42	0·36	0·32	—	0·20	0·21	0·25	0·24	0·27	0·24	0·23	0·27
Branded food drinks	0·62	0·25	0·40	0·52	0·64	0·71	1·32	0·21	0·37	0·42	0·40	0·49	0·99	1·21	0·46
Total Beverages	*6·82*	*5·92*	*7·97*	*9·56*	*11·25*	*12·02*	*9·79*	*6·11*	*6·02*	*7·14*	*9·32*	*10·85*	*11·47*	*9·79*	*8·25*
MISCELLANEOUS:															
Soups, canned, dehydrated and powdered	2·30	1·67	1·40	2·15	1·79	2·50	1·89	2·07	1·62	1·62	1·67	1·62	1·51	1·41	1·69
Other foods	6·27	6·26	5·22	5·23	5·07	5·36	4·50	6·27	5·35	4.40	4·61	4·55	3·83	2·59	4·94
Total Miscellaneous	*8·57*	*7·93*	*6·62*	*7·38*	*6·86*	*7·86*	*6·39*	*8·34*	*6·97*	*6·02*	*6·28*	*6·17*	*5·34*	*4·00*	*6·63*
TOTAL EXPENDITURE	*£1·91*	*£1·76*	*£1·88*	*£2·37*	*£2·53*	*£2·50*	*£2·15*	*£1·79*	*£1·66*	*£1·82*	*£2·20*	*£2·27*	*£2·15*	*£1·94*	*£2·00*

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

Tables relating to the Types of Shop used by Housewives for Most of their Purchases

TABLE 27

Type of Shop used by Households in each Region and Type of Area for most of their Purchases, 1969
(percentage of purchasing households)

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorks. and Humberside	North West	East Midlands	West Midlands	South West	South East (a) /East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
FRESH MEAT																
Co-operatives	10	3	16	19	7	10	23	8	5	7	4	13	14	8	10	7
of which, self-service	2	—	4	2	1	2	3	1	3	2	2	1	3	3	1	2
Multiples	22	22	12	16	15	17	20	20	25	35	40	14	20	30	17	6
of which, self-service	11	9	6	8	5	11	10	9	13	18	18	7	10	16	9	2
Independents	63	73	69	60	75	71	55	70	64	50	46	68	64	56	69	82
of which, self-service	3	4	1	1	3	5	1	3	3	3	2	1	4	3	2	4
Unspecified	5	2	4	5	3	3	1	2	5	9	11	4	2	6	3	6
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
FRESH FRUIT																
Co-operatives	5	2	11	16	3	5	10	1	2	3	3	7	6	4	6	3
of which, self-service	2	1	8	2	1	2	6	—	1	1	1	3	4	2	2	1
Multiples	20	30	31	17	9	18	10	18	29	23	26	18	17	27	18	15
of which, self-service	14	20	19	8	6	13	8	10	19	16	17	12	11	16	14	9
Independents	68	62	54	61	84	74	79	78	65	62	55	70	75	63	72	79
of which, self-service	3	3	3	1	2	5	2	2	5	3	3	2	5	2	3	4
Unspecified	6	5	3	5	4	3	2	3	4	12	17	5	2	6	4	4
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
VEGETABLES																
Co-operatives	6	2	13	17	2	5	9	2	3	3	3	8	6	4	6	4
of which, self-service	2	1	9	3	—	3	6	—	2	1	1	4	3	2	2	1
Multiples	17	23	29	16	7	14	7	10	19	21	22	15	13	20	15	7
of which, self-service	11	16	18	8	5	10	6	5	14	15	15	10	8	13	12	5
Independents	71	71	53	62	85	77	81	85	73	64	59	72	77	69	74	83
of which, self-service	3	4	3	2	3	5	3	2	7	3	3	2	5	4	3	4
Unspecified	6	4	5	4	5	4	2	3	5	12	16	5	3	6	5	7
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
GROCERIES																
Co-operatives	19	6	30	32	26	19	34	12	9	11	10	26	26	14	17	10
of which, self-service	14	2	26	17	24	15	27	6	7	6	5	20	21	10	10	4
Multiples	49	52	37	44	41	42	43	47	51	62	68	49	39	55	45	32
of which, self-service	44	51	34	42	40	40	42	42	48	52	53	46	36	50	42	31
Independents	29	35	31	21	31	35	20	40	37	23	18	22	32	28	35	55
of which, self-service	11	12	5	10	14	19	8	13	15	7	7	7	17	12	10	14
Unspecified	3	6	2	3	2	4	2	2	3	5	4	3	2	4	4	3
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

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

TABLE 28

Type of Shop used by Households of each Income Group for most of their Purchases, 1969

(percentage of purchasing households)

Type of Shop	All households	Income Group							
		A			B	C	D		
		A1	A2	A1 & A2			with earners (D1)	without earners (D2)	O.A.P.
FRESH MEAT									
Co-operatives	10	5	7	6	10	11	9	8	15
of which, self-service	2	1	1	1	2	2	1	1	3
Multiples	22	19	22	21	24	23	28	24	19
of which, self-service	11	10	10	10	13	11	14	12	8
Independents	63	71	66	67	61	62	61	64	62
of which, self-service	3	2	3	3	3	3	3	2	2
Unspecified	5	4	5	5	6	4	2	4	5
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
FRESH FRUIT									
Co-operatives	5	2	3	3	5	6	7	3	6
of which, self-service	2	1	1	1	2	3	3	1	3
Multiples	20	19	22	21	21	20	23	22	16
of which, self-service	14	12	16	15	15	13	15	13	10
Independents	68	75	70	71	68	68	64	66	68
of which, self-service	3	5	4	4	3	3	3	1	1
Unspecified	6	4	6	5	6	5	6	8	9
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
VEGETABLES									
Co-operatives	6	2	3	3	5	6	8	2	8
of which, self-service	2	1	1	1	3	3	3	1	4
Multiples	17	15	18	17	17	17	16	21	14
of which, self-service	11	12	13	12	12	11	10	12	8
Independents	71	79	73	74	72	70	69	68	70
of which, self-service	3	4	4	4	4	3	3	2	3
Unspecified	6	4	6	6	6	6	7	9	8
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
GROCERIES									
Co-operatives	19	8	11	10	17	21	22	15	26
of which, self-service	14	6	8	7	13	16	17	12	18
Multiples	49	46	55	53	52	47	48	51	40
of which, self-service	44	43	50	48	48	43	43	44	34
Independents	29	42	29	32	28	28	28	30	30
of which, self-service	11	11	11	11	12	11	10	12	8
Unspecified	3	4	5	4	3	3	2	4	3
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 29

Type of Shop used by Households of Different Composition for most of their Purchases, 1969

(percentage of purchasing households)

	All households	Households with one man and one woman and								Other households with		
		no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
		one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
FRESH MEAT												
Co-operatives	10	11	9	7	9	9	8	10	10	11	13	11
of which, self-service	2	2	2	1	2	2	3	1	3	3	3	2
Multiples	22	20	25	26	23	21	19	23	22	22	24	23
of which, self-service	11	9	14	13	12	13	12	10	11	11	11	11
Independents	63	64	62	62	63	64	68	64	62	62	60	60
of which, self-service	3	2	3	3	3	3	3	5	4	2	3	3
Unspecified	5	5	5	4	5	6	4	3	5	4	4	7
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
FRESH FRUIT												
Co-operatives	5	6	5	5	4	4	4	5	6	5	4	5
of which, self-service	2	2	3	2	2	2	2	2	3	2	3	3
Multiples	20	18	25	20	21	22	22	21	18	20	24	20
of which, self-service	14	11	18	14	16	17	15	14	12	13	15	13
Independents	68	69	64	68	69	68	71	68	70	68	70	67
of which, self-service	3	2	3	5	3	5	3	3	5	2	5	2
Unspecified	6	7	6	7	7	5	3	5	5	7	3	8
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
VEGETABLES												
Co-operatives	6	7	4	4	4	5	4	6	5	6	6	6
of which, self-service	2	3	3	2	2	2	1	2	3	3	4	3
Multiples	17	14	20	17	17	15	20	14	15	18	17	17
of which, self-service	11	8	16	12	13	11	14	10	11	12	12	11
Independents	71	72	69	71	72	75	70	75	74	69	73	70
of which, self-service	3	2	5	5	4	4	4	3	5	2	4	3
Unspecified	6	7	6	7	7	5	6	5	6	7	4	7
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
GROCERIES												
Co-operatives	19	23	12	15	15	16	16	23	17	21	22	17
of which, self-service	14	16	10	11	12	12	12	16	13	15	16	13
Multiples	49	44	57	56	56	49	54	44	50	43	47	51
of which, self-service	44	38	53	53	52	46	50	40	46	37	43	46
Independents	29	29	28	25	25	29	30	31	31	32	29	28
of which, self-service	11	9	13	13	11	17	10	12	14	9	11	11
Unspecified	3	4	3	3	3	5	—	2	3	4	1	4
Total all shops	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 30

Average Expenditure on different kinds of Meat, and Average Prices paid by Housewives, classified according to Type of Shop in which they bought most of their Fresh Meat during the week of survey, 1969

Type of Shop	Average expenditure per household per week on each item by households buying the item						Average prices paid (per lb)					
	Beef and veal	Mutton and lamb	Pork	Offals		All carcase meat and offal	Beef and veal	Mutton and lamb	Pork	Offals		All carcase meat and offal
				Liver	Other					Liver	Other	
	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence
Co-operatives:												
self-service	61	40½	32	16½	9	83½	32	26	28	26½	13½	29
non self-service	62	44½	36½	14	8½	92½	34	26	28½	26½	17	30
all	61½	44	36	14½	8½	91	34	26	28½	26½	16	29½
Multiples:												
self-service	54½	42½	38½	16	9	84½	31½	23½	27	25	17	27½
non self-service	62	42½	39½	15½	9½	93	32	23	26	25	18	27
all	58½	42½	39	16	9	89	32	23	26½	25	17½	27
Independents:												
self-service	64	44½	37	15½	9	91	31	22	24½	26½	22½	26½
non self-service	66	47	41½	16	10	99½	32½	24	27	26	19	28½
all	65½	47	41½	16	9½	99	32½	24	27	26	19	28½
Unspecified	60½	51	46	17½	12	104½	31	23	26½	25	18	27
All above shops	63½	46	41	16	9½	96	32½	24	27	26	18	28½
Estimates from all households participating in the survey, including those who did not answer the special questions on type of shop	64	46	41	16	9½	n.a.	32½	24	27	26	18	n.a.

TABLE 31

Average Expenditure on different kinds of Fresh Fruit, and Average Prices paid by Housewives, classified according to Type of Shop in which they bought most of their Fresh Fruit during the week of survey, 1969

Type of Shop	Average expenditure per household per week on each item by households buying the item					Average prices paid (per lb)				
	Oranges	Apples	Bananas	Tomatoes	All fresh fruit	Oranges	Apples	Bananas	Tomatoes	All fresh fruit
	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence
Co-operatives:										
self-service	14	16	10½	16	33½	5½	8½	7	10½	8½
non self-service	12½	15½	10	17	34	6	8	7	15	9
all	13	16	10	16½	34	6	8½	7	15	8½
Multiples:										
self-service	14	16	11½	15	38½	6	8½	7½	13½	9
non self-service	13½	17	11	16	41½	6	8½	6½	14	9
all	14	16½	11½	15½	39½	6	8½	7	14	9
Independents:										
self-service	12½	17½	11	16	43	6	8½	7	15	9
non self-service	12½	16	11	15½	40	6	8	7	14	9
all	12½	16	11	15½	40½	6	8	7	14	9
Unspecified:	12½	14½	10½	15	36½	6	8	6½	13	8½
All above shops	13	16	11	15½	39½	6	8½	7	14	9
Estimates from all households participating in the Survey, including those who did not answer the special questions on type of shop	13	17	11	16	n.a.	6	8	7	13½	n.a.

TABLE

Average Expenditure on different kinds of Fresh Vegetables, to the Type of Shop in which they bought most of their

Type of Shop	Average expenditure per household per week on each item by households buying the item									
	Potatoes						Cabbages	Brussels sprouts	Cauliflower	Carrots
	Old		New							
	Purchased Jan.–Aug.		Purchased Jan.–Aug.		Purchased Sept.–Dec.					
	not pre-packed	pre-packed	not pre-packed	pre-packed	not pre-packed	pre-packed				
	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence
Co-operatives:										
self-service	18	21	20½	19	23½	19	7	8	9	4½
non self-service	14½	16	19	21½	18½	24	6	7	10½	4
all	16	19	19½	20	20½	20½	6	7½	9½	4
Multiples:										
self-service	19	19	23	24	23½	21	7½	8½	10½	5
non self-service	18	19	21½	22	21	21	7½	7½	10	5
all	19	19	22½	24	22	21	7½	8	10½	5
Independents:										
self-service	22	19½	26½	22½	19	15½	7	7½	9	4
non self-service	19	19½	21	20	20	21	7	8	10	4½
all	19	19½	21	20½	20	20½	7	8	10	4½
Unspecified	20½	19	21	22½	23½	20½	7½	8	9	4½
All above shops	19	19	21	21½	20½	20½	7	8	10	4½
Estimates from all households participating in the Survey including those who did not answer the special questions on type of shop	20	19	22½	22	22½	20½	8	8½	10½	5

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and Average Prices paid by Housewives, classified according
Fresh Vegetables during the week of survey, 1969

		Average prices paid (per lb)											
		Potatoes											
		Old		New									
Onions, shallots, leeks	Total all fresh veg.	Purchased Jan.–Aug. not pre-packed	Purchased Jan.–Aug. pre-packed	Purchased Jan.–Aug. not pre-packed	Purchased Jan.–Aug. pre-packed	Purchased Sept.–Dec. not pre-packed	Purchased Sept.–Dec. pre-packed	Cabbages	Brussels sprouts	Cauliflower	Carrots	Onions, shallots, leeks	Total all fresh veg.
new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence	new pence
6	39	1½	2	3½	3½	1½	1½	4	5½	5½	4	5½	3
5½	34	1½	2	3½	3½	2	2	4	5	6	4	4½	3
5½	36	1½	2	3½	3½	2	1½	4	5½	6	4	5	3
5½	41	1½	2	3	2½	1½	2	4	5½	6	4	4½	3½
6	41	1½	1½	3½	2½	1½	2	4	5½	6	4	4½	3½
5½	41	1½	2	3	2½	1½	2	4	5½	6	4	4½	3½
5½	40½	1½	2	3	4	1½	2	4	5½	6	3½	4½	3
5½	42	1½	2	3½	3	1½	2	4	5	5½	4	4½	3½
5½	42	1½	2	3	3	1½	2	4	5	5½	3½	4½	3½
5	40½	1½	2	3	2½	2	2	4	4½	6	4	4½	3½
5½	41	1½	2	3½	3	1½	2	4	5	6	4	4½	3½
6	n.a.	1½	2	3	3	2	2	4	5	5½	3½	4½	n.a.

TABLE 33

Average Expenditure on different kinds of Groceries, and Average Prices paid by Housewives, classified according to Type of Shop in which they bought most of their Groceries during the week of survey, 1969

	Average expenditure per household per week on each item by households buying the item							Average prices paid (per lb)					
	Bacon and ham (uncooked)	Butter	Margarine	Sugar	Tea	Instant coffee	Selected groceries (*a*)	Bacon and ham (uncooked)	Butter	Margarine	Sugar	Tea	Instant coffee
	new pence	new pence	new pence	new pence	new pence	new pence	£	new pence	new pence	new pence	new pence	new pence	new pence
Co-operatives:													
self-service	28	21½	11½	14	19½	24	2·84½	26½	17	10½	4	31	91½
non self-service	31	23½	10½	14½	18½	22½	2·70½	26	17	10½	4	32	96
all	29	22	11½	14½	19	23½	2·81	26½	17	10½	4	31	93
Multiples:													
self-service	31	24	11	14½	19	24	2·98½	25½	16½	10	4	30	91
non self-service	31	21½	11	14½	19½	24	2·61	25½	17	10	4	31	91
all	31	23½	11	14½	19	24	2·94½	25½	16½	10	4	30½	91
Independents:													
self-service	31	24	12	15	19	24½	2·97	26	17	10	4	31	92½
non self-service	33½	25	12½	16	19½	24	2·84	26½	18	11	4	32	96½
all	32½	24½	12	15½	19½	24½	2·89	26	17½	11	4	31½	94½
Unspecified	30½	22½	10½	15	20	21	2·64½	26	16½	10½	4	30½	95
All above shops	31	23½	11	15	19	24	2·89	26	17	10½	4	31	92½
Estimates from all households participating in the survey, including those who did not answer the special questions on type of shop	31	24	11½	14½	19	24	n.a.	26	17	10½	4	31	92½

(*a*) Includes condensed and dried milk: cheese: bacon and ham, all processed meat and meat products: canned or bottled fish, quick-frozen processed fish, fish products: eggs: fats: sugar and preserves: processed vegetables: processed fruit: cereal foods other than bread and cakes: beverages: baby foods, soups, spreads and dressings, pickles and sauces, meat and vegetable extracts, jelly, and culinary sundries.

Tables of Average Energy Value and Nutrient Content of the Diet, 1969

TABLE 34

Energy Value and Nutrient Content of Household Food Consumption: National Averages, 1964–1969

	1964	1965	1966	1967	1968	1969
	(i) Consumption per person per day[a]					
Energy value (kcal)	2,600	2,590	2,560	2,590	2,560	2,570
(MJ)	10·9	10·9	10·7	10·8	10·7	10·8
Total protein (g)	75·1	75·2	75·6	75·8	75·4	74·4
Animal protein (g)	45·1	45·5	46·3	46·7	46·6	46·5
Fat (g)	116	116	117	119	118	120
Carbohydrate (*b*) (g)	333	332	321	324	318	317
Calcium (mg)	1,030	1,020	1,020	1,040	1,040	1,050
Iron (mg)	14·1	13·9	13·6	14·0	13·5	13·3
Thiamin (mg)	1·22	1·23	1·24	1·22	1·21	1·17
Riboflavin (mg)	1·80	1·79	1·83	1·81	1·81	1·79
Nicotinic acid (total) (mg)	15·1	15·3	15·8	15·7	15·7	16·2
Tryptophan (mg)						950
Nicotinic acid equivalent (mg)	29	29	29	29	29	29·4
Vitamin C (mg)	51	52	53	52	52	52
Vitamin A: retinol (μg)						910
β-carotene (μg)						2,110
retinol equivalent (μg)	1,410	1,400	1,420	1,400	1,400	1,360
Vitamin D (*c*) (μg)	3·26	3·12	3·16	3·24	3·14	2·90
	(ii) As a percentage of recommended intakes[d]					
Energy value	109	109	108	109	108	109
Protein	126	127	127	128	127	126
(as a % of minimum requirement)	192	194	194	195	194	193
Calcium	188	188	188	191	191	194
Iron	126	126	123	126	122	121
Thiamin	125	127	128	126	125	122
Riboflavin	128	129	130	129	129	130
Nicotinic acid equivalent	183	186	189	189	189	190
Vitamin C	176	181	183	180	181	181
Vitamin A (retinol equivalent)	203	203	204	202	203	199
Vitamin D (*c*)	94	90	90	93	90	84
	(iii) Percentage of energy value derived from protein, fat and carbohydrate					
Protein	11·6	11·6	11·8	11·7	11·8	11·6
Fat	40·3	40·4	41·0	41·3	41·6	42·0
Carbohydrate	48·0	47·9	47·0	47·0	46·6	46·3
	(iv) Animal protein as a percentage of total protein					
	60·1	60·5	61·3	61·6	61·9	62·5
	(v) Consumption of nutrients per 1,000 kcal					
Total protein (g)	28·9	29·0	29·6	29·3	29·5	28·9
Animal protein (g)	17·4	17·5	18·1	18·1	18·2	18·1
Fat (g)	45	45	46	46	46	47
Carbohydrate (g)	128	128	126	125	124	123
Calcium (mg)	396	393	400	401	407	407
Iron (mg)	5·4	5·4	5·3	5·4	5·3	5·2
Thiamin (mg)	0·47	0·47	0·49	0·47	0·47	0·45
Riboflavin (mg)	0·69	0·69	0·71	0·70	0·71	0·70
Nicotinic acid equivalent (mg)	11	11	12	11	11	11·4
Vitamin C (mg)	20	20	21	20	20	20
Vitamin A (retinol equivalent) (μg)	544	540	555	542	549	531
Vitamin D (*c*) (μg)	1·24	1·20	1·24	1·25	1·23	1·13

(*a*) Because of certain changes in methodology that have been introduced during the period under review, some of the estimates of nutrient consumption have been adjusted to provide a comparable series of figures. The figures given for 1964 to 1968 inclusive are the same as those published in the Annual Report for 1968 for all nutrients except thiamin (see Appendix A, paragraphs 16–18).

(*b*) As monosaccharide.

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

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

TABLE 35

Contributions made by Groups of Food to the Energy Value and Nutrient Content of Household Food Consumption—National Averages, 1969

(per person per day)

	Energy value		Protein		Fat		Carbohydrate		Calcium		Iron	
	kcal	Per cent of total	g	Per cent of total	g	Per cent of total	g	Per cent of total	mg	Per cent of total	mg	Per cent of total
Liquid milk	267	10·4	13·3	17·9	15·6	13·0	20	6·2	489	46·7	0·4	3·2
Dried milk	6	0·2	0·3	0·4	0·3	0·3	...	0·2	11	1·0	0·1	0·6
Other milk and cream	23	0·9	0·8	1·0	1·6	1·3	1	0·5	27	2·6	...	0·1
Cheese	57	2·2	3·6	4·8	4·7	3·9	...	...	109	10·4	0·1	0·6
Total Milk, Cream and Cheese	*353*	*13·7*	*17·9*	*24·1*	*22·2*	*18·5*	*22*	*6·8*	*636*	*60·8*	*0·6*	*4·5*
Beef and veal	78	3·0	4·8	6·5	6·5	5·4	—	—	3	0·3	1·2	9·1
Mutton and lamb	57	2·2	2·7	3·7	5·0	4·2	—	—	2	0·2	0·4	2·9
Pork	38	1·5	1·2	1·6	3·7	3·1	—	—	1	0·1	0·1	0·8
Bacon (uncooked)	81	3·2	2·0	2·7	8·1	6·8	—	—	2	0·2	0·2	1·5
Liver	5	0·2	0·6	0·8	0·3	0·2	—	—	...	...	0·4	3·4
Poultry (uncooked)	18	0·7	2·7	3·6	0·8	0·7	—	—	1	0·1	0·2	1·5
Sausages	49	1·9	1·5	2·1	3·9	3·2	2	0·7	4	0·3	0·2	1·3
Other meat	92	3·6	4·9	6·6	6·8	5·7	3	1·0	7	0·7	1·1	8·3
Total Meat	*419*	*16·3*	*20·5*	*27·6*	*35·1*	*29·2*	*5*	*1·7*	*21*	*2·0*	*3·8*	*28·8*
Fat fish (*c*)	8	0·3	0·9	1·2	0·5	0·4	—	—	10	1·0	0·1	0·7
Other fish (*d*)	20	0·8	2·5	3·3	0·7	0·6	1	0·2	7	0·6	0·2	1·2
Total Fish	*28*	*1·1*	*3·4*	*4·5*	*1·2*	*1·0*	*1*	*0·2*	*17*	*1·6*	*0·3*	*1·9*
Eggs	51	2·0	3·9	5·2	3·9	3·3	—	—	20	1·9	1·0	7·3
Butter	185	7·2	0·1	0·1	20·6	17·1	—	—	4	0·3	...	0·2
Margarine	87	3·4	...	0·1	9·6	8·0	—	—	...	...	...	0·3
Other fats	102	4·0	...	...	11·3	9·4	...	...	...	...	...	0·1
Total Fats	*374*	*14·5*	*0·1*	*0·2*	*41·5*	*34·5*	...	...	*4*	*0·4*	*0·1*	*0·6*
Sugar and Preserves	288	11·2	...	0·1	...	...	77	24·2	3	0·3	0·1	0·9
Potatoes	116	4·5	3·0	4·0	—	—	27	8·6	14	1·3	1·1	8·1
Cabbage, brussels sprouts and cauliflower	7	0·3	0·7	0·9	—	—	1	0·4	13	1·3	0·3	2·0
Leafy salads	1	...	0·1	0·1	—	—	...	...	2	0·1	...	0·3

TABLE 35—*continued*

(per person per day)

	Thiamin (*b*)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (*b*)		Vitamin A (*a*)						Vitamin D (*a*)	
													Retinol		Carotene		Retinol equivalent			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total
Liquid milk	0·17	14·4	0·62	34·3	0·3	2·2	190·8	20·2	3·6	12·1	4·2	8·1	127	14·0	80	3·8	164	12·0	0·10	3·6
Dried milk	...	0·4	0·01	0·8	...	0·1	4·5	0·5	0·1	0·3	0·3	0·5	8	0·9	2	0·1	9	0·7	0·11	3·7
Other milk and cream	0·01	0·6	0·03	1·9	...	0·1	10·4	1·1	0·2	0·7	0·2	0·3	12	1·3	7	0·4	16	1·2	0·01	0·5
Cheese	0·01	0·4	0·07	3·8	...	0·1	42·9	4·5	0·7	2·5	—	—	43	4·8	28	1·3	57	4·2	0·05	1·7
Total Milk, Cream and Cheese	*0·18*	*15·7*	*0·73*	*40·9*	*0·4*	*2·4*	*248·7*	*26·3*	*4·6*	*15·6*	*4·6*	*8·9*	*191*	*21·0*	*118*	*5·6*	*246*	*18·0*	*0·28*	*9·5*
Beef and veal	0·01	0·9	0·06	3·4	1·5	9·3	54·2	5·7	2·4	8·2	—	—	4	0·5	—	—	4	0·3	—	—
Mutton and lamb	0·02	1·4	0·05	2·6	0·9	5·9	34·8	3·7	1·5	5·2	—	—	3	0·3	—	—	3	0·2	—	—
Pork	0·06	4·9	0·02	1·1	0·5	3·0	16·8	1·8	0·8	2·6	—	—	—	—	—	—	—	—	—	—
Bacon (uncooked)	0·06	4·9	0·03	1·6	0·3	2·0	27·8	2·9	0·8	2·7	—	—	—	—	—	—	—	—	—	—
Liver	0·01	0·6	0·10	5·4	0·4	2·6	8·3	0·9	0·6	1·9	0·5	0·9	320	35·1	—	—	320	23·4	0·02	0·8
Poultry (uncooked)	...	0·4	0·02	1·2	0·8	4·8	27·8	2·9	1·2	4·2	—	—	—	—	—	—	—	—	—	—
Sausages	—	—	0·01	0·7	0·3	1·6	19·1	2·0	0·5	1·8	—	—	1	0·1	—	—	1	...	—	—
Other meat	0·05	4·2	0·08	4·3	1·2	7·2	59·3	6·3	2·1	7·3	0·2	0·4	7	0·8	5	0·2	8	0·6	...	0·2
Total Meat	*0·20*	*17·3*	*0·36*	*20·3*	*5·9*	*36·3*	*248·1*	*26·2*	*10·0*	*33·9*	*0·7*	*1·3*	*335*	*36·7*	*5*	*0·2*	*335*	*24·6*	*0·03*	*0·9*
Fat fish (*c*)	...	0·1	0·01	0·4	0·3	1·6	9·7	1·0	0·4	1·2	—	—	3	0·4	—	—	3	0·2	0·56	19·4
Other fish (*d*)	0·01	0·7	0·02	0·9	0·4	2·6	28·4	3·0	0·9	3·0	—	—	...	...	—	—	...	...	0·04	1·3
Total Fish	*0·01*	*0·8*	*0·02*	*1·4*	*0·7*	*4·2*	*38·1*	*4·0*	*1·2*	*4·2*	—	—	*4*	*0·4*	—	—	*4*	*0·3*	*0·60*	*20·8*
Eggs	0·04	3·6	0·14	8·1	...	0·2	58·1	6·1	1·0	3·4	—	—	99	10·8	—	—	99	7·2	0·49	17·0
Butter	—	—	—	—	—	—	1·8	0·2	...	0·1	—	—	179	19·7	142	6·8	250	18·4	0·31	10·8
Margarine	—	—	—	—	—	—	0·3	...	...	...	—	—	81	8·9	54	2·6	108	7·9	0·89	30·8
Other fats	—	—	—	—	—	—	...	...	...	...	—	—	1	0·1	—	—	1	0·1	—	—
Total Fats	—	—	—	—	—	—	*2·1*	*0·2*	...	*0·1*	—	—	*261*	*28·7*	*196*	*9·3*	*359*	*26·3*	*1·21*	*41·6*
Sugar and Preserves	—	—	...	...	...	...	0·2	...	...	...	1·2	2·3	...	...	2	0·1	...	...	...	...
Potatoes	0·13	11·4	0·06	3·2	1·8	11·2	52·3	5·5	2·7	9·1	14·1	27·2	—	—	—	—	—	—	—	—
Cabbage, brussels sprouts and cauliflower	0·01	1·1	0·02	1·3	0·1	0·7	8·0	0·8	0·2	0·7	4·6	8·9	—	—	63	3·0	10	0·8	—	—
Leafy salads	...	0·3	...	0·2	...	0·1	0·6	0·1	...	0·1	0·9	1·7	—	—	56	2·6	9	0·7	—	—

TABLE 35—*continued*
(per person per day)

