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MINISTRY OF  
AGRICULTURE, FISHERIES AND FOOD

# Household Food Consumption and Expenditure: 1966

WITH A SUPPLEMENT GIVING PROVISIONAL  
ESTIMATES FOR 1967

Annual Report of the  
National Food Survey Committee

LONDON

HER MAJESTY'S STATIONERY OFFICE

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# Preface

THIS Annual Report presents the detailed results of the National Food Survey for 1966 together with some provisional supplementary data for 1967. The results for a single year, however, cannot be considered in isolation, since they are subject to sampling and other short-term variations. Consequently they are considered in the context of developments since 1960, and some emphasis is given to explaining the changes in the demand for individual foods over this period in terms of price, income and other effects. The report also includes the results of a statistical study of the extent to which certain foods are substituted one for the other when their price relativities change.

Changes in nutritional levels tend to develop more slowly than changes in consumption of individual items of food. There was a commentary in the previous Annual Report on the changes over the ten years from 1956 to 1965. The present report therefore concentrates on describing the patterns in 1966 and includes, in addition to the usual tables of average nutrient intake in various groups of households, tables of estimated average consumption of nutrients per thousand kilocalories.

Summaries of estimates of expenditure and consumption for the main food groups are published as soon as they become available in the *Monthly Digest of Statistics* for all households, income groups and types of family. Estimates of consumption for all households are also published quarterly at greater length in the *Board of Trade Journal*, together with nutritional data for families of different composition at half-yearly intervals. Applications for unpublished analyses can be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex.

The Committee again wishes to record its indebtedness to the Secretaries and their colleagues for analysing the material and preparing the Report, to the officers of the Government Social Survey, and to the British Market Research Bureau for undertaking the fieldwork and coding of the Survey. The Committee also wishes to thank the many housewives who provided the records on which this Report is based.

LEONARD NAPOLITAN

*Chairman, National Food Survey Committee*

*June, 1968*





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## PART I



# Chapter 1

## GENERAL ECONOMIC BACKGROUND, 1966

### *1.1 Personal Income, Expenditure and Retail Prices*

1. At the beginning of 1966, wages and consumer spending were still rising sharply and unemployment was down to its lowest level since 1956. These pressures, however, coupled with the need to strengthen the balance of payments, led to measures being taken in the middle of the year to limit home demand and release more resources for exports. Thus, Selective Employment Tax was announced in the May Budget as a tax (to become operative in September) basically on the service sector of the economy, while in July a more comprehensive set of measures was introduced including a six months' standstill on prices and incomes.

2. By the end of the year, there had been some increase in unemployment, a fall in overtime working and a marked decrease in the rate at which earnings were growing, and wage drift had been reduced to negligible proportions. However, averaged over the year as a whole, personal disposable income per head was nearly 5 per cent greater than in 1965, although the real gain per head was limited to about 1 per cent since retail prices had advanced by some 4 per cent. Personal saving was slightly lower than in the previous year and total consumers' expenditure per head rose by 5 per cent, equivalent to just over 1 per cent in real terms.

3. Retail food prices continued to rise at a slightly slower rate than the price index for all goods and services, and although household food expenditure did not move ahead as fast as total consumers' expenditure at current prices, it did so in real terms, advancing by a little over 1 per cent per head and more than recovering the ground lost in the previous year. Total food expenditure per head (i.e. including the ingredient cost of food consumed in catering establishments, etc.) increased only slightly less than household food expenditure per head, both in money terms and in real terms, and the proportion of consumers' expenditure devoted to food continued to decline, averaging 25·1 per cent compared with 25·3 per cent in the previous year. Further details for the period from 1960 to 1966 are shown in Table 1.

### *1.2 National Food Supplies Moving into Consumption*

4. Table 2 contains estimates (expressed in quantities per head per year) of the main food supplies moving into consumption in the United Kingdom for each of the years from 1960 to 1966<sup>(1)</sup>. These estimates are almost entirely independent of the National Food Survey, and relate to the level of supplies at a primary stage of distribution; they include certain items excluded from the Survey, namely soft drinks, sweets, food consumed in catering establishments and institutions and by H.M. Forces in the United Kingdom, and ice-cream and other food purchased by individuals but not entering the household supply <sup>(2)</sup>.

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<sup>(1)</sup> More detailed estimates for the years from 1964 onwards are given in the *Board of Trade Journal*, Vol. 195, No. 3720, pages 40–41, 5th July, 1968.

<sup>(2)</sup> Foods specifically purchased for domestic pets, such as branded pet foods, are excluded from these estimates, but where pets are given milk, for example, from the normal household supply, this is included in the estimates.

The estimates in Table 2 relate to the whole of the United Kingdom, while those obtained from the National Food Survey relate to private households in Great Britain.

5. Table 2 illustrates the marked stability in the broad pattern of food consumption over the past few years, and changes in 1966 were again generally small. Average consumption of dairy products recovered to the level which had been attained in 1964. Meat supplies, which had been declining between 1962 and 1965, were maintained in 1966. Consumption of poultry increased by nearly 7 per cent over the year compared with an average rate of growth of nearly 4 per cent per annum over the previous four years; part of the increase in 1966, however, was due to a carry-over to Easter of some supplies of turkeys reared for sale at the previous Christmas. *Per caput* supplies of fish were rather less than in the previous two years, but a little above the level of 1963. Annual *per caput* supplies of eggs were at about the same level as in 1965. Average consumption of oils and fats almost recovered to the level attained in 1964, a decrease in consumption of lard and compound cooking fat and a continuing relatively low level of consumption of margarine being more than offset by increased consumption of butter and other edible oils and fats. Refined sugar regained some more of the ground lost in 1964, but average consumption was still lower than in any year between 1957 and 1963. Average consumption of potatoes was well maintained. Consumption of other vegetables increased a little and there was also a further slight increase in the consumption of fruit; these trends have continued since 1963. The total consumption of flour continued to decline, but a significant increase was recorded for breakfast cereals. In 1961 consumption of chocolate confectionery had, for the first time, exceeded that of sugar confectionery, and the difference has since widened steadily.

### ***1.3 Energy Value and Nutrient Content of National Food Supplies***

6. Table 2 also shows estimates of the energy value and nutrient content of food supplies moving into consumption in the United Kingdom. These estimates are not directly comparable, for the reasons given in paragraph 4, with those derived from the National Food Survey which are discussed in later chapters of the Report. The estimates show that the average nutritional value of food supplies has changed little in recent years, although it has changed markedly since the period before the war<sup>(1)</sup>. The average energy value in 1966 remained at 3 per cent above the pre-war level. Supplies of protein were maintained at about 10 per cent above the pre-war average: animal protein was about 20 per cent above, and vegetable protein just below, the respective pre-war figures. In 1966 supplies of fat increased slightly to the levels recorded in 1962 and 1964, while those of carbohydrate continued to decline. Supplies of calcium were slightly greater in 1966 than in 1965 chiefly because of the increased consumption of dairy products. The downward trend in the estimates for iron, evident since 1961, and due to the declining consumption of meat and grain products, continued. The estimates for vitamin A have not varied greatly since 1960, though in 1966 a 2 per cent increase was recorded due to greater consumption of butter and margarine. Supplies of thiamine have tended to increase since 1960, chiefly

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<sup>(1)</sup> Pre-war estimates, together with figures for 1940 to 1966 inclusive, are given in the *Board of Trade Journal*, Vol. 194, No. 3703, pages 753-759, 8th March, 1968.



because of increased consumption of pork. Supplies of riboflavine increased continuously, owing to greater consumption of milk products and fortified breakfast cereals, and in 1966 a new high level was obtained for nicotinic acid. The levels of vitamins C and D have shown no consistent trend throughout the period under review.

TABLE I

## Changes in Earnings, Prices and Consumers' Expenditure, 1960-1966

(1963 = 100)

	1960	1961	1962	1963	1964	1965	1966
Index of personal disposable income per head (a):—							
In money terms . . . . .	86·6	91·9	95·0	100·0	106·9	113·1	118·5
In real terms (b) . . . . .	93·5	96·4	96·2	100·0	104·0	105·3	106·4
Index of average weekly earnings (a) (c) . . . . .	87·4	92·8	96·0	100·0	108·6	117·3	124·1
Index of Retail Prices (a):—							
All items . . . . .	91·0	94·1	98·1	100·0	103·3	108·2	112·5
Food . . . . .	92·6	94·0	97·6	100·0	102·9	106·5	110·3
Consumers' expenditure per head (d):—							
Household food expenditure (e) at current prices . . . . .	92·3	94·6	97·8	100·0	103·6	106·5	111·3
at 1958 prices . . . . .	98·5	99·5	99·5	100·0	100·9	100·3	101·6
Total food expenditure per head (f) at current prices . . . . .	91·9	94·3	97·7	100·0	103·7	106·8	111·5
at 1958 prices . . . . .	98·1	99·1	99·3	100·0	100·9	100·6	101·7
Total consumers' expenditure per head at current prices . . . . .	86·5	90·4	94·8	100·0	105·9	111·9	117·5
at 1958 prices . . . . .	93·5	94·9	96·0	100·0	103·1	104·2	105·5
Total food expenditure as percentage of total consumers' expenditure on goods and services at current prices . . . . .	28·1	27·6	27·3	26·5	25·9	25·3	25·1
at 1958 prices . . . . .	28·3	28·2	27·9	27·0	26·4	26·1	26·0

(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 *Ministry of Labour Gazette*.

(d) Derived from data in *National Income and Expenditure, 1968* H.M.S.O., 1968.

(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.

TABLE 2

*Changes in National Supplies of Principal Foods moving  
into Consumption in the United Kingdom, 1960-1966*

lb. per head per annum

	1960	1961	1962	1963	1964	1965	1966
Dairy products, excluding butter (as milk solids)	54.6	55.0	55.6	55.8	56.4	55.5	56.4
Cheese (also included in dairy products)	9.9	10.1	10.3	10.2	10.6	10.1	10.4
Meat (edible weight)	114.3	117.4	121.0	120.3	117.4	116.3	116.3
Poultry, game and rabbits (edible weight)	8.7	10.3	10.9	10.8	11.4	12.0	12.8
Fish, including canned fish (edible weight)	21.2	20.0	21.2	19.7	21.2	20.9	20.0
Eggs	33.1	33.7	33.6	33.1	34.5	34.3	34.3
Oils and fats:							
Butter	18.3	19.6	20.2	19.1	19.7	19.4	20.0
Margarine (a)	14.7	13.3	13.1	13.3	13.3	12.0	12.0
Lard and compound cooking fats	12.9	11.9	13.1	14.1	14.7	13.4	12.4
Other edible oils and fats	9.6	10.9	11.0	11.2	11.1	11.5	12.0
Total (fat content)	48.6	49.4	50.2	50.2	50.6	49.2	50.4
Sugar and syrups (b)	115.1	116.9	114.4	115.3	111.3	112.6	113.8
Fruit, including tomatoes (fresh equivalent) (c)	145.3	138.1	146.2	141.9	143.7	144.1	145.6
Pulses, nuts, etc.	11.6	10.0	12.1	12.3	11.2	12.7	12.3
Potatoes	223.7	226.7	213.6	229.0	226.1	223.1	225.1
Other vegetables	104.9	101.4	102.7	101.1	108.4	111.7	113.5
Grain products	180.2	178.5	176.2	176.7	171.2	169.6	168.8
Tea	9.3	9.8	9.5	9.5	9.3	8.9	8.7
Coffee	2.1	2.1	2.7	2.9	2.5	2.7	2.9
Chocolate confectionery (d)	13.0	13.4	13.3	12.9	12.9	13.7	14.3
Sugar confectionery (d)	13.8	13.2	12.7	11.9	11.6	11.2	10.9
			(per head per day)				
Energy value . . . kcal.	3,130	3,160	3,170	3,180	3,150	3,140	3,150
Protein: Total . . . g.	85.0	85.6	86.9	86.7	87.2	86.6	86.7
Animal . . . g.	50.0	50.9	52.1	51.7	52.0	51.1	51.6
Vegetable . . . g.	35.0	34.7	34.8	35.0	35.2	35.5	35.1
Fat . . . g.	138	140	144	143	144	142	144
Carbohydrate . . . g.	414	413	407	412	403	403	402
Calcium . . . mg.	1,110	1,110	1,120	1,120	1,130	1,120	1,140
Iron . . . mg.	15.6	15.9	15.8	15.8	15.5	15.0	14.9
Vitamin A . . . i.u.	4,480	4,530	4,520	4,480	4,600	4,590	4,680
Thiamine (e) . . . mg.	1.78	1.76	1.80	1.83	1.83	1.91	1.89
Riboflavine . . . mg.	1.85	1.87	1.90	1.90	1.94	1.97	1.98
Nicotinic acid . . . mg.	16.2	16.3	16.6	16.8	16.8	16.8	16.9
Vitamin C (e) . . . mg.	104	100	97	100	105	108	104
Vitamin D . . . i.u.	141	128	141	130	138	130	136

N.B. More detailed estimates for the years from 1964 onwards were published in the *Board of Trade Journal*, Vol. 195, No. 3720, pages 40-41, 5th July, 1968.

(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.

# Chapter 2

## HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

*Average food expenditure per head by private households in Great Britain in 1966 was about 4½ per cent more than in 1965; food prices on average rose by about three-quarters of this amount, leaving an increase in the real value of food purchases of about 1 per cent. Half of the overall price increase was due to higher prices for seasonal foods, especially fresh fruit and vegetables, and one-sixth of it to higher prices for convenience foods. The continued growth in purchases of convenience foods accounted for about three-quarters of the gain in the real value of food purchases per head, the remainder being due to small increases for some seasonal foods. Between 1960 and 1966 there were increases of 21 per cent in average household food expenditure per head and of 17 per cent in food prices, so that the gain in real value of food purchases per head during this period was about 4 per cent, nearly all due to increased purchases of convenience foods. Average consumption of cream, poultry, quick-frozen peas and beans, canned soups and instant coffee continued to increase and that of margarine, sugar, preserves, canned peas, bread and flour to decline while there was very little change in average consumption of milk, butter, eggs, fish and potatoes. Many of the changes in consumption resulted from trends in consumer tastes additional to those attributable to changes in prices and in incomes.*

### **2.1 General Levels of Food Consumption, Expenditure and Prices**

7. The estimates of food expenditure and consumption from the National Food Survey relate to food obtained for consumption in the home, and therefore exclude expenditure on meals taken elsewhere and any other expenditure on food not entering the household supply<sup>(1)</sup>. As usual, the fieldwork of the Survey did not extend over Christmas. No records were obtained after 20th December, so that the estimates for the fourth quarter and for the year as a whole exclude some of the special Christmas purchases. There was also a break in fieldwork from 5th March to 3rd April 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. An adjustment has also been made to the national averages to correct for some over-representation of rural households in the sample. Subject to these qualifications, average food expenditure per head in private households in Great Britain was estimated to be 35s. 11d. per week in 1966, 1s 6d. (about 4½ per cent) more than in 1965. About two-fifths (7d.) of the increase was attributable to increased spending on meat and meat products, a further 5d. to vegetables and vegetable products, and 2d. to liquid milk. The value attributed to free food<sup>(2)</sup> averaged 11d. per person per week, only ½d. more than in the previous year, and continued to account for one-fortieth of the total value of food obtained for consumption, which, like total food expenditure, was about 4½ per cent greater than in 1965. Estimates for

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<sup>(1)</sup> For further details see the general note in the Glossary.

<sup>(2)</sup> See Glossary.

each quarter of 1966 together with corresponding estimates for the previous year are given in Table 3. In the first half of the year expenditure was about 5 per cent greater than in the corresponding period of 1965, but by the fourth quarter the increase compared with a year earlier was only about 2½ per cent.

TABLE 3

*Household Food Expenditure, Value of Free Food and Total Value of Food obtained for Household Consumption, 1965 and 1966*

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1965	1966	Per-centage change	1965	1966	1965	1966	Per-centage change
1st Quarter . . .	s. d. 33 3	s. d. 35 0	+5.2	s. d. 7	s. d. 6	s. d. 33 10	s. d. 35 6	+5.0
2nd Quarter . . .	35 0	36 10	+5.2	9	10	35 9	37 7	+5.1
3rd Quarter . . .	34 8	36 1	+4.3	1 3	1 5	35 10	37 6	+4.7
4th Quarter . . .	34 11	35 10	+2.6	11	11	35 10	36 9	+2.5
<i>Yearly average</i> . . .	34 5	35 11	+4.3	10	11	35 4	36 10	+4.3

8. The changes in food expenditure shown in Table 3 can be explained partly by changes in food prices and partly by changes in the quantity (or value at constant prices) of food purchases. An apportionment between these two factors is attempted in Table 4, where the percentage change in expenditure has been deflated by that in food prices to obtain a measure of the relative change in the overall quantity of food purchases<sup>(1)</sup>. In these comparisons it is necessary to exclude a few food items for which the expenditure but not the quantity or price is recorded in the Survey. Excluding these items, which together accounted for an expenditure of only 1½d. per person per week in 1966, average food expenditure in that year was nearly 4½ per cent greater than that in 1965; this increase can be apportioned as an increase of 3.4 per cent in food prices and an increase of 1.0 per cent in the real value of food purchases per head. The rise of 3.4 per cent in food prices was very slightly lower than the rise recorded between 1964 and 1965, higher prices for seasonal foods, particularly fresh fruit and vegetables, accounting for half of the overall price increase; only one-sixth of it was attributable to higher prices for convenience foods, and most of the remainder was due to higher prices for bread, carcass meat and bacon. About three-quarters of the gain of 1.0 per cent in the real value of food pur-

<sup>(1)</sup> 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 of purchases from one item in the classification to another.

chases per head was due to the continued growth in purchases of convenience foods and the remainder to small increases for some seasonal items; for other foods, taken as a whole, there was a slight decrease. Much of the increase in convenience foods took place in the first half of the year, when purchases of quick-frozen vegetables and some cereal products were appreciably greater than in the first half of 1965. Later in the year there was a slackening in demand, and in the fourth quarter the real value of food purchases was slightly lower than in the corresponding quarter of 1965.

TABLE 4

*Percentage Changes in Average Expenditure, Food Prices and Real Value of Food Purchased: Quarters of 1966 compared with Corresponding Quarters of 1965*

(percentage changes)

	Quarter				1966 on 1965
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a)	+8.3	+8.4	+5.8	+1.7	+6.2
Convenience foods (a)	+11.0	+8.4	+5.3	+5.9	+7.8
All other foods (b)	+1.3	+1.8	+2.9	+1.8	+2.0
All foods (b)	+5.2	+5.2	+4.3	+2.6	+4.5
<i>Food Prices</i>					
Seasonal foods (a)	+4.9	+10.2	+4.6	+4.1	+5.8
Convenience foods (a)	+2.6	+2.8	+3.8	+3.3	+3.0
All other foods (b)	+1.3	+2.3	+3.3	+2.1	+2.3
All foods (b)	+2.5	+4.7	+3.8	+2.9	+3.4
<i>Real Value of Food Purchased</i>					
Seasonal foods (a)	+3.3	-1.6	+1.2	-2.3	+0.4
Convenience foods (a)	+8.1	+5.4	+1.4	+2.6	+4.6
All other foods (b)	0.0	-0.4	-0.4	-0.3	-0.2
All foods (b)	+2.6	+0.5	+0.5	-0.3	+1.0

(a) See Glossary

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

9. Changes in expenditure, prices and consumption since 1960 are illustrated in Table 5 by annual index numbers using 1963 as a base period. Between 1960 and 1966 average food expenditure rose by 21 per cent and food prices by 17 per cent so that there was a gain of nearly 4 per cent in the real value of food purchases per head, approximately two-thirds of which took place between 1960 and 1963, though there was a further gain of about 1 per cent in 1966. Nearly all of the growth in real value between 1960 and 1966 was due to increased purchases of convenience foods, the average prices of which rose less than those for other foods.

10. Separate index numbers for the main foods and groups of foods are shown in Tables 14 to 16 and further details for convenience foods are given in Tables 17

National Averages

TABLE 5  
*Indices (a) of Expenditure, Prices and Real Value of Food Purchased for Household Consumption, 1960-1966*  
 (1963 = 100)

	1960	1961	1962	1963	1964	1965	1966
<i>Expenditure Indices</i>							
Seasonal foods (a)	92.0	96.3	99.2	100.0	98.9	103.8	110.3
Convenience foods (a)	89.3	94.1	96.3	100.0	104.5	109.4	117.9
All other foods (b)	92.7	93.8	97.4	100.0	102.6	106.6	108.8
All foods (b)	91.7	94.6	97.7	100.0	102.0	106.4	111.2
<i>Indices of Average Prices</i>							
Seasonal foods (a)	89.5	94.2	98.7	100.0	97.5	101.3	107.2
Convenience foods (a)	97.5	98.9	99.7	100.0	102.9	106.4	109.8
All other foods (b)	95.4	95.0	97.6	100.0	105.9	109.4	111.9
All foods (b)	94.1	95.6	98.3	100.0	102.9	106.5	109.9
<i>Indices of Real Value of Food Purchases</i>							
Seasonal foods (a)	102.8	102.2	100.6	100.0	101.5	102.5	102.9
Convenience foods (a)	91.6	95.1	96.7	100.0	101.5	102.9	107.4
All other foods (b)	97.1	98.7	99.8	100.0	96.9	97.4	97.2
All foods (b)	97.5	98.9	99.3	100.0	99.1	100.0	101.1

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

to 19. The latter tables show that average expenditure on convenience foods was 8s. 3d. per person per week in 1966 (of this, 3s. 1½d. was expenditure on canned foods<sup>(1)</sup>, 7½d. on quick-frozen foods<sup>(2)</sup>, 1s. 10½d. on cakes and biscuits, 9d. on other cereal products, and 1s. 10½d. on all other convenience foods). Average consumption of quick-frozen peas and beans in 1966 was nearly twice as great as in 1960 and the average price was about 8 per cent lower. Over this period the real value of average purchases of canned foods as a whole and the price index for this group rose by a little less than 10 per cent. For all other convenience foods, taken as a group, the growth in real value of average purchases per head and in the price index was nearer 20 per cent.

### **2.2 Individual Foods: Consumption Trends and Demand Analysis**

11. Details of changes in consumption of individual foods are discussed in paragraphs 12 to 40 below. Where appropriate, reference is made to changes in average purchases over the period from 1960 to 1966, and an attempt is made to explain these in terms of price changes and of shifts in demand due to changes in incomes and to other factors. For this purpose the price elasticity of demand has been estimated from monthly data of average prices and average purchases extending over the whole period, using an application of covariance technique developed and described by J. A. C. Brown<sup>(3)</sup>. The covariance technique also enables any significant seasonal or annual shifts in the demand curve to be detected, and the effects due to such shifts have been removed from the original data prior to the estimation of the elasticity coefficients. The resulting estimates for the main commodities are given in Table 20. Once the elasticity coefficients have been established they are used to make estimates of the level of purchases which might have been expected, *ceteris paribus*, in each month, given the change in average price which in fact occurred. In so far as these estimates differ from the level of purchases actually recorded, they provide a measure of the shift in demand (together with any residual error) which took place in each month. For foods which exhibit significant seasonal shifts in demand, the mean seasonal pattern is indicated in Table 21 by indices which show the strength of demand in each month of the year as a percentage of its mean value over the whole year<sup>(4)</sup>. The table also shows, in a similar fashion, the seasonality in average purchases per head and in average (deflated) prices. For foods which exhibit significant shifts in demand as between one year and another, indices which show the strength of demand in each year as a percentage of its mean value over the whole seven-year period are shown in Table 22, together with the corresponding indices for average purchases per head and for average (deflated) prices. But since part, at least, of any shift in demand between one year and another might be due to a change in real income per head, a further set of indices is shown in Table 22 which shows the strength of demand in each year after removal of the income effect, and thus enables an assessment to be made of the

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<sup>(1)</sup> Including some cooked meats.

<sup>(2)</sup> Excluding quick-frozen poultry.

<sup>(3)</sup> *On the use of covariance techniques in demand analysis*: F.A.O./E.C.E. Study Group on the Demand for Agricultural Products (1958).

<sup>(4)</sup> Thus an index of demand of, say, 125, would imply that, other things being equal and there being no change in price, consumers are prepared to buy 25 per cent more of that commodity in that month than they are on average in each month of the year.



long-run course of demand (sometimes referred to as the "underlying" demand) independently of price and income changes. The method employed to remove the income effect from the indices of demand entailed first of all the determination of the income elasticity of demand using cross-section methods of analysis of survey data in 1965<sup>(1)</sup>. Once the income elasticity was established, it was used to make estimates of the average level of purchases which, *ceteris paribus*, might be expected in each year, given the change in real incomes which was known to have occurred. A comparison of these estimates with the change in demand already measured after allowing for the effect due to any price change then gave the final estimate of the "underlying" shift in demand.

#### *Milk and Cheese*

**12.** Average consumption of liquid milk in 1966 was estimated to be 4·93 pints per person per week compared with 4·85 pints in the previous two years. Mainly because of the changing age structure of the population, average consumption of school milk continued to decline slightly, but that of welfare milk again increased. The average price of the standard grade of milk remained at 9½d. per pint throughout the year, so that relative to all goods and services the price was falling, and purchases averaged 3·84 pints per person per week compared with 3·78 pints recorded in 1965. This increase of 0·06 pints, however, may have arisen mainly as a result of sampling variation; no more than about a sixth of the rise can be attributed to income and price changes.

**13.** Purchases of condensed (mainly evaporated) milk were fully maintained, and there was a further slight shift in demand away from National to commercial dried milk. Average consumption of "other" milk (mainly yoghurt and instant skimmed milk powder) again doubled, but average expenditure was little more than a halfpenny per person per week. Consumption of cream continued to increase in 1966, and averaged 0·60 oz. per person per week compared with 0·58 oz. in the previous year and 0·38 oz. in 1960. There is a marked seasonality in purchases, average expenditure being nearly twice as great in midsummer as in midwinter. Over the period from January, 1960 to December, 1966 the average price, in real terms, fell by nearly a fifth. This factor, taken in isolation<sup>(2)</sup>, would have been sufficient to cause an increase in purchases of nearly a fifth. The rise of 12 per cent in real personal disposable income per head would, in isolation, have been sufficient to account for an increase of a tenth in purchases. In fact, purchases increased by nearly two-thirds, so that in addition to the effects of changes in prices and incomes, there appears to have been an increase in underlying demand at an average rate of a little over 3½ per cent per annum. The proportion of households buying cream in any week has increased from 17 per cent in 1960 to 25 per cent in 1966, and the average size of purchase per buying household has increased from 6·6 oz. to 7·5 oz.

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<sup>(1)</sup> An account of this method was given in *Household Food Consumption and Expenditure: 1965*, Appendix E, H.M.S.O., 1967.

<sup>(2)</sup> The form of demand function used in this analysis is one which assumes that the effects due to changes in prices, to changes in incomes, and to other factors are multiplicative, not additive.

14. Imports and home-produced supplies of cheese were rather lower in 1966 than in the previous year and although there was some run-down of stocks, average consumption of natural cheese fell from 2·84 oz. to 2·77 oz. per person per week and that of processed cheese from 0·36 oz. to 0·34 oz. Nevertheless, average purchases of natural cheese were about 5 per cent greater in 1966 than they had been in 1960, most of this increase being due to the growth in real incomes over the period. Purchases of processed cheese, however, were about one-seventh lower in 1966 than in 1960 despite a fall in the average price of more than 10 per cent in real terms; although the income elasticity of demand has now become negative, most of the falling off in demand over the period appears to be due to other causes. Demand for processed cheese (including cheese spreads) shows a much greater seasonality than that for natural cheese and is about 20 per cent greater in August than in the middle of winter.

#### *Meat and Poultry*

15. Nearly a third of housewives' average weekly expenditure on food in 1966 was devoted to meat and meat products of all kinds, carcase meat and poultry together accounting for rather more than a half of this. Consumption of carcase meat averaged 17·2oz. per person per week compared with 16·8oz. in the preceding year, the rise being almost entirely attributable to a temporary increase for mutton and lamb<sup>(1)</sup>, consumption of which had previously been declining. Between 1960 and 1963 average consumption of carcase meat had risen from 17·4oz. per person per week to 18·3oz. because of increased supplies of beef and pork, and the subsequent decline in 1964 and 1965 was mainly due to a reduction in beef supplies. If, for the purposes of analysis, carcase meat is treated as a single commodity, its average price in real terms fell by about 6 per cent between 1960 and 1963 but rose by more than 9 per cent by 1965 and was unchanged in 1966. The own-price elasticity is estimated to have been about -0·8 over this period and the income elasticity about +0·2. Practically all of the net change in consumption since 1960 can be explained in terms of the own-price elasticity and the change in the real price; the growth due to the increase in real incomes appears to have been offset by a slight overall weakening of demand from other causes, including some transfer of demand to poultry. (see paragraphs 41 to 44).

16. The level of consumption of beef and veal in 1965 and 1966 was appreciably lower than that recorded in any previous year since the ending of rationing. An analysis of the demand for beef and veal over the period from 1960 to 1966 indicates that average purchases have been matched to quite wide fluctuations in the level of supplies from one *year* to another through the operation of the price mechanism, and that rising real incomes and other factors appear to have had very little effect. Thus, in 1963, to clear a level of supplies which had then risen to about 9 per cent more than the average for 1960-66, prices fell in real terms to a level about 6 per cent below the average; conversely, in 1966, when supplies fell to about 6 per cent below the average, the price was about 7 per cent above, as is shown in Table 22. In contrast, Table 21 shows that the mean seasonal variation in beef prices is very small, ranging from about 2 per cent below the annual average in the winter to about 3 per cent above in the

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<sup>(1)</sup> See also paragraph 3 of the Supplement to this Report.

summer, even though average weekly purchases are more than 25 per cent greater in the winter than in the summer. Most of this latter variation is due to regular seasonal shifts in demand; only a small part of it can be explained by the seasonality in prices and the estimated own-price elasticity of  $-1.1$ .

17. Although average consumption of mutton and lamb rose from 5.9oz. per person per week in 1965 to 6.3oz. in 1966, the trend over most of the period from 1960 to 1966 was markedly downward. Both at the beginning and end of this period, the average price paid for mutton and lamb was, in real terms, nearly 3 per cent greater than its average over the period as a whole; other things being equal, average weekly purchases per head might have been expected to show a rise of about  $2\frac{1}{2}$  per cent over the period on account of the growth in real incomes, but in fact they were about  $7\frac{1}{2}$  per cent lower in 1966 than in 1960. However, taking into consideration the trends over the period as a whole and not simply the comparison between the averages for 1960 and 1966, it appears that the demand for mutton and lamb has fallen off at a rate of over 2 per cent per annum after the effects due to changes in its price and in real incomes have been eliminated. This conclusion is not materially altered if a much greater value is assumed for the own-price elasticity than the comparatively small (and not very well determined) value of  $-0.13$  which has been estimated from the data. The small rise in purchases of lamb in 1966, and in the implied strength of the underlying demand, were only temporary and may perhaps be associated with an increase in the proportion of home killed lamb to 46 per cent of total supplies compared with 40 per cent in the previous year and 37 per cent in 1960. The seasonal pattern of purchases for mutton and lamb (taken together) is complementary to that for beef, consumption being greatest in the summer months and least in midwinter. The range is narrower than that for beef and extends from about 7 per cent above the yearly average in July and August to about 5 per cent below from November to January. Prices, in real terms, are also at their highest (2 to 3 per cent above the average) in midsummer and at their lowest (1 to 2 per cent below the average) in midwinter. The seasonality in demand thus appears to be somewhat greater than that in purchases, and one possible explanation for this may be that the demand is strongest and average prices highest when new season's lamb is appearing on the market.

18. Average consumption of pork increased fairly rapidly from 2.0oz. per person per week in 1960 to 2.8oz. in 1965 but fell slightly in 1966. Although the average price, in real terms, increased slightly in 1966 it was nevertheless about 8 per cent lower than in 1960. Other things being equal, a decrease of this order might have been expected to lead to an increase of about 9 per cent in average purchases, (the own-price elasticity being about  $-1$ ) while the increase in real incomes which took place between 1960 and 1966 could account for a further 4 per cent. In the event, the growth in consumption was appreciably greater than can be explained by these factors, and over the period as a whole the additional growth in demand appears to have been at an average rate of over 3 per cent per annum. Part of this growth is due to the fact that pork is becoming increasingly acceptable to consumers during the summer months. Nevertheless, the demand is still markedly seasonal and more than a third stronger in the winter than in the summer. There is normally very little seasonal variation in the average price.

19. Consumption of poultry continued to expand and, excluding the Christmas trade<sup>(1)</sup>, averaged 3.9oz. per person per week in 1966 compared with 3.5oz. in 1965; about half of the rise recorded in 1966 was attributable to increased consumption of broiler chicken and the remainder to other poultry, including at Easter an unusually high level of turkey consumption which, however, was slightly exaggerated in the Survey estimates because of the adjustments made to compensate for the cessation of fieldwork during the election period<sup>(1)</sup>. Since 1960, average household consumption of poultry has more than doubled, and this expansion has taken the form of an increase in the number of housewives buying poultry in a week rather than an increase in the average size of purchase. Over the period since 1960, the average price of poultry has fallen by over a third in real terms, less rapidly than in the previous five years, but nevertheless more steeply than for any other major commodity. A precise assessment cannot be made of the extent to which the increase in purchases over this period is due to the fall in the real price and to the growth in real incomes<sup>(2)</sup> because demand has been becoming less elastic to changes in either, but two limiting assumptions can be considered. If the own-price elasticity had been as little as  $-0.4$  throughout the period and the income elasticity as small as  $+0.5$ , the change in the real price would have led to an increase of about one-eighth in average purchases, while the increase in real incomes would have accounted for a further 6 per cent; this would imply that other factors have caused a growth in demand over this period of about 10 per cent per annum. If, however, the price elasticity had been as great as  $-1.1$  and the income elasticity as high as  $+1.3$ , the underlying growth rate would have been not less than 5 per cent per annum. The seasonal coefficients of prices, purchases and demand for poultry shown in Table 21 perforce exclude much of the Christmas trade, but indicate that throughout the remainder of the year there is very little seasonal variation in the average price. Average weekly purchases, and demand, however, are nearly 30 per cent greater in the spring and early summer than in the four or five weeks following the Christmas peak.

20. Purchases of uncooked bacon and ham were slightly lower in 1966 than in 1965 and averaged 5.3oz. per person per week, about the same level as in 1960. Since 1961, the real (deflated) price has fluctuated within quite narrow limits and it seems reasonable to conclude that there has been very little change in demand from other causes. There is hardly any seasonality in prices, but purchases and demand tend to be slightly higher in spring and summer than at other times of the year.

21. Average consumption of all other meats, offals and meat products has barely changed in total since 1962 and was 11.9oz. per person per week in 1966. Average consumption of corned meat continued to recover very slowly from the level to which it had fallen in 1964 but was still less than two-thirds of the average recorded in 1963. Consumption of other canned meat had expanded

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<sup>(1)</sup> See paragraph 7 above and Appendix A.

<sup>(2)</sup> The income elasticity of demand for poultry was estimated to be  $+1.3$  in 1960,  $+0.9$  in 1962 and  $+0.5$  in 1965. The own-price elasticity cannot be determined from the data for a single year, because of seasonal shifts in demand, but it was estimated to be  $-1.1$  from the data for 1955 to 1960,  $-0.9$  for 1960 to 1964 and  $-0.4$  for 1960 to 1966; all these estimates, however, have quite large standard errors.

from 1·3oz. per person per week in 1960 to 1·8oz. in 1965, but fell to 1·5oz. in 1966. Throughout this period consumption of cooked (including canned) ham was maintained at about 0·9oz. while purchases of cooked chicken nearly doubled and reached 0·16oz. in 1966. Purchases of other cooked meats declined very slowly from 0·72oz. per person per week in 1960 to 0·68oz. in 1966. There has been no important change in average consumption of offals or of rabbit and game over the past few years. Average consumption of sausages declined from 3·8oz. per person per week in 1962 to 3·6oz. in 1966, the decline up to 1964 being in respect of pork sausages and thereafter of beef. In contrast, average consumption of other meat products rose steadily from 2·3oz. in 1960 to 2·8oz. in 1966.

### *Fish*

**22.** Average consumption of fish (including canned fish) was unchanged in 1966 at 5·8oz. per person per week and has been within approximately 0·1oz. of this figure in each year since 1960. Thus it has not compensated to any great extent for the much wider variations which have occurred in consumption of carcass meat and of meat of all kinds.

**23.** The revised classification of foods which was adopted in 1966 placed all packeted quick-frozen fish into two categories, of which uncooked white fish was one and all other fish and fish products the other. Some of the estimates in Appendix B are therefore not comparable with those given in earlier annual reports where most categories of quick-frozen fish were grouped with their fresh or processed equivalent. Thus, the fall in the recorded average consumption of processed fat fish from 0·33oz. in 1965 to 0·24oz. in 1966 was at least in part due to the inclusion of some quick-frozen produce in the earlier figure; similarly, the estimate of 0·56oz. for quick-frozen white fish in 1965 included fish fingers and similar products which were excluded from the estimate of 0·24oz. for quick-frozen *uncooked* white fish in 1966.

**24.** The average price paid by housewives for canned salmon fell, in real terms, by about one-sixth between 1960 and 1966 but there was no upward trend in purchases, which averaged 0·53oz. in 1966 and accounted for three-eighths of housewives' purchases of canned fish. In view of the estimated own-price elasticity of demand of  $-1·4$  and the income elasticity of demand of  $+0·3$  the absence of any growth in average purchases of canned salmon must imply a weakening in the underlying demand of a little more than 4 per cent per annum. Purchases and demand both show a pronounced seasonality and are about half as much again in June as in January. A similar seasonal pattern is shown for purchases of all other canned or bottled fish, but this appears to be accompanied by seasonal changes in the types of fish purchased, which might account for the seasonality in prices shown in Table 21. Neither average purchases, prices nor demand exhibited any regular trend between 1960 and 1966.

### *Eggs*

**25.** There was practically no change in the level of consumption of eggs in 1966, a continued fall in free supplies being almost entirely offset by a further very slight increase in average purchases to 4·50 eggs per person per week. The corresponding average in 1960 was 4·36 eggs, and the modest increase

since then has been barely greater than might have been expected to result from the growth in real incomes over this period. The average price of eggs fell in real terms by more than 25 per cent over this period, and with the estimated price-elasticity of demand as little as  $-0.1$  at the current level of consumption, this price change also could have accounted for the growth in purchases, and therefore there is an implication that the underlying demand has become weaker. Unstamped eggs continued to gain popularity at the expense of stamped eggs and accounted for 38 per cent of purchases in 1966, compared with 32 per cent in 1962. Although seasonal variation in average prices remains quite pronounced, purchases and demand have become much more uniform throughout the year. There is greater seasonal variation in purchases and demand for unstamped eggs than for stamped, but slightly less seasonal variation in prices.

#### *Fats*

26. Average consumption of fats was very steady at 12.0oz. per person per week between 1960 and 1964 but fell to 11.9oz. in 1965 and to 11.6oz. in 1966. The decline was due to reduced purchases of margarine which were not fully offset by increased purchases of butter and cooking oils. Butter accounts for about half the quantity of fats purchased and consumption has been fairly steady at close to 6.0oz. per person per week since the introduction of import quota arrangements in 1962. The failure of average household purchases to increase in 1966 when there was a fall of 9 per cent in the deflated average price would seem to imply a reduction of about  $3\frac{1}{2}$  per cent in the underlying demand for butter in that year, but a weakening of this extent seems unlikely as it is incompatible with the experience since 1962<sup>(1)</sup>. Moreover, it was not accompanied by any increase in the underlying demand for margarine, which during the period from 1960 to 1966 had been falling at an average rate of about 2 per cent per annum. There is comparatively little seasonal variation in purchases and demand for butter and for margarine, but there is a slight displacement of butter by margarine in the winter and vice versa in summer.

#### *Sugar and Preserves*

27. Average purchases of sugar fell to 17.0oz. per person per week in 1966, the lowest level recorded since 1954. Consumption appears to be insensitive to moderate changes in prices or in incomes, and demand weakened by 8 per cent between 1963 and 1966 despite a fall in the deflated price of about 15 per cent and a rise of more than 5 per cent in real incomes. Purchases are greatest in July (when supplies of soft fruit are at their peak) and also in December, but some 6 per cent lower in the spring. Average prices, however, tend to be slightly lower in the summer than at other times of the year.

28. Average consumption of preserves and syrups continued to show a downward trend and averaged 2.8oz. per person per week compared with 3.2oz. in 1960. There was no increase in the deflated average price of preserves over this period, and the fall in purchases appears to have been almost entirely due to a weakening in the underlying demand at the rate of about  $1\frac{1}{2}$  per cent per annum. The average price paid for syrup, treacle and honey rose slightly in real terms over this period, perhaps because of a change in the composition of the

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<sup>(1)</sup> See also paragraph 4 of the Supplement to this Report.

group, and the falling off in purchases was slightly greater than that for other preserves. There appears to be no regular seasonal pattern in consumption of marmalade, but purchases of jams are appreciably greater in the first half of the year than in the second half, while consumption of syrup, treacle and honey is nearly twice as great in December as in July.

#### *Potatoes*

**29.** Potatoes from the 1966 crop were dearer and less plentiful than those from the 1965 crop; in the first half of 1966 average consumption was a little above, and in the second half below, that in the corresponding periods of the previous year but averaged over the whole year consumption at 52·5oz. per person per week was little different from the 53·2oz. recorded in 1965. Early potatoes from the 1966 crop were dearer by 1½d. per lb., and maincrop varieties by 1d. per lb., than corresponding potatoes from the previous year's crops. Relatively wide price fluctuations of this order occur from year to year and are associated with much more modest fluctuations in supplies because the price elasticity is low (estimated at -0·1 from an analysis of Survey data from 1960 to 1966). Over this period, average purchases declined slightly and after taking into account the effects of changes in prices and incomes, the underlying demand appears to have weakened at an average rate of nearly 1 per cent per annum.

#### *Brassicas*

**30.** Average consumption of brassicas (excluding quick-frozen) was 9·9oz. per person per week, 0·6oz. less than in 1965. Half of this decrease is attributable to less free food and the remainder to smaller average purchases of cauliflower and brussels sprouts. If the brassica group is treated as a single commodity for the purpose of demand analysis, over the period 1960-1966 annual average purchases and prices have varied only within ranges of 8 per cent and 12 per cent respectively<sup>(1)</sup>. Once the effect of growth in real incomes has been allowed for, the underlying demand appears to have fallen by nearly 1½ per cent per annum.

#### *Peas and beans*

**31.** Consumption of quick-frozen peas and beans averaged 1·1oz. per person per week in 1966, nearly 0·3oz. more than in 1965, whilst purchases of dried pulses and canned peas and beans<sup>(2)</sup> were barely maintained; consumption of fresh peas and beans, however, fell by over 0·3oz. between these years. Between 1960 and 1966, purchases of quick-frozen peas nearly doubled, but this growth appears to have been principally due to a fall of nearly a third in the deflated price, although the growth in real incomes was also an important factor. There was also a downward trend in the real price of canned peas, but average purchases nevertheless declined fairly steadily between 1961 and 1966, and although part of this decline may be due to the growth in real incomes (the income elasticity of demand for canned peas is negative) there appears to have been an appreciable weakening in the underlying demand, perhaps as much as 6 per cent per annum, possibly caused by competition from peas preserved by quick-freezing or by other modern methods. In contrast, the underlying demand for canned beans<sup>(2)</sup> seems to have strengthened at a rate of about 4 per cent per annum.

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<sup>(1)</sup> Except in 1963, when supplies were scarce during the severe winter.

<sup>(2)</sup> Excluding canned runner beans and kidney beans.

*Other vegetables*

**32.** Average consumption of carrots and other root vegetables was about 10 per cent lower in 1966 than in 1965, owing to changes in supplies, and average prices were about 1d. per lb. higher. Consumption of onions and all other fresh vegetables, however, was maintained at 4·8oz. per person per week.

*Fresh Fruit*

**33.** Household consumption of fresh fruit (including tomatoes) has averaged between 22oz. and 23oz. per person per week for several years, and the small increase from 22·7oz. in 1965 to 23·1oz. in 1966 was principally due to greater imports of oranges. Analyses of survey data of average prices and purchases of oranges, apples, pears and bananas have revealed no significant substitution between these fruits on the basis of changes in their relative prices. The own-price elasticity for oranges is about  $-0\cdot9$ , for pears about  $-1\cdot6$  and for apples it appears to be as little as  $-0\cdot5$ , but varies seasonally, rising to about  $-1\cdot3$  in midsummer. For the months March to July, when most apples on sale are imported, it is approximately  $-0\cdot7$ . No significant own-price elasticity has been determined for bananas over the range of real prices experienced during this period, and the level of purchases appears to be fairly steady. After taking into account the effects of changes in real income as well as changes in prices, the underlying demand for oranges appears to be weakening on average by a little more than 1 per cent per annum and that for pears by about 3 per cent, but the demand for apples seems to be increasing at an average annual rate of a little more than 1 per cent. Purchases of citrus fruit other than oranges increased from 0·92oz. per person per week in 1960 to 1·16oz. in 1966, but this increase appears to have been entirely due to a fall in the deflated price and the rise in real incomes.

**34.** Average household consumption of rhubarb has changed very little since 1961 when it was first separately itemized in the Survey classification of foods. In 1966 it amounted to 0·72oz. per person per week, and about two-thirds of this was obtained free from gardens and allotments. The forced rhubarb which is on sale between January and March usually commands an average price about double that of the outdoor crop on sale from April until August, and the demand for it appears to be more price-elastic<sup>(1)</sup>. For both kinds, the price declines as the season advances, but a tradition appears to have developed by which the seasonality in demand has adjusted itself very closely to the seasonality in supply and thus the seasonal variation in prices is kept within quite a narrow range. A similar customary adjustment between demand and supply also appears to take place for tomatoes without much variation in price. Indeed, the seasonal variation in tomato prices seems to arise largely from variation in the quality of the tomatoes on sale, except perhaps in the late summer when the weight of supplies forces prices down. Over the period from 1960 to 1966 there was a tendency for the average price of tomatoes to rise in real terms, and although this had some adverse effect on sales, it does not appear to have accounted in full for the decline in average purchases, and

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<sup>(1)</sup> Estimates of the own-price elasticity of demand for forced rhubarb and for the outdoor crop are respectively  $-1\cdot5$  and  $-0\cdot1$ , but each of these values has an estimated standard error of 0·45.



there is therefore an implicit weakening in the underlying demand (at constant real prices) of about 3 per cent per annum. This does not appear to have been offset by any growth in demand for canned or bottled tomatoes.

#### *Canned Fruit*

35. Purchases of canned fruit other than tomatoes remained about 9 per cent more in 1966 than they had been in 1960. Very little of the growth over this period was in respect of canned peaches, pears and pineapples (as a group). Average prices in real terms were nearly a fifth lower in 1966 than in 1960 and the own-price elasticity of demand for canned fruit is estimated to be  $-0.44$ , so that this change in price could explain an increase of 9 per cent in average purchases. However, the income elasticity of demand for canned fruit is about  $0.4$ , and the growth in real incomes over this period could explain an increase of nearly 5 per cent so that there is an implied weakening in demand of about 4 per cent overall. There is quite a marked seasonal variation in demand for canned fruit and average purchases are nearly half as much again in June as in January.

#### *Cereal Foods, including Bread and Flour*

36. In real terms the average price paid for bread by housewives had shown little change in 1965 but it rose by 3 per cent in 1966 to a level about 14 per cent higher than in 1960. Some of the rise over the period was due to a change in the pattern of purchases, large white loaves losing ground to smaller loaves and to brown bread. Total purchases of bread declined fairly steadily from 45.5oz. per person per week in 1960 to 40.6oz. in 1965 and then relatively sharply to 38.6oz. in 1966. The latter fall was greater than might have been expected to result from the increase in price, and would imply a weakening in demand of about 3 per cent compared with a weakening of about 1 per cent per annum over the previous five years. The difference, however, is within the limits of sampling variation and provisional results for 1967 suggest that the relatively low figure recorded in 1966 was due to this cause.

37. Purchases of flour continued to decline and averaged 5.9oz. per person per week compared with 6.1oz. in 1965 and 6.8oz. in 1960. In real terms the average price fell by about a sixth between 1960 and 1966 and, while some of the fall in purchases can be attributed to the rise in real incomes (the income elasticity of demand is  $-0.2$ ), it appears that the underlying demand has weakened at an average rate of nearly  $2\frac{1}{2}$  per cent per annum.

38. Average consumption of cakes and pastries was again well maintained at 4.9oz. per person per week while that of buns, scones and teacakes fell from the aberrantly high level of 1.9oz. recorded in the previous year to 1.6oz., the same as in 1962 to 1964; purchases of biscuits were barely maintained despite a continued fall in price in real (but not money) terms. There was some further growth in consumption of puddings (principally canned milk puddings) and a further fall in average purchases of rice. Instant oat breakfast cereals were classified in the Survey as oat products prior to 1966 and their reclassification as breakfast cereals in 1966 accounts for the changes in the averages recorded for both items.

*Beverages*

39. Average consumption of tea rose very slightly in 1966 and purchases of instant coffee continued to expand, while those of bean and ground coffee, coffee essences and other beverages were maintained. In real terms, the average prices of tea and of instant coffee each fell by nearly a quarter between 1960 and 1966 but while the demand for tea appears to be inelastic to changes in prices or in real incomes, that for instant coffee is highly elastic to both. Since 1960 average purchases of instant coffee have doubled, although three quarters of this growth can, in fact, be attributed to changes in prices and incomes.