	Energy value		Protein		Fat		Carbohydrate		Calcium		Iron	
	kcal	Per cent of total	g	Per cent of total	g	Per cent of total	g	Per cent of total	mg	Per cent of total	mg	Per cent of total
Fresh legumes, including quick-frozen	4	0·2	0·4	0·5	—	—	1	0·2	2	0·2	0·1	1·0
Other fresh green vegetables	...	...	...	...	—	—	...	...	...	...	...	0·1
Carrots	2	0·1	0·1	0·1	—	—	1	0·2	5	0·4	0·1	0·4
Other root vegetables	1	0·1	0·1	0·1	—	—	...	0·1	3	0·3	...	0·3
Other vegetables and vegetable products (*e*)	57	2·2	2·4	3·2	1·7	1·4	9	2·8	20	1·9	0·9	6·4
Total Vegetables	*189*	*7·4*	*6·6*	*8·9*	*1·7*	*1·4*	*39*	*12·4*	*59*	*5·7*	*2·5*	*18·6*
Oranges	4	0·1	0·1	0·1	—	—	1	0·3	5	0·5	...	0·2
Other citrus fruit	1	...	...	...	—	—	...	...	...	...	...	0·1
Apples and pears	10	0·4	0·1	0·1	—	—	3	0·8	1	0·1	0·1	0·5
Soft fruit	2	0·1	...	0·1	—	—	...	0·1	1	0·1	...	0·2
Bananas	6	0·3	0·1	0·1	—	—	2	0·5	...	...	...	0·3
Fresh tomatoes	2	0·1	0·2	0·2	—	—	...	0·1	2	0·2	0·1	0·5
Other fresh fruit	1	0·1	...	...	—	—	...	0·1	2	0·2	...	0·2
Other fruit (*f*)	36	1·4	0·3	0·4	0·5	0·4	8	2·5	7	0·7	0·3	2·1
Total Fruit	*62*	*2·4*	*0·9*	*1·2*	*0·5*	*0·4*	*15*	*4·6*	*20*	*1·9*	*0·5*	*4·1*
White bread	329	12·8	11·0	14·8	1·4	1·1	72	22·8	128	12·2	1·8	13·4
Other bread	56	2·2	2·0	2·7	0·4	0·3	12	3·7	21	2·0	0·5	3·6
Flour	75	2·9	2·2	2·9	0·2	0·2	17	5·5	32	3·0	0·4	3·1
Cakes and pastries	87	3·4	1·4	1·9	3·2	2·7	14	4·4	20	2·0	0·3	2·5
Biscuits	121	4·7	1·5	2·0	6·2	5·1	16	5·1	20	2·0	0·3	2·1
Other cereals	89	3·5	1·9	2·5	1·0	0·8	20	6·2	21	2·0	0·6	4·7
Total Cereals	*758*	*29·5*	*19·9*	*26·7*	*12·4*	*10·3*	*151*	*47·7*	*243*	*23·2*	*3·9*	*29·5*
Tea	—	—	—	—	—	—	—	—	3	0·3	—	—
Other beverages	11	0·4	0·3	0·4	0·2	0·1	2	0·7	5	0·5	0·1	1·0
Total Beverages	*11*	*0·4*	*0·3*	*0·4*	*0·2*	*0·1*	*2*	*0·7*	*8*	*0·8*	*0·1*	*1·0*
Other Foods (g)	37	1·5	0·8	1·1	1·4	1·1	6	1·8	15	1·5	0·4	2·9
TOTAL ALL FOODS	*2,570*	*100*	*74·4*	*100*	*120·0*	*100*	*317*	*100*	*1,047*	*100*	*13·3*	*100*

TABLE 35—*continued*
(per person per day)

	Thiamin (*b*)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (*b*)		Vitamin A (*a*)						Vitamin D (*a*)	
													Retinol		Carotene		Retinol equivalent			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total
Fresh legumes, including quick-frozen	0·01	1·2	0·01	0·7	0·2	1·2	4·1	0·4	0·3	0·9	0·9	1·8	—	—	30	1·4	5	0·4	—	—
Other fresh green vegetables	...	...	...	0·1	...	...	0·2	...	...	...	0·1	0·3	—	—	27	1·3	4	0·3	—	—
Carrots	...	0·4	...	0·3	0·1	0·4	0·5	0·1	0·1	0·2	0·3	0·6	—	—	1,075	51·0	179	13·1	—	—
Other root vegetables	...	0·2	...	0·2	...	0·2	0·8	0·1	...	0·2	0·5	1·0	—	—	—	—	—	—	—	—
Other vegetables and vegetable products (*e*)	0·04	3·2	0·03	1·9	0·5	3·1	26·0	2·8	0·9	3·1	2·6	5·1	...	...	254	12·0	43	3·1	...	0·01
Total Vegetables	*0·21*	*17·8*	*0·14*	*7·8*	*2·7*	*16·8*	*92·5*	*9·8*	*4·2*	*14·3*	*24·1*	*46·6*	...	...	*1,504*	*71·3*	*251*	*18·4*	...	*0·01*
Oranges	0·01	1·0	...	0·2	...	0·2	0·4	...	...	0·1	5·8	11·2	—	—	6	0·3	1	0·1	—	—
Other citrus fruit	...	0·1	...	...	...	...	0·2	...	...	...	1·1	2·1	—	—	...	...	—	—	—	—
Apples and pears	0·01	0·8	0·01	0·3	...	0·2	0·7	0·1	...	0·1	1·1	2·2	—	—	7	0·3	1	0·1	—	—
Soft fruit	...	0·1	...	0·1	...	0·1	0·2	...	...	0·1	1·8	3·5	—	—	3	0·1	...	...	—	—
Bananas	...	0·3	0·01	0·3	...	0·3	1·1	0·1	0·1	0·2	0·8	1·6	—	—	17	0·8	3	0·2	—	—
Fresh tomatoes	0·01	0·9	0·01	0·4	...	0·1	1·3	0·1	0·1	0·4	3·3	6·4	—	—	116	5·5	19	1·4	—	—
Other fresh fruit	...	0·2	...	0·2	...	0·2	0·2	...	...	0·1	0·5	1·0	—	—	19	0·9	3	0·2	—	—
Other fruit (*f*)	0·01	0·7	0·02	0·8	0·2	1·0	2·6	0·3	0·2	0·7	5·8	11·2	—	—	60	2·9	10	0·8	—	—
Total Fruit	*0·05*	*4·1*	*0·04*	*2·3*	*0·3*	*2·0*	*6·6*	*0·7*	*0·5*	*1·8*	*20·3*	*39·2*	—	—	*228*	*10·8*	*38*	*2·8*	—	—
White bread	0·22	19·2	0·04	2·3	1·9	11·9	129·0	13·6	2·9	9·8	—	—	—	—	—	—	—	—	—	—
Other bread	0·05	4·2	0·02	0·9	0·5	3·4	24·7	2·6	0·5	1·8	—	—	1	0·1	—	—	1	0·1	—	—
Flour	0·05	4·0	0·01	0·6	0·4	2·4	25·3	2·7	0·6	2·0	—	—	—	—	—	—	—	—	—	—
Cakes and pastries	0·02	1·9	0·02	1·2	0·1	0·9	17·4	1·8	0·4	1·2	0·1	0·1	12	1·4	—	—	12	0·9	0·12	4·2
Biscuits	0·03	2·4	0·01	0·5	0·3	1·7	17·3	1·8	0·4	1·3	—	—	—	—	—	—	—	—	—	—
Other cereals	0·08	6·7	0·11	6·3	1·0	6·4	23·1	2·4	1·0	3·4	0·1	0·2	3	0·4	11	0·5	5	0·4	0·13	4·4
Total Cereals	*0·45*	*38·4*	*0·21*	*11·8*	*4·3*	*26·7*	*236·7*	*25·0*	*5·8*	*19·6*	*0·2*	*0·3*	*16*	*1·8*	*11*	*0·5*	*18*	*1·4*	*0·25*	*8·6*
Tea	—	—	0·09	5·1	0·6	3·8	—	—	0·6	2·1	—	—	—	—	—	—	—	—	—	—
Other beverages	0·01	0·9	0·01	0·3	1·0	6·1	3·3	0·3	1·0	3·5	...	...	1	0·1	...	...	1	0·1	0·4	1·2
Total Beverages	*0·01*	*0·9*	*0·10*	*5·4*	*1·6*	*9·8*	*3·3*	*0·3*	*1·6*	*5·6*	...	...	*1*	*0·1*	...	...	*1*	*0·1*	*0·4*	*1·2*
Other Foods (*g*)	0·02	1·4	0·03	1·9	0·2	1·5	10·8	1·1	0·4	1·5	0·7	1·4	5	0·5	43	2·1	12	0·9	0·1	0·2
TOTAL ALL FOODS	*1·17*	*100*	*1·79*	*100*	*16·2*	*100*	*945·2*	*100*	*29·4*	*100*	*51·8*	*100*	*911*	*100*	*2,109*	*100*	*1,364*	*100*	*2·90*	*100*

(*a*) Welfare fish liver oil and vitamin A and D tablets excluded.
(*b*) Cooking losses have been taken into account. Intake figures for thiamin allow for a loss of 50 per cent from beef and for smaller losses from other foods (equivalent on average to about 20 per cent loss overall); those for vitamin C from fresh green vegetables and other vegetables allow for losses of 75 and 50 per cent respectively.
(*c*) Includes canned salmon and other canned fish; excludes quick-frozen fat fish.
(*d*) Includes quick-frozen fat fish.
(*e*) Including chips and crisps.
(*f*) Including welfare orange juice.
(*g*) Spreads and dressings, soups and extracts, pickles and sauces, baby foods (canned or bottled), table jellies, salt and ice-cream (served as part of a meal).

TABLE 36

Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1969

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
(i) Consumption per person per day																
Energy value (kcal)	2,570	2,730	2,580	2,510	2,580	2,580	2,590	2,650	2,600	2,520	2,490	2,530	2,580	2,600	2,600	2,700
(MJ)	10·8	11·4	10·8	10·5	10·8	10·8	10·8	11·1	10·9	10·5	10·4	10·6	10·8	10·9	10·9	11·3
Total protein (g)	74·4	76·2	74·5	73·1	73·6	73·9	73·4	77·3	74·8	74·1	75·2	73·4	74·1	74·7	74·4	77·2
Animal protein (g)	46·5	45·6	44·6	44·1	45·2	45·6	45·3	48·8	47·6	48·1	49·9	44·5	46·0	46·7	46·0	48·6
Fat (g)	120	125	114	117	121	119	120	125	124	120	121	115	120	121	121	128
Carbohydrate (g)	317	345	334	309	319	323	323	323	316	302	292	319	320	322	322	330
Calcium (mg)	1,050	1,030	1,060	960	1,010	1,040	1,070	1,090	1,090	1,060	1,040	1,000	1,040	1,070	1,070	1,170
Iron (mg)	13·3	13·7	13·5	13·6	13·3	13·0	13·0	13·5	13·4	13·1	13·3	13·2	13·3	13·3	13·2	13·7
Thiamin (mg)	1·17	1·22	1·14	1·14	1·17	1·17	1·19	1·24	1·20	1·15	1·14	1·15	1·17	1·18	1·18	1·23
Riboflavin (mg)	1·79	1·77	1·70	1·67	1·73	1·75	1·81	1·85	1·92	1·85	1·86	1·68	1·78	1·83	1·80	1·94
Nicotinic acid equivalent (mg)	29·4	29·9	28·1	28·7	29·0	29·4	29·1	30·6	29·9	29·7	30·5	28·8	29·3	29·5	29·1	29·8
Vitamin C (mg)	52	50	49	48	49	49	52	53	55	56	57	48	51	52	52	55
Vitamin A (retinol equivalent) (μg)	1,360	1,480	1,260	1,290	1,350	1,360	1,300	1,370	1,480	1,420	1,370	1,270	1,340	1,450	1,410	1,430
Vitamin D (*b*) (μg)	2·90	2·76	2·99	2·98	3·15	2·93	2·79	3·04	2·89	2·77	2·66	2·96	2·91	2·86	2·98	3·24
(ii) As a percentage of recommended intakes																
Energy value	109	113	109	106	110	112	109	110	109	108	109	109	109	109	109	112
Protein	126	126	125	124	126	128	124	129	125	127	132	127	126	125	125	128
(as a percentage of minimum requirement)	193	193	192	190	193	196	190	197	190	194	201	194	192	190	192	197
Calcium	194	188	193	180	189	195	197	198	199	198	199	186	192	195	196	213
Iron	121	122	121	123	123	120	118	121	120	120	124	122	121	119	119	123
Thiamin	122	124	118	119	123	124	123	127	123	121	123	122	121	122	121	126
Riboflavin	130	125	122	121	126	130	131	132	135	134	138	124	129	129	129	136
Nicotinic acid equivalent	190	189	181	186	190	195	188	196	188	192	203	191	190	187	188	189
Vitamin C	181	171	171	167	174	176	179	182	187	194	204	171	178	178	182	187
Vitamin A (retinol equivalent)	199	210	183	188	198	205	190	196	208	206	203	189	196	204	205	202
Vitamin D (*b*)	84	84	87	88	92	86	78	87	84	81	79	87	84	85	85	92

TABLE 36—*continued*

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
											(iii) Percentage of energy value derived from protein, fat and carbohydrate					
Protein	11·6	11·2	11·5	11·7	11·4	11·5	11·4	11·7	11·5	11·8	12·1	11·6	11·5	11·5	11·4	11·4
Fat	42·0	41·3	39·7	42·1	42·2	41·5	41·6	42·4	42·9	43·1	43·8	41·0	41·9	42·0	41·9	42·7
Carbohydrate	46·3	47·4	48·6	46·2	46·3	47·0	46·9	45·8	45·5	45·0	44·0	47·2	46·5	46·4	46·5	45·8
											(iv) Animal protein as a percentage of total protein					
	62·5	59·8	59·8	60·3	61·4	61·7	61·7	63·2	63·6	64·8	66·3	60·7	62·0	62·6	61·9	63·0
											(v) Consumption of nutrients per 1,000 kcal					
Total protein (g)	28·9	27·9	28·9	29·1	28·5	28·6	28·4	29·2	28·8	29·5	30·2	29·0	28·7	28·7	28·6	28·5
Animal protein (g)	18·1	16·7	17·3	17·6	17·5	17·7	17·5	18·5	18·3	19·1	20·0	17·6	17·8	18·0	17·7	18·0
Fat (g)	47	46	44	47	47	46	46	47	48	48	49	46	47	47	47	47
Carbohydrate (g)	123	126	130	123	124	125	125	122	121	120	117	126	124	124	124	122
Calcium (mg)	407	376	412	384	390	402	414	412	419	421	419	394	403	410	411	432
Iron (mg)	5·2	5·0	5·2	5·4	5·2	5·0	5·0	5·1	5·2	5·2	5·3	5·2	5·2	5·1	5·1	5·1
Thiamin (mg)	0·45	0·45	0·44	0·46	0·45	0·45	0·46	0·47	0·46	0·46	0·46	0·45	0·45	0·45	0·45	0·46
Riboflavin (mg)	0·70	0·65	0·66	0·66	0·67	0·68	0·70	0·70	0·74	0·74	0·75	0·67	0·69	0·70	0·69	0·72
Nicotinic acid equivalent (mg)	11·4	11·0	10·9	11·4	11·2	11·4	11·2	11·6	11·5	11·8	12·2	11·4	11·3	11·4	11·2	11·0
Vitamin C (mg)	20	18	19	19	19	19	20	20	21	22	23	19	20	20	20	20
Vitamin A (retinol equivalent) (µg)	531	542	488	514	521	529	503	517	570	565	550	502	519	555	542	528
Vitamin D (*b*) (µg)	1·13	1·01	1·16	1·19	1·22	1·13	1·08	1·15	1·11	1·10	1·07	1·17	1·13	1·10	1·15	1·20

(*a*) Including London, for which separate results are given in the analysis according to type of area.
(*b*) The contributions from welfare and pharmaceutical sources are not included in the Survey.

TABLE 37

Energy Value and Nutrient Content of the Household Food Consumption of Households in Different Income Groups, 1969

	Income Group								All households
	A			B	C	D			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	OAP	
	(i) Consumption per person per day								
Energy value (kcal)	2,430	2,520	2,500	2,550	2,610	2,530	2,600	2,730	2,570
(MJ)	10·2	10·5	10·5	10·7	10·9	10·6	10·9	11·4	10·8
Total protein (g)	74·5	74·2	74·3	73·7	74·6	73·7	74·9	77·5	74·4
Animal protein (g)	51·4	48·6	49·4	45·8	45·0	45·0	47·7	48·9	46·5
Fat (g)	123	122	122	119	119	113	120	127	120
Carbohydrate (g)	274	299	293	316	329	323	324	340	317
Calcium (mg)	1,100	1,080	1,080	1,040	1,030	1,010	1,080	1,100	1,050
Iron (mg)	12·9	13·1	13·1	13·2	13·4	13·1	13·1	13·3	13·3
Thiamin (mg)	1·12	1·15	1·14	1·17	1·18	1·15	1·14	1·20	1·17
Riboflavin (mg)	1·92	1·86	1·88	1·77	1·75	1·74	1·84	1·89	1·79
Nicotinic acid equivalent (mg)	30·8	29·5	29·8	29·2	29·2	29·0	29·5	30·4	29·4
Vitamin C (mg)	69	57	60	52	48	46	48	50	52
Vitamin A (retinol equivalent) (μg)	1,410	1,420	1,420	1,350	1,340	1,380	1,450	1,470	1,360
Vitamin D (*a*) (μg)	2·91	2·81	2·84	2·82	3·02	2·90	2·96	3·01	2·90
	(ii) As a percentage of recommended intakes								
Energy value	108	109	109	109	108	106	112	117	109
Protein	132	129	130	126	124	124	129	133	126
(as a percentage of minimum requirement)	199	197	197	194	191	185	190	192	193
Calcium	208	202	203	193	190	183	197	199	194
Iron	118	121	120	121	121	114	115	119	121
Thiamin	121	122	122	122	121	118	121	129	122
Riboflavin	145	139	140	131	124	122	127	119	130
Nicotinic acid equivalent	208	198	200	193	187	182	181	172	190
Vitamin C	252	205	217	184	167	156	157	152	181
Vitamin A (retinol equivalent)	216	216	215	203	193	192	191	178	199
Vitamin D (*a*)	87	81	83	79	88	89	92	108	84

TABLE 37—*continued*

	Income Group								All households
	A			B	C	D			
	A1	A2	A1 & A2			with earners (D1)	without earners (D2)	OAP	
	(iii) Percentage of energy value derived from protein, fat and carbohydrate								
Protein	12·2	11·8	11·9	11·5	11·4	11·7	11·5	11·3	11·6
Fat	45·4	43·6	44·0	41·9	41·1	40·3	41·6	41·9	42·0
Carbohydrate	42·3	44·5	44·0	46·4	47·3	47·9	46·8	46·7	46·3
	(iv) Animal protein as a percentage of total protein								
	69·1	65·6	66·5	62·2	60·3	61·0	63·7	63·2	62·5
	(a) Consumption of nutrients per 1,000 kcal								
Total protein (g)	30·6	29·5	29·8	28·9	28·6	29·1	28·9	28·4	28·9
Animal protein (g)	21·2	19·3	19·8	18·0	17·2	17·8	18·4	17·9	18·1
Fat (g)	50	48	49	47	46	45	46	47	47
Carbohydrate (g)	113	119	117	124	126	128	125	125	123
Calcium (mg)	452	428	434	407	395	400	414	405	407
Iron (mg)	5·3	5·2	5·2	5·2	5·1	5·2	5·0	4·9	5·2
Thiamin (mg)	0·46	0·46	0·46	0·46	0·45	0·45	0·44	0·44	0·45
Riboflavin (mg)	0·79	0·74	0·75	0·69	0·67	0·69	0·71	0·69	0·70
Nicotinic acid equivalent (mg)	12·7	11·7	12·0	11·4	11·2	11·5	11·3	11·1	11·4
Vitamin C (mg)	29	23	24	20	18	18	19	18	20
Vitamin A (retinol equivalent) (μg)	581	566	570	529	512	546	557	539	531
Vitamin D (*a*) (μg)	1·20	1·12	1·14	1·10	1·16	1·15	1·14	1·10	1·13

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

TABLE 38

Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1969

	Households with one man, one woman and								Other households with		
	no other		children only								
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
					(i) *Consumption per person per day*						
Energy value (kcal)	3,020	3.140	2,510	2,340	2,160	2,140	2,920	2,440	2,820	2,680	2,310
(MJ)	12·6	13·1	10·5	9·8	9·0	9·0	12·2	10·2	11·8	11·2	9·7
Total protein (g)	87·6	92·0	73·5	67·2	62·0	59·8	84·2	69·1	82·3	78·3	67·1
Animal protein (g)	56·7	59·4	46·6	42·0	37·9	34·4	52·5	40·2	53·1	48·4	41·1
Fat (g)	144	155	119	108	96	91	139	108	137	125	106
Carbohydrate (g)	366	367	305	292	278	288	353	318	335	330	289
Calcium (mg)	1,190	1,210	1,060	1,000	940	890	1,120	960	1,150	1,060	950
Iron (mg)	15·4	16·3	13·3	12·0	11·1	10·9	15·1	12·6	14·3	13·8	12·2
Thiamin (mg)	1·33	1·40	1·16	1·07	1·00	1·02	1·33	1·13	1·25	1·23	1·06
Riboflavin (mg)	2·09	2·14	1·82	1·67	1·56	1·48	1·96	1·62	1·98	1·79	1·62
Nicotinic acid equivalent (mg)	35·0	37·8	29·1	26·3	24·0	23·1	33·7	27·0	32·6	31·0	26·3
Vitamin C (mg)	62	68	53	47	41	37	61	47	57	58	45
Vitamin A (retinol equivalent) (μg)	1,680	1,700	1,400	1,220	1,080	1,060	1,600	1,210	1,570	1,370	1,230
Vitamin D (*a*) (μg)	3·51	3·34	2·89	2·69	2·61	2·43	3·07	2·65	3·14	2·78	2·71
					(ii) *As a percentage of recommended intakes*						
Energy value	118	123	109	109	102	102	111	102	115	106	102
Protein	137	144	128	125	117	114	129	115	134	124	118
(as a percentage of minimum requirement)	204	220	197	195	183	181	196	177	200	189	182
Calcium	214	227	194	189	176	167	209	175	215	203	175
Iron	134	143	125	118	109	108	125	108	127	119	112
Thiamin	129	134	123	121	115	119	125	116	126	120	115
Riboflavin	126	140	137	139	134	132	126	119	129	119	125
Nicotinic acid equivalent	192	225	197	195	183	181	196	177	190	186	180
Vitamin C	186	216	188	184	164	155	199	173	178	190	165
Vitamin A (retinol equivalent)	203	224	212	208	193	199	208	182	197	182	190
Vitamin D (*a*)	124	117	69	63	60	59	117	91	116	108	73

TABLE 38—*continued*

	Households with one man, one woman and						Other households with		
	no other		children only						
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adoles-cents only	adoles-cents and children	adults only	adoles-cents but no children	one or more children with or without adolescents
					(iii) Percentage of energy value derived from protein, fat and carbohydrate						
Protein	11·6	11·7	11·7	11·5	11·5	11·2	11·5	11·3	11·7	11·7	11·6
Fat	42·9	44·3	42·6	41·7	40·0	38·3	42·9	39·8	43·6	42·0	41·3
Carbohydrate	45·4	43·8	45·6	46·7	48·4	50·4	45·4	48·8	44·6	46·2	46·9
					(iv) Animal protein as a percentage of total protein						
	64·7	64·5	63·4	62·5	61·0	57·5	62·3	58·2	64·5	61·8	61·2
					(v) Consumption of nutrients per 1,000 kcal						
Total protein (g)	29·0	29·3	29·3	28·7	28·7	27·9	28·9	28·3	29·2	29·2	29·1
Animal protein (g)	18·8	18·9	18·6	17·9	17·5	16·1	18·0	16·5	18·9	18·1	17·8
Fat (g)	48	49	47	46	44	43	48	44	48	47	46
Carbohydrate (g)	121	117	122	125	129	134	121	130	119	123	125
Calcium (mg)	393	385	424	427	437	415	384	394	409	396	410
Iron (mg)	5·1	5·2	5·3	5·1	5·2	5·1	5·2	5·2	5·1	5·2	5·3
Thiamin (mg)	0·44	0·45	0·46	0·46	0·46	0·48	0·45	0·46	0·44	0·46	0·46
Riboflavin (mg)	0·69	0·68	0·72	0·71	0·72	0·69	0·67	0·66	0·70	0·67	0·70
Nicotinic acid equivalent (mg)	11·6	12·0	11·6	11·2	11·1	10·8	11·5	11·0	11·6	11·6	11·4
Vitamin C (mg)	20	22	21	20	19	17	21	19	20	22	19
Vitamin A (retinol equivalent) (μg)	557	543	557	518	500	495	549	494	558	511	531
Vitamin D (*a*) (μg)	1·16	1·06	1·15	1·15	1·21	1·13	1·05	1·08	1·11	1·04	1·17

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

TABLE 39

Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition within Income Groups, 1969

	Income Group	Households with one man and one woman and						
		no other (both adults under 55)	children only				adolescents only	adolescents and children
			1	2	3	4 or more		
		(i) Consumption per person per day						
Energy value (kcal)	A	3090	2510	2340	2040	(1970)	2930	2390
	B	3070	2520	2350	2200	2100	2910	2470
	C & D1	3280	2470	2340	2180	2270	2960	2420
(MJ)	A	12·9	10·5	9·8	8·5	8·3	12·3	10·0
	B	12·9	10·5	9·8	9·2	8·8	12·2	10·3
	C & D1	13·7	10·3	9·8	9·1	9·5	12·4	10·1
Total protein . (g)	A	96·5	75·0	68·5	60·2	(56·7)	86·4	70·5
	B	89·4	73·9	67·0	63·0	59·1	84·6	69·9
	C & D1	94·2	71·8	67·0	62·0	62·1	83·7	67·1
Animal protein . (g)	A	67·0	49·8	45·6	39·1	(36·5)	57·6	45·1
	B	57·7	46·7	41·6	38·8	34·0	52·0	40·6
	C & D1	58·3	44·1	40·2	36·0	33·9	50·5	36·9
Fat . . . (g)	A	161	124	115	96	(91)	146	113
	B	153	120	108	98	90	140	110
	C & D1	156	113	107	95	94	137	103
Carbohydrate . (g)	A	338	293	275	251	(249)	341	292
	B	357	305	297	284	281	351	323
	C & D1	401	313	299	288	316	373	327
Calcium . . (mg)	A	1280	1100	1020	970	(940)	1180	1040
	B	1180	1070	1000	950	890	1120	970
	C & D1	1220	1030	990	920	870	1080	900
Iron . . . (mg)	A	17·0	13·7	11·9	10·4	(10·0)	15·4	12·4
	B	15·8	13·4	12·0	11·3	10·7	15·2	12·8
	C & D1	16·8	12·8	12·0	11·4	11·7	15·1	12·5
Thiamin . . (mg)	A	1·40	1·16	1·06	0·95	(0·99)	1·32	1·10
	B	1·37	1·18	1·07	1·01	0·99	1·34	1·14
	C & D1	1·46	1·12	1·08	1·02	1·07	1·34	1·12
Riboflavin . . (mg)	A	2·36	1·92	1·74	1·60	(1·65)	2·15	1·76
	B	2·08	1·83	1·67	1·59	1·45	1·93	1·63
	C & D1	2·12	1·73	1·63	1·50	1·47	1·90	1·53
Nicotinic acid equivalent . (mg)	A	42·8	30·2	27·2	23·3	(22·5)	34·9	27·7
	B	36·2	29·4	26·2	24·4	22·7	33·8	27·3
	C & D1	37·9	27·7	25·9	23·9	23·9	33·3	26·0
Vitamin C . . (mg)	A	80	62	52	44	(36)	73	53
	B	69	52	46	41	37	60	47
	C & D1	60	46	43	37	35	54	41
Vitamin A (retinol equivalent) . (μg)	A	1880	1490	1270	1170	(1120)	1870	1250
	B	1690	1420	1230	1090	1020	1570	1220
	C & D1	1680	1330	1190	1030	1140	1530	1190
Vitamin D (*a*) . (μg)	A	3·43	3·01	2·64	2·26	(2·15)	3·27	2·45
	B	3·20	2·94	2·68	2·56	2·41	3·00	2·60
	C & D1	3·59	2·70	2·78	2·97	2·73	3·13	2·85

TABLE 39—*continued*

	Income Group	Households with one man and one woman and: no other (both adults under 55)	children only: 1	children only: 2	children only: 3	children only: 4 or more	adolescents only	adolescents and children
		(ii) As a percentage of recommended intake						
Energy value	A	121	114	112	95	(96)	115	104
	B	123	110	109	103	100	111	102
	C & D1	124	104	106	103	108	110	101
Protein	A	151	137	131	112	(111)	136	122
	B	143	129	125	118	113	129	115
	C & D1	142	121	121	117	118	124	112
(as a % of minimum requirements)	A	226	207	202	174	(174)	204	186
	B	218	199	195	186	178	197	176
	C & D1	219	187	189	185	188	190	172
Calcium	A	233	205	198	179	(180)	224	195
	B	226	194	191	176	166	211	175
	C & D1	224	186	182	173	165	198	165
Iron	A	146	132	119	100	(100)	129	110
	B	143	126	119	111	106	127	108
	C & D1	144	117	116	114	116	123	108
Thiamin	A	133	129	123	108	(117)	127	117
	B	134	125	122	116	116	126	116
	C & D1	134	115	119	118	124	122	115
Riboflavin	A	151	149	148	135	(149)	141	133
	B	139	138	140	136	128	125	118
	C & D1	134	127	131	130	130	119	113
Nicotinic acid equivalent	A	249	211	205	174	(179)	207	187
	B	220	200	195	186	177	198	176
	C & D1	219	183	187	184	187	189	171
Vitamin C	A	249	223	210	176	(153)	241	201
	B	223	184	182	165	157	197	171
	C & D1	188	160	163	151	147	169	154
Vitamin A (retinol equivalent)	A	241	235	222	204	(214)	247	193
	B	228	217	214	196	190	205	180
	C & D1	215	196	198	187	216	193	179
Vitamin D (*a*)	A	117	73	66	57	(51)	128	84
	B	114	69	62	57	58	115	90
	C & D1	126	67	62	66	65	115	98

TABLE 39—*continued*

	Income Group	Households with one man and one woman and: no other (both adults under 55)	children only: 1	children only: 2	children only: 3	children only: 4 or more	adolescents only	adolescents and children
		(iii) Consumption of nutrients per 1,000 kcal						
Total protein (g)	A	31·2	29·9	29·3	29·5	(28·7)	29·5	29·4
	B	29·1	29·3	28·5	28·7	28·2	29·1	28·3
	C & D1	28·7	29·1	28·6	28·5	27·4	28·3	27·7
Animal protein (g)	A	21·7	19·8	19·5	19·2	(18·5)	19·7	18·8
	B	18·8	18·5	17·7	17·6	16·2	17·9	16·4
	C & D1	17·8	17·8	17·2	16·5	14·9	17·1	15·2
Fat (g)	A	52	49	49	47	(46)	50	47
	B	50	48	46	45	43	48	44
	C & D1	48	46	45	44	41	46	43
Carbohydrate (g)	A	109	117	118	123	(126)	116	122
	B	116	121	126	129	134	121	131
	C & D1	122	127	128	132	139	126	135
Calcium (mg)	A	414	438	435	475	(475)	403	435
	B	385	424	427	431	423	386	394
	C & D1	372	417	422	424	385	367	373
Iron (mg)	A	5·5	5·4	5·1	5·1	(5·1)	5·2	5·2
	B	5·2	5·3	5·1	5·1	5·1	5·2	5·2
	C & D1	5·1	5·2	5·1	5·2	5·1	5·1	5·2
Thiamin (mg)	A	0·45	0·46	0·45	0·47	(0·50)	0·45	0·46
	B	0·45	0·47	0·46	0·46	0·47	0·46	0·46
	C & D1	0·44	0·45	0·46	0·47	0·47	0·45	0·46
Riboflavin (mg)	A	0·76	0·76	0·75	0·79	(0·83)	0·73	0·73
	B	0·68	0·73	0·71	0·72	0·69	0·66	0·66
	C & D1	0·65	0·70	0·69	0·69	0·65	0·64	0·63
Nicotinic acid equivalent (mg)	A	13·8	12·0	11·6	11·4	(11·4)	11·9	11·6
	B	11·8	11·7	11·1	11·1	10·8	11·6	11·0
	C & D1	11·6	11·2	11·1	11·0	10·5	11·3	10·8
Vitamin C (mg)	A	26	25	22	22	(18)	25	22
	B	22	21	20	19	18	21	19
	C & D1	18	19	18	17	15	18	17
Vitamin A (retinol equivalent) (μg)	A	607	595	546	573	(566)	638	522
	B	551	564	526	498	485	539	492
	C & D1	513	538	506	474	503	516	490
Vitamin D (*a*) (μg)	A	1·11	1·20	1·13	1·11	(1·09)	1·12	1·02
	B	1·04	1·17	1·14	1·16	1·15	1·03	1·05
	C & D1	1·09	1·09	1·19	1·36	1·20	1·06	1·18
		(iv) "Price of Energy" Index (b) all foods (All households = 100)						
	A	131	115	107	102	(95)	115	104
	B	110	101	94	90	83	103	92
	C & D1	100	94	90	85	78	98	84
	All income groups (*c*)	110	102	96	91	83	104	91

(*a*) The contributions from welfare and pharmaceutical sources are not recorded in the Survey.
(*b*) These indices, which show the relative differences in "cost per calorie", have been obtained by dividing the money value of food obtained for consumption in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.
(*c*) Including income groups not shown elsewhere in this table.

Figures in brackets are based on a sample of only 24 households.

TABLE 40

Energy Value and Nutrient Content of Household Food Consumption according to Age of Housewife and broad Socio-economic Grouping, 1969

	All households	Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV and V (skilled, partly skilled and unskilled occupations)						
		Age of housewife							Age of housewife						
		under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over
		(i) Consumption per person per day													
Energy value (kcal)	2570	2240	2240	2410	2780	2920	2800	2550	2380	2290	2520	2800	2970	2780	2550
(MJ)	10·8	9·4	9·4	10·1	11·6	12·2	11·7	10·7	10·0	9·6	10·5	11·7	12·4	11·6	10·7
Total protein (g)	74·4	67·7	65·8	69·1	82·3	86·2	81·6	73·2	70·1	66·2	71·0	80·7	86·3	80·6	73·4
Animal protein (g)	46·5	44·0	42·9	43·8	54·2	57·9	54·9	48·5	42·9	40·4	41·9	49·6	54·6	51·2	47·1
Fat (g)	120	109	107	113	134	144	141	121	109	104	113	132	141	130	120
Carbohydrate (g)	317	262	269	297	330	342	321	311	297	288	324	344	361	342	315
Calcium (mg)	1050	1010	1020	1030	1150	1200	1160	1060	1000	960	990	1080	1150	1110	1080
Iron (mg)	13·3	12·4	11·6	12·2	14·5	15·1	14·4	12·6	13·0	11·9	12·9	14·4	15·3	13·9	12·2
Thiamin (mg)	1·17	1·05	1·03	1·10	1·24	1·29	1·24	1·12	1·11	1·07	1·16	1·26	1·32	1·23	1·13
Riboflavin (mg)	1·79	1·69	1·72	1·73	2·00	2·10	2·04	1·90	1·68	1·62	1·67	1·87	2·02	1·91	1·80
Nicotinic acid equivalent (mg)	29·4	26·6	25·6	27·4	32·8	34·6	33·3	29·1	27·6	25·9	27·9	32·0	34·2	31·9	28·2
Vitamin C (mg)	52	48	51	52	68	67	71	59	47	44	47	54	59	51	42
Vitamin A (retinol equivalent) (μg)	1360	1320	1280	1270	1550	1660	1650	1370	1240	1190	1270	1520	1600	1480	1280
Vitamin D (*a*) (μg)	2·90	2·90	2·70	2·70	3·01	3·55	3·25	2·42	3·03	2·68	2·74	3·02	3·31	3·11	2·49
		(ii) As a percentage of recommended intakes													
Energy value	109	107	107	105	111	117	116	104	110	106	106	110	115	116	110
Protein	126	129	126	121	132	138	136	119	130	123	119	126	134	135	127
(as a percentage of minimum requirement)	193	195	193	185	198	205	197	172	202	193	184	194	203	197	184
Calcium	194	199	190	191	215	222	209	186	181	182	181	201	210	201	198
Iron	121	127	116	109	124	133	129	107	130	118	114	124	132	124	111
Thiamin	122	122	119	118	122	127	128	113	126	121	119	121	126	128	122
Riboflavin	130	136	144	133	134	134	127	116	136	135	123	125	127	120	118
Nicotinic acid equivalent	190	193	192	187	198	199	187	160	201	193	184	193	195	180	164
Vitamin C	181	179	194	195	228	209	215	174	168	169	174	180	183	155	131
Vitamin A (retinol equivalent)	199	211	220	199	209	210	201	162	199	205	191	204	200	180	159
Vitamin D (*a*)	84	67	56	87	115	127	117	84	57	60	90	110	115	112	92

TABLE 40—*continued*

	All households	Head of household in Registrars-General's Social Classes I & II (professional and intermediate occupations)							Head of household in Registrars-General's Social Classes III, IV & V (skilled, partly skilled and unskilled occupations)						
		Age of housewife							Age of housewife						
		under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over	under 25 years	25–34 years	35–44 years	45–54 years	55–64 years	65–74 years	75 years & over
							(iii) Percentage of energy value derived from protein, fat and carbohydrate								
Protein	11·6	12·1	11·8	11·5	11·9	11·8	11·7	11·5	11·8	11·6	11·3	11·5	11·6	11·6	11·5
Fat	42·0	43·9	43·1	42·1	43·5	44·2	45·4	42·7	41·2	41·0	40·4	42·3	42·8	42·2	42·1
Carbohydrate	46·3	43·9	45·0	46·3	44·6	43·9	42·9	45·7	46·8	47·3	48·2	46·1	45·5	46·1	46·2
							(iv) Animal protein as a percentage of total protein								
	62·5	65·0	65·3	63·4	65·8	67·2	67·3	66·2	61·2	61·1	59·1	61·5	63·3	63·5	64·2
							(v) Consumption of nutrients per 1,000 kcal								
Total protein (g)	28·9	30·3	29·4	28·7	29·6	29·5	29·1	28·7	29·5	28·9	28·2	28·8	29·1	29·0	28·8
Animal protein (g)	18·1	19·7	19·2	18·2	19·5	19·8	19·6	19·0	18·0	17·7	16·6	17·7	18·4	18·4	18·5
Fat (g)	47	49	48	47	48	49	50	47	46	46	45	47	48	47	47
Carbohydrate (g)	123	117	120	123	119	117	114	122	125	126	129	123	121	123	123
Calcium (mg)	407	453	454	428	416	411	413	416	420	420	391	386	388	400	422
Iron (mg)	5·2	5·6	5·2	5·0	5·2	5·2	5·1	4·9	5·5	5·2	5·1	5·2	5·1	5·0	4·8
Thiamin (mg)	0·45	0·47	0·46	0·46	0·45	0·44	0·44	0·44	0·47	0·47	0·46	0·45	0·44	0·44	0·44
Riboflavin (mg)	0·70	0·76	0·77	0·72	0·72	0·72	0·73	0·74	0·71	0·71	0·66	0·67	0·68	0·69	0·71
Nicotinic acid equivalent (mg)	11·4	11·9	11·5	11·4	11·8	11·8	11·9	11·4	11·6	11·3	11·1	11·4	11·5	11·5	11·1
Vitamin C (mg)	20	22	23	21	24	23	25	23	20	19	19	19	20	18	17
Vitamin A (retinol equivalent) (μg)	531	589	572	526	560	570	588	539	522	518	502	541	540	531	503
Vitamin D (*a*) (μg)	1·13	1·30	1·21	1·12	1·08	1·22	1·16	0·95	1·27	1·17	1·09	1·08	1·11	1·12	0·98

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

Tables of Average Consumption, Expenditure, Prices and Nutrition relating to All Households in the National Food Survey Sample, 1970

TABLE 41

Household Food Consumption and Purchases, 1970: National Averages

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

	Consumption					Purchases
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	3·83	3·77	3·79	3·89	3·82	3·66
Welfare (pt.)	0·70	0·71	0·72	0·64	0·69	0·66
School (pt.)	0·14	0·14	0·08	0·13	0·12	—
Total Liquid Milk (pt.)	*4·67*	*4·62*	*4·59*	*4·67*	*4·63*	*4·32*
Condensed Milk (eq. pt.)	0·17	0·21	0·23	0·21	0·20	0·20
Dried Milk						
National (eq. pt.)	0·01	...	0·01	0·01	0·01	0·01
Branded (eq. pt.)	0·09	0·09	0·13	0·08	0·10	0·10
Other milk (*a*) (pt.)	0·09	0·12	0·10	0·08	0·10	0·10
Cream (pt.)	0·03	0·04	0·04	0·03	0·04	0·04
Total Milk and Cream (pt. or eq. pt.)	*5·06*	*5·08*	*5·09*	*5·08*	*5·08*	*4·77*
CHEESE:						
Natural	3·13	3·25	3·25	3·36	3·25	3·24
Processed	0·31	0·39	0·35	0·33	0·34	0·34
Total Cheese	*3·44*	*3·65*	*3·60*	*3·69*	*3·59*	*3·58*
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	8·31	7·27	7·35	8·27	7·80	7·77
Mutton and lamb	4·87	5·15	5·66	5·33	5·25	5·18
Pork	3·03	2·68	2·83	2·79	2·83	2·81
Total Carcase Meat	*16·21*	*15·10*	*15·84*	*16·39*	*15·88*	*15·76*
Other meat and meat products						
Bones	0·20	0·12	0·10	0·15	0·14	0·14
Liver	0·82	0·88	0·80	0·75	0·81	0·81
Offals, other than liver	0·63	0·50	0·39	0·52	0·51	0·51
Bacon and ham, uncooked	5·22	5·19	5·48	5·39	5·32	5·28
Bacon and ham, cooked, including canned	0·77	1·06	0·99	0·96	0·94	0·94
Cooked chicken	0·20	0·24	0·25	0·20	0·22	0·22
Corned meat	0·60	0·81	0·81	0·63	0·71	0·71
Other cooked meat, not purchased in cans	0·56	0·82	0·71	0·60	0·67	0·67
Other canned meat	2·02	1·94	2·10	1·87	1·98	1·98
Broiler chicken, uncooked (*b*)	3·49	3·59	3·73	3·22	3·51	3·48
Other poultry, uncooked, not quick-frozen	0·60	0·77	0·64	0·72	0·68	0·62
Other poultry, uncooked, quick-frozen	0·90	0·49	0·62	0·60	0·65	0·65

(*a*) Including skimmed milk powder.

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

TABLE 41—*continued*

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

	1970					
	Consumption					Purchases
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	Yearly average
Other meat and meat products—*contd.*						
Rabbit, game and other meat	0·13	0·10	0·09	0·18	0·12	0·10
Sausages, uncooked, pork	2·44	2·32	2·21	2·47	2·36	2·36
Sausages, uncooked, beef	1·36	1·29	1·43	1·42	1·38	1·37
Meat pies and sausage rolls, ready-to-eat	0·82	0·77	0·74	0·75	0·77	0·77
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	0·59	0·49	0·61	0·52	0·55	0·55
Other meat products	2·24	2·38	2·26	2·44	2·33	2·32
Total Other Meat and Meat Products	*23·57*	*23·75*	*23·96*	*23·36*	*23·65*	*23·48*
Total Meat and Meat Products	*39·78*	*38·85*	*39·80*	*39·75*	*39·53*	*39·24*
FISH:						
White, filleted, fresh	1·14	0·99	0·99	1·17	1·07	1·07
White, unfilleted, fresh	0·72	0·66	0·70	0·64	0·68	0·66
White, uncooked, quick-frozen	0·33	0·34	0·34	0·29	0·32	0·32
Herrings, filleted, fresh	...	0·02	0·02	0·01	0·01	0·01
Herrings, unfilleted, fresh	0·13	0·05	0·06	0·11	0·09	0·09
Fat, fresh, other than herrings	0·11	0·12	0·13	0·08	0·11	0·10
White processed	0·37	0·27	0·25	0·29	0·30	0·29
Fat, processed, filleted	0·08	0·07	0·07	0·06	0·07	0·07
Fat, processed, unfilleted	0·15	0·12	0·17	0·16	0·15	0·15
Shell	0·05	0·04	0·03	0·06	0·04	0·04
Cooked	0·91	1·11	1·08	0·95	1·01	1·01
Salmon, canned	0·30	0·38	0·39	0·44	0·38	0·38
Other canned or bottled fish	0·28	0·36	0·30	0·30	0·31	0·31
Fish products, not quick-frozen	0·13	0·16	0·16	0·13	0·14	0·14
Quick-frozen fish products, and quick-frozen fish not specified above	0·64	0·74	0·66	0·63	0·67	0·67
Total Fish	*5·34*	*5·42*	*5·36*	*5·31*	*5·35*	*5·31*
EGGS (no.)	4·54	4·79	4·70	4·63	4·66	4·44
FATS:						
Butter	5·72	5·92	5·92	6·39	5·99	5·98
Margarine	2·87	2·88	2·86	2·84	2·86	2·86
Lard and compound cooking fat	2·23	2·15	2·24	2·23	2·21	2·21
Suet	0·14	0·08	0·07	0·20	0·12	0·12
Vegetable and salad oils (fl. oz.)	0·61	0·58	0·53	0·77	0·62	0·62
All other fats	0·15	0·17	0·13	0·15	0·15	0·15
Total Fats	*11·72*	*11·79*	*11·76*	*12·58*	*11·95*	*11·94*
SUGAR AND PRESERVES:						
Sugar	16·32	16·82	17·61	16·99	16·94	16·94
Jams, jellies and fruit curds	1·30	1·34	1·32	1·26	1·30	1·23
Marmalade	0·91	0·77	0·86	0·86	0·85	0·85
Syrup, treacle and honey	0·44	0·41	0·39	0·43	0·42	0·42
Total Sugar and Preserves	*18·97*	*19·34*	*20·19*	*19·55*	*19·51*	*19·44*

TABLE 41—*continued*

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

	1970					
	Consumption					Purchases
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	Yearly average
VEGETABLES:						
Old potatoes						
January–August, not pre-packed	41·14	23·82	0·12	—	16·27	15·43
January–August, pre-packed	13·25	7·56	—	—	5·20	5·20
New potatoes						
January–August, not pre-packed	0·45	14·61	28·37	—	10·86	10·05
January–August, pre-packed	—	0·63	3·07	—	0·92	0·92
Potatoes						
September–December, not pre-packed	—	—	15·74	46·55	15·57	13·62
September–December, pre-packed	—	—	1·93	10·13	3·02	3·02
Total Fresh Potatoes	*54·85*	*46·61*	*49·22*	*56·68*	*51·84*	*48·24*
Cabbages, fresh	3·86	4·76	4·99	4·37	4·50	3·78
Brussels sprouts, fresh	4·47	0·38	0·50	4·54	2·47	2·12
Cauliflowers, fresh	1·47	4·22	2·56	2·83	2·77	2·61
Leafy salads	0·41	1·78	1·99	0·65	1·21	0·98
Peas, fresh	0·06	0·72	1·77	0·07	0·66	0·42
Peas, quick-frozen	1·08	1·12	0·86	1·03	1·02	1·02
Beans, fresh	0·15	0·47	4·05	0·50	1·29	0·59
Beans, quick-frozen	0·32	0·43	0·24	0·24	0·31	0·30
Other fresh green vegetables	0·10	0·52	0·17	0·11	0·22	0·10
Total Fresh Green Vegetables	*11·93*	*14·40*	*17·12*	*14·35*	*14·45*	*11·92*
Carrots, fresh	3·50	2·24	2·56	3·72	3·00	2·66
Turnips and swedes, fresh	1·54	0·57	0·68	1·69	1·12	0·94
Other root vegetables, fresh	0·90	0·67	1·10	0·98	0·91	0·67
Onions, shallots, leeks, fresh	3·05	2·68	2·77	3·51	3·00	2·76
Cucumbers, fresh	0·27	1·21	1·13	0·41	0·76	0·73
Mushrooms, fresh	0·40	0·35	0·34	0·37	0·36	0·36
Miscellaneous fresh vegetables	0·33	0·24	1·56	1·07	0·80	0·60
Canned peas	3·31	3·35	3·02	3·11	3·20	3·20
Canned beans	3·89	3·84	3·71	3·99	3·86	3·86
Canned vegetables, other than pulses or potatoes	1·18	1·32	1·06	1·06	1·16	1·16
Dried pulses, other than air-dried	0·50	0·41	0·31	0·40	0·40	0·40
Air-dried vegetables	0·03	0·05	0·03	0·03	0·04	0·04
Chips, excluding quick-frozen	1·28	1·32	1·43	1·37	1·35	1·34
Other potato products, not quick-frozen	0·81	0·85	0·69	0·71	0·76	0·76
Other vegetable products	0·13	0·14	0·16	0·09	0·13	0·13
All quick-frozen vegetables and vegetable products, not specified above	0·35	0·53	0·38	0·38	0·41	0·41
Total Other Vegetables	*21·46*	*19·79*	*20·94*	*22·90*	*21·26*	*20·02*
Total Vegetables	*88·24*	*80·80*	*87·28*	*93·93*	*87·55*	*80·18*

TABLE 41—*continued*

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

	1970					
	Consumption					Purchases
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	4·64	5·06	2·50	2·55	3·69	3·68
Other citrus fruit	1·60	1·48	0·83	1·37	1·32	1·31
Apples	6·46	6·06	7·65	9·10	7·32	6·09
Pears	0·63	0·55	1·15	1·46	0·95	0·89
Stone fruit	0·06	0·16	2·42	0·09	0·68	0·63
Grapes	0·22	0·14	0·55	0·87	0·44	0·44
Soft fruit, other than grapes	0·05	1·77	1·60	0·08	0·88	0·53
Bananas	2·71	3·19	3·09	2·97	2·99	2·98
Rhubarb	0·18	1·27	0·37	...	0·46	0·14
Tomatoes	1·94	4·22	6·43	3·41	4·00	3·61
Other fresh fruit	0·07	0·08	1·09	0·41	0·41	0·41
Total Fresh Fruit	*18·55*	*23·99*	*27·67*	*22·32*	*23·14*	*20·71*
Tomatoes, canned or bottled	0·90	0·89	0·66	0·85	0·82	0·82
Canned peaches, pears and pineapples	1·94	2·60	2·34	2·40	2·32	2·32
Other canned or bottled fruit	2·18	2·37	2·27	2·34	2·29	2·20
Dried fruit and dried fruit products	0·72	0·68	0·65	1·74	0·95	0·95
Nuts and nut products	0·17	0·13	0·17	0·41	0·22	0·22
Fruit juices (fl. oz.)	0·49	0·53	0·66	0·54	0·56	0·56
Welfare orange juice (fl. oz.)	0·03	0·06	0·05	0·02	0·04	0·04
Total Other Fruit and Fruit Products	*6·42*	*7·26*	*6·81*	*8·29*	*7·20*	*7·11*
Total Fruit	*24·97*	*31·25*	*34·48*	*30·61*	*30·34*	*27·82*
CEREALS:						
Brown bread	2·29	2·24	2·63	2·54	2·42	2·42
White bread, large loaves, unwrapped	6·49	6·36	7·65	6·90	6·85	6·84
White bread, large loaves, wrapped	20·88	20·78	20·59	19·23	20·37	20·36
White bread, small loaves, unwrapped	2·92	2·86	3·04	2·75	2·89	2·89
White bread, small loaves, wrapped	1·88	2·03	2·32	2·26	2·12	2·12
Wholewheat and wholemeal bread	0·49	0·54	0·47	0·49	0·50	0·50
Other bread	3·07	2·81	2·77	3·18	2·96	2·94
Total Bread	*38·02*	*37·62*	*39·47*	*37·36*	*38·11*	*38·07*
Flour	5·70	5·28	5·40	6·36	5·68	5·68
Buns, scones and teacakes	1·41	0·96	1·01	1·47	1·21	1·21
Cakes and pastries	4·32	4·65	4·32	4·59	4·47	4·46
Biscuits, other than chocolate biscuits	4·52	4·91	4·66	5·05	4·78	4·78
Chocolate biscuits	0·92	1·04	0·95	0·99	0·98	0·98
Oatmeal and oat products	0·65	0·36	0·23	0·75	0·50	0·50
Breakfast cereals	2·58	2·82	2·91	2·66	2·74	2·74
Canned milk puddings	1·74	1·64	1·62	1·77	1·69	1·69

TABLE 41—*continued*

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

	1970					
	Consumption					Purchases
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	Yearly average
CEREALS—*contd.*						
Other puddings	0·43	0·31	0·19	0·48	0·35	0·35
Rice	0·53	0·79	0·45	0·55	0·58	0·58
Invalid foods, including slimming foods	0·21	0·17	0·14	0·13	0·16	0·16
Infant foods, not canned or bottled	0·13	0·13	0·15	0·13	0·14	0·14
Cereal convenience foods, including canned, not specified above	1·57	1·57	1·49	1·71	1·58	1·58
Other cereal foods	0·24	0·17	0·25	0·20	0·22	0·22
Total Cereals	*62·95*	*62·41*	*63·25*	*64·18*	*63·19*	*63·14*
BEVERAGES:						
Tea	2·57	2·69	2·46	2·65	2·59	2·59
Coffee, bean and ground	0·10	0·07	0·09	0·10	0·09	0·09
Coffee, instant	0·43	0·39	0·43	0·43	0·42	0·42
Coffee essences (fl. oz.)	0·07	0·06	0·08	0·05	0·06	0·06
Cocoa and drinking chocolate	0·22	0·21	0·19	0·19	0·20	0·20
Branded food drinks	0·35	0·23	0·19	0·22	0·25	0·25
Total Beverages	*3·74*	*3·66*	*3·44*	*3·64*	*3·61*	*3·61*
MISCELLANEOUS:						
Baby foods, canned or bottled	0·93	0·71	0·84	0·79	0·82	0·82
Soups, canned	4·41	3·05	2·64	4·04	3·54	3·54
Soups, dehydrated and powdered	0·17	0·07	0·09	0·12	0·11	0·11
Spreads and dressings	0·13	0·40	0·33	0·18	0·26	0·26
Pickles and sauces	1·48	1·51	1·55	1·66	1·55	1·53
Meat and vegetable extracts	0·17	0·12	0·13	0·17	0·15	0·15
Table jellies, squares and crystals (eq. pt.)	0·06	0·10	0·10	0·07	0·08	0·08
Ice-cream (served as part of a meal), mousse, soufflé	0·53	1·35	1·02	0·53	0·86	0·86
All quick-frozen foods not specified above	0·15	0·17	0·15	0·17	0·16	0·16
Salt	0·96	1·05	0·97	1·04	1·00	1·00

TABLE 42

Household Food Expenditure, 1970: National Averages

(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	
MILK AND CREAM:						
Liquid milk						
Full price	17·42	17·35	17·57	18·92	17·82	95
Welfare	1·73	1·78	1·68	1·53	1·68	22
Total Liquid Milk	*19·15*	*19·13*	*19·25*	*20·46*	*19·50*	
Condensed milk	0.67	0.82	0·90	0.86	0.81	26
Dried milk						
National	0·03	...	0·02	0·02	0·02	...
Branded	0·35	0·37	0·50	0·31	0·39	3
Other milk (*a*)	0·51	0·73	0·68	0·54	0·61	13
Cream	0·83	1·00	1·23	0·99	1·01	25
Total Milk and Cream	*21·54*	*22·05*	*22·58*	*23·18*	*22·34*	
CHEESE:						
Natural	3·82	3·97	4·12	4·42	4·09	73
Processed	0·54	0·65	0·60	0·58	0·59	19
Total Cheese	*4·36*	*4·62*	*4·73*	*5·00*	*4·68*	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	16·98	15·30	15·67	17·85	16·45	75
Mutton and lamb	7·20	7·76	8·85	8·20	8·00	51
Pork	5·33	4·81	5·03	5·27	5·11	36
Total Carcase Meat	*29·50*	*27·87*	*29·55*	*31·32*	*29·56*	
Other meat and meat products						
Bones	0·07	0·06	0·04	0·05	0·06	2
Liver	1·39	1·55	1·37	1·34	1·41	25
Offals, other than liver	0·75	0·58	0·52	0·70	0·64	17
Bacon and ham, uncooked	8·80	8·56	9·37	9·68	9·10	82
Bacon and ham, cooked, including canned	2·40	3·30	3·16	3·04	2·98	41
Cooked chicken	0·33	0·46	0·52	0·39	0·42	4
Corned meat	1·22	1·61	1·66	1·33	1·46	26
Other cooked meat, not purchased in cans	1·31	1·98	1·70	1·48	1·62	30
Other canned meat	2·39	2·46	2·67	2·42	2·49	33
Broiler chicken, uncooked (*b*)	3·58	3·91	4·28	3·81	3·89	25
Other poultry, uncooked, not quick-frozen	0·61	0·70	0·60	0·90	0·70	2
Other poultry, uncooked, quick-frozen	0·96	0·48	0·69	0·65	0·70	3
Rabbit, game and other meat	0·14	0·08	0·11	0·26	0·15	1

(*a*) Including skimmed milk powder.