*Miscellaneous Items*

40. In the remaining group of miscellaneous foods the only noteworthy trends are the continued expansion in average consumption of canned soups and of pickles and sauces (respectively from 2·4oz. and 1·0oz. in 1960 to 3·1oz. and 1·2oz. in 1966) which has been associated in each case with a fall of about a fifth in the real price over this period.

**2.3 Supplementary Note on Substitution Relationships between  
Carcase Meat, Poultry and White Fish**

41. The analyses of demand described in paragraphs 15 to 19 do not take into account the extent to which the demand for any of the meats is affected by changes in the average prices of the others. Substitution between the different kinds of meat does not, however, take place solely through the market price mechanism. Indeed, whenever possible, it is the practice of a substantial proportion of retailers both to level out price fluctuations from one period to another and to even out or average prices for the various types of meat by taking a relatively low margin on a variety when it is in short supply and making up for this with a higher margin on another variety which is more plentiful<sup>(1)</sup>. Under these circumstances, the equating of demand to supplies of each kind of meat depends on the exercise of persuasion and salesmanship by the retailer. Insofar as consumers are not offered any price inducement to change their levels of purchases, their adjustment to the new levels is effected not by moving from one point to another along fixed demand curves, but by a displacement of those curves, and to this extent the measurement of the cross-price elasticities of demand is frustrated<sup>(2)</sup>.

42. The indices in Table 6 (derived from those shown in Table 22) show how the annual average prices paid by housewives for beef and veal, mutton and lamb, pork, and poultry, have moved in real terms (i.e. after deflation by the Index of Retail Prices) since 1960. They demonstrate that throughout this period poultry has steadily become cheaper relative to carcase meat. Between 1960 and 1963 the real prices of the three carcase meats were all declining. The divergence in trend which began in 1964 was principally due to the upsurge in beef prices,

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<sup>(1)</sup> Report of the Committee of Inquiry into Fatstock and Carcase Meat Marketing and Distribution, H.M.S.O., 1964, Cmnd. 2282, pp. 107-110.

<sup>(2)</sup> From a purely econometric viewpoint the practice of levelling out of prices excludes from the data much of the variation that is necessary in order to be able to measure the price/quantity relationships, while evening or averaging of prices for the different varieties of meat contributes to multicollinearity in the explanatory variables.

TABLE 6  
Trends in Deflated Average Prices of Carcase Meats and Poultry  
(1960 = 100)

	Beef and veal	Mutton and lamb	Pork	Poultry
1960	100	100	100	100
1961	97	95	98	90
1962	96	94	92	86
1963	95	94	90	81
1964	102	99	93	83
1965	108	100	90	75
1966	108	100	92	73

which continued into 1965, but was abated in 1966 when, however, the relative price of pork began to rise as the pig production cycle approached its minimum. In money terms, the price of pork moved further above that for lamb and closer to that for beef.

43. There has thus been greater opportunity since 1963 than hitherto for consumers to substitute one variety of carcase meat for another on account of changing price differentials, but an attempt has nevertheless been made to estimate the cross-elasticities of demand between the three carcase meats and poultry from the monthly Survey data of average prices and purchases over the whole period from 1960 to 1966 so that the underlying trends in demand which can be inferred from these relationships can be compared with those shown in Table 22. The method which has been followed is fully described in J.A.C. Brown's paper<sup>(1)</sup>. Briefly, it entails the simultaneous fitting of sets of demand equations in which the dependent variables are the logarithms of the amounts of the three meats and poultry consumed in each month and the independent variables are the logarithms of the average prices. In fitting the equations, constraints were imposed<sup>(2)</sup> to ensure that each pair of cross-elasticities complied with the theoretical relationships<sup>(3)</sup> 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). The results are shown in Table 7. It will be noticed that the estimates of the own-price elasticities are not significantly different (in the statistical sense) from those shown in Table 20, and that the

<sup>(1)</sup> See footnote 3 to paragraph 11.

<sup>(2)</sup> The estimates which are obtained if these constraints are not imposed tend to exaggerate some of the substitution relationships and are as follows:—

	Elasticity with respect to the price of			
	Beef and veal	Mutton and lamb	Pork	Poultry
Beef and veal	-0.91 (0.29)	+0.02 (0.24)	-0.39 (0.20)	+0.04 (0.15)
Mutton and lamb	-0.81 (0.33)	+0.36 (0.28)	+0.20 (0.23)	-0.40 (0.17)
Pork	+1.06 (0.54)	-0.30 (0.45)	-1.15 (0.37)	-0.04 (0.28)
Poultry	+0.23 (1.03)	-0.10 (0.86)	+0.97 (1.70)	-0.65 (0.54)

The figures in brackets are estimates of the standard errors of the coefficients.

<sup>(3)</sup> J. R. Hicks, *Value and Capital*, Oxford University Press, 2nd Ed., 1946.

TABLE 7  
*Estimates of Price Elasticities of Demand for Carcase Meats and Poultry, 1960-1966*

	Elasticity (a) with respect to the price of:			
	Beef and veal	Mutton and lamb	Pork	Poultry
Beef and veal . . .	-0.79 (0.26)	-0.35 (0.15)	+0.05 (0.11)	+0.08 (0.12)
Mutton and lamb . . .	-0.61 (0.26)	+0.25 (0.25)	+0.08 (0.14)	-0.26 (0.15)
Pork . . . . .	+0.18 (0.43)	+0.17 (0.32)	-1.21 (0.36)	+0.18 (0.26)
Poultry . . . . .	+0.38 (0.54)	-0.66 (0.37)	+0.20 (0.29)	-0.35 (0.52)

(a) The figures in brackets are estimates of the standard errors of the elasticities.

estimates for lamb and for poultry are no greater than their respective standard errors, the estimate for lamb being perverse in sign. The estimate of the cross-elasticities for lamb with respect to the price of beef and for beef with respect to lamb are also perverse in sign and therefore cannot be used uncritically even though they are more than twice as great as their estimated standard errors. None of the remaining estimates of cross-elasticities attain statistical significance. Perhaps for these reasons, the estimates of annual shifts in demand per head which are implied after taking into account these results and are shown as indices in Table 8 are little different from those shown in Table 22. The stability of the demand for beef, the gradual weakening in that for mutton and lamb and the rising trends for pork and especially poultry are well brought out.

TABLE 8  
*Changes in Deflated Prices<sup>(a)</sup> and Average Purchases<sup>(b)</sup> of Carcase Meats and Poultry, and implied Indices of Demand (geometric average 1960-1966 = 100) at Constant Prices*

		1960	1961	1962	1963	1964	1965	1966
Beef and veal:	Prices (a) . . . . .	50.0	48.7	47.9	47.3	51.1	53.8	53.9
	Purchases (b) . . . . .	8.66	9.04	8.99	9.40	8.42	8.04	8.13
	Demand (c) . . . . .	99	100	98	102	99	100	101
	Demand (d) . . . . .	99	100	99	102	99	100	101
Mutton and lamb:	Prices (a) . . . . .	40.6	38.6	38.0	38.0	40.1	40.7	40.5
	Purchases (b) . . . . .	6.59	6.71	6.64	6.30	6.25	5.88	6.08
	Demand (c) . . . . .	107	106	104	96	99	94	96
	Demand (d) . . . . .	108	107	104	96	98	93	95
Pork:	Prices (a) . . . . .	49.9	48.9	46.0	44.9	46.2	44.7	45.9
	Purchases (b) . . . . .	1.97	1.93	2.27	2.44	2.30	2.78	2.63
	Demand (c) . . . . .	89	88	98	103	98	114	112
	Demand (d) . . . . .	91	89	99	103	97	112	110
Poultry:	Prices (a) . . . . .	47.3	42.6	40.9	38.2	39.5	35.7	34.8
	Purchases (b) . . . . .	1.51	2.16	2.03	2.25	2.50	3.27	3.66
	Demand (c) . . . . .	68	92	85	94	105	132	146
	Demand (d) . . . . .	70	93	87	94	103	129	142

(a) Pence per lb., deflated to allow for changes in the general level of retail prices since 1960.

(b) Ounces per person per week.

(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.

44. Because the estimates of the cross-elasticities derived from the data for 1960–1966 are disappointing, a further attempt has been made for which the period of analysis has been extended backwards to 1956. This brings in a period during which the price of poultry was above that of any of the carcass meats, though it does not introduce any greater variability into the price data for the carcass meats relative to each other. The cross-elasticities estimated from the data for the eleven years from 1956–1966 again fail to attain statistical significance, except that for poultry with respect to the price of lamb, which, however, is perverse in sign. Except for pork, the own-price elasticities are greater than those obtained for 1960–1966, but for lamb and for poultry at any rate this does not seem unreasonable when account is taken of the long term decline in the underlying demand for lamb and the expansion of the poultry industry, which, by 1962, had caused poultry to move out of the luxury category of foods. The results obtained from this analysis for 1956–1966 are shown in Table 9 and indices which show the annual shifts in demand implied by these results (inclusive of the income effect) are given in Table 10.

TABLE 9  
*Estimates of Price Elasticities of Demand for Carcass Meats and Poultry, 1956–1966*

	Elasticity (a) with respect to the price of:			
	Beef and veal	Mutton and lamb	Pork	Poultry
Beef and veal . . .	-1.30 (0.18)	+0.04 (0.10)	-0.04 (0.08)	+0.12 (0.07)
Mutton and lamb . . .	+0.07 (0.18)	-0.52 (0.19)	+0.19 (0.11)	-0.10 (0.10)
Pork . . . . .	-0.18 (0.35)	+0.46 (0.27)	-1.24 (0.33)	+0.20 (0.18)
Poultry . . . . .	+0.68 (0.39)	-0.31 (0.10)	+0.26 (0.24)	-1.26 (0.36)

(a) The figures in brackets are estimates of the standard errors of the elasticities.

TABLE 10  
*Changes in Deflated Prices<sup>(a)</sup> and Average Purchases<sup>(b)</sup> of Carcass Meats and Poultry, and implied Indices of Demand (geometric average 1956–1966 = 100) at Constant Prices*

	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966
<b>Beef and veal:</b>											
Prices (a)	41.2	40.8	42.3	44.6	45.2	44.0	43.2	42.7	46.2	48.6	48.7
Purchases (b)	9.93	10.49	9.50	8.48	8.66	9.04	8.99	9.40	8.42	8.04	8.13
Demand (c)	96	102	97	94	99	101	99	102	101	104	106
<b>Mutton and lamb:</b>											
Prices (a)	36.4	37.8	37.4	35.6	36.7	34.9	34.3	34.4	36.2	36.8	36.6
Purchases (b)	7.12	6.18	6.01	6.86	6.59	6.71	6.64	6.30	6.25	5.88	6.08
Demand (c)	116	102	98	107	103	101	100	95	96	91	93
<b>Pork:</b>											
Prices (a)	43.0	42.5	41.5	43.6	45.1	44.2	41.6	40.6	41.8	40.4	41.4
Purchases (b)	1.84	1.95	2.08	1.93	1.97	1.93	2.27	2.44	2.30	2.78	2.63
Demand (c)	79	82	88	91	97	96	106	112	108	127	126
<b>Poultry:</b>											
Prices (a)	59.5	53.9	50.4	44.9	42.7	38.4	37.0	34.5	35.6	32.2	31.4
Purchases (b)	0.49	0.61	0.79	1.15	1.51	2.16	2.03	2.25	2.50	3.27	3.66
Demand (c)	53	60	69	82	100	127	116	120	133	149	161

(a) Pence per lb., deflated to allow for changes in the general level of retail prices since 1956.

(b) Ounces per person per week.

(c) Including changes in demand attributable to changes in real personal disposable income per head.

These results would imply some strengthening of the underlying demand for beef in 1965 and 1966, but this may be an artefact due to the own-price elasticity in reality being less than the value of  $-1.30$  obtained from this long-term analysis. The trend in demand for mutton and lamb again appears to be downwards and the implied upward trends in demand for pork and for poultry are still strongly apparent, but that for poultry is rather less steep than before because the greater price elasticity, influenced by the inclusion of data for the earlier years, requires more of the increase in consumption to be attributed to the fall in poultry prices.

45. The estimates of the cross-elasticities between the carcass meats and poultry over the period 1960 to 1966 are barely affected when *bacon* is added as a further variable. There does, however, appear to be the possibility of some substitution on the basis of price between beef and bacon, the estimates of the cross-elasticity of demand for beef with respect to the price of bacon and that for bacon with respect to the price of beef being respectively  $0.25$  (standard error  $0.12$ ) and  $0.45$  ( $0.21$ ). The own-price elasticity for bacon is estimated to be  $-0.83$  ( $0.19$ ) when consumption and prices of the carcass meats and poultry are also taken into account, but only  $-0.57$  ( $0.13$ ) when these factors are omitted. It is indicated in paragraph 22 above that average consumption of fish (including canned fish) has been so steady since 1960 that it cannot have compensated to any great extent for the much wider variations which have

TABLE 11  
*Estimates of Price Elasticities of Demand for Carcass Meat and White Fish, 1960-1966*

	Elasticity (a) with respect to the price of:—	
	Carcass Meat	White Fish (excluding quick-frozen)
Carcass Meat . . . . .	$-0.76$ ( $0.17$ )	$+0.13$ ( $0.06$ )
White Fish (excluding quick-frozen)	$+0.75$ ( $0.36$ )	$-0.95$ ( $0.44$ )

(a) The figures in brackets are estimates of the standard errors of the elasticities.

TABLE 12  
*Changes in Deflated Prices<sup>(a)</sup> and Average Purchases<sup>(b)</sup> of Carcass Meat and White Fish, and implied Indices of Demand (geometric average 1960-1966 = 100) at Constant Prices*

		1960	1961	1962	1963	1964	1965	1966
Carcass Meat:	Prices (a) . . . . .	46.4	44.9	44.0	43.7	46.3	47.7	47.8
	Purchases (b) . . . . .	17.28	17.74	17.93	18.17	17.04	16.73	16.89
	Demand (c) . . . . .	100	100	100	101	98	99	100
	Demand (d) . . . . .	102	101	101	101	98	98	99
White Fish:	Prices (a) . . . . .	36.9	37.6	36.5	36.4	38.0	37.9	38.3
	Purchases (b) . . . . .	3.62	3.50	3.62	3.63	3.53	3.58	3.40
	Demand (c) . . . . .	100	101	103	103	100	99	95
	Demand (d) . . . . .	99	100	102	103	100	99	95

(a) Pence per lb., deflated to allow for changes in the general level of retail prices since 1960.

(b) Ounces per person per week.

(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.

occurred in consumption of carcass meat and of meat of all kinds. Even as between carcass meat and *white* fish of all kinds (including processed and cooked fish but excluding pre-packed quick-frozen fish), substitution on the basis of variations in relative price barely attains statistical significance. An analysis of the data for the period from 1960 to 1966 produced the estimates of the own-price and cross elasticities shown in Table 11, and the estimated annual shifts in demand which are implied from these results are shown in Table 12. The implied slight downward trend in demand for carcass meat is, as before, due entirely to the weakening of demand for lamb, while the downward trend for white fish since 1963 has been partly offset by the continued growth in consumption of pre-packed quick-frozen white fish.

# Chapter 3

## HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: GEOGRAPHICAL, SOCIAL CLASS AND FAMILY COMPOSITION DIFFERENCES

*In 1966 average food expenditure per head in London was greater than in any other region or type of area and 5 per cent above the national average. This was primarily due to the London dietary pattern containing relatively large amounts of meat, poultry, green vegetables and fresh fruit but comparatively little bread and potatoes. The lowest regional averages were those for the North Midland and the South Western regions (3 per cent below the national average) while the average for rural areas as a whole was 7 per cent lower than the national level. The general levels of food prices paid in the English regions were all within 2 per cent of the average for Great Britain, whilst those for Scotland and Wales were 5 per cent above and those in rural areas were 2½ per cent above. Average expenditure per person in the highest income group (Social Class A1) was more than a fifth above the national level, falling to 3½ per cent below that level in the lowest income group (Class D1). Although average food prices paid by households in Class A1 were 7½ per cent above the national level and those paid by pensioner households were about 1½ per cent below it, prices paid by households in Classes B, C, D1 and D2 were all within ½ per cent of the national level. In the analysis by type of household, the average expenditure per person ranged from 35 per cent above the national average in households containing younger, childless couples, to 33 per cent below that average in families containing four or more children. This wide range is associated with the different physiological needs of persons of different ages, and only to a small extent with prices, since there was a range of only 6 per cent in the average level of food prices paid by the various family groups.*

### 3.1 Introduction

**46.** A household budgetary enquiry such as the National Food Survey has the advantage that it provides estimates of *average* food consumption and expenditure not only for the population as a whole but also for different sectors of the community. Although the estimates for such groups cannot be as accurate as those for the whole of Great Britain, they exhibit a systematic pattern of differences between the various groups, which changes very little from year to year. A detailed review of such changes over the period from 1956 to 1965 was made in the previous annual report<sup>(1)</sup> and an outline of the broad differences in *average* food consumption and expenditure in 1966 between households in different regions and areas of the country and between families of different social class or of different composition is given in this chapter.

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<sup>(1)</sup> *Household Food Consumption and Expenditure: 1965*, H.M.S.O., 1967.



### 3.2 Geographical Differences

#### 3.2.1 CLASSIFICATION USED

47. Two separate analyses of Survey data are maintained in order to reveal differences between areas. The first of these classifies households according to geographic region, the second according to degree of urbanisation of the polling districts in which they are located<sup>(1)</sup>. The two classifications are carried out independently of each other and no cross-classification according to degree of urbanisation within each region has been attempted.

48. The Survey is designed to be representative of Great Britain as a whole, but practical restrictions on the size of the sample and on the number and mobility of the field workers place limits on the number of localities which can be included from each region in any one year. Although the sample design cannot therefore ensure that the localities selected from any one region *in a single year* are 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, enabling conclusions to be drawn about broad regional characteristics in patterns of consumption. Details of the sample drawn in 1966 from each region and from each type of area are given in Table I of Appendix A.

#### 3.2.2 MAIN RESULTS IN 1966

49. Table 23 gives estimates of average household food expenditure in 1966 in each region and type of area together with estimates of the value of food obtained for consumption in the home (i.e. purchases plus free supplies). In the regional analysis, average expenditure ranged from 37s. 10d. per person per week in London (over 5 per cent above the national average) to 34s. 10d. (3 per cent below the national average) in the North Midland and South Western regions. If the value of free food is taken into account the difference between these regions is narrowed but the average recorded for Wales is greater—perhaps because of a sampling fluctuation—than that shown for London. In the analysis by type of area, the range in average expenditure was from 37s. 10d. per person per week in London to 33s. 6d. in rural areas (7 per cent below the national average). There were, however, very wide differences in free supplies between the various types of area, the averages ranging from 3d. per person per week in provincial conurbations to 3s. 9d. in rural areas. When these free supplies are taken into account the average value of consumption in rural and semi-rural areas was about a shilling less than that in London but between 5d. and 1s. 3d. more than that recorded in the other types of urban area.

50. Table 23 also gives index numbers of food prices paid by households in each region and type of area. These 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 indices take no account of variation in the *pattern* of food purchases in different localities, but only of price-differences which are partly due to differences in transport costs and partly to variation in quality of otherwise similar commodities and to differences in the services (in the widest sense) offered by different shops. In the regional analysis for 1966, the price index

<sup>(1)</sup> See Appendix E, paragraph 12.

numbers in the regions of England were all within 2 per cent of the average for Great Britain whilst those for Scotland and Wales were over 5 per cent above that average. In the analysis by type of area, food prices were, on average, 2½ per cent higher in rural areas than in the country as a whole, but in all other types of area they were within about 1 per cent of the national average.

51. The “price of energy” indices<sup>(1)</sup> which are also shown in Table 23 differ from the price indices discussed above because they take into account regional and type of area variations in consumers’ *choice* of food. As these indices are affected not only by variations in the prices paid for food but also (and mainly) by differences in dietary patterns, they show much greater variations than the food price index. Thus the cost per calorie of the London diet was 7 per cent higher than the national average while the corresponding cost in the North Midlands was about 5 per cent below. This range was entirely due to the different patterns of consumption in the two regions, the London diet containing relatively large amounts of fresh fruit and green vegetables and relatively small amounts of cooking fats, flour, potatoes and bread. Similarly, in rural areas the cost per calorie was 4 per cent lower than the national average (even though food prices were 2½ per cent higher) because rural households bought relatively large amounts of such cheap sources of energy as margarine, flour and sugar.

52. The main characteristics of the consumption patterns in each region and type of area are summarised in Table 24 and are broadly similar to those which were found in the previous decade and summarised in the Annual Report for 1965<sup>(2)</sup>. For example, households in the south-east, south, and south-west of England have a relatively high average consumption of pork, poultry, cheese, fresh green vegetables and coffee but relatively low consumption of bread, margarine and bacon. The pattern of consumption in the Midlands and in East Anglia contrasts with that in the north of England by containing relatively large amounts of pork, cheese and fresh green vegetables and comparatively small amounts of other vegetables and cakes and biscuits. A marked contrast is also shown between the dietary pattern in Wales and that in Scotland, the former containing appreciably more butter, lamb, bacon, sugar and fresh green vegetables than the latter, but less beef, margarine, eggs, preserves and cakes and biscuits. 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 Appendix D.

### 3.3 Social Class Differences

#### 3.3.1 CLASSIFICATION USED

53. The definition of social class used in the National Food Survey is in terms of the gross weekly income (i.e. before deduction of direct taxes, etc.) of the head of the household, as stated by the housewife or, if necessary, imputed from

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<sup>(1)</sup> 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.

<sup>(2)</sup> *Household Food Consumption and Expenditure: 1965*, Table 16 and paragraphs 53 to 58, H.M.S.O., 1967.

occupation or other information<sup>(1)</sup>. Because of the continuing rise in money incomes, the income ranges for each class must be re-defined periodically; moreover, the revision must be made in advance of the field-work for any year, because those housewives who are unwilling or unable to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. The income ranges which were adopted at the beginning of 1966 for use throughout the year were:—

Class A: £29 per week and over (Class A1, £47 and over)

Class B: £17 and under £29

Class C: £10 10s. and under £17

Class D<sup>(2)</sup>: Under £10 10s.

In determining the income ranges, the aim was that 2½ per cent of the households surveyed would fall within the income range specified for Class A1, 7½ per cent in that for Class A2, 35 per cent for each of Classes B and C and 20 per cent for Class D. However, the rise in money incomes in 1966 proved greater than had been allowed for when these ranges were determined. In consequence, the proportion of households placed in each Class in 1966 was Class A1 3·1 per cent, Class A2 9·8 per cent, Class B 39·2 per cent, Class C 28·7 per cent and Class D 19·3 per cent. Further details of the composition of the sample of households in each class in 1966 are given in Tables 5 to 8 of Appendix A.

### 3.3.2 MAIN RESULTS IN 1966

**54.** Estimates are given in Table 25 of the average food expenditure in each social class in 1966. The estimate of 44s. 3d. per person per week for Class A1 was, as usual, more than a fifth greater than the overall average (35s. 11d.) for all households in the sample, while the averages for other classes ranged between 38s. 10d. in Class A2 and 34s. 8d. in Class D1. Free supplies of food also were greatest in Class A1 (average value 2s. 5d. per person per week) falling sharply to 1s. 3d. in Class A2 and to between 9d. and 1s. 1d. in all other classes, so that class differences in the total value of food obtained for consumption were slightly greater than those for food expenditure.

**55.** The class differences in average food expenditure can be partly accounted for by differences in the average prices which housewives paid for food. A food price index<sup>(3)</sup> which is given in Table 25 shows that households in Class A paid prices well above the national level (7½ per cent above in Class A1, 3 per cent in Class A2), but prices paid by households in Classes B, C, D1 and D2 were all within ½ per cent of the national level, while pensioners paid prices which were about 1½ per cent below it. A much greater range than this was shown by the “price of energy” index<sup>(4)</sup> which indicates that the cost per calorie of the food purchased by households in Class A1 was nearly 37 per cent higher

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<sup>(1)</sup> See Appendix E, paragraph 12.

<sup>(2)</sup> Subdivided into three groups, namely: households containing one or more earners (Class D1), those containing no earner (Class D2) and households solely or mainly dependent on old age pensions (abbreviated as O.A.P.).

<sup>(3)</sup> Derived by valuing the national diet at average prices paid by each class (cf. paragraph 50).

<sup>(4)</sup> i.e. relative cost per calorie (cf. paragraph 51).

than that incurred in Class D1, principally because of the difference in dietary patterns, the households in the highest income group spending more on fresh fruit and other low energy foods and less on such high energy foods as bread and potatoes. There was comparatively little difference in the cost per calorie between classes B, C and D1 which together included 71 per cent of all households and 77 per cent of all persons in the sample.

56. Details of average expenditure on the main foods by households of different class are given in Table 26; corresponding estimates of consumption are shown in Table 27. For many commodities, average consumption varies directly with income. Thus, for example, consumption of liquid milk, cream, natural cheese, carcass meat, poultry, fresh greens, quick-frozen vegetables, wholemeal bread and coffee was greatest in Class A1 and declined to much lower levels in Class D1; for some commodities, such as eggs, bacon and fresh fish, the decline did not extend beyond Class B. For certain other foods, notably margarine, sugar, white bread, cakes and tea the gradation was reversed, consumption being greatest in Class D1 and least in Class A1. The gradients for expenditure were in general similar to those for consumption but rarely extended to households in Class D2 (without earners) or to the pensioner group, where the patterns of consumption are affected not only by low current income, but also by the predominantly adult composition of the households and by habits acquired earlier in life when their incomes were higher. Persons in pensioner households consume relatively large amounts of carcass meat, bacon, fish, butter, flour, sugar and preserves, fresh green vegetables, oatmeal and tea, but relatively small amounts of poultry and meat products, potatoes, quick-frozen vegetables, breakfast cereals and coffee. However, average consumption of certain non-perishable foods is known to be somewhat over-estimated by these household groups which contain elderly, single persons who, on average, tend to increase their stocks of such foods while they are taking part in the Survey<sup>(1)</sup>.

### **3.4 Household Composition Differences**

#### **3.4.1 CLASSIFICATION USED**

57. Households participating in the National Food Survey are grouped into eleven types according to their size and composition. Of the eleven types, the eight in which the adult element consists of one man and one woman (a "couple"), are described as "classified" or (where they include minors) as "family" households. Couples without children are classified as "younger" (both adults under 55) and "older" (one or both 55 or over). The remaining "unclassified" households are placed in three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents. Details of the sample in 1966 according to household composition are given in Tables 7 and 8 of Appendix A.

#### **3.4.2 MAIN RESULTS IN 1966**

58. Table 28 gives estimates of the average household food expenditure and value of consumption per person per week in 1966 in each of the eleven types of household. Average expenditure ranged from 48s. 8d. per person (97s. 5d. per

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<sup>(1)</sup> See Appendix E, paragraph 10.

household) per week in households containing younger, childless couples to 23s. 10d. per person (155s. 2d. per household) in families with four or more children. This range in average expenditure per head—from 35 per cent above to 33 per cent below the average for all households—is barely altered when the value of free supplies is taken into account, even though people in wholly adult households obtain about twice as much free food per head as those in families with several children. Much of the wide range in average food expenditure per head between the smallest and largest households is associated with the different physiological needs of persons of differing ages, but economic factors, of course, are also of considerable importance. Thus estimated net family income<sup>(1)</sup> ranged from an average of £11 9s. per *person* per week (£22 18s. per household) in households consisting of a younger couple to an average of £3 5s. per *person* (£21 6s. per household)<sup>(2)</sup> in the largest families, where only one housewife in ten was earning compared with six out of ten young, childless wives.

59. The price index<sup>(3)</sup> given in Table 28 shows that very little of the difference in average expenditure between the various groups can be attributed to differences in food prices since there was a range of only 6 per cent between the average level of food prices paid by the younger, childless couples and that paid by the largest families. The “price of energy”<sup>(4)</sup> index, however, indicates that for each penny spent on food, younger childless couples obtained only three-quarters as many calories as the largest families because of their very different dietary pattern.

60. The patterns of food expenditure and consumption in the different types of household are shown in Tables 29 and 30. A relatively greater proportion of the food expenditure by younger childless couples was on meat, fish, cream, natural cheese, green vegetables, cucumbers, mushrooms, quick-frozen vegetables, fruit, brown bread, cakes, coffee and branded food drinks, while the largest families spent *relatively* greater amounts on processed cheese, eggs, margarine, cooking fats, fish and chips, sugar, preserves, potatoes, canned peas and beans, white bread, flour, biscuits, oatmeal, breakfast cereals and canned soups. In absolute terms *per caput* consumption of most foods decreased with increased family size, the gradation being particularly steep for cream, quick-frozen vegetables, branded food drinks, fresh fish and canned fish. For oatmeal and breakfast cereals and, of course, welfare and school milk, average consumption increased with increasing size of family while for bread, margarine and potatoes, it decreased with increasing family size, until there were either two or three children in the family, and rose thereafter.

### **3.5 Family Composition Differences within Social Classes**

#### **3.5.1 CLASSIFICATION USED**

61. In order to examine the relative effects of the composition of the family and the income of its head upon household food expenditure and consumption

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<sup>(1)</sup> Total family income (including family allowances) but after deduction of income tax and national insurance contributions, estimated from information supplied by about four-fifths of housewives in the sample.

<sup>(2)</sup> The range in average net income per *household* was from £14 1s. per week (£8 4s. per person) in “unclassified” households containing adults only to £29 15s. (£8 12s. per person) in “unclassified” households containing adolescents but no children.

<sup>(3)</sup> The index has been compiled by costing the national diet at the average prices paid by each of the household groups (cf. paragraph 50).

<sup>(4)</sup> i.e. relative cost per calorie (cf. paragraph 51).

and the nutritive value of the diet, the Survey data have been analysed according to family composition within each broad social class. Households in Class D2 and those of old age pensioners have been excluded from this analysis because they contain few children. The number of households with children in Classes A1 and D1 in the sample are too small for separate analysis, and sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is therefore limited to three broad income groups, A, B and C & D1, and to seven classified types of household, namely, younger childless couples and couples with different numbers of children, with or without adolescents. Details of the composition of the sample in 1966 according to social class and family composition are given in Table 7 of Appendix A.

### 3.5.2 MAIN RESULTS IN 1966

**62.** Estimates of the average weekly food expenditure in 1966 per person and per household for each of the 21 sub-groups are given in Table 31 and details of average consumption (per head) of the main foods in Table 32. In general, average consumption and expenditure are affected more by the size and composition of the family than by social class. Thus, for households in Class A, average weekly food expenditure ranged from 53s. 11d. per person for younger childless couples to 28s. 8d. in families with four or more children; the corresponding ranges were from 48s. 4d. to 23s. 5d. in Class B and from 46s. 0d. to 22s. 3d. in Classes C & D1. Similarly, average consumption of the main foods shows greater variation between different sizes of family in each class than is shown by different classes within each family size group.

# Chapter 4

## ENERGY VALUE AND NUTRIENT CONTENT OF HOUSEHOLD FOOD CONSUMPTION

*The average energy value of the diet was slightly less in 1966 than in 1965, and after allowing for changes made in the nutrient conversion factors there was little significant change in the average intake of nutrients, which continued to exceed the recommended allowances. Geographical, socio-economic and demographic differences showed patterns similar to those in recent years. The concentration of nutrients per 1,000 kcal. consumed showed a marked stability, especially for vitamins and minerals, in the national diet between 1960 and 1966. The average household diet in London contained more nutrients per unit of energy value than that in other areas, and similarly the diet in Class A1 was more concentrated than that in the other social classes. The concentration of nutrients in the diets of households of different composition was less variable than the estimated per caput intakes or nutritional needs, the concentration of calcium being greater the larger the number of children in the family up to the third child. The average concentration of the B vitamins was more than adequate in all types of household.*

### 4.1 Introduction

**63.** The energy value and nutrient content of the food obtained for consumption in households is estimated by applying appropriate conversion factors to the quantities of foods in each of the categories identified in the Survey<sup>(1)</sup>. The conversion factors are reviewed annually and revised in the light of accumulating knowledge about the composition of foods. But inevitably a compromise has to be found between a desire to use the most recent information available, so as to obtain the best estimate of nutrient intake at a point in time, and a desire to maintain the continuity of a series, so enabling valid conclusions to be drawn about trends over time. In 1966 the classification used in the survey for different foods was extensively revised, and some 145 categories were used instead of about 120 as in 1965 and recent years. Accordingly the nutrient conversion factors were adapted to comply with the revised food categories, and the opportunity afforded by the resulting break in the time-series was taken to introduce some further changes in the factors. For these reasons the estimates for 1966 are in some respects not exactly comparable with those for 1965: this is especially the case for vitamin A and the B vitamins.

**64.** Estimates of the average daily intake of nutrients per person are given for households of different types, and in addition the concentration of nutrients per 1,000 kcal. is tabulated and discussed for the average food consumption in different types of household. As in previous years, estimates of intake are also compared with estimates of need based on the recommendations of the Committee on Nutrition of the British Medical Association<sup>(2)</sup>. It is not permissible to

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<sup>(1)</sup> Further details of the methods used in making these estimates of intake, and in relating them to estimates of nutritional need, are given in Appendix E, paragraphs 13 to 16.

<sup>(2)</sup> The nutrient allowances are given in Appendix E, Table 1.

deduce the presence of malnutrition in those categories of household for which the average intake of a nutrient is less than the allowance from this fact alone. It is now recognised that in certain respects the BMA allowances, particularly those for protein and calcium, are too high, and that the average intake of such nutrients in sections of the population may be less than the recommended allowance without cause for concern; the BMA allowances are now under review by an expert Panel set up by the Ministry of Health.

#### 4.2 National Averages

65. Nutritional estimates for the years 1960 to 1966 are shown in Table 33, and Appendix C (Table 1) shows the contributions made by groups of foods to the average energy value and nutrient content of household food consumption in 1966. Changes between 1956 and 1965 were discussed in the previous Annual Report<sup>(1)</sup>, and as mentioned in paragraph 63 above some of the estimates for 1966 cannot readily be compared with those for the earlier years.

66. The recorded *energy value* of the average household diet was slightly less in 1966 than in 1965. The average household allowance for calories was about the same in the two years, so that the energy value of the diet expressed as a percentage of the allowance declined to 106 per cent, a level similar to that in 1960. Thus the excess of average calorie intake over need, which had increased between 1960 and 1963, appears to have decreased between 1963 and 1966. There was little change between 1965 and 1966 in average intakes of *protein* and *fat*, although the intake of *animal protein* increased because of greater consumption of milk and meat. The average intake of *carbohydrate* continued to decline, chiefly because of reduced consumption of bread, sugar and potatoes. The tendency for protein and fat to contribute progressively more to the energy value of the diet, and for carbohydrate to contribute less, continued in 1966.

67. The average intake of *calcium* was practically the same in 1966 as in 1965, the contribution from increased milk consumption balancing the reduced contribution from bread. The average intake of *iron* continued to decline from the relatively high value observed in 1963, and in 1966 exceeded the recommended allowance by a smaller margin than any recorded since 1960. Most of the decline has been due to decreased consumption of bread, and, because the iron with which bread is "restored" is not efficiently absorbed in the body<sup>(2)</sup>, the extent of the decline is probably not so significant as it might appear. In 1963, 41 per cent of the average iron intake came from animal sources, and 24 per cent from bread and flour; in 1966 these proportions were respectively 42 per cent and 21 per cent. Approximately one-third of the iron contributed by bread and flour was added to white flour under the policy of restoration.

68. Most of the apparent increase in *vitamin A* consumption between 1965 and 1966, shown in Table 33, is an artefact arising from the use of revised conversion factors, especially that for liver (see paragraph 63). Nevertheless, the average intake of vitamin A did increase slightly, by between 1 and 2 per

<sup>(1)</sup> *Household Food Consumption and Expenditure: 1965*, H.M.S.O., 1967.

<sup>(2)</sup> Ministry of Health, "*Iron in Flour*". The reports on public health and medical subjects, No. 117, H.M.S.O., 1968.



cent, chiefly because of increased consumption of liver. Similar qualifications apply to the apparent increases in consumption of thiamine, riboflavine and nicotinic acid. In fact the actual average intake of *thiamine* was much the same in 1966 as in 1965, while that of *riboflavine* and *nicotinic acid* was only about 2 per cent greater in 1966 than in 1965. The intake of *vitamin C* increased slightly, continuing a trend, evident since 1963, which has been chiefly due to an increasing contribution from fruit. Fruit in 1966 provided 39 per cent of the total vitamin C intake. The contribution from potatoes continued to decline, but still amounted in 1966 to as much as 28 per cent; in 1960 fruit and potatoes each provided a third of the vitamin C in the diet. There was little change in the average intake of *vitamin D*.

69. Table 39 shows the average consumption of nutrients per 1,000 kcal. consumed, for each year from 1960 to 1966. The gradually increasing importance of protein (especially animal protein) and of fat, and the decreasing contribution of carbohydrate, are demonstrated; but for the minerals and vitamins the table shows how very constant the pattern of the diet has been over this period. Although changes in the consumption of certain foods, especially bread, have been marked, the concentration of these nutrients in relation to the total energy value of the diet has been extremely stable. There is no evidence that this stability was disturbed to any appreciable extent in 1966 by the changes in classification and calculation introduced into the Survey in that year (see paragraphs 63 and 68).

70. Physiological requirements for the B vitamins are commonly held to be related to energy expenditure and hence to calorie requirements. The Committee on Nutrition of the British Medical Association (1950) used such a relationship as the basis of its recommendations for thiamine, riboflavine and nicotinic acid, and a similar procedure was adopted by a recent Joint FAO/WHO Expert Group<sup>(1)</sup>. The ratios given in Table 39 for these nutrients may therefore be directly compared with those recommended by these bodies. The BMA Committee recommended that the diet for all population groups except nursing mothers should contain 0.4mg. thiamine, 0.6mg. riboflavine and 4mg. nicotinic acid per 1,000 kcal. The FAO/WHO Group recommended intakes of 0.40mg. thiamine and 0.55mg. riboflavine per 1,000 kcal., with no additional supplements for pregnancy or lactation other than what would naturally be supplied through increased calorie needs<sup>(2)</sup>. Table 39 shows that these recommendations were fully met by the national average diet.

#### 4.3 Geographical Differences

71. The variations in the energy value and nutrient content of household food consumption in 1966 between different regions and types of area are shown in Table 34. In all cases average nutrient intakes are in excess of the allowances recommended by the British Medical Association. Although the sample for any one year cannot be fully representative of a given region (see paragraph 48),

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<sup>(1)</sup> "Requirements of vitamin A, thiamine, riboflavine and niacine". FAO Nutrition Meetings Report Series No. 41, Food and Agriculture Organization of the United Nations, Rome, 1967.

<sup>(2)</sup> The FAO/WHO recommendation for nicotinic acid embodies an additional concept and is not so readily compared.

the variations shown in Table 34 are in general conformity with the pattern shown in the last decade and discussed in the previous Annual Report<sup>(1)</sup>. Thus although regional differences in nutrient consumption are much smaller than those for particular foods, average intakes of animal protein, calcium, riboflavine, nicotinic acid and vitamin C have consistently tended to be lower in Scotland and the north of England than in the south, whereas average intakes of carbohydrate, iron and vitamin D have been higher in the north. The marked contrast between the dietary patterns in Wales and Scotland resulted in a rather larger intake in Wales of calories and of all nutrients except iron, although in Scottish households protein provided a greater proportion of the calories than in Wales or in any English region except London, and the proportion of protein of animal origin was slightly greater in Scotland than in Wales.

72. In the analysis by type of area the energy value of the diet in rural areas was about 8 per cent greater than that in London; this reflected the greater activity of men in the rural areas (see Appendix A, Table 4), and calorie intakes expressed as a percentage of the recommended allowances differed little between these strongly contrasted types of area (Table 34). The proportion of calories supplied by protein showed a downward trend with decreasing urbanisation, from 12·2 per cent in London to 11·5 per cent in the wholly rural areas. London continued to derive a markedly greater proportion of its protein from animal sources (65 per cent) than did any other region or type of area; the proportion of its calories supplied by fat was greater, and that by carbohydrate less, than elsewhere.

73. Table 40 shows the average intake of nutrients per 1,000 kcal. consumed in households in each region and type of area. The variation between the regions for total protein and most nutrients was not great, though animal protein, riboflavine, nicotinic acid and vitamin C were more concentrated in the diets of households in London and the south of England than in Wales, Scotland and the north of England. The Scottish diet showed greater concentrations for most nutrients than the Welsh diet, and the London diet was more concentrated for all nutrients, except carbohydrate and vitamin D, than the diets of the other urban and the rural areas, between which differences were relatively small.

#### **4.4 Social Class Differences**

74. The energy value and nutrient content of food consumption in households of different social class are shown in Table 35. Although the energy value of the diet in households in Class C was some 3½ per cent greater than that in households in Classes A and B, it exceeded the recommended energy allowance by a smaller margin, because of the greater proportion of adults in Class C households who are engaged in active occupations (see Appendix A, Table 6). The intake of all nutrients except carbohydrate was greater in Class A1 than in Class A2, but tended not to vary widely below this income level. Expressed as a percentage of recommended allowances, average intakes decreased from Class A1 to Class C or Class D1, and for iron and vitamin A the downward gradients

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<sup>(1)</sup> *Household Food Consumption and Expenditure: 1965*, Table 28 and paragraphs 59 to 69, H.M.S.O., 1967.

extended to the old age pensioner households. Similar downward gradients were shown for the percentages of energy value derived from protein and fat, and for the proportion of total protein derived from animal sources, while a reverse gradient was shown as usual for the contribution of carbohydrate to the energy value of the diet.

75. The concentrations of nutrients in terms of calories in the average diets of households of different social class are shown in Table 41. For all nutrients except carbohydrate the Class A1 diet was the richest, the concentration of fat, calcium, vitamin A, riboflavine, nicotinic acid and vitamin D being 10 per cent or more greater than the national average, and the concentration of animal protein and vitamin C being 23 and 38 per cent greater respectively. For most nutrients there was a downward gradient in concentration (particularly steep between Classes A1 and A2) to minimum values in Class D1 households, though for iron, vitamin C and vitamin D the lowest values were shown in the O.A.P. households (6, 14 and 2 per cent below the national average respectively). Nevertheless, the recommended concentrations for the B vitamins (see paragraph 70) were substantially exceeded in all social classes.

76. The contribution of different foods to the average nutrient consumption in old age pensioner households is shown in Appendix C, Table 2. The overall pattern of consumption was very similar to the national average pattern (Appendix C, Table 1), though the O.A.P. households obtained a rather greater proportion of their iron from meat, of their vitamin A from butter and of their vitamin D from fatty fish and butter. Potatoes were a rather less important source of B vitamins and vitamin C in the diet of O.A.P. households than in the national diet.

#### 4.5 Household Composition Differences

77. The energy value and nutrient content of the average household food consumption in households of different composition are shown in Table 36. With increasing numbers of children in the family the energy value of the household food consumption, expressed as an average calorie intake per person, declined from 3140 kcal. per person per day for younger childless couples to 2050 kcal. in families with 4 or more children. However, that proportion of the daily calorie needs of family households which it was estimated should be met by the food consumed at home (see Appendix E, paragraphs 15 and 16), showed a similar though less steep decline; thus, after making the conventional 10 per cent deduction for wastage of edible food (Appendix E, paragraph 14), calorie needs were exceeded by nearly one fifth for younger childless couples, but were almost exactly met in the largest families (Table 36). The decline in *per caput* calorie needs with increasing size of family was reflected in a decline in *per caput* consumption of most foods, though in the larger families *per caput* consumption of bread, potatoes and margarine, which are relatively inexpensive sources of energy, actually increased (Table 30 and paragraph 60).

78. Table 36 shows that the *per caput* intake of protein and other nutrients also declined with increasing family size, while the intake expressed as a percentage of the allowances declined less rapidly (except for calcium), because the *per caput* allowances themselves are reduced as the number of children in the

family increased. For calcium, however, the *per caput* allowance increased with increasing family size, because of the relatively large calcium requirement of children (see Appendix E, Table 1), and in families with 3 or more children or with adolescents and children average intakes were less than the recommended allowances. The average intake of protein was also less than the allowance in these types of household; the significance of such findings was discussed in the previous Annual Report<sup>(1)</sup>, where it was pointed out that the average intake of protein and calcium in groups of households may be rather less than the recommended allowance without cause for concern.

**79.** The percentage of the energy value of the diet derived from protein was similar for the younger childless couples and families with up to 2 children, but decreased slightly with additional children. The proportion of the energy value derived from fat also varied inversely, but more markedly, with family size, while that from carbohydrate varied directly, rising to over 50 per cent in the largest families. The proportion of the total protein which was of animal origin ranged from 63 per cent for wholly adult households to 57 per cent for families with 4 or more children or with adolescents and children.

**80.** In contrast with the variation between households of different composition in absolute *per caput* intakes of nutrient, and also of estimated *per caput* nutritional needs, the concentration of nutrients in the diets of different household types, as shown in Table 42, in terms of calories, did not vary greatly. For example, all the diets contained 29 to 30 g. of protein, and 5.2 to 5.4 mg. iron, per 1,000 kcal. The concentration of calcium tended to increase with increasing numbers of children in the family, in accordance with their theoretically higher requirements for calcium, but this tendency did not continue beyond the third child. Adolescents also have a higher recommended allowance for calcium than do adults, although in relation to their calorie needs not so markedly greater, yet the households for which the concentration of calcium was least were those containing adults and adolescents only; the calcium intake, even in these households, however, exceeded on average the recommended allowance by 7 per cent. The calorie concentration of vitamin C was slightly less in large than in small families, but that of vitamin D appeared to be independent of family size.

**81.** Although the detailed mechanism governing food intake is not yet understood, it is generally held to be influenced by energy expenditure and hence calorie intake. Thus the quantities of nutrients which an individual obtains from his food will be dependent upon the calorie value of his diet and the concentration of nutrients per calorie consumed. The estimate of an individual's consumption, obtained in this way from the average concentration of nutrients in the household food supply, would be accurate if individuals in a family ate out of a homogeneous common pot. But in fact the pot is neither homogeneous nor common: if it were, children and adolescents would be quite unable, for example, to secure the recommended allowance of calcium in full. In practice they can only do so by consuming relatively large quantities of milk, which is the major source of calcium in the diet, and in which the concentration of calcium is nearly 5 times as great as in the average national

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<sup>(1)</sup> *Household Food Consumption and Expenditure: 1965*, paragraphs 99 to 102, H.M.S.O. 1967.

diet as a whole. The National Food Survey cannot of course provide information about the food consumption of individuals, since it measures only the contents of the "average pot" (assumed homogeneous and common in expressing the results on a *per caput* basis) in different types of households.

#### 4.6 Family Composition Differences within Social Classes

82. The classification used to examine the relative effects of the composition of the family and the income of its head upon the nutritional value of the diet is described in paragraph 61. The analysis with respect to average nutrient intakes is shown in Table 37; Table 38 gives a similar analysis for intakes as a percentage of recommended nutritional allowances. For most nutrients family composition had much the greater influence, and the only nutrients for which average consumption was less than the recommended allowance were protein (in families with 3 or more children in Classes B and C & D1, in Class C & D1 families with adolescents, and in families of all classes with adolescents and children) and calcium (in families in Classes B and C & D1 with 3 children or with adolescents and children, and in families of all classes with 4 or more children). The average *per caput* protein and calcium consumption of large families in Class C & D1 for the years 1960 to 1966 inclusive is shown in Table 13: values for 1966 were greater than those recorded for 1965, but there is as yet insufficient evidence of a general improvement, though values for protein in families with 3 children have remained greater in 1962 and subsequent years than at the start of the decade.

83. Table 43 shows the concentration of nutrients (per 1,000 kcal.) in the diets of households of different composition within social classes. The variations are very much reduced, and in all types of household the average concentration of the B vitamins was more than adequate, judged by the criteria discussed above in paragraph 70.