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

TABLE 42—*continued*

(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	
Other meat and meat products—*contd.*						
Sausages, uncooked, pork	2·87	2·82	2·73	3·13	2·89	47
Sausages, uncooked, beef	1·37	1·34	1·51	1·54	1·44	25
Meat pies and sausage rolls, ready-to-eat	0·99	0·93	0·93	0·94	0·95	20
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	1·02	0·86	1·12	1·01	1·00	14
Other meat products	2·94	3·19	3·05	3·40	3·15	46
Total Other Meat and Meat Products	*33·16*	*34·88*	*36·01*	*36·08*	*35·05*	
Total Meat and Meat Products	*62·67*	*62·74*	*65·56*	*67·39*	*64·61*	
FISH:						
White, filleted, fresh	1·65	1·48	1·45	1·80	1·59	21
White, unfilleted, fresh	0·97	0·88	0·90	0·95	0·93	11
White, uncooked, quick-frozen	0·55	0·60	0·61	0·55	0·58	9
Herrings, filleted, fresh	...	0·02	0·02	0·01	0·01	...
Herrings, unfilleted, fresh	0·09	0·04	0·05	0·10	0·07	2
Fat, fresh, other than herrings	0·14	0·14	0·12	0·09	0·12	2
White, processed	0·50	0·40	0·35	0·41	0·42	7
Fat, processed, filleted	0·09	0·10	0·10	0·08	0·09	2
Fat, processed, unfilleted	0·12	0·12	0·16	0·16	0·14	3
Shell	0·15	0·12	0·08	0·25	0·15	2
Cooked	1·43	1·74	1·78	1·60	1·64	23
Salmon, canned	1·00	1·27	1·29	1·42	1·25	16
Other canned or bottled fish	0·49	0·64	0·57	0·56	0·56	13
Fish products, not quick-frozen	0·24	0·35	0·29	0·23	0·28	10
Quick-frozen fish products, and quick-frozen fish not specified above	1·00	1·16	1·13	1·08	1·09	20
Total Fish	*8·42*	*9·06*	*8·90*	*9·29*	*8·92*	
EGGS	8·31	8·33	7·63	8·34	8·15	86
FATS:						
Butter	6·17	6·35	6·49	7·27	6·57	84
Margarine	2·02	2·06	2·08	2·19	2·09	48
Lard and compound cooking fat	1·18	1·20	1·24	1·30	1·23	47
Suet	0·12	0·08	0·07	0·17	0·11	5
Vegetable and salad oils	0·53	0·47	0·45	0·70	0·54	7
All other fats	0·10	0·12	0·10	0·12	0·11	4
Total Fats	*10·11*	*10·26*	*10·43*	*11·75*	*10·65*	

TABLE 42—*continued*

(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	
SUGAR AND PRESERVES:						
Sugar	3·89	3·99	4·26	4·16	4·07	81
Jams, jellies and fruit curds	0·88	0·86	0·86	0·81	0·85	22
Marmalade	0·53	0·46	0·52	0·53	0·51	15
Syrup, treacle and honey	0·31	0·31	0·30	0·33	0·31	7
Total Sugar and Preserves	*5·61*	*5·62*	*5·93*	*5·84*	*5·74*	
VEGETABLES:						
Old potatoes						
January–August, not pre-packed	4·83	3·52	...	—	2·09	(*c*)
January–August, pre-packed	1·92	1·32	—	—	0·81	
New potatoes						
January–August, not pre-packed	0·15	3·96	3·88	—	2·00	
January–August, pre-packed	—	0·17	0·45	—	0·15	
Potatoes						
September–December, not pre-packed	—	—	1·45	3·93	1·34	
September–December, pre-packed	—	—	0·23	1·18	0·35	
Total Fresh Potatoes	*6·91*	*8·96*	*6·00*	*5·11*	*6·74*	
Cabbages, fresh	0·87	1·22	0·93	0·77	0·95	35
Brussels sprouts, fresh	1·23	0·10	0·18	1·10	0·65	24
Cauliflowers, fresh	0·64	1·43	0·80	0·85	0·93	27
Leafy salads	0·56	1·53	0·91	0·51	0·88	34
Peas, fresh	—	0·13	0·48	...	0·15	(*c*)
Peas, quick-frozen	1·02	1·04	0·79	0·97	0·96	23
Beans, fresh	...	0·10	0·84	0·08	0·26	(*c*)
Beans, quick-frozen	0·40	0·48	0·28	0·29	0·36	9
Other fresh green vegetables	0·02	0·08	0·02	0·02	0·03	1
Total Fresh Green Vegetables	*4·75*	*6·12*	*5·23*	*4·60*	*5·17*	
Carrots, fresh	0·68	0·53	0·48	0·58	0·57	36
Turnips and swedes, fresh	0·25	0·10	0·09	0·25	0·17	12
Other root vegetables, fresh	0·24	0·25	0·30	0·23	0·25	12
Onions, shallots, leeks, fresh	1·03	1·18	0·90	0·85	0·99	42
Cucumbers, fresh	0·27	0·91	0·68	0·30	0·54	21
Mushrooms, fresh	0·58	0·48	0·46	0·58	0·52	16
Miscellaneous fresh vegetables	0·18	0·15	0·35	0·37	0·26	10
Canned peas	1·23	1·22	1·12	1·20	1·19	41
Canned beans	1·51	1·48	1·48	1·61	1·52	49
Canned vegetables, other than pulses or potatoes	0·59	0·65	0·53	0·58	0·59	21

(*c*) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 44 below.

TABLE 42—*continued*

(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	
VEGETABLES—*contd.*						
Dried pulses, other than air-dried	0·32	0·28	0·22	0·28	0·28	10
Air-dried vegetables	0·15	0·18	0·11	0·12	0·14	4
Chips, not quick-frozen	0·78	0·98	1·08	0·98	0·95	25
Other potato products, not quick-frozen	1·23	1·24	1·15	1·19	1·21	29
Other vegetable products	0·10	0·14	0·15	0·09	0·12	5
All quick-frozen vegetables and vegetable products, not specified above	0·36	0·51	0·39	0·39	0·41	9
Total Other Vegetables	*9·48*	*10·29*	*9·49*	*9·58*	*9·71*	
Total Vegetables	*21·14*	*25·38*	*20·73*	*19·28*	*21·62*	
FRUIT:						
Fresh						
Oranges	1·67	1·72	1·04	1·05	1·37	33
Other citrus fruit	0·74	0·62	0·45	0·77	0·64	17
Apples	2·74	3·09	2·45	2·43	2·68	53
Pears	0·28	0·29	0·45	0·50	0·38	11
Stone fruit	0·07	0·15	1·29	0·01	0·38	8
Grapes	0·20	0·15	0·40	0·51	0·32	7
Soft fruit, other than grapes	...	0·91	0·68	0·01	0·40	5
Bananas	1·19	1·48	1·51	1·37	1·39	38
Rhubarb	0·09	0·11	0·01	—	0·05	2
Tomatoes	1·82	4·56	3·78	2·15	3·08	59
Other fresh fruit	0·04	0·05	0·45	0·21	0·19	3
Total Fresh Fruit	*8·84*	*13·14*	*12·51*	*9·02*	*10·88*	
Tomatoes, canned or bottled	0·45	0·43	0·33	0·42	0·41	16
Canned peaches, pears and pineapples	1·05	1·42	1·33	1·36	1·29	30
Other canned or bottled fruit	1·29	1·42	1·48	1·55	1·43	31
Dried fruit and dried fruit products	0·59	0·57	0·52	1·42	0·77	16
Nuts and nut products	0·26	0·20	0·28	0·84	0·40	8
Fruit juices	0·47	0·42	0·51	0·52	0·48	8
Welfare orange juice	0·03	0·08	0·06	0·03	0·05	1
Total Other Fruit and Fruit Products	*4·14*	*4·55*	*4·51*	*6·14*	*4·83*	
Total Fruit	*12·98*	*17·68*	*17·03*	*15·16*	*15·71*	
CEREALS:						
Brown bread	0·92	0·92	1·08	1·05	0·99	28
White bread, large loaves, unwrapped	2·01	2·06	2·50	2·28	2·21	28
White bread, large loaves, wrapped	6·50	6·70	6·69	6·34	6·56	57

TABLE 42—*continued*

(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	
CEREALS—*contd.*						
White bread, small loaves, unwrapped	1·10	1·10	1·16	1·07	1·11	27
White bread, small loaves, wrapped	0·76	0·82	0·95	0·93	0·87	23
Wholewheat and wholemeal bread	0·18	0·21	0·18	0·20	0·19	5
Other bread	2·06	1·91	1·94	2·23	2·04	40
Total Bread	*13·53*	*13·72*	*14·50*	*14·09*	*13·97*	
Flour	1·17	1·11	1·14	1·36	1·20	35
Buns, scones and teacakes	1·07	0·75	0·82	1·04	0·92	28
Cakes and pastries	4·80	5·23	5·08	5·43	5·14	64
Biscuits, other than chocolate biscuits	3·55	3·92	3·79	4·33	3·90	73
Chocolate biscuits	1·42	1·66	1·52	1·64	1·56	31
Oatmeal and oat products	0·28	0·17	0·11	0·36	0·23	7
Breakfast cereals	2·15	2·41	2·53	2·28	2·34	44
Canned milk puddings	0·59	0·57	0·59	0·64	0·60	21
Other puddings	0·38	0·29	0·18	0·46	0·33	8
Rice	0·26	0·37	0·22	0·29	0·29	8
Invalid foods, including slimming foods	0·24	0·19	0·15	0·18	0·19	2
Infant foods, not canned or bottled	0·17	0·18	0·21	0·20	0·19	4
Cereal convenience foods, including canned, not specified above	1·18	1·28	1·19	1·24	1·22	34
Other cereal foods	0·13	0·09	0·15	0·12	0·12	5
Total Cereals	*30·93*	*31·94*	*32·19*	*33·66*	*32·20*	
BEVERAGES:						
Tea	5·06	5·26	5·08	5·63	5·26	79
Coffee, bean and ground	0·27	0·22	0·29	0·33	0·28	3
Coffee, instant	2·50	2·22	2·52	2·69	2·48	30
Coffee, essences	0·10	0·09	0·12	0·08	0·10	2
Cocoa and drinking chocolate	0·32	0·32	0·26	0·28	0·30	7
Branded food drinks	0·63	0·43	0·35	0·42	0·46	7
Total Beverages	*8·89*	*8·54*	*8·62*	*9·43*	*8·88*	
MISCELLANEOUS:						
Baby foods, canned or bottled	0·75	0·58	0·70	0·66	0·68	7
Soups, canned	1·92	1·33	1·22	1·83	1·58	35
Soups, dehydrated and powdered	0·43	0·19	0·25	0·33	0·30	8
Spreads and dressings	0·15	0·44	0·38	0·21	0·29	8
Pickles and sauces	1·18	1·18	1·20	1·38	1·23	30
Meat and vegetable extracts	0·81	0·64	0·60	0·82	0·72	18
Table jellies, squares and crystals	0·24	0·38	0·39	0·31	0·33	15

TABLE 42—*continued*

(new pence per person per week)

	1970					Percentage of all households purchasing each type of food during survey week
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average	
MISCELLANEOUS—*contd.*						
Ice-cream (served as part of a meal), mousse, soufflé	0·48	1·20	0·98	0·50	0·79	15
All quick-frozen foods not specified above	0·19	0·24	0·20	0·22	0·21	5
Salt	0·18	0·19	0·18	0·19	0·18	12
Artificial sweeteners (expenditure only)	0·02	0·04	0·01	0·02	0·02	...
Miscellaneous (expenditure only)	0·82	0·82	0·85	0·99	0·87	29
Total Miscellaneous	*7·17*	*7·22*	*6·95*	*7·46*	*7·20*	
TOTAL EXPENDITURE	£2·02	£2·13	£2·11	£2·16	£2·11	

TABLE 43

Household Food Prices[a] 1970: National Averages

	Average prices paid in 1970				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	4·72	4·74	4·89	5·11	4·86
Welfare	2·58	2·59	2·56	2·56	2·57
Total Liquid Milk Purchased	4·39	4·40	4·52	4·75	4·51
Condensed milk	3·85	3·94	3·92	4·02	3·93
Dried milk					
National	2·32	1·67	2·86	2·61	2·46
Branded	3·92	3·95	3·93	4·11	3·97
Other milk (*b*)	5·67	5·96	7·15	7·09	6·40
Cream	30·99	27·84	31·62	31·35	30·44
CHEESE:					
Natural	19·54	19·53	20·33	21·08	20·10
Processed	27·79	26·25	27·94	28·47	27·55
MEAT AND MEAT PRODUCTS:					
Carcase meat					
Beef and veal	32·75	34·06	34·14	34·60	33·83
Mutton and lamb	24·07	24·52	25·23	24·99	24·72
Pork	28·41	28·84	28·48	30·49	28·98
Other meat and meat products					
Bones	5·39	7·99	6·60	5·43	6·16
Liver	27·24	28·16	27·48	28·76	27·85
Offals, other than liver	19·17	19·00	21·45	21·69	20·16
Bacon and ham, uncooked	26·97	27·27	27·40	28·76	27·56
Bacon and ham, cooked, including canned	50·05	49·64	51·05	50·87	50·40
Cooked chicken	26·77	30·53	33·02	31·62	30·57
Corned meat	32·55	31·95	32·82	34·04	32·76
Other cooked meat, not purchased in cans	37·43	38·55	38·28	39·72	38·45
Other canned meat	18·97	20·30	20·37	20·67	20·03
Broiler chicken, uncooked (*c*)	16·48	17·42	18·48	19·11	17·80
Other poultry, uncooked, not quick-frozen	18·40	16·55	15·89	21·25	17·96
Other poultry, uncooked, quick-frozen	17·08	15·93	18·01	17·30	17·15
Rabbit, game and other meat	23·76	18·96	24·08	26·21	23·88
Sausages, uncooked, pork	18·88	19·49	19·78	20·30	19·58
Sausages, uncooked, beef	16·28	16·73	16·90	17·33	16·79
Meat pies and sausage rolls, ready-to-eat	19·43	19·42	20·12	20·23	19·78
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	27·94	28·21	30·12	31·10	29·28
Other meat products	21·08	21·55	21·58	22·36	21·62

(*a*) New pence per lb. except new pence per pint of milk, cream, vegetable and salad oils, fruit juices, welfare orange juice, coffee essences; new pence per equivalent pint of condensed and dried milk, table jellies, squares and crystals; new pence per egg.

(*b*) Including skimmed milk powder.

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

TABLE 43—*continued*

	Average prices paid in 1970				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
FISH:					
White, filleted, fresh	23·07	24·45	23·52	24·63	23·86
White, unfilleted, fresh	21·58	23·74	21·27	24·30	22·55
White, uncooked, quick-frozen	26·79	27·75	28·36	30·41	28·18
Herrings, filleted, fresh	17·95	18·45	16·54	16·14	17·35
Herrings, unfilleted, fresh	11·24	12·66	14·02	13·67	12·64
Fat, fresh, other than herrings	20·20	22·11	18·84	21·48	20·51
White, processed	21·65	23·55	22·54	24·18	22·80
Fat, processed, filleted	18·95	22·38	22·50	23·12	21·50
Fat, processed, unfilleted	13·60	15·97	15·29	15·62	15·05
Shell	49·25	55·40	50·11	67·90	56·61
Cooked	25·53	25·06	26·41	27·02	25·97
Salmon, canned	53·02	53·80	52·52	51·60	52·70
Other canned or bottled fish	27·90	28·56	30·22	29·49	29·03
Fish products, not quick-frozen	31·42	34·74	29·45	29·53	31·39
Quick-frozen fish products, and quick-frozen fish not specified above	24·94	25·13	27·43	27·37	26·15
EGGS	1·91	1·82	1·74	1·88	1·83
FATS:					
Butter	17·25	17·24	17·55	18·22	17·56
Margarine	11·29	11·42	11·63	12·32	11·64
Lard and compound cooking fat	8·40	8·89	8·87	9·30	8·85
Suet	13·48	15·33	15·85	13·56	14·13
Vegetable and salad oils	17·35	16·17	17·07	18·19	17·25
All other fats	10·91	11·09	11·96	12·95	11·66
SUGAR AND PRESERVES:					
Sugar	3·82	3·79	3·87	3·92	3·85
Jams, jellies and fruit curds	11·12	11·00	10·92	11·22	11·06
Marmalade	9·41	9·61	9·59	9·92	9·62
Syrup, treacle and honey	11·50	12·12	12·38	12·33	12·06
VEGETABLES:					
Old potatoes					
January–August, not pre-packed	1·97	2·51	3·60	—	2·15
January–August, pre-packed	2·32	2·80	—	—	2·50
New potatoes					
January–August, not pre-packed	5·52	4·43	2·44	—	3·15
January–August, prepacked	—	4·26	2·33	—	2·64
Potatoes					
September–December, not pre-packed	—	—	1·82	1·50	1·59
September–December pre-packed	—	—	1·90	1·87	1·87
Cabbages, fresh	3·97	4·50	3·92	3·56	4·02
Brussels sprouts, fresh	5·23	5·57	5·69	4·48	4·96
Cauliflowers, fresh	7·08	5·72	5·39	5·26	5·75
Leafy salads	21·85	15·95	10·52	14·19	14·38
Peas, fresh	—	5·62	5·86	6·79	5·82
Peas, quick-frozen	15·17	14·98	14·72	15·13	15·01
Beans, fresh	32·67	5·62	7·04	8·36	6·96
Beans, quick-frozen	19·51	17·80	18·92	19·76	18·85
Other fresh green vegetables	5·08	6·15	6·74	5·29	5·83
Carrots	3·26	4·02	3·83	2·91	3·43
Turnips and swedes, fresh	2·84	3·14	3·18	2·96	2·96

TABLE 43—*continued*

	Average prices paid in 1970				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
VEGETABLES—*contd.*					
Other root vegetables, fresh	5·18	6·53	7·81	5·16	6·10
Onions, shallots, leeks, fresh	5·82	7·43	5·86	4·21	5·77
Cucumbers, fresh	15·84	12·10	10·48	11·63	11·81
Mushrooms, fresh	22·64	21·93	22·96	25·28	23·45
Miscellaneous fresh vegetables	9·78	13·00	5·59	6·32	6·98
Canned peas	5·94	5·85	5·93	6·19	5·97
Canned beans	6·20	6·14	6·39	6·47	6·30
Canned vegetables, other than pulses or potatoes	8·00	7·92	7·99	8·65	8·11
Dried pulses, other than air-dried	10·39	10·80	11·60	11·17	10·90
Air-dried vegetables	68·82	54·99	66·63	73·05	64·10
Chips, excluding quick-frozen	9·91	11·88	12·12	11·41	11·34
Other potato products, not quick-frozen	24·18	23·29	26·75	26·91	25·11
Other vegetable products	11·78	16·59	14·91	15·35	14·54
All quick-frozen vegetables and vegetable products, not specified above	16·56	15·48	16·58	16·28	16·17
FRUIT:					
Fresh					
Oranges	5·74	5·47	6·66	6·59	5·95
Other citrus fruit	7·41	6·80	8·62	8·97	7·81
Apples	7·21	8·47	7·12	5·59	7·07
Pears	7·28	8·47	7·10	5·78	6·88
Stone fruit	18·86	15·46	9·02	10·93	9·64
Grapes	14·56	18·13	12·03	9·58	11·75
Soft fruit, other than grapes	41·43	10·99	13·66	30·30	12·12
Bananas	7·03	7·45	7·85	7·35	7·43
Rhubarb	8·55	5·12	3·81	—	6·15
Tomatoes	15·09	17·42	11·25	11·70	13·62
Other fresh fruit	8·80	11·03	6·73	8·17	7·34
Tomatoes, canned or bottled	7·93	7·72	8·05	7·96	7·91
Canned peaches, pears and pineapples	8·67	8·78	9·13	9·14	8·93
Other canned or bottled fruit	10·17	10·14	10·59	10·87	10·44
Dried fruit and dried fruit products	13·04	13·48	12·68	13·05	13·05
Nuts and nut products	24·32	24·10	25·98	33·05	28·30
Fruit juices	19·25	15·99	15·32	19·32	17·28
Welfare orange juice	25·12	25·04	25·03	25·17	25·07
CEREALS:					
Brown bread	6·44	6·59	6·52	6·59	6·53
White bread, large loaves, unwrapped	4·97	5·18	5·25	5·28	5·17
White bread, large loaves, wrapped	4·98	5·16	5·21	5·28	5·15
White bread, small loaves, unwrapped	6·06	6·12	6·12	6·20	6·12
White bread, small loaves, wrapped	6·44	6·48	6·56	6·60	6·52
Wholewheat and wholemeal bread	5·85	6·19	5·96	6·34	6·08
Other bread	10·78	10·88	11·35	11·26	11·05
Flour	3·29	3·36	3·38	3·43	3·36
Buns, scones and teacakes	12·18	12·66	13·05	11·35	12·24
Cakes and pastries	17·83	18·04	18·84	18·92	18·39
Biscuits, other than chocolate biscuits	12·57	12·76	13·02	13·74	13·01
Chocolate biscuits	24·88	25·64	25·64	26·56	25·65
Oatmeal and oat products	6·99	7·73	7·80	7·66	7·45
Breakfast cereals	13·32	13·66	13·92	13·75	13·66
Canned milk puddings	5·41	5·58	5·80	5·78	5·63
Other puddings	14·08	14·85	15·76	15·46	14·90
Rice	7·97	7·45	7·96	8·36	7·88
Invalid foods, including slimming foods	18·59	17·54	17·36	22·05	18·66
Infant foods, not canned or bottled	21·23	21·79	23·02	23·77	22·45

TABLE 43—*continued*

	Average prices paid in 1970				
	Jan.–March	April–June	July–Sept.	Oct.–Dec.	Yearly average
CEREALS—*contd.*					
Cereal convenience foods, including canned, not specified above	12·04	12·99	12·74	11·62	12·34
Other cereal foods	8·82	8·87	9·18	9·67	9·11
BEVERAGES:					
Tea	31·52	31·27	33·00	34·02	32·41
Coffee, bean and ground	44·32	49·62	50·16	51·81	48·78
Coffee, instant	92·96	90·64	93·10	100·28	94·14
Coffee, essences	30·52	32·64	32·75	32·93	32·10
Cocoa and drinking chocolate	23·20	23·92	22·23	23·07	23·12
Branded food drinks	28·93	29·62	29·78	30·45	29·55
MISCELLANEOUS:					
Baby foods, canned or bottled	12·97	13·06	13·40	13·41	13·20
Soups, canned	6·97	7·00	7·36	7·23	7·12
Soups, dehydrated and powdered	41·32	43·47	43·77	44·53	42·91
Spreads and dressings	19·46	17·61	18·02	19·69	18·32
Pickles and sauces	12·91	12·59	12·60	13·42	12·87
Meat and vegetable extracts	77·80	82·16	74·87	78·28	78·14
Table jellies, squares and crystals	4·09	3·99	4·04	4·26	4·08
Ice-cream (served as part of a meal), mousse, soufflé	14·52	14·18	15·34	15·22	14·74
All quick-frozen foods not specified above	20·28	22·56	21·34	20·28	21·13
Salt	2·93	2·90	2·88	2·92	2·91

TABLE 44
Percentages of All Households Purchasing Seasonal Types of Food During Survey Week, 1970

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

(*a*) Excluding purchases of quick-frozen foods.
(*b*) Percentage of households purchasing during July/August.
(*c*) Percentage of households purchasing during September.

TABLE 45

Energy Value and Nutrient Content of Household Food Consumption: National Averages 1969 and 1970

		1969	1970
(*i*) *Consumption per person per day*			
Energy value	(kcal)	2,570	2,600
	(MJ)	10·8	10·9
Total protein	(g)	74·4	74·9
Animal protein	(g)	46·5	46·2
Fat	(g)	120	121
Carbohydrate	(g)	317	322
Calcium	(mg)	1,050	1,050
Iron	(mg)	13·3	13·7
Thiamin	(mg)	1·17	1·19
Riboflavin	(mg)	1·79	1·79
Nicotinic acid (total)	(mg)	16·2	16·4
Tryptophan	(mg)	950	950
Nicotinic acid equivalent	(mg)	29·4	29·9
Vitamin C	(mg)	52	52
Vitamin A: retinol	(μg)	910	910
β-carotene	(μg)	2,110	2,160
retinol equivalent	(μg)	1,360	1,370
Vitamin D (*a*)	(μg)	2·90	2·87
(*ii*) *As percentage of recommended intakes*			
Energy value		109	111
Protein		126	128
(as a percentage of minimum requirement)		193	195
Calcium		194	194
Iron		121	124
Thiamin		122	124
Riboflavin		130	130
Nicotinic acid equivalent		190	194
Vitamin C		181	184
Vitamin A (retinol equivalent)		199	200
Vitamin D (*a*)		84	84
(*iii*) *Percentage of energy derived from protein, fat and carbohydrate*			
Protein		11·6	11·5
Fat		42·0	41·8
Carbohydrate		46·3	46·5
(*iv*) *Animal protein as a percentage of total protein*		62·5	61·7

(*a*) Excluding the contribution of welfare and pharmaceutical products.

APPENDIX A

Methodology of the National Food Survey[1] and Composition of the Sample in 1969

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

Seiection of the sample

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

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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.

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

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

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

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

5. The sampling frame is divided into 44 groups of constituencies by region[1]. The electorate 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 selecting the second-stage units in each *wholly urban constituency* the polling districts are listed in the order in which they appear in the electoral register and are then divided into four groups of approximately equal electorate. Four polling districts are selected at a time from each constituency, one being selected from each of the four groups with probability of selection proportional to the size of the electorate. This operation is repeated several times in order to give coverage over the whole year (see paragraph 8 below). In each *mixed urban and rural constituency* the second-stage units are selected in a similar manner except that a slightly different procedure is followed

[1] For reasons of economy, the number of parliamentary constituencies in the national sample was reduced from 60 in 1950–1956 to 50 in 1957–1962 (except that in 1960 the number was 48), and to 44 from 1963 onwards.

in building up the four groups of polling districts from which the selection is made. This procedure entails listing the urban polling districts in the order in which they appear on the electoral register, and compiling a list, similarly ordered, of the rural polling districts (or combinations of contiguous polling districts together giving a minimum electorate of 350). The percentage of the constituency's electorate which is resident in rural polling districts is calculated and then this percentage is used to determine how many of the four groups of polling districts are to be built up from the list of rural polling districts according to the following scheme:

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

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

7. *Third stage.* The design of the sample requires that a uniform overall sampling fraction should be applied, and as the preceding stages are drawn with probability proportional to size this necessitates the selection of a constant number of addresses at the final stage. To meet this requirement, 20 addresses are drawn by interval sampling from a random origin in the electoral register of each polling district (or combination of districts where they are small). Of the 15,000 addresses thus selected for the year, a few cannot be visited, and some are found to be ineligible (e.g. being institutions), but of the total number of households contained in the remainder, between 50 and 60 per cent complete a satisfactory log-book (response being rather greater in Scotland and northern England than in Wales and southern England and least of all in parts of London), giving an effective Survey sample of about 7,500 to 8,000 households. In a number of cases where a log-book was not completed, some information on household composition and income was obtained from the housewife or from another adult in the household. This information indicates that in respect of income group, household composition and geographical distribution, these partial non-respondents are usually similar to the fully participating households.

8. The fieldwork is organised so as to give information throughout the year. For this purpose the year, excluding Christmas, is divided into 17 intervals, each of 21 days. For each interval, two of the selected polling districts are used; one is used in the first part of the interval and another from the same constituency for the second part. In the first polling district the interviewers attempt to place log-books with the pre-selected 20 housewives during the three days Monday to Wednesday. The completed records are collected by the interviewers after a period of seven days. Fieldwork in the second polling district begins in the middle of the 21 days, and the interviewer attempts to place log-books on Wednesday afternoon and during the three days Thursday to Saturday. She collects the

completed records seven days later, that is, at the end of the interval. This cycle of operations is repeated throughout the year and in order to facilitate it the 44 constituencies are divided into 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 normally being used nine times and the other eight.

Composition of the Sample

9. The 44 parliamentary constituencies selected for survey in 1969 are listed in Table 1 of this appendix. At the second stage of sampling, 877 polling districts were selected, and at the third stage, 14,733 addresses. When visited, a few of these addresses were found to be those of institutions or other establishments not eligible for inclusion in the Survey. At some other addresses which were visited, it was impossible to obtain any interview at all within the limited time available for making calls, and the number of households resident at some of these addresses has been estimated. Subject to this qualification, and after allowing for adjustments brought about by the presence of more than one household at an address, the effective number of households in the sample was 14,144. When visited, it proved impossible to obtain any contact at all within the time available with 2,182 (15 per cent) of these households; at another 1,834 (13 per cent) households, the housewife was seen but refused to give any information. A further 1,447 (10 per cent) households answered a questionnaire[1] but declined to keep a log-book, while 964 housewives (7 per cent) who undertook to keep a log-book did not in fact complete it; finally 148 log-books were rejected at the editing stage, leaving an effective sample of 7,569 households (54 per cent) compared with 7,888 households (56 per cent) in 1968 and 8,021 households (57 per cent) in 1967[2]. Because of the limited number of first-stage units, some imbalance between types of area can be expected to occur in any one year, and the national averages presented in this Report have been adjusted to correct the effects of this imbalance.

10. The average household size in the sample in 1969 was 3·05 persons, compared with 3·07 persons in 1968 and in 1967, and 3·05 persons in 1966. The average household size in each type of area in 1969 showed only small variations compared with 1968. Thus, the average household size in the provincial conurbations, and in rural districts, continued to be slightly above the national average, and that in London and in small towns continued to be below it. The average household sizes in Scotland and in Wales and in the North, North West and East Midlands regions of England were above the average for Great Britain, while those in the Yorkshire and Humberside, West Midlands, South West, and South East & East Anglia regions were below that average.

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

[2] A supplementary analysis carried out in 1961 indicated that at the time, the households which answered a questionnaire but declined or failed to complete a log-book (more than 20 per cent of the households drawn in the sample) were not distributed geographically or according to the Registrars-General's Social Classes in a significantly different manner from the fully participating households; they were, however, very slightly differently distributed according to family composition (they included relatively fewer large families but relatively more wholly adult households), but the difference would have increased the estimate of the national average food expenditure by less than one per cent.

11. When households were grouped according to the gross weekly income of the head of the household the average household size was greatest (3·6) in the highest income group, lower (but still above the overall national average) in income groups B and C (3·4 and 3·2 persons respectively) and below the overall national average in income groups D1 and D2, and in pensioner households (2·7, 1·8 and 1·5 persons respectively). The income ranges used to define income groups in 1969 are set out in paragraph 54 of the Report, together with the distribution of households obtained. Further details of the samples from each income group are given in Tables 6, 7 and 8 of this appendix, the two latter tables also giving some details of the distribution of the sample according to household composition.

Information recorded by housewives

12. The log-book contains two pages for each day of the survey week. On one page are entered the descriptions, quantity and cost of all items of food bought for the household supply; food obtained from an employer, free of payment, is recorded when it enters the household, but free food from the 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.

13. 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 evidence that this change in their normal buying habits is confined to the first half of the survey week. Although this "impact effect" is not confined to elderly women living alone, comparison of survey results obtained before and after the change of technique provides no evidence that over-purchasing extends to the survey week as a whole in the other groups; changes in the national averages are consistent with corresponding changes in estimates of food supplies moving into consumption.

14. 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

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

obtained will, however, agree with the average quantity consumed (in the widest sense, including the quantity wasted or fed to pets) provided purchasing habits are not upset and that there is no general accumulation or depletion of larder stocks. Such a general change in larder stocks is possible in the short run, or seasonally, but is very unlikely over a longer period of time.

Main Analyses of Survey Data

15. The Survey data of food purchases, consumption, expenditure and prices are tabulated for each of 143 categories of foods; details of the classification are given in Table 11. Apart from the results for the sample as a whole (referred to in the Report as "national averages", "overall averages", or the results for "all households") the regular analyses are four in number:

(i) *By region.* Nine regions are distinguished, separate results being given for Wales, for Scotland and for each of the standard regions of England, except that East Anglia is not treated separately but is combined with the South East region.