TABLE 13  
*Protein and Calcium content of the Food Consumption of Large Families in Classes C & D1, 1960-1966*

	Households with one man and one woman and					
	3 children		4 or more children		children and adolescents	
	Protein	Calcium	Protein	Calcium	Protein	Calcium
	g.	mg.	g.	mg.	g.	mg.
Consumption per person per day:						
1960 . . . . .	60.7	890	56.1	820	68.9	940
1961 . . . . .	61.7	920	60.2	890	70.4	950
1962 . . . . .	63.4	930	57.4	830	72.3	960
1963 . . . . .	64.3	930	60.5	860	70.0	920
1964 . . . . .	63.3	900	60.2	850	70.7	940
1965 . . . . .	62.8	890	58.4	820	68.1	900
1966 . . . . .	64.1	930	58.3	860	70.1	910
As a percentage of recommended allowances:	%	%	%	%	%	%
1960 . . . . .	90	89	82	80	81	88
1961 . . . . .	90	92	87	86	83	90
1962 . . . . .	93	93	84	81	85	91
1963 . . . . .	95	94	87	83	84	87
1964 . . . . .	93	92	90	84	87	90
1965 . . . . .	95	91	86	80	82	86
1966 . . . . .	95	96	88	85	86	88



## PART II

TABLE 14

## Indices of Expenditure on Main Food Groups, 1960-1966

(1963 = 100)

	Indices of Expenditure						
	1960	1961	1962	1963	1964	1965	1966
Liquid milk (excluding school milk)	91.5	94.7	98.0	100.0	102.3	106.6	111.7
Other milk and cream	87.3	90.0	94.8	100.0	101.2	117.5	130.2
Cheese	95.9	94.0	96.6	100.0	105.0	110.2	110.2
Milk, cheese and cream	91.9	94.2	97.5	100.0	102.7	108.1	113.0
Beef and veal	88.7	93.4	94.8	100.0	100.7	105.3	109.4
Mutton and lamb	102.1	101.9	104.0	100.0	108.1	108.3	118.4
Pork	82.3	80.3	92.9	100.0	100.1	121.4	126.8
Carcass meat	91.8	94.2	97.3	100.0	102.8	108.5	114.5
Bacon and ham, uncooked	97.7	95.6	100.0	100.0	107.2	109.6	113.8
Poultry, uncooked	73.7	97.9	94.8	100.0	115.7	142.2	166.3
Other meat, and meat products	92.9	96.3	98.5	100.0	104.8	109.3	115.1
Meat other than carcass meat	92.2	96.3	98.5	100.0	106.7	113.1	120.4
All meat	92.0	95.2	97.9	100.0	104.8	110.8	117.5
Fresh fish	90.0	90.3	99.5	100.0	101.4	107.1	107.5
Other fish	96.2	101.2	96.8	100.0	111.9	113.5	122.5
Fish	93.9	97.1	97.8	100.0	108.0	111.1	116.8
Eggs	98.6	98.0	89.0	100.0	87.2	95.7	97.6
Butter	90.1	84.9	94.1	100.0	104.0	105.6	99.5
Margarine	110.5	99.1	94.2	100.0	101.3	99.6	92.3
Other fats	94.5	96.0	97.9	100.0	99.7	107.3	112.2
Fats	94.7	89.2	94.6	100.0	102.9	104.7	99.8
Sugar	86.4	87.6	90.6	100.0	99.5	95.1	87.2
Preserves	90.4	88.9	100.2	100.0	96.0	105.0	97.0
Potatoes, fresh	78.2	89.8	109.9	100.0	86.1	87.3	101.0
Fresh green vegetables	103.2	112.7	107.8	100.0	108.3	113.7	128.3
Other fresh vegetables	80.3	83.1	90.6	100.0	96.0	103.4	108.9
Other vegetables (a)	77.2	83.1	88.0	100.0	98.3	101.5	113.9
Vegetables	82.4	90.4	99.6	100.0	95.2	98.7	110.8
Fresh fruit	95.6	104.6	104.6	100.0	107.9	112.1	120.0
Other fruit	92.7	97.1	99.5	100.0	103.4	107.3	108.2
Fruit	94.7	102.1	102.9	100.0	106.4	110.6	116.2
Bread	89.4	94.5	97.9	100.0	103.0	104.8	106.4
Other cereal products	86.2	88.6	94.4	100.0	103.7	106.4	112.2
Cereal foods	91.0	93.4	98.5	100.0	103.3	106.8	108.0
Beverages	97.4	97.4	97.8	100.0	96.8	96.7	99.7
Miscellaneous foods (b)	91.6	96.5	96.8	100.0	102.3	112.0	135.3
ALL FOODS (b)	91.7	94.6	97.7	100.0	102.0	106.4	111.2

(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 15

## Indices of Prices for Main Food Groups, 1960-1966

(1963 = 100)

	Indices of Prices						
	1960	1961	1962	1963	1964	1965	1966
Liquid milk (excluding school milk) . . . . .	93.3	96.2	98.5	100.0	105.1	108.9	112.1
Other milk and cream . . . . .	104.0	103.5	100.0	100.0	101.1	102.7	102.2
Cheese . . . . .	99.7	97.5	98.8	100.0	105.5	110.2	113.1
Milk, cheese and cream . . . . .	95.2	97.0	98.7	100.0	104.8	108.6	111.3
Beef and veal . . . . .	96.3	97.0	99.4	100.0	111.0	123.3	127.7
Mutton and lamb . . . . .	97.3	95.6	98.2	100.0	108.8	116.0	119.4
Pork . . . . .	101.0	102.3	100.6	100.0	106.2	107.8	113.9
Carcass meat . . . . .	97.2	97.2	99.2	100.0	109.7	118.6	123.0
Bacon and ham, uncooked . . . . .	98.1	97.4	96.4	100.0	107.8	107.8	114.4
Poultry, uncooked . . . . .	111.8	105.3	104.9	100.0	106.8	101.3	101.9
Other meat, and meat products . . . . .	97.3	99.9	99.6	100.0	104.7	109.3	113.7
Meat other than carcass meat . . . . .	98.7	99.8	99.2	100.0	105.8	107.8	112.3
All meat . . . . .	98.0	98.5	99.2	100.0	107.7	113.0	117.4
Fresh fish . . . . .	88.9	95.5	98.2	100.0	107.5	111.9	117.7
Other fish . . . . .	94.8	98.3	99.8	100.0	103.2	110.1	113.2
Fish . . . . .	92.6	97.3	99.2	100.0	104.8	110.8	114.8
Eggs . . . . .	96.8	96.8	86.4	100.0	83.3	89.8	91.2
Butter . . . . .	94.6	81.6	90.2	100.0	103.7	103.2	97.4
Margarine . . . . .	99.9	99.4	99.2	100.0	100.6	108.6	109.8
Other fats . . . . .	99.1	103.7	101.8	100.0	101.4	108.6	111.2
Fats . . . . .	96.3	88.0	93.4	100.0	102.8	105.0	101.6
Sugar . . . . .	90.0	89.6	91.1	100.0	106.1	100.4	94.6
Preserves . . . . .	88.8	90.8	96.8	100.0	103.4	110.3	109.8
Potatoes, fresh . . . . .	79.3	85.4	114.7	100.0	87.6	89.0	104.0
Fresh green vegetables . . . . .	81.4	89.8	92.1	100.0	93.8	94.2	109.3
Other fresh vegetables . . . . .	75.9	83.7	95.8	100.0	93.3	97.6	104.2
Other vegetables (a) . . . . .	98.1	97.2	99.9	100.0	101.9	102.2	103.4
Vegetables . . . . .	84.4	89.4	103.1	100.0	94.0	95.4	104.8
Fresh fruit . . . . .	89.6	98.6	102.0	100.0	102.7	105.4	110.1
Other fruit . . . . .	100.2	101.2	102.1	100.0	101.3	104.6	110.7
Fruit . . . . .	92.9	99.4	102.0	100.0	102.2	105.1	110.3
Bread . . . . .	81.8	86.9	95.1	100.0	106.6	111.3	118.1
Other cereal products . . . . .	95.8	96.6	97.9	100.0	102.1	105.1	105.3
Cereal foods . . . . .	89.3	92.4	97.3	100.0	104.4	108.2	112.2
Beverages . . . . .	105.2	102.9	101.6	100.0	101.7	101.3	101.4
Miscellaneous foods (b) . . . . .	96.5	98.7	99.7	100.0	99.7	103.7	104.9
ALL FOODS (b) . . . . .	94.1	95.6	98.3	100.0	102.9	106.5	109.9

(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 16

## Indices of Real Value of Purchases (a) of Main Food Groups, 1960-1966

(1963 = 100)

	Indices of Real Value of Purchases						
	1960	1961	1962	1963	1964	1965	1966
Liquid milk (excluding school milk)	98.0	98.5	99.5	100.0	97.4	97.9	99.6
Other milk and cream	84.0	87.0	94.8	100.0	100.2	114.4	127.4
Cheese	96.2	96.5	97.8	100.0	99.6	100.0	97.5
Milk, cheese and cream	96.5	97.1	98.8	100.0	98.0	99.6	101.5
Beef and veal	92.2	96.4	95.4	100.0	90.7	85.5	85.7
Mutton and lamb	104.9	106.6	105.9	100.0	99.3	93.3	99.2
Pork	81.4	78.5	92.3	100.0	94.2	112.6	111.3
Carcase meat	94.5	96.9	98.1	100.0	93.8	91.4	93.1
Bacon and ham, uncooked	99.6	98.1	103.8	100.0	99.5	101.7	99.4
Poultry, uncooked	65.9	92.9	90.4	100.0	108.3	140.3	163.3
Other meat, and meat products	95.5	96.4	98.8	100.0	100.1	100.0	101.2
Meat other than carcass meat	93.4	96.5	99.3	100.0	100.8	104.8	107.2
All meat	93.9	96.7	98.7	100.0	97.3	98.0	100.0
Fresh fish	101.2	94.6	101.4	100.0	94.3	95.8	91.3
Other fish	101.5	103.0	97.0	100.0	108.4	103.1	108.2
Fish	101.4	99.8	98.6	100.0	103.1	100.3	101.8
Eggs	101.9	101.2	103.1	100.0	104.7	106.5	107.0
Butter	95.2	104.0	104.3	100.0	100.3	102.3	102.1
Margarine	110.6	99.7	95.0	100.0	100.7	91.6	84.0
Other fats	95.4	92.7	96.1	100.0	98.3	98.8	100.9
Fats	98.3	101.4	101.3	100.0	100.1	99.7	98.3
Sugar	96.0	97.8	99.4	100.0	93.8	94.7	92.1
Preserves	101.8	97.9	103.6	100.0	92.8	95.3	88.3
Potatoes, fresh	98.7	105.2	95.8	100.0	98.2	98.2	97.1
Fresh green vegetables	126.8	125.5	117.1	100.0	115.5	120.8	117.4
Other fresh vegetables	105.8	99.3	94.6	100.0	103.0	106.0	104.4
Other vegetables (b)	78.6	85.5	88.2	100.0	96.4	99.4	110.2
Vegetables	97.6	101.2	96.6	100.0	101.2	103.5	105.8
Fresh fruit	106.6	106.0	102.5	100.0	105.0	106.4	108.9
Other fruit	92.5	96.0	97.4	100.0	102.1	102.6	97.8
Fruit	101.9	102.7	100.9	100.0	104.1	105.2	105.3
Bread	109.4	108.8	103.0	100.0	96.6	94.2	90.1
Other cereal products	90.1	91.8	96.4	100.0	101.6	101.3	106.5
Cereal foods	101.9	101.1	101.3	100.0	98.9	98.7	96.3
Beverages	92.6	94.6	96.3	100.0	95.2	95.4	98.3
Miscellaneous foods (c)	94.9	97.8	97.1	100.0	102.6	108.0	129.0
ALL FOODS (c)	97.5	98.9	99.3	100.0	99.1	100.0	101.1

(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 17

## Indices of Expenditure on Convenience Foods, 1960-1966

(1963 = 100)

	1960	1961	1962	1963	1964	1965	1966
<b>Canned convenience foods</b>							
Corned meat . . . . .	100.4	96.7	97.9	100.0	64.2	69.1	76.1
Bacon and ham, cooked and canned . . . . .	94.6	104.9	97.7	100.0	112.3	110.3	122.4
Other cooked and canned meats . . . . .	95.0	98.6	100.1	100.0	117.1	123.4	121.3
Canned and bottled fish (a) . . . . .	96.4	111.8	100.0	100.0	109.2	108.5	115.4
Canned peas . . . . .	97.3	101.5	97.3	100.0	94.3	91.2	91.6
Canned beans . . . . .	84.9	87.9	91.7	100.0	103.8	108.3	111.3
Other canned vegetables . . . . .	57.5	67.5	81.2	100.0	91.2	107.5	123.8
Canned and bottled tomatoes . . . . .	114.5	116.4	92.7	100.0	138.2	145.5	149.1
Canned peaches, pears and pineapples . . . . .	100.3	104.8	106.4	100.0	104.2	97.1	98.1
Other canned and bottled fruit . . . . .	87.7	94.2	93.1	100.0	97.1	106.5	109.4
Canned soups . . . . .	90.3	96.3	96.3	100.0	98.5	111.5	116.4
<b>Total above canned foods . . . . .</b>	<b>93.8</b>	<b>99.9</b>	<b>97.8</b>	<b>100.0</b>	<b>104.2</b>	<b>107.3</b>	<b>111.4</b>
<b>Quick-frozen convenience foods</b>							
Meat (other than poultry), and meat products . . . . .	79.2	85.7	77.9	100.0	116.9	140.3	192.2
Fish and fish products . . . . .	87.8	91.7	96.7	100.0	118.3	128.9	150.6
Peas and beans (a) . . . . .	66.1	69.2	80.2	100.0	85.5	87.2	111.9
Other vegetables and veget- able products . . . . .	45.9	45.9	78.4	100.0	67.6	94.6	137.8
Other quick-frozen con- venience foods . . . . .	85.7	128.6	135.7	100.0	92.9	121.4	142.9
<b>Total quick-frozen conveni-   ence foods . . . . .</b>	<b>74.4</b>	<b>79.1</b>	<b>86.7</b>	<b>100.0</b>	<b>100.0</b>	<b>110.3</b>	<b>139.1</b>
<b>Other convenience foods</b>							
Meat products (c) . . . . .	85.7	92.8	96.0	100.0	104.4	112.9	122.3
Cooked fish . . . . .	85.1	93.1	87.0	100.0	105.4	113.4	123.8
Fish products (d) . . . . .	106.1	114.3	118.4	100.0	118.4	116.3	122.4
Chips (d) . . . . .	79.4	94.3	90.1	100.0	105.7	107.8	117.7
Other potato and vegetable products . . . . .	45.2	60.0	81.7	100.0	127.0	131.3	167.8
Fruit juices . . . . .	83.3	94.1	92.2	100.0	106.9	124.5	102.9
Welfare orange juice . . . . .	60.0	70.0	110.0	100.0	120.0	120.0	100.0
Cakes and pastries . . . . .	90.3	92.8	99.2	100.0	103.0	105.3	109.9
Biscuits . . . . .	98.7	97.8	102.5	100.0	105.4	113.3	109.5
Puddings, and ice-cream served as part of a meal . . . . .	79.4	87.4	90.1	100.0	106.7	110.3	122.9
Invalid and infant foods . . . . .	77.5	90.1	95.8	100.0	101.4	119.7	107.0
Breakfast cereals . . . . .	85.1	91.4	95.1	100.0	108.3	108.3	126.1
Other cereals . . . . .	97.6	94.3	98.1	100.0	100.5	103.8	116.2
Instant coffee and coffee essences . . . . .	113.1	76.4	87.5	100.0	101.7	109.4	123.1
Dehydrated and powdered soups . . . . .	92.7	78.0	90.2	100.0	109.8	129.3	131.7
<b>Total, other convenience   foods . . . . .</b>	<b>88.6</b>	<b>92.8</b>	<b>97.4</b>	<b>100.0</b>	<b>106.1</b>	<b>112.3</b>	<b>120.9</b>
<b>TOTAL—ALL CONVENI-   ENCE FOODS . . . . .</b>	<b>89.3</b>	<b>94.1</b>	<b>96.3</b>	<b>100.0</b>	<b>104.5</b>	<b>109.4</b>	<b>117.9</b>
<b>Total expenditure on con-   venience foods . . . . .</b>	<b>6s. 3d.</b>	<b>6s. 7d.</b>	<b>6s. 9d.</b>	<b>7s. 0d.</b>	<b>7s. 3d.</b>	<b>7s. 8d.</b>	<b>8s. 3d.</b>
<b>Total expenditure on all foods</b>	<b>29s. 8d.</b>	<b>30s. 7d.</b>	<b>31s. 7d.</b>	<b>32s. 4d.</b>	<b>33s. 0d.</b>	<b>34s. 5d.</b>	<b>35s. 11d.</b>
<b>Expenditure on convenience   foods as a percentage of   total food expenditure</b>							
At current prices . . . . .	21.0	21.5	21.3	21.6	22.1	22.1	22.9
At constant (1963) prices . . . . .	20.3	20.7	21.0	21.6	22.1	22.2	23.1

(a) Excludes fish paste.

(b) Purchases of quick-frozen legumes were particularly high in the early months of 1963, owing to the shortage of fresh vegetables.

(c) Includes cooked sausages, liver sausage, etc., but excludes uncooked sausages.

(d) Excludes quick-frozen.

TABLE 18

## Indices of Prices for Convenience Foods, 1960-1966

(1963 = 100)

	1960	1961	1962	1963	1964	1965	1966
<i>Canned convenience foods</i>							
Corned meat	96.3	103.7	103.9	100.0	100.0	104.8	110.6
Bacon and ham, cooked and canned	98.3	100.7	99.0	100.0	106.7	109.5	113.8
Other cooked and canned meats	100.1	103.7	100.4	100.0	106.5	110.1	115.2
Canned and bottled fish (a)	96.2	103.7	98.2	100.0	101.7	107.6	106.5
Canned peas	103.7	98.4	99.0	100.0	99.5	100.5	102.7
Canned beans	96.3	101.5	100.1	100.0	99.5	100.2	102.1
Other canned vegetables	97.3	93.7	98.7	100.0	100.5	94.6	94.2
Canned and bottled tomatoes	107.0	103.6	97.7	100.0	114.6	127.6	120.1
Canned peaches, pears and pineapples	105.4	105.3	104.6	100.0	98.8	100.7	103.5
Other canned and bottled fruit	101.6	101.7	101.4	100.0	99.7	105.7	104.8
Canned soups	102.5	103.2	101.1	100.0	97.4	99.4	100.3
Total above canned foods	99.8	102.2	100.5	100.0	102.5	105.3	108.1
<i>Quick-frozen convenience foods</i>							
Meat (other than poultry), and meat products	93.1	95.9	98.1	100.0	106.7	107.8	104.3
Fish and fish products	91.1	95.3	98.4	100.0	103.2	108.9	110.7
Peas and beans (b)	111.7	112.5	109.7	100.0	106.4	107.6	103.1
Other vegetables and vegetable products	104.2	95.3	99.8	100.0	96.0	95.8	97.4
Other quick-frozen convenience foods	109.4	113.5	114.6	100.0	97.2	103.7	105.2
Total quick-frozen convenience foods	100.4	102.5	103.5	100.0	104.4	107.2	105.5
<i>Other convenience foods</i>							
Meat products (c)	93.4	95.3	98.4	100.0	102.9	111.8	118.1
Cooked fish	98.9	95.0	96.3	100.0	105.8	108.8	121.0
Fish products (d)	91.6	94.2	95.1	100.0	97.3	116.8	115.0
Chips (d)	89.5	88.5	102.4	100.0	97.7	98.8	99.3
Other potato and vegetable products	80.8	85.7	89.0	100.0	113.4	111.6	118.1
Fruit juices	97.6	100.1	100.5	100.0	95.1	95.3	98.7
Welfare orange juice	95.2	53.1	110.2	100.0	110.8	110.8	117.0
Cakes and pastries	93.2	97.0	98.7	100.0	104.7	107.8	111.6
Biscuits	96.5	95.9	98.4	100.0	101.4	106.4	106.7
Puddings, and ice-cream served as part of a meal	100.9	100.4	102.9	100.0	97.8	102.2	100.7
Invalid and infant foods	77.2	83.9	87.1	100.0	98.0	108.2	100.4
Breakfast cereals	91.6	93.1	96.1	100.0	104.8	107.0	108.6
Other cereals	90.2	97.2	98.9	100.0	101.5	106.0	109.9
Instant coffee and coffee essences	114.5	105.6	104.1	100.0	107.9	106.5	108.8
Dehydrated and powdered soups	96.0	104.9	102.5	100.0	98.5	111.1	105.3
Total, other convenience foods	94.5	95.4	98.1	100.0	102.9	107.6	112.7
<b>TOTAL—ALL CONVENIENCE FOODS</b>	<b>97.5</b>	<b>98.9</b>	<b>99.7</b>	<b>100.0</b>	<b>102.9</b>	<b>106.4</b>	<b>109.8</b>
<b>TOTAL—All foods</b>	<b>94.1</b>	<b>95.6</b>	<b>98.3</b>	<b>100.0</b>	<b>102.9</b>	<b>106.5</b>	<b>109.9</b>

(a) Excludes fish paste.

(b) Purchases of quick-frozen legumes were particularly high in the early months of 1963, owing to the shortage of fresh vegetables.

(c) Includes cooked sausages, liver sausage, etc. but excludes uncooked sausages.

(d) Excludes quick-frozen.

TABLE 19

*Indices of Real Value of Purchases (a) of Convenience Foods, 1960-1966*

(1963 = 100)

	1960	1961	1962	1963	1964	1965	1966
<i>Canned convenience foods</i>							
Corned meat . . . . .	104.3	93.3	94.3	100.0	64.2	66.0	68.8
Bacon and ham, cooked and canned . . . . .	96.2	104.1	98.6	100.0	105.2	100.7	107.5
Other cooked and canned meats . . . . .	94.9	95.0	99.8	100.0	109.9	112.1	105.2
Canned and bottled fish (b) . . . . .	100.3	107.8	101.8	100.0	107.4	100.8	108.3
Canned peas . . . . .	93.9	103.2	98.3	100.0	94.7	90.7	89.2
Canned beans . . . . .	88.2	86.6	91.6	100.0	104.3	108.1	109.0
Other canned vegetables . . . . .	59.1	72.1	82.3	100.0	90.8	113.6	131.4
Canned and bottled tomatoes . . . . .	107.1	112.3	94.9	100.0	120.5	114.0	124.1
Canned peaches, pears and pineapples . . . . .	95.2	99.5	101.8	100.0	105.4	96.4	94.8
Other canned and bottled fruit . . . . .	86.3	92.6	91.9	100.0	97.4	100.7	104.4
Canned soups . . . . .	88.2	93.3	95.3	100.0	101.1	112.2	116.0
Total above canned foods . . . . .	93.9	97.7	97.4	100.0	101.6	101.8	103.1
<i>Quick-frozen convenience foods</i>							
Meat (other than poultry), and meat products . . . . .	85.1	89.4	79.4	100.0	109.6	130.1	184.3
Fish and fish products . . . . .	96.4	96.2	98.2	100.0	114.7	118.3	136.0
Peas and beans (c) . . . . .	59.2	61.5	73.1	100.0	80.3	81.0	108.6
Other vegetables and vegetable products . . . . .	44.1	48.2	78.5	100.0	70.4	98.7	141.5
Other quick-frozen convenience foods . . . . .	78.4	113.3	118.4	100.0	95.5	117.0	135.8
Total quick-frozen convenience foods . . . . .	74.1	77.1	83.8	100.0	95.8	102.8	131.8
<i>Other convenience foods</i>							
Meat products (d) . . . . .	91.7	97.4	97.6	100.0	101.4	101.0	103.5
Cooked fish . . . . .	86.0	98.0	90.3	100.0	99.6	104.2	102.2
Fish products (e) . . . . .	115.9	121.3	124.4	100.0	121.6	99.6	106.5
Chips (e) . . . . .	88.7	106.6	88.0	100.0	108.2	109.1	118.5
Other potato and vegetable products . . . . .	56.0	70.0	91.8	100.0	112.0	117.7	142.1
Fruit juices . . . . .	85.4	94.1	91.7	100.0	112.3	130.6	104.3
Welfare orange juice . . . . .	63.0	131.9	99.8	100.0	108.3	108.3	85.5
Cakes and pastries . . . . .	96.9	95.7	100.6	100.0	98.5	97.7	98.5
Biscuits . . . . .	102.2	102.0	104.1	100.0	104.0	106.5	102.6
Puddings, and ice-cream served as part of a meal . . . . .	78.7	87.1	87.6	100.0	109.1	107.9	122.0
Invalid and infant foods . . . . .	100.4	107.5	109.9	100.0	103.5	110.7	106.6
Breakfast cereals . . . . .	92.9	98.2	99.0	100.0	103.3	101.2	116.1
Other cereals . . . . .	108.2	97.0	99.1	100.0	99.0	98.0	105.7
Instant coffee and coffee essences . . . . .	98.8	81.8	84.0	100.0	94.3	102.7	113.1
Dehydrated and powdered soups . . . . .	96.6	74.4	88.0	100.0	111.4	116.4	125.0
Total, other convenience foods . . . . .	93.7	97.2	98.9	100.0	103.1	104.4	107.2
<b>TOTAL—ALL CONVENIENCE FOODS</b> . . . . .	<b>91.6</b>	<b>95.1</b>	<b>96.7</b>	<b>100.0</b>	<b>101.5</b>	<b>102.9</b>	<b>107.4</b>
<b>TOTAL—All foods</b> . . . . .	<b>97.5</b>	<b>98.9</b>	<b>99.3</b>	<b>100.0</b>	<b>99.1</b>	<b>100.0</b>	<b>101.1</b>

(a) The index numbers of expenditure divided by the corresponding index numbers of prices.

(b) Excludes fish paste.

(c) Purchases of quick frozen legumes were particularly high in the early months of 1963, owing to the shortage of fresh vegetables.

(d) Includes cooked sausages, liver sausage, etc. but excludes uncooked sausages.

(e) Excludes quick-frozen.

TABLE 20  
Estimates of Price Elasticities of Demand

	Estimated price elasticity(a)	Significant seasonal(S) or annual(A) shifts in demand	Proportion of variation in monthly average purchases explained		Monthly averages			Estimated income elasticity of demand (quantity) 1965	
			by the price elasticity (b)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices(c)		Purchases(d)		
					Mean	Standard deviation	Mean		Standard deviation
Condensed milk	-2.05 (0.58)	S.A.	0.16	0.49	0.7(e)	0.6(e)	0.2(f)	0.04	
Cream	-0.89 (0.32)	S.A.	0.10	0.82	54.9(g)	5.0(g)	0.5(h)	0.84	
Cheese, natural	-0.32 (0.10)(f)	S.A.	0.11	0.64	33.3	3.0	2.7	0.25	
Cheese, processed	-1.02 (0.47)	S.A.	0.07	0.43	46.3	2.5	0.4	0.06	
Beef and veal	-1.06 (0.09)	S.	0.66	0.85	45.5	2.6	8.7	0.10	
Mutton and lamb	-0.13 (0.21)	S.A.	0.01	0.64	35.7	1.6	6.4	0.21	
Pork	-1.01 (0.33)	S.A.	0.13	0.84	42.2	2.0	2.4	0.31	
All carcass meat	-0.82 (0.08)	S.	0.58	0.77	41.4	1.7	17.4	0.18	
Liver	-1.50 (0.49)	A.	0.11	0.28	43.3	1.7	0.9	0.08	
Offals other than liver	-1.09 (0.28)	S.A.	0.19	0.79	28.6	2.1	0.6	0.37	
All offals, including liver	-1.36 (0.27)	S.A.	0.29	0.75	37.3	1.8	1.4	0.20	
Bacon and ham, uncooked	-0.57 (0.13)	—	0.19	0.19	40.9	1.8	5.3	0.11	
Bacon and ham, cooked, including canned	-0.73 (0.33)	S.A.	0.07	0.81	79.1	3.0	0.9	0.14	
Chicken, cooked	-1.92 (0.33)	S.A.	0.35	0.64	55.2	8.2	0.1	0.87	
Other cooked meat, not canned	-0.58 (0.20)	S.A.	0.12	0.73	59.2	3.2	0.7	0.32	
Other canned meat, excluding corned meat	-0.89 (0.31)	S.A.	0.11	0.79	33.6	1.7	1.5	0.06	
Other meat, cooked and canned	-0.82 (0.22)	S.A.	0.18	0.81	41.9	2.5	2.2	0.13	
Poultry, uncooked	-0.41 (0.49)	S.A.	0.01	0.81	36.0	3.9	2.5	0.53	
Sausages, beef, uncooked	-1.02 (0.78)	S.A.	0.03	0.48	24.6	0.7	1.5	0.58	
Sausages, pork and beef, uncooked	-0.43 (0.35)	S.A.	0.02	0.73	28.4	0.8	3.7	0.09	
Meat products	-0.32 (0.25)	S.A.	0.02	0.65	30.7	1.2	2.5	0.07	
Herrings and processed fish	-0.92 (0.24)	S.A.	0.19	0.82	25.7	1.8	0.8	0.34	
Fish products, excluding quick-frozen	-1.23 (0.14)	A.	0.49	0.56	50.5	6.5	0.1	0.08	
Canned salmon	-1.36 (0.57)	S.A.	0.08	0.79	78.7	5.8	0.5	0.32	
Other canned or bottled fish	-0.84 (0.18)	S.A.	0.25	0.59	43.3	4.9	0.3	0.34	
Eggs, shell	-0.08 (0.04)	A.	0.05	0.32	3.3(j)	0.5(k)	4.4(l)	0.18	
Butter	-0.30 (0.10)	S.A.	0.12	0.56	33.7	2.9	6.0	0.17	
Margarine	+0.48 (0.14)(f)	S.A.	0.15	0.78	33.7	2.9	3.2	0.29	
Lard and compound cooking fat	-0.19 (0.09)	S.	0.06	0.59	15.1	1.1	2.1	0.18	
Sugar	-0.02 (0.08)	S.A.	0.07	0.61	7.1	0.5	17.8	0.07	
Jams, jellies and fruit curds	-0.90 (0.42)	S.A.	0.07	0.64	18.0	0.6	1.4	0.15	
Syrup, treacle and honey	-0.25 (0.27)	S.A.	0.01	0.61	17.1	0.5	0.5	0.03	
All preserves	-0.18 (0.34)	S.A.	0.01	0.59	17.0	0.5	3.0	0.02	

TABLE 20—continued

	Estimated price elasticity(a)	Significant seasonal(S) or annual(A) shifts in demand	Proportion of variation in monthly average purchases explained		Monthly averages			Estimated income elasticity of demand (quantity) 1965	
			by the price elasticity (b)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices(c)		Purchases(d)		
					Mean	Standard deviation			Mean
Potatoes	-0.08 (0.05)	S.A.	0.04	0.88	3.5	1.3	48.6	6.2	-0.11
Cabbage	-0.66 (0.12)	S.	0.30	0.68	5.9	1.6	3.7	0.9	0.01
Cauliflower	-2.59 (0.25)	S.	0.61	0.77	9.4	2.0	2.1	0.9	0.46
Brussels sprouts	-1.25 (0.29)(m)	S.	0.34	0.75	7.6	1.4	3.5	1.3	0.25
Brassicas, excluding quick-frozen	-1.21 (0.14)	S.A.	0.54	0.81	7.2	1.4	7.9	1.6	0.22
Leafy Salads	-0.87 (0.16)	S.A.	0.24	0.97	24.7	9.1	1.0	0.7	0.63
Quick-frozen peas	-1.99 (0.13)	S.	0.67	0.87	29.1	3.4	0.7	0.2	1.26
Carrots	-0.35 (0.06)	S.A.	0.31	0.93	6.4	1.9	1.8	0.8	0.06
Other root vegetables	-0.66 (0.21)	S.A.	0.17	0.96	7.3	2.1	2.8	0.9	-0.29
Onions, shallots, etc.	-0.36 (0.10)	S.	0.18	0.84	10.6	1.2	3.1	0.4	0.16
Canned peas	-1.83 (0.49)	S.	0.17	0.75	10.6	0.8	2.9	0.5	-0.43
Canned beans	-0.09 (0.53)	S.A.	0.09	0.70	11.6	0.6	2.9	0.3	-0.17
Other canned vegetables	-1.96 (0.42)	S.A.	0.25	0.74	14.8	1.6	0.6	0.3	0.15
Dried pulses, excluding air-dried	-1.26 (0.38)	S.A.	0.14	0.79	15.1	1.0	0.5	0.1	-1.02
Oranges	-0.94 (0.23)	S.	0.19	0.91	10.5	0.6	3.3	1.1	0.59
Other citrus fruit	-1.90 (0.31)	S.	0.35	0.64	12.3	1.2	1.0	0.3	0.98
Apples	-0.49 (0.07)	S.A.	0.44	0.82	11.9	2.4	5.8	0.9	0.39
Pears	-1.57 (0.16)	S.A.	0.59	0.85	13.3	2.0	0.8	0.3	0.85
Stone fruit	-1.58 (0.40)(n)	S.	0.35	0.85	15.7	3.8	1.3	1.0	1.29
Rhubarb, forced	-1.51 (0.46)(o)	S.	0.44	0.76	14.1	2.6	0.3	0.1	0.34
Rhubarb, outdoor crop	-0.11 (0.45)(p)	S.	0.07	0.85	6.3	1.7	0.3	0.3	0.44
Tomatoes	-0.31 (0.14)	S.A.	0.07	0.96	20.7	4.4	3.9	1.6	
Tomatoes, canned and bottled	-1.82 (0.35)	S.A.	0.30	0.69	13.5	1.1	0.6	0.2	-0.33
Canned peaches, pears and pineapples	-1.96 (0.98)	S.A.	0.06	0.73	15.2	1.3	2.7	0.4	0.27
Other canned and bottled fruit	-1.01 (0.14)	S.	0.43	0.65	17.9	1.3	2.0	0.3	0.57
Canned fruit, excluding tomatoes	-0.44 (0.11)	S.	0.18	0.70	16.4	1.2	4.7	0.6	0.41
Dried fruit	-0.32 (0.49)	S.A.	0.01	0.84	19.2	0.9	0.9	0.3	0.24
Fruit juices	-0.34 (0.20)(q)	A.	0.04	0.34	34.8(g)	4.9(g)	0.5(h)	0.1(h)	1.10
Bread	-0.49 (0.17)	S.A.	0.11	0.91	7.5	0.3	42.6	2.6	-0.25
Flour	-0.50 (0.70)	S.A.	0.01	0.65	6.1	0.3	6.3	0.6	0.18
Cakes, pastries, buns, scones and teacakes	-1.15 (0.26)	S.	0.22	0.50	25.8	0.7	6.5	0.5	-0.02
Biscuits	-0.05 (0.12)	S.	0.30	0.70	23.8	0.8	5.7	0.3	0.08
Oatmeal and oat products	-1.38 (0.26)	S.A.	0.30	0.88	12.2	1.2	0.9	0.4	-0.53
Breakfast cereals	-0.47 (0.51)	S.A.	0.01	0.76	23.5	0.5	2.0	0.3	0.23
Puddings	-1.26 (0.28)	S.A.	0.24	0.90	13.6	1.3	2.3	0.4	-0.16
Rice	-0.96 (0.56)	S.A.	0.04	0.51	11.4	0.5	0.6	0.1	-0.10

TABLE 20—continued

	Estimated price elasticity(a)	Significant seasonal(S) or annual(A) shifts in demand	Proportion of variation in monthly average purchases explained		Monthly averages			Estimated income elasticity of demand (quantity) 1965	
			by the price elasticity (b)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices(c)		Purchases(d)		
					Mean	Standard deviation	Mean		Standard deviation
Tea	·	·	0.01	0.59	61.6	5.3	2.7	0.1	-0.13
Instant coffee	·	·	0.17	0.89	179.7	17.7	0.2	0.1	0.85
Coffee essences	·	·	0.01	0.68	53.9	4.9	0.1	·	-1.36
Cocoa and drinking chocolate	·	·	0.15	0.60	39.4	3.6	0.2	·	0.38
Canned soups	·	·	0.50	0.90	13.4	1.2	2.7	0.8	-0.02
Pickles and sauces	·	·	0.41	0.68	24.0	1.7	1.1	0.2	0.11

(a) Calculated from monthly Survey data from 1960 to 1966 except where otherwise stated. The figures in brackets are estimates of the standard errors.

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

(c) Pence per lb. (unless otherwise stated) deflated to January 1956 general price level.

(d) Ounces per person per week (unless otherwise stated).

(e) Pence per equivalent pint.

(f) Equivalent pints.

(g) Pence per pint.

(h) Fluid ounces.

(i) Calculated from monthly Survey data from 1958 to 1966.

(j) Pence per egg.

(k) Number of eggs.

(l) Elasticity with respect to the price of butter.

(m) Calculated from data for October to March, 1960 to 1967.

(n) Calculated from data for June to October.

(o) Calculated from data for January to March, 1961 to 1966.

(p) Calculated from data for April to August, 1961 to 1966.

(q) Calculated from monthly Survey data from 1960 to 1965.



TABLE 21

Mean Seasonal Variation (a) in Average Prices (b), Purchases and Demand (c)  
(Annual Average = 100)

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Condensed milk												
Prices . . .	102	100	100	100	101	101	99	99	101	101	98	99
Purchases . . .	89	97	99	99	93	98	112	115	103	97	109	92
Demand . . .	92	96	100	99	96	100	109	113	104	99	105	90
Cream												
Prices . . .	105	105	104	102	98	98	100	97	98	99	102	94
Purchases . . .	76	83	85	103	109	132	144	122	102	95	83	90
Demand . . .	80	87	88	105	107	129	143	118	100	94	84	85
Cheese, natural (d)												
Prices . . .	101	100	100	99	99	98	99	100	99	100	102	103
Purchases . . .	97	99	99	101	101	102	99	102	100	102	102	95
Demand . . .	98	99	99	101	101	101	99	102	100	102	103	96
Cheese, processed												
Prices . . .	102	100	100	100	98	100	101	100	99	99	101	100
Purchases . . .	90	94	100	97	106	107	104	111	108	103	95	89
Demand . . .	92	94	100	96	104	106	105	111	108	101	96	89
Beef and veal												
Prices . . .	98	98	100	100	100	101	102	103	101	100	99	99
Purchases . . .	111	106	104	102	92	89	87	94	98	106	106	109
Demand . . .	109	104	103	101	92	90	89	97	99	106	106	107
Mutton and lamb												
Prices . . .	99	98	98	99	102	103	102	102	101	100	99	98
Purchases . . .	95	98	97	97	104	103	107	107	106	97	95	96
Demand . . .	95	97	96	97	104	103	107	107	107	97	95	95
Pork												
Prices . . .	100	100	100	100	99	100	99	100	100	100	101	101
Purchases . . .	109	116	103	105	96	79	86	91	104	104	107	107
Demand . . .	110	116	103	105	95	79	85	90	104	104	108	107
All carcass meat												
Prices . . .	99	99	100	100	100	101	101	101	100	100	100	99
Purchases . . .	105	104	101	100	97	92	94	98	102	102	102	103
Demand . . .	104	103	100	100	97	93	95	99	102	102	102	103
Liver												
Prices . . .	101	100	100	99	100	101	100	100	101	99	101	99
Purchases . . .	96	107	101	104	97	96	95	98	102	104	102	100
Demand . . .	97	107	101	103	97	97	95	98	103	103	103	98
Offals, other than liver												
Prices . . .	99	98	97	105	99	101	99	107	107	100	92	97
Purchases . . .	131	130	111	91	87	74	73	82	88	115	121	123
Demand . . .	130	127	107	97	85	76	72	88	95	114	111	120

TABLE 21—continued

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
All offals, including liver												
Prices . . . . .	98	97	98	102	100	103	102	104	104	99	96	97
Purchases . . . . .	110	115	105	99	92	87	86	91	96	108	109	108
Demand . . . . .	106	111	102	102	93	91	89	95	101	106	103	103
Bacon and ham, uncooked												
Prices . . . . .	101	100	99	99	98	99	99	101	101	100	101	101
Purchases . . . . .	98	100	103	103	101	101	102	103	99	100	96	95
Demand . . . . .	98	100	103	102	100	101	101	103	99	100	96	96
Bacon and ham, cooked, including canned												
Prices . . . . .	101	99	101	100	100	99	99	101	100	101	101	98
Purchases . . . . .	81	87	94	100	108	120	114	114	106	97	90	98
Demand . . . . .	82	86	94	100	108	119	113	115	105	97	90	97
Chicken, cooked												
Prices . . . . .	107	102	102	101	98	100	94	101	103	98	96	97
Purchases . . . . .	75	85	82	91	98	129	150	125	109	90	114	81
Demand . . . . .	86	88	85	93	94	130	134	128	116	86	105	77
Other cooked meat, not canned												
Prices . . . . .	100	100	104	99	100	99	97	100	102	99	101	99
Purchases . . . . .	84	91	94	99	112	116	105	110	111	101	90	93
Demand . . . . .	84	91	96	98	112	115	104	110	112	100	91	93
Other canned meat, excluding corned meat												
Prices . . . . .	97	99	97	99	102	102	101	101	101	100	97	104
Purchases . . . . .	95	92	94	94	97	104	112	112	103	102	107	91
Demand . . . . .	92	91	92	93	99	106	113	113	104	102	105	94
Other meat, cooked and canned												
Prices . . . . .	97	99	100	100	103	102	99	100	102	100	97	102
Purchases . . . . .	91	92	94	95	102	108	109	111	105	102	102	92
Demand . . . . .	89	91	94	95	105	110	108	111	107	102	99	93
Poultry, uncooked												
Prices . . . . .	102	98	100	101	100	100	102	101	100	99	97	100
Purchases . . . . .	87	93	110	112	106	112	94	104	101	94	97	92
Demand . . . . .	88	93	110	113	106	112	95	104	101	94	96	92
Sausages, beef, uncooked												
Prices . . . . .	100	100	101	100	99	101	100	99	100	99	99	100
Purchases . . . . .	110	105	101	100	91	89	93	98	102	101	110	103
Demand . . . . .	110	106	102	100	90	90	93	97	102	100	109	103
Sausages, pork and beef, uncooked												
Prices . . . . .	101	101	101	100	100	100	100	100	100	100	99	99
Purchases . . . . .	109	104	101	103	92	91	95	99	98	103	107	100
Demand . . . . .	110	105	101	103	92	91	95	99	98	103	106	100
Meat products . . . . .												
Prices . . . . .	99	100	100	99	99	99	101	101	101	100	102	98
Purchases . . . . .	102	104	97	98	100	99	98	96	94	102	106	103
Demand . . . . .	102	104	97	98	99	99	98	97	95	102	107	102

TABLE 21—continued

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Herrings and processed fish</b>												
Prices . . .	99	103	105	106	105	101	101	97	96	93	98	98
Purchases . . .	112	114	108	85	84	78	79	97	111	111	113	123
Demand . . .	111	116	112	89	88	79	79	95	106	104	111	121
<b>Fish products, excluding quick-frozen</b>												
Prices . . .	97	97	102	100	97	104	102	105	96	106	103	92
Purchases . . .	110	109	99	96	95	91	100	90	109	94	98	113
Demand . . .	106	104	102	95	92	95	102	95	104	102	102	102
<b>Canned salmon</b>												
Prices . . .	102	104	102	99	98	98	99	99	99	101	98	100
Purchases . . .	81	78	98	114	118	131	119	118	104	90	81	86
Demand . . .	83	82	101	113	115	128	118	117	103	91	79	87
<b>Other canned or bottled fish</b>												
Prices . . .	108	102	101	103	104	101	88	97	99	95	98	105
Purchases . . .	83	101	99	106	103	116	119	101	103	95	95	85
Demand . . .	88	103	101	109	106	117	107	98	102	91	94	89
<b>Eggs, shell</b>												
Prices . . .	112	105	99	95	93	92	93	96	102	102	106	108
Purchases . . .	90	95	102	106	104	108	101	104	98	94	81	102
Demand . . .	96	97	102	102	99	103	97	102	99	96	101	107
<b>Butter</b>												
Prices . . .	106	104	102	99	98	98	99	99	98	98	99	100
Purchases . . .	96	98	97	101	97	101	101	102	103	102	102	99
Demand . . .	98	99	98	100	97	101	100	102	102	102	102	99
<b>Margarine(e)</b>												
Purchases . . .	95	106	102	102	103	96	95	100	95	99	102	107
Demand . . .	92	104	101	103	104	97	96	100	96	100	102	107
<b>Lard and compound cooking fat</b>												
Prices . . .	102	102	102	100	100	99	100	99	100	99	99	98
Purchases . . .	100	106	104	101	95	88	90	101	102	106	103	108
Demand . . .	100	107	104	101	95	87	90	100	102	106	102	107
<b>Sugar</b>												
Prices . . .	102	102	101	101	102	96	98	98	98	101	100	100
Purchases . . .	98	100	98	98	97	99	104	101	101	101	100	103
Demand . . .	98	100	98	98	97	99	104	100	101	101	100	103
<b>Jams, jellies and fruit curds</b>												
Prices . . .	101	100	99	100	100	98	99	101	100	102	100	101
Purchases . . .	93	106	111	115	111	106	97	94	91	90	96	96
Demand . . .	93	106	109	114	111	104	96	95	91	91	96	96

TABLE 21—continued

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Syrup, treacle and honey</b>												
Prices . . . . .	101	97	100	94	102	100	102	101	103	101	97	102
Purchases . . . . .	109	119	107	109	95	85	72	76	93	101	122	130
Demand . . . . .	109	118	107	107	96	85	72	77	93	102	121	131
<b>All preserves</b>												
Prices . . . . .	101	99	100	99	101	98	100	101	101	101	100	101
Purchases . . . . .	96	106	106	108	102	101	95	92	96	96	101	104
Demand . . . . .	96	106	106	107	102	101	95	92	96	96	101	104
<b>Potatoes</b>												
Prices . . . . .	88	91	98	113	143	175	125	90	80	78	80	81
Purchases . . . . .	115	114	108	105	97	84	81	86	93	107	112	105
Demand . . . . .	114	113	108	106	100	88	83	85	92	105	110	104
<b>Cabbage</b>												
Prices . . . . .	96	103	126	139	123	115	99	83	81	85	85	85
Purchases . . . . .	90	87	92	120	140	135	116	93	90	91	84	82
Demand . . . . .	87	89	107	149	161	149	115	82	78	82	76	74
<b>Cauliflower</b>												
Prices . . . . .	118	117	122	114	102	109	96	83	83	78	89	100
Purchases . . . . .	49	62	92	145	162	115	114	112	119	142	99	63
Demand . . . . .	74	93	154	206	172	145	104	70	74	75	73	62
<b>Brussels sprouts (f)</b>												
Prices . . . . .	104	99	109	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	107	92	90
Purchases . . . . .	125	110	44	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	83	133	149
Demand . . . . .	132	108	49	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	90	121	131
<b>Brassicas</b>												
Prices . . . . .	101	103	120	126	111	107	95	83	89	92	91	91
Purchases . . . . .	111	110	93	98	111	95	85	73	84	114	122	118
Demand . . . . .	112	114	116	129	126	104	79	59	73	103	109	104
<b>Leafy salads (d)</b>												
Prices . . . . .	159	160	160	135	106	71	57	58	66	83	108	123
Purchases . . . . .	31	43	81	162	235	277	242	193	145	79	48	34
Demand . . . . .	46	64	121	210	248	206	148	121	101	68	51	41
<b>Quick-frozen peas</b>												
Prices . . . . .	102	102	101	102	99	99	99	101	100	100	97	96
Purchases . . . . .	111	109	122	136	136	130	66	59	73	92	102	105
Demand . . . . .	115	113	125	140	135	128	65	60	73	92	98	100
<b>Carrots</b>												
Prices . . . . .	87	94	102	115	128	146	139	98	85	79	77	79
Purchases . . . . .	139	126	120	102	79	63	66	75	98	116	129	132
Demand . . . . .	133	123	121	107	86	72	74	74	93	107	118	121
<b>Other root vegetables</b>												
Prices . . . . .	76	78	88	102	126	173	158	122	92	79	78	79
Purchases . . . . .	188	183	148	100	46	31	45	63	106	157	168	175
Demand . . . . .	157	156	136	101	53	44	61	72	100	135	142	150

TABLE 21—continued

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Onions, shallots, etc.												
Prices . . . . .	89	91	102	114	120	122	115	104	93	89	87	84
Purchases . . . . .	118	119	109	104	94	78	76	85	97	106	113	114
Demand . . . . .	113	115	110	109	101	84	80	86	95	102	107	107
Canned peas												
Prices . . . . .	100	100	102	101	100	100	102	99	99	99	98	98
Purchases . . . . .	111	109	114	115	113	109	85	80	83	97	98	96
Demand . . . . .	112	109	118	118	113	109	87	78	82	96	95	93
Canned beans												
Prices . . . . .	101	100	101	100	100	100	99	101	100	100	100	99
Purchases . . . . .	105	107	103	103	95	99	97	93	95	98	104	101
Demand . . . . .	105	107	103	103	95	99	97	93	95	98	104	101
Other canned vegetables												
Prices . . . . .	101	102	100	98	102	98	97	108	101	100	99	96
Purchases . . . . .	104	118	122	121	125	123	94	74	73	79	90	98
Demand . . . . .	106	123	121	116	129	118	88	86	75	79	88	91
Dried pulses, excluding air-dried												
Prices . . . . .	97	99	97	98	102	101	103	106	100	96	101	98
Purchases . . . . .	135	127	129	113	101	77	65	70	75	100	123	121
Demand . . . . .	130	126	125	111	104	79	68	75	75	95	124	118
Oranges												
Prices . . . . .	97	95	96	98	99	105	103	102	101	103	104	98
Purchases . . . . .	123	160	160	150	118	94	83	80	67	71	69	88
Demand . . . . .	120	153	153	147	117	98	86	82	68	73	71	86
Other citrus fruit												
Prices . . . . .	103	92	92	91	92	99	101	103	102	106	111	111
Purchases . . . . .	117	126	117	124	112	100	85	80	80	67	86	132
Demand . . . . .	124	108	100	104	96	98	87	84	83	75	105	160
Apples												
Prices . . . . .	98	100	104	109	113	118	123	106	81	81	87	89
Purchases . . . . .	94	111	105	100	102	94	78	87	106	113	110	107
Demand . . . . .	93	111	107	105	109	102	87	89	95	102	103	101
Pears												
Prices . . . . .	103	97	106	106	107	110	111	105	93	84	91	91
Purchases . . . . .	72	76	92	95	97	85	72	129	162	152	111	100
Demand . . . . .	75	72	100	104	107	99	85	141	146	116	95	86
Stone fruit(g)												
Prices . . . . .	n.a.	n.a.	n.a.	n.a.	n.a.	128	126	96	82	78	n.a.	n.a.
Purchases . . . . .	n.a.	n.a.	n.a.	n.a.	n.a.	55	123	262	197	29	n.a.	n.a.
Demand . . . . .	n.a.	n.a.	n.a.	n.a.	n.a.	81	178	247	143	20	n.a.	n.a.
Rhubarb, forced (h)												
Prices . . . . .	113	96	92	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Purchases . . . . .	54	127	145	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Demand . . . . .	65	120	129	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

TABLE 21—continued

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Rhubarb, outdoor crop (i)												
Prices . . . . .	n.a.	n.a.	n.a.	140	100	96	90	82	n.a.	n.a.	n.a.	n.a.
Purchases . . . . .	n.a.	n.a.	n.a.	263	294	126	53	19	n.a.	n.a.	n.a.	n.a.
Demand . . . . .	n.a.	n.a.	n.a.	273	294	126	53	19	n.a.	n.a.	n.a.	n.a.
Tomatoes, fresh												
Prices . . . . .	92	93	101	121	145	132	108	90	78	82	90	89
Purchases . . . . .	57	58	68	91	127	160	170	174	144	107	81	64
Demand . . . . .	56	57	69	97	142	175	174	168	134	101	78	61
Tomatoes, canned and bottled												
Prices . . . . .	100	99	101	102	96	102	100	102	104	97	100	98
Purchases . . . . .	116	138	121	104	111	100	93	82	72	83	98	100
Demand . . . . .	116	136	122	108	103	103	92	85	78	79	98	95
Canned peaches, pears and pineapples												
Prices . . . . .	104	102	101	101	100	99	100	99	99	100	99	97
Purchases . . . . .	79	88	99	102	106	121	110	117	106	93	89	98
Demand . . . . .	85	92	100	104	105	118	111	116	104	92	87	92
Other canned and bottled fruit												
Prices . . . . .	100	99	100	99	101	100	99	100	102	100	100	98
Purchases . . . . .	85	89	101	111	108	113	102	107	99	94	94	101
Demand . . . . .	86	89	101	110	110	113	101	108	101	94	94	99
Canned fruit, excluding tomatoes												
Prices . . . . .	102	101	101	100	100	99	99	99	100	100	100	98
Purchases . . . . .	82	88	100	106	107	118	106	113	103	93	91	99
Demand . . . . .	83	89	100	106	108	117	106	113	103	93	91	98
Dried fruit												
Prices . . . . .	104	101	100	102	98	99	99	97	97	97	100	105
Purchases . . . . .	76	92	99	93	86	78	81	85	95	122	170	170
Demand . . . . .	77	92	99	93	86	78	81	84	94	121	170	173
Fruit juices (j)												
Prices . . . . .	116	109	105	101	99	89	90	95	97	99	107	97
Purchases . . . . .	89	106	99	108	95	90	105	103	108	93	107	99
Demand . . . . .	94	109	101	109	95	86	102	102	107	93	109	98
Bread												
Prices . . . . .	99	100	100	99	100	100	101	101	100	101	100	100
Purchases . . . . .	100	100	99	100	102	103	101	102	99	99	100	96
Demand . . . . .	99	100	99	100	101	103	102	102	99	99	100	96
Flour												
Prices . . . . .	102	101	101	100	100	100	100	100	100	100	98	99
Purchases . . . . .	97	109	104	97	95	90	90	97	103	104	105	111
Demand . . . . .	98	110	104	97	95	90	90	97	103	104	104	111
Cakes, pastries, buns, scones and teacakes												
Prices . . . . .	100	99	100	100	101	101	101	101	100	99	98	100
Purchases . . . . .	88	99	107	106	99	101	99	98	100	101	102	102
Demand . . . . .	87	98	107	106	101	102	100	99	100	100	99	102

TABLE 21—continued

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
<b>Biscuits</b>												
Prices . . .	101	100	100	100	99	98	99	98	100	100	101	103
Purchases . . .	85	101	102	100	101	102	101	102	102	102	102	101
Demand . . .	85	101	102	100	101	102	101	101	102	102	102	101
<b>Oatmeal and oat products</b>												
Prices . . .	101	104	100	100	100	100	100	102	102	97	96	98
Purchases . . .	148	133	124	97	78	64	61	63	77	119	144	166
Demand . . .	151	140	123	97	78	64	61	65	79	114	137	163
<b>Breakfast cereals</b>												
Prices . . .	99	100	101	101	101	99	100	101	100	100	99	98
Purchases . . .	84	93	97	99	105	105	114	112	110	102	91	93
Demand . . .	83	92	97	100	105	105	114	113	110	101	90	93
<b>Puddings</b>												
Prices . . .	106	102	99	97	97	96	95	94	95	96	108	119
Purchases . . .	103	105	98	102	98	88	88	92	93	104	116	120
Demand . . .	110	107	97	98	94	83	83	85	86	99	128	150
<b>Rice</b>												
Prices . . .	103	100	101	98	101	99	100	98	101	101	101	98
Purchases . . .	110	115	104	115	89	89	90	87	102	104	103	98
Demand . . .	113	115	105	113	90	89	90	86	102	105	104	96
<b>Tea</b>												
Prices . . .	102	102	101	100	100	99	100	100	99	100	99	98
Purchases . . .	101	102	100	99	101	99	98	99	100	99	102	100
Demand . . .	101	103	100	99	101	99	98	99	100	99	101	100
<b>Instant coffee</b>												
Prices . . .	102	102	101	100	99	100	100	99	100	100	97	98
Purchases . . .	96	100	94	101	90	94	96	100	97	108	106	120
Demand . . .	100	103	97	101	90	94	96	99	97	107	102	116
<b>Coffee essences</b>												
Prices . . .	101	101	102	101	100	102	99	99	100	99	96	98
Purchases . . .	113	119	109	86	105	84	107	82	85	101	103	117
Demand . . .	113	120	110	86	105	85	106	82	85	101	101	116
<b>Cocoa and drinking chocolate</b>												
Prices . . .	103	100	100	100	100	100	101	100	100	99	99	99
Purchases . . .	117	118	124	99	79	82	80	89	90	108	118	113
Demand . . .	119	118	124	99	79	82	80	89	90	107	117	112
<b>Canned soups</b>												
Prices . . .	100	100	100	102	101	101	102	102	101	97	97	96
Purchases . . .	144	131	112	93	76	73	64	78	90	116	127	139
Demand . . .	144	130	112	95	77	74	66	80	91	112	123	134
<b>Pickles and sauces</b>												
Prices . . .	104	102	103	100	98	98	98	99	101	101	100	96
Purchases . . .	99	101	99	109	98	96	94	93	88	95	102	133
Demand . . .	103	103	103	109	96	94	92	92	88	96	102	128

(a) Measured over the period from January 1960 to December 1966, except where otherwise stated.