(ii) *By type of area.* Six types of area are distinguished according to degree of urbanization, viz. London conurbation, provincial conurbations, larger towns, smaller towns, semi-rural areas and rural areas.

(iii) *By income group,* which for Survey purposes is defined in terms of the gross weekly income of the head of the household. Four broad groups are distinguished (and described in descending order of the gross income of the head of the household as groups A, B, C and D), but Group A is divided into two sub-groups (A1 and A2), and group D into three, viz. households containing one or more earners (group D1), those containing no earners (group D2) and households solely or mainly dependent on old age pensions (abbreviated as OAP). As an exception to the general rule, if the gross weekly income of the head of the household is within the income range for group D and the household contains more than one earner, the income of the principal earner is used to determine the income group, even though that earner is not necessarily the head of the household. The ranges of income applicable to each group are redefined periodically so as to keep as constant as possible the proportion of households in each group. The proportions aimed at are:- group A1 2½ per cent, group A2 7½ per cent, group B 35 per cent, group C 35 per cent, group D 20 per cent. The proportions actually achieved in 1969 are given in Chapter 3, paragraph 54.

(iv) *By household composition.* The following types of family are distinguished:

(a) Household of one man and one woman with, respectively—
no other (one or both 55 years of age or over); no other (both under 55 years of age); one child (under 15 years of age); two children; three children; four or more children; one or more adolescents (15 to 20 years of age, inclusive); adolescents and children.

(b) Other households with—
adults only; one or more adolescents but no children; one or more more children, with or without adolescents.

Nutritional Analysis of Survey Results

16. The energy value and nutrient content of the recorded quantities of foods consumed (cf. paragraph 14) are evaluated using tables of food composition which make automatic allowance for the presence of inedible material such as

bones, skins of fruits and vegetables and the outside leaves of such vegetables as cabbage, but not for losses of edible material. In addition to making allowance for inedible waste, allowance is also made in the conversion factors for seasonal changes in the wastage and nutrient content of certain foods, for example, potatoes. The nutrient conversion factors are especially compiled for application to the 143 categories of foods as classified in the National Food Survey; they are reviewed annually and revised in the light of accumulating knowledge about the composition of foods and the relative contribution of separate food items to the composite codes. The conversion factors, especially the estimates for protein, fat and carbohydrate, are based largely on those given in *The Composition of Foods*[1], although the nutritive value of bread and flour is estimated from continuing analyses of flour made by the Government Chemist, and the energy conversion factors that are used for protein, fat and available carbohydrate (expressed in terms of monosaccharides) are respectively 4, 9 and 3·75 kcal per g[2]. The nutrient conversion factors for minerals and vitamins were thoroughly revised for application to the Survey data for 1969 and subsequent years.

17. Allowances are made for losses of vitamin C and thiamin during cooking. The vitamin C contribution from green vegetables is reduced by 75 per cent and that from other vegetables by 50 per cent. In 1969 appropriate cooking or reheating losses for thiamin have been applied to items within each major type of food in the diet, i.e. meat, fish, eggs, vegetables, fruit and cereals. The average retention factors for each food group are based on values derived from an extensive study of the literature. The weighted average loss of thiamin for the whole diet is calculated to be about 20 per cent. Values for thiamin shown in certain tables of the Report for earlier years have been made comparable.

18. To allow comparison of the Survey results with the DHSS recommended intakes of nutrients[4], values for vitamin A (retinol) and nicotinic acid are expressed in terms of equivalents[5] in units of weight. Vitamin D is also expressed in units of weight; 1 i.u. vitamin D = 0·025 μg cholecalciferol. Energy is expressed in terms of kilocalories and also, in some instances, megajoules; 1,000 kcal = 4·184 MJ.

Retinol equivalent

Preformed vitamin A (retinol) and carotene are added together to give the total vitamin A activity or retinol equivalent in the diet; 1 μg retinol equivalent is defined as 1 μg retinol or 6 μg β-carotene.[3] In earlier years total vitamin A was expressed as international units, allowance having been made for β-carotene

[1] Medical Research Council Special Report Series No. 297, by R. A. McCance and E. M. Widdowson, HMSO, 1967.

[2] In order to make some allowance for losses in digestion and to maintain as much conformity as possible with pre-1960 National Food Survey results. For fuller discussion see *Household Food Consumption and Expenditure: 1965*, Appendix F, paragraph 14, HMSO, 1967; and see Southgate & Durnin (1970), "Calorie conversion factors. An experimental re-assessment of the factors used in the calculation of the energy value of human diets", *British Journal of Nutrition*, *24*, 517–535.

[3] Department of Health and Social Security, *Recommended Intakes of Nutrients for the United Kingdom*, Reports on Public Health and Medical Subjects, No. 120, HMSO, 1969.

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

[5] Because the β-carotene in milk appears to be more efficiently absorbed than that from other sources, the DHSS report recommended for milk the relationship 2 μg β-carotene = 1 μg retinol equivalent; this has been adopted.

being less biologically effective than retinol; 1 i.u. of retinol is defined as 0·3 μg retinol, and therefore values expressed in previous Annual Reports in terms of international units of vitamin A (or retinol) can be converted to retinol equivalents by multiplying by 0·3.

Nicotinic acid equivalent

Because the amino acid tryptophan (which occurs in almost all proteins) can be metabolised by the body to nicotinic acid, the requirements for nicotinic acid may be met by both nicotinic acid and tryptophan, 60 mg tryptophan being equivalent to 1 mg nicotinic acid. The nicotinic acid equivalent in the diet is the sum of the available nicotinic acid, and of the tryptophan divided by 60: nicotinic acid found naturally in cereal foods (other than that added under the policy of fortification) is ignored as it occurs in a bound form considered to be unavailable to man. Tables 32 and 33 of the Report show, in addition to nicotinic acid equivalent in the average diet, the tryptophan content[1] and the total nicotinic acid, which includes forms considered to be unavailable; such "total" figures are similar to those for nicotinic acid published in the previous reports.

19. The estimates of the energy value and nutrient content of the food obtained for consumption are compared with estimates of nutritional need, these being based on the recommendations of the Department of Health and Social Security (Table 9 of this appendix). Such a comparison provides a means of evaluating the nutritional status of groups varying in composition or from year to year but it has to be remembered that the recommended intakes for nutrients are judged to be sufficient or more than sufficient for practically all healthy persons in a population—and hence are necessarily in excess of the requirements of most individuals—while the recommended intake for energy is equated with the estimated average requirement of a group, not of individuals. Two sorts of adjustment have to be made to the Survey data in order to compare them with the estimates of nutritutional need. Thus, what might be termed "household recommended intakes" are assessed, from a knowledge of the age, sex and occupation of the members of the household, making allowance for the number and types of meals taken outside the home by persons belonging to the household and inside the home by visitors (see paragraph 20). Also an assumption is made that 10 per cent[2] of all foods, and hence of all nutrients available for consumption, is not ingested, but is lost through wastage or spoilage in the kitchen or on the plate or is given to domestic pets (see paragraph 21).

20. Since the main purpose of the Survey is to study the pattern of the diet in the home (household), its records relate to quantities of food obtained for consumption in the home, which are expressed "per person per week". For the purpose of the Survey a "person" is defined as an individual eating at least half of his meals at home during the survey week, the meals being weighted according to the scale set out below; anyone eating fewer meals is a "visitor".

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

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

In comparing the estimates of consumption with estimates of nutritional need, the recommended intakes for the household are adjusted to allow for visitors' consumption and for outside consumption by members of the household. It is assumed that the normal meal pattern is that of four meals (breakfast, dinner, tea and supper) each day. A person having all his meals at home during the week is said to have a total net balance of 1·00. When meals are eaten away from home[1] *deductions* are made from this total to give a "net balance" of meals eaten at home by that person: the scale of deductions currently used for this purpose is as follows[2]:

	per day	per week
Breakfast	0·02	0·14
Dinner	0·06	0·42
Tea	0·02 } (*a*)	0·14 } (*a*)
Supper	0·04 }	0·28 }
	Total	0·98 (say 1·00)

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

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. Household recommended intakes are calculated by reference to the net balance for each person and for each visitor.

21. The procedure adopted for comparing the estimates of the energy value and nutrient content of food obtained for consumption with estimates of nutritional need is as follows. For each type of household analysed, the recommended intakes given in Table 9 for each category of person are multiplied by the total net balance for that category; the products are summed over all categories (and in practice divided by the total number of persons in that household type) to give average recommended intakes (per person) for the group of households. Recorded nutrient consumptions (per person)—less 10 per cent (see paragraph 19)—are then expressed as percentages of these household recommended intakes. Thus, if it is assumed that the nutritional value of similar meals eaten at home and elsewhere is the same, it can be said that the nutritional value of food obtained for consumption at home is being related to the nutritional needs of the members of the household when they eat at home; the remainder of the nutritional needs is assumed to be met elsewhere.

Reconciliation of Nutritional Results

22. The weighted daily per caput energy requirement of the British population, calculated according to the recommendations of the Department of Health and Social Security, is about 2,350 kcal (9·8 MJ) at the level of ingestion. As the total supplies of food available for human consumption in recent years have been equivalent to about 3,100 kcal (13·0 MJ) per head per day, this implies that

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

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

wastage (including food fed to animals) is of the order of 700 kcal per head per day, or more than one-fifth of the food supply. Such a large gap between supplies and physiological requirements cannot yet be satisfactorily explained, but its occurrence in all well-developed countries is confirmed by comparing estimates of the energy value of food supplies in FAO Food Balance Sheets with those of energy requirements according to the FAO recommendations. In this country the gap between the total supply and household consumption recorded by the Survey can be bridged; that between either of these estimates of food consumption and estimated physiological requirements cannot, unless wastage between the level of measurement and actual intake is considerably greater than ordinarily assumed[1], or unless intakes are markedly in excess of physiological requirements which themselves may be inaccurately assessed.

Reliability of Survey Results

23. The results obtained from the Survey are subject to chance variations, as are all estimates from sampling investigations, but this "sampling error" will not normally be more than two or three times the standard error. Estimates of the percentage standard errors applicable to the annual averages of consumption for households of different composition are given in Table 10 of this Appendix. Estimates of the standard errors of the yearly *national* averages of expenditure, purchases and prices for each food in the Survey classification were given in the Annual Report for 1966[2]. Usually, the standard errors (and the percentage standard errors) of the *quarterly* averages will be approximately double those for the annual averages, but for some foods which have a marked seasonality the standard errors can also vary throughout the year; some indication of this variation was given in the Annual Report for 1960[3]. Estimates of the percentage standard errors of average nutrient intake and adequacy *in the larger families* were given and discussed in the Annual Report for 1964[4]. The estimates of the standard errors were obtained by applying the formula for a single-stage random sample and take no account of the complex nature of the sample which incorporates a multi-stage, stratified design. The reduction in sampling variance gained from stratification is almost certainly more than offset by the increase in variance caused by the use of several stages in the sample design, especially by the limited number of first-stage units; the estimated standard errors may therefore be understated in some cases.

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[1] See footnote (1) to paragraph 1 of this Appendix.

[2] *Household Food Consumption and Expenditure: 1966*, Appendix E, paragraph 18, and Table 3, HMSO, 1968.

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

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

TABLE 1

Constituencies Surveyed in 1969

Region (*a*)	Definition of Region (*a*)	Parliamentary Constituencies(*b*) selected in the sample for 1969
Wales	The whole of Wales and Monmouthshire.	Swansea East * West Flint (Flintshire)
Scotland	The whole of Scotland.	Edinburgh South * Galloway (Kirkcudbrightshire and Wigtownshire) † Glasgow, Scotstoun *† Renfrew West (Renfrewshire)
North	Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire.	† Tynemouth * Durham (Durham) † Newcastle-upon-Tyne West
Yorkshire and Humberside	The East and West Ridings of Yorkshire (including the City of York), and Lincolnshire (Parts of Lindsey excluding Lincoln C.B.).	Sheffield, Heeley * Louth (Lincolnshire) † Batley and Morley * Goole (Yorkshire, East Riding)
North West	Cheshire; Derbyshire (those areas not included in the East Midlands Region), and Lancashire.	† Cheadle (Cheshire) † Manchester, Gorton * Widnes (Lancashire) † Stretford Ince (Lancashire) * Crewe (Cheshire)
East Midlands	Derbyshire (all except Buxton M.B., Glossop M.B., New Mills U.D., Whaley Bridge U.D. and Chapel-en-le-Frith R.D., which are included in the North West Region); Leicestershire: Lincolnshire (Parts of Holland, Parts of Kesteven, and Lincoln C.B.); Northamptonshire; Nottinghamshire, and Rutland.	Nottingham South * South East Derbyshire (Derbyshire) * Wellingborough (Northamptonshire)
West Midlands	Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.	Coventry South * Kidderminster (Worcestershire) † Wednesbury * Stratford (Warwickshire)
South West	Cornwall (including the Isles of Scilly); Devonshire; Dorset (all except Poole M.B.); Gloucestershire; Somerset, and Wiltshire.	* North Devon (Devonshire) Cheltenham * West Dorset (Dorset)

(*a*) These are the standard regions as defined by the Registrars-General in mid-1965.
(*b*) County constituencies are followed by the name of the county in brackets; the rest are borough constituencies. Constituencies marked † are wholly or partly within conurbations (i.e. the largest areas of continuous urban development as defined by the Registrars-General). Those marked * contain rural districts.

TABLE 1—*continued*

Region (*a*)	Definition of Region (*a*)	Parliamentary Constituencies(*b*) Selected in the sample for 1969
South East	Bedfordshire; Berkshire; Buckinghamshire; Dorset (Poole M.B. only); Essex; Hampshire (including the Isle of Wight); Hertfordshire; Kent; London (Greater London Council area); Oxfordshire; Surrey, and Sussex.	† Kingston-on-Thames † Hampstead † East Ham South † Beckenham † Merton and Morden † Willesden East † Hackney Central Hastings * Sevenoaks (Kent) * Arundel and Shoreham (West Sussex) * Isle of Thanet (Kent) Eton and Slough * Maldon (Essex) * Eastbourne (East Sussex)
East Anglia	Cambridgeshire and the Isle of Ely; Huntingdonshire and the Soke of Peterborough; Norfolk, and Suffolk.	* Sudbury and Woodbridge (Suffolk)

TABLE 2

Composition of the Sample, 1969

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
HOUSEHOLDS IN CONURBATIONS					
LONDON					
Households	282	237	212	224	955
Persons	831	675	632	644	2782
Persons per household	2·95	2·85	2·98	2·88	2·91
PROVINCIAL					
Households	384	362	356	340	1442
Persons	1222	1162	1095	1087	4566
Persons per household	3·18	3·21	3·08	3·20	3·17
OTHER URBAN HOUSEHOLDS					
Households	886	919	789	808	3402
Persons	2620	2808	2376	2413	10217
Persons per household	2·96	3·06	3·01	2·99	3·00
LARGER TOWNS					
Households	429	430	394	350	1603
Persons	1284	1368	1203	1047	4902
Persons per household	2·99	3·18	3·05	2·99	3·06
SMALLER TOWNS					
Households	457	489	395	458	1799
Persons	1336	1440	1173	1366	5315
Persons per household	2·92	2·94	2·97	2·98	2·95
SEMI-RURAL HOUSEHOLDS					
Households	417	378	304	355	1454
Persons	1330	1189	922	1124	4565
Persons per household	3·19	3·15	3·03	3·17	3·14
RURAL HOUSEHOLDS					
Households	66	57	90	103	316
Persons	199	169	288	325	981
Persons per household	3·02	2·96	3·20	3·16	3·10
ALL HOUSEHOLDS					
Households	2035	1953	1751	1830	7569
Persons	6202	6003	5313	5593	23111
Persons per household	3·05	3·07	3·03	3·06	3·05

TABLE 3

Composition of the Sample: Analysis by Region and Type of Area, 1969

	Number of house-holds	Number of persons	Average number of persons per house-hold	Percent-age of all house-holds	Percent-age of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1969 estimates)
Wales	395	1,227	3·11	5·2	5·3	5·0
Scotland	803	2,645	3·29	10·6	11·4	9·6
North	499	1,555	3·12	6·6	6·7	6·2
Yorkshire & Humberside	772	2,315	3·00	10·2	10·0	8·9
North West	1,101	3,500	3·18	14·5	15·1	12·5
East Midlands	566	1,750	3·09	7·5	7·6	6·2
West Midlands	752	2,279	3·03	9·9	9·9	9·5
South West	441	1,289	2·92	5·8	5·6	6·9
South East (*a*)/East Anglia	2,240	6,551	2·92	29·6	28·3	35·1
All households	*7,569*	*23,111*	*3·05*	*100*	*100*	*100*
London conurbation	955	2,782	2·91	12·6	12·0	14·3
Provincial conurbations	1,442	4,566	3·17	19·1	19·8	19·5
Other urban areas:						
Larger towns	1,603	4,902	3·06	21·2	21·2	28·2
Smaller towns	1,799	5,315	2·95	23·8	23·0	16·4
Semi-rural areas	1,454	4,565	3·14	19·2	19·8	17·5
Rural areas	316	981	3·10	4·2	4·2	4·2
All households	*7,569*	*23,111*	*3·05*	*100*	*100*	*100*

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

TABLE 4

Age and Sex Distributions of Persons in the Samples from Each Region and Type of Area, 1969

(per cent)

	All households	Region									Type of Area					
		Wales	Scotland	North	Yorks. and Humberside	North West	East Midlands	West Midlands	South West	South East (*a*)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Men, 21–64:																
Sedentary	11·2	9·5	10·1	11·5	9·5	11·6	13·3	10·0	10·2	12·4	13·6	10·4	12·1	11·2	10·5	7·7
Moderately active	11·5	12·6	8·8	9·8	13·0	13·2	12·1	13·9	9·4	10·7	11·0	13·1	11·8	11·7	10·3	8·2
Active or very active	3·0	4·4	4·6	4·5	3·8	1·8	2·2	2·7	4·4	2·2	1·5	1·8	2·5	1·9	5·4	10·3
Men, 65 and over	4·5	3·7	3·9	4·2	4·5	3·3	3·3	3·7	6·5	5·7	4·6	3·9	3·5	5·6	4·5	6·0
Women, 21–59:																
Sedentary	15·5	16·8	16·0	18·3	15·4	14·6	14·4	15·3	16·5	15·1	14·5	14·3	15·7	15·3	16·8	17·3
Moderately active	8·7	6·5	7·8	7·1	8·6	9·7	9·6	10·0	7·1	9·0	10·4	9·6	9·4	8·8	6·5	5·7
Active or pregnant	1·2	0·8	1·2	0·6	1·5	1·0	1·9	1·3	1·0	1·3	1·2	1·0	1·1	1·1	1·6	1·8
Women, 60 and over	9·5	11·2	9·1	8·6	8·8	7·3	7·9	8·6	12·3	11·3	10·5	8·6	8·3	11·2	8·8	11·6
Adolescents and children:																
under 1	1·8	1·7	1·7	1·4	1·9	1·7	2·3	2·3	2·2	1·8	1·9	1·8	2·2	1·7	1·6	2·2
1–4	8·1	6·7	7·9	9·0	8·3	8·4	9·1	8·0	7·4	8·1	8·2	8·6	8·1	7·0	9·2	7·6
5–14	17·2	18·1	20·0	18·1	17·1	19·4	17·0	16·2	14·7	15·6	15·2	18·8	17·6	16·5	17·7	15·1
15–20 (female)	3·7	4·1	4·3	2·7	3·8	4·0	3·3	4·1	4·9	3·3	3·6	4·0	3·6	4·1	3·3	3·5
15–20 (male)	3·9	4·0	4·6	4·2	3·8	4·0	3·7	3·9	3·4	3·7	3·8	4·1	4·1	4·0	3·8	2·9
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

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

TABLE 5

Income Group Distribution of Urban and Rural Samples, 1969

(per cent)

Income Group	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
				Proportion of households			
A1	3·6	6·0	1·9	3·4	2·8	5·2	2·5
A2	11·4	15·8	8·6	11·6	10·0	11·6	16·5
B	37·5	43·5	39·1	40·2	33·8	34·9	32·0
C	27·6	18·7	28·4	27·4	29·6	29·4	31·6
D1 (with earners)	3·4	2·4	4·7	3·3	3·6	2·8	3·2
D2 (without earners)	2·6	2·4	2·3	2·5	3·8	1·9	2·2
OAP	13·8	11·2	14·9	11·6	16·3	14·2	12·0
All	*100*	*100*	*100*	*100*	*100*	*100*	*100*
No. of households	7,569	955	1,442	1,603	1,799	1,454	316
				Proportion of persons			
A1	4·3	7·5	2·3	4·1	3·3	6·0	3·3
A2	12·9	17·9	9·6	12·7	11·6	13·8	18·5
B	42·1	47·4	43·6	44·6	39·2	39·2	36·3
C	29·4	18·2	32·3	29·0	31·7	30·5	31·4
D1 (with earners)	3·0	2·0	3·9	2·8	3·4	2·3	3·5
D2 (without earners)	1·5	1·3	1·2	1·6	2·2	1·3	0·9
OAP	6·8	5·5	7·2	5·3	8·5	6·9	6·2
All	*100*	*100*	*100*	*100*	*100*	*100*	*100*
No. of persons	23,111	2,782	4,566	4,902	5,315	4,565	981

TABLE 6

Age and Sex Distribution of Persons in Households of Different Income Groups, 1969

(per cent)

	All households	Income Group						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	OAP
Men, 21–64:								
Sedentary	11·2	22·0	19·2	11·5	7·7	14·6	11·3	1·1
Moderately active	11·5	1·2	6·6	14·3	15·1	3·5	—	—
Active or very active	3·0	1·6	2·5	2·8	4·7	1·9	—	0·1
Men, 65 and over	4·5	2·2	1·5	1·8	3·3	5·1	10·8	31·5
Women, 21–59:								
Sedentary	15·5	20·4	19·7	16·2	14·1	16·5	26·9	3·4
Moderately active	8·7	6·4	7·3	9·8	10·3	11·0	—	0·2
Active or pregnant	1·2	1·2	1·0	1·3	1·4	2·2	—	0·1
Women, 60 and over	9·5	3·8	3·2	3·8	7·6	11·8	32·3	62·6
Adolescents and children:								
under 1	1·8	1·6	2·2	2·0	2·0	1·0	0·6	—
1–4	8·1	8·3	9·1	9·7	7·7	6·2	5·9	0·2
5–14	17·2	21·9	20·1	18·9	17·4	15·2	9·3	0·5
15–20 female	3·7	4·8	3·3	3·7	4·4	6·6	2·0	0·2
15–20 male	3·9	4·5	4·3	4·1	4·3	4·6	0·8	0·1
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 7

Composition of the Sample: Analysis by Income Group and Household Composition, 1969
(Households)

	Income Group														All households		Average number of persons per household			
	A1		A2		B		C		D: with earners (D1)		D: without earners (D2)		OAP							
	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	All persons	Adults	Children	Adolescents
Households with one man and one woman and:																				
no other																				
(i) one or both adults 55 or over	29	10·6	77	8·9	334	11·8	372	17·8	59	22·7	53	26·5	393	37·6	1317	17·4	2	2	—	—
(ii) both adults under 55	22	8·0	79	9·2	333	11·7	169	8·1	16	6·2	3	1·5	—	—	622	8·2	2	2	—	—
1 child	23	8·4	114	13·2	396	13·9	149	7·1	9	3·5	3	1·5	—	—	694	9·2	3	2	1	—
2 children	40	14·6	146	16·9	437	15·4	226	10·8	11	4·2	—	—	1	0·1	861	11·4	4	2	2	—
3 children	21	7·7	60	7·0	151	5·3	105	5·0	9	3·5	1	0·5	—	—	347	4·6	5	2	3	—
4 or more children	7	2·6	17	2·0	81	2·9	53	2·5	3	1·2	—	—	—	—	161	2·1	6·52	2	4·52	—
adolescents only	26	9·5	55	6·4	187	6·6	93	4·5	9	3·5	3	1·5	4	0·4	377	5·0	3·25	2	—	1·25
adolescents and children	23	8·4	84	9·7	227	8·0	158	7·6	12	4·6	—	—	—	—	504	6·7	5·25	2	1·88	1·37
Total of above households	*191*	*69·7*	*632*	*73·3*	*2146*	*75·6*	*1325*	*63·4*	*128*	*49·2*	*63*	*31·5*	*398*	*38·1*	*4883*	*64·5*	*3·29*	*2*	*1·05*	*0·24*
Other households with:																				
adults only	40	14·6	110	12·8	345	12·2	463	22·2	81	31·2	107	53·5	638	61·1	1784	23·6	1·79	1·79	—	—
adolescents but no children	12	4·4	35	4·1	96	3·4	88	4·2	20	7·7	4	2·0	1	0·1	256	3·4	3·59	2·33	—	1·26
one or more children with or without adolescents	31	11·3	85	9·9	252	8·9	213	10·2	31	11·9	26	13·0	8	0·8	646	8·5	4·54	2·31	1·79	0·43
Total unclassified households	83	30·3	230	26·7	693	24·4	764	36·6	132	50·8	137	68·5	647	61·9	2686	35·5	2·63	1·97	0·43	0·22
Total all household types	*274*	*100*	*862*	*100*	*2839*	*100*	*2089*	*100*	*260*	*100*	*200*	*100*	*1045*	*100*	*7569*	*100*	*3·05*	*1·99*	*0·83*	*0·23*
Average number of persons per household:																				
adults	No. 2·13		No. 2·12		No. 2·11		No. 2·08		No. 1·77		No. 1·44		No. 1·49		No. 1·99					
children	1·15		1·09		1·05		0·88		0·60		0·28		0·01		0·83					
adolescents	0·34		0·26		0·27		0·28		0·30		0·05		...		0·23					
Total	*3·62*		*3·47*		*3·43*		*3·25*		*2·67*		*1·76*		*1·51*		*3·05*					

TABLE 8

Average Number of Earners per Household: Analysis by Income Group and Family Composition, 1969

	All households	Income Group							
		A			B	C	D		
		A1	A2	A1 & A2			with earners (D1)	without earners (D2)	OAP
Households with one man and one woman and:									
no other (both adults under 55)	1·66	(1·50)	1·59	1·57	1·72	1·62	(1·50)	—	—
no other (one or both adults 55 or over)	0·74	0·86	1·00	0·96	1·15	1·04	1·24	—	0·07
1 child	1·30	(1·39)	1·23	1·26	1·30	1·38	(1·22)	—	—
2 children	1·26	1·18	1·21	1·20	1·26	1·30	(1·18)	—	—
3 children	1·16	(1·14)	1·13	1·14	1·14	1·23	(1·22)	—	—
4 or more children	1·17	(1·00)	(1·06)	(1·04)	1·23	1·11	(1·33)	—	—
adolescents only	2·23	1·73	2·04	1·94	2·40	2·31	(2·00)	—	(0·50)
adolescents and children	2·21	(1·74)	1·95	1·91	2·22	2·41	(2·25)	—	—
Other households with:									
adults only	0·87	1·53	1·57	1·56	1·57	1·41	1·19	—	0·04
adolescents but no children	2·49	(2·25)	2·31	2·30	2·81	2·59	(1·55)	—	(1·00)
one or more children with or without adolescents	1·70	1·39	1·61	1·55	1·81	1·93	1·58	—	(0·13)
All households	*1·30*	*1·40*	*1·48*	*1·46*	*1·59*	*1·55*	*1·37*	—	*0·06*

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

TABLE 9

Recommended Intakes (based on the Department of Health and Social Security's Recommendations, 1969)

(per person per day)

Category	Energy (*a*)	Protein (recommended intake)	Protein (minimum requirement)	Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Vitamin A (retinol equivalent)	Vitamin D (Cholecalciferol)
MAN:	kcal	g	g	mg	mg	mg	mg	mg	mg	µg	µg
Over 65 years	2250	56	39	500	10	0·9	1·7	18	30	750	2·5
21–64 years: Sedentary	2650	66	44	500	10	1·1	1·7	18	30	750	2·5
21–64 years: Moderately active	2950	74	44	500	10	1·2	1·7	18	30	750	2·5
21–64 years: Active	2950	74	44	500	10	1·2	1·7	18	30	750	2·5
21–64 years: Very active	3600	90	44	500	10	1·4	1·7	18	30	750	2·5
WOMAN:											
Over 60 years	2000	50	35	500	10	0·8	1·3	15	30	750	2·5
21–59 years: Sedentary	2200	55	38	500	12	0·9	1·3	15	30	750	2·5
21–59 years: Moderately active	2200	55	38	500	12	0·9	1·3	15	30	750	2·5
21–59 years: Active	2500	63	38	500	12	1·0	1·3	15	30	750	2·5
21–59 years: Pregnancy, latter part	2400	60	44	1200	15	1·0	1·6	18	60	750	10
CHILD:											
Under 1 year	800	20	15	600	6	0·3	0·4	5	15	450	10
1–3 years	1400	35	21	500	7	0·6	0·7	8	20	300	10
4 years	1650	41	26	500	8	0·7	0·8	9	20	300	10
5–6 years	1800	45	28	500	8	0·7	0·9	10	20	300	2·5
7–9 years	2160	54	31	500	11	0·9	1·0	12	20	450	2·5
10–12 years	2450	61	39	700	13	1·0	1·3	15	25	625	2·5
MALE:											
13–14 years	2800	70	47	700	14	1·1	1·5	17	25	725	2·5
15 years	3000	75	49	600	15	1·2	1·6	18	30	750	2·5
16–17 years	3000	75	50	600	15	1·2	1·7	19	30	750	2·5
18–20 years	3000	75	45	500	10	1·2	1·7	18	30	750	2·5
FEMALE:											
13–14 years	2300	58	43	700	14	0·9	1·4	16	25	725	2·5
15 years	2300	58	41	600	15	0·9	1·4	16	30	750	2·5
16–17 years	2300	58	40	600	15	0·9	1·4	16	30	750	2·5
18–20 years	2200	55	38	500	12	0·9	1·3	15	30	750	2·5

(*a*) 1,000 kilocalories (kcal) = 4·184 megajoules (MJ).