(b) Deflated by the Official Index of Retail Prices.

(c) See paragraph 11.

(d) Calculated from monthly Survey data from 1958 to 1966.

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

(f) Calculated from data for October to March, 1960 to 1967.

(g) Calculated from data for June to October.

(h) Calculated from data for January to March, 1961 to 1966.

(i) Calculated from data for April to August, 1961 to 1966.

(j) Calculated from monthly Survey data from 1960 to 1965.

TABLE 22

## Annual Indices of Average Deflated Prices (a), Purchases and Demand (b)

(Average for the whole period = 100) (c)

		1960	1961	1962	1963	1964	1965	1966
Condensed milk	Prices	112	108	103	99	97	94	89
	Purchases	101	95	100	104	99	102	100
	Demand (d)	128	111	106	102	94	89	78
	Demand (e)	128	111	105	102	94	89	78
Cream	Prices	114	108	99	96	96	94	94
	Purchases	75	86	96	98	111	119	124
	Demand (d)	85	92	95	95	107	113	117
	Demand (e)	90	95	98	95	104	108	113
Cheese, processed	Prices	108	105	101	99	97	97	94
	Purchases	109	100	98	96	106	97	94
	Demand (d)	117	106	99	95	103	94	88
	Demand (e)	117	106	99	95	104	94	88
Beef and veal	Prices	99	97	95	94	102	107	107
	Purchases	100	104	104	109	97	93	94
	Demand (d)	99	101	98	102	99	100	101
	Demand (e)	100	101	99	102	98	99	100
Mutton and lamb	Prices	103	98	96	96	102	103	103
	Purchases	104	106	105	99	98	93	96
	Demand (d)	104	105	104	99	99	93	96
	Demand (e)	106	106	105	99	98	92	95
Pork	Prices	107	105	99	96	99	96	98
	Purchases	85	84	98	105	100	120	114
	Demand (d)	92	88	97	102	99	115	112
	Demand (e)	93	89	98	102	98	113	110
All carcass meat	Prices	101	98	96	96	101	104	104
	Purchases	99	102	103	104	98	96	97
	Demand (d)	100	100	100	101	99	100	101
	Demand (e)	102	101	100	101	98	99	100
Liver	Prices	107	102	100	99	97	97	98
	Purchases	97	95	100	105	102	96	105
	Demand (d)	107	98	100	104	99	92	102
	Demand (e)	108	98	100	104	98	92	101
Offals, other than liver	Prices	103	101	97	98	99	100	102
	Purchases	103	104	111	97	101	99	87
	Demand (d)	106	105	108	95	100	99	89
	Demand (e)	109	106	109	95	98	97	88
All offals, including liver	Prices	105	101	98	100	98	98	100
	Purchases	99	98	104	101	102	97	98
	Demand (d)	106	99	102	101	100	94	99
	Demand (e)	108	100	102	101	99	93	98
Bacon and ham, uncooked	Prices	106	101	96	98	102	97	100
	Purchases	99	98	104	99	100	101	99
	Demand (d)	102	99	101	98	101	100	99
	Demand (e)	103	99	102	98	100	99	99
Bacon and ham, cooked, including canned	Prices	105	104	98	97	100	98	98
	Purchases	95	103	98	98	103	99	104
	Demand (d)	98	106	96	96	104	98	103
	Demand (e)	99	106	97	96	103	98	102
Chicken, cooked	Prices	118	110	92	93	102	95	93
	Purchases	83	90	81	87	97	125	158
	Demand (d)	115	107	70	75	101	113	137
	Demand (e)	122	110	72	75	98	108	131
Other cooked meat, not canned	Prices	102	107	99	97	100	99	97
	Purchases	102	103	102	101	100	96	97
	Demand (d)	103	107	102	99	100	96	95
	Demand (e)	101	106	100	99	101	97	97
Other canned meat, excluding corned meat	Prices	107	104	98	96	98	97	100
	Purchases	88	85	96	99	114	120	103
	Demand (d)	94	89	94	95	113	117	102
	Demand (e)	93	88	94	95	113	117	103



TABLE 22—continued

		1960	1961	1962	1963	1964	1965	1966
Other meat, cooked and canned . . . . .	Prices	106	108	100	97	97	95	98
	Purchases	92	91	98	99	109	112	100
	Demand (d)	97	97	97	96	107	107	99
	Demand (e)	96	96	97	96	108	108	99
Poultry, uncooked . . . . .	Prices	119	107	103	96	100	90	88
	Purchases	63	90	85	94	105	137	153
	Demand (d)	68	93	86	93	104	131	145
	Demand (e)	70	95	88	93	102	128	142
Sausages, beef, uncooked . . . . .	Prices	102	102	98	96	98	102	102
	Purchases	100	100	102	102	108	102	89
	Demand (d)	101	102	99	97	106	104	90
	Demand (e)	98	100	97	97	109	107	93
Sausages, pork and beef, un- cooked . . . . .	Prices	104	104	100	98	98	98	98
	Purchases	98	97	104	101	101	101	98
	Demand (d)	99	99	104	100	100	100	98
	Demand (e)	99	98	104	100	100	101	98
Meat products . . . . .	Prices	100	99	97	98	99	103	105
	Purchases	90	96	96	103	102	104	111
	Demand (d)	90	95	95	102	102	105	113
	Demand (e)	89	95	95	102	102	106	113
Herrings and processed fish . . . . .	Prices	98	101	99	98	98	100	107
	Purchases	116	96	98	96	116	98	84
	Demand (d)	114	97	97	94	114	98	89
	Demand (e)	116	99	98	94	113	96	87
Fish products, excluding quick- frozen . . . . .	Prices	101	101	96	98	95	108	102
	Purchases	102	108	113	90	108	89	93
	Demand (d)	104	109	107	88	101	98	95
	Demand (e)	103	108	106	88	102	98	95
Canned salmon . . . . .	Prices	110	110	100	99	94	95	92
	Purchases	96	104	96	96	110	98	100
	Demand (d)	110	119	97	94	101	92	90
	Demand (e)	112	120	98	94	100	90	89
Other canned or bottled fish . . . . .	Prices	88	106	98	99	107	107	96
	Purchases	96	108	104	100	89	98	107
	Demand (d)	86	113	102	99	95	104	104
	Demand (e)	88	114	104	99	94	102	102
Eggs, shell . . . . .	Prices	116	111	97	109	89	92	89
	Purchases	100	99	99	96	101	102	102
	Demand (d)	101	100	99	97	100	102	101
	Demand (e)	102	101	100	97	99	101	100
Butter . . . . .	Prices	109	92	97	106	106	100	92
	Purchases	94	103	103	99	99	101	101
	Demand (d)	97	100	102	101	101	101	98
	Demand (e)	98	101	103	101	100	101	97
Margarine(f) . . . . .	Purchases	114	102	98	103	104	94	88
	Demand (d)	109	107	99	100	101	94	92
	Demand (e)	107	106	98	100	102	95	93
Lard and compound cooking fat . . . . .	Prices	110	110	102	97	93	95	94
	Purchases	97	98	101	101	100	100	100
	Demand (d)	99	100	102	103	99	99	99
	Demand (e)	98	99	101	103	99	100	100
Sugar . . . . .	Prices	104	100	98	104	108	97	89
	Purchases	100	102	103	104	98	98	96
	Demand (d)	100	102	103	104	98	98	96
	Demand (e)	99	101	103	104	98	99	96
Jams, jellies and fruit curds . . . . .	Prices	98	98	100	102	102	102	98
	Purchases	103	104	106	102	95	100	90
	Demand (d)	102	102	106	104	97	102	89
	Demand (e)	101	102	105	104	97	102	90

TABLE 22—continued

		1960	1961	1962	1963	1964	1965	1966
Syrup, treacle and honey	Prices	97	99	97	99	101	106	100
	Purchases	113	94	113	102	87	94	100
	Demand (d)	112	94	112	102	87	95	100
	Demand (e)	112	94	113	102	87	95	100
All preserves	Prices	99	98	100	101	102	103	98
	Purchases	104	101	107	103	95	98	94
	Demand (d)	104	100	107	103	95	98	94
	Demand (e)	104	100	107	103	95	98	94
Potatoes	Prices	92	101	124	105	92	89	101
	Purchases	102	106	96	101	99	100	96
	Demand (d)	102	106	98	102	99	99	96
	Demand (e)	101	106	98	102	99	99	96
Cabbage	Prices	98	98	101	115	93	92	105
	Purchases	98	114	100	88	102	99	100
	Demand (d)	97	112	101	97	97	93	104
	Demand (e)	97	112	101	97	97	93	104
Cauliflower	Prices	95	99	99	117	100	91	101
	Purchases	113	113	108	60	97	117	107
	Demand (d)	99	109	105	91	98	91	109
	Demand (e)	103	111	107	91	96	89	106
Brussels sprouts (g)	Prices	98	113	116	86	104	86	100
	Purchases	97	92	76	126	110	115	93
	Demand (d)	95	107	91	105	115	96	93
Brassicas	Prices	98	100	102	112	95	91	103
	Purchases	105	108	101	80	101	108	100
	Demand (d)	102	108	103	92	95	97	104
	Demand (e)	104	109	104	92	94	96	103
Quick-frozen peas	Prices	118	114	106	93	96	93	85
	Purchases	76	83	94	115	104	105	134
	Demand (d)	99	102	103	102	98	93	104
	Demand (e)	108	107	108	102	93	88	96
Carrots	Prices	94	94	114	116	92	91	101
	Purchases	108	102	88	97	103	107	98
	Demand (d)	106	100	92	102	100	103	98
	Demand (e)	106	100	92	102	99	103	98
Other root vegetables	Prices	96	101	102	106	94	99	103
	Purchases	103	96	91	109	109	107	88
	Demand (d)	100	96	93	113	104	106	90
	Demand (e)	98	95	92	113	105	108	91
Onions, shallots, etc.	Prices	94	99	109	103	95	99	102
	Purchases	103	99	96	102	101	101	98
	Demand (d)	100	98	100	102	99	101	99
	Demand (e)	101	99	100	102	99	100	98
Canned peas	Prices	114	106	101	100	96	93	92
	Purchases	99	108	103	103	100	96	93
	Demand (d)	125	119	104	102	94	84	79
	Demand (e)	122	117	103	102	95	86	81
Canned beans	Prices	108	104	104	101	98	94	92
	Purchases	89	93	93	102	106	110	109
	Demand (d)	90	93	93	102	106	110	108
	Demand (e)	89	92	93	102	107	111	109
Other canned vegetables	Prices	111	103	107	105	99	91	87
	Purchases	66	83	88	99	104	132	151
	Demand (d)	81	88	100	109	102	109	115
	Demand (e)	82	88	100	109	102	108	114
Dried pulses, excluding air-dried	Prices	99	99	93	104	103	101	100
	Purchases	114	109	99	105	95	96	86
	Demand (d)	112	108	91	110	98	97	86
	Demand (e)	105	104	87	110	102	102	91
Oranges	Prices	97	106	100	104	99	98	97
	Purchases	104	96	102	93	102	94	108
	Demand (d)	101	102	102	97	101	93	104
	Demand (e)	105	104	104	97	99	90	102

TABLE 22—continued

		1960	1961	1962	1963	1964	1965	1966
Other citrus fruit . . . . .	Prices	101	109	98	108	98	94	94
	Purchases	94	89	98	84	103	119	119
	Demand (d)	96	104	94	98	99	105	105
	Demand (e)	102	108	97	98	95	100	100
Apples . . . . .	Prices	92	109	117	96	94	95	99
	Purchases	98	98	85	99	103	108	111
	Demand (d)	94	102	92	97	100	106	110
	Demand (e)	98	104	94	97	98	103	107
Pears . . . . .	Prices	103	110	108	100	94	97	90
	Purchases	98	89	102	87	113	94	122
	Demand (d)	102	103	115	87	104	90	103
	Demand (e)	108	106	119	87	100	86	99
Stone fruit (h) . . . . .	Prices	93	95	97	83	114	109	114
	Purchases	94	108	117	126	93	104	69
	Demand (d)	84	100	111	93	114	119	85
	Demand (e)	91	105	117	93	109	112	79
Rhubarb, forced (i) . . . . .	Prices	n.a.	96	122	118	102	91	78
	Purchases	n.a.	100	102	60	97	101	166
	Demand (d)	n.a.	95	138	77	99	88	114
	Demand (e)	n.a.	96	141	78	98	87	112
Rhubarb, outdoor crop (j) . . . . .	Prices	n.a.	102	118	104	92	80	108
	Purchases	n.a.	83	113	114	81	92	91
	Demand (d)	n.a.	84	125	145	81	90	92
	Demand (e)	n.a.	85	127	146	80	88	90
Tomatoes, fresh . . . . .	Prices	94	101	98	100	102	101	103
	Purchases	108	109	103	94	99	94	94
	Demand (d)	106	110	103	94	100	94	95
	Demand (e)	109	112	104	94	98	92	93
Tomatoes, canned and bottled	Prices	108	101	91	93	104	107	97
	Purchases	97	103	88	90	108	106	111
	Demand (d)	112	105	75	78	116	120	105
	Demand (e)	109	103	74	78	117	122	107
Canned peaches, pears and and pineapples . . . . .	Prices	114	110	105	98	94	91	91
	Purchases	95	101	103	101	107	97	96
	Demand (d)	122	121	113	97	95	82	80
	Demand (e)	123	122	114	97	94	80	78
Other canned and bottled fruit	Prices	111	107	103	99	96	93	93
	Purchases	89	96	95	103	101	108	109
	Demand (d)	99	103	98	102	97	100	100
	Demand (e)	103	105	100	102	95	98	98
Canned fruit, excluding toma- atoes . . . . .	Prices	112	108	104	99	95	92	92
	Purchases	93	98	100	102	104	102	102
	Demand (d)	97	102	101	101	102	98	98
	Demand (e)	100	104	103	101	100	96	96
Dried fruit . . . . .	Prices	102	99	99	97	100	100	104
	Purchases	104	93	108	102	89	94	114
	Demand (d)	104	92	107	101	89	94	115
	Demand (e)	106	93	108	101	88	92	114
Fruit juices (k) . . . . .	Prices	108	107	103	100	94	90	n.a.
	Purchases	85	94	92	95	111	128	n.a.
	Demand (d)	88	96	93	95	108	123	n.a.
	Demand (e)	93	99	96	94	103	116	n.a.
Bread . . . . .	Prices	93	96	99	100	103	103	106
	Purchases	107	106	102	102	98	95	90
	Demand (d)	103	104	102	102	100	96	93
	Demand (e)	102	103	101	102	101	98	94
Flour . . . . .	Prices	108	104	103	100	101	95	90
	Purchases	108	101	99	103	97	97	97
	Demand (d)	112	103	100	103	97	94	92
	Demand (e)	111	103	99	103	98	95	93
Cakes, pastries, buns, scones and teacakes . . . . .	Prices	101	103	100	99	100	97	99
	Purchases	97	94	102	103	100	104	101
	Demand (d)	98	98	102	102	100	100	100
	Demand (e)	98	97	102	102	100	100	100

TABLE 22—continued

		1960	1961	1962	1963	1964	1965	1966
Biscuits	Prices	106	102	100	99	98	99	96
	Purchases	100	98	101	98	100	102	100
	Demand (d)	100	98	101	98	100	102	100
	Demand (e)	100	99	102	98	100	102	99
Oatmeal and oat products	Prices	110	105	103	99	103	94	87
	Purchases	101	88	97	114	106	112	86
	Demand (d)	116	94	101	113	110	103	71
	Demand (e)	112	92	99	113	113	106	73
Breakfast cereals	Prices	101	100	99	101	102	100	98
	Purchases	92	97	98	98	103	100	114
	Demand (d)	92	97	97	98	104	100	113
	Demand (e)	94	97	98	98	103	98	112
Puddings	Prices	127	114	105	98	90	89	84
	Purchases	62	77	94	113	122	122	134
	Demand (d)	84	91	100	110	106	105	107
	Demand (e)	83	91	99	110	107	106	108
Rice	Prices	104	102	100	100	100	98	96
	Purchases	113	104	108	113	89	96	81
	Demand (d)	118	106	107	113	90	95	78
	Demand (e)	117	106	107	113	90	95	78
Tea	Prices	114	109	103	100	96	92	88
	Purchases	102	104	102	103	98	95	95
	Demand (d)	104	105	103	103	98	94	94
	Demand (e)	104	105	102	103	98	95	94
Instant coffee	Prices	120	106	99	94	99	93	91
	Purchases	67	76	98	115	107	122	136
	Demand (d)	91	84	96	104	105	108	116
	Demand (e)	96	86	99	104	102	104	111
Coffee essences	Prices	93	110	108	104	105	86	97
	Purchases	142	137	98	94	104	74	72
	Demand (d)	137	143	101	96	107	69	71
	Demand (e)	126	137	96	96	113	74	76
Cocoa and drinking chocolate	Prices	112	110	102	102	97	94	85
	Purchases	95	90	96	104	101	103	112
	Demand (d)	102	96	98	105	99	99	101
	Demand (e)	105	97	99	105	98	97	99
Canned soups	Prices	113	110	103	100	95	92	89
	Purchases	88	92	95	98	100	114	116
	Demand (d)	101	102	99	99	104	104	102
	Demand (e)	100	102	99	99	94	104	102
Pickles and sauces	Prices	111	104	102	102	98	94	90
	Purchases	90	99	95	97	102	106	112
	Demand (d)	101	103	97	98	100	100	101
	Demand (e)	102	103	98	98	99	99	101

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

(b) See paragraph 11.

(c) Measured over the period from January 1960 to December 1966 except where otherwise stated.

(d) Including changes in demand due to changes in real personal disposable income per head.

(e) After removal of the effects due to changes in real personal disposable income per head.

(f) The elasticity of demand for margarine has been calculated with respect to the price of butter.

(g) Calculated from data for October to March, 1960 to 1967.

(h) Calculated from data for June to October.

(i) Calculated from data for January to March, 1961 to 1966.

(j) Calculated from data for April to August, 1961 to 1966.

(k) Calculated from monthly Survey data from 1960 to 1965.

TABLE 23  
 Household Food Expenditure, Value of Consumption and Price Indices according to Region and Type of Area, 1966

	Expenditure per person per week	Value of free food per person per week	Value of consumption per person per week	Expenditure as percentage of that in all households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
	s. d.	s. d.	s. d.	all households	all households	all foods	(a) (all foods)
<i>All households</i>	35 11	11	36 10	100.0	100.0	100.0	100.0
<i>Region:</i>							
Wales . . . . .	37 3	1 10	39 1	103.6	106.0	105.2	100.4
Scotland . . . . .	35 0	1 3	36 3	97.3	98.3	105.2	99.7
Northern . . . . .	35 8	1 3	36 10	99.1	100.0	101.2	98.5
East and West Ridings . . . . .	35 5	11	36 4	98.4	98.5	98.2	95.4
North Western . . . . .	35 11	6	36 6	100.0	98.9	100.6	96.3
North Midland . . . . .	34 10	1 1	35 10	96.9	97.3	99.8	95.2
Eastern . . . . .	35 0	1 7	36 7	97.4	99.3	98.6	100.6
Midland . . . . .	36 2	6	36 8	100.6	99.5	101.6	99.7
South Western . . . . .	34 10	1 11	36 10	97.0	99.8	99.4	99.5
South Eastern and Southern (b) . . . . .	35 9	1 5	37 2	99.5	100.8	99.0	102.8
<i>Type of Area:</i>							
Conurbations—London . . . . .	37 10	5	38 3	105.4	103.8	99.3	107.0
Provincial . . . . .	35 9	3	36 0	99.5	97.7	100.7	99.6
Other urban areas—Larger towns . . . . .	36 4	5	36 9	101.0	99.6	99.4	98.9
Smaller towns . . . . .	35 7	9	36 4	99.0	98.5	101.1	99.0
Semi-rural areas . . . . .	34 10	2 4	37 2	96.9	100.9	99.6	97.7
Rural areas . . . . .	33 6	3 9	37 3	93.2	101.1	102.6	96.0

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

TABLE 24

*Geographical Variations (a) in Household Consumption of the  
Main Food Groups, 1966*

(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
<b>REGION</b>		
<b>WALES</b>		
Butter + 54	Liquid milk	"Other" fats - 6
Mutton and lamb + 29	Fish	"Other" meat - 8
Bacon and ham, uncooked + 26	Eggs	Potatoes - 8
Bread + 21	Preserves	Cakes and biscuits - 15
"Other" vegetables + 16	Fresh green vegetables	Cheese - 18
Sugar + 11	Fresh fruit	Poultry, uncooked - 18
Cooking fats + 7	Flour	Beef and veal - 22
"Other" fruit + 6	"Other" cereals	Pork - 29
Tea + 6		Margarine - 35
		Coffee - 55
<b>SCOTLAND</b>		
Preserves + 39	Liquid milk	Cheese - 7
Cakes and biscuits + 37	Fish	Sugar - 8
Beef and veal + 30	Potatoes	"Other" vegetables - 8
Margarine + 26		"Other" fats - 10
"Other" cereals + 24		Tea - 12
"Other" meat + 17		Butter - 16
Bread + 7		"Other" fruit - 17
Eggs + 6		Fresh fruit - 20
		Bacon and ham, uncooked - 28
		Coffee - 36
		Flour - 40
		Poultry, uncooked - 43
		Cooking fats - 48
		Fresh green vegetables - 55
		Mutton and lamb - 56
		Pork - 65
<b>NORTHERN</b>		
Flour + 67	Fish	Liquid milk - 8
Preserves + 21	Butter	Potatoes - 10
Margarine + 19	Fresh fruit	Sugar - 13
"Other" fats + 18	"Other" fruit	Coffee - 13
Beef and veal + 17	Bread	Cheese - 14
Bacon and ham, uncooked + 13	Tea	Pork - 21
"Other" meat + 9		Mutton and lamb - 24
Eggs + 9		Fresh green vegetables - 25
Cooking fats + 9		Poultry, uncooked - 37
"Other" vegetables + 8		
Cakes and biscuits + 7		
"Other" cereals + 6		
<b>EAST AND WEST RIDINGS</b>		
Flour + 78	Pork	Liquid milk - 8
Margarine + 36	Eggs	Fresh fruit - 9
Cooking fats + 36	Sugar	Fresh green vegetables - 11
Fish + 20	Potatoes	Butter - 15
Preserves + 20	"Other" fruit	Cheese - 17
"Other" meat + 12	Bread	Poultry, uncooked - 17
"Other" fats + 10	"Other" cereals	Mutton and lamb - 24
Bacon and ham, uncooked + 9	Coffee	
"Other" vegetables + 9		
Tea + 9		
Beef and veal + 8		
Cakes and biscuits + 8		

(a) The variations are affected by sampling fluctuations, but many of the divergencies from the national average are well established; see paragraph 48 and the results for previous years.

TABLE 24—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	
<b>NORTH WESTERN</b>				
Margarine	+47	Liquid milk	Beef and veal	-7
Bacon and ham, uncooked	+14	Poultry, uncooked	Fresh fruit	-12
Mutton and lamb	+12	"Other" meat	Flour	-13
Sugar	+12	Fish	"Other" fruit	-14
"Other" vegetables	+12	Eggs	Cheese	-21
Potatoes	+9	Butter	"Other" fats	-21
Preserves	+7	"Other" cereals	Pork	-29
Cakes and biscuits	+7	Tea	Fresh green vegetables	-37
Cooking fats	+6			
Bread	+6			
Coffee	+6			
<b>NORTH MIDLAND</b>				
Cooking fats	+37	Liquid milk	Preserves	-8
Flour	+21	Cheese	Beef and veal	-10
"Other" fruit	+11	Pork	Cakes and biscuits	-11
Bacon and ham, uncooked	+9	"Other" meat	Mutton and lamb	-16
Coffee	+9	Fish	Fresh fruit	-16
Potatoes	+7	Eggs	Poultry, uncooked	-22
Fresh green vegetables	+7	Butter		
Bread	+6	Margarine		
		"Other" fats		
		Sugar		
		"Other" vegetables		
		"Other" cereals		
		Tea		
<b>EASTERN</b>				
Fresh green vegetables	+40	Liquid milk	Fish	-6
Pork	+28	Mutton and lamb	"Other" cereals	-6
Fresh fruit	+14	Eggs	"Other" meat	-7
Cheese	+13	Butter	"Other" vegetables	-7
Poultry, uncooked	+13	Cooking fats	Beef and veal	-8
"Other" fats	+11	Sugar	Preserves	-8
Coffee	+9	Potatoes	Bread	-8
"Other" fruit	+6	Flour	Cakes and biscuits	-8
		Tea	Bacon and ham, uncooked	-9
			Margarine	-22
<b>MIDLAND</b>				
Pork	+47	Liquid milk	"Other" fruit	-6
Fresh green vegetables	+20	"Other" meat	Butter	-10
Bread	+16	Margarine	Fish	-12
Mutton and lamb	+15	Cooking fats	Poultry, uncooked	-13
Bacon and ham, uncooked	+15	Fresh fruit	"Other" cereals	-13
Cheese	+12	Tea	Coffee	-13
Sugar	+9		Beef and veal	-14
Potatoes	+9		"Other" vegetables	-14
			Eggs	-15
			Cakes and biscuits	-20
			Flour	-30
			Other fats	-32
			Preserves	-38
<b>SOUTH WESTERN</b>				
Fresh green vegetables	+24	Liquid milk	Mutton and lamb	-8
Pork	+22	Beef and veal	"Other" vegetables	-10
"Other" fats	+19	Bacon and ham, uncooked	"Other" cereals	-10
Flour	+18	"Other" meat	Preserves	-11
Cheese	+15	Sugar	Margarine	-14
Eggs	+12	Potatoes	Fish	-18
Coffee	+11	Fresh fruit		
Butter	+10	Bread		
Poultry, uncooked	+8	Cakes and biscuits		
Cooking fats	+7	Tea		
"Other" fruits	+6			

TABLE 24—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	
<b>SOUTH EASTERN AND SOUTHERN</b>				
Fresh green vegetables	+ 42	Bacon and ham, uncooked	Beef and veal	- 7
Coffee	+ 34	Eggs	Tea	- 7
Poultry, uncooked	+ 33	Butter	Fish	- 9
Cheese	+ 23	Sugar	Bread	- 9
Mutton and lamb	+ 16	Potatoes	"Other" meat	- 10
Pork	+ 13	"Other" vegetables	Cakes and biscuits	- 10
"Other" fats	+ 11	Flour	Cooking fats	- 14
Fresh fruit	+ 10	"Other" cereals	Margarine	- 19
Liquid milk	+ 9			
"Other" fruit	+ 7			
Preserves	+ 6			
<b>TYPE OF AREA</b>				
<b>LONDON CONURBATION</b>				
Poultry, uncooked	+ 34	Liquid milk	Preserves	- 6
Mutton and lamb	+ 32	Eggs	"Other" meat	- 7
Pork	+ 31	Sugar	Potatoes	- 7
Fresh fruit	+ 25	Tea	"Other" vegetables	- 7
"Other" fats	+ 23		Cakes and biscuits	- 8
Fresh green vegetables	+ 19		Bacon and ham, uncooked	- 9
"Other" fruit	+ 16		Bread	- 12
Cheese	+ 14		Cooking fats	- 18
Coffee	+ 11		Flour	- 25
Butter	+ 9		Margarine	- 40
"Other" cereals	+ 7			
Beef and veal	+ 6			
Fish	+ 6			
<b>PROVINCIAL CONURBATIONS</b>				
Bread	+ 12	Liquid milk	Beef and veal	- 7
Tea	+ 6	Mutton and lamb	Butter	- 8
		Bacon and ham, uncooked	Poultry, uncooked	- 9
		"Other" meat	Cheese	- 10
		Fish	Fresh fruit	- 10
		Eggs	Pork	- 13
		Margarine	Cooking fat	- 15
		Sugar	Preserves	- 16
		Potatoes	Fresh green vegetables	- 20
		"Other" vegetables	"Other" fruit	- 21
		Cakes and biscuits	Coffee	- 21
		"Other" cereals	"Other" fats	- 32
			Flour	- 35
<b>URBAN AREAS (LARGER TOWNS)</b>				
Cooking fats	+ 16	Liquid milk	Beef and veal	- 6
Poultry, uncooked	+ 7	Cheese	Margarine	- 6
Butter	+ 6	Mutton and lamb	Preserves	- 7
Potatoes	+ 6	Pork		
"Other" vegetables	+ 6	Bacon and ham, uncooked		
		"Other" meat		
		Fish		
		Eggs		
		"Other" fats		
		Sugar		
		Fresh green vegetables		
		Fresh fruit		
		"Other" fruit		
		Bread		
		Flour		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
		Coffee		



TABLE 24—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
<b>URBAN AREAS (SMALLER TOWNS)</b>		
Margarine +11	Liquid milk	Fresh fruit - 6
Preserves +11	Cheese	Cooking fat - 8
Cakes and biscuits + 9	Beef and veal	Fresh green vegetables -12
"Other" cereals + 7	Bacon and ham, uncooked	Mutton and lamb -16
"Other" meat + 6	Fish	Pork -17
"Other" fats + 6	Eggs	Poultry, uncooked -24
	Butter	
	Sugar	
	Potatoes	
	"Other" vegetables	
	"Other" fruit"	
	Bread	
	Flour	
	Tea	
	Coffee	
<b>SEMI-RURAL AREAS</b>		
Flour +47	Liquid milk	Cakes and biscuits - 8
Coffee +23	Cheese	Mutton and lamb -10
Cooking fat +21	Poultry, uncooked	"Other" cereals -10
Margarine +20	"Other" meat	Tea -10
Pork +19	Butter	Fish -11
"Other" fats +16	Potatoes	
Fresh green vegetables +16	"Other" vegetables	
Bacon and ham, uncooked +12	Fresh fruit	
Eggs +10	Bread	
Sugar + 8		
Preserves + 8		
Beef and veal + 7		
"Other" fruit + 6		
<b>RURAL AREAS</b>		
Preserves +54	Cheese	"Other" fruit - 6
Margarine +33	Butter	"Other" meat - 9
Flour +30	Potatoes	Coffee - 9
Beef and veal +24	Fresh green vegetables	"Other" fats -10
"Other" cereals +17	Bread	Fresh fruit -10
Bacon and ham, uncooked +12		Tea -11
Liquid milk +12		Cooking fats -14
Sugar +10		Mutton and lamb -15
Eggs + 6		"Other" vegetables -15
Cakes and biscuits + 6		Fish -16
		Pork -25
		Poultry, uncooked -28

TABLE 25  
Household Food Expenditure, Value of Consumption and Price Indices according to Social Class, 1966

	Expenditure per person per week	Value of free food per person per week	Value of consumption per person per week	Expenditure as percentage of that in all households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
	s. d.	s. d.	s. d.				
<i>All Households</i>	35 11	11	36 10	100.0	100.0	100.0	100.0
<i>Class</i>							
A1	44 3	2 5	46 8	123.1	126.7	107.4	128.9
A2	38 10	1 3	40 1	107.9	108.7	102.8	110.1
All A	40 1	1 7	41 8	111.6	113.0	103.9	114.5
B	35 2	11	36 0	97.8	97.7	99.8	98.6
C	34 9	1 1	35 10	96.7	97.3	99.4	95.4
D1 (with earners)	34 8	9	35 5	96.5	96.0	99.5	94.2
D2 (without earners)	38 0	1 0	38 11	105.7	105.7	99.8	102.6
O.A.P.	35 9	11	36 8	99.4	99.4	98.6	96.6

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

TABLE 26 Household Food Expenditure according to Social Class, 1966  
 (pence per person per week)

	Class										All households	
	A			B	C	D		O.A.P.				
	A1	A2	All			with earners (D1)	without earners (D2)					
												Excluding O.A.P.
MILK AND CREAM:												
Liquid milk—full price	46.22	40.56	41.88	36.24	34.41	35.94	46.08	46.77	37.55			
Liquid milk—welfare	2.38	3.33	3.12	3.86	2.98	1.63	1.05	0.07	3.19			
Total Liquid Milk	48.60	43.89	45.00	40.10	37.39	37.57	47.13	46.84	40.74			
Condensed milk	1.44	1.41	1.42	1.43	1.42	1.90	1.86	1.54	1.46			
Dried and other milk	2.32	1.97	2.08	1.66	1.55	1.00	1.25	0.62	1.63			
Cream	6.38	3.45	4.12	1.95	1.52	1.40	2.07	1.47	2.12			
Total Milk and Cream	58.74	50.72	52.62	45.14	41.88	41.87	52.31	50.47	45.95			
CHEESE:												
Natural	10.68	9.15	9.57	7.39	7.38	7.22	10.12	8.36	7.78			
Processed	1.60	1.29	1.36	1.26	1.34	1.22	0.96	1.04	1.28			
Total Cheese	12.28	10.44	10.93	8.65	8.72	8.44	11.08	9.40	9.06			
MEAT:												
Beef and veal	51.87	39.14	42.40	31.68	34.07	30.43	31.38	33.34	33.46			
Mutton and lamb	24.16	20.13	21.11	18.43	17.77	17.92	26.46	24.23	19.48			
Pork	11.90	10.89	11.08	9.93	8.34	9.10	7.61	8.25	9.65			
Total Carcase Meat	87.93	70.16	74.58	60.04	60.18	57.45	65.45	65.82	62.59			
Bacon and ham, uncooked	22.20	19.27	19.96	18.00	18.31	16.12	18.64	19.36	18.39			
Poultry, uncooked (a)	21.58	13.77	15.56	9.44	8.37	8.29	10.45	7.59	10.14			
Other meat (b)	38.86	36.50	37.08	37.88	38.78	37.49	35.45	33.37	37.83			

Part II

	170-57	139-70	147-18	125-36	125-64	119-35	129-99	126-14	128-95
<b>Total Meat</b> . . . . .									
<b>FISH:</b>									
Fresh . . . . .	14-02	7-82	9-27	5-75	5-98	7-27	11-67	9-91	6-77
Processed and shell (c) . . . . .	3-33	2-60	2-82	1-43	1-43	1-86	2-17	2-33	1-69
Prepared (d) . . . . .	5-84	6-82	6-55	8-30	8-36	8-05	8-71	7-73	8-30
Quick-frozen (e) . . . . .	3-19	3-48	3-40	2-83	2-43	2-53	2-34	1-88	2-71
<b>Total Fish</b> . . . . .	26-38	20-72	22-04	18-31	18-20	19-71	24-89	21-85	19-47
<b>EGGS</b> . . . . .	21-68	19-28	19-88	17-53	17-74	16-87	19-72	17-98	18-09
<b>FATS:</b>									
Butter . . . . .	19-25	17-09	17-62	15-57	14-79	15-88	18-06	19-08	15-93
Margarine . . . . .	3-44	3-74	3-69	4-13	5-24	5-04	3-66	4-34	4-31
Lard and compound cooking fat . . . . .	1-89	2-38	2-26	2-66	2-56	2-44	2-23	2-49	2-56
Other fats . . . . .	1-87	1-31	1-46	1-13	0-91	1-46	0-82	1-38	1-12
<b>Total Fats</b> . . . . .	26-45	24-52	25-03	23-49	23-50	24-82	24-77	27-29	23-92
<b>SUGAR AND PRESERVES:</b>									
Sugar . . . . .	8-02	8-92	8-69	8-94	9-61	9-82	9-40	10-26	9-17
Honey, preserves, syrup and treacle . . . . .	4-32	4-36	4-36	3-57	3-88	4-64	4-62	5-55	3-86
<b>Total Sugar and Preserves</b> . . . . .	12-34	13-28	13-05	12-51	13-49	14-46	14-02	15-81	13-03

<b>Total Miscellaneous</b> . . . . .	18-61	16-76	17-22	13-82	12-48	11-73	11-26	9-48	13-55
<b>TOTAL EXPENDITURE</b> . . . . .	531-09 (44s. 3d.)	465-50 (38s. 10d.)	481-39 (40s. 1d.)	421-59 (35s. 2d.)	416-92 (34s. 9d.)	416-16 (34s. 8d.)	455-85 (38s. 0d.)	428-92 (35s. 9d.)	431-28 (35s. 11d.)

(a) Includes quick-frozen.  
 (b) Includes cooked, canned and quick-frozen meats and meat products and offals.  
 (c) Includes smoked, dried and salted fish, but not canned or bottled fish.  
 (d) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish) and fish products (other than quick-frozen).  
 (e) Includes quick-frozen fish products.  
 (f) Excludes quick-frozen.  
 (g) Includes dried and canned vegetables, and vegetable products other than quick-frozen.  
 (h) Including tomatoes.  
 (i) Includes dried, canned or bottled fruits and fruit juices.  
 (j) Includes rolls, fruit bread, starch reduced bread, sandwiches and milk bread.  
 (k) Includes buns, scones, teacakes and pastries.  
 (l) Includes puddings (including canned milk puddings), invalid foods (including slimming foods), and infant foods (other than canned or bottled).



TABLE 27  
 Household Food Consumption according to Social Class, 1966  
 (oz. per person per week except where otherwise stated)

	Class										All households	
	A			B	C	D		O.A.P.	All households			
	A1	A2	All			with earners D1	without earners D2					
<b>MILK AND CREAM:</b>												
Liquid milk—full price.	5.27	4.45	4.64	3.88	3.79	3.78	4.68	4.84	4.00			
Liquid milk—welfare and school	0.74	0.95	0.91	1.09	0.89	0.58	0.56	0.02	0.93			
<b>Total Liquid Milk</b>	6.01	5.40	5.55	4.97	4.68	4.36	5.24	4.86	4.93			
Condensed milk	0.17	0.17	0.17	0.17	0.17	0.23	0.22	0.17	0.17			
Dried and other milk	0.12	0.18	0.17	0.17	0.18	0.14	0.13	0.07	0.18			
Cream	0.10	0.04	0.05	0.03	0.02	0.02	0.02	0.02	0.03			
<b>Total Milk and Cream</b>	6.40	5.79	5.94	5.34	5.05	4.75	5.61	5.12	5.31			
<b>CHEESE:</b>												
Natural	3.52	3.10	3.22	2.66	2.65	2.63	3.58	3.04	2.77			
Processed	0.40	0.34	0.36	0.34	0.37	0.33	0.26	0.29	0.34			
<b>Total Cheese</b>	3.92	3.44	3.58	3.00	3.02	2.96	3.84	3.33	3.11			
<b>MEAT:</b>												
Beef and veal	11.50	9.06	9.68	7.69	8.39	7.50	8.10	8.51	8.13			
Mutton and lamb	7.09	6.35	6.53	5.96	5.70	5.59	8.48	8.20	6.28			
Pork	3.33	3.05	3.10	2.84	2.38	2.65	2.14	2.49	2.76			
<b>Total Carcase Meat</b>	21.92	18.46	19.31	16.49	16.47	15.74	18.72	19.20	17.17			
Bacon and ham, uncooked	5.86	5.35	5.46	5.17	5.33	4.70	5.85	5.82	5.30			
Poultry, uncooked (a)	7.69	5.06	5.65	3.66	3.30	3.16	3.76	2.93	3.90			
Other meat (b)	11.70	11.19	11.29	11.99	12.48	12.42	11.42	10.46	11.92			
<b>Total Meat</b>	47.17	40.06	41.71	37.31	37.58	36.02	39.75	38.41	38.29			
<b>FISH:</b>												
Fresh	4.16	2.68	3.03	2.03	2.27	2.70	4.45	3.61	2.42			
Processed and shell (c)	0.87	0.81	0.83	0.49	0.56	0.74	0.90	0.94	0.60			
Prepared (d)	1.15	1.62	1.51	2.02	2.09	1.89	2.09	1.86	2.03			
Quick frozen (e)	0.84	0.92	0.89	0.78	0.69	0.70	0.65	0.52	0.74			
<b>Total Fish</b>	7.02	6.03	6.26	5.32	5.61	6.03	8.09	6.93	5.79			
<b>EGGS:</b>												
Eggs purchased	5.70	5.10	5.26	4.64	4.81	4.33	5.06	4.58	4.77			
Eggs purchased (No.)	5.03	4.71	4.80	4.35	4.46	4.22	4.83	4.36	4.50			
<b>FATS:</b>												
Butter	7.15	6.55	6.69	5.98	5.65	6.08	6.85	7.16	6.09			
Margarine	2.16	2.34	2.31	2.68	3.36	3.47	2.50	2.73	2.79			
Lard and compound cooking fat	1.87	1.78	1.78	2.21	2.13	2.08	1.86	2.11	2.13			
Other fats	0.83	0.66	0.70	0.63	0.54	0.74	0.41	0.76	0.62			
<b>Total Fats</b>	11.65	11.42	11.48	11.50	11.68	12.37	11.63	12.76	11.63			

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

	Class										All households	
	A			C	D			O.A.P.	All households			
	A1	A2	All		with earners D1	without earners D2						
<b>SUGAR AND PRESERVES:</b>												
Sugar	13.16	16.02	15.32	17.83	16.76	17.83	18.40	17.08	19.15	17.05	17.05	
Honey, preserves, syrup and treacle	2.99	3.26	3.19	2.98	2.59	2.98	3.49	3.46	4.31	2.84	2.84	
<b>Total Sugar and Preserves</b>	<b>16.15</b>	<b>19.28</b>	<b>18.51</b>	<b>20.81</b>	<b>19.35</b>	<b>20.81</b>	<b>21.89</b>	<b>20.54</b>	<b>23.46</b>	<b>19.89</b>	<b>19.89</b>	
<b>VEGETABLES:</b>												
Potatoes	35.66	44.61	42.61	57.93	53.60	57.93	51.29	48.77	42.02	52.49	52.49	
Fresh green (j)	16.60	13.73	14.42	12.82	13.03	12.82	12.20	17.58	16.37	13.50	13.50	
Quick frozen	3.09	2.08	2.31	0.87	1.42	0.87	0.77	0.98	0.58	1.34	1.34	
Other vegetables (g)	19.44	18.41	18.41	20.22	19.25	20.22	20.66	18.17	16.24	19.33	19.33	
<b>Total Vegetables</b>	<b>74.79</b>	<b>78.47</b>	<b>77.75</b>	<b>91.84</b>	<b>87.30</b>	<b>91.84</b>	<b>84.92</b>	<b>83.50</b>	<b>75.21</b>	<b>86.66</b>	<b>86.66</b>	
<b>FRUIT: (h)</b>												
Fresh	37.95	31.25	32.93	19.20	22.32	19.20	19.38	26.68	22.56	23.13	23.13	
Other (i)	12.23	9.20	9.90	6.71	7.20	6.71	6.41	7.79	5.43	7.27	7.27	
<b>Total Fruit</b>	<b>50.18</b>	<b>40.45</b>	<b>42.83</b>	<b>25.91</b>	<b>29.52</b>	<b>25.91</b>	<b>25.79</b>	<b>34.47</b>	<b>27.99</b>	<b>30.40</b>	<b>30.40</b>	
<b>CEREALS:</b>												
Brown bread	3.90	3.16	3.34	2.78	2.62	2.78	2.60	4.66	4.44	2.88	2.88	
White bread	19.86	26.07	24.62	35.69	32.78	35.69	38.41	28.92	30.40	32.57	32.57	
Wholewheat and wholemeal bread	1.33	0.82	0.93	0.42	0.45	0.42	0.31	0.42	0.78	0.53	0.53	
Other bread (j)	2.87	2.66	2.72	3.00	2.41	3.00	3.07	2.64	3.24	2.66	2.66	
<b>Total Bread</b>	<b>27.96</b>	<b>32.71</b>	<b>31.61</b>	<b>41.89</b>	<b>38.26</b>	<b>41.89</b>	<b>44.39</b>	<b>37.43</b>	<b>38.86</b>	<b>38.64</b>	<b>38.64</b>	
Flour	4.97	6.01	5.91	6.02	5.91	6.02	5.58	7.56	8.17	5.95	5.95	
Cakes (k)	5.05	6.07	5.82	6.98	6.31	6.98	6.94	6.42	6.58	6.46	6.46	
Biscuits	5.13	5.71	5.58	5.86	5.50	5.86	6.18	6.20	6.00	5.60	5.60	
Oatmeal and oat products	0.64	0.67	0.66	0.88	0.66	0.88	0.94	0.83	1.32	0.67	0.67	
Breakfast cereals	2.04	2.57	2.45	2.12	2.41	2.12	2.04	1.92	1.36	2.25	2.25	
Other cereals (l)	3.79	3.77	3.75	4.13	4.00	4.13	4.01	6.06	4.73	4.07	4.07	
<b>Total Cereals</b>	<b>49.58</b>	<b>57.51</b>	<b>55.63</b>	<b>67.88</b>	<b>63.05</b>	<b>67.88</b>	<b>70.08</b>	<b>66.42</b>	<b>67.02</b>	<b>63.64</b>	<b>63.64</b>	
<b>BEVERAGES:</b>												
Tea	1.80	2.20	2.10	2.74	2.46	2.74	3.22	3.62	3.59	2.64	2.64	
Coffee	1.00	0.68	0.76	0.41	0.45	0.41	0.39	0.50	0.36	0.47	0.47	
Cocoa	0.27	0.27	0.27	0.16	0.20	0.16	0.20	0.06	0.16	0.19	0.19	
Branded food drinks	0.23	0.22	0.22	0.18	0.18	0.18	0.24	0.30	0.46	0.21	0.21	
<b>Total Beverages</b>	<b>3.30</b>	<b>3.37</b>	<b>3.35</b>	<b>3.49</b>	<b>3.29</b>	<b>3.49</b>	<b>4.05</b>	<b>4.48</b>	<b>4.57</b>	<b>3.51</b>	<b>3.51</b>	

(a) Includes quick-frozen.  
 (b) Includes cooked, canned and quick-frozen meats and meat products, and offals.  
 (c) Includes smoked, dried and salted fish, but not canned or bottled fish.  
 (d) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish) and fish products (other than quick-frozen).  
 (e) Includes quick-frozen fish products.  
 (f) Includes puddings, (including canned milk puddings), invalid foods (including slimming foods), and infant foods (other than canned or bottled).  
 (g) Excludes quick-frozen.  
 (h) Includes dried and canned vegetables and vegetable products other than quick-frozen.  
 (i) Including tomatoes.  
 (j) Includes rolls, canned or bottled fruits and fruit juices.  
 (k) Includes trols, fruit bread, starch reduced bread, sandwiches and milk bread.  
 (l) Includes buns, scones, teacakes and pastries.  
 (m) Includes slimming foods, and infant foods (other than canned or bottled).

TABLE 28  
*Household Food Expenditure, Value of Consumption and Price Indices according to Household Composition, 1966*

	Expenditure per person per week	Value of free food per person per week	Value of consumption per person per week	Expenditure as percentage of that in households	Value of consumption as percentage of that in all households	Price index (all foods)	"Price of energy" index (a) (all foods)
	s. d.	s. d.	s. d.				
<i>All Households</i>	35 11	11	36 10	100.0	100.0	100.0	100.0
<i>Households with one man and one woman and:</i>							
no other (one or both adults aged 55 or over) . . . . .	43 3	1 4	44 7	120.3	121.0	100.6	104.1
no other (both adults under 55) . . . . .	48 8	1 4	50 0	135.5	135.6	103.1	110.6
1 child . . . . .	36 8	1 0	37 8	102.0	102.1	100.9	101.4
2 children . . . . .	30 9	10	31 7	85.5	85.6	99.0	95.6
3 children . . . . .	27 1	8	27 9	75.3	75.2	97.5	89.4
4 or more children . . . . .	23 10	10	24 8	66.2	66.9	97.5	83.3
adolescents only . . . . .	41 7	1 2	42 8	115.6	115.8	100.1	103.4
adolescents and children . . . . .	31 10	10	32 8	88.6	88.7	98.6	92.1
<i>Other households with:</i>							
adults only . . . . .	40 8	1 4	42 0	113.1	113.9	101.9	106.3
adolescents but no children . . . . .	39 3	1 7	40 9	109.1	110.6	101.9	103.5
one or more children with or without adolescents . . . . .	31 5	11	32 4	87.4	87.6	98.9	96.3

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

TABLE 29  
Household Food Expenditure according to Household Composition, 1966  
(pence per person per week)

	Households with one man and one woman and					Other households with				
	children only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
	no other one or both adults aged 55 or over	both adults under 55	1	2	3					4 or more
MILK AND CREAM:	48.75	47.74	34.29	29.49	26.16	20.30	44.43	48.00	40.52	31.33
Liquid milk—full price	0.04	1.17	6.12	6.88	7.21	7.18	0.16	0.06	0.28	4.10
Liquid milk—wellfare										
Total Liquid Milk	48.79	48.91	40.41	36.37	33.37	27.48	44.59	48.06	40.80	35.43
Condensed milk	1.55	1.72	1.60	1.54	1.42	1.33	1.40	1.44	0.96	1.34
Dried and other milk	0.65	1.33	2.69	2.88	2.32	2.59	0.80	0.65	0.48	2.07
Cream	2.78	4.17	1.98	1.50	1.50	0.51	2.78	2.71	2.48	1.54
Total Milk and Cream	53.77	56.03	46.68	42.29	38.61	31.91	49.57	52.86	44.72	40.38
CHEESE:										
Natural	10.34	11.96	7.52	6.33	5.42	3.87	8.94	9.61	8.57	6.44
Processed	1.10	1.66	1.28	1.26	0.94	0.94	1.50	1.38	1.98	1.16
Total Cheese	11.44	13.62	8.80	7.59	6.36	4.81	10.44	10.99	10.55	7.60
MEAT:										
Beef and veal	46.53	50.84	31.32	26.56	21.68	17.74	42.49	43.42	39.76	26.54
Mutton and lamb	28.72	24.40	19.30	14.94	11.34	10.90	23.20	24.74	19.78	16.13
Pork	11.72	15.70	10.03	7.40	6.44	4.99	11.89	11.21	12.31	7.78
Total Carcass Meat	86.97	90.94	60.65	48.90	39.46	33.63	77.58	79.37	71.85	50.45
Bacon and ham, uncooked	24.73	27.94	18.44	14.16	11.85	11.31	21.69	22.31	22.78	14.90
Poultry, uncooked (a)	11.96	13.93	11.79	8.06	5.64	5.57	11.76	10.82	9.64	8.85
Other meat (b)	41.58	52.02	38.67	31.93	29.21	26.69	46.12	40.56	45.10	34.33
Total Meat	165.24	184.83	129.55	103.05	86.16	77.20	157.15	153.06	149.37	108.53
FISH:										
Fresh	12.76	9.78	4.71	4.42	3.29	1.92	7.34	10.12	8.74	4.64
Processed and shell (c)	2.86	2.52	1.48	1.30	0.87	0.62	2.00	2.41	1.35	1.29
Prepared (d)	9.01	12.42	8.28	6.56	5.85	4.58	10.30	9.58	8.48	6.97
Quick-frozen (e)	2.78	3.81	3.18	2.86	2.52	1.79	2.87	2.36	2.50	2.77
Total Fish	27.41	28.53	17.65	15.14	12.53	8.91	22.51	24.47	21.07	15.67

(a) Includes quick-frozen.

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

(c) Includes quick-frozen fish products.

(d) Includes quick-frozen fish products.

(e) Includes quick-frozen fish products.

(f) Includes quick-frozen fish products.

(g) Includes quick-frozen fish products.

(h) Includes quick-frozen fish products.

(i) Includes quick-frozen fish products.

(j) Includes quick-frozen fish products.

(k) Includes quick-frozen fish products.

(l) Includes quick-frozen fish products.

(m) Includes quick-frozen fish products.

(n) Includes quick-frozen fish products.

(o) Includes quick-frozen fish products.

(p) Includes quick-frozen fish products.

(q) Includes quick-frozen fish products.

(r) Includes quick-frozen fish products.

(s) Includes quick-frozen fish products.

(t) Includes quick-frozen fish products.

(u) Includes quick-frozen fish products.

(v) Includes quick-frozen fish products.

(w) Includes quick-frozen fish products.

(x) Includes quick-frozen fish products.

(y) Includes quick-frozen fish products.

(z) Includes quick-frozen fish products.



TABLE 29—continued  
 (pence per person per week)

	Households with one man and one woman and										Other households with			
	no other		children only			4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents			
	one or both adults aged 55 or over	both adults under 55	1	2	3									
EGGS . . . . .	21.37	23.23	18.67	15.64	13.69	13.18	20.47	16.92	19.77	19.80	15.76			
FATS:														
Butter . . . . .	20.94	21.55	16.15	12.84	11.66	10.07	17.27	12.54	20.09	17.85	13.76			
Margarine . . . . .	5.01	4.89	3.91	3.69	3.72	4.36	5.17	5.32	4.34	4.69	4.08			
Lard and compound cooking fat . . . . .	2.78	3.30	2.59	2.36	2.17	1.98	2.97	2.53	2.53	2.92	2.22			
Other fats . . . . .	1.37	1.80	1.22	1.05	0.68	0.35	1.38	0.96	1.28	1.43	0.91			
Total Fats . . . . .	30.10	31.54	23.87	19.94	18.23	16.76	26.79	21.35	28.24	26.89	20.97			
SUGAR AND PRESERVES:														
Sugar . . . . .	11.03	10.82	8.68	8.08	7.93	7.94	10.30	9.03	10.06	9.74	8.24			
Honey, preserves, syrup and treacle . . . . .	5.57	4.72	3.54	3.17	3.10	2.74	4.55	3.42	5.44	3.37	3.02			
Total Sugar and Preserves . . . . .	16.60	15.54	12.22	11.25	11.03	10.68	14.85	12.45	15.50	13.11	11.26			
VEGETABLES:														
Potatoes . . . . .	12.27	15.97	14.69	12.15	11.46	12.69	15.38	14.54	11.96	15.74	13.35			
Fresh green (j) . . . . .	11.10	12.13	8.04	5.78	4.80	3.96	9.27	6.22	9.79	7.90	6.51			
Quick-frozen . . . . .	2.79	5.38	3.60	2.90	2.10	1.09	4.19	2.30	2.80	3.83	2.47			
Other vegetables (k) . . . . .	15.56	23.23	18.67	15.79	14.39	14.21	18.55	16.84	15.38	18.59	17.15			
Total Vegetables . . . . .	41.72	56.71	45.00	36.62	32.75	31.95	47.39	39.90	39.93	46.06	39.48			
FRUIT: (h)														
Fresh . . . . .	28.73	36.75	24.33	19.85	16.04	11.04	30.30	21.01	28.47	27.22	20.36			
Other (i) . . . . .	12.13	15.98	11.24	10.51	8.36	5.86	11.99	8.97	10.77	11.36	8.65			
Total Fruit . . . . .	40.86	52.73	35.57	30.36	24.40	16.90	42.29	29.98	39.24	38.58	29.01			

(j) Excludes quick-frozen.  
 (h) Including tomatoes.

(k) Includes dried, and canned vegetables, and vegetable products, other than quick-frozen.  
 (i) Includes dried, canned or bottled fruits and fruit juices.

TABLE 29—continued  
(pence per person per week)

	Households with one man and one woman and children only					Households with one or more children with					
	no other		children only			adults only	adolescents and children	adolescents but no 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						
<b>CEREALS:</b>											
Brown bread . . . . .	3.76	3.13	2.02	1.27	1.40	1.00	2.14	1.56	3.90	2.25	1.70
White bread . . . . .	20.39	22.74	19.84	17.36	17.18	19.17	22.29	22.06	19.87	22.22	19.76
Wholemeal and wholemeal bread . . . . .	0.72	0.52	0.18	0.30	0.33	0.20	0.46	0.25	0.64	0.23	0.26
Other bread (j) . . . . .	4.84	4.99	3.21	2.78	2.37	2.25	4.62	2.76	4.52	3.34	2.88
<b>Total Bread</b> . . . . .	29.71	31.38	25.25	21.71	21.28	22.62	29.51	26.63	28.93	28.04	24.60
Flour . . . . .	4.63	3.30	2.45	2.35	2.02	1.76	3.20	2.85	3.22	3.05	2.08
Cakes (k) . . . . .	16.45	18.53	14.37	11.32	11.42	7.00	18.79	12.80	15.90	15.96	13.32
Biscuits . . . . .	12.25	14.18	12.03	10.89	10.02	8.78	11.60	10.54	11.04	11.27	9.53
Oatmeal and oat products . . . . .	1.26	0.68	0.48	0.55	0.53	0.56	0.56	0.60	0.95	0.59	0.62
Breakfast cereals . . . . .	2.98	4.08	4.70	5.44	6.11	6.04	3.87	5.09	2.93	3.52	4.46
Other cereals (l) . . . . .	5.45	6.37	6.43	5.41	5.10	4.55	5.03	4.27	5.41	5.24	5.28
<b>Total Cereals</b> . . . . .	72.73	78.52	65.71	57.67	56.48	51.47	72.56	62.78	68.38	67.67	59.89
<b>BEVERAGES:</b>											
Tea . . . . .	17.68	16.30	11.01	8.52	7.66	6.91	14.17	10.27	16.14	13.53	9.92
Coffee . . . . .	5.56	8.38	5.23	4.33	3.40	3.30	5.91	4.02	5.62	5.33	3.95
Cocoa . . . . .	0.52	0.68	0.61	0.54	0.48	0.27	0.61	0.68	0.51	0.68	0.51
Branded food drinks . . . . .	1.52	1.33	0.90	0.62	0.58	0.35	0.80	0.63	1.36	0.84	0.59
<b>Total Beverages</b> . . . . .	25.28	26.69	17.75	14.01	12.12	10.83	21.49	15.60	23.63	20.38	14.97
<b>MISCELLANEOUS:</b>											
Soups, canned, dehydrated and powdered . . . . .	3.76	4.74	3.91	3.78	3.03	3.07	3.55	3.53	3.66	4.45	3.44
Other foods (m) . . . . .	8.33	11.67	14.50	11.32	9.55	7.79	9.48	8.55	7.98	8.07	9.99
<b>Total Miscellaneous</b> . . . . .	12.09	16.41	18.41	15.10	12.58	10.86	13.03	12.08	11.64	12.52	13.43
<b>TOTAL EXPENDITURE</b> . . . . .	518.65 (45s. 3d.)	584.38 (48s. 8d.)	439.89 (36s. 8d.)	368.65 (30s. 9d.)	324.90 (27s. 1d.)	285.51 (23s. 10d.)	498.51 (41s. 7d.)	382.27 (31s. 10d.)	487.72 (40s. 8d.)	470.61 (39s. 3d.)	376.92 (31s. 3d.)

(j) Includes buns, scones, teacakes and pastries.  
(k) Includes quick-frozen foods not otherwise specified, baby foods (canned or bottled), spreads and dressings, pickles and sauces, meat and vegetable extracts, table jellies, ice-cream (served as part of a meal), salt, artificial sweeteners, and items on which expenditure only was recorded.

(l) Includes rolls, fruit bread, starch reduced bread, sandwiches and milk bread.  
(m) Includes puddings (including canned milk puddings), invalid foods (including slimming foods), and infant foods (other than canned or bottled).

**TABLE 30**  
**Household Food Consumption according to Household Composition, 1966**  
 (oz. per person per week except where otherwise stated)

	Households with one man and one woman and						Other households with			
	no other		children only				adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more				
<b>MILK AND CREAM:</b>										
Liquid milk—full price	5.13	5.08	3.71	3.22	2.80	2.44	4.77	3.74	4.69	3.38
Liquid milk—welfare and school	0.02	0.29	1.56	1.89	2.07	2.18	0.09	0.76	0.09	1.23
<i>Total Liquid Milk</i>	5.15	5.37	5.27	5.11	4.87	4.62	4.86	4.50	4.78	4.61
Condensed milk	0.18	0.20	0.19	0.18	0.18	0.18	0.16	0.17	0.11	0.17
Dried and other milk	0.06	0.07	0.29	0.30	0.28	0.32	0.06	0.10	0.03	0.23
Cream	0.04	0.06	0.03	0.02	0.02	0.01	0.04	0.02	0.04	0.03
<i>Total Milk and Cream</i>	5.43	5.70	5.78	5.61	5.35	5.13	5.12	4.79	4.96	5.04
<b>CHEESE:</b>										
Natural	3.64	4.13	2.72	2.24	2.00	1.35	3.16	2.37	3.41	2.32
Processed	0.30	0.46	0.38	0.34	0.26	0.28	0.39	0.33	0.50	0.32
<i>Total Cheese</i>	3.94	4.59	3.10	2.58	2.26	1.63	3.55	2.70	3.91	2.64
<b>MEAT:</b>										
Beef and veal	11.30	11.64	7.53	6.59	5.60	4.41	10.30	7.02	9.23	6.63
Mutton and lamb	9.28	7.60	6.05	4.86	3.78	3.61	7.23	4.73	6.49	5.23
Pork	3.31	4.27	2.86	2.12	1.86	1.47	3.46	1.99	3.38	2.39
<i>Total Carcass Meat</i>	23.89	23.51	16.44	13.57	11.24	9.49	20.99	13.74	19.10	14.25
Bacon and ham, uncooked	7.16	7.80	5.25	4.05	3.58	4.44	6.22	4.44	6.13	4.42
Poultry, uncooked (a)	4.58	5.19	4.48	3.24	2.14	3.82	4.44	3.49	3.82	3.36
Other meat (b)	12.72	15.85	12.43	10.43	9.95	9.40	14.26	11.44	14.04	10.94
<i>Total Meat</i>	48.35	52.35	38.60	31.29	26.91	24.62	45.91	33.11	43.09	32.97
<b>FISH:</b>										
Fresh	4.60	3.24	1.65	1.57	1.21	0.71	2.77	1.76	3.08	1.71
Processed and shell (c)	1.09	0.86	0.51	0.42	0.29	0.21	0.76	0.44	0.87	0.46
Prepared (d)	2.01	2.74	2.05	1.66	1.35	1.35	2.53	1.83	2.13	1.83
Quick-frozen (e)	0.76	0.97	0.88	0.81	0.72	0.48	0.78	0.68	0.64	0.80
<i>Total Fish</i>	8.46	7.81	5.09	4.44	3.88	2.75	6.84	4.71	6.11	4.80

(a) Includes quick-frozen.  
 (c) Includes smoked, dried and salted fish but not canned or bottled fish.  
 (e) Includes quick-frozen fish products.  
 (b) Includes cooked, canned and quick-frozen meats and meat products and offals.  
 (d) Includes cooked fish, canned or bottled fish (including canned or bottled shellfish) and fish products (other than quick-frozen).

TABLE 30—continued  
(oz. per person per week except where otherwise stated)

	Households with one man and one woman and						Other households with				
	no other		children only				adolescents and children	adolescents only	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
EGGS:											
Eggs purchased	5.81 5.47	6.04 5.58	4.76 4.59	4.28 3.95	3.59 3.44	3.71 3.37	5.30 4.92	5.12 4.76	5.37 4.91	4.35 3.98	
FATS:											
Butter	7.85	8.14	6.24	4.98	4.61	3.86	6.67	7.47	6.78	5.29	
Margarine	3.10	3.07	2.52	2.43	2.55	2.96	3.32	2.72	2.89	2.69	
Lard and compound cooking fat	2.31	2.66	1.98	1.84	1.84	1.63	2.48	2.07	2.44	1.86	
Other fats	0.77	0.99	0.64	0.58	0.39	0.29	0.71	0.64	0.73	0.51	
Total Fats	14.03	14.86	11.54	9.97	9.39	8.74	13.18	12.90	12.84	10.35	
SUGAR AND PRESERVES:											
Sugar	20.37	19.80	16.25	14.92	14.68	14.92	19.29	18.51	17.97	15.15	
Honey, preserves, syrup and treacle	4.18	3.44	2.37	2.38	2.39	2.11	3.43	3.94	2.65	2.28	
Total Sugar and Preserves	24.55	23.24	18.62	17.30	17.07	17.03	22.72	22.45	20.62	17.43	
VEGETABLES:											
Potatoes	48.38	56.01	54.52	51.48	45.15	50.14	57.27	47.72	62.59	51.23	
Fresh green (f)	19.62	19.09	13.60	10.40	8.60	7.15	15.48	16.95	13.98	11.05	
Quick-frozen	1.20	2.23	1.54	1.29	0.95	0.48	1.88	1.21	1.74	1.12	
Other vegetables (g)	19.85	24.28	20.09	17.56	16.89	17.16	20.92	18.57	20.27	19.36	
Total Vegetables	89.05	101.61	89.75	80.73	71.59	74.93	95.55	84.45	98.58	82.76	
FRUIT: (h)											
Fresh	28.15	32.32	22.80	19.57	16.49	10.97	29.56	26.60	24.51	19.38	
Other (i)	8.36	11.32	7.38	6.96	5.94	4.16	8.44	7.58	8.12	6.11	
Total Fruit	36.51	43.64	30.18	26.53	22.43	15.13	38.00	34.18	32.63	25.49	
CEREALS:											
Brown bread	4.78	3.94	2.58	1.66	1.91	1.33	2.78	5.03	2.92	2.21	
White bread	31.80	36.47	32.32	28.59	28.42	32.05	36.24	31.08	35.99	32.19	
Wholewheat and wholemeal bread	1.02	0.67	0.26	0.42	0.44	0.30	0.60	0.91	0.32	0.34	
Other bread (j)	3.86	3.84	2.43	2.14	1.89	1.61	3.44	3.57	2.42	2.22	
Total Bread	41.46	44.92	37.59	32.81	32.66	35.29	43.06	40.59	41.65	36.96	

(j) Excludes quick-frozen.  
(h) Including tomatoes.

(g) Includes dried and canned vegetables and vegetable products other than quick-frozen.  
(i) Includes dried, canned or bottled fruits and fruit juices.

TABLE 30—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				4 or more	adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
	one or both adults aged 55 or over	both adults under 55	1	2	3	3									
<b>CEREALS—continued.</b>															
Flour . . . . .	9.76	6.98	5.22	5.08	4.42	3.78	6.76	6.20	6.80	6.46	4.45				
Cakes (k) . . . . .	7.81	8.32	6.62	5.21	5.06	3.24	8.62	5.94	7.24	7.10	6.07				
Biscuits . . . . .	6.54	7.10	5.99	5.53	5.16	4.80	5.89	5.40	5.74	5.55	4.94				
Oatmeal and oat products . . . . .	1.41	0.69	0.55	0.65	0.70	0.82	0.63	0.70	0.95	0.69	0.66				
Breakfast cereals . . . . .	1.53	2.06	2.44	2.66	3.13	3.14	2.03	2.65	1.48	1.86	2.24				
Other cereals (l) . . . . .	4.57	5.05	4.57	3.79	3.97	3.12	3.80	3.43	4.38	4.08	4.07				
<i>Total Cereals</i> . . . . .	73.08	75.72	62.98	55.73	55.10	54.19	70.79	65.29	67.18	67.39	59.39				
<b>BEVERAGES:</b>															
Tea . . . . .	3.76	3.51	2.38	1.87	1.71	1.53	3.06	2.27	3.42	2.90	2.16				
Coffee . . . . .	0.60	0.79	0.46	0.41	0.34	0.31	0.52	0.35	0.54	0.53	0.36				
Cocoa . . . . .	0.18	0.25	0.22	0.19	0.18	0.10	0.21	0.24	0.16	0.22	0.18				
Branded food drinks . . . . .	0.36	0.30	0.20	0.15	0.14	0.08	0.19	0.14	0.31	0.20	0.13				
<i>Total Beverages</i> . . . . .	4.90	4.85	3.26	2.62	2.37	2.02	3.98	3.00	4.43	3.85	2.83				

(j) Includes rolls, fruit bread, starch reduced bread, sandwiches and milk bread.  
 (k) Includes buns, scones, teacakes and pastries.  
 (l) Includes puddings (including canned milk puddings), invalid foods (including slimming foods), and infant foods (other than canned or bottled).

TABLE 31  
Household Food Expenditure by Certain Household Composition Groups within Social Classes, 1966  
(per week)

	Class			All households	Class			All households
	A	B	C & DI		A	B	C & DI	
	Per head	Per head	Per head		Per household	Per household	Per household	
Households with one man and one woman and:	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	
no other (both under 55)	53 11	48 4	46 0	48 8	107 9	96 8	97 5	
1 child	40 6	36 9	34 11	36 8	121 5	110 2	110 0	
2 children	34 4	30 1	29 8	30 9	137 4	120 5	122 11	
3 children	30 11	26 7	25 8	27 1	154 6	133 0	135 4	
4 or more children	(28 8)	23 5	22 3	23 10	(184 8)	152 5	155 2	
adolescents only	45 10	41 2	39 11	41 7	145 3	135 4	134 2	
adolescents and children	37 2	32 1	29 3	31 10	177 7	161 6	162 6	
All households	40 1	35 2	34 9	35 11	136 1	122 0	109 7	

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

Part II

TABLE 32  
 Household Food Consumption by certain Household Composition Groups within Social Classes, 1966  
 (oz. per person per week, except where otherwise stated)

	Class A						Class B						Classes C & D1					
	Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and			Households with one man and one woman and		
	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and child-	no other (both under 55)	1 child	2 child-	3 child-	4 or more child-	adolescents and child-
<b>MILK AND CREAM:</b>																		
Liquid milk—full price (pt.)	5.81	4.40	3.57	3.29	3.74	5.43	4.63	5.12	3.65	3.22	2.75	2.36	4.75	3.83	4.62	3.51	2.98	2.59
Liquid milk—welfare and school (pt.)	0.13	1.39	1.67	1.99	1.90	0.10	0.60	0.31	1.73	1.98	2.08	2.16	0.08	0.76	0.32	1.29	1.86	2.15
<b>Total Liquid Milk</b>	5.94	5.78	5.24	5.29	5.63	5.53	5.23	5.43	5.38	5.19	4.83	4.53	4.83	4.59	4.94	4.80	4.84	4.74
Condensed milk (eq. pt.)	0.13	0.15	0.26	0.25	0.10	0.13	0.13	0.17	0.20	0.15	0.16	0.21	0.16	0.16	0.27	0.18	0.19	0.13
Dried and other milk (pt. or eq. pt.)	0.09	0.33	0.28	0.44	0.33	0.11	0.02	0.05	0.31	0.27	0.29	0.29	0.05	0.11	0.09	0.25	0.37	0.21
Cream (pt.)	0.10	0.06	0.04	0.04	...	0.05	0.04	0.05	0.03	0.02	0.02	0.01	0.04	0.03	0.04	0.02	0.01	0.01
<b>Total Milk and Cream (pt. or eq. pt.)</b>	6.26	6.31	5.81	6.02	6.06	5.81	5.42	5.70	5.92	5.63	5.31	5.03	5.09	4.88	5.34	5.25	5.42	5.09
<b>CHEESE:</b>																		
Natural	4.87	2.77	2.63	1.99	1.59	3.32	3.01	4.11	2.85	2.11	1.97	1.23	3.18	2.41	3.71	2.47	2.23	2.02
Processed	0.29	0.33	0.29	0.39	0.21	0.39	0.25	0.53	0.36	0.33	0.22	0.31	0.36	0.33	0.46	0.43	0.37	0.24
<b>Total Cheese</b>	5.17	3.11	2.92	2.38	1.81	3.72	3.26	4.64	3.21	2.45	2.19	1.55	3.55	2.74	4.17	2.90	2.60	2.25
<b>MEAT:</b>																		
Beef and veal	12.73	9.02	7.23	6.74	5.82	12.02	7.86	11.04	6.94	6.26	5.06	4.10	9.87	7.05	11.83	7.88	6.71	5.72
Mutton and lamb	8.95	7.63	5.64	4.72	4.02	6.95	4.90	7.68	5.96	4.98	3.60	3.76	7.52	5.18	6.50	5.10	4.13	3.40
Pork	4.86	3.33	2.18	2.39	2.70	4.79	2.38	4.40	2.87	2.20	2.04	1.52	3.23	2.42	3.78	2.72	1.94	1.36
<b>Total Carcass Meat</b>	26.53	19.97	15.05	13.84	12.53	23.76	15.13	23.12	15.78	13.44	10.70	9.38	20.62	14.66	22.11	15.70	12.79	10.49
Bacon and ham, uncooked	8.26	5.88	4.27	4.29	4.01	6.18	4.85	7.70	5.15	3.99	3.22	3.45	6.66	4.42	7.62	5.19	4.06	3.86
Poultry, uncooked (a)	7.31	5.38	5.05	2.65	5.21	5.70	7.98	4.51	4.88	2.82	2.47	1.49	4.66	2.75	5.17	3.48	2.96	1.46
Other meat (b)	12.92	10.69	9.91	9.30	8.82	13.14	10.60	16.58	12.35	10.46	9.94	9.66	14.86	11.00	16.09	13.50	10.66	10.08
<b>Total Meat</b>	55.01	41.92	34.27	30.07	30.57	48.78	38.55	51.89	38.14	30.71	26.35	23.99	46.80	32.83	51.00	37.87	30.48	25.90

(a) Includes quick-frozen. (b) Includes cooked, canned and quick-frozen meats and meat products, and offals.







TABLE 33

*Energy Value and Nutrient Content of Household Food Consumption:  
National Averages, 1960-1966*

	1960	1961	1962	1963	1964	1965	1966 (a)
	<i>Consumption per person per day</i>						
Energy value . . . (kcal.)	2,630	2,630	2,640	2,650	2,600	2,590	2,560
Total protein . . . (g.)	74.7	75.1	75.3	76.5	75.1	75.2	75.6
Animal protein . . . (g.)	44.1	44.9	45.6	46.0	45.1	45.5	46.3
Fat . . . (g.)	115	116	117	118	116	116	117
Carbohydrate . . . (g.)	345	343	342	343	333	332	321
Calcium . . . (mg.)	1,040	1,040	1,030	1,050	1,030	1,020	1,020
Iron . . . (mg.)	14.1	14.2	14.2	14.4	14.1	13.9	13.6
Vitamin A . . . (i.u.)	4,360	4,320	4,310	4,420	4,420	4,370	4,850
Thiamine . . . (mg.)	1.27	1.26	1.26	1.28	1.26	1.27	1.32
Riboflavin . . . (mg.)	1.70	1.70	1.72	1.75	1.71	1.70	1.83
Nicotinic acid . . . (mg.)	14.0	13.9	13.8	14.0	13.7	13.9	14.5
Vitamin C . . . (mg.)	52	51	50	49	51	52	53
Vitamin D . . . (i.u.)	130	128	126	127	130	125	126
	<i>As a percentage of allowances based on the British Medical Association's recommendations</i>						
Energy value . . . . .	106	107	108	109	108	108	106
Total protein . . . . .	101	102	103	105	104	105	105
Calcium . . . . .	108	109	109	110	108	109	109
Iron . . . . .	115	116	117	118	118	116	114
Vitamin A . . . . .	186	186	185	190	193	191	209
Thiamine . . . . .	130	130	130	132	131	133	139
Riboflavin . . . . .	114	115	116	118	116	116	125
Nicotinic acid . . . . .	142	143	143	145	143	145	151
Vitamin C . . . . .	240	237	233	226	236	244	248
	<i>Percentage of energy value derived from protein, fat and carbohydrate</i>						
Protein . . . . .	11.4	11.4	11.4	11.5	11.6	11.6	11.8
Fat . . . . .	39.6	39.6	40.0	39.8	40.3	40.4	41.0
Carbohydrate . . . . .	49.3	49.0	48.6	48.5	48.0	47.9	47.0
<i>Animal protein as percentage of total protein . . . . .</i>	59.1	59.8	60.6	60.2	60.1	60.5	61.3

(a) Figures in some respects not comparable with those for earlier years, especially for vitamin A and the B vitamins. See discussion in paragraphs 63 and 68.

TABLE 34  
 Geographical Variations in Energy Value and Nutrient Content of Household Food Consumption, 1966

	Region										Type of Area						
	All household	Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (a) Southern	London	Provincial	Larger towns	Smaller towns	Semi-rural areas	Rural areas
Energy value	2,560	2,700	2,520	2,600	2,640	2,630	2,610	2,520	2,550	2,560	2,510	2,480	2,510	2,580	2,540	2,640	2,690
Total protein	75.6	76.6	75.6	76.0	76.8	75.3	75.7	74.0	75.7	75.7	75.6	75.7	75.2	75.6	74.4	76.5	77.8
Animal protein	46.3	45.0	44.8	45.4	45.9	45.3	44.7	46.3	45.9	46.8	48.1	49.2	45.4	45.9	44.8	47.0	46.7
Fat	117	124	109	120	121	119	118	116	114	119	116	116	112	118	115	122	119
Carbohydrate	321	340	331	322	332	334	331	316	324	318	309	301	319	322	330	348	348
Calcium	1,020	1,040	1,030	1,000	990	1,000	1,030	1,040	1,030	1,040	1,080	1,030	1,000	1,010	1,010	1,060	1,090
Iron	13.6	13.6	14.2	14.0	14.2	13.4	13.7	13.2	13.3	13.7	13.4	13.4	13.4	13.8	13.5	13.7	14.2
Vitamin A	4,850	5,260	4,620	4,690	5,220	5,000	4,700	4,780	4,540	4,820	5,200	4,820	4,730	4,950	4,820	4,850	5,160
Thiamine	1.32	1.37	1.26	1.32	1.35	1.32	1.36	1.32	1.39	1.33	1.32	1.31	1.31	1.33	1.30	1.36	1.39
Riboflavin	1.83	1.77	1.75	1.75	1.82	1.78	1.81	1.86	1.81	1.86	1.93	1.91	1.79	1.82	1.77	1.85	1.87
Nicotinic acid	14.5	14.5	13.8	14.2	14.9	14.5	14.3	14.4	14.4	14.3	14.6	14.8	14.3	14.6	14.0	14.5	14.7
Vitamin C	53	52	48	50	52	50	52	56	54	53	57	57	51	55	52	54	50
Vitamin D	126	136	129	132	133	141	125	117	122	120	119	116	116	127	125	132	133
<i>As a percentage of allowances based on the British Medical Association's recommendations</i>																	
Energy value	106	107	103	107	109	110	107	103	105	105	104	108	105	107	105	107	107
Protein	105	104	103	106	106	106	103	102	104	103	105	110	106	105	103	104	104
Calcium	109	109	107	107	106	108	107	109	108	110	114	113	107	107	106	111	115
Iron	110	110	116	115	117	114	114	109	111	113	111	116	113	114	111	113	115
Vitamin A	209	216	195	199	224	218	204	204	196	205	222	214	206	213	205	207	214
Thiamine	139	138	130	137	140	139	141	136	144	136	137	144	139	138	135	139	139
Riboflavin	125	116	117	119	124	123	122	125	123	125	132	137	124	124	120	124	122
Nicotinic acid	131	145	142	148	155	152	148	148	150	146	153	163	151	152	145	148	147
Vitamin C	248	239	220	234	242	236	243	260	251	243	263	276	238	247	239	253	231
<i>Percentage of energy value derived from protein, fat and carbohydrate</i>																	
Protein	11.8	11.3	12.0	11.7	11.6	11.5	11.6	11.7	11.9	11.8	12.0	12.2	12.0	11.7	11.7	11.6	11.5
Fat	41.0	41.3	38.7	41.6	41.1	40.7	40.8	41.3	40.3	41.6	41.6	42.2	40.1	41.2	40.7	41.5	39.9
Carbohydrate	47.0	47.3	49.2	46.6	47.2	47.7	47.5	46.9	47.7	46.4	46.2	45.5	47.8	46.9	47.5	46.8	48.4
Animal protein as percentage of total protein	61.3	58.8	59.2	59.7	59.7	60.1	59.1	62.6	60.6	61.8	63.6	65.0	60.3	60.7	60.2	61.5	60.0

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

TABLE 35

*Energy Value and Nutrient Content of the Household Food Consumption  
of Households of Different Social Classes, 1966*

	Class								All house-
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
<i>Consumption per person per day</i>									
Energy value (kcal.)	2,510	2,520	2,520	2,530	2,610	2,610	2,630	2,630	2,560
Total protein (g.)	80.5	76.3	77.3	74.6	76.2	74.7	79.5	75.6	75.6
Animal protein (g.)	56.0	49.5	51.1	45.4	45.1	43.1	50.1	46.8	46.3
Fat (g.)	128	119	121	115	116	115	121	121	117
Carbohydrate (g.)	277	306	299	319	335	339	327	329	321
Calcium (mg.)	1,130	1,070	1,080	1,020	1,010	980	1,100	1,030	1,020
Iron (mg.)	14.2	13.6	13.8	13.5	13.9	13.6	13.8	13.1	13.6
Vitamin A (i.u.)	5,650	5,070	5,220	4,820	4,760	4,870	4,720	4,900	4,850
Thiamine (mg.)	1.35	1.32	1.32	1.32	1.34	1.31	1.36	1.31	1.32
Riboflavine (mg.)	2.04	1.92	1.95	1.82	1.79	1.73	1.92	1.80	1.83
Nicotinic acid (mg.)	15.7	14.7	14.9	14.2	14.5	14.2	15.0	14.4	14.5
Vitamin C (mg.)	72	58	62	53	50	49	56	48	53
Vitamin D (i.u.)	136	128	130	121	130	132	139	127	126
<i>As a percentage of allowances based on the British Medical Association's recommendations</i>									
Energy value	106	108	108	106	104	107	113	113	106
Total protein	113	109	110	104	102	103	119	117	105
Calcium	120	114	116	108	106	104	118	115	109
Iron	118	116	117	115	115	109	108	99	114
Vitamin A	244	227	231	214	203	203	185	179	209
Thiamine	143	143	143	139	134	135	148	141	139
Riboflavine	141	136	137	125	118	117	136	127	125
Nicotinic acid	167	160	162	150	146	147	164	155	151
Vitamin C	333	277	292	249	231	221	255	218	248
<i>Percentage of energy value derived from protein, fat and carbohydrate</i>									
Protein	12.8	12.1	12.3	11.8	11.7	11.5	12.1	11.5	11.8
Fat	45.8	42.5	43.2	40.9	40.0	39.7	41.2	41.5	41.0
Carbohydrate	41.3	45.4	44.4	47.2	48.2	48.7	46.6	46.9	47.0
<i>Animal protein as percentage of total protein</i>	69.6	64.9	66.0	60.9	59.3	57.8	63.0	61.8	61.3

TABLE 36  
 Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition, 1966

	no other				Households with one man and one woman and children only				Other households with				
	one or both 55 or over		both under 55		1	2	3	4 or more	adults only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	Consumption per person per day												
Energy value . . . . .	2,970	3,140	2,580	2,290	2,150	2,050	2,860	2,460	2,740	2,730	2,330		
Total protein . . . . .	87.9	93.4	76.8	67.8	62.4	59.2	84.1	71.2	81.4	80.6	68.8		
Animal protein . . . . .	55.4	58.7	47.6	41.8	37.4	33.8	51.4	40.7	51.4	48.9	41.3		
Fat . . . . .	139	150	118	102	94	86	132	106	129	126	104		
Carbohydrate . . . . .	363	376	320	292	281	277	356	324	335	338	296		
Calcium . . . . .	1,130	1,200	1,080	990	930	880	1,070	950	1,080	1,030	950		
Iron . . . . .	15.6	17.0	13.9	12.2	11.2	10.8	15.3	13.1	14.4	14.7	12.5		
Vitamin A . . . . .	5,500	6,220	5,240	4,400	4,050	3,520	5,190	4,360	5,390	5,280	4,410		
Thiamine . . . . .	1.53	1.62	1.34	1.19	1.10	1.08	1.48	1.26	1.41	1.43	1.21		
Riboflavin . . . . .	2.04	2.19	1.92	1.73	1.61	1.50	1.94	1.67	1.94	1.88	1.68		
Nicotinic acid . . . . .	17.0	18.0	14.6	12.7	11.5	11.1	16.3	13.7	15.7	15.5	13.1		
Vitamin C . . . . .	60	69	56	48	41	37	62	49	56	58	47		
Vitamin D . . . . .	151	161	126	112	106	100	139	119	134	124	117		
<i>As a percentage of allowances based on the British Medical Association's recommendations</i>													
Energy value . . . . .	115	118	111	106	104	101	103	98	110	101	100		
Total protein . . . . .	124	125	112	103	96	91	99	88	118	99	96		
Calcium . . . . .	127	141	115	104	98	89	107	93	125	107	98		
Iron . . . . .	117	137	122	114	108	107	113	106	111	111	107		
Vitamin A . . . . .	198	242	233	213	209	190	205	207	202	209	203		
Thiamine . . . . .	149	154	147	140	134	134	133	125	142	133	131		
Riboflavin . . . . .	131	136	137	131	127	120	115	109	128	115	119		
Nicotinic acid . . . . .	166	170	160	149	141	138	146	135	158	144	142		
Vitamin C . . . . .	267	323	275	249	215	193	255	211	260	242	222		
<i>Percentage of energy value derived from protein, fat and carbohydrate</i>													
Protein . . . . .	11.8	11.9	11.9	11.9	11.6	11.5	11.7	11.6	11.9	11.8	11.8		
Fat . . . . .	42.2	43.1	41.3	40.2	39.4	37.7	41.5	38.9	42.2	41.6	40.3		
Carbohydrate . . . . .	45.9	44.9	46.7	47.8	48.9	50.6	46.6	49.4	45.8	46.4	47.7		
Animal protein as percentage of total protein . . . . .	63.0	62.9	62.0	61.5	60.0	57.1	61.1	57.2	63.2	60.7	60.1		

TABLE 37

*Energy Value and Nutrient Content of the Household Food Consumption of Households of Different Composition within Social Classes, 1966*

(per person per day)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value (kcal.)	A	2,980	2,540	2,240	2,120	(2,160)	2,930	2,470
	B	3,130	2,550	2,280	2,100	2,040	2,820	2,480
	C & D1	3,210	2,620	2,340	2,240	2,000	2,900	2,430
Total protein (g.)	A	93.4	79.0	68.5	63.7	(65.8)	85.6	74.3
	B	92.7	76.6	67.6	60.8	58.3	84.5	71.6
	C & D1	94.0	76.5	68.5	64.1	58.3	83.9	70.1
Animal protein (g.)	A	63.4	51.5	44.8	41.7	(42.2)	55.6	46.7
	B	58.0	47.7	41.1	36.8	32.8	51.6	40.8
	C & D1	56.6	45.6	41.0	35.8	32.2	49.1	38.4
Fat (g.)	A	151	121	104	102	(100)	140	114
	B	150	118	102	93	85	130	107
	C & D1	149	117	103	93	82	130	102
Carbohydrate (g.)	A	332	301	273	254	(267)	354	307
	B	376	316	291	273	278	350	328
	C & D1	398	338	305	306	274	370	326
Calcium (mg.)	A	1,240	1,120	1,010	990	(980)	1,130	1,020
	B	1,200	1,090	980	920	860	1,060	960
	C & D1	1,170	1,020	980	930	860	1,040	910
Iron (mg.)	A	16.7	14.2	12.1	11.1	(11.6)	15.4	13.2
	B	16.8	13.8	12.2	10.8	10.7	15.2	13.2
	C & D1	17.2	14.0	12.5	11.8	10.8	15.5	13.1
Vitamin A (i.u.)	A	6,120	5,380	4,570	4,640	(4,560)	5,360	4,690
	B	6,320	5,330	4,420	3,820	3,420	5,120	4,430
	C & D1	6,080	4,990	4,270	4,150	3,410	5,240	4,120
Thiamine (mg.)	A	1.59	1.38	1.15	1.09	(1.20)	1.50	1.30
	B	1.62	1.34	1.20	1.06	1.07	1.48	1.28
	C & D1	1.64	1.34	1.19	1.16	1.04	1.48	1.23
Riboflavine (mg.)	A	2.25	2.05	1.76	1.72	(1.72)	2.07	1.81
	B	2.19	1.93	1.74	1.56	1.48	1.93	1.69
	C & D1	2.14	1.83	1.69	1.62	1.45	1.88	1.60
Nicotinic acid (mg.)	A	18.0	15.6	12.6	11.7	(12.8)	16.6	14.8
	B	17.8	14.4	12.7	11.1	10.8	16.2	13.8
	C & D1	18.1	14.4	12.7	12.0	10.9	16.2	13.1
Vitamin C (mg.)	A	80	65	51	45	(43)	72	60
	B	69	56	50	40	38	60	51
	C & D1	63	50	45	39	37	63	42
Vitamin D (i.u.)	A	170	125	106	112	(105)	144	127
	B	151	127	109	102	95	134	113
	C & D1	167	128	123	107	106	142	124

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

TABLE 38

*Households of Different Composition within Social Classes, 1966:  
Comparison of Energy Value and Nutrient Content of Household  
Food Consumption with Allowances based on the British Medical  
Association's Recommendations*

(per cent)

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Energy value .	A	119	113	107	106	(107)	107	100
	B	118	111	106	103	101	103	99
	C & D1	114	110	105	104	97	101	95
Total protein .	A	134	117	107	101	(102)	103	94
	B	126	112	103	95	90	101	90
	C & D1	119	109	101	95	88	96	86
Calcium . . .	A	150	118	107	105	(99)	113	102
	B	143	116	104	97	88	109	94
	C & D1	133	111	103	96	85	102	88
Iron . . . . .	A	137	124	113	108	(113)	113	106
	B	138	122	115	106	106	115	107
	C & D1	134	123	115	113	104	112	106
Vitamin A . . .	A	243	240	225	244	(244)	209	225
	B	250	236	213	198	186	207	210
	C & D1	229	222	205	210	183	202	197
Thiamine . . .	A	161	156	140	139	(151)	138	131
	B	156	147	142	132	134	136	128
	C & D1	146	142	136	136	128	128	120
Riboflavine . .	A	149	150	137	140	(139)	125	120
	B	139	138	132	125	119	116	111
	C & D1	126	126	124	122	115	108	103
Nicotinic acid .	A	183	175	153	148	(160)	153	149
	B	171	159	150	138	135	149	137
	C & D1	162	153	144	141	133	141	128
Vitamin C . . .	A	389	315	266	242	(226)	293	257
	B	326	276	257	216	200	250	219
	C & D1	288	248	230	201	192	251	183

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

TABLE 39

*Consumption of Nutrients per 1,000 kcal:  
National Averages, 1960-1966*

	1960	1961	1962	1963	1964	1965	1966 (a)
Total protein . . . (g.)	28.4	28.6	28.6	28.8	28.9	29.0	29.6
Animal protein . . . (g.)	16.8	17.1	17.3	17.3	17.4	17.5	18.1
Fat . . . (g.)	44	44	44	44	45	45	46
Carbohydrate . . . (g.)	131	131	130	129	128	128	126
Calcium . . . (mg.)	395	396	392	394	396	393	400
Iron . . . (mg.)	5.4	5.4	5.4	5.4	5.4	5.4	5.3
Vitamin A . . . (i.u.)	1,660	1,640	1,630	1,660	1,700	1,680	1,900
Thiamine . . . (mg.)	0.48	0.48	0.48	0.48	0.48	0.49	0.52
Riboflavine . . . (mg.)	0.65	0.65	0.65	0.66	0.66	0.65	0.71
Nicotinic acid . . . (mg.)	5.3	5.3	5.2	5.3	5.3	5.3	5.7
Vitamin C . . . (mg.)	20	20	19	18	20	20	21
Vitamin D . . . (i.u.)	50	49	48	48	50	48	49

(a) Figures in some respects not comparable with those for earlier years, especially for vitamin A and the B vitamins. See discussion in paragraphs 63 and 68.