Estimates of the Percentage Standard Errors of Average Per Caput Food Consumption of Households of Different Composition

	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	1·1	1·8	2·0	2·0	2·9	4·3	1·9	2·1	1·1	2·6	2·4
Liquid milk—welfare and school	90·1	13·9	3·1	2·4	3·0	3·8	53·8	5·6	32·8	44·8	4·4
Total Liquid Milk	*1·1*	*1·7*	*1·2*	*0·9*	*1·4*	*2·2*	*1·9*	*1·7*	*1·1*	*2·6*	*1·6*
Condensed milk	9·2	11·3	10·5	7·7	11·8	13·3	10·7	9·3	6·9	13·3	10·4
Dried and other milk	11·8	15·9	12·4	10·7	15·2	18·7	17·5	15·4	9·6	18·8	12·0
Cream	6·0	7·6	7·0	6·8	11·8	14·9	9·6	8·1	5·6	18·1	8·0
Total Milk and Cream	*1·1*	*1·6*	*1·2*	*1·0*	*1·4*	*2·1*	*1·8*	*1·6*	*1·0*	*2·6*	*1·6*
CHEESE:											
Natural	2·4	3·6	3·3	2·9	4·2	6·6	4·4	4·5	2·6	5·4	3·5
Processed	8·7	10·4	7·8	7·0	10·1	14·6	12·4	8·9	7·5	16·8	8·7
Total Cheese	*2·3*	*3·4*	*3·0*	*2·7*	*3·8*	*6·0*	*4·2*	*4·2*	*2·5*	*5·2*	*3·2*
MEAT:											
Beef and veal	2·6	3·6	3·7	2·8	4·0	7·5	4·4	3·4	2·6	5·1	3·4
Mutton and lamb	3·4	5·4	4·8	4·2	8·2	9·4	6·2	5·5	3·3	9·0	5·2
Pork	5·2	6·1	6·3	6·4	10·4	16·5	7·9	7·6	4·7	10·6	7·2
Total Carcase Meat	*1·7*	*2·6*	*2·4*	*2·0*	*3·4*	*5·0*	*3·0*	*2·6*	*1·7*	*3·8*	*2·5*
Bacon and ham, uncooked	2·6	3·6	3·2	3·1	4·1	6·2	4·7	3·6	2·6	6·3	3·8
Poultry, uncooked	5·2	7·2	6·2	5·6	8·3	12·6	8·4	8·5	5·5	15·7	6·7
Other meat	2·0	2·5	2·2	1·8	2·6	4·2	3·1	2·4	2·0	3·5	2·4
Total Meat	*1·2*	*2·0*	*1·4*	*1·2*	*2·0*	*2·6*	*2·0*	*1·7*	*1·2*	*2·8*	*1·6*
FISH:											
Fresh	3·7	7·1	7·3	6·7	9·3	12·0	7·8	7·2	3·9	9·8	7·8
Processed and shell (*a*)	7·0	11·4	11·2	10·7	15·4	19·4	14·8	12·3	7·5	21·6	14·3
Prepared (*b*)	4·4	5·0	5·0	4·5	6·0	10·8	7·0	5·4	4·3	9·5	5·6
Quick-frozen	6·7	8·2	7·8	5·5	8·2	13·2	9·5	8·0	6·4	11·9	7·5
Total Fish	*2·4*	*3·6*	*3·4*	*2·9*	*4·1*	*5·9*	*4·0*	*3·3*	*2·4*	*5·3*	*3·7*
EGGS	1·9	2·5	2·2	2·1	2·8	4·1	3·3	2·6	1·8	3·8	2·6
FATS:											
Butter	1·9	2·6	2·3	2·9	3·3	5·9	3·6	3·3	1·7	4·3	2·9
Margarine	3·8	6·2	4·8	4·0	6·0	7·1	6·4	4·4	4·0	8·2	4·7
Lard and compound cooking fat	3·9	6·2	4·3	3·4	5·1	7·6	5·8	4·7	4·1	8·1	4·8
Other fats	8·4	15·7	11·2	12·0	18·3	18·8	16·1	13·0	10·6	18·3	13·8
Total Fats	*1·6*	*2·6*	*1·9*	*2·0*	*2·6*	*3·4*	*2·7*	*2·0*	*1·7*	*3·1*	*2·2*

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

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

TABLE 10—*continued*

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
SUGAR AND PRESERVES:											
Sugar	2·5	3·5	2·8	2·1	2·8	3·6	3·4	2·6	2·3	4·3	3·0
Honey, preserves, syrup and treacle	4·3	6·7	5·7	4·8	6·3	8·0	7·6	5·4	4·2	8·3	5·9
Total Sugar and Preserves	*2·3*	*3·2*	*2·6*	*2·0*	*2·7*	*3·5*	*3·2*	*2·4*	*2·1*	*4·0*	*2·8*
VEGETABLES:											
Potatoes	4·1	4·8	3·4	3·2	4·5	7·2	5·5	4·6	2·8	6·6	3·7
Fresh green	2·6	3·4	3·3	2·8	4·7	6·5	4·3	3·7	2·6	5·8	4·0
Quick-frozen	5·9	7·1	9·7	5·4	9·4	19·1	7·8	8·2	5·8	9·9	7·3
Other vegetables	2·3	2·8	2·2	2·5	2·6	3·6	3·4	2·6	2·1	4·1	2·4
Total Vegetables	*2·5*	*2·9*	*2·2*	*2·2*	*3·2*	*5·2*	*3·5*	*3·1*	*1·8*	*4·3*	*2·5*
FRUIT:											
Fresh	2·5	3·4	3·2	2·8	3·7	5·7	4·6	3·4	2·4	6·2	3·4
Other	3·5	4·4	3·8	3·2	4·5	6·8	5·8	4·2	3·2	6·4	4·5
Total Fruit	*2·3*	*2·9*	*2·6*	*2·4*	*3·3*	*4·8*	*4·0*	*3·0*	*2·1*	*5·1*	*3·0*
CEREALS:											
Brown bread	5·1	8·7	8·2	7·4	10·4	17·7	9·0	9·8	4·9	12·7	9·4
White bread	1·8	2·5	1·9	1·6	2·1	3·5	2·9	2·1	1·8	3·7	2·2
Wholewheat and wholemeal bread	12·9	19·8	19·5	21·6	32·2	38·7	23·5	25·4	11·2	28·7	24·5
Other bread	5·1	6·6	6·6	5·6	7·7	19·6	7·9	7·5	4·7	9·5	6·6
Total Bread	*1·3*	*1·9*	*1·5*	*1·3*	*1·8*	*3·2*	*2·3*	*1·7*	*1·3*	*3·1*	*1·9*
Flour	4·3	7·6	6·4	4·9	7·1	9·8	7·1	5·6	4·6	9·9	6·3
Cakes (*c*)	3·2	4·1	3·4	3·0	4·2	6·5	4·9	4·0	3·0	6·4	4·3
Biscuits	2·7	3·5	2·8	2·3	3·5	4·6	4·3	3·4	2·5	5·4	3·2
Oatmeal and oat products	10·2	17·9	14·4	12·9	17·2	19·1	18·8	12·0	10·7	24·9	13·5
Breakfast cereals	6·5	6·6	4·7	3·2	4·1	5·7	6·6	4·7	4·8	9·2	4·5
Other cereals	4·1	5·3	4·3	3·7	5·2	6·5	6·5	7·0	4·3	9·2	9·6
Total Cereals	*1·1*	*1·6*	*1·3*	*1·1*	*1·5*	*2·3*	*1·9*	*1·4*	*1·1*	*2·5*	*1·6*
BEVERAGES:											
Tea	2·2	4·3	3·2	2·9	3·8	5·2	3·7	3·1	2·1	5·2	3·2
Coffee	6·3	14·8	6·2	5·7	9·7	12·0	8·9	8·2	5·5	10·7	7·2
Cocoa	13·0	20·3	17·0	12·0	19·8	27·2	18·7	17·5	15·3	22·2	15·0
Branded food drinks	11·2	16·3	15·9	13·0	23·2	29·5	25·1	18·2	11·0	30·1	18·8
Total Beverages	*2·2*	*5·3*	*2·9*	*2·5*	*3·7*	*4·5*	*3·4*	*3·4*	*2·1*	*4·7*	*3·1*

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

TABLE 11

Survey Classification of Foods

Description	Seasonal food (S) or convenience food (C)	Notes
MILK AND CREAM:		
Liquid milk—full price	S	
welfare		
school		
Condensed milk		
Dried milk, National		
Dried milk, branded		Full cream or half cream dried milk
Other milk		Skimmed milk, skimmed milk powder, instant milk, yoghurt, goat's milk, sour milk
Cream	S	Fresh (or processed), bottled or canned (but excluding synthetic cream—see "all other fats")
CHEESE:		
Natural		Includes all cheese other than processed e.g. Cheddar, Cheshire, Caerphilly, Lancashire, Dutch Edam, Danish blue
Processed		Includes cheese spreads, crustless blocks or "loaves" and boxed processed cheeses, cream cheese, shrimp and cheese spread, lobster and cheese spread
MEAT AND MEAT PRODUCTS:		
Beef and veal Mutton and lamb Pork		Fresh, chilled or frozen, but not quick-frozen, any cut
Bones		e.g. bacon ribs, ham bones, bacon knuckles
Liver		
Offals, other than liver		e.g. kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry
Bacon and ham, uncooked		
Bacon and ham, cooked, including canned	C	
Cooked chicken	C	Includes cooked chicken removed from can before sale by retailer
Corned meat	C	Includes all corned meat, whether purchased in cans, or sliced
Other cooked meat, not purchased in cans	C	Includes meats removed from can by retailer before sale—e.g. luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn
Other canned meat	C	Purchased in a can—e.g. stewed steak, luncheon meat, minced beef, minced steak, steak puddings and steak pies, meat with vegetables, sausages, but not corned meats (see above) or baby foods (see below)

TABLE 11—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
Meat and Meat Products—*contd.*		
Broiler chicken, uncooked		Plucked roasting fowl under 4 lb each; parts of any uncooked chicken
Other poultry, uncooked, not quick-frozen		Chicken (of 4 lb dressed weight or more, or any unplucked chicken or boiling fowl) duck, goose, turkey
Other poultry, uncooked, quick-frozen		Plucked roasting fowl of 4 lb dressed weight or more, duck, goose, turkey
Rabbit, game and other meat		e.g. rabbit, partridge, pheasant, pigeon, hare
Sausages, uncooked, pork		Includes pork sausage meat
Sausages, uncooked, beef		Includes beef sausage meat
Meat pies and sausage rolls, ready-to-eat	C	Sausage rolls, pork pies, veal and ham pies, etc., complete or portions
Quick-frozen meat (other than uncooked poultry) and quick-frozen meat products	C	e.g. beef slices, steak, pork chops, beefburgers, steakburgers, porkburgers, steaklets, cheeseburgers, individual dinners, sausages, meat pies, chicken pies
Other meat products	C	Meat pies (except ready to eat varieties—see above), pasties, puddings, paste, spreads, liver sausage, cooked sausage, rissoles, haslett, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs
FISH:		
White, filleted, fresh	S	e.g. cod, haddock, whiting, plaice and other flat fish
White, unfilleted, fresh	S	e.g. hake, skate, red mullet
White, uncooked, quick-frozen	S	e.g. cod, haddock, hake, plaice, lemon sole, (but not fish fingers, sticks, bites—see below)
Herrings, filleted, fresh	S	
Herrings, unfilleted, fresh	S	
Fat, fresh, other than herring	S	e.g. mackerel, sprats, salmon, trout, eel, roe
White, processed	S	i.e. smoked, dried or salted, e.g. haddock, cod
Fat, processed, filleted	S	i.e. smoked, dried or salted, e.g. kippers, bloaters, soused and pickled herrings, smoked salmon, anchovies, smoked roe
Fat, processed, unfilleted	S	
Shell	S	Fresh, prepared (but not canned or bottled—see below)
Cooked	C	Fried fish, fried roe, cooked or jellied eels
Salmon, canned	C	

TABLE 11—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
Fish—*contd.*		
Other canned or bottled fish	C	e.g. sardines, pilchards, herrings, brisling, shellfish, roes, anchovies
Fish products, not quick-frozen	C	Fish cakes, fish pastes
Quick-frozen fish products, and quick-frozen fish not specified above	C	Herrings, kippers, buttered kipper fillets, fish fingers, fish sticks, fish bites, fish cakes
EGGS	S	
FATS:		
Butter		
Margarine		Including margarine containing a proportion of butter
Lard and compound cooking fat		
Suet		
Vegetable and salad oils		Corn oil, groundnut oil, "cooking" oil, olive oil
All other fats		e.g. dripping, synthetic cream
SUGAR AND PRESERVES:		
Sugar		Includes icing sugar (but not instant icing—see "spreads and dressings" below)
Jams, jellies and fruit curds		
Marmalade		Includes jelly marmalade
Syrup, treacle and honey		Includes honey spreads
VEGETABLES:		
Old Potatoes		
January–August, not pre-packed	S	Includes all "old" potatoes purchased between January and August inclusive
January–August, pre-packed		
New Potatoes		
January–August, not pre-packed	S	Includes all "new" potatoes purchased between January and August inclusive
January–August, pre-packed		
Potatoes		
September–December, not pre-packed	S	Includes all potatoes purchased between September and December inclusive
September–December, pre-packed,		
Cabbages, fresh	S	e.g. red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, curly greens, savoy greens
Brussels sprouts, fresh	S	

TABLE 11—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
Vegetables—*contd.*		
Cauliflowers, fresh	S	Includes heading broccoli
Leafy salads, fresh	S	e.g. lettuce, endive, watercress, mustard & cress
Peas, fresh	S	
Peas, quick-frozen	C	
Beans, fresh	S	
Beans, quick-frozen	C	
Other fresh green vegetables	S	e.g. spinach, spinach beet, sprouting broccoli, kale, turnip tops
Carrots, fresh	S	
Turnips and swedes, fresh	S	
Other root vegetables, fresh	S	e.g. parsnips, beetroot, kohlrabi, artichokes, horseradish
Onions, shallots, leeks, fresh	S	
Cucumbers, fresh	S	
Mushrooms, fresh	S	
Miscellaneous fresh vegetables	S	e.g. celery, radishes, marrow, asparagus, celeriac, sea-kale, chicory, pimentoes, aubergines, corn-on-the-cob, salsify, pot herbs
Canned peas	C	Garden, processed
Canned beans	C	Includes baked beans, broad beans, butter beans, etc. but not runner beans or kidney beans (see below)
Canned vegetables (other than pulses or potatoes)	C	e.g. carrots, beetroot, celery, spinach, runner beans, kidney beans, mixed vegetables, sweet corn, mushrooms, asparagus tips, but not baby foods (see below)
Dried pulses, other than air-dried		e.g. lentils, split peas, mixed barley, peas and lentils
Air-dried vegetables	C	e.g. peas, beans, onion flakes
Chips, excluding quick-frozen	C	
Other potato products, not quick-frozen	C	e.g. crisps and sticks, puffs, potato scones, cakes, pies, salad, instant potato, canned potatoes
Other vegetable products	C	e.g. vegetable salad, sauerkraut, peasemeal, pease pudding, cheese and onion pie
All quick-frozen vegetables and vegetable products, not specified above	C	e.g. asparagus, broccoli, brussels sprouts, cauliflower, mixed vegetables, spinach, corn-on-the-cob, potato chips

TABLE 11—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
FRUIT:		
Fresh		
Oranges	S	
Other citrus fruit	S	e.g. lemons, grapefruit, tangerines, clementines, limes, ortaniques
Apples	S	
Pears	S	
Stone fruit	S	e.g. plums, greengages, damsons, cherries, peaches, apricots, nectarines
Grapes	S	
Soft fruit, other than grapes	S	e.g. gooseberries, raspberries, strawberries, blackcurrants, redcurrants, loganberries, blackberries, mulberries, bilberries, cranberries
Bananas	S	
Rhubarb	S	
Tomatoes	S	
Other fresh fruit	S	e.g. melon, pineapple, pumpkin, fresh figs, pomegranates
Other fruit		
Tomatoes, canned or bottled	C	
Canned peaches, pears and pineapples	C	
Other canned or bottled fruit	C	e.g. fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries, but not baby foods (see below)
Dried fruit and dried fruit products		Includes currants, sultanas, raisins, packeted mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallized fruits
Nuts and nut products		Nuts, shelled or unshelled. Shredded coconut, ground almonds, peanut butter, vegetarian nut products
Fruit juices	C	e.g. grapefruit, orange (excluding welfare), pineapple, blackcurrant, rosehip, tomato, lemon, lime, tomato purée, but not baby foods (see below)
Welfare orange juice	C	

TABLE 11—*continued*

Description	Seasonal food (S) or convenience food (C)	Notes
CEREALS:		
Brown bread		Excludes wholewheat and wholemeal
White bread, large loaves, unwrapped		loaves of 28 ounces or more
White bread, large loaves, wrapped		
White bread, small loaves, unwrapped		loaves of 14 ounces
White bread, small loaves, wrapped		
Wholewheat and wholemeal bread		
Other bread		Malt bread, fruit bread, French bread, Vienna bread, milk bread, and "slimming" bread, white or brown rolls, bread and butter bought as such
Flour		
Buns, scones and tea-cakes		Includes crumpets, muffins, tea-bread
Cakes and pastries	C	e.g. fruit cakes, fancy cakes, cream cakes, iced cakes, chocolate cakes, swiss rolls, sponge cakes, tarts, flans, shortbread, doughnuts, fruit pies
Biscuits, other than chocolate biscuits	C	Includes cream crackers, crisp-bread, rusks
Chocolate biscuits	C	Includes wafers and marshmallows
Oatmeal and oat products		Porridge oats (except "instant'), oatcakes, oatmeal, oat flakes, white mealy puddings
Breakfast cereals	C	e.g. cornflakes, "instant" porridge oats
Canned milk puddings	C	e.g. creamed rice, sago, macaroni, tapioca, semolina
Other puddings	C	e.g. Christmas puddings, fruit puddings, sponge puddings, syrup puddings
Rice		Includes ground rice, flaked rice
Invalid foods, including slimming foods	C	
Infant foods, not canned or bottled	C	e.g. infant rusks, dried cereal preparations for babies
Cereal convenience foods, including canned, not specified above	C	e.g. cake and pudding mixes, custard powder, instant puddings, canned pasta, pastry, bread sauce mix
Other cereal foods		e.g. pearl barley, semolina, macaroni, spaghetti, sago, tapioca

TABLE 11—*continued*

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

APPENDIX B

Income and Price Elasticities of Demand

Introduction

1. The elasticity of demand for a commodity with respect to changes in income (income elasticity of demand) or to changes in its own price (price elasticity of demand) may be regarded, *in simplified terms and with some degree of approximation*, as a measure of the extent to which the amount demanded will change in percentage terms in response to a change of 1 per cent in income (or in price), other things remaining equal. Estimates of the income elasticity of total household food expenditure per head in 1969[1] for each of twelve household types and for the twelve groups combined are given in Table 1. The overall estimate of the income elasticity of household food expenditure per head has decreased from 0·30 in 1955 to 0·25 in 1960 and to 0·20 in 1969 as living standards have risen.

2. Estimates of the income elasticities of expenditure on individual foods as classified in the Survey in 1969[1] are given in Table 2, together with corresponding estimates of the income elasticities of quantity. Most of the estimates given in Table 2 are positive in sign and indicate that, other things being equal, the expenditure on that food (or the quantity of it purchased) increases when real incomes rise; the few negative signs indicate food items on which, other things being equal, expenditure (or quantity purchased) decreases with increasing income. For most of the foods for which the income elasticity is positive the elasticity of expenditure is greater than that for quantity because as income rises not only is more food bought but there is also a tendency to buy varieties of better quality or at least higher price. Similarly, for certain items for which the elasticity of quantity is negative, the expenditure elasticity may be closer to zero or even be positive in sign. As with the elasticity of total food expenditure, the elasticities for individual foods tend to decrease as living standards rise. Estimates of the standard errors of the elasticity coefficients are shown in brackets in Tables 1 and 2.

3. Estimates of the price elasticities of demand for certain foods[2] over the period from 1964 to 1969 are given in Table 3. These estimates are all negative in sign because, other things being equal, demand per head decreases when the price increases, and increases when the price decreases. Estimates of the standard errors of the elasticity coefficients are shown in brackets in Table 3. The Table also indicates whether or not the strength of demand has varied according to a seasonal pattern or from one year to another, such variation taking the form of shifts in the location of the price/quantity demand curve as distinct from movements from one point to another along a fixed demand curve. Further columns in Table 3 show the proportion of the total variation in average monthly purchases over the period under review which can be explained by the price elasticity and the changes in price which have taken place, and by the shifts in the demand curves due to seasonality and to longer term changes in consumer preferences and circumstances. For many commodities, the variation in deflated prices

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[1] Estimates obtained in 1955, 1958, 1960, 1962, 1965 and 1967 are also given for purposes of comparison.

[2] Some foods have been excluded from this table because the demand parameters obtained were poorly determined.

(i.e. after removal of the variation due to changes in the value of money) has been quite small and in consequence only a small proportion of the total variation in average monthly purchases can be attributed to this factor.

Method of Calculating the Estimates of Income Elasticity of Demand

4. More formally, the income elasticity of demand can be defined as the ratio of the relative change in demand (whether measured in terms of expenditure or in terms of the quantity purchased) to the relative change in income, other things being equal, and it may be represented in the notation of the calculus as

$$\frac{Y}{E}.\frac{dE}{dY}$$

where E = expenditure (or, in the case of elasticities of quantity, the amount purchased) and Y = net family income. Although elasticity of demand may not be the same at all income levels and may decline as income increases, in practice it has been found preferable to demonstrate this by obtaining estimates of the elasticity from cross-sectional analysis of the data in each of several years during a period when real incomes are changing rather than from cross-sectional analysis of the data for a single year, since in the latter case, the consequences of the income effect being confounded with occupational and other non-income effects are greater. Moreover, it has been found in practice that the fitting of demand functions which allow the elasticity to vary with income is rarely justified owing to the variability of the data. For these reasons a constant elasticity function has been used in deriving the elasticity coefficients given in this Appendix; this function is of the form

$$E = kY^{\eta} \quad . \quad . \quad . \quad . \quad . \quad (1)$$

when E and Y are as defined above, k is a constant and η is the elasticity. If the data on incomes and on expenditure (or quantity) are transformed into logarithms and then expressed as deviations from their respective means, the demand relationship becomes

$$\log E = \eta \log Y \quad . \quad . \quad . \quad . \quad (2)$$

and the elasticity is seen to be the linear regression coefficient when log expenditure (or quantity) is regressed on log income.

5. To determine income elasticities of food expenditure at a point in time, one therefore needs to know the functional relationship between income and food expenditure *at that point in time*. This functional relationship is not fixed and immutable, since consumers collectively (as well as individually) can and do change their ideas of relative values from one point in time to another. Even in a comparatively short period they are subjected to changing pressures from the advertising industry, from manufacturers and agencies who provide new products and services, and from a host of environmental changes, including changes in the value of money. The condition about "other things being equal" is rarely realized in practice, and for this reason it is an over-simplification to attempt to estimate the demand function by fitting a regression to a set of observations of income and expenditure only taken at different points in time (time-series analysis), even when deflated, since the locus of such points may trace out *shifts* in the demand function rather than the demand function itself. Indeed, a demand

relationship estimated in this way would not satisfy the condition that demand may change even though there may be no change in incomes. Moreover, it would imply that any response to a change in income would be instantaneous when in practice there is likely to be a lag[1]. Cross-sectional methods of analysis have therefore been used, and so that the relationship between income and expenditure can be ascertained without being affected by differences in family composition, separate estimates of the income elasticity of total household food expenditure have been obtained for each of the twelve types of household shown in Table 1. The estimates for each of these twelve types were obtained by fitting double logarithmic linear regressions of the form in equation (2) above to the individual observations of declared net family income[2] and of food expenditure from each household within each type. An overall estimate was then obtained by forming a weighted average of these twelve estimates, using as weights the sums of squared deviations of income. About a third of the households in the sample either did not fall into one of the twelve categories or did not disclose their income, and were excluded from the calculations. Although the twelve selected types of household therefore are not fully representative of the whole sample, there is evidence from earlier studies that the inclusion of the more complex household types would not materially have affected the results.

6. To obtain estimates of the income elasticities of expenditure and quantities purchased for each food in the Survey classification shown in Table 2, data from the households in each of the twelve types were ranked in order of declared net family income and divided into eight approximately equal sub-groups[3]. Averages of income per head, and of expenditure and quantity purchased, were calculated for each of the resultant 96 groups. These averages of income, expenditure and quantity were then arranged into tables of twelve rows (one row for each household type) and eight columns (one column for each octile). Weighted averages were then formed of the entries in each column, the weights being the total number of persons in each of the twelve household types. The resulting weighted averages were then arranged into sets of eight pairs of income/expenditure co-ordinates and eight pairs of income/quantity co-ordinates. Double logarithmic linear regressions were then fitted to each of these two sets to provide estimates of, respectively, the income elasticity of expenditure and the income elasticity of the quantity purchased. This procedure of fitting regressions to the logarithms of averages for groups of households avoids the difficulties inherent

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[1] It is, however, possible to use a mathematical model which allows the relationship between income and food expenditure to be measured after the effects of any seasonal or annual shifts in the income/food-expenditure demand curve have been eliminated from the data. Such a technique is described in paragraphs 8–10 below (in connection with price elasticities), and its application to the quarterly Survey estimates of income and food expenditure (in real terms) between 1966 and 1970 established that significant seasonal and annual shifts had taken place; after allowing for these shifts, the time-series estimate of the income elasticity of household food expenditure was calculated to be 0·22 (standard error 0·12) compared with the more precisely determined values (presented in Table 1) of between 0·23 and 0·20 (standard error 0·01) obtained from cross-sectional analyses of the data obtained in 1966, 1967 and 1969. This degree of compatibility between the results obtained by the two methods may, however, be to some extent fortuitous because neither method of analysis can take into account and measure *all* of the factors other than income which might have had a bearing on the level of food expenditure.

[2] The estimates of net family income as declared by the housewife are known, on average, to be understated (see paragraph 66 and Table 23 of this Report). Although the degree of understatement in percentage terms may differ from one household to another, this, in practice, is considered to have very little adverse effect on the estimates of income elasticity.

[3] Four approximately equal sub-groups prior to 1967.

in fitting logarithmic regressions to individual household observations, some of which may be zero simply because the household participates in the Survey only for one week and happens not to buy the food during that week. The averages of expenditure and quantity for the groups are taken over a range of observations extending from zero upwards and, provided the groups are large enough, constitute a true estimate of the average level of purchases in each octile of income. To exclude the households which did not record a purchase (whether this is due to the household never buying the food or buying it only infrequently) would give averages relating to the average size of purchases made by *households which made a purchase during the Survey week* and not average purchases by *all households* in the octile; it would therefore not produce income elasticities of average quantity purchased but of average size of purchase, and the latter would have limited practical value unless they were supplemented by an income elasticity of the proportion of households buying.

7. As stated in paragraph 2, the income elasticity of demand for most foods is higher for expenditure than for quantity, although for most foods the difference is very small. The relationship between the two can be readily deduced because $E=PQ$ where E, P and Q are respectively expenditure, price and quantity purchased; it follows that:

$$\frac{dE}{dY}=P\frac{dQ}{dY}+Q\frac{dP}{dY}, \text{ where Y is family income}$$

$$\text{whence } \frac{Y}{E}\cdot\frac{dE}{dY}=\frac{Y}{Q}\cdot\frac{dQ}{dY}+\frac{Y}{P}\cdot\frac{dP}{dY} \quad . \quad . \quad . \quad . \quad . \quad . \quad . \quad (3)$$

Thus the expenditure elasticity is the sum of the quantity elasticity and what may be called the quality elasticity, in so far as quality is measured by price. The difference between the elasticities of expenditure and quantity shown in Table 2 is formally the "income elasticity of price", but may be regarded as meaning the elasticity of quality in a broad sense covering the quality of the food itself and the services associated with its sale, including the saving of the housewife's time which results from shopping at the most convenient shop instead of at that charging the lowest price.

Method of Calculating the Estimates of Price Elasticity of Demand

8. The estimates of price elasticity of demand given in Table 3 have all been calculated by analysis of the time-series of monthly Survey data of average quantities purchased and averages prices paid by housewives from January 1964 to December 1969. For this purpose the monthly series of average prices (in money terms) has been converted to real terms by deflating by the General Index of Retail Prices. As in the case of the estimates of income elasticity (paragraph 4 above), a constant elasticity form of the demand function has been used throughout. The real price has been treated as the independent variable (p), and the quantity purchased (q) as the dependent variate. In order to determine the relationship between price and quantity after the effects of any seasonal or annual shifts in the price/quantity demand curve have been eliminated from the data a mathematical model has been used which expressly takes into account such shifts. This model is

$$q_{ij}=\alpha_i+\beta_j+\gamma p_{ij}+\varepsilon_{ij} \quad . \quad . \quad . \quad . \quad (4)$$

where q_{ij} and p_{ij} are respectively average quantities purchased and average (deflated) prices paid in the ith month of the jth year, and are expressed in logarithms as deviations from their average values during the whole period considered. The α_i are monthly constants which measure (in logarithms) the regular seasonal shifts in the demand curve in each of the months i, and are also expressed in deviation form so that $\Sigma\alpha_i = 0$. Similarly, the β_j are annual constants which measure the shifts in the demand curve from one year to another and are also expressed as logarithmic deviations so that $\Sigma\beta_j = 0$. γ is the price elasticity of demand and the ε_{ij} are random disturbances, assumed to be independent of the α_i, β_j and p_{ij}, and to be normally distributed about zero.