TABLE 40  
 Consumption of Nutrients per 1,000 kcal: Geographical Variations, 1966

	All households	Region										Type of Area						
		Wales	Scotland	Northern	East and West Ridings	North Western		North Midland	Eastern	Midland	South Western	South Eastern (a) and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
						London	Provincial						Larger towns	Smaller towns				
Total protein . . . (g.)	29.6	30.0	29.3	29.1	28.6	29.0	29.3	29.6	29.5	30.1	30.5	30.0	29.4	29.3	29.0	28.9		
Animal protein . . . (g.)	18.1	17.8	17.5	17.4	17.2	17.1	18.4	18.0	18.2	19.2	19.8	18.1	17.8	17.6	17.8	17.3		
Fat . . . (g.)	46	43	46	46	45	45	46	45	46	46	47	45	46	45	46	44		
Carbohydrate . . . (g.)	126	131	124	126	127	127	125	127	124	123	121	127	125	127	125	129		
Calcium . . . (mg.)	400	384	386	376	380	394	411	403	406	429	415	401	391	398	400	406		
Iron . . . (mg.)	5.3	5.0	5.4	5.4	5.1	5.2	5.2	5.2	5.4	5.4	5.4	5.4	5.3	5.3	5.2	5.3		
Vitamin A . . . (i.u.)	1,900	1,830	1,810	1,980	1,900	1,800	1,890	1,780	1,880	2,070	1,940	1,890	1,920	1,890	1,840	1,910		
Thiamine . . . (mg.)	0.52	0.50	0.51	0.51	0.50	0.52	0.52	0.54	0.52	0.52	0.53	0.52	0.52	0.51	0.51	0.52		
Riboflavin . . . (mg.)	0.71	0.69	0.68	0.69	0.68	0.69	0.74	0.71	0.73	0.77	0.77	0.71	0.71	0.70	0.70	0.69		
Nicotinic acid . . . (mg.)	5.7	5.5	5.5	5.6	5.5	5.5	5.7	5.7	5.6	5.8	6.0	5.7	5.7	5.5	5.5	5.4		
Vitamin C . . . (mg.)	21	19	19	20	19	20	22	21	21	23	23	20	21	20	21	19		
Vitamin D . . . (i.u.)	49	51	51	51	54	48	47	48	47	47	47	52	49	49	50	49		

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

TABLE 41

Consumption of Nutrients per 1,000 kcal:  
Households of Different Social Class, 1966

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
Total protein ... (g.)	32.0	30.2	30.6	29.5	29.2	28.6	30.2	28.7	29.6
Animal protein . (g.)	22.3	19.6	20.2	17.9	17.3	16.5	19.0	17.8	18.1
Fat . (g.)	51	47	48	45	44	44	46	46	46
Carbohydrate . (g.)	110	121	118	126	129	130	124	125	126
Calcium . (mg.)	448	423	429	403	387	375	417	390	400
Iron . (mg.)	5.7	5.4	5.5	5.3	5.4	5.2	5.2	5.0	5.3
Vitamin A . (i.u.)	2,250	2,010	2,070	1,900	1,830	1,870	1,790	1,860	1,900
Thiamine . (mg.)	0.54	0.52	0.52	0.52	0.51	0.50	0.52	0.50	0.52
Riboflavine . (mg.)	0.81	0.76	0.77	0.72	0.69	0.66	0.73	0.69	0.71
Nicotinic acid . (mg.)	6.2	5.8	5.9	5.6	5.6	5.4	5.7	5.5	5.7
Vitamin C . (mg.)	29	23	24	21	19	19	21	18	21
Vitamin D . (i.u.)	54	51	52	48	50	51	53	48	49

TABLE 42  
 Consumption of Nutrients per 1,000 kcal: Households of Different Composition, 1966

	no other		Households with one man and one woman and children only					Other households with				
	one or both aged 55 or over	both under 55	children only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents	
			1	2	3	4 or more	adolescents only					
Total protein . . . . . (g.)	29.6	29.8	29.6	29.0	28.8	29.4	28.9	29.7	29.5	29.6		
Animal protein . . . . . (g.)	18.7	18.7	18.2	17.4	16.5	18.0	16.6	18.8	17.9	17.8		
Fat . . . . . (g.)	47	48	45	44	42	46	43	47	46	45		
Carbohydrate . . . . . (g.)	122	120	127	130	135	124	132	122	124	127		
Calcium . . . . . (mg.)	382	382	431	434	427	372	386	394	376	407		
Iron . . . . . (mg.)	5.3	5.4	5.3	5.2	5.3	5.3	5.3	5.2	5.4	5.4		
Vitamin A . . . . . (i.u.)	1,850	1,980	1,920	1,880	1,710	1,810	1,770	1,970	1,930	1,890		
Thiamine . . . . . (mg.)	0.51	0.52	0.52	0.51	0.52	0.52	0.51	0.51	0.52	0.52		
Riboflavin . . . . . (mg.)	0.69	0.70	0.75	0.75	0.73	0.68	0.68	0.71	0.69	0.72		
Nicotinic acid . . . . . (mg.)	5.7	5.8	5.5	5.4	5.4	5.7	5.6	5.7	5.7	5.6		
Vitamin C . . . . . (mg.)	20	22	21	19	18	22	20	20	21	20		
Vitamin D . . . . . (i.u.)	51	51	49	49	49	48	48	49	45	50		

TABLE 43

*Consumption of Nutrients per 1,000 kcal:  
Households of Different Composition within Social Classes, 1966*

	Class	Households with one man and one woman and						
		no other (both under 55)	children only				adoles- cents only	adoles- cents and children
			1	2	3	4 or more		
Total protein (g.)	A	31.4	31.2	30.6	30.0	(30.5)	29.2	30.1
	B	29.6	30.0	29.7	29.0	28.6	30.0	28.8
	C & D1	29.3	29.2	29.2	28.6	29.2	29.0	28.9
Animal protein (g.)	A	21.3	20.3	20.0	19.6	(19.5)	19.0	18.9
	B	18.5	18.7	18.1	17.5	16.1	18.3	16.4
	C & D1	17.6	17.4	17.5	16.0	16.1	17.0	15.8
Fat . . . (g.)	A	51	48	47	48	(46)	48	46
	B	48	46	45	44	42	46	43
	C & D1	46	45	44	41	41	45	42
Carbohydrate (g.)	A	112	119	122	120	(123)	121	124
	B	120	124	128	130	136	124	132
	C & D1	124	129	130	137	137	128	135
Calcium . (mg.)	A	416	440	450	466	(452)	386	413
	B	383	428	432	437	422	376	385
	C & D1	365	390	420	416	429	361	376
Iron . . . (mg.)	A	5.6	5.6	5.4	5.2	(5.4)	5.3	5.3
	B	5.4	5.4	5.4	5.1	5.2	5.4	5.3
	C & D1	5.4	5.3	5.3	5.3	5.4	5.4	5.4
Vitamin A . (i.u.)	A	2,060	2,120	2,040	2,190	(2,110)	1,830	1,900
	B	2,020	2,090	1,940	1,820	1,680	1,820	1,780
	C & D1	1,900	1,900	1,820	1,850	1,710	1,810	1,700
Thiamine . (mg.)	A	0.53	0.55	0.52	0.52	(0.56)	0.51	0.53
	B	0.52	0.52	0.53	0.50	0.52	0.53	0.52
	C & D1	0.51	0.51	0.51	0.52	0.52	0.51	0.51
Riboflavine. (mg.)	A	0.76	0.81	0.79	0.81	(0.79)	0.71	0.73
	B	0.67	0.76	0.76	0.74	0.72	0.68	0.68
	C & D1	0.67	0.70	0.72	0.72	0.73	0.65	0.66
Nicotinic acid (mg.)	A	6.1	6.2	5.6	5.5	(5.9)	5.7	6.0
	B	5.7	5.6	5.6	5.3	5.3	5.8	5.5
	C & D1	5.6	5.5	5.4	5.4	5.4	5.6	5.4
Vitamin C . (mg.)	A	27	26	23	21	(20)	25	24
	B	22	22	22	19	18	21	20
	C & D1	20	19	19	17	19	22	17
Vitamin D . (i.u.)	A	57	49	48	53	(49)	49	51
	B	48	50	48	48	47	47	45
	C & D1	52	49	52	48	53	49	51

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

## APPENDIX A

### Composition of the Sample

1. A three-stage stratified sampling scheme was again used to select the National Food Survey sample for 1966; details of this scheme are given in paragraphs 3 to 8 of Appendix E. At the first stage, 44 parliamentary constituencies were selected, the same number as in the three previous years; at the second stage, 772 polling districts, and at the third stage, 13,615 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 12,966. When visited, it proved impossible to obtain any contact at all within the time available with 1,871 (14 per cent) of these households; at another 1,460 (11 per cent) households, the housewife was seen but refused to give any information. A further 1,410 (11 per cent) households answered a questionnaire<sup>(1)</sup> but declined to keep a log-book<sup>(2)</sup>, while 986 housewives (8 per cent) who undertook to keep a log-book did not in fact complete it; finally 108 log-books were rejected at the editing stage, leaving an effective sample of 7,131 households (55 per cent) compared with 7,782 households (55 per cent) in 1965<sup>(3)</sup>. The fieldwork of the Survey was suspended from 5th March to 3rd April while the General Election campaign was in progress, and, in order to minimize the effect of the loss of information during the first quarter of the year, results for the last ten-day period before the campaign and the first ten-day period after the break were given double weight. With this replication the sample was treated as if it contained 7,566 households. Because of the limited number of first-stage units, some sampling fluctuation between types of area can be expected to occur in any one year, and in 1966 rural households were over-represented in the sample. The national averages presented in this report have been adjusted to correct the bias caused by this over-representation.

2. In Table 1 of this Appendix the 44 parliamentary constituencies selected at the first stage of sampling are classified according to the standard regions as defined by the Registrars-General until mid-1965. The relatively small number of first-stage units tends to increase the sampling variation between years, and the average household size in the sample fell from 3·13 persons in 1965 to 3·05 in 1966, the reduction being greatest in rural areas (3·27 to 3·07 persons). Further details of the composition of the samples from each region and type of area are given in Tables 3, 4 and 5. The latter table also gives the social class

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<sup>(1)</sup> The questionnaire relates to family composition, occupation, etc.

<sup>(2)</sup> See Appendix E, paragraph 2.

<sup>(3)</sup> A supplementary analysis carried out in 1961 indicated that at that time, the households which answered a questionnaire but 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 Class 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.

distribution of the urban and rural samples. The income ranges used to define social classes in 1966 are set out in paragraph 53 of the Report, together with the distribution of households obtained. Further details of the samples from each social class 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.

TABLE I  
Constituencies (a) surveyed in 1966

Region (b)	Constituency (a)	Region (b)	Constituency (a)
Northern	Darlington †Jarrow *Richmond (Yorkshire, North Riding)	Eastern	Southend East *Mid-Bedfordshire (Bedfordshire) *Hitchin (Hertfordshire)
East and West Ridings	†Bradford West *Bridlington (Yorkshire, East Riding) Rotherham Kingston-upon-Hull West		
North Western	Blackpool South Accrington *Lancaster (Lancashire) †Bebington †Salford East *Clitheroe (Lancashire)	South Eastern and Southern	Esher (part) Southampton, Test *Banbury (Oxfordshire) *Horsham (West Sussex) *Canterbury (Kent)
North Midland	*Carlton (Nottinghamshire) Leicester North-West *Gainsborough (Lincolnshire—Parts of Lindsey)	South Western	*Cirencester and Tewkesbury (Gloucestershire) *Truro (Cornwall) Bristol North West
Midland	†Birmingham, Perry Barr *Lichfield and Tamworth (Staffordshire) †Oldbury and Halesowen *†Brierley Hill (Staffordshire)	Wales	Rhondda West *Merioneth (Merionethshire)
London (Conurbation)	†Lambeth, Brixton †Southall †Southgate †Wood Green †Greenwich †Ilford North †Erith and Crayford †Esher (part)	Scotland	Stirling and Falkirk Burghs *Roxburgh, Selkirk and Peebles (Roxburghshire, Selkirkshire, Peeblesshire) †Glasgow, Woodside *West Aberdeenshire (Aberdeenshire)

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

(b) These are the standard regions as defined by the Registrars-General until mid-1965, except that the London conurbation has been treated separately and the remainder of the London and South Eastern region has been combined with the Southern region, giving 11 regions, as defined below.

## NORTHERN

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

## EAST AND WEST RIDINGS

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

## NORTH WESTERN

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

## NORTH MIDLAND

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

## MIDLAND

Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire.

## LONDON (conurbation)

Greater London Council area (all except the London Borough of Havering); Essex, part (the urban districts of Chigwell and Waltham Holy Cross); Hertfordshire, part (the urban districts of Bushey, Cheshunt and Potters Bar, and the rural district of Elstree); Surrey, part (the urban districts of Banstead, Epsom and Ewell, Esher, Sunbury-on-Thames, and Staines).

## EASTERN

Bedfordshire; Cambridgeshire (including the Isle of Ely); Essex (except those areas included in the London conurbation); Hertfordshire (except those areas included in the London conurbation); Huntingdonshire; Norfolk; Suffolk and Greater London Council Area, part (London Borough of Havering only).

## SOUTH EASTERN AND SOUTHERN

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

## SOUTH WESTERN

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

## WALES

The whole of Wales and Monmouthshire.

## SCOTLAND

The whole of Scotland.



TABLE 2  
Composition of the Sample, 1966

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year 1966
<b>HOUSEHOLDS IN CONURBATIONS</b>					
<b>LONDON</b>					
Households . . . . .	294	268	248	268	1,078
Persons . . . . .	899	790	734	796	3,219
Persons per household . . . . .	3·06	2·95	2·96	2·97	2·99
<b>PROVINCIAL</b>					
Households . . . . .	253	319	318	295	1,185
Persons . . . . .	784	992	953	902	3,631
Persons per household . . . . .	3·10	3·11	3·00	3·06	3·06
<b>OTHER URBAN HOUSEHOLDS</b>					
Households . . . . .	924	907	881	863	3,575
Persons . . . . .	2,800	2,764	2,722	2,635	10,921
Persons per household . . . . .	3·03	3·05	3·09	3·05	3·05
<b>LARGER TOWNS</b>					
Households . . . . .	451	500	439	422	1,812
Persons . . . . .	1,368	1,564	1,324	1,326	5,582
Persons per household . . . . .	3·03	3·13	3·02	3·14	3·08
<b>SMALLER TOWNS</b>					
Households . . . . .	473	407	442	441	1,763
Persons . . . . .	1,432	1,200	1,398	1,309	5,339
Persons per household . . . . .	3·03	2·95	3·16	2·97	3·03
<b>SEMI-RURAL HOUSEHOLDS</b>					
Households . . . . .	246	269	269	267	1,051
Persons . . . . .	755	873	809	827	3,264
Persons per household . . . . .	3·07	3·25	3·01	3·10	3·11
<b>RURAL HOUSEHOLDS</b>					
Households . . . . .	167	198	159	153	677
Persons . . . . .	532	606	480	461	2,079
Persons per household . . . . .	3·19	3·06	3·02	3·01	3·07
<b>ALL HOUSEHOLDS</b>					
Households . . . . .	1,884	1,961	1,875	1,846	7,566
Persons . . . . .	5,770	6,025	5,698	5,621	23,114
Persons per household . . . . .	3·06	3·07	3·04	3·04	3·05

TABLE 3  
Composition of the Sample: Analysis by Region and Type of Area, 1966

	No. of households	No. of persons	Average no. of persons per household	Percentage of all households	Percentage of all persons	Population of area as percentage of total population of Great Britain (Registrars-General's mid-1966 estimates)
Wales . . . . .	319	948	2.97	4.2	4.1	5.1
Scotland . . . . .	895	2,779	3.11	11.8	12.0	9.7
Northern . . . . .	551	1,589	2.88	7.3	6.9	6.2
East and West Ridings . . . . .	741	2,224	3.00	9.8	9.6	8.0
North Western . . . . .	1,054	3,141	2.98	13.9	13.6	12.6
North Midland . . . . .	560	1,797	3.21	7.4	7.8	7.2
Eastern . . . . .	517	1,612	3.12	6.8	7.0	7.7
Midland . . . . .	553	1,791	3.24	7.3	7.7	9.4
South Western . . . . .	502	1,589	3.17	6.6	6.9	6.8
South Eastern and Southern . . . . .	796	2,425	3.05	10.5	10.5	11.9
London . . . . .	1,078	3,219	2.99	14.2	13.9	15.3
All households . . . . .	7,566	23,114	3.05	100	100	100
London conurbation . . . . .	1,078	3,219	2.99	14.2	13.9	15.3
Provincial conurbations . . . . .	1,185	3,631	3.06	15.7	15.7	19.9
Other urban: Larger towns . . . . .	1,812	5,582	3.08	23.9	24.1	26.3
Smaller towns . . . . .	1,763	5,339	3.03	23.3	23.1	17.1
Semi-rural . . . . .	1,051	3,264	3.11	13.9	14.1	16.8
Rural . . . . .	677	2,079	3.07	8.9	9.0	4.6
All households . . . . .	7,566	23,114	3.05	100	100	100

TABLE 4  
 Age and Sex Distribution of Persons in the Samples from each Region and Type of Area, 1966  
 (per cent)

	All house-holds	Region										Type of Area					
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	North Eastern	North Midland	South Western	South Eastern and Southern (a)	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Men, 21-64:	11.1	10.0	11.1	10.1	9.8	11.8	10.2	10.1	12.4	14.4	10.4	11.4	11.3	10.0	7.5		
Sedentary . . . . .	10.9	10.7	9.0	9.9	10.0	10.3	14.6	10.1	10.1	10.5	11.1	11.1	11.6	9.9	8.2		
Moderately active . . . . .	4.0	4.8	5.6	4.5	6.8	4.0	3.5	3.5	3.3	1.3	3.1	3.3	2.7	6.8	10.7		
Active or very active . . . . .	4.4	3.7	4.7	5.3	3.6	5.6	2.5	4.8	4.9	4.2	4.2	4.2	4.7	4.7	6.1		
Men, 65 and over . . . . .																	
Women, 21-59:	16.3	17.8	18.3	15.9	15.7	15.6	17.6	16.0	17.0	15.6	16.2	15.4	15.6	17.5	19.4		
Sedentary . . . . .	8.2	6.9	6.8	8.6	8.3	7.9	6.6	7.8	7.1	10.0	8.2	9.5	8.3	6.2	4.7		
Moderately active . . . . .	1.4	1.9	1.2	1.0	1.2	1.6	1.3	2.3	1.2	1.3	1.3	1.2	1.4	1.9	1.9		
Active or pregnant . . . . .																	
Women, 60 and over . . . . .	9.3	9.2	10.1	10.2	6.7	9.3	6.9	9.1	9.7	9.4	8.8	8.8	10.0	8.9	10.6		
Adolescents and children:																	
15-20 (male) . . . . .	4.2	3.9	3.4	5.5	4.2	3.3	4.4	5.0	3.8	4.0	4.6	4.8	3.8	3.8	4.2		
15-20 (female) . . . . .	4.2	4.3	4.5	4.0	3.5	3.7	4.6	5.4	3.8	4.5	4.8	4.4	4.1	3.7	3.4		
5-14 . . . . .	15.6	15.2	15.0	15.2	17.8	18.0	14.9	14.7	16.9	14.9	15.2	16.0	15.7	16.2	14.7		
1-4 . . . . .	8.3	8.9	8.5	7.9	10.4	6.9	9.9	7.2	7.8	7.7	9.1	8.2	8.4	8.4	7.2		
Under 1 . . . . .	2.1	1.8	1.8	1.8	1.9	2.0	3.1	1.8	2.0	2.2	2.8	1.7	2.2	2.0	1.4		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		

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

TABLE 5

## Social Class Distribution of Urban and Rural Samples, 1966

(per cent)

	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
		<i>Proportion of households</i>					
A1 . . . . .	3.1	4.1	2.1	3.0	2.2	4.5	3.2
A2 . . . . .	9.8	15.5	8.6	7.8	8.6	11.2	9.6
B . . . . .	39.2	43.2	43.3	42.4	35.8	38.5	26.6
C . . . . .	28.7	21.2	26.9	27.9	31.7	28.0	39.1
D1 (with earners) . . . . .	3.1	1.9	3.0	3.1	3.7	2.7	3.7
D2 (without earners) . . . . .	2.6	2.8	3.2	3.1	2.6	1.0	1.8
O.A.P.. . . . .	13.6	11.4	12.8	12.6	15.5	14.1	16.0
<i>All</i> . . . . .	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
No. of households . . . . .	7,566	1,078	1,185	1,812	1,763	1,051	677
		<i>Proportion of persons</i>					
A1 . . . . .	3.4	4.3	1.9	3.6	2.6	5.4	3.0
A2 . . . . .	10.9	17.7	8.8	8.8	9.6	12.5	10.2
B . . . . .	44.4	48.6	50.2	48.0	40.8	42.4	30.9
C . . . . .	30.1	20.7	28.6	29.0	33.7	29.4	42.8
D1 (with earners) . . . . .	2.6	1.2	2.5	2.5	3.4	2.3	2.9
D2 (without earners) . . . . .	1.6	1.7	2.1	1.7	1.6	0.7	1.0
O.A.P.. . . . .	7.0	5.8	5.9	6.3	8.2	7.3	9.1
<i>All</i> . . . . .	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>
No. of persons . . . . .	23,114	3,219	3,631	5,582	5,339	3,264	2,079

TABLE 6  
Age and Sex Distribution of Persons in Households of Different  
Social Class, 1966

(per cent)

	All house- holds	Class						O.A.P.
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	
<b>Men, 21-64:</b>								
Sedentary . . . . .	11.1	22.3	20.4	11.6	7.6	15.0	12.5	1.2
Moderately active . . . . .	10.9	2.2	6.0	13.6	13.7	2.2	—	0.2
Active or very active . . . . .	4.0	3.4	2.4	3.5	6.5	3.2	—	0.2
<b>Men, 65 and over . . . . .</b>	<b>4.4</b>	<b>2.4</b>	<b>1.3</b>	<b>1.4</b>	<b>3.4</b>	<b>4.7</b>	<b>14.5</b>	<b>30.6</b>
<b>Women, 21-59:</b>								
Sedentary . . . . .	16.3	24.0	19.6	17.1	15.0	20.3	21.7	4.5
Moderately active . . . . .	8.2	4.6	7.6	8.8	9.8	10.6	—	1.1
Active or pregnant . . . . .	1.4	0.5	1.0	1.6	1.8	0.5	0.3	0.2
<b>Women, 60 and over . . . . .</b>	<b>9.3</b>	<b>4.2</b>	<b>3.7</b>	<b>3.6</b>	<b>7.2</b>	<b>12.5</b>	<b>31.5</b>	<b>60.5</b>
<b>Adolescents and children:</b>								
15-20 (male) . . . . .	4.2	4.7	4.4	4.3	4.9	6.4	1.4	0.3
15-20 (female) . . . . .	4.2	6.0	4.1	4.6	4.3	5.4	1.4	0.7
5-14 . . . . .	15.6	17.0	18.1	17.4	15.6	13.5	11.4	0.6
1-4 . . . . .	8.3	7.2	9.1	10.0	8.1	3.5	3.9	0.1
Under 1 . . . . .	2.1	1.5	2.1	2.5	2.1	2.0	1.4	—
	100	100	100	100	100	100	100	100

TABLE 7  
Composition of the Sample: Analysis by Social Class and Household Composition, 1966  
(Households)

	Class												All households				Average number of persons per household			
	A1		A2		B		C		D				No.	per cent	All persons	Adults	Children	Adolescents		
	No.	per cent	No.	per cent	No.	per cent	No.	per cent	Excluding O.A.P.		O.A.P.									
									with earners (D1)	without earners (D2)	No.	per cent	No.	per cent						
Households containing one man and one woman and:																				
(i) older couples (one or both 55 or over)	25	10.8	67	9.0	319	10.8	390	18.0	51	22.1	54	27.8	383	37.1	1,289	17.0	2	—	—	
(ii) younger couples (both under 55)	30	13.0	87	11.7	310	10.5	192	8.8	5	2.2	2	1.0	—	—	626	8.3	2	—	—	
1 child	17	7.4	81	10.9	426	14.4	187	8.6	11	4.8	2	1.0	2	0.2	726	9.6	3	1	—	
2 children	23	10.0	124	16.7	405	13.7	227	10.5	7	3.0	2	1.0	1	0.1	789	10.4	4	2	—	
3 children	8	3.5	50	6.7	164	5.5	98	4.5	4	1.7	2	1.0	—	—	326	4.3	5	3	—	
4 or more children	4	1.7	12	1.6	95	3.2	46	2.1	3	1.3	—	—	—	—	160	2.1	6.52	4.52	—	
adolescents only	22	9.5	82	11.0	201	6.8	154	7.1	13	5.6	1	0.5	8	0.8	481	6.4	3.23	—	1.23	
adolescents and children	21	9.1	69	9.3	275	9.3	158	7.3	15	6.5	1	0.5	—	—	539	7.1	5.10	1.80	1.30	
Total of above households	150	64.9	572	76.9	2,195	74.1	1,452	66.9	109	47.2	64	33.0	394	38.2	4,936	65.2	3.27	1.01	0.26	
Other households with:																				
adults only	38	16.5	84	11.3	370	12.5	419	19.3	83	35.9	98	50.5	627	60.8	1,719	22.7	1.86	—	—	
adolescents but no children	15	6.5	25	3.4	149	5.0	92	4.2	18	7.8	7	3.6	5	0.5	311	4.1	3.54	—	1.21	
one or more children with or without adolescents	28	12.1	63	8.5	250	8.4	207	9.5	21	9.1	25	12.9	6	0.6	600	7.9	4.45	2.28	0.47	
Total unclassified households	81	35.1	172	23.1	769	25.9	718	33.1	122	52.8	130	67.0	638	61.8	2,630	34.8	2.65	2.01	0.25	
Total all household types	231	100	744	100	2,964	100	2,170	100	231	100	194	100	1,032	100	7,566	100	3.05	2.01	0.26	
Average number of persons per household:																				
adults	No.	2.17	No.	2.10	No.	2.12	No.	2.09	No.	1.77	No.	1.49	No.	1.54	No.	2.01				
adolescents	0.36		0.29		0.31		0.29		0.30		0.05		0.02		0.26					
children	0.88		0.99		1.04		0.83		0.49		0.31		0.01		0.79					
Total	3.41		3.38		3.47		3.21		2.56		1.85		1.57		3.05					

TABLE 8  
 Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1966

	All households	Class						
		A			B	C	D	
		A1	A2	All			with earners (D1)	Excluding O.A.P.
		1.33	1.53	1.48	1.67	1.63	1.40	—
		1.12	1.19	1.17	1.27	1.33	1.27	—
		1.13	1.20	1.19	1.23	1.27	1.43	1.00
		1.18	1.16	1.14	1.19	1.22	1.00	—
		1.14	1.08	1.06	1.15	1.15	1.33	—
		2.27	1.98	1.91	2.42	2.43	1.77	0.88
		2.26	1.94	1.83	2.30	2.50	1.80	—
		0.80	0.97	0.98	1.21	1.09	1.14	0.16
		1.61	1.53	1.53	1.64	1.41	1.19	0.10
		0.90	2.12	2.20	2.61	2.54	2.06	0.80
		2.42	1.52	1.49	1.96	1.90	1.57	0.50
		1.76						
		1.34	1.46	1.45	1.64	1.58	1.37	0.13

Households with one man and one woman and:

- no other (both under 55) . . . . .
- 1 child . . . . .
- 2 children . . . . .
- 3 children . . . . .
- 4 or more children . . . . .
- adolescents only . . . . .
- adolescents and children . . . . .
- no other (one or both 55 or over) . . . . .

Other households with:

- adults only . . . . .
- adolescents but no children . . . . .
- one or more children with or without adolescents . . . . .

All households . . . . .

## APPENDIX B

### Tables of Consumption, Expenditure and Prices

TABLE 1

*Household Food Consumption and Purchases, 1966: National Averages*

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

	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . . (pt.)	3·98	4·05	4·00	3·99	4·00	3·84
Welfare . . . . . (pt.)	0·76	0·77	0·73	0·77	0·76	0·75
School . . . . . (pt.)	0·19	0·17	0·12	0·20	0·17	—
<i>Total Liquid Milk</i> . . . . . (pt.)	<i>4·93</i>	<i>4·98</i>	<i>4·84</i>	<i>4·96</i>	<i>4·93</i>	<i>4·59</i>
Condensed milk . . . . . (eq. pt.)	0·16	0·16	0·20	0·17	0·17	0·17
Dried Milk						
National . . . . . (eq. pt.)	0·02	0·02	0·01	0·02	0·02	0·02
Branded . . . . . (eq. pt.)	0·12	0·09	0·10	0·12	0·11	0·11
Other milk (a) . . . . . (pt.)	0·04	0·05	0·05	0·06	0·05	0·04
Cream . . . . . (pt.)	0·03	0·04	0·04	0·02	0·03	0·03
<i>Total Milk and Cream (pt. or eq. pt.)</i> . . . . .	<i>5·30</i>	<i>5·33</i>	<i>5·23</i>	<i>5·36</i>	<i>5·31</i>	<i>4·96</i>
<b>CHEESE:</b>						
Natural . . . . .	2·66	2·81	2·81	2·80	2·77	2·77
Processed . . . . .	0·31	0·37	0·39	0·31	0·34	0·34
<i>Total Cheese</i> . . . . .	<i>2·97</i>	<i>3·18</i>	<i>3·21</i>	<i>3·11</i>	<i>3·11</i>	<i>3·11</i>
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	8·61	7·38	7·33	9·20	8·13	8·08
Mutton and lamb . . . . .	5·93	6·25	6·52	6·42	6·28	6·25
Pork . . . . .	2·97	2·71	2·68	2·69	2·76	2·75
<i>Total Carcase Meat</i> . . . . .	<i>17·51</i>	<i>16·34</i>	<i>16·53</i>	<i>18·31</i>	<i>17·17</i>	<i>17·08</i>
Other meat and meat products						
Bones . . . . .	0·19	0·17	0·14	0·19	0·17	0·17
Liver . . . . .	0·94	0·88	0·89	0·89	0·90	0·90
Offals, other than liver . . . . .	0·67	0·40	0·40	0·67	0·54	0·53
Bacon and ham, uncooked . . . . .	5·43	5·59	5·25	4·95	5·30	5·29
Bacon and ham, cooked, including canned . . . . .	0·84	1·02	1·06	0·87	0·95	0·95
Cooked chicken . . . . .	0·14	0·14	0·22	0·16	0·16	0·16
Corned meat . . . . .	0·37	0·54	0·50	0·51	0·48	0·48
Other cooked meat, not purchased in cans . . . . .	0·63	0·69	0·76	0·65	0·68	0·68
Other canned meat . . . . .	1·51	1·53	1·68	1·43	1·54	1·54
Broiler chicken, uncooked (b) . . . . .	2·59	2·98	2·65	2·41	2·66	2·64
Other poultry, uncooked, not quick-frozen . . . . .	1·11	1·04	0·96	0·73	0·96	0·88
Other poultry, uncooked, quick-frozen . . . . .	0·36	0·41	0·19	0·15	0·28	0·28
Rabbit, game and other meat . . . . .	0·19	0·08	0·08	0·18	0·13	0·12
Sausages, uncooked, pork . . . . .	2·37	2·16	2·35	2·28	2·29	2·28
Sausages, uncooked, beef . . . . .	1·40	1·20	1·20	1·42	1·30	1·30
Meat pies and sausage rolls, ready to eat . . . . .	0·68	0·79	0·77	0·75	0·75	0·74

(a) Including skimmed milk powder.

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



TABLE 1—continued

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

	1966					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
Other meat and meat products— <i>contd.</i>						
Quick-frozen meat other than uncooked poultry, and quick-frozen meat products	0·30	0·36	0·39	0·43	0·37	0·37
Other meat products . . .	1·68	1·68	1·53	1·76	1·66	1·65
<i>Total Other Meat and Meat Products</i> . . . . .	<i>21·41</i>	<i>21·66</i>	<i>21·01</i>	<i>20·44</i>	<i>21·12</i>	<i>20·97</i>
<i>Total Meat and Meat Products</i> . .	<i>38·92</i>	<i>38·00</i>	<i>37·54</i>	<i>38·75</i>	<i>38·29</i>	<i>38·05</i>
<b>FISH:</b>						
White, filleted, fresh . . .	1·57	1·30	1·22	1·44	1·38	1·38
White, unfileted, fresh . . .	0·78	0·80	0·81	0·79	0·80	0·76
White, uncooked, quick-frozen (c) . . . . .	0·25	0·27	0·21	0·25	0·24	0·24
Herrings, filleted, fresh . . .	0·01	0·02	0·03	0·01	0·02	0·02
Herrings, unfileted, fresh . . .	0·18	0·05	0·09	0·13	0·11	0·11
Fat, fresh, other than herrings . .	0·11	0·11	0·15	0·07	0·11	0·10
White processed . . . . .	0·30	0·30	0·25	0·34	0·30	0·30
Fat, processed, filleted . . . . .	0·08	0·09	0·09	0·10	0·09	0·09
Fat, processed, unfileted . . . . .	0·14	0·14	0·14	0·17	0·15	0·15
Shell . . . . .	0·05	0·05	0·05	0·08	0·06	0·06
Cooked . . . . .	0·96	1·04	1·12	0·95	1·02	1·01
Salmon, canned . . . . .	0·48	0·64	0·54	0·45	0·53	0·53
Other canned or bottled fish . . .	0·30	0·39	0·35	0·30	0·34	0·34
Fish products, not quick-frozen Quick-frozen fish products, and quick-frozen fish not specified above (d) . . . . .	0·16	0·12	0·15	0·13	0·14	0·14
	0·53	0·50	0·49	0·48	0·50	0·50
<i>Total Fish</i> . . . . .	<i>5·91</i>	<i>5·82</i>	<i>5·68</i>	<i>5·67</i>	<i>5·79</i>	<i>5·73</i>
<b>EGGS:</b>						
Eggs, hen, stamped . . . (no.)	3·07	2·76	2·66	2·69	2·80	2·80
Eggs, shell, other . . . (no.)	1·83	1·96	2·09	2·00	1·97	1·70
<i>Total Eggs</i> . . . . . (no.)	<i>4·90</i>	<i>4·72</i>	<i>4·75</i>	<i>4·69</i>	<i>4·77</i>	<i>4·50</i>
<b>FATS:</b>						
Butter . . . . .	5·98	5·96	6·13	6·28	6·09	6·07
Margarine . . . . .	2·78	2·75	2·69	2·95	2·79	2·79
Lard and compound cooking fat . .	2·15	2·09	2·05	2·24	2·13	2·13
Suet . . . . .	0·17	0·09	0·07	0·24	0·14	0·14
Vegetable and salad oils . . . . .	0·39	0·27	0·31	0·29	0·32	0·32
All other fats . . . . .	0·19	0·16	0·15	0·16	0·16	0·16
<i>Total Fats</i> . . . . .	<i>11·66</i>	<i>11·32</i>	<i>11·40</i>	<i>12·15</i>	<i>11·63</i>	<i>11·61</i>

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.

TABLE 1—continued

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

	1966					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	16·65	16·79	17·18	17·59	17·05	17·04
Jams, jellies and fruit curds . . . . .	1·46	1·49	1·39	1·38	1·43	1·29
Marmalade . . . . .	0·83	0·91	0·99	0·93	0·92	0·92
Syrup, treacle and honey . . . . .	0·52	0·40	0·44	0·59	0·49	0·48
<i>Total Sugar and Preserves</i> . . . . .	<i>19·46</i>	<i>19·59</i>	<i>19·99</i>	<i>20·49</i>	<i>19·89</i>	<i>19·73</i>
<b>VEGETABLES:</b>						
Old potatoes (1965 crop)						
Not pre-packed . . . . .	45·61	27·93	0·40	—	18·48	16·89
Pre-packed . . . . .	10·29	5·49	0·05	—	3·96	3·96
Old potatoes (1966 crop) (e)						
Not pre-packed . . . . .	—	—	16·19	47·75	15·98	13·87
Pre-packed . . . . .	—	—	1·22	7·82	2·26	2·26
New potatoes (e)						
Not pre-packed . . . . .	1·10	15·32	28·99	—	11·35	10·14
Pre-packed . . . . .	0·01	0·31	1·50	—	0·46	0·46
<i>Total Fresh Potatoes</i> . . . . .	<i>57·01</i>	<i>49·04</i>	<i>48·35</i>	<i>55·57</i>	<i>52·49</i>	<i>47·56</i>
Cabbages, fresh . . . . .	4·35	4·99	5·19	4·98	4·88	3·82
Brussels sprouts, fresh . . . . .	4·46	0·04	0·28	4·38	2·29	1·91
Cauliflowers, fresh . . . . .	1·48	3·66	3·15	2·03	2·58	2·28
Leafy salads . . . . .	0·48	1·80	2·42	0·58	1·32	1·05
Peas, fresh . . . . .	...	0·44	3·40	0·07	0·98	0·69
Peas, quick-frozen . . . . .	0·93	1·14	0·73	0·94	0·94	0·93
Beans, fresh . . . . .	0·03	0·25	4·38	0·61	1·32	0·58
Beans, quick-frozen . . . . .	0·19	0·33	0·14	0·15	0·20	0·20
Other fresh green vegetables . . . . .	0·11	0·25	0·12	0·05	0·13	0·06
<i>Total Fresh Green Vegetables</i> . . . . .	<i>12·05</i>	<i>12·89</i>	<i>19·80</i>	<i>13·80</i>	<i>14·64</i>	<i>11·52</i>
Carrots, fresh . . . . .	3·39	2·01	2·66	3·73	2·95	2·67
Turnips and swedes, fresh . . . . .	2·01	0·55	0·55	2·09	1·30	1·06
Other root vegetables, fresh . . . . .	0·97	0·44	0·91	1·03	0·84	0·61
Onions, shallots, leeks, fresh . . . . .	3·47	2·64	2·73	3·51	3·09	2·81
Cucumbers, fresh . . . . .	0·30	1·18	1·16	0·28	0·73	0·69
Mushrooms, fresh . . . . .	0·39	0·29	0·33	0·32	0·33	0·33
Miscellaneous fresh vegetables . . . . .	0·23	0·23	1·18	1·15	0·70	0·58
Canned peas . . . . .	2·99	3·25	2·48	2·93	2·91	2·91
Canned beans . . . . .	3·23	3·40	3·12	3·21	3·24	3·24
Canned vegetables, other than pulses or potatoes . . . . .	0·95	1·12	0·74	0·82	0·91	0·91
Dried pulses, other than air-dried . . . . .	0·52	0·40	0·26	0·48	0·42	0·42
Air-dried vegetables . . . . .	0·05	0·06	0·03	0·04	0·04	0·04
Chips, excluding quick-frozen . . . . .	1·35	1·38	1·57	1·35	1·41	1·40

(e) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 1—*continued*  
(oz. per person per week, except where otherwise stated)

	1966					
	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
<b>VEGETABLES—<i>contd.</i></b>						
Other potato products, not quick-frozen . . . . .	0·38	0·43	0·38	0·35	0·38	0·38
Other vegetable products . . . . .	0·05	0·08	0·10	0·09	0·08	0·08
All quick-frozen vegetables and vegetable products, not specified above (f) . . . . .	0·17	0·26	0·19	0·18	0·20	0·20
<i>Total Other Vegetables</i> . . . . .	<i>20·45</i>	<i>17·71</i>	<i>18·38</i>	<i>21·57</i>	<i>19·53</i>	<i>18·33</i>
<i>Total Vegetables.</i> . . . .	<i>89·51</i>	<i>79·64</i>	<i>86·53</i>	<i>90·94</i>	<i>86·66</i>	<i>77·41</i>
<b>FRUIT:</b>						
<b>Fresh</b>						
Oranges . . . . .	4·98	4·04	2·62	2·45	3·52	3·51
Other citrus fruit . . . . .	1·35	1·30	0·83	1·14	1·16	1·14
Apples . . . . .	7·03	6·61	7·34	8·34	7·33	6·48
Pears . . . . .	0·80	0·82	1·16	0·92	0·92	0·90
Stone fruit . . . . .	0·09	0·18	1·76	0·04	0·52	0·49
Grapes . . . . .	0·28	0·23	0·43	0·53	0·37	0·36
Soft fruit, other than grapes . . . . .	0·01	0·59	2·12	0·11	0·71	0·40
Bananas . . . . .	3·29	3·48	4·11	3·44	3·58	3·57
Rhubarb . . . . .	0·53	1·79	0·52	0·03	0·72	0·24
Tomatoes . . . . .	2·16	4·10	6·40	3·28	3·98	3·69
Other fresh fruit . . . . .	0·12	0·15	0·68	0·33	0·32	0·32
<i>Total Fresh Fruit</i> . . . . .	<i>20·63</i>	<i>23·30</i>	<i>27·96</i>	<i>20·60</i>	<i>23·13</i>	<i>21·10</i>
Tomatoes, canned or bottled . . . . .	0·81	0·80	0·65	0·66	0·73	0·73
Canned peaches, pears and pineapples . . . . .	2·30	2·88	2·82	2·39	2·60	2·60
Other canned or bottled fruit . . . . .	2·09	2·51	2·27	2·01	2·22	2·14
Dried fruit and dried fruit products . . . . .	0·80	0·73	0·79	1·71	1·01	1·01
Nuts and nut products . . . . .	0·17	0·13	0·11	0·32	0·18	0·18
Fruit juices (fl. oz.) . . . . .	0·60	0·48	0·53	0·41	0·50	0·50
Welfare orange juice (fl. oz.) . . . . .	0·03	0·03	0·04	0·03	0·03	0·03
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>6·80</i>	<i>7·57</i>	<i>7·20</i>	<i>7·53</i>	<i>7·27</i>	<i>7·19</i>
<i>Total Fruit</i> . . . . .	<i>27·43</i>	<i>30·87</i>	<i>35·16</i>	<i>28·13</i>	<i>30·40</i>	<i>28·29</i>
<b>CEREALS:</b>						
Brown bread . . . . .	2·92	2·96	3·04	2·59	2·88	2·87
White bread, large loaves, unwrapped . . . . .	6·97	7·22	7·55	7·35	7·27	7·26
White bread, large loaves, wrapped . . . . .	19·97	20·46	19·86	19·86	20·04	20·02
White bread, small loaves, unwrapped . . . . .	3·60	3·16	3·45	3·42	3·41	3·40
White bread, small loaves, wrapped . . . . .	1·73	1·83	2·00	1·85	1·85	1·85
Wholewheat and wholemeal bread . . . . .	0·49	0·59	0·47	0·58	0·53	0·53
Other bread . . . . .	2·51	2·71	2·83	2·57	2·66	2·65
<i>Total Bread</i> . . . . .	<i>38·20</i>	<i>38·92</i>	<i>39·20</i>	<i>38·21</i>	<i>38·64</i>	<i>38·58</i>

(f) Including quick-frozen brussels sprouts.

TABLE 1—continued

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

	1966					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>CEREALS—contd.</b>						
Flour . . . . .	6.14	5.68	5.79	6.18	5.95	5.94
Buns, scones and teacakes . . . . .	1.94	1.55	1.27	1.62	1.60	1.58
Cakes and pastries . . . . .	4.80	5.20	4.73	4.71	4.86	4.85
Biscuits, other than chocolate biscuits . . . . .	4.34	4.66	4.72	4.92	4.66	4.66
Chocolate biscuits . . . . .	0.94	0.97	0.86	0.98	0.94	0.94
Oatmeal and oat products . . . . .	0.77	0.48	0.48	0.95	0.67	0.67
Breakfast cereals . . . . .	1.90	2.34	2.48	2.27	2.25	2.25
Canned milk puddings . . . . .	1.53	1.54	1.42	1.30	1.45	1.45
Other puddings . . . . .	0.32	0.19	0.19	0.38	0.27	0.27
Rice . . . . .	0.47	0.40	0.46	0.53	0.46	0.46
Invalid foods, including slim- ming foods . . . . .	0.18	0.19	0.11	0.19	0.17	0.17
Infant foods, not canned or bottled . . . . .	0.17	0.15	0.14	0.19	0.16	0.16
Cereal convenience foods, in- cluding canned, not specified above (g) . . . . .	1.36	1.26	1.33	1.31	1.32	1.32
Other cereal foods . . . . .	0.29	0.19	0.23	0.26	0.24	0.24
<i>Total Cereals</i> . . . . .	<i>63.36</i>	<i>63.72</i>	<i>63.41</i>	<i>64.00</i>	<i>63.64</i>	<i>63.54</i>
<b>BEVERAGES:</b>						
Tea . . . . .	2.60	2.63	2.63	2.69	2.64	2.64
Coffee, bean and ground . . . . .	0.12	0.09	0.11	0.08	0.10	0.10
Coffee, instant . . . . .	0.32	0.25	0.27	0.32	0.29	0.29
Coffee, essences . . . . . (fl. oz.)	0.08	0.09	0.07	0.07	0.08	0.08
Cocoa and drinking chocolate . . . . .	0.21	0.17	0.15	0.24	0.19	0.19
Branded food drinks . . . . .	0.26	0.20	0.12	0.25	0.21	0.21
<i>Total Beverages</i> . . . . .	<i>3.60</i>	<i>3.43</i>	<i>3.36</i>	<i>3.66</i>	<i>3.51</i>	<i>3.51</i>
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled . . . . .	0.60	0.72	0.72	0.72	0.69	0.69
Soups, canned . . . . .	4.02	2.57	2.33	3.47	3.10	3.09
Soups, dehydrated and powdered . . . . .	0.11	0.05	0.08	0.10	0.08	0.08
Accelerated freeze-dried foods, excluding coffee . . . . .	0.01	0.01	...	...	...	...
Spreads and dressings . . . . .	0.11	0.33	0.30	0.13	0.22	0.22
Pickles and sauces . . . . .	1.14	1.23	1.13	1.44	1.24	1.22
Meat and vegetable extracts . . . . .	0.15	0.11	0.12	0.19	0.14	0.14
Table jellies, squares and crystals (pt.) . . . . .	0.06	0.09	0.09	0.07	0.08	0.08
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	0.33	0.86	0.84	0.39	0.60	0.60
All quick-frozen foods not specified above . . . . .	0.08	0.08	0.08	0.06	0.08	0.08
Salt . . . . .	0.95	0.71	0.93	0.88	0.87	0.87

(g) Including cake and pudding mixes, custard powder, "instant" puddings, etc.

TABLE 2  
Household Food Expenditure, 1966: National Averages  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . .	37·55	37·78	37·45	37·41	37·55	95
Welfare . . . . .	3·22	3·22	3·04	3·28	3·19	24
<i>Total Liquid Milk</i> . . . . .	<i>40·77</i>	<i>41·00</i>	<i>40·49</i>	<i>40·68</i>	<i>40·74</i>	
Condensed milk . . . . .	1·36	1·34	1·66	1·49	1·46	23
Dried milk						
National . . . . .	0·08	0·08	0·04	0·09	0·07	...
Branded . . . . .	1·10	0·78	0·84	1·06	0·94	3
Other milk (a) . . . . .	0·47	0·55	0·76	0·71	0·62	6
Cream . . . . .	1·93	2·38	2·53	1·66	2·12	25
<i>Total Milk and Cream</i> . . . . .	<i>45·71</i>	<i>46·14</i>	<i>46·32</i>	<i>45·68</i>	<i>45·95</i>	
<b>CHEESE:</b>						
Natural . . . . .	7·37	7·87	7·93	7·93	7·78	69
Processed . . . . .	1·16	1·36	1·40	1·18	1·28	20
<i>Total Cheese</i> . . . . .	<i>8·53</i>	<i>9·23</i>	<i>9·33</i>	<i>9·11</i>	<i>9·06</i>	
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	34·40	30·89	31·71	36·82	33·46	77
Mutton and lamb . . . . .	17·93	19·75	20·80	19·42	19·48	59
Pork . . . . .	9·92	9·51	9·57	9·60	9·65	35
<i>Total Carcase Meat</i> . . . . .	<i>62·25</i>	<i>60·15</i>	<i>62·08</i>	<i>65·85</i>	<i>62·59</i>	
Other meat and meat products						
Bones . . . . .	0·09	0·13	0·14	0·11	0·12	2
Liver . . . . .	3·34	3·17	3·26	3·17	3·24	28
Offals, other than liver . . . . .	1·51	1·02	1·05	1·61	1·30	19
Bacon and ham, uncooked . . . . .	17·91	19·28	18·59	17·78	18·39	82
Bacon and ham, cooked, including canned . . . . .	5·30	6·84	7·12	5·86	6·28	43
Cooked chicken . . . . .	0·56	0·59	0·97	0·71	0·71	3
Corned meat . . . . .	1·40	2·04	1·94	2·03	1·85	17
Other cooked meat, not purchased in cans . . . . .	3·08	3·39	3·87	3·10	3·36	30
Other canned meat . . . . .	4·01	4·43	4·78	4·30	4·38	29
Broiler chicken, uncooked (b) . . . . .	6·68	7·99	7·43	6·26	7·09	20
Other poultry, uncooked, not quick-frozen . . . . .	2·74	2·62	2·32	1·51	2·30	4
Other poultry, uncooked, quick-frozen . . . . .	0·92	1·13	0·54	0·41	0·75	1
Rabbit, game and other meat . . . . .	0·52	0·22	0·19	0·50	0·36	1

(a) Including skimmed milk powder.

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

TABLE 2—continued  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>Other meat and meat products</b> <i>contd.</i>						
Sausages, uncooked, pork . . .	5·89	5·49	5·99	5·81	5·80	46
Sausages, uncooked, beef . . .	2·97	2·52	2·58	3·03	2·78	25
Meat pies and sausage rolls, ready to eat . . .	1·67	1·93	1·90	1·81	1·83	19
Quick-frozen meat, other than uncooked poultry, and quick-frozen meat products . . .	1·20	1·47	1·55	1·73	1·49	11
Other meat products . . .	4·40	4·26	4·10	4·55	4·33	38
<b>Total Other Meat and Meat Products</b> . . . . .	<b>64·18</b>	<b>68·53</b>	<b>68·30</b>	<b>64·27</b>	<b>66·36</b>	
<b>Total Meat and Meat Products</b> . . . . .	<b>126·43</b>	<b>128·68</b>	<b>130·38</b>	<b>130·12</b>	<b>128·95</b>	
<b>FISH:</b>						
White, filleted, fresh . . . . .	4·49	3·79	3·56	4·21	4·01	26
White, unfilleted, fresh . . . . .	2·09	2·34	2·24	2·09	2·19	13
White, uncooked, quick-frozen (c) . . . . .	1·00	1·07	0·81	0·94	0·96	7
Herrings, filleted, fresh . . . . .	0·02	0·04	0·05	0·01	0·03	...
Herrings, unfilleted, fresh . . . . .	0·22	0·07	0·11	0·18	0·14	2
Fat, fresh, other than herrings . . . . .	0·40	0·45	0·59	0·16	0·40	2
White, processed . . . . .	0·81	0·79	0·64	0·91	0·79	6
Fat, processed, filleted . . . . .	0·22	0·24	0·35	0·31	0·28	3
Fat, processed, unfilleted . . . . .	0·25	0·26	0·29	0·30	0·28	3
Shell . . . . .	0·29	0·30	0·37	0·41	0·34	3
Cooked . . . . .	3·00	3·30	3·59	3·01	3·22	24
Salmon, canned . . . . .	2·97	3·93	3·38	2·85	3·28	20
Other canned or bottled fish . . . . .	1·14	1·45	1·23	1·00	1·20	14
Fish products, not quick-frozen . . . . .	0·66	0·55	0·62	0·58	0·60	10
Quick-frozen fish products, and quick-frozen fish not specified above (d) . . . . .	1·86	1·75	1·69	1·70	1·75	17
<b>Total Fish</b> . . . . .	<b>19·41</b>	<b>20·33</b>	<b>19·52</b>	<b>18·67</b>	<b>19·47</b>	
<b>EGGS:</b>						
Eggs, hen, stamped . . . . .	12·02	9·81	9·83	11·39	10·76	58
Eggs, shell, other . . . . .	7·46	6·76	7·21	7·88	7·33	36
<b>Total Eggs</b> . . . . .	<b>19·48</b>	<b>16·56</b>	<b>17·04</b>	<b>19·27</b>	<b>18·09</b>	

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.

TABLE 2—continued  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>FATS:</b>						
Butter . . . . .	15·79	15·59	16·01	16·34	15·93	87
Margarine . . . . .	4·29	4·23	4·14	4·57	4·31	50
Lard and compound cooking fat . . . . .	2·58	2·50	2·45	2·71	2·56	49
Suet . . . . .	0·31	0·16	0·14	0·46	0·27	6
Vegetable and salad oils . . . . .	0·85	0·61	0·67	0·60	0·68	4
All other fats . . . . .	0·19	0·17	0·16	0·17	0·17	4
<i>Total Fats</i> . . . . .	<i>24·01</i>	<i>23·26</i>	<i>23·58</i>	<i>24·85</i>	<i>23·92</i>	
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	9·04	9·04	9·16	9·43	9·17	83
Jams, jellies and fruit curds . . . . .	2·02	2·02	1·85	1·94	1·96	23
Marmalade . . . . .	1·08	1·16	1·29	1·21	1·18	16
Syrup, treacle and honey . . . . .	0·76	0·55	0·69	0·87	0·72	7
<i>Total Sugar and Preserves</i> . . . . .	<i>12·90</i>	<i>12·77</i>	<i>12·99</i>	<i>13·45</i>	<i>13·03</i>	
<b>VEGETABLES:</b>						
Old potatoes (1965 crop)						
Not pre-packed . . . . .	8·67	6·57	0·11	—	3·84	} (f)
Pre-packed . . . . .	2·53	1·55	0·02	—	1·02	
Old potatoes (1966 crop) (e)						
Not pre-packed . . . . .	—	—	3·36	10·43	3·45	
Pre-packed . . . . .	—	—	0·35	2·22	0·64	
New potatoes (e)						
Not pre-packed . . . . .	0·70	9·64	8·31	—	4·66	
Pre-packed . . . . .	0·01	0·20	0·50	—	0·18	
<i>Total Fresh Potatoes</i> . . . . .	<i>11·91</i>	<i>17·95</i>	<i>12·65</i>	<i>12·65</i>	<i>13·79</i>	
Cabbages, fresh . . . . .	1·85	3·19	1·75	1·50	2·07	
Brussels sprouts, fresh . . . . .	2·11	0·03	0·20	2·38	1·18	21
Cauliflowers, fresh . . . . .	1·26	2·68	1·88	1·30	1·78	25
Leafy salads . . . . .	1·39	3·60	1·96	0·91	1·96	36
Peas, fresh . . . . .	—	0·27	1·57	0·06	0·48	(f)
Peas, quick-frozen . . . . .	2·00	2·38	1·50	1·94	1·96	22
Beans, fresh . . . . .	...	0·11	1·80	0·19	0·52	(f)
Beans, quick-frozen . . . . .	0·54	0·94	0·40	0·41	0·57	8
Other fresh green vegetables . . . . .	0·06	0·06	0·02	0·02	0·04	1
<i>Total Fresh Green Vegetables</i> . . . . .	<i>9·22</i>	<i>13·26</i>	<i>11·09</i>	<i>8·71</i>	<i>10·56</i>	
Carrots, fresh . . . . .	1·55	1·39	1·12	1·35	1·35	37
Turnips and swedes, fresh . . . . .	0·53	0·18	0·17	0·53	0·35	12
Other root vegetables, fresh . . . . .	0·51	0·33	0·43	0·47	0·44	13
Onions, shallots, leeks, fresh . . . . .	1·68	1·88	1·63	1·75	1·74	44
Cucumbers, fresh . . . . .	0·59	1·94	1·41	0·43	1·09	20

(e) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

(f) These foods were not available during certain months; the proportions of households purchasing such foods in each quarter is given in Table 2A on page 117.

TABLE 2—continued  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<i>Vegetables—continued</i>						
Mushrooms, fresh . . . . .	1·37	0·99	1·06	1·12	1·14	16
Miscellaneous fresh vegetables . . . . .	0·25	0·33	0·65	0·77	0·50	10
Canned peas . . . . .	2·42	2·70	2·07	2·41	2·40	40
Canned beans . . . . .	2·91	3·07	2·84	2·99	2·95	46
Canned vegetables, other than pulses or potatoes . . . . .	1·04	1·18	0·83	0·88	0·98	16
Dried pulses, other than air-dried . . . . .	0·65	0·53	0·37	0·61	0·54	11
Air-dried vegetables . . . . .	0·55	0·63	0·30	0·37	0·46	5
Chips, not quick-frozen . . . . .	1·49	1·58	2·04	1·53	1·66	25
Other potato products, not quick-frozen . . . . .	1·24	1·45	1·36	1·26	1·33	21
Other vegetable products . . . . .	0·07	0·11	0·19	0·16	0·13	2
All quick-frozen vegetables and vegetable products, not specified above (g) . . . . .	0·45	0·66	0·48	0·45	0·51	6
<i>Total Other Vegetables</i> . . . . .	<i>17·31</i>	<i>18·97</i>	<i>16·96</i>	<i>17·09</i>	<i>17·57</i>	
<i>Total Vegetables</i> . . . . .	<i>38·44</i>	<i>50·18</i>	<i>40·70</i>	<i>38·45</i>	<i>41·92</i>	
<b>FRUIT:</b>						
<i>Fresh</i>						
Oranges . . . . .	4·04	3·50	2·35	2·12	3·00	34
Other citrus fruit . . . . .	1·24	1·16	0·84	1·24	1·12	16
Apples . . . . .	6·17	7·05	5·86	6·27	6·34	57
Pears . . . . .	0·73	0·84	1·15	0·90	0·90	12
Stone fruit . . . . .	0·22	0·33	2·43	0·05	0·76	7
Grapes . . . . .	0·62	0·54	0·70	0·83	0·67	7
Soft fruit, other than grapes . . . . .	0·01	0·96	2·07	0·01	0·76	5
Bananas . . . . .	2·99	3·59	3·96	3·11	3·41	44
Rhubarb . . . . .	0·39	0·25	0·04	0·02	0·18	3
Tomatoes . . . . .	3·60	10·10	8·74	4·71	6·79	61
Other fresh fruit . . . . .	0·14	0·19	0·58	0·34	0·31	3
<i>Total Fresh Fruit</i> . . . . .	<i>20·13</i>	<i>28·50</i>	<i>28·71</i>	<i>19·57</i>	<i>24·24</i>	
Tomatoes, canned or bottled . . . . .	0·92	0·91	0·74	0·72	0·82	14
Canned peaches, pears and pineapples . . . . .	2·70	3·38	3·31	2·80	3·05	32
Other canned or bottled fruit . . . . .	2·77	3·42	3·15	2·77	3·03	30
Dried fruit and dried fruit products . . . . .	1·33	1·21	1·34	2·96	1·71	17
Nuts and nut products . . . . .	0·58	0·46	0·37	1·21	0·66	6
Fruit juices . . . . .	1·27	0·97	1·01	0·96	1·05	7
Welfare orange juice . . . . .	0·08	0·10	0·13	0·09	0·10	1
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>9·65</i>	<i>10·44</i>	<i>10·05</i>	<i>11·51</i>	<i>10·42</i>	
<i>Total Fruit</i> . . . . .	<i>29·78</i>	<i>38·94</i>	<i>38·76</i>	<i>31·08</i>	<i>34·66</i>	

(g) Including quick-frozen brussels sprouts.



TABLE 2—continued  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>CEREALS:</b>						
Brown bread . . . . .	2·22	2·29	2·38	2·03	2·23	32
White bread, large loaves, unwrapped . . . . .	4·06	4·27	4·47	4·36	4·29	28
White bread, large loaves, wrapped . . . . .	11·74	12·18	11·89	11·88	11·92	56
White bread, small loaves, unwrapped . . . . .	2·60	2·29	2·50	2·49	2·47	31
White bread, small loaves, wrapped . . . . .	1·31	1·41	1·54	1·44	1·42	19
Wholewheat and wholemeal bread . . . . .	0·35	0·43	0·34	0·40	0·38	6
Other bread . . . . .	3·20	3·51	3·62	3·29	3·40	38
<i>Total Bread</i> . . . . .	<i>25·49</i>	<i>26·38</i>	<i>26·74</i>	<i>25·89</i>	<i>26·11</i>	
Flour . . . . .	2·86	2·65	2·70	2·88	2·77	36
Buns, scones and teacakes . . . . .	2·93	2·57	2·07	2·58	2·54	35
Cakes and pastries . . . . .	11·35	12·27	11·13	11·41	11·54	66
Biscuits, other than chocolate biscuits . . . . .	7·50	7·94	8·19	8·60	8·06	72
Chocolate biscuits . . . . .	2·80	2·91	2·53	3·03	2·82	29
Oatmeal and oat products . . . . .	0·70	0·44	0·44	0·85	0·61	8
Breakfast cereals . . . . .	3·66	4·52	4·95	4·46	4·40	40
Canned milk puddings . . . . .	1·13	1·13	1·07	1·01	1·08	19
Other puddings . . . . .	0·63	0·41	0·39	0·79	0·56	7
Rice . . . . .	0·44	0·39	0·43	0·49	0·44	8
Invalid foods, including slimming foods . . . . .	0·36	0·37	0·27	0·37	0·34	2
Infant foods, not canned or bottled . . . . .	0·43	0·38	0·35	0·53	0·42	5
Cereal convenience foods, including canned, not specified above (h) . . . . .	2·02	2·13	2·29	2·16	2·15	31
Other cereal foods . . . . .	0·32	0·25	0·28	0·32	0·29	6
<i>Total Cereals</i> . . . . .	<i>62·62</i>	<i>64·73</i>	<i>63·83</i>	<i>65·36</i>	<i>64·13</i>	
<b>BEVERAGES:</b>						
Tea . . . . .	12·05	12·06	12·07	12·49	12·17	82
Coffee, bean and ground . . . . .	0·70	0·50	0·68	0·51	0·60	3
Coffee, instant . . . . .	4·42	3·48	3·79	4·51	4·05	25
Coffee, essences . . . . .	0·30	0·32	0·25	0·24	0·28	3
Cocoa and drinking chocolate . . . . .	0·60	0·50	0·43	0·70	0·56	7
Branded food drinks . . . . .	1·10	0·88	0·53	1·07	0·90	6
<i>Total Beverages</i> . . . . .	<i>19·18</i>	<i>17·74</i>	<i>17·75</i>	<i>19·52</i>	<i>18·56</i>	

(h) Including cake and pudding mixes, custard powder, 'instant' puddings, etc.

TABLE 2—continued  
(pence per person per week)

	1966					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled	1·17	1·43	1·46	1·40	1·36	8
Soups, canned	3·99	2·62	2·39	3·53	3·13	34
Soups, dehydrated and powdered	0·69	0·33	0·49	0·67	0·54	6
Accelerated freeze-dried foods, excluding coffee	0·11	0·06	0·02	0·01	0·05	...
Spreads and dressings	0·30	0·83	0·74	0·33	0·55	7
Pickles and sauces	2·17	2·20	2·11	2·64	2·28	26
Meat and vegetable extracts	1·83	1·30	1·43	2·16	1·68	18
Table jellies, squares and crystals	0·56	0·80	0·78	0·61	0·69	15
Ice-cream (served as part of a meal), mousse, soufflé	0·60	1·56	1·51	0·72	1·10	12
All quick-frozen foods not specified above	0·23	0·21	0·20	0·17	0·20	2
Salt	0·40	0·29	0·38	0·34	0·35	11
Artificial sweeteners (expenditure only)	0·01	0·04	0·07	0·04	0·04	...
Miscellaneous (expenditure only)	1·61	1·44	1·64	1·65	1·58	27
<i>Total Miscellaneous</i>	<i>13·67</i>	<i>13·10</i>	<i>13·22</i>	<i>14·30</i>	<i>13·55</i>	
<b>TOTAL EXPENDITURE</b>	<b>420·17</b> (35s. 0d.)	<b>441·67</b> (36s. 10d.)	<b>433·42</b> (36s. 1d.)	<b>429·87</b> (35s. 10d.)	<b>431·28</b> (35s. 11d.)	

TABLE 2A  
 Percentage of All Households Purchasing Seasonal Types of  
 Food During Survey Week, 1966

	Jan.- March	April June	July- Sept.	Oct.- Dec.
CREAM . . . . .	24	27	27	20
<b>BACON AND OTHER MEAT:</b>				
Bacon and ham, cooked, including canned . . . . .	40	45	45	40
Sausages, uncooked, pork (a) . . . . .	47	45	46	44
<b>FISH:</b>				
Herrings, fresh, filleted (a) . . . . .	...	...	1	...
Herrings, fresh, unfileted (a) . . . . .	3	1	1	2
Fat, processed, filleted (a) . . . . .	3	3	3	3
Fat, processed, unfileted (a) . . . . .	3	3	3	4
<b>EGGS . . . . .</b>	96	94	95	94
<b>VEGETABLES:</b>				
Old potatoes (1965 crop)				
Not pre-packed . . . . .	62	45	1	—
Pre-packed . . . . .	18	10	...	—
Old potatoes (1966 crop) (b)				
Not prepacked . . . . .	—	—	23	65
Pre-packed . . . . .	—	—	3	16
New potatoes (b)				
Not pre-packed . . . . .	6	50	49	—
Pre-packed . . . . .	...	1	4	—
Cabbages, fresh . . . . .	35	42	32	31
Brussels sprouts, fresh . . . . .	40	...	4	40
Cauliflower, fresh . . . . .	16	33	29	20
Leafy salads . . . . .	24	54	43	22
Peas, fresh . . . . .	—	3	19	1
Peas, quick-frozen . . . . .	24	25	18	22
Beans, fresh . . . . .	...	1	22	3
Beans, quick-frozen . . . . .	7	12	5	6
Carrots, fresh . . . . .	45	30	31	43
Onions, shallots, leeks, fresh . . . . .	46	45	41	42
Miscellaneous fresh vegetables (a) . . . . .	5	6	12	16
Canned peas . . . . .	41	44	34	40
Canned beans . . . . .	47	48	44	45
Dried pulses, other than air-dried . . . . .	13	11	8	13
Other canned vegetables . . . . .	17	20	13	14
Other quick-frozen vegetables . . . . .	5	8	5	4
<b>FRUIT:</b>				
Oranges, fresh . . . . .	42	39	28	27
Other citrus fruit, fresh . . . . .	18	16	12	16
Apples, fresh . . . . .	58	60	54	56
Pears, fresh . . . . .	11	12	15	12
Tomatoes, fresh . . . . .	43	72	77	52
Tomatoes, canned and bottled . . . . .	16	14	12	13
Dried fruit . . . . .	15	14	15	26
Oatmeal and oat products . . . . .	10	6	6	12
Breakfast cereals . . . . .	37	42	43	38
Cocoa and drinking chocolate . . . . .	7	6	5	8
Branded food drinks . . . . .	7	6	4	7
Soups, canned . . . . .	41	29	26	38
Soups, dehydrated and powdered . . . . .	8	4	5	8
Spreads and dressings . . . . .	4	11	9	4
Meat and vegetable extracts . . . . .	19	14	16	21
Table jellies, squares and crystals . . . . .	12	18	17	14
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	7	16	16	8

(a) Excluding purchases of quick-frozen foods.

(b) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 3

## Household Food Prices (a), 1966: National Averages

	Average prices paid in 1966				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>MILK AND CREAM:</b>					
Liquid milk					
Full price . . . . .	9·8	9·8	9·8	9·8	9·8
Welfare . . . . .	4·3	4·2	4·2	4·3	4·3
<i>Total Liquid Milk Purchased</i> . . . . .	<i>8·9</i>	<i>8·9</i>	<i>8·9</i>	<i>8·9</i>	<i>8·9</i>
Condensed milk . . . . .	8·3	8·4	8·4	8·6	8·4
Dried milk					
National . . . . .	5·2	5·2	3·9	4·0	4·6
Branded . . . . .	9·1	8·6	8·6	8·8	8·8
Other milk (b) . . . . .	11·7	14·3	15·4	13·3	13·7
Cream . . . . .	72·3	66·4	71·4	71·3	70·1
<b>CHEESE:</b>					
Natural . . . . .	44·4	44·8	45·1	45·4	44·9
Processed . . . . .	59·1	58·9	58·7	60·7	59·3
<b>MEAT AND MEAT PRODUCTS:</b>					
Carcase meat					
Beef and veal . . . . .	64·2	67·3	69·3	64·7	66·2
Mutton and lamb . . . . .	48·5	51·0	51·1	48·9	49·9
Pork . . . . .	53·5	56·5	57·1	58·2	56·2
Other meat and meat products					
Bones . . . . .	7·9	12·0	15·6	9·3	10·9
Liver . . . . .	57·1	57·6	59·1	57·3	57·8
Offals, other than liver . . . . .	36·1	42·0	42·0	39·0	39·2
Bacon and ham, uncooked . . . . .	52·8	55·4	56·8	57·6	55·6
Bacon and ham, cooked, including canned . . . . .	101·5	107·1	107·6	108·1	106·2
Cooked chicken . . . . .	65·0	69·3	71·8	70·5	69·5
Corned meat . . . . .	59·8	60·6	62·1	63·3	61·5
Other cooked meat, not purchased in cans . . . . .	77·9	78·9	81·8	76·8	79·0
Other canned meat . . . . .	42·5	46·3	45·4	48·0	45·5
Broiler chicken, uncooked (c) . . . . .	41·4	43·2	44·8	42·5	43·0
Other poultry, uncooked, not quick- frozen . . . . .	43·0	41·9	41·2	39·4	41·6
Other poultry, uncooked, quick-frozen . . . . .	40·7	44·4	46·6	42·9	43·4
Rabbit, game and other meat . . . . .	50·4	47·4	48·2	53·7	50·6
Sausages, uncooked, pork . . . . .	40·0	40·7	40·9	41·0	40·6
Sausages, uncooked, beef . . . . .	33·9	33·6	34·5	34·5	34·1
Meat pies and sausage rolls, ready to eat . . . . .	39·2	39·5	39·2	38·7	39·2
Quick-frozen meat, other than uncooked poultry, and quick-frozen meat pro- ducts . . . . .	63·2	64·9	63·1	63·5	63·7
Other meat products . . . . .	42·0	41·0	43·0	41·5	41·8

(a) Pence per lb., except pence per pint of milk, cream, fruit juices, welfare orange juice, coffee essences and made-up jelly, pence per equivalent pint of condensed and dried milk, 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 3—continued

	Average prices paid in 1966				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>FISH:</b>					
White, filleted, fresh . . . . .	45·7	46·8	46·9	47·0	46·6
White, unfileted, fresh . . . . .	43·3	48·2	45·7	46·5	45·9
White, uncooked, quick-frozen (d) . . . . .	62·8	63·2	63·6	61·2	62·7
Herrings, filleted, fresh . . . . .	28·9	30·8	32·9	34·3	31·6
Herrings, unfileted, fresh . . . . .	21·0	23·2	20·1	22·8	21·6
Fat, fresh, other than herrings . . . . .	58·4	76·8	73·3	36·7	63·9
White, processed . . . . .	43·5	42·6	42·6	42·4	42·8
Fat, processed, filleted . . . . .	44·7	44·4	63·9	52·0	51·3
Fat, processed, unfileted . . . . .	28·4	30·2	34·4	28·8	30·4
Shell . . . . .	84·6	93·6	114·2	81·6	92·0
Cooked . . . . .	49·8	51·4	51·5	51·2	51·0
Salmon, canned . . . . .	99·5	97·9	99·6	100·9	99·4
Other canned or bottled fish . . . . .	60·1	59·6	55·6	53·9	57·5
Fish products, not quick-frozen . . . . .	67·2	73·3	67·0	73·5	70·0
Quick-frozen fish products, and quick- frozen fish not specified above (e) . . . . .	56·0	55·6	55·5	56·1	55·8
<b>EGGS:</b>					
Eggs, hen, stamped . . . . .	3·9	3·6	3·7	4·2	3·8
Eggs, shell, other . . . . .	4·7	4·0	4·1	4·5	4·3
<i>Total Eggs</i> . . . . .	<i>4·2</i>	<i>3·7</i>	<i>3·8</i>	<i>4·3</i>	<i>4·0</i>
<b>FATS:</b>					
Butter . . . . .	42·3	41·9	42·0	41·8	42·0
Margarine . . . . .	24·7	24·6	24·6	24·8	24·7
Lard and compound cooking fat . . . . .	19·2	19·2	19·2	19·4	19·2
Suet . . . . .	29·0	28·4	31·8	31·2	30·1
Vegetable and salad oils . . . . .	34·6	36·4	34·1	33·5	34·6
All other fats . . . . .	16·4	16·7	18·1	17·3	17·0
<b>SUGAR AND PRESERVES:</b>					
Sugar . . . . .	8·7	8·6	8·6	8·6	8·6
Jams, jellies and fruit curds . . . . .	24·0	23·8	24·5	24·8	24·3
Marmalade . . . . .	20·8	20·4	20·8	20·9	20·7
Syrup, treacle and honey . . . . .	23·4	22·1	25·8	24·1	23·8
<b>VEGETABLES:</b>					
Old potatoes (1965 crop)					
Not pre-packed . . . . .	3·3	4·1	4·9	—	3·6
Pre-packed . . . . .	3·9	4·5	5·6	—	4·1
Old potatoes (1966 crop) (f)					
Not pre-packed . . . . .	—	—	4·2	3·9	4·0
Pre-packed . . . . .	—	—	4·6	4·5	4·6
New potatoes (f)					
Not pre-packed . . . . .	10·3	10·5	5·4	—	7·4
Pre-packed . . . . .	14·7	10·5	5·3	—	6·3
Cabbages, fresh . . . . .	7·9	12·4	7·1	6·8	8·7
Brussels sprouts, fresh . . . . .	8·9	14·9	12·2	10·7	9·9
Cauliflower, fresh . . . . .	14·1	13·6	11·2	11·3	12·5
Leafy salads . . . . .	48·0	36·5	19·4	27·6	30·2
Peas, fresh . . . . .	—	12·5	10·7	14·5	11·0
Peas, quick-frozen . . . . .	34·3	33·4	33·3	33·1	33·6
Beans, fresh . . . . .	40·0	15·6	14·5	14·5	14·6
Beans, quick-frozen . . . . .	45·3	45·8	44·6	44·4	45·2
Other fresh green vegetables . . . . .	11·1	12·4	11·7	12·6	11·8

(d) Excluding fish fingers, fish sticks, fish bites.

(e) Including fish fingers, fish sticks, fish bites.

(f) Potatoes from the 1966 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 3—continued

	Average prices paid in 1966				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>VEGETABLES—Contd.</b>					
Carrots, fresh . . . . .	7·6	11·6	8·4	6·4	8·2
Turnips and swedes, fresh . . . . .	4·9	5·8	6·8	5·3	5·4
Other root vegetables, fresh . . . . .	9·9	13·8	13·9	10·1	11·4
Onions, shallots, leeks, fresh . . . . .	8·5	12·1	10·7	8·8	9·9
Cucumbers, fresh . . . . .	32·5	26·5	21·9	26·0	25·4
Mushrooms, fresh . . . . .	56·5	55·8	52·9	58·2	55·8
Miscellaneous fresh vegetables . . . . .	18·8	33·0	11·3	12·2	14·0
Canned peas . . . . .	12·9	13·3	13·3	13·2	13·2
Canned beans . . . . .	14·4	14·4	14·6	14·9	14·6
Canned vegetables, other than pulses or potatoes . . . . .	17·4	16·9	18·0	17·1	17·3
Dried pulses, other than air-dried . . . . .	20·1	21·5	22·7	20·4	20·9
Air-dried vegetables . . . . .	162·3	165·8	165·4	162·4	164·0
Chips, excluding quick-frozen . . . . .	17·6	18·7	20·9	18·3	18·9
Other potato products, not quick-frozen . . . . .	52·7	53·9	57·8	57·8	55·4
Other vegetable products . . . . .	25·5	24·2	30·5	28·9	27·8
All quick-frozen vegetable and vegetable products, not specified above (g) . . . . .	41·4	41·1	41·1	40·1	40·9
<b>FRUIT:</b>					
Fresh					
Oranges . . . . .	13·0	13·9	14·3	13·9	13·7
Other citrus fruit . . . . .	14·9	14·5	16·2	17·4	15·6
Apples . . . . .	15·2	17·6	15·2	14·7	15·7
Pears . . . . .	14·5	16·4	16·9	16·1	16·0
Stone fruit . . . . .	39·9	29·9	23·4	20·8	24·7
Grapes . . . . .	35·7	39·2	26·3	25·1	29·8
Soft fruit, other than grapes . . . . .	36·4	37·2	27·4	26·0	30·0
Bananas . . . . .	14·6	16·5	15·4	14·5	15·3
Rhubarb . . . . .	14·3	9·4	8·0	20·4	11·7
Tomatoes . . . . .	26·8	39·6	24·9	25·6	29·5
Other fresh fruit . . . . .	18·8	19·6	13·7	16·8	15·7
Tomatoes, canned or bottled . . . . .	18·0	18·1	18·2	17·6	18·0
Canned peaches, pears and pineapples . . . . .	18·8	18·8	18·8	18·8	18·8
Other canned or bottled fruit . . . . .	22·2	22·8	22·7	23·0	22·7
Dried fruit and dried fruit products . . . . .	26·5	26·5	27·2	27·7	27·1
Nuts and nut products . . . . .	53·8	57·1	56·1	60·4	57·6
Fruit juices . . . . .	42·7	40·8	38·5	46·2	41·8
Welfare orange juice . . . . .	60·2	60·1	60·1	60·3	60·2

(g) Including quick-frozen brussels sprouts.

TABLE 3—continued

	Average prices paid in 1966				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>CEREALS:</b>					
Brown bread . . . . .	12·2	12·4	12·6	12·7	12·4
White bread, large loaves, unwrapped . . . . .	9·3	9·5	9·5	9·5	9·5
White bread, large loaves, wrapped . . . . .	9·4	9·6	9·6	9·6	9·5
White bread, small loaves, unwrapped . . . . .	11·6	11·6	11·6	11·6	11·6
White bread, small loaves, wrapped . . . . .	12·2	12·4	12·3	12·4	12·3
Wholewheat and wholemeal bread . . . . .	11·5	11·6	11·5	11·5	11·5
Other bread . . . . .	20·4	20·8	20·5	20·5	20·6
Flour . . . . .	7·5	7·5	7·5	7·5	7·5
Buns, scones and teacakes . . . . .	24·2	26·6	26·4	25·5	25·6
Cakes and pastries . . . . .	37·8	37·9	37·7	38·8	38·1
Biscuits, other than chocolate biscuits . . . . .	27·7	27·3	27·8	28·0	27·7
Chocolate biscuits . . . . .	47·6	47·9	47·0	49·4	48·0
Oatmeal and oat products . . . . .	14·5	14·6	14·6	14·3	14·4
Breakfast cereals . . . . .	30·8	30·9	32·0	31·4	31·3
Canned milk puddings . . . . .	11·8	11·8	12·0	12·4	12·0
Other puddings . . . . .	31·9	34·8	33·1	33·1	33·1
Rice . . . . .	14·9	15·4	14·8	14·8	15·0
Invalid foods, including slimming foods . . . . .	31·3	31·2	40·9	31·1	32·7
Infant foods, not canned or bottled . . . . .	41·0	40·9	40·8	44·5	42·0
Cereal convenience foods, including can- ned, not specified above (h) . . . . .	23·9	27·0	27·5	26·5	26·2
Other cereal foods . . . . .	17·5	20·6	19·8	19·6	19·2
<b>BEVERAGES:</b>					
Tea . . . . .	74·2	73·4	73·4	74·2	73·8
Coffee, bean and ground . . . . .	94·8	92·7	97·5	97·1	95·5
Coffee, instant . . . . .	217·9	222·8	225·3	226·0	222·9
Coffee, essences . . . . .	72·5	74·2	70·8	68·4	71·7
Cocoa and drinking chocolate . . . . .	45·4	46·4	46·0	45·7	45·8
Branded food drinks . . . . .	67·8	69·3	67·9	69·1	68·6
<b>MISCELLANEOUS:</b>					
Baby foods, canned or bottled . . . . .	31·4	31·6	32·5	31·2	31·7
Soups, canned . . . . .	15·9	16·4	16·4	16·3	16·2
Soups, dehydrated and powdered . . . . .	97·3	109·1	94·1	106·1	100·8
Accelerated freeze-dried foods, excluding coffee . . . . .	170·2	124·7	120·0	120·4	144·2
Spreads and dressings . . . . .	42·9	39·6	39·4	41·8	40·2
Pickles and sauces . . . . .	30·6	28·8	29·8	29·6	29·7
Meat and vegetable extracts . . . . .	195·0	182·6	191·5	186·4	188·9
Table jellies, squares and crystals . . . . .	8·7	8·7	8·7	8·6	8·7
Ice cream (served as part of a meal), mousse, soufflé . . . . .	28·9	29·0	28·8	29·7	29·0
All quick-frozen foods not specified above . . . . .	48·2	43·2	41·8	43·6	44·2
Salt . . . . .	6·7	6·5	6·5	6·2	6·5

(h) Including cake and pudding mixes, custard powder, 'instant' puddings, etc.

**APPENDIX C**  
**TABLE 1**  
*Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption (a)*  
*National Averages, 1966*  
 (per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	260	10.2	13.4	17.7	14.8	12.7	493	48.2	0.4	3.1	9.4	0.16	11.7	0.62	33.9	0.4	2.9	4.2	8.0	4	3.3	
Dried milk	7	0.3	0.4	0.5	0.4	0.3	13	1.3	...	0.1	5	0.3	0.3	0.02	0.9	...	0.1	0.1	0.3	5	4.0	
Other milk and cream	21	0.8	0.7	0.9	1.4	1.2	23	2.2	...	0.1	48	1.0	0.3	0.03	1.6	...	0.1	0.2	0.3	...	0.3	
Cheese	50	2.0	3.1	4.1	4.2	3.6	96	9.4	0.1	0.5	159	3.3	0.3	0.05	2.8	...	0.3	...	...	...	2	1.4
<i>Total Milk, Cream and Cheese</i>	338	13.2	17.6	23.2	20.8	17.8	625	61.1	0.5	3.8	676	13.9	12.7	0.72	39.3	0.5	3.5	4.5	8.5	12	9.1	
Beef and veal	76	3.0	5.5	7.2	5.9	5.1	3	0.3	1.3	9.3	16	0.3	0.02	0.08	4.3	1.5	10.2	...	...	...	...	
Mutton and lamb	65	2.5	3.2	4.3	5.8	5.0	3	0.3	0.4	3.2	11	0.2	0.03	0.04	2.1	0.9	6.5	...	...	...	...	
Pork	37	1.4	1.2	1.6	3.6	3.0	1	0.1	0.1	0.7	...	...	0.06	0.4	0.8	0.3	2.4	...	...	...	...	
Bacon, uncooked	84	3.3	2.1	2.8	8.4	7.2	2	0.2	0.2	1.5	...	...	0.11	8.3	0.02	1.1	0.4	3.1	...	...	...	
Liver	5	0.2	0.6	0.8	0.3	0.3	...	...	...	...	1,213	25.0	0.9	0.1	6.0	0.5	3.4	0.6	1.1	1	0.9	
Poultry, uncooked	14	0.5	2.0	2.6	0.6	0.5	1	0.1	0.2	1.5	54	1.1	0.7	0.03	1.8	0.7	4.8	...	...	...	...	
Sausages	46	1.8	1.3	1.7	3.6	3.1	3	0.3	0.2	1.2	2	...	0.03	2.5	0.01	0.3	1.9	...	...	...	...	
Other meat	77	3.0	4.2	5.5	5.8	5.0	6	0.6	1.0	7.0	60	1.2	0.06	0.06	3.4	1.1	7.4	0.2	0.3	...	0.3	
<i>Total Meat</i>	404	15.8	20.1	26.6	34.0	29.2	21	2.1	3.9	28.3	1,355	27.9	25.5	0.37	20.3	5.7	39.6	0.7	1.4	1	1.1	
Fat Fish (c)	8	0.3	0.9	1.2	0.5	0.5	11	1.1	0.1	0.7	11	0.2	0.2	0.01	0.7	0.3	1.9	...	...	34	27.1	
Other fish (d)	20	0.8	2.7	3.6	0.9	0.8	8	0.8	0.2	1.3	4	0.1	0.01	0.02	1.2	0.4	2.6	...	...	1	0.9	
<i>Total Fish</i>	29	1.1	3.7	4.8	1.4	1.2	20	2.0	0.3	2.1	15	0.3	0.01	0.04	2.0	0.6	4.4	...	...	35	28.0	
Eggs	53	2.1	4.0	5.3	4.1	3.5	20	2.0	1.0	7.3	340	7.0	3.3	0.15	8.2	...	0.2	...	...	20	16.1	
Butter	183	7.2	0.1	0.1	20.4	17.5	3	0.3	...	0.2	739	15.2	...	...	...	...	...	...	...	15	11.7	
Margarine	87	3.4	...	...	9.7	8.3	...	...	...	0.3	339	7.0	...	...	...	...	...	...	...	36	28.4	
Other fats	100	3.9	...	...	11.0	9.4	...	...	...	0.1	4	0.1	...	...	...	...	...	...	...	...	...	
<i>Total Fats</i>	370	14.5	0.1	0.1	41.0	35.2	4	0.4	0.1	0.5	1,082	22.3	...	...	...	...	...	...	...	51	40.3	
Sugar and Preserves	304	11.9	...	...	...	...	3	0.3	0.1	0.9	1	...	...	...	...	...	...	...	...	...	...	
Potatoes	127	5.0	3.3	4.4	...	...	15	1.5	1.2	8.4	...	...	0.17	13.0	0.12	6.5	1.8	12.3	15.0	...	...	
Cabbage, brussels sprouts and cauliflower	8	0.3	0.7	1.0	...	...	15	1.5	0.3	2.2	51	1.0	0.02	1.7	0.02	1.1	0.1	0.9	5.5	10.3	...	...
Leafy salads	1	...	0.1	0.1	...	...	2	0.2	...	0.3	59	1.2	...	...	...	...	...	...	0.8	1.5	...	...



Appendix C—continued  
 (per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D		
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	
Fresh legumes, including quick-frozen	4	0.2	0.4	0.5	—	—	2	0.2	0.1	1.0	0.4	0.02	1.8	0.01	0.5	0.1	0.5	0.1	0.6	1.1	—	—	
Other fresh green vegetables	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	
Carrots	2	0.1	0.1	0.1	—	—	..	0.5	..	0.4	598	12.3	..	..	..	..	..	..	0.1	0.1	—	—	
Other root vegetables	2	0.1	0.1	0.1	—	—	3	0.3	..	0.2	..	..	..	..	..	..	..	..	0.5	0.9	—	—	
Other vegetables and vegetable products (e)	44	1.7	2.2	2.9	0.9	0.8	20	2.0	0.7	5.4	190	3.9	0.04	2.9	0.03	1.8	0.4	2.7	2.5	4.7	..	0.1	
<b>Total Vegetables</b>	<b>189</b>	<b>7.4</b>	<b>6.8</b>	<b>9.0</b>	<b>0.9</b>	<b>0.8</b>	<b>61</b>	<b>6.0</b>	<b>2.4</b>	<b>18.0</b>	<b>926</b>	<b>19.1</b>	<b>0.26</b>	<b>20.0</b>	<b>0.19</b>	<b>10.3</b>	<b>2.5</b>	<b>17.3</b>	<b>25.6</b>	<b>48.3</b>	<b>..</b>	<b>0.1</b>	
Oranges	4	0.2	0.1	0.1	—	—	5	0.5	..	0.2	11	0.2	0.01	0.5	..	0.2	..	..	5.8	11.0	—	—	
Other citrus fruit	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	..	1.0	2.0	—	—	
Apples and pears	10	0.4	0.1	0.1	—	—	..	0.1	0.1	0.5	3	..	0.01	0.7	0.01	0.4	0.1	0.6	2.2	4.2	—	—	
Soft fruit	1	..	..	..	..	..	1	0.1	..	..	1	..	..	..	..	..	..	..	1.8	3.4	—	—	
Bananas	7	0.3	0.1	0.1	—	—	1	0.1	..	0.3	3	..	..	..	..	..	..	..	0.9	1.6	—	—	
Fresh tomatoes	2	0.1	0.2	0.2	—	—	2	0.2	0.1	0.4	162	3.3	0.01	0.6	0.01	0.3	0.1	0.4	4.0	7.6	—	—	
Other fresh fruit	2	0.1	0.2	0.1	—	—	2	0.2	..	0.1	7	0.1	..	0.1	..	0.1	0.1	0.1	0.6	1.0	—	—	
Other fruit (f)	30	1.2	0.3	0.4	0.4	0.3	7	0.7	0.3	2.0	55	1.1	0.01	0.5	0.01	0.6	0.1	0.8	4.1	7.7	..	..	
<b>Total Fruit</b>	<b>56</b>	<b>2.2</b>	<b>0.9</b>	<b>1.1</b>	<b>0.4</b>	<b>0.3</b>	<b>20</b>	<b>2.0</b>	<b>0.5</b>	<b>3.9</b>	<b>242</b>	<b>5.0</b>	<b>0.04</b>	<b>3.0</b>	<b>0.04</b>	<b>2.0</b>	<b>0.4</b>	<b>2.8</b>	<b>20.4</b>	<b>38.6</b>	<b>..</b>	<b>..</b>	
White bread	335	13.1	11.6	15.4	1.4	1.2	117	11.4	2.0	14.3	—	—	0.21	16.2	0.04	2.0	1.9	12.9	—	—	—	—	
Other bread	59	2.3	2.2	2.9	0.4	0.3	20	2.0	0.5	3.7	—	—	0.05	3.9	0.01	0.7	0.6	3.9	—	—	—	—	
Flour	87	3.4	2.6	3.4	0.3	0.2	34	3.3	0.5	3.5	—	—	0.06	4.3	0.01	0.4	0.4	3.0	—	—	—	—	
Cakes and pastries	96	3.8	1.6	2.1	3.6	3.0	20	2.0	0.4	2.7	48	1.0	0.02	1.9	0.02	1.3	0.2	1.5	0.1	0.1	5	3.6	
Biscuits	116	4.5	1.6	2.1	5.8	4.9	20	2.0	0.4	2.7	—	—	0.02	1.6	0.02	1.3	0.2	1.7	—	—	—	—	
Other cereals	83	3.2	1.8	2.3	1.3	1.1	22	2.2	0.6	4.3	18	0.4	0.07	5.3	0.10	5.7	0.8	5.7	—	—	2	1.7	
<b>Total Cereals</b>	<b>776</b>	<b>30.3</b>	<b>21.3</b>	<b>28.2</b>	<b>12.6</b>	<b>10.8</b>	<b>233</b>	<b>22.8</b>	<b>4.3</b>	<b>31.3</b>	<b>66</b>	<b>1.4</b>	<b>0.44</b>	<b>33.2</b>	<b>0.19</b>	<b>10.4</b>	<b>4.1</b>	<b>28.6</b>	<b>0.1</b>	<b>0.2</b>	<b>7</b>	<b>5.3</b>	
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Other beverages	9	0.4	0.4	0.5	0.2	0.2	4	0.4	0.2	1.3	3	0.1	..	..	0.01	0.4	..	..	..	..	..	..	..
<b>Total Beverages</b>	<b>9</b>	<b>0.4</b>	<b>0.4</b>	<b>0.5</b>	<b>0.2</b>	<b>0.2</b>	<b>4</b>	<b>0.4</b>	<b>0.2</b>	<b>1.3</b>	<b>3</b>	<b>0.1</b>	<b>..</b>	<b>..</b>	<b>0.11</b>	<b>5.8</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>	<b>..</b>
Other foods (g)	30	1.2	0.8	1.0	1.1	1.0	13	1.3	0.3	2.3	146	3.0	0.01	1.1	0.03	1.7	0.5	3.3	0.8	1.5	..	..	
<b>TOTAL ALL FOODS</b>	<b>2,557</b>	<b>100</b>	<b>75.6</b>	<b>100</b>	<b>116.6</b>	<b>100</b>	<b>1,023</b>	<b>100</b>	<b>13.6</b>	<b>100</b>	<b>4,854</b>	<b>100</b>	<b>1.32</b>	<b>100</b>	<b>1.83</b>	<b>100</b>	<b>14.5</b>	<b>100</b>	<b>53.0</b>	<b>100</b>	<b>126</b>	<b>100</b>	

(a) Welfare fish liver oil and Vitamin A and D tablets excluded.  
 (b) To allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.  
 (c) Includes canned salmon and other canned fish, 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, invalid and infant foods (canned or bottled), table jellies, salt and ice-cream (served as part of a meal).

TABLE 2  
 Contributions made by Groups of Foods to the Energy Value and Nutrient Content of Household Food Consumption (a)  
 Old Age Pensioner Households, 1966  
 (per person per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavine		Nicotinic acid		Vitamin C (b)		Vitamin D	
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Liquid milk	257	9.8	13.2	17.4	14.6	12.0	486	47.4	0.4	3.1	451	9.2	0.15	11.6	0.61	33.7	0.4	2.9	4.2	8.6	4	3.3
Dried milk	1	0.0	0.0	0.0	0.0	0.0	1	0.1	0.1	0.1	1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other milk and cream	18	0.7	0.7	0.9	1.1	0.9	24	2.3	0.1	0.1	38	0.8	0.3	0.4	0.03	1.7	0.2	0.2	0.2	0.3	...	0.3
Cheese	54	2.1	3.3	4.4	4.5	3.7	103	10.0	0.1	0.6	171	3.5	0.3	0.3	0.06	3.1	0.3	0.3	0.3	0.3	...	1.5
<i>Total Milk, Cream and Cheese</i>	<i>329</i>	<i>12.5</i>	<i>17.2</i>	<i>22.8</i>	<i>20.2</i>	<i>16.6</i>	<i>614</i>	<i>59.8</i>	<i>0.5</i>	<i>3.8</i>	<i>661</i>	<i>13.5</i>	<i>0.16</i>	<i>12.3</i>	<i>0.70</i>	<i>38.7</i>	<i>0.5</i>	<i>3.4</i>	<i>4.3</i>	<i>9.0</i>	<i>7</i>	<i>5.4</i>
Beef and veal	79	3.0	5.7	7.6	6.2	5.1	4	0.4	1.3	10.1	17	0.3	0.02	1.8	0.08	4.6	1.5	10.7	—	—	—	—
Mutton and lamb	86	3.3	4.2	5.6	7.6	6.3	4	0.3	0.6	4.3	14	0.3	0.04	3.0	0.05	2.9	1.2	8.6	—	—	—	—
Pork	33	1.3	1.1	1.5	3.2	2.6	1	0.1	0.1	0.7	—	—	0.05	4.0	0.01	0.8	0.3	2.1	—	—	—	—
Bacon uncooked	92	3.5	2.3	3.1	9.2	7.6	2	0.2	0.2	0.2	—	—	0.12	9.2	0.02	1.3	0.5	3.5	—	—	—	—
Liver	5	0.2	0.6	0.8	0.3	0.2	...	...	0.5	3.9	1,217	24.8	0.01	0.9	0.11	6.1	0.5	3.4	0.6	1.2	1	0.9
Poultry uncooked	10	0.4	1.5	2.0	0.4	0.4	1	0.1	0.2	1.2	44	0.9	0.01	0.5	0.02	1.4	0.5	3.5	0.1	0.2	...	0.2
Sausages	38	1.4	1.0	1.4	3.1	2.5	3	0.3	0.1	1.1	1	...	0.03	2.2	0.01	0.5	0.2	1.6	0.1	0.2	...	0.2
Other meat	70	2.6	3.7	4.9	5.3	4.4	6	0.6	0.8	6.5	53	1.1	0.06	4.8	0.07	3.6	1.0	7.2	0.1	0.2	...	0.2
<i>Total Meat</i>	<i>412</i>	<i>15.7</i>	<i>20.2</i>	<i>26.8</i>	<i>35.4</i>	<i>29.2</i>	<i>21</i>	<i>2.0</i>	<i>3.9</i>	<i>29.5</i>	<i>1,346</i>	<i>27.5</i>	<i>0.35</i>	<i>26.3</i>	<i>0.38</i>	<i>21.1</i>	<i>5.8</i>	<i>40.6</i>	<i>0.7</i>	<i>1.5</i>	<i>1</i>	<i>1.1</i>
Fat fish (c)	10	0.4	1.1	1.4	0.6	0.5	12	1.2	0.1	0.8	12	0.2	0.02	0.2	0.01	0.8	0.3	1.9	—	—	40	31.7
Other fish (d)	20	0.8	3.1	4.1	0.8	0.6	8	0.8	0.2	1.6	3	0.1	0.02	1.2	0.03	1.4	0.4	2.9	—	—	1	0.6
<i>Total Fish</i>	<i>30</i>	<i>1.1</i>	<i>4.2</i>	<i>5.5</i>	<i>1.4</i>	<i>1.1</i>	<i>20</i>	<i>2.0</i>	<i>0.3</i>	<i>2.4</i>	<i>15</i>	<i>0.3</i>	<i>0.02</i>	<i>1.4</i>	<i>0.04</i>	<i>2.2</i>	<i>0.7</i>	<i>4.8</i>	—	—	<i>41</i>	<i>32.3</i>
Eggs	51	1.9	3.9	5.1	3.9	3.2	20	1.9	1.0	7.4	326	6.7	0.04	3.2	0.14	8.0	...	0.2	—	—	20	15.5
Butter	216	8.2	0.1	0.1	23.9	19.7	4	0.4	...	0.2	869	17.8	—	—	—	—	—	—	—	—	17	13.7
Margarine	85	3.2	—	—	9.4	7.8	...	...	...	0.3	332	6.8	—	—	—	—	—	—	—	—	35	27.6
Other fats	103	3.9	...	...	11.4	9.4	...	...	...	0.1	6	0.1	—	—	—	—	—	—	—	—	...	0.2
<i>Total Fats</i>	<i>404</i>	<i>15.4</i>	<i>0.1</i>	<i>0.1</i>	<i>44.8</i>	<i>37.0</i>	<i>5</i>	<i>0.4</i>	<i>0.1</i>	<i>0.6</i>	<i>1,207</i>	<i>24.6</i>	—	—	—	—	—	—	—	—	<i>53</i>	<i>41.6</i>
Sugar and Preserves	353	13.4	0.1	0.1	...	...	5	0.5	0.2	1.4	2	...	...	...	...	...	...	0.1	1.2	2.5	—	—
Potatoes	102	3.9	2.6	3.5	—	—	12	1.2	0.9	7.1	—	—	0.14	10.6	0.09	5.2	1.4	9.9	12.0	24.9	—	—
Cabbage, brussels sprouts and cauliflower	10	0.4	0.9	1.2	—	—	18	1.8	0.4	2.7	66	1.3	0.03	2.1	0.02	1.4	0.2	1.0	6.7	13.8	—	—
Leafy salads	1	...	0.1	0.1	—	—	1	0.1	...	0.3	56	1.2	...	0.2	...	0.2	...	0.2	0.8	1.6	—	—
Fresh legumes, including quick-frozen	3	0.1	0.3	0.4	—	—	2	0.2	0.1	0.7	17	0.4	0.02	1.3	0.01	0.5	0.1	0.4	0.6	1.2	—	—

TABLE 2—continued  
 (per person per day)

	Energy value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D		
	kcal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	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	i.u.	Per cent of total	
Other fresh green vegetables	...	0.1	0.1	0.1	1	0.1	0.2	0.4	0.1	0.2	0.4	0.01	0.4	0.2	0.2	0.2	0.1	0.5	0.1	0.2	0.5	0.2	
Carrots	2	0.1	0.1	0.1	5	0.5	0.1	0.3	0.1	0.5	13.3	0.01	0.2	0.2	0.1	0.2	0.1	0.4	0.1	0.5	0.5	0.1	
Other root vegetables	2	0.1	0.1	0.1	3	0.3	...	...	...	0.3	...	...	0.2	0.2	0.1	0.2	0.1	0.4	0.1	0.7	0.5	0.1	
Other vegetables and vegetable products (c)	30	1.1	1.5	2.0	13	1.2	0.4	0.4	3.4	3.4	2.6	0.03	2.2	1.2	0.2	0.2	1.7	1.8	3.8	1.8	3.8	...	
Total Vegetables	151	5.7	5.6	7.4	56	5.4	2.0	15.0	15.0	15.0	19.2	0.22	16.9	8.9	2.0	14.2	23.3	48.2	23.3	48.2	...	...	
Oranges	4	0.1	0.1	0.1	5	0.5	...	...	0.2	0.2	0.2	0.01	0.6	0.2	0.2	0.2	0.3	6.1	0.9	1.9	...	...	
Other citrus fruit	...	0.4	0.1	0.2	...	...	...	...	0.1	0.1	0.1	0.01	0.7	0.4	0.1	0.1	0.6	2.2	2.2	4.5	...	...	
Apples and pears	10	0.4	0.1	0.2	1	0.1	0.1	0.1	0.2	0.2	0.1	0.01	0.1	0.1	0.1	0.1	0.1	1.8	1.8	3.8	...	...	
Soft fruit	1	0.2	0.1	0.1	...	...	...	...	0.2	0.2	...	...	0.3	0.2	0.1	0.4	0.8	0.8	1.7	...	...	...	
Bananas	6	0.2	0.1	0.1	...	...	...	...	0.2	0.2	...	...	0.6	0.2	0.1	0.4	0.8	0.8	1.7	...	...	...	
Fresh tomatoes	2	0.1	0.2	0.2	...	...	...	...	0.1	0.5	3.2	0.01	0.6	0.3	0.1	0.4	3.9	3.9	8.1	...	...	...	
Other fresh fruit	1	1.0	0.2	0.3	4	0.4	0.2	0.2	5	1.1	5	0.1	0.1	0.1	0.1	0.5	1.1	1.1	...	...	...	...	
Other fruit ( / )	25	1.0	0.2	0.3	6	0.6	0.2	1.8	1.8	3.4	0.7	...	0.3	0.5	0.1	0.5	2.0	4.1	...	...	...	...	
Total Fruit	50	1.9	0.8	1.1	20	1.9	0.5	3.7	3.7	21.3	4.4	0.04	2.8	1.8	0.4	2.4	18.3	37.9	...	...	...	...	
White bread	313	11.9	10.9	14.4	109	10.6	1.8	13.9	13.9	...	...	0.20	15.2	1.9	1.7	12.1	...	...	...	...	...	...	...
Other bread	81	3.1	3.1	4.1	29	2.8	0.7	5.4	5.4	...	...	0.07	5.5	1.0	0.8	5.6	...	...	...	...	...	...	...
Flour	119	4.5	3.5	4.6	47	4.6	0.7	5.1	5.1	...	...	0.08	6.0	0.6	0.6	4.1	...	...	...	...	...	...	...
Cakes and pastries	96	3.6	1.6	2.2	22	2.1	0.4	2.9	4.3	...	...	0.03	2.1	0.2	1.7	0.2	...	...	...	...	...	...	...
Biscuits	126	4.8	1.5	2.0	20	1.9	0.3	2.4	2.4	...	...	0.02	1.8	0.1	0.3	0.3	1.9	...	...	...	...	...	...
Other cereals	85	3.2	2.0	2.6	29	2.8	0.5	3.5	2.4	...	...	0.07	5.3	0.8	0.6	4.4	...	...	...	...	...	...	...
Total Cereals	819	31.1	22.6	29.9	254	24.8	4.4	33.3	68	1.4	0.47	35.8	9.4	4.3	29.9	0.1	0.2	5	4.2	...	...	...	
Tea	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Other beverages	12	0.5	0.5	0.6	5	0.5	0.2	1.2	7	0.1	0.1	0.01	0.4	0.7	...	...	...	...	...	...	...	...	
Total Beverages	12	0.5	0.5	0.6	5	0.5	0.2	1.2	7	0.1	0.1	0.01	0.4	0.7	...	...	...	...	...	...	...	...	
Other foods (g)	19	0.7	0.5	0.6	8	0.8	0.2	1.8	107	2.2	0.1	0.01	0.8	1.6	0.5	3.7	0.5	0.9	...	...	...	...	
TOTAL ALL FOODS	2,631	100	75.6	100	1,026	100	13.1	100	4,898	100	1.31	100	14.4	100	48.3	100	127	100	127	100	127	100	

(a) Welfare fish liver oil and Vitamin A and D tablets excluded.  
 (b) To allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.  
 (c) Includes canned salmon and other canned fish, excludes quick-frozen fat fish.  
 (d) Includes quick-frozen fat fish.  
 (e) Including chips and crisps.  
 (f) Including wefare orange juice.  
 (g) Spreads and dressings, soups and extracts, pickles and sauces, invalid and infant foods (canned or bottled), table jellies, salt and ice-cream (served as part of a meal).