9. The method used to estimate γ and to test for the existence of seasonal or annual shifts in the demand curve is an application of covariance analysis developed by Professor J. A. C. Brown[1]. If the analysis is carried out over a period of n years and there are m monthly pairs of averages of purchases and prices in each year, the following regressions are calculated:

	Degrees of freedom
Between months (regressions fitted to m means of corresponding months in n years)	$m-1$
Between years (regression fitted to yearly means)	$n-1$
Residual	$(m-1)(n-1)$
Total regression	$mn-1$
Within months	$m(n-1)$
Within years	$n(m-1)$

10. If there have been no seasonal or annual shifts in the price/quantity demand curve over the period covered by the analysis, each of the regressions calculated as in paragraph 9 will provide an unbiased estimate of the price elasticity of demand, and these estimates will differ from each other only by amounts which could have occurred by chance alone. In this case, the total regression based on the maximum number $(mn-1)$ of degrees of freedom may be the logical choice. If, however, the estimate derived from the "between months" component is significantly different from that obtained from the residual component, then this difference may have arisen because the m pairs of averages of quantity and price (each pair being the average over corresponding months in n years) do not trace out seasonal movements along a fixed demand curve, but instead trace out seasonal shifts in the location of the whole demand curve; in this case, one or more of the α_i will differ significantly from zero, and the logical choice may be the "within months" estimate which excludes the seasonal component of variation and covariation and is based on $m(n-1)$ degrees of freedom. Similarly, if the "between years" regression is significantly different from that obtained from the residual component this may be because one or more of the β_j differ significantly from zero and the location of the demand curve has shifted from one year to another; in this case, the logical choice of estimate may be that derived from the "within years" component based on $n(m-1)$ degrees of freedom. If the

[1] *On the use of covariance techniques in demand analysis:* FAO/ECE Study Group on the Demand for Agricultural Products (1958).

series of tests indicate that there may have been both seasonal and annual shifts in the location of the demand curve, then the choice of estimate will be that derived from the residual component of variation and covariation which is free from the effects of both kinds of shift and is based on $(m-1)(n-1)$ degrees of freedom.

11. Once the elasticity of demand has been determined, the constants α_i and β_j in equation (4) which measure the seasonal and annual shifts in demand can be estimated. The causes of seasonal shifts in demand for a commodity are in the main self-evident, but include seasonal changes in its quality and in the supply and quality of other commodities which are alternative or complementary to it. Annual shifts in the price/quantity demand curve may arise simply because of a rise in real incomes if the commodity is at all income elastic, but may also come about because of gradual changes in consumers' tastes and preferences caused by developments in food technology and by advertising pressures and other environmental changes. An illustration of the importance which annual shifts may assume is given in paragraph 24 of this Report.

TABLE 1

Estimated Income Elasticity of Household Food Expenditure
(Standard errors of the estimates for 1967 and 1969 are shown in brackets)

Type of Household	1955	1958	1960	1962	1965	1966	1967	1969
One man and one woman and:								
no other (both under 55)	0·16	0·15	0·10	0·08	0·06	0·03	0·11 (0·04)	0·10 (0·03)
no other (pensioner couples)	0·36	0·33	0·35	0·35	0·27	0·28	0·20 (0·08)	0·37 (0·06)
no other (other couples, one or both 55 or over)							0·17 (0·03)	0·19 (0·03)
1 child	0·24	0·28	0·24	0·26	0·19	0·21	0·20 (0·03)	0·20 (0·04)
2 children	0·28	0·30	0·22	0·25	0·13	0·21	0·16 (0·03)	0·21 (0·03)
3 children	0·29	0·19	0·21	0·20	0·23	0·16	0·19 (0·04)	0·15 (0·04)
1 adolescent	0·28	0·23	0·28	0·19	0·17	0·13	0·15 (0·05)	0·17 (0·04)
1 child and 1 adolescent	0·31	0·27	0·23	0·26	0·21	0·34	0·24 (0·06)	0·20 (0·07)
One woman only	0·32	0·29	0·28	0·39	0·33	0·26	0·29 (0·03)	0·26 (0·03)
Two women	0·34	0·30	0·23	0·32	0·35	0·23	0·23 (0·06)	0·22 (0·06)
One man, two women	0·32	0·32	0·23	0·36	0·32	0·26	0·17 (0·04)	0·18 (0·06)
Two men, one woman	0·38	0·30	0·29	0·24	0·16	0·37	0·07 (0·05)	0·12 (0·06)
All above households (weighted average)	*0·30*	*0·28*	*0·25*	*0·27*	*0·23*	*0·23*	*0·20 (0·01)*	*0·20 (0·01)*

TABLE

Estimates of Income Elasticities o
(Standard errors of the estimate

	Income Elasticities of Expenditure					
	1955	1958	1960	1962	1965	1967
MILK AND CREAM:						
Liquid milk						
Full price	0·31	0·33	0·26	0·31	0·28	0·23 (0·02)
Welfare	n.a.	n.a.	n.a.	n.a.	n.a.	−0·25 (0·06)
Total Liquid Milk Purchased	*0·29*	*0·27*	*0·22*	*0·27*	*0·25*	*0·19 (0·02)*
Condensed Milk						
Sweetened	−0·50	−0·50	−0·26	−0·06	−1·46	−0·18 (0·13)
Unsweetened	0·51	0·14	0·18	0·13	0·09	
Dried Milk						
National	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Branded	−0·28	−0·30	−0·47	−1·01	−0·91	−0·72 (0·24)
Other milk	3·34	1·62	2·24	2·25	0·97	1·16 (0·23)
Cream	1·33	1·09	1·38	1·35	1·05	1·02 (0·17)
Total Other Milk and Cream	*0·30*	*0·30*	*0·45*	*0·40*	*0·31*	*0·47 (0·10)*
CHEESE:						
Natural	0·15	0·28	0·25	0·31	0·30	0·31 (0·03)
Processed	0·36	0·11	0·13	0·20	0·02	0·14 (0·13)
Total Cheese	*0·19*	*0·24*	*0·23*	*0·29*	*0·26*	*0·29 (0·03)*
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	0·18	0·06	0·16	0·16	0·21	0·24 (0·03)
Mutton and lamb	0·48	0·47	0·38	0·41	0·27	0·17 (0·07)
Pork	0·38	0·62	0·46	0·41	0·35	0·35 (0·09)
Total Carcase Meat	*0·31*	*0·25*	*0·27*	*0·28*	*0·25*	*0·23 (0·03)*
Other Meat and Meat Products						
Bones	−0·18	−0·48	−0·57	−0·67	−0·65	−1·64 (0·42)
Liver	0·46	0·39	0·27	0·22	0·12	0·15 (0·09)
Offals, other than liver	0·71	0·52	0·90	0·78	0·52	0·45 (0·13)
Bacon and ham, uncooked	0·32	0·35	0·27	0·27	0·17	0·20 (0·05)
Bacon and ham, cooked (including canned)	0·63	0·37	0·32	0·43	0·18	0·35 (0·08)
Cooked chicken	0·58	0·25	1·32	0·58	0·92	0·31 (0·30)
Other cooked meat not purchased in cans			−0·01	0·09	−0·21	−0·10 (0·10)
Corned meat	0·13	−0·16	−0·20	−0·16	−0·28	−0·21 (0·11)
Other canned meat	0·22	0·11	0·07	0·11	−0·04	−0·36 (0·05)
Broiler chicken, uncooked	1·70	1·51	1·37	0·90	0·42	0·52 (0·14)
Other poultry, uncooked, not quick-frozen					0·88	0·87 (0·36)
Other poultry, uncooked, quick-frozen						1·71 (0·24)
Rabbit, game and other meat	1·66	0·99	0·78	0·51	0·80	1·03 (0·17)
Sausages, uncooked, pork	0·40	0·49	0·40	0·27	0·26	0·19 (0·07)
Sausages, uncooked, beef	−0·53	−0·72	−0·76	−0·59	−0·53	−0·25 (0·12)
Meat pies and sausage rolls, ready-to-eat	−0·03	0·12	−0·06	0·00	0·07	0·30 (0·05)
Quick-frozen meat, other than uncooked poultry or quick-frozen meat products						0·28 (0·16)
Other meat products						−0·15 (0·05)
Total Other Meat and Meat Products	*0·36*	*0·33*	*0·29*	*0·26*	*0·15*	*0·17 (0·03)*
FISH:						
White, filleted, fresh	n.a.	n.a.	0·12	0·21	0·21	0·30 (0·13)
White, unfilleted, fresh	n.a.	n.a.	0·63	0·43	0·08	−0·01 (0·13)
White, uncooked, quick-frozen	n.a.	n.a.	n.a.	n.a.	n.a.	0·05 (0·18)
Herrings, filleted, fresh	0·07	−0·24	0·02	0·34	0·23	−0·76 (0·91)
Herrings, unfilleted, fresh						−0·08 (0·36)
Fat, fresh, other than herrings	0·99	0·34	1·62	1·44	1·72	1·59 (0·40)
White, processed	0·64	0·73	0·47	0·54	0·40	0·36 (0·15)
Fat, processed, filleted	0·31	0·54	0·55	0·67	0·53	1·05 (0·43)
Fat, processed, unfilleted						0·26 (0·33)
Shell	1·18	1·44	1·14	1·45	1·05	0·97 (0·20)
Cooked	−0·18	−0·04	−0·16	−0·09	−0·46	−0·16 (0·17)
Salmon, canned	0·63	0·63	0·46	0·52	0·31	−0·02 (0·08)
Other, canned or bottled fish			0·50	0·62	0·46	0·29 (0·14)
Fish products not quick-frozen	n.a.	n.a.	n.a.	n.a.	n.a.	−0·09 (0·08)
Quick-frozen fish products and quick-frozen fish not specified above	n.a.	n.a.	n.a.	n.a.	n.a.	0·25 (0·16)
Total Fish	*0·38*	*0·41*	*0·37*	*0·37*	*0·20*	*0·14 (0·05)*

)emand for Individual Foods
re shown in brackets)

	Income Elasticities of Quantity Purchased						
1969	1955	1958	1960	1962	1965	1967	1969
0·22 (0·01)	0·28	0·31	0·24	0·29	0·26	0·21 (0·02)	0·20 (0·02)
−0·40 (0·09)	n.a.	n.a.	n.a.	n.a.	n.a.	−0·27 (0·06)	−0·41 (0·09)
0·16 (0·01)	*0·20*	*0·21*	*0·16*	*0·20*	*0·19*	*0·13 (0·02)*	*0·11 (0·02)*
	−0·48	−0·76	−0·26	−0·10	−1·54		
−0·19 (0·12)	0·50	0·11	0·19	0·16	0·16	−0·16 (0·14)	−0·25 (0·14)
n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
−1·01 (0·30)	−0·23	−0·49	−0·54	−0·92	−1·27	−0·86 (0·26)	−1·09 (0·29)
0·61 (0·11)	1·97	0·70	0·69	1·03	0·02	0·36 (0·28)	−0·05 (0·20)
1·08 (0·05)	1·35	0·99	1·38	1·22	0·84	0·80 (0·12)	0·90 (0·07)
0·38 (0·06)	*−0·04*	*0·27*	*−0·12*	*−0·15*	*−0·34*	*0·09 (0·11)*	*−0·30 (0·10)*
0·23 (0·04)	0·09	0·24	0·21	0·26	0·25	0·28 (0·04)	0·19 (0·04)
0·57 (0·13)	0·26	0·03	0·13	0·16	−0·06	0·14 (0·13)	0·46 (0·13)
0·27 (0·04)	*0·11*	*0·21*	*0·20*	*0·25*	*0·22*	*0·27 (0·04)*	*0·22 (0·04)*
0·36 (0·04)	0·08	−0·02	0·07	0·09	0·10	0·16 (0·02)	0·25 (0·04)
0·28 (0·03)	0·35	0·34	0·29	0·32	0·21	0·10 (0·06)	0·19 (0·05)
0·30 (0·08)	0·30	0·53	0·43	0·34	0·31	0·32 (0·09)	0·25 (0·12)
0·33 (0·03)	*0·21*	*0·17*	*0·19*	*0·21*	*0·18*	*0·16 (0·03)*	*0·23 (0·03)*
−0·13 (0·60)	−0·36	−0·55	−0·76	−0·81	−0·22	−1·55 (0·31)	−0·14 (0·50)
0·23 (0·06)	0·38	0·32	0·19	0·20	0·08	0·11 (0·09)	0·17 (0·07)
0·34 (0·13)	0·41	0·24	0·69	0·62	0·37	0·40 (0·13)	0·31 (0·17)
0·12 (0·05)	0·24	0·28	0·22	0·19	0·11	0·15 (0·05)	0·03 (0·04)
0·23 (0·08)	0·58	0·36	0·29	0·36	0·14	0·38 (0·08)	0·19 (0·11)
0·61 (0·14)	0·38	0·15	1·19	0·64	0·87	0·35 (0·32)	0·45 (0·15)
−0·06 (0·06)			−0·10	0·02	−0·32	−0·20 (0·09)	−0·25 (0·06)
−0·23 (0·15)	0·16	−0·19	−0·22	−0·18	−0·31	−0·21 (0·11)	−0·20 (0·16)
−0·21 (0·10)	0·10	0·03	−0·02	0·01	−0·06	−0·39 (0·05)	−0·32 (0·09)
0·32 (0·08)					0·42	0·53 (0·14)	0·25 (0·09)
1·21 (0·26)	1·61	1·40	1·34	0·88	0·82	0·72 (0·37)	0·97 (0·31)
1·08 (0·38)						1·36 (0·21)	1·22 (0·39)
0·52 (0·50)	1·32	0·66	0·93	0·26	0·62	0·74 (0·18)	0·48 (0·48)
0·17 (0·06)	0·34	0·46	0·37	0·24	0·24	0·16 (0·07)	0·14 (0·06)
−0·44 (0·08)	−0·55	−0·72	−0·79	−0·63	−0·58	−0·26 (0·12)	−0·51 (0·08)
0·14 (0·14)						0·20 (0·05)	0·10 (0·14)
0·07 (0·17)	−0·18	−0·01	−0·12	−0·15	−0·07	0·27 (0·17)	0·02 (0·20)
0·11 (0·06)						−0·29 (0·08)	−0·10 (0·07)
−0·15 (0·02)	*0·20*	*0·19*	*0·18*	*0·15*	*0·08*	*0·11 (0·03)*	*0·08 (0·03)*
0·14 (0·10)	n.a.	n.a.	0·08	0·11	0·07	0·25 (0·11)	0·04 (0·15)
−0·08 (0·15)	n.a.	n.a.	0·47	0·28	−0·08	−0·14 (0·10)	−0·17 (0·15)
0·48 (0·24)	n.a.	n.a.	n.a.	n.a.	n.a.	0·05 (0·18)	0·47 (0·24)
0·68 (1·12)	0·03	−0·21	−0·17	0·34	0·22	−0·50 (0·97)	0·57 (1·05)
0·16 (0·40)						−0·02 (0·33)	0·05 (0·46)
0·88 (0·52)	0·55	−0·50	0·66	0·60	1·73	1·14 (0·22)	0·47 (0·59)
0·56 (0·14)	0·62	0·66	0·45	0·49	0·32	0·28 (0·12)	0·48 (0·16)
0·12 (0·35)	0·25	0·39	0·28	0·53	0·42	0·53 (0·29)	−0·12 (0·37)
0·30 (0·25)						0·23 (0·33)	0·27 (0·21)
0·90 (0·16)	0·86	1·15	0·82	1·22	0·96	0·27 (0·39)	0·83 (0·14)
−0·24 (0·16)	−0·19	−0·19	−0·19	−0·14	−0·45	−0·18 (0·16)	−0·31 (0·16)
0·14 (0·11)	0·60	0·43	0·41	0·50	0·32	−0·02 (0·08)	0·05 (0·13)
0·61 (0·10)			0·24	0·33	0·34	0·25 (0·11)	0·41 (0·08)
−0·03 (0·16)	n.a.	n.a.	n.a.	n.a.	n.a.	−0·56 (0·10)	−0·45 (0·18)
0·15 (0·05)	n.a.	n.a.	n.a.	n.a.	n.a.	0·19 (0·16)	0·08 (0·07)
0·15 (0·05)	*0·23*	*0·20*	*0·21*	*0·23*	*0·10*	*0·07 (0·05)*	*0·04 (0·05)*

TABLE 2—

	Income Elasticities of Expenditure					
	1955	1958	1960	1962	1965	1967
EGGS	0·39	0·37	0·26	0·26	0·22	0·16 (0·04)
FATS:						
Butter	0·37	0·30	0·24	0·28	0·17	0·13 (0·02)
Margarine	−0·20	−0·27	−0·22	−0·23	−0·24	−0·34 (0·03)
Lard and compound cooking fat	0·03	0·02	0·03	−0·06	−0·08	−0·10 (0·04)
Suet	n.a.	n.a.	0·01	−0·19	0·04	−0·11 (0·27)
Vegetable and salad oils	n.a.	n.a.	n.a.	n.a.	n.a.	1·07 (0·19)
All other fats	n.a.	n.a.	n.a.	n.a.	n.a.	−0·37 (0·32)
Total Fats	*0·17*	*0·13*	*0·11*	*0·16*	*0·07*	*0·04 (0·02)*
SUGAR AND PRESERVES:						
Sugar	0·06	0·07	0·00	−0·03	−0·04	−0·09 (0·22)
Jams, jellies and fruit curds	−0·17	−0·08	−0·17	0·05	−0·09	−0·11 (0·07)
Marmalade	0·38	0·42	0·13	0·47	0·14	0·17 (0·07)
Syrup, treacle and honey	0·05	0·16	0·66	0·47	0·30	−0·16 (0·23)
Total Sugar and Preserves	*0·06*	*0·08*	*0·03*	*0·06*	*−0·01*	*−0·07 (0·02)*
VEGETABLES:						
Old Potatoes						
January/August, not prepacked	n.a.	n.a.	−0·10	−0·25	−0·35	−0·11 (0·13)
January/August, prepacked				0·57	−0·18	−0·22 (0·23)
New Potatoes						
January/August, not prepacked	n.a.	n.a.	n.a.	n.a.	n.a.	0·22 (0·06)
January/August, prepacked						0·30 (0·36)
Old Potatoes						
September/December, not prepacked	n.a.	n.a.	n.a.	n.a.	n.a.	−0·29 (0·13)
September/December, prepacked						0·11 (0·22)
Total Potatoes	*n.a.*	*n.a.*	*0·08*	*0·07*	*−0·01*	*−0·04 (0·06)*
Cabbages, fresh	0·15	0·15	0·05	0·11	0·00	0·21 (0·06)
Brussels sprouts, fresh	0·60	0·61	0·45	0·42	0·21	0·34 (0·07)
Cauliflowers, fresh	0·83	0·78	0·45	0·60	0·47	0·38 (0·04)
Leafy salads	0·97	0·97	0·75	0·94	0·66	0·56 (0·08)
Peas, fresh	0·96	0·38	0·46	0·64	0·53	0·41 (0·17)
Beans, fresh			0·54	0·88	0·30	0·27 (0·30)
Peas, quick-frozen	1·72	1·82	1·53	1·34	1·22	0·91 (0·07)
Beans, quick-frozen			2·01	1·52	1·21	1·23 (0·15)
Other fresh green vegetables	0·68	0·87	0·63	1·11	1·64	0·85 (0·87)
Total Fresh Green Vegetables	*0·71*	*0·72*	*0·66*	*0·71*	*0·56*	*0·52 (0·03)*
Carrots, fresh	0·18	0·02	0·16	0·24	0·14	−0·13 (0·04)
Turnips and swedes, fresh	0·28	0·24	0·32	0·35	0·02	−0·29 (0·06)
Other root vegetables, fresh						0·58 (0·09)
Onions, shallots, leeks, fresh	0·04	0·21	0·14	0·23	0·22	0·18 (0·07)
Cucumbers, fresh	1·10	1·14	1·04	0·96	0·90	0·68 (0·11)
Mushrooms, fresh						0·99 (0·10)
Miscellaneous fresh vegetables						1·08 (0·12)
Canned peas	0·29	0·08	0·01	−0·05	−0·36	− 0·42 (0·07)
Canned beans	0·00	0·01	0·03	−0·02	−0·16	− 0·08 (0·05)
Canned vegetables (other than pulses and potatoes)	1·04	0·72	0·97	0·48	0·34	0·32 (0·09)
Dried pulses, other than air dried	−0·41	−0·61	−0·52	−0·38	−0·88	−0·51 (0·15)
Air dried vegetables	n.a.	n.a.	n.a.	n.a.	n.a.	0·42 (0·32)
Chips, excluding quick-frozen	n.a.	n.a.	n.a.	n.a.	n.a.	−0·31 (0·16)
Other potato products, not quick-frozen	n.a.	n.a.	n.a.	n.a.	n.a.	0·31 (0·06)
Other vegetable products						1·02 (0·33)
All quick-frozen vegetables and vegetable products, not specified above						0·75 (0·27)
Total Other Vegetables	*0·26*	*0·24*	*0·26*	*0·26*	*0·13*	*0·11 (0·03)*
FRUIT:						
Fresh						
Oranges	0·58	0·74	0·61	0·78	0·59	0·55 (0·07)
Other citrus fruit	1·20	1·26	1·07	1·23	1·01	0·95 (0·21)
Apples	0·72	0·77	0·60	0·84	0·61	0·58 (0·06)
Pears			0·70	0·95	0·96	0·65 (0·17)
Stone fruit	1·20	0·82	0·87	0·72	1·19	1·29 (0·38)
Grapes	1·67	1·04	1·36	1·18	1·01	0·93 (0·12)
Soft fruit, other than grapes						1·30 (0·44)
Bananas	0·78	0·66	0·61	0·50	0·48	0·45 (0·08)
Rhubarb	1·19	1·15	1·59	1·56	1·40	0·39 (0·23)
Other fresh fruit						1·09 (0·30)
Tomatoes	0·55	0·46	0·44	0·45	0·42	0·40 (0·05)
Total Fresh Fruit	*0·75*	*0·70*	*0·64*	*0·71*	*0·62*	*0·59 (0·03)*

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	Income Elasticities of Quantity Purchased						
1969	1955	1958	1960	1962	1965	1967	1969
0·09 (0·02)	0·34	0·33	0·23	0·21	0·18	0·12 (0·03)	0·05 (0·03)
0·14 (0·03)	0·37	0·30	0·24	0·27	0·17	0·14 (0·02)	0·10 (0·03)
−0·21 (0·05)	−0·24	−0·30	−0·28	−0·27	−0·29	−0·39 (0·03)	−0·31 (0·06)
−0·14 (0·06)	0·02	−0·02	−0·05	−0·13	−0·18	−0·19 (0·06)	−0·26 (0·06)
−0·42 (0·10)	n.a.	n.a.	−0·03	−0·11	−0·06	−0·16 (0·29)	−0·38 (0·13)
0·35 (0·23)	n.a.	n.a.	n.a.	n.a.	n.a.	1·10 (0·21)	0·31 (0·25)
−0·09 (0·39)	n.a.	n.a.	n.a.	n.a.	n.a.	−0·40 (0·32)	−0·25 (0·42)
0·05 (0·02)	*0·05*	*0·06*	*0·02*	*0·06*	*−0·01*	*−0·03 (0·02)*	*0·06 (0·03)*
−0·12 (0·03)	0·05	0·06	−0·01	−0·04	−0·07	−0·10 (0·03)	−0·17 (0·04)
0·03 (0·09)	−0·25	−0·14	−0·24	−0·03	−0·15	−0·20 (0·06)	−0·07 (0·09)
0·30 (0·15)	0·34	0·42	0·10	0·46	0·14	0·14 (0·06)	0·25 (0·15)
0·46 (0·10)	−0·23	0·04	0·33	0·34	0·03	−0·18 (0·19)	0·55 (0·15)
−0·02 (0·03)	*0·03*	*0·06*	*−0·01*	*−0·00*	*−0·06*	*−0·10 (0·03)*	*−0·13 (0·04)*
−0·38 (0·09)	n.a.	n.a.	−0·24	−0·34	−0·46	−0·17 (0·14)	−0·45 (0·08)
0·33 (0·13)				0·52	−0·27	−0·27 (0·27)	−0·08 (0·16)
−0·14 (0·10)	n.a.	n.a.	n.a.	n.a.	n.a.	0·19 (0·08)	−0·18 (0·11)
0·46 (0·40)						0·35 (0·40)	0·32 (0·39)
0·07 (0·15)	n.a.	n.a.	n.a.	n.a.	n.a.	−0·38 (0·20)	−0·07 (0·23)
0·26 (0·13)						−0·01 (0·18)	0·19 (0·13)
−0·08 (0·06)	*n.a.*	*n.a.*	*−0·08*	*0·02*	*−0·10*	*−0·15 (0·08)*	*−0·19 (0·08)*
0·28 (0·10)	0·16	0·08	0·02	−0·01	0·01	0·14 (0·08)	0·22 (0·12)
0·20 (0·13)	0·59	0·63	0·37	0·35	0·25	0·33 (0·09)	0·18 (0·11)
0·40 (0·04)	0·77	0·72	0·40	0·56	0·46	0·32 (0·05)	0·33 (0·05)
0·59 (0·09)	0·95	0·86	0·74	0·89	0·63	0·60 (0·11)	0·62 (0·09)
0·26 (0·30)	0·90	0·33	0·46	0·64	0·56	0·42 (0·20)	0·24 (0·32)
0·68 (0·14)			0·41	0·82	0·17	0·29 (0·33)	0·41 (0·14)
0·77 (0·08)	1·73	1·79	1·54	1·35	1·26	0·97 (0·08)	0·78 (0·08)
1·06 (0·15)			2·07	1·55	1·27	1·29 (0·15)	1·09 (0·14)
0·90 (0·97)	0·27	0·32	0·16	0·70	1·82	0·61 (1·08)	1·07 (0·88)
0·53 (0·04)	*0·53*	*0·45*	*0·39*	*0·45*	*0·35*	*0·36 (0·04)*	*0·37 (0·05)*
0·16 (0·09)	0·19	0·01	0·07	0·16	0·06	−0·20 (0·06)	0·09 (0·08)
0·16 (0·10)	0·03	−0·03	0·07	0·11	−0·29	−0·46 (0·08)	0·07 (0·13)
0·38 (0·11)						0·42 (0·07)	0·38 (0·12)
0·23 (0·05)	0·02	0·16	0·08	0·17	0·16	0·12 (0·07)	0·14 (0·04)
0·53 (0·05)	0·93	1·00	0·82	0·84	0·85	0·70 (0·12)	0·48 (0·06)
0·86 (0·15)						1·03 (0·09)	0·83 (0·16)
1·09 (0·18)						1·04 (0·16)	1·00 (0·13)
−0·38 (0·10)	0·18	−0·06	−0·12	−0·16	−0·43	−0·44 (0·08)	−0·45 (0·11)
−0·24 (0·05)	−0·04	−0·03	0·03	−0·03	−0·17	−0·09 (0·05)	−0·27 (0·06)
−0·03 (0·13)	0·71	0·63	0·81	0·47	0·15	0·21 (0·07)	−0·13 (0·16)
−0·56 (0·18)	−0·39	−0·74	−0·58	−0·54	−1·02	−0·56 (0·13)	−0·67 (0·19)
0·41 (0·30)	n.a.	n.a.	n.a.	n.a.	n.a.	0·33 (0·29)	0·26 (0·34)
−0·29 (0·18)	n.a.	n.a.	n.a.	n.a.	n.a.	−0·29 (0·17)	−0·32 (0·19)
0·32 (0·10)	n.a.	n.a.	n.a.	n.a.	n.a.	0·45 (0·11)	0·39 (0·10)
0·75 (0·26)						0·83 (0·34)	0·31 (0·23)
0·76 (0·18)						0·69 (0·25)	0·70 (0·19)
0·13 (0·03)	*0·14*	*0·08*	*0·10*	*0·12*	*−0·04*	*−0·05 (0·03)*	*−0·02 (0·03)*
0·52 (0·10)	0·60	0·76	0·59	0·78	0·59	0·55 (0·07)	0·46 (0·10)
0·93 (0·10)	1·23	1·24	1·04	1·28	0·98	1·00 (0·17)	0·89 (0·11)
0·68 (0·07)	0·57	0·64	0·48	0·77	0·59	0·51 (0·04)	0·60 (0·08)
0·75 (0·10)			0·78	0·88	0·85	0·63 (0·16)	0·70 (0·12)
1·11 (0·19)	0·84	0·68	0·73	0·60	1·29	1·34 (0·32)	0·17 (0·25)
0·93 (0·16)	1·49	0·94	1·36	0·93	0·99	0·88 (0·10)	1·01 (0·11)
0·81 (0·37)						1·11 (0·46)	0·56 (0·37)
0·46 (0·04)	0·77	0·66	0·60	0·49	0·48	0·45 (0·08)	0·42 (0·03)
0·49 (0·34)	1·20	1·00	1·35	1·49	1·27	0·35 (0·28)	0·52 (0·34)
1·60 (0·20)						1·18 (0·26)	1·39 (0·23)
0·37 (0·04)	0·53	0·45	0·43	0·47	0·44	0·41 (0·05)	0·35 (0·04)
0·60 (0·03)	*0·68*	*0·67*	*0·61*	*0·70*	*0·62*	*0·56 (0·03)*	*0·56 (0·03)*

TABLE 2–

	Income Elasticities of Expenditure					
	1955	1958	1960	1962	1965	1967
Fruit—*contd.*						
Other Fruit						
Tomatoes, canned or bottled	0·16	0·27	0·00	0·10	−0·34	−0·25 (0·14)
Canned peaches, pears and pineapples	0·81	0·72	0·44	0·48	0·28	0·28 (0·07)
Other canned or bottled fruit			0·67	0·81	0·62	0·34 (0·08)
Dried fruit and dried fruit products	0·13	0·29	0·24	0·10	0·33	0·04 (0·19)
Nuts and nut products	n.a.	n.a.	n.a.	n.a.	n.a.	0·82 (0·24)
Fruit juices	n.a.	n.a.	n.a.	n.a.	n.a.	1·03 (0·16)
Welfare orange juice	n.a.	n.a.	n.a.	n.a.	0·42	0·42 (0·44)
Total Other Fruit and Fruit Products	*0·65*	*0·64*	*0·56*	*0·57*	*0·47*	*0·32 (0·05)*
CEREALS:						
Brown bread						
Unwrapped	0·18	0·20	0·38	0·22	0·40	0·19 (0·10)
Wrapped		0·44	0·32	−0·00	−0·22	
White bread						
Large loaves, unwrapped	−0·18	−0·40	−0·17	−0·15	−0·10	−0·04 (0·09)
Large loaves, wrapped		−0·22	−0·43	−0·33	−0·51	−0·38 (0·08)
Small loaves, unwrapped		0·16	0·19	0·27	0·12	0·02 (0·06)
Small loaves, wrapped		0·08	−0·04	0·24	−0·01	−0·01 (0·18)
Wholewheat and wholemeal bread	0·68	0·54	0·36	0·74	1·01	0·41 (0·19)
Other bread	0·39	0·34	0·27	0·34	0·16	0·14 (0·04)
Malt bread	0·24	0·48	0·59	0·37	0·38	
Total Bread	*−0·05*	*−0·05*	*−0·09*	*−0·04*	*−0·20*	*−0·14 (0·04)*
FLOUR	−0·20	−0·18	−0·21	−0·08	−0·18	−0·40 (0·08)
Buns, scones, teacakes	−0·05	−0·33	−0·13	−0·10	−0·31	−0·08 (0·10)
Cakes and pastries	0·42	0·29	0·19	0·32	0·16	−0·15 (0·05)
Chocolate biscuits	0·35	0·22	0·47	0·46	0·56	0·39 (0·06)
Biscuits, other than chocolate			0·15	0·14	0·08	0·06 (0·03)
Total Cakes and Biscuits	*0·35*	*0·21*	*0·18*	*0·23*	*0·13*	*0·13 (0·03)*
Oatmeal and oat products	n.a.	n.a.	n.a.	n.a.	n.a.	−0·48 (0·19)
Breakfast cereals	n.a.	n.a.	n.a.	n.a.	n.a.	0·13 (0·04)
Canned milk puddings	0·99	0·57	0·06	0·37	−0·05	−0·23 (0·11)
Other puddings						−0·42 (0·20)
Rice	−0·90	−0·41	−0·12	0·15	−0·05	0·07 (0·22)
Invalid foods, including slimming foods	n.a.	n.a.	n.a.	−0·46	0·37	−0·11 (0·09)
Infant foods, not canned or bottled						−0·41 (0·29)
Cereal convenience foods including canned, not specified above	0·13	0·09	0·27	0·27	0·23	0·10 (0·06)
Other cereal foods						0·26 (0·19)
Total Other Cereals	*0·27*	*0·19*	*0·28*	*0·27*	*0·18*	*−0·01 (0·03)*
BEVERAGES:						
Tea	0·06	0·11	0·03	0·04	−0·10	−0·01 (0·02)
Coffee, bean and ground	1·64	1·96	2·26	2·19	1·56	1·67 (0·52)
Coffee, instant	0·61	0·80	0·92	0·77	0·80	0·57 (0·07)
Coffee essences			−0·59	−0·84	−1·30	−0·79 (0·22)
Cocoa and drinking chocolate	−0·06	0·31	0·11	0·14	0·34	0·08 (0·17)
Branded food drinks	n.a.	0·21	0·20	0·00	0·26	0·02 (0·21)
Total Beverages	*0·16*	*0·27*	*0·19*	*0·20*	*0·15*	*0·16 (0·01)*
MISCELLANEOUS:						
Baby foods, canned or bottled	n.a.	n.a.	n.a.	n.a.	n.a.	−0·31 (0·15)
Soups, canned	0·24	0·33	0·24	0·04	0·00	−0·02 (0·06)
Soups, dehydrated and powdered	0·94	0·89	0·74	0·74	0·55	0·57 (0·14)
Accelerated freeze-dried foods, excluding coffee	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Spreads and dressings	1·14	0·66	0·59	0·84	0·78	0·54 (0·29)
Pickles and sauces	0·51	0·43	0·41	0·38	0·22	0·35 (0·08)
Meat and vegetable extracts	−0·02	0·21	0·12	0·33	0·16	−0·01 (0·10)
Table jellies, squares and crystals	0·54	0·20	0·25	0·47	0·34	0·00 (0·10)
Ice cream (served as part of a meal), mousse, soufflé	n.a.	n.a.	0·83	0·90	0·85	0·68 (0·17)
All quick-frozen foods, not specified above	n.a.	n.a.	n.a.	n.a.	n.a.	1·25 (0·78)
Salt	0·34	0·13	0·06	0·31	0·10	−0·04 (0·15)
Total Miscellaneous	*n.a.*	*n.a.*	*n.a.*	*n.a.*	*n.a.*	*0·19 (0·04)*
ALL ABOVE FOODS	*0·30*	*0·28*	*0·25*	*0·27*	*0·23*	*0·20 (0·01)*

continued

	Income Elasticities of Quantity Purchased						
1969	1955	1958	1960	1962	1965	1967	1969
−0·15 (0·13)	0·15	0·24	−0·01	0·10	−0·33	−0·20 (0·15)	−0·22 (0·13)
0·15 (0·11) 0·48 (0·09)	0·79	0·72	0·45 0·65	0·50 0·78	0·27 0·57	0·33 (0·06) 0·32 (0·09)	0·16 (0·11) 0·41 (0·08)
0·43 (0·15) ·15 (0·16) ·05 (0·15) 0·11 (0·39)	0·03 n.a. n.a. n.a.	0·19 n.a. n.a. n.a.	0·19 n.a. n.a. n.a.	−0·01 n.a. n.a. n.a.	0·24 n.a. n.a. 0·42	−0·01 (0·20) 0·90 (0·23) 1·28 (0·20) 0·42 (0·44)	0·36 (0·16) 1·03 (0·16) 1·21 (0·21) 0·11 (0·39)
0·44 (0·05)	*0·55*	*0·58*	*0·49*	*0·52*	*0·39*	*0·30 (0·05)*	*0·34 (0·05)*
0·13 (0·13)	0·18	0·19 0·45	0·35 0·24	0·21 −0·00	0·36 −0·20	0·17 (0·09)	0·02 (0·15)
−0·17 (0·13) −0·43 (0·10) 0·20 (0·12) −0·19 (0·15)	−0·17	−0·39 −0·21 0·15 0·09	−0·18 −0·43 0·18 −0·04	−0·17 −0·34 0·25 0·23	−0·11 −0·51 0·10 −0·01	−0·04 (0·09) −0·39 (0·08) 0·00 (0·06) −0·04 (0·18)	−0·19 (0·14) −0·45 (0·09) 0·17 (0·12) −0·19 (0·17)
1·19 (0·19)	0·69	0·53	0·32	0·72	1·01	0·37 (0·19)	1·14 (0·26)
0·26 (0·06)	0·44 0·09	0·45 0·39	0·31 0·55	0·40 0·31	0·12 0·43	0·11 (0·05)	0·25 (0·07)
−0·16 (0·05)	*−0·09*	*−0·09*	*−0·15*	*−0·09*	*−0·25*	*−0·19 (0·05)*	*−0·23 (0·06)*
−0·22 (0·09)	−0·20	−0·19	−0·21	−0·12	−0·18	−0·39 (0·07)	−0·23 (0·10)
−0·08 (0·05)	−0·08	−0·32	−0·16	−0·06	−0·30	−0·08 (0·11)	−0·10 (0·07)
0·27 (0·06)	0·36	0·21	0·10	0·25	0·09	0·09 (0·05)	0·18 (0·06)
0·40 (0·04) 0·05 (0·03)	0·27	0·16	0·43 0·08	0·40 0·07	0·53 −0·02	0·39 (0·08) −0·02 (0·02)	−0·30 (0·06) −0·03 (0·03)
0·19 (0·03)	*0·26*	*0·12*	*0·09*	*0·15*	*0·03*	*0·05 (0·03)*	*0·07 (0·03)*
−0·05 (0·10)	n.a.	n.a.	n.a.	n.a.	n.a.	−0·55 (0·22)	−0·22 (0·14)
0·23 (0·05)	n.a.	n.a.	n.a.	n.a.	n.a.	0·10 (0·04)	0·16 (0·04)
−0·12 (0·11) 0·12 (0·23)	0·99	0·51	0·03	0·26	−0·16	−0·23 (0·11) −0·39 (0·15)	−0·16 (0·11) 0·09 (0·23)
−0·12 (0·22)	−0·10	−0·41	−0·19	0·04	−0·10	−0·01 (0·22)	−0·23 (0·22)
0·35 (0·42) −0·32 (0·19)	n.a.	n.a.	n.a.	−0·53	0·32	−0·09 (0·18) −0·36 (0·24)	−0·02 (0·42) −0·16 (0·22)
0·37 (0·14) 0·09 (0·34)	0·05	0·07	0·15	0·21	0·16	0·06 (0·09) 0·16 (0·14)	0·13 (0·17) 0·15 (0·61)
0·17 (0·05)	*0·16*	*0·10*	*0·16*	*0·18*	*0·04*	*−0·08 (0·04)*	*0·03 (0·06)*
−0·10 (0·03)	0·05	0·06	−0·02	0·00	−0·13	−0·05 (0·03)	−0·14 (0·03)
1·78 (0·32)	1·60	1·90	2·31	2·23	1·52	1·65 (0·49)	1·65 (0·40)
0·53 (0·09) −0·74 (0·20)	0·09	0·29	0·85 −0·62	0·77 −0·85	0·85 −1·36	0·57 (0·07) −0·78 (0·26)	0·52 (0·09) −0·75 (0·20)
0·18 (0·33)	−0·03	0·26	0·16	0·16	0·38	0·10 (0·17)	0·16 (0·35)
0·36 (0·19)	−0·10	0·24	0·19	0·00	0·22	0·04 (0·25)	0·35 (0·21)
0·17 (0·04)	*0·09*	*0·15*	*0·08*	*0·10*	*0·01*	*0·05 (0·03)*	*0·04 (0·04)*
−0·06 (0·19)	n.a.	n.a.	n.a.	n.a.	n.a.	−0·35 (0·13)	−0·13 (0·17)
0·02 (0·07)	0·26	0·34	0·18	0·01	−0·02	−0·04 (0·07)	−0·05 (0·07)
0·27 (0·08)	0·62	0·59	0·58	0·74	0·48	0·48 (0·18)	0·15 (0·09)
n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
0·67 (0·17)	1·15	0·65	0·57	0·77	0·73	0·59 (0·28)	0·75 (0·17)
0·39 (0·10)	n.a.	0·35	0·31	0·33	0·11	0·31 (0·09)	0·32 (0·09)
0·15 (0·11)	−0·15	0·26	0·13	0·39	0·20	0·01 (0·09)	0·13 (0·10)
0·42 (0·09)	n.a.	0·16	0·24	0·37	0·29	0·03 (0·10)	0·43 (0·10)
0·69 (0·11)	n.a.	n.a.	0·83	0·92	0·84	0·68 (0·16)	0·70 (0·12)
1·17 (0·21)	n.a.	n.a.	n.a.	n.a.	n.a.	1·22 (0·17)	0·95 (0·13)
0·08 (0·13)	n.a.	0·03	−0·04	0·12	0·08	−0·05 (0·16)	0·07 (0·15)
0·30 (0·04)	*n.a.*	*n.a.*	*n.a.*	*n.a.*	*n.a.*	*0·09 (0·04)*	*0·15 (0·04)*
0·20 (0·01)							

TABLE 3

Estimates of Price Elasticities of Demand for Certain Foods, 1964–1969

	Estimated price elasticity and its standard error	Significant seasonal (S) or annual (A) shifts in demand	Proportion of variation in monthly average purchases explained	
			by the price elasticity (*a*)	by the price elasticity and any significant seasonal or annual shifts in demand
Condensed milk	−2·33 (0·55)	S & A	0·25	0·54
Cheese, processed	−1·59 (0.51)	S & A	0·15	0·55
Beef & veal	−1·24 (0·15) (*b*)	S	0·55	0·86
Mutton & lamb	−0·47 (0·27) (*b*)	S & A	0·05	0·67
Pork	−1·12 (0·31) (*b*)	S & A	0·19	0·81
All carcase meat	−0·67 (0·20)	S & A	0·18	0·82
Offals (including liver)	−0·59 (0·31)	S & A	0·06	0·78
Bacon & ham, uncooked	−0·53 (0·32)	S & A	0·05	0·46
Bacon & ham, cooked (incl. canned)	−0·78 (0·40)	S & A	0·07	0·76
Chicken, cooked	−2·04 (0·37)	S & A	0·37	0·70
Other canned meat (excl. corned meat)	−1·14 (0·38)	S & A	0·15	0·54
Cooked & canned meat (excl. chicken, ham, & corned)	−0·99 (0·21)	S & A	0·30	0·72
Sausages, uncooked	−0·77 (0·56)	S & A	0·03	0·51
Herrings & processed fish	−0·62 (0·30)	S & A	0·07	0·78
Canned salmon	−1·59 (0·45)	S & A	0·19	0·80
Other canned or bottled fish	−0·70 (0·19)	S	0·19	0·50
Fish products (excl. quick-frozen)	−1·18 (0·13)	—	0·53	0·53
Eggs	−0·13 (0·08)	S & A	0·05	0·47
Sugar	−0·35 (0·17)	S & A	0·07	0·61
Jams, jellies & fruits curd	−0·63 (0·54)	S & A	0·02	0·61
Marmalade	−1·13 (0·44)	S & A	0·11	0·30
Syrup, treacle & honey	−0·53 (0·25)	S	0·07	0·62
Potatoes	−0·10 (0·06)	S	0·04	0·82
Cabbages	−0·52 (0·11)	S	0·29	0·76
Cauliflowers	−1·49 (0·24)	S	0·40	0·88
Leafy salads	−0·34 (0·21)	S & A	0·05	0·97
Quick-frozen peas	−1·22 (0·77)	S	0·04	0·81
Fresh beans (*c*)	−0·87 (0·40)	S	0·16	0·90
Brassicas	−0·57 (0·08)	S	0·45	0·88
Carrots	−0·44 (0·12)	S	0·19	0·92
Cucumbers (1966–1969)	−1·74 (0·60)	S & A	0·21	0·96
Canned peas	−1·48 (0·37)	S & A	0·23	0·65
Canned beans	−0·84 (0·13)	S	0·40	0·50
Canned vegetables (other than pulses or potatoes)	−0·51 (0·31)	S & A	0·05	0·80
Dried pulses other than air-dried	−0·84 (0·43)	S & A	0·07	0·81
Oranges	−1·27 (0·29)	S	0·25	0·91
Other citrus fruit	−2·15 (0·36)	S & A	0·40	0·77
Apples	−0·44 (0·10)	S & A	0·28	0·84
Pears	−1·31 (0·22)	S & A	0·40	0·84
Stone fruit, fresh (*c*)	−1·89 (0·30)	S	0·62	0·91
Tomatoes, fresh	−0·36 (0·11)	S	0·16	0·98
Tomatoes, canned & bottled	−0·79 (0·23)	S	0·16	0·54

TABLE 3—*continued*

	Estimated price elasticity and its standard error	Significant seasonal (S) or annual (A) shifts in demand	Proportion of variation in monthly average purchases explained	
			by the price elasticity (*a*)	by the price elasticity and any significant seasonal or annual shifts in demand
Canned peaches, pears & pineapples	−0·79 (0·63)	S & A	0·03	0·76
Other canned & bottled fruit (excl. tomatoes)	−1·42 (0·25)	S	0·35	0·65
All canned & bottled fruit (excl. tomatoes)	−1·04 (0·50)	S & A	0·08	0·79
Dried fruit & dried fruit products	−1·11 (0·59)	S & A	0·06	0·89
Bread	−0·68 (0·24)	S & A	0·13	0·82
Biscuits	−0·21 (0·19)	S	0·02	0·72
Oatmeal & oat products	−1·15 (0·32)	S & A	0·19	0·89
Canned milk puddings & other puddings	−0·61 (0·26)	S & A	0·09	0·75
Rice	−0·65 (0·58)	S & A	0·02	0·47
Tea (*e*)	−0·98 (0·68)	S & A	0·13	0·80
Instant coffee	−1·08 (0·67)	S & A	0·05	0·84
Cocoa & drinking chocolate	−0·51 (0·28)	S	0·05	0·56
Canned soups	−0·92 (0·22)	S	0·22	0·89
Dehydrated & powdered soups	−1·93 (0·56)	S	0·17	0·54
Pickles & sauces	−1·21 (0·14)	S	0·55	0·78

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

(*b*) Alternative estimates derived simultaneously with estimates of the cross-elasticities of demand between these carcase meats and broiler chickens are given in Chapter 2, paragraph 23.

(*c*) Calculated from data for June to October 1964 to 1969.

(*d*) Cauliflowers, cabbages, brussels sprouts.

(*e*) Calculated from quarterly Survey data, from 1964 to 1969.

APPENDIX C

Estimates of National Supplies of Food Moving into Consumption

The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For some purposes, however, it is useful to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food used in the manufacture of soft drinks and sweets, food consumed in catering establishments or in institutions such as hospitals, boarding schools and prisons, food consumed by HM Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain[1]. Estimates (expressed as averages per head per year) of national supplies of the main foods moving into consumption in the United Kingdom for each of the years 1964 to 1969 are given below.

[1] The relationship between National Food Survey results and estimates of national supplies of food moving into consumption was discussed in the Annual Report for 1967, *Household Food Consumption and Expenditure: 1967*, Appendix F, HMSO, 1969.

National Supplies of Principal Foods moving into Consumption in the United Kingdom, 1964–1969

lb per head per year

	1964	1965	1966	1967	1968	1969
Dairy products, excluding butter (as milk solids)	56·2	55·1	56·0	55·8	55·7	55·4
Cheese (also included in dairy products)	10·6	10·1	10·4	10·7	11·0	11·3
Meat (edible weight)	117·3	116·4	116·6	117·9	116·4	114·8
Poultry, game and rabbits (edible weight)	11·5	12·1	12·9	13·6	15·2	16·0
Fish, including canned fish (edible weight)	20·8	20·5	19·4	19·9	20·8	19·8
Eggs	34·5	34·3	34·2	34·9	34·8	34·5
Oils and fats:						
Butter	19·7	19·4	20·0	20·5	19·7	19·6
Margarine (*a*)	13·3	12·0	12·1	11·7	11·3	11·8
Lard and compound cooking fats	14·7	13·4	12·4	12·2	11·9	12·0
Other edible oils and fats	11·1	11·5	12·0	11·4	13·7	13·4
Total (fat content)	50·6	49·2	50·5	49·8	50·9	51·2
Sugar and syrups (*b*)	111·3	112·6	114·0	112·1	111·3	112·9
Fruit, including tomatoes (fresh equivalent) (*c*)	143·0	143·4	145·5	139·9	145·4	144·0
Pulses, nuts, etc	11·2	12·7	12·3	12·6	12·2	13·1
Potatoes	223·6	221·8	224·0	223·5	226·5	220·6
Other vegetables	108·4	111·7	113·8	112·8	110·8	113·9
Grain products	171·2	169·2	168·9	161·3	161·3	163·1
Tea	9·3	8·9	8·7	9·1	8·8	8·5
Coffee	2·5	2·7	2·9	3·1	3·1	3·6
Chocolate confectionery (*d*)	12·9	13·7	14·3	14·3	14·0	13·1
Sugar confectionery (*d*)	11·6	11·2	11·0	11·3	11·3	11·3

(per head per day)

Energy value kcal	3,150	3,130	3,140	3,070	3,080	3,100
Protein:						
Animal g	51·8	50·8	51·3	52·0	52·2	51·9
Vegetable g	35·2	35·5	35·1	33·0	32·6	33·4
Total g	87·0	86·3	86·4	85·0	84·8	85·3
Fat g	143	142	144	143	144	145
Carbohydrate g	403	402	401	385	386	389
Calcium mg	1,120	1,110	1,140	1,110	1,130	1,120
Iron mg	15·5	15·0	14·9	14·6	14·7	14·9
Vitamin A i.u.	4,600	4,580	4,680	4,760	4,720	4,440
Vitamin A, retinol equivalent (*f*) μg	—	—	—	—	—	1,330
Thiamin (*e*) mg	1·83	1·91	1·89	1·85	1·84	1·86
Riboflavin mg	1·93	1·96	1·97	1·97	1·97	1·87
Nicotinic acid (*g*) mg	16·8	16·8	16·8	18·0	18·5	19·9
Nicotinic acid equivalent (*h*) mg	—	—	—	—	—	34·8
Vitamin C (*e*) mg	105	108	104	103	103	97
Vitamin D i.u.	138	130	130	133	132	122
Vitamin D (*f*) μg	—	—	—	—	—	3·05

N.B. More detailed estimates for the years 1967–1970 were published in *Trade and Industry* (*Board of Trade Journal*) Vol. 4, No 2, pages 90–92, 15 July 1971.

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

(*b*) Includes sugar in imported manufactured foods but excludes sugar used in the manufacture of alcoholic drinks.

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

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

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

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

(*g*) Total nicotinic acid.

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

Glossary of Terms used in the Survey

General Note. The Survey records household food purchases and food obtained without payment during one week. It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters, squashes and alcoholic drinks; vitamin preparations; food obtained specifically for consumption by domestic animals.

Adolescent. A person of 15 to 20 years of age inclusive.

Adult. A person of 21 years of age or over.

Average Consumption. The aggregate amount of food obtained for consumption (q.v.) by the households in the sample divided by the total number of persons in the sample.

Average Expenditure. The aggregate amount spent by the households in the sample divided by the total number of persons in the sample.

Average Price. Sometimes referred to as "average unit value". The aggregate expenditure on an item in the Survey classification of foods divided by the aggregate quantity of that item purchased by those households.

Child. A person under 15 years of age.

Consumption. See "Food Obtained for Consumption".

Conurbation. See "Type of Area".

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

Deflated Price. See "Real Price".

Elasticity of Demand. A measure for evaluating the influence of variations in prices (or in incomes) on demand. With some approximation it can be said that the elasticity indicates by how much in percentage terms the amount bought (in quantity or value as appropriate) will change if the price (or income) increases by one per cent; a minus sign attached to the elasticity coefficient indicates that demand will *decrease* if the price (or income) rises. The elasticity of demand for a commodity with respect to changes in its own price is usually called the *price elasticity of demand*, but may be described as the *own-price elasticity* where it is necessary to avoid confusion with *cross-elasticities of demand* or *cross-price elasticities* which are the terms used to describe the elasticity of the demand for

one commodity with respect to changes in the prices of other commodities. The elasticity of demand for a commodity with respect to changes in real income is called the *income elasticity of demand*; if the change in demand for the commodity is measured in terms of the percentage change in the amount of the commodity, the elasticity may be referred to as an *income elasticity of quantity*, but if the change in demand is measured in terms of the percentage change in expenditure, the elasticity is referred to as an *income elasticity of expenditure*. More formally, if the relationship between the demand (Q) for a commodity and the level of income (Y), the price of the commodity (P) and the prices of other commodities $P_1, P_2, \ldots P_i, \ldots P_n$ is known, then the own-price elasticity is given by $\frac{P}{Q} \cdot \frac{\partial Q}{\partial P}$, the cross-price elasticities by $\frac{P_i}{Q} \cdot \frac{\partial Q}{\partial P_i}$, and the income elasticity of quantity by $\frac{Y}{Q} \cdot \frac{\partial Q}{\partial Y}$. When determining a set of own-price and cross-price elasticities of demand for a group of commodities constraints are imposed to ensure that each pair of cross-elasticities comply with the theoretical relationships which should exist between them (e.g. the elasticity for beef with respect to the price of pork should be in the same ratio to the coefficient for pork with respect to the price of beef as expenditure on pork is to expenditure on beef).

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

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

Foods, Survey classification of. See Appendix A, Table 11, which lists the 145 food codes used in the Survey to classify food purchases.

Food Obtained for Consumption. Food purchases plus garden and allotment produce, etc. (q.v.). The average consumption quantities may differ slightly from the sum of the components, owing to rounding.

Garden and Allotment Produce, etc. Food which enters the household without payment, for consumption during the week of participation in the Survey; it includes supplies obtained from a garden, allotment or farm, or from an employer, but not gifts of food from one household in Great Britain to another if such food has been purchased by the donating household. (*See also* "Value of garden and allotment produce, etc.")

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

Income Group. Households are grouped into seven income groups (A1, A2, B, C, D1, D2 and OAP) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of the head is less than the amount defining the upper limit to income group D. Agricultural workers are placed in income group C (even though their minimum weekly wage has sometimes been slightly less than the

lower limit for that group), so as to keep the occupational composition of income groups C and D1 as closely as possible the same as that in previous years. This definition is synonymous with that of "social class" in previous annual reports.

Index of Real Value of Food Purchased. The expenditure index (q.v.) divided by the food price index (q.v.); it is thus, in effect, an index of the value of food purchases at constant prices.

Larger Towns. See "Type of Area".

Net Balance. The net balance of an individual (a member of the household or a visitor) is a measure of the number of meals eaten in the home by that individual during the Survey week, each meal being given a weight in proportion to its importance. The net balance is used when relating nutrient intake to need. (*See* paragraph 20 of Appendix A.)

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

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

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

Nutrient Conversion Factors. Quantities of nutrients available per unit weight of each of the categories into which foods are classified for Survey purposes. (*See* paragraph 16 of Appendix A.)

Old Age Pensioner Households (*OAP*). Households in which the head of the household is in receipt of a state retirement pension (contributory), or non-contributory old age pension (or pension of a widow over 60 years of age), and such pensions form the sole or the main source of the household income.

Older Couple. A man and a woman, one or both aged at least 55 years.

Person. An individual of any age who during the week of the Survey has at least half of his meals in the household ("at home"); for this purpose meals taken at different times of the day are weighted according to their relative importance. (*See* paragraph 20 of Appendix A.)

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

Price Flexibility. A measure of the extent to which the price of a commodity is affected by a change in the level of supply, other things remaining equal. In simplified terms and with some degree of approximation, it may be regarded as the percentage change in price associated with a 1 per cent change in the level of

supply. If only a single commodity is under consideration, the price flexibility may be regarded as the reciprocal of the price elasticity. (*See* "Elasticity of Demand".) If, however, the relationship between demand and prices of a number of related commodities is being considered, the matrix of price flexibilities and cross-price flexibilities is the inverse of the corresponding matrix of own-price and cross-price elasticities, and will, in general, *not* be identical with the reciprocals of the individual elasticities.

Price Index. Two kinds of price index are used in the tables of Survey results. When comparing food prices over a period of time a price index of Fisher "Ideal" type is used; this index is the geometric mean of two indices with weights appropriate to the earlier and later periods respectively. When comparing the level of prices paid by one group of households with that paid by another at a point in time, a price index is used which compares the cost of the national average basket of food with its cost at the prices paid by each group.

Provincial Conurbations. See "Type of Area".

Real Price. The price of an item of food in relation to the price of all goods and services. The term is used when referring to changes in the price of an item over a period of time. It is measured by dividing the average price (q.v.) paid at a point in time by the General Index of Retail Prices (all items) at that time.

Recommended Intakes of Nutrients (*Table 9 of Appendix A*). Estimates consistent with and based on recommendations of the Department of Health and Social Security given in *Recommended Intakes of Nutrients for the United Kingdom;* Reports on Public Health and Medical Subjects, No. 120, HMSO 1969. Averages of nutrient intakes are compared with these recommendations for each group of households identified in the Survey. (*See* paragraph 19 of Appendix A.)

Regions. The standard regions for statistical purposes (as revised in mid-1965) except that East Anglia is combined with the South East Region: see Table 1 of Appendix A.

Rural Areas. See "Type of Area".

Seasonal Foods. Those foods which regularly exhibit a marked seasonal variation in price or in consumption; these are (for the purposes of the Survey) liquid milk (full price), cream, eggs, fresh and processed fish, shell fish, potatoes, fresh vegetables and fresh fruit; in the interests of continuity, liquid milk (full price) has been retained in this group, although its price has not varied seasonally in all years.

Semi-rural Areas. See "Type of Area".

Smaller Towns. See "Type of Area".

Type of Area. The following are distinguished:

Conurbations. As defined by the Registrars-General. These are the largest contiguous urban areas in the country, which are, to a greater or lesser extent,

focal points of economic and social activity. The London conurbation is the area administered by the Greater London Council.

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

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

Smaller towns. All other urban areas.

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

Rural areas. All other rural districts.

Value of Garden and Allotment Produce, etc. The value imputed to such supplies received by a group of households is derived from the average prices currently paid by the group for corresponding purchases. This appears to be the only practicable method of valuing these supplies, though if the households concerned had not had access to them, they would probably not have replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk is not valued, and cheap welfare milk and welfare orange juice are recorded at the prices paid for them.

Younger Couple. A man and a woman, both under 55 years of age.

Symbols and Conventions used

Symbols. The following are used throughout:

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

Rounding of figures. In tables where figures have been rounded to the nearest final digit, there may be an apparent slight discrepancy between the sum of the constituent items and the total shown.

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(*Numbers refer to paragraphs; App—Appendix*)

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