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

	All households	Region										Type of Area					
		Wales	Scotland	Northern	East West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
<b>MEAT AND MEAT PRODUCTS:—contd.</b>																	
Other meat	0.17	0.34	0.33	0.05	0.14	0.12	0.16	0.07	0.28	0.16	0.16	0.16	0.21	0.12	0.23	0.16	0.14
Bones	0.90	0.81	0.76	1.16	0.76	0.82	0.90	0.92	0.90	1.12	0.94	0.94	0.89	0.95	0.84	0.82	1.01
Liver	0.54	0.40	0.49	0.65	0.48	0.64	0.55	0.57	0.62	0.46	0.61	0.61	0.43	0.60	0.45	0.60	0.41
Offals, other than liver																	
Bacon and ham, uncooked	5.30	3.79	5.99	5.76	6.03	5.76	4.80	6.07	5.02	5.02	4.81	5.50	5.50	5.14	5.02	5.93	5.94
Bacon and ham, cooked, including canned	0.95	0.82	0.78	0.93	0.96	0.95	0.94	0.99	0.96	0.83	1.01	0.99	0.99	1.06	0.84	0.82	0.74
Cooked chicken	0.16	0.32	0.20	0.30	0.21	0.18	0.07	0.07	0.05	0.10	0.07	0.26	0.26	0.16	0.21	0.12	0.07
Corned meat	0.48	0.68	0.56	0.48	0.35	0.50	0.42	0.52	0.63	0.34	0.36	0.55	0.55	0.56	0.46	0.38	0.60
Other cooked meat, not canned	0.68	0.95	0.73	0.84	0.71	0.67	0.60	0.80	0.55	0.34	0.58	0.82	0.82	0.74	0.74	0.48	0.56
Other canned meat	1.54	1.46	2.16	1.97	1.66	1.84	1.26	1.40	1.60	1.11	1.09	1.56	1.56	1.76	1.59	1.57	1.36
Broiler chicken, uncooked	2.66	1.28	1.79	2.16	2.66	2.50	3.03	2.52	2.65	3.21	3.80	2.48	2.48	2.96	2.15	2.21	1.36
Other poultry, uncooked, not quick-frozen	0.96	0.90	0.32	0.60	1.12	0.34	1.02	0.74	1.34	1.51	1.17	0.90	0.90	0.86	0.58	1.30	1.30
Other poultry, uncooked, quick-frozen	0.28	0.04	0.34	0.48	0.15	0.20	0.37	0.12	0.24	0.45	0.26	0.18	0.18	0.37	0.23	0.34	0.13
Rabbit, game and other meat	0.13	—	0.06	0.24	0.03	0.14	0.09	0.18	0.06	0.26	0.20	0.08	0.08	0.14	0.10	0.15	0.17
Sausages, uncooked, pork	2.29	1.33	2.10	2.13	1.58	2.69	2.94	3.18	2.12	2.80	2.65	1.96	1.96	2.06	2.36	2.69	2.14
Sausages, uncooked, beef	1.30	2.99	1.38	1.46	1.31	0.75	0.78	0.35	1.24	1.08	1.22	1.63	1.63	1.28	1.46	0.86	1.33
Meat pies and sausage rolls, ready to eat	0.75	0.56	1.14	1.40	0.51	1.15	0.72	0.83	0.62	0.68	0.55	0.74	0.74	0.68	0.85	0.92	0.81
Quick-frozen meat, other than uncooked poultry, and quick-frozen meat products	0.37	0.19	0.28	0.18	0.31	0.43	0.44	0.53	0.50	0.39	0.45	0.38	0.38	0.43	0.36	0.28	0.16
Other meat products	1.66	1.11	1.92	1.52	2.47	1.29	1.20	1.01	1.76	1.08	1.14	1.77	1.77	1.76	2.17	1.44	1.33
<i>Total Other Meat and Meat Products</i>	21.12	20.79	21.42	22.31	21.44	20.97	20.29	20.87	21.14	20.94	21.07	21.33	21.33	21.63	20.64	21.07	19.56
<i>Total Meat and Meat Products</i>	38.29	37.17	37.92	38.48	38.04	36.17	37.78	39.18	38.46	38.89	41.63	37.69	37.69	38.06	36.31	38.72	37.04
<b>FISH:</b>																	
White, filleted, fresh	1.38	2.84	1.38	2.44	1.39	1.08	0.82	1.27	0.59	1.02	0.88	1.74	1.74	1.30	1.75	1.20	1.28
White, unfileted, fresh	0.80	0.24	0.84	0.42	0.99	0.96	1.03	0.56	0.87	0.69	1.24	0.64	0.64	0.91	0.55	0.70	0.56
White, uncooked, quick-frozen	0.24	0.01	0.20	0.08	0.24	0.22	0.31	0.34	0.38	0.34	0.29	0.18	0.18	0.25	0.21	0.30	0.25

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

	All household	Region										Type of Area							
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Comurbations		Other urban areas		Semi-rural areas	Rural areas		
												London	Provincial	Larger towns	Smaller towns				
<i>fish—contd.</i>																			
Herrings, filleted, fresh	0.02	0.11	0.02	0.01	...	0.01	0.01	0.01	0.14	0.14	0.14	0.22	0.04	0.03	0.10	0.11	0.04	0.04	
Herrings, unfileted, fresh	0.11	0.11	0.06	0.05	0.04	0.09	0.22	0.04	0.14	0.14	0.14	0.22	0.04	0.10	0.10	0.11	0.14	0.14	
Fat, fresh, other than herrings	0.11	0.12	0.06	0.07	0.09	0.08	0.06	0.06	0.23	0.23	0.23	0.12	0.06	0.08	0.12	0.14	0.20	0.20	
White, processed	0.30	0.19	0.69	0.22	0.20	0.14	0.34	0.17	0.34	0.34	0.34	0.47	0.24	0.34	0.23	0.20	0.57	0.57	
Fat, processed, filleted	0.09	0.18	0.10	0.09	0.11	0.08	0.08	0.05	0.05	0.05	0.05	0.09	0.08	0.08	0.08	0.06	0.08	0.08	
Fat, processed, unfileted	0.15	0.20	0.16	0.15	0.12	0.02	0.15	0.09	0.12	0.12	0.12	0.23	0.18	0.12	0.12	0.11	0.17	0.17	
Shell	0.06	0.04	0.02	0.03	0.06	0.06	0.02	0.02	0.05	0.05	0.05	0.12	0.04	0.03	0.06	0.07	0.02	0.02	
Cooked	1.02	1.04	1.30	1.77	1.10	1.18	0.96	0.93	0.60	0.60	0.73	0.99	1.17	1.19	1.01	0.78	0.36	0.36	
Salmón, canned	0.53	0.77	0.36	0.59	0.68	0.71	0.41	0.68	0.40	0.40	0.30	0.40	0.63	0.41	0.50	0.50	0.36	0.36	
Other canned or bottled	0.34	0.48	0.33	0.33	0.27	0.29	0.38	0.33	0.31	0.31	0.47	0.43	0.31	0.27	0.34	0.34	0.26	0.26	
Fish products not quick-frozen	0.14	0.06	0.24	0.29	0.11	0.16	0.13	0.08	0.12	0.12	0.11	0.09	0.18	0.16	0.12	0.14	0.12	0.12	
Quick-frozen fish products, and quick-frozen fish not specified above	0.50	0.56	0.65	0.34	0.44	0.51	0.57	0.47	0.56	0.56	0.65	0.57	0.44	0.55	0.50	0.50	0.45	0.45	
Total Fish	5.79	5.79	5.97	6.93	5.84	5.58	5.47	5.10	4.76	4.76	5.25	6.14	5.97	6.01	5.69	5.15	4.86	4.86	
EGGS:																			
Eggs, hen, stamped (No.)	2.80	1.84	2.71	2.26	2.18	2.27	2.28	2.30	2.82	2.82	2.70	4.05	3.28	2.90	2.42	1.70	1.30	1.30	
Eggs, shell, other (No.)	1.97	2.72	2.50	2.69	2.38	2.49	2.34	1.75	2.55	2.55	2.06	0.66	1.23	1.72	2.36	3.56	3.74	3.74	
Total Eggs	4.77	4.56	5.21	4.95	4.56	4.76	4.62	4.05	5.35	5.35	4.76	4.71	4.51	4.62	4.78	5.26	5.04	5.04	
Total Eggs Purchased (No.)	4.50	4.04	4.61	4.54	4.26	4.39	4.35	4.01	4.84	4.84	4.44	4.67	4.50	4.55	4.67	4.31	3.55	3.55	
FATS:																			
Butter	6.09	9.38	6.12	5.16	5.80	6.06	6.30	5.50	6.67	6.67	6.26	6.63	5.58	5.86	6.46	5.86	6.02	6.02	
Margarine	2.79	1.81	3.32	3.80	4.09	2.83	2.17	2.66	2.39	2.39	2.26	1.66	2.93	3.11	2.62	3.36	3.72	3.72	
Lard and compound cooking fat	2.13	2.29	2.32	2.93	2.26	2.92	2.09	2.22	2.27	2.27	1.83	1.74	1.80	1.97	2.48	2.58	1.83	1.83	
Suet	0.14	0.05	0.13	0.20	0.08	0.12	0.28	0.08	0.23	0.23	0.17	0.19	0.08	0.14	0.14	0.18	0.15	0.15	
Vegetable and salad oil	0.32	0.46	0.26	0.23	0.25	0.30	0.33	0.30	0.23	0.23	0.40	0.46	0.25	0.27	0.27	0.32	0.20	0.20	
All other fats	0.16	0.07	0.37	0.25	0.16	0.22	0.08	0.04	0.28	0.28	0.12	0.11	0.09	0.15	0.15	0.22	0.21	0.21	
Total Fats	11.63	14.06	12.49	12.57	12.64	12.45	11.25	10.80	12.07	12.07	11.04	10.79	10.73	12.17	11.60	12.52	12.13	12.13	
SUGAR AND PRESERVES:																			
Sugar	17.05	18.98	14.90	16.66	19.07	17.40	17.95	18.65	16.56	16.56	16.66	16.31	16.76	16.99	16.36	18.40	18.84	18.84	
Jams, jellies and fruit curds	1.43	1.39	1.69	1.79	1.54	1.34	1.27	0.97	1.28	1.28	1.30	1.34	1.33	1.30	1.37	1.49	2.15	2.15	
Marmalade	0.92	1.07	1.02	1.06	0.99	0.80	0.92	0.56	0.82	0.82	1.06	1.02	0.78	0.90	1.01	0.88	0.98	0.98	
Syrup, treacle and honey	0.49	0.33	0.74	0.57	0.52	0.47	0.41	0.24	0.42	0.42	0.64	0.30	0.28	0.44	0.57	0.69	1.24	1.24	
Total Sugar and Preserves	19.89	21.77	18.35	20.08	22.12	20.01	20.55	20.42	19.08	19.08	19.66	18.97	19.15	19.63	19.51	21.46	23.21	23.21	

Appendix D—Continued  
(oz. per person per week except where otherwise stated)

	All house-holds	Region										Type of Area					
		Wales	Scotland/Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provin-cial	Larger towns	Smaller towns			
<b>VEGETABLES:</b>																	
Old potatoes (1965 crop)	18.48	18.84	19.19	19.10	18.10	20.01	23.18	19.49	19.95	20.31	16.46	14.83	21.05	17.82	19.78	24.30	
Not pre-packed	3.96	4.52	2.00	2.88	5.39	3.53	2.19	4.67	2.48	1.90	3.44	7.95	3.28	2.88	2.57	1.26	
Pre-packed																	
Old potatoes (1966 crop) (c)	15.98	15.53	14.30	16.71	17.82	16.81	16.04	16.52	17.44	18.02	14.71	12.82	17.45	18.20	15.86	17.89	
Not pre-packed	2.26	4.14	0.62	2.52	3.02	1.84	0.81	2.27	1.14	1.42	1.95	4.89	1.72	2.11	0.83	0.60	
Pre-packed																	
New potatoes (c)	11.35	10.32	10.93	10.45	11.62	13.69	9.26	14.46	10.71	8.00	11.78	12.65	12.04	9.64	10.60	9.44	
Not pre-packed	0.46	0.58	—	0.39	0.98	0.48	0.41	...	0.05	0.02	0.66	1.11	0.20	0.26	0.18	0.10	
Pre-packed																	
<b>Total Potatoes</b>	52.49	53.79	47.04	52.04	56.92	56.36	51.89	57.42	51.77	49.66	49.00	54.24	55.74	50.91	49.81	53.57	
<b>Total Potatoes purchased</b>	47.56	43.04	43.51	47.15	54.96	49.68	40.80	54.97	40.53	42.01	48.06	53.00	54.03	46.22	36.54	29.89	
Cabbages, fresh	4.88	4.20	3.92	3.89	3.18	4.12	6.50	4.96	6.08	7.10	6.81	4.11	4.46	4.37	5.19	4.89	
Brussels sprouts, fresh	2.29	1.44	1.75	2.47	1.35	2.92	3.25	3.25	2.91	2.78	2.64	2.00	2.26	2.13	2.58	2.10	
Cauliflower, fresh	2.58	4.14	2.46	3.02	2.22	3.24	2.98	3.05	2.68	3.20	1.89	2.30	3.16	3.39	2.86	2.50	
Leafy salads	1.32	1.26	1.13	1.21	1.17	1.44	1.44	1.28	1.37	1.61	1.52	1.13	1.38	1.15	1.40	1.37	
Peas, fresh	0.98	0.75	0.59	0.19	0.36	1.23	1.62	1.68	0.98	1.19	1.12	0.73	0.90	0.71	1.56	1.18	
Peas, quick-frozen	0.94	1.22	0.43	0.64	0.44	0.86	1.44	1.30	1.06	1.28	1.58	0.64	1.08	0.71	0.82	0.53	
Beans, fresh	1.32	1.45	0.58	0.42	0.33	1.68	2.38	1.72	2.66	3.05	1.38	0.68	1.22	1.20	2.15	1.89	
Beans, quick-frozen	0.20	0.22	0.10	0.17	0.10	0.18	0.23	0.28	0.20	0.28	0.37	0.14	0.24	0.16	0.15	0.08	
Other, fresh green vegetables	0.13	0.01	0.01	0.05	0.01	0.06	0.42	0.04	0.27	0.38	0.18	0.02	0.11	0.07	0.27	0.31	
<b>Total Fresh Green Vegetables</b>	14.64	14.69	10.97	13.06	9.16	15.73	20.43	17.56	18.21	20.87	17.49	11.75	14.81	12.82	16.98	14.85	
Carrots, fresh	2.95	3.09	2.59	3.21	4.56	2.58	2.46	2.12	2.40	2.82	2.24	2.99	2.88	3.32	3.06	3.72	
Turnips and swedes, fresh	1.30	2.49	2.46	1.66	1.26	0.98	0.72	0.44	1.59	0.96	0.59	1.44	1.14	1.84	1.38	1.75	
Other root vegetables, fresh	0.84	0.98	0.52	0.49	0.38	0.80	1.52	0.91	1.01	1.33	1.39	0.45	0.89	0.73	0.87	0.69	
Onions, shallots, leeks, fresh	3.09	3.45	3.15	3.26	3.95	2.95	2.64	3.05	2.44	2.49	2.74	3.48	3.12	3.12	2.96	2.64	
Cucumbers, fresh	0.73	0.66	0.41	0.69	0.31	0.74	1.23	0.77	0.64	1.15	1.10	0.55	0.76	0.52	0.79	0.61	
Mushrooms, fresh	0.33	0.22	0.31	0.36	0.34	0.32	0.35	0.32	0.31	0.38	0.42	0.31	0.36	0.26	0.32	0.20	
Miscellaneous fresh vegetables	0.70	0.42	0.39	0.53	0.48	0.71	1.20	0.55	0.65	1.29	1.11	0.35	0.74	0.54	0.84	0.65	
Canned peas	2.91	2.28	4.19	3.27	3.40	2.84	2.02	3.04	2.84	2.55	2.33	3.40	3.12	3.11	2.61	1.95	
Canned beans	3.24	2.92	3.08	3.33	3.20	3.94	3.02	3.10	3.03	3.00	3.18	3.40	3.57	3.10	3.00	2.29	
Canned vegetables, other than pulses or potatoes	0.91	0.60	1.30	0.99	0.98	1.00	1.04	0.72	0.70	0.93	1.03	0.85	1.04	0.97	0.73	0.45	
Dried pulses, other than air-dried	0.42	0.72	0.54	0.58	0.55	0.52	0.10	0.12	0.32	0.19	0.15	0.46	0.51	0.54	0.29	0.59	

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

	All households	Region										Type of Area						
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
												London	Provincial	Larger towns	Smaller towns			
VEGETABLES:—contd.																		
Air-dried vegetables	0.04	0.06	0.05	0.03	0.04	0.04	0.04	0.04	0.05	0.06	0.06	0.06	0.06	0.04	0.04	0.05	0.06	
Chips, excluding quick-frozen	1.41	0.88	1.46	1.81	1.71	1.16	1.16	1.16	1.05	1.00	1.03	1.03	1.75	1.74	1.46	1.02	0.56	
Other potato products, not quick-frozen	0.38	0.40	0.29	0.43	0.39	0.40	0.40	0.34	0.36	0.36	0.28	0.36	0.43	0.48	0.36	0.36	0.20	
Other vegetable products	0.08	0.09	0.22	0.06	0.04	0.12	0.01	0.01	0.03	0.06	0.10	0.06	0.07	0.09	0.08	0.06	0.04	
All quick-frozen vegetables and vegetable products, not specified above	0.20	0.30	0.16	0.15	0.18	0.15	0.15	0.15	0.19	0.23	0.35	0.15	0.15	0.22	0.18	0.12	0.11	
Total Other Vegetable and Vegetable Products	19.53	18.04	21.12	21.89	20.14	18.17	16.84	17.61	17.61	18.80	18.10	20.12	20.12	20.70	20.17	18.46	16.51	
Total Vegetables	86.66	85.67	79.13	87.97	92.23	90.49	91.82	87.59	87.59	89.33	84.59	86.11	86.11	91.25	83.90	85.25	84.93	
FRUIT:																		
Fresh																		
Oranges	3.52	3.63	3.46	3.30	2.72	3.92	3.52	3.40	3.40	3.39	3.91	3.71	3.71	3.18	3.42	3.64	3.27	
Other citrus fruit	1.16	0.80	1.15	1.20	0.72	1.36	1.09	1.14	1.14	1.32	1.52	1.15	1.15	1.03	1.07	1.13	1.04	
Apples	7.33	7.34	6.81	6.40	6.15	8.74	7.38	8.52	7.85	7.85	9.59	6.18	6.18	6.96	6.97	7.82	6.41	
Pears	0.92	0.87	0.93	0.88	0.73	0.76	0.98	0.67	0.77	0.77	1.43	0.88	0.93	0.82	0.82	0.70	0.66	
Stone fruit	0.52	0.44	0.41	0.38	0.39	0.71	0.68	0.58	0.58	0.60	0.91	0.39	0.40	0.40	0.42	0.58	0.55	
Grapes	0.37	0.40	0.29	0.26	0.32	0.40	0.32	0.33	0.33	0.42	0.62	0.31	0.31	0.38	0.31	0.29	0.22	
Soft fruit, other than grapes	0.71	0.62	0.94	0.36	0.53	0.61	0.48	0.62	0.62	1.30	0.58	0.38	0.38	0.63	0.63	1.37	0.86	
Bananas	3.58	3.50	3.36	2.90	3.52	4.01	3.27	3.59	3.59	4.11	4.50	3.18	3.18	3.61	3.39	3.58	2.74	
Rhubarb	0.72	1.00	0.66	0.66	0.52	1.03	0.59	0.62	0.62	0.98	0.80	0.58	0.58	0.52	0.70	0.97	1.36	
Tomatoes	3.98	3.82	3.90	3.86	3.58	4.51	4.00	3.90	3.90	4.16	4.73	3.89	3.89	3.97	3.63	3.93	3.50	
Other fresh fruit	0.32	0.14	0.42	0.27	0.27	0.25	0.21	0.29	0.29	0.47	0.42	0.23	0.23	0.35	0.28	0.36	0.26	
Total Fresh Fruit	23.13	23.43	22.33	20.37	19.45	26.30	22.52	23.66	23.66	25.37	29.01	20.88	20.88	21.96	21.64	24.37	20.87	
Other Fruit																		
Tomatoes, canned and bottled	0.73	0.06	0.59	0.39	1.96	0.50	1.16	0.58	0.58	0.50	0.65	0.59	0.59	1.10	0.52	0.74	0.26	
Canned peaches, pears and pineapples	2.60	2.71	2.68	2.53	2.26	2.52	2.28	2.94	2.94	2.70	3.05	2.24	2.24	2.67	2.56	2.58	2.48	
Other canned or bottled fruit	2.22	2.39	2.04	1.91	2.39	2.58	2.02	2.00	2.00	2.64	2.86	1.80	1.80	2.20	2.28	2.21	1.92	
Dried fruit and dried fruit products	1.01	0.84	1.27	0.83	1.02	1.20	0.92	1.56	1.56	0.97	0.94	0.68	0.68	0.90	1.08	1.46	1.41	



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

	All house-holds	Region										Type of Area							
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (b) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas		
												London	Provin-cial	Larger towns	Smaller towns				
<b>FRUIT—continued</b>																			
Nuts and nut products	0.18	0.12	0.27	0.20	0.11	0.13	0.29	0.13	0.14	0.26	0.13	0.26	0.26	0.09	0.18	0.20	0.22	0.14	
Fruit juices	0.50	0.85	0.59	0.41	0.41	0.30	0.59	0.24	0.45	0.66	0.24	0.66	0.60	0.31	0.52	0.63	0.47	0.63	
Welfare orange juice	0.03	0.02	0.03	0.04	0.04	0.02	0.04	0.06	0.02	0.03	0.04	0.03	0.04	0.04	0.02	0.04	0.04	0.02	
<b>Total Other Fruit and Fruit Products</b>	<b>7.27</b>	<b>6.07</b>	<b>7.47</b>	<b>7.22</b>	<b>6.22</b>	<b>8.08</b>	<b>7.72</b>	<b>6.81</b>	<b>7.69</b>	<b>7.76</b>	<b>8.40</b>	<b>8.40</b>	<b>8.40</b>	<b>5.75</b>	<b>7.59</b>	<b>7.31</b>	<b>7.72</b>	<b>6.86</b>	
<b>Total Fruit</b>	<b>30.40</b>	<b>31.17</b>	<b>29.80</b>	<b>28.27</b>	<b>26.59</b>	<b>27.53</b>	<b>34.02</b>	<b>29.33</b>	<b>31.35</b>	<b>33.13</b>	<b>37.41</b>	<b>37.41</b>	<b>26.63</b>	<b>29.55</b>	<b>32.09</b>	<b>32.09</b>	<b>32.09</b>	<b>27.73</b>	
<b>CEREALS:</b>																			
Brown bread	2.88	3.00	4.90	3.32	3.71	2.31	2.45	1.36	1.81	3.07	2.70	2.70	2.73	2.74	3.27	2.86	2.86	3.40	
White bread, large loaves unwrapped	7.27	23.12	1.34	4.52	3.13	6.17	11.83	9.27	13.73	12.13	8.38	8.38	4.68	7.02	5.96	9.39	9.39	13.59	
White bread, large loaves wrapped	20.04	11.34	27.51	18.90	22.52	26.04	14.40	27.42	15.80	13.48	14.66	14.66	26.89	19.90	20.21	19.72	19.72	15.98	
White bread, small loaves unwrapped	3.41	5.45	0.51	4.46	5.44	2.22	2.85	3.00	3.08	3.05	3.51	3.51	3.16	3.94	3.21	3.24	3.24	2.42	
White bread, small loaves wrapped	1.85	1.51	3.30	2.28	3.39	1.41	0.70	1.46	0.60	0.70	1.56	1.56	2.52	1.91	1.93	1.34	1.34	1.15	
Wholewheat and wholemeal bread	0.53	1.10	0.32	0.17	0.59	0.37	0.88	0.11	0.77	0.84	0.74	0.74	0.32	0.60	0.47	0.49	0.49	0.75	
Other bread	2.66	1.22	2.57	2.91	2.13	2.28	2.27	2.04	1.81	1.83	2.31	2.31	3.12	2.45	3.28	2.02	2.02	2.98	
<b>Total Bread</b>	<b>38.64</b>	<b>46.89</b>	<b>37.41</b>	<b>36.56</b>	<b>40.91</b>	<b>40.80</b>	<b>35.38</b>	<b>44.66</b>	<b>37.60</b>	<b>35.10</b>	<b>33.86</b>	<b>33.86</b>	<b>43.42</b>	<b>38.56</b>	<b>38.33</b>	<b>37.26</b>	<b>37.26</b>	<b>40.27</b>	
Flour	5.95	5.96	9.94	10.59	5.19	7.19	6.19	4.18	7.00	5.66	4.46	4.46	3.86	6.12	6.26	8.74	8.74	7.76	
Buns, scones and tea-cakes	1.60	1.02	2.05	2.19	2.63	1.00	0.73	0.76	1.26	1.10	1.01	1.01	1.82	1.60	1.81	1.37	1.37	2.47	
Cakes and pastries	4.86	4.26	4.47	4.96	4.89	4.33	4.81	4.52	5.25	4.44	4.85	4.85	5.00	5.02	5.25	4.29	4.29	3.92	
Biscuits other than chocolate biscuits	4.66	3.92	5.19	4.94	4.39	4.60	4.82	3.86	4.72	4.64	4.52	4.52	4.27	4.76	4.94	4.57	4.57	5.53	
Chocolate biscuits	0.94	1.02	1.84	0.90	1.04	0.83	0.70	0.54	0.72	0.70	0.71	0.71	0.96	1.00	1.17	0.81	0.81	0.84	
Oatmeal and oat products	0.67	0.50	0.55	0.43	0.74	0.57	0.43	0.34	0.50	0.53	0.58	0.58	0.50	0.50	0.92	0.50	0.50	2.37	
Breakfast cereals	2.25	2.34	2.07	2.25	2.31	2.65	2.40	2.21	2.28	2.34	2.44	2.44	2.05	2.32	2.19	2.30	2.30	2.11	
Canned milk puddings	1.45	1.40	1.13	1.88	1.80	1.73	1.07	1.10	1.17	1.03	1.42	1.42	1.57	1.60	1.57	1.14	1.14	0.77	
Other puddings	0.27	0.30	0.37	0.34	0.39	0.28	0.12	0.35	0.08	0.23	0.18	0.18	0.35	0.30	0.32	0.18	0.18	0.15	
Rice	0.46	0.48	0.49	0.39	0.44	0.33	0.50	0.35	0.38	0.58	0.68	0.68	0.33	0.42	0.42	0.55	0.55	0.52	
Invalid foods, including slimming foods	0.17	0.31	0.30	0.14	0.12	0.08	0.20	0.08	0.26	0.14	0.16	0.16	0.18	0.12	0.18	0.17	0.17	0.33	
Infant foods, other than canned or bottled	0.16	0.16	0.16	0.10	0.14	0.14	0.14	0.24	0.15	0.13	0.16	0.16	0.21	0.15	0.16	0.14	0.14	0.15	
Cereal convenience foods, including canned, not specified above	1.32	1.03	1.41	1.03	0.97	1.30	1.55	1.28	1.23	1.40	1.55	1.55	1.26	1.21	1.49	1.15	1.15	1.28	
Other cereal foods	0.24	0.14	0.16	0.20	0.18	0.20	0.19	0.10	0.21	0.32	0.31	0.31	0.24	0.19	0.25	0.18	0.18	0.52	
<b>Total Cereals</b>	<b>63.64</b>	<b>69.73</b>	<b>67.69</b>	<b>66.90</b>	<b>66.14</b>	<b>66.03</b>	<b>59.23</b>	<b>64.57</b>	<b>62.81</b>	<b>58.34</b>	<b>56.89</b>	<b>56.89</b>	<b>66.02</b>	<b>63.87</b>	<b>65.26</b>	<b>63.35</b>	<b>63.35</b>	<b>68.99</b>	

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

	Region										Type of Area							
	All house-holds	Wales		Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and (6) Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
													London	Provin- cial	Larger towns	Smaller towns		
<b>BEVERAGES:</b>																		
Tea . . . . .	2.64	2.80	2.33	2.54	2.87	2.66	2.50	2.60	2.64	2.70	2.46	2.75	2.81	2.74	2.50	2.38	2.36	
Coffee, bean and ground . . . . .	0.10	0.02	0.07	0.04	0.07	0.12	0.04	0.09	0.06	0.15	0.18	0.14	0.06	0.10	0.07	0.15	0.09	
Coffee, instant . . . . .	0.29	0.13	0.20	0.32	0.31	0.30	0.25	0.34	0.27	0.27	0.38	0.33	0.27	0.29	0.30	0.29	0.23	
Coffee, essences . . . . .	0.08	0.06	0.03	0.05	0.10	0.08	0.22	0.08	0.08	0.10	0.07	0.05	0.04	0.08	0.08	0.14	0.11	
Cocoa and drinking chocolate . . . . .	0.19	0.12	0.11	0.20	0.22	0.16	0.19	0.19	0.16	0.25	0.26	0.24	0.12	0.21	0.17	0.26	0.18	
Branded food drinks . . . . .	0.21	0.17	0.09	0.16	0.24	0.20	0.24	0.26	0.27	0.24	0.24	0.22	0.24	0.22	0.18	0.18	0.22	
<b>Total Beverages . . . . .</b>	<b>3.51</b>	<b>3.30</b>	<b>2.83</b>	<b>3.31</b>	<b>3.81</b>	<b>3.52</b>	<b>3.44</b>	<b>3.56</b>	<b>3.48</b>	<b>3.71</b>	<b>3.59</b>	<b>3.73</b>	<b>3.54</b>	<b>3.64</b>	<b>3.30</b>	<b>3.40</b>	<b>3.19</b>	
<b>MISCELLANEOUS:</b>																		
Baby foods, canned or bottled . . . . .	0.69	0.74	0.92	0.60	0.48	0.83	0.37	0.55	0.89	0.40	0.50	0.78	1.08	0.48	0.66	0.60	0.35	
Soups, canned . . . . .	3.10	2.35	5.12	3.95	3.62	3.33	3.14	2.30	2.22	2.19	2.70	2.20	3.86	2.95	3.65	2.83	2.49	
Soups, dehydrated or powdered . . . . .	0.08	0.08	0.12	0.09	0.08	0.12	0.06	0.08	0.07	0.08	0.06	0.08	0.08	0.07	0.10	0.11	0.07	
Accelerated freeze-dried foods, excluding coffee . . . . .	0.22	0.13	0.24	0.26	0.20	0.16	0.23	0.28	0.02	0.18	0.37	0.21	0.01	0.23	0.22	0.30	0.26	
Spreads and dressings . . . . .	1.24	1.42	1.28	1.32	1.00	0.88	1.66	1.17	1.36	1.28	1.17	1.24	1.16	1.38	1.17	1.24	0.92	
Pickles and sauces . . . . .	0.14	0.10	0.07	0.11	0.17	0.09	0.11	0.20	0.12	0.12	0.23	0.20	0.12	0.13	0.12	0.16	0.11	
Meat and vegetable extracts . . . . .	0.08	0.12	0.09	0.08	0.08	0.07	0.07	0.08	0.06	0.10	0.09	0.08	0.06	0.08	0.08	0.08	0.10	
Table jellies, squares and crystals (pt.) . . . . .	0.60	0.45	0.62	0.50	0.43	0.44	0.58	0.72	0.50	0.46	0.80	0.92	0.50	0.52	0.56	0.61	0.63	
Ice cream (served as part of a meal), mousse, soufflé . . . . .	0.08	0.06	0.10	0.12	0.04	0.08	0.02	0.08	0.05	0.08	0.12	0.07	0.05	0.08	0.09	0.08	0.06	
All quick-frozen foods not specified above . . . . .	0.87	0.95	1.20	0.83	0.88	0.85	0.81	0.93	0.88	0.67	0.66	0.84	0.96	0.85	0.90	0.76	0.90	
Salt . . . . .																		

(a) See footnote (b) to Table 1 of Appendix A.  
(b) Excluding London, for which separate results are shown in the analysis according to type of area.  
(c) Potatoes from the 1966 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

## APPENDIX E

### Methodology of the National Food Survey<sup>(1)</sup>

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<sup>(2)</sup> and by the Carnegie United Kingdom Trust<sup>(3)</sup>. 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 obtaining it, say, from a garden or farm. Each household is visited by a fieldworker who seeks the housewife's co-operation in the Survey and asks her to provide particulars of the composition of the household. If the housewife agrees to co-operate, the fieldworker, at this first interview, supplies her with a specially designed log-book in which she is asked to keep a record of the description, quantity and cost of all food which enters the household on that and the next six days. The information which the housewife is asked to provide must be within her knowledge. Thus the Survey excludes those items which other members of the family often purchase for themselves, such as chocolates and sugar confectionery, soft drinks and alcoholic drinks, and also ice-cream and fish and chips if obtained to eat outside the home. It further excludes vitamin preparations, the consumption of which by one or more members of the family might distort the general impression of the nutritional value of the family's food. The housewife is asked to give particulars of the number and type of meals obtained and consumed outside the house by each member of the family, but not of the cost or composition of such meals; she is also asked to record the quantity of milk supplied to her children under the School Milk Scheme. At a second visit, the interviewer clears up any difficulties which may have arisen, and at the final visit, when the log-book is collected, she obtains if possible certain relevant supplementary data such as the income of the head of the household and of the family. In cases of difficulty the interviewer may pay more than three visits to a family. The information obtained from individual housewives is strictly confidential.

#### *Selection of the Sample*

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

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<sup>(1)</sup> 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.

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

<sup>(3)</sup> 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.

constituencies; and the third, the selection of households within these polling districts.

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

*Wholly urban constituencies in England and Wales*

By a “juror index”, i.e. the proportion of the electorate qualified for jury service in 1955<sup>(1)</sup>, the constituencies with a high proportion of such persons being listed first.

*Wholly urban constituencies in Scotland*

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

*Mixed urban and rural constituencies*

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

5. The sampling frame is divided into 44 groups of constituencies by region<sup>(2)</sup>. The population of the groups within a region are approximately equal, and one constituency is selected from each group with probability proportional to its electorate. If a constituency had already been included in either of the two preceding years’ selection it is rejected and the process repeated.

6. *Second stage.* The second-stage units are polling districts, or where the electorate is small, combinations of polling districts together giving a minimum electorate of 350. In 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 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

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<sup>(1)</sup> In England and Wales liability to serve on a jury depends primarily on occupation of a house or flat exceeding a certain annual value. Successive revaluations have extended this liability to the great majority of dwellings, and the current jury lists do not provide a satisfactory stratification.

<sup>(2)</sup> 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 in 1963–1966.

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 from the electoral register of each polling district (or combination of districts where they are small) by interval sampling from a random origin. Of the 15,000 addresses thus selected for the year, a few cannot be visited, and some are found to be ineligible (e.g. being institutions), but of the total number of households contained in the remainder between 50 and 60 per cent complete a satisfactory log-book, giving an effective Survey sample of about 7,500 households<sup>(1)</sup>. In a number of cases where a log-book was not completed, some information on household composition and income was obtained from the housewife or from another adult in the household. This information indicates that in respect of social class, household composition and geographical distribution, these partial non-respondents are usually similar to the fully participating households.

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

<sup>(1)</sup> See also paragraph 1 of Appendix A.

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.

*Information recorded by housewives*

9. 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 any garden or allotment or from a farm or other business owned by a member of the household is recorded only at the time it is consumed. To avoid double counting, gifts of food received from another household in Great Britain are not recorded if they have been purchased by the donating household. On each facing page are entered particulars of the persons present at each meal and of the foods served, so that it is possible over the week to make an approximate check between the food entering the house and the meals provided.

10. Before June 1951, detailed records were obtained of changes in larder stocks between the beginning and end of the survey week, but such recording was found to involve so much time and trouble as to affect the response rate adversely, to distort the normal pattern of consumption (though not its total volume) and to depress the normal food expenditure by drawing the housewife's attention to her existing stocks; these stocks she thereupon tended to use instead of food which she would otherwise have purchased during the week. The weighing and recording of larder stocks was therefore discontinued in June 1951, with a resulting improvement in survey results except those for elderly women living alone<sup>(1)</sup>, 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.

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

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

*Main Analyses of Survey Data*

**12.** 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.* Eleven regions are distinguished, separate results being given for Wales, for Scotland and for each of the standard regions of England, except that the London conurbation is treated separately from the remainder of the London and South-Eastern region, which is combined with the Southern region. Further details are given in footnote (b) to Table 1 of Appendix A.
- (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 social class,* which for Survey purposes is defined in terms of the gross weekly income of the head of the household. Four broad classes are distinguished (and described in descending order of the gross income of the head of the household as Classes A, B, C and D), but Class A is divided into two sub-groups (A1 and A2), and Class D into three, viz. households containing one or more earners (Class D1), those containing no earner (Class D2) and households solely or mainly dependent on old age pensions (abbreviated as O.A.P.). As an exception to the general rule, if the gross weekly income of the head of the household is within the income range for Class D and the household contains more than one earner, the income of the principal earner is used to determine the social class, even though that earner is not necessarily the head of the household.
- (iv) *By household composition.* The following types of family are distinguished:—
  - (a) Households of one man and one woman with:—
    - 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 children, with or without adolescents.

*Nutritional Analysis of Survey Results*

**13.** The energy value and nutrient content of the recorded quantities of foods consumed are evaluated using tables of food composition which make automatic allowance for the presence of inedible material such as bones, the skins of fruits and vegetables and the outside leaves of such vegetables as cabbage, 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 energy and nutrient content of certain foods (for example, potatoes), and for losses of vitamin C and thiamine in cooking: thiamine is reduced by 15 per cent, the vitamin C contribution from green vegetables is reduced by 75 per cent, and that from other vegetables by 50 per cent. The nutrient conversion factors are specially compiled for application to the 145 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*<sup>(1)</sup>, although the nutritive value of bread and flour is estimated from continuing analyses of flour made by the Government Chemist, and the calorie 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.<sup>(2)</sup>

**14.** The estimates, thus obtained, of the energy value and nutrient content of food obtained for consumption are then compared with estimates of nutritional requirements in order to assess the adequacy of the average diet, adjustments being made for meals taken outside the home (see paragraph 15) and on the assumption that 10 per cent<sup>(3)</sup> of all foods, and hence of all nutrients available for consumption, is not ingested, but is lost through wastage or spoilage in the kitchen or on the plate or is given to domestic pets. The precision with which the adequacy can be estimated depends on the accuracy of the scales of allowances used, and the exactitude with which these can be applied. The log-book records the sex and age of members of the household, while information about the occupation of working members is also obtained by the interviewer. From this information an assessment of requirements of calories, protein, calcium, iron and some vitamins, using as a basis the recommendations of the Committee on Nutrition of the British Medical Association (1950) (Table 1), is made on the assumption that occupation determines activity. No adjustment is made, except in old age, for the decrease in activity of adults with increasing age, nor for variations in body weight. As the British Medical Association made no quantitative recommendations for the requirements of adults for vitamin D, no comparison can be made of the average consumption of this nutrient with estimated need.

**15.** Since the main purpose of the Survey is to study the pattern of the diet in the home (household), its records relate to quantities of food obtained for consumption in the home, which are expressed "per person per week". 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

<sup>(1)</sup> Medical Research Council Special Report Series No. 297, by R. A. McCance and E. M. Widdowson, H.M.S.O., 1960.

<sup>(2)</sup> 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, H.M.S.O., 1967.

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



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

(per person per day)

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

as in Table 2; any one eating fewer meals is a "visitor". In comparing the estimates of consumption with estimates of nutritional need, the nutrient requirements of the household are adjusted to allow for visitors' consumption and for outside consumption by members of the household. It is assumed that the normal meal pattern is that of four meals (breakfast, dinner, tea and supper) each day. A person having all his meals at home during the week is said to have a net balance of 1·00. When meals are eaten away from home<sup>(1)</sup> the allowances in Table 2 (which were changed in January, 1960<sup>(2)</sup>) are deducted from 1·00 to give a "net balance" of meals eaten at home by that person. Meals eaten by visitors are similarly weighted and are added to the household total, so that a visitor's meal cancels a corresponding meal taken out by a similar person. Nutritional requirements are calculated by reference to the net balance for each person and for each visitor.

TABLE 2  
*Weighting of Meals for the Calculation  
of Net Balance*

	per day	per week
Breakfast . . . .	0·02	0·14
Dinner . . . . .	0·06	0·42
Tea . . . . .	0·02 } (a)	0·14 } (a)
Supper . . . . .	0·04 } (a)	0·28 } (a)
	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.

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

#### *Reconciliation of Nutritional Results*

17. The energy requirements of the British population, calculated according to the recommendations of the British Medical Association, is about 2,400 kcal.

<sup>(1)</sup> Packed meals, such as sandwiches, provided by the housewife for consumption away from home, are treated as if they had been eaten at home.

<sup>(2)</sup> For a fuller discussion see *Household Food Consumption and Expenditure: 1965*, Appendix F, paragraph 16 and Table 2, H.M.S.O., 1967.

per day at the physiological level if allowance is made for different degrees of activity in adults. As the total supplies of food available in recent years have been equivalent to more than 3,100 kcal. per head per day, this implies that wastage (including food fed to animals) is of the order of 700 kcal. per head per day, or more than one-fifth of the food supply. Such a large gap between supplies and physiological requirements cannot yet be satisfactorily explained, but its occurrence in all well-developed countries is confirmed by comparing estimates of the calorie value of food supplies in FAO Food Balance Sheets and of calorie requirements according to 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<sup>(1)</sup>, or unless intakes are markedly in excess of physiological requirements which themselves may be inaccurately assessed.

#### *Reliability of Survey Results*

**18.** 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 standard errors of the yearly national averages of expenditure, purchases and prices for each food in the Survey classification are given in Table 3. These estimates were calculated from data for the whole sample in 1966, except that the standard errors for the sub-totals and for the individual prices have been calculated from data for 1967 used in the Supplement. Usually, the standard errors (and the percentage standard errors) of the quarterly averages will be approximately double those shown in Table 3, but for some foods which have a marked seasonality, they can be appreciably greater at certain times of the year. Some indication of how the percentage standard errors vary at different times of the year, and for different types of household, was given in the Annual Report for 1960<sup>(2)</sup>. 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<sup>(3)</sup>. The estimates of the standard errors have been 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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<sup>(1)</sup> See footnote <sup>(1)</sup> to paragraph 1 of this Appendix.

<sup>(2)</sup> *Domestic Food Consumption and Expenditure: 1960*, Appendix A, paragraphs 15, 16 and 17 and Tables 12 and 13, H.M.S.O., 1962.

<sup>(3)</sup> *Domestic Food Consumption and Expenditure: 1964*, Appendix F, paragraph 19 and Table 3, H.M.S.O., 1966.

TABLE 3

Estimates of the Standard Errors of the Yearly National Averages  
of Expenditure, Purchases and Prices (a).

	Standard Errors			Percentage Standard Errors		
	Expendi- ture	Purchases (b)	Prices (c)	Expendi- ture	Purchases	Prices
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . .	0.26	0.03	0.01	0.68	0.68	0.11
Welfare . . . . .	0.07	0.02	0.01	2.14	2.12	0.33
School . . . . .						
<i>Total Liquid Milk</i>	<i>0.24</i>	<i>0.02</i>		<i>0.57</i>	<i>0.50</i>	
Condensed milk	0.04	0.01	0.07	3.10	3.29	0.76
Dried milk						
National . . . . .	0.02	...	0.43	22.02	21.95	8.30
Branded . . . . .	0.07	0.01	0.14	7.24	7.22	1.61
Other milk . . . . .	0.04	...	0.84	5.79	6.57	5.02
Cream . . . . .	0.06	...	1.24	2.72	3.06	1.72
<i>Total Other Milk and Cream</i>	<i>0.10</i>	<i>0.10</i>		<i>1.89</i>	<i>2.61</i>	
<b>CHEESE:</b>						
Natural . . . . .	0.09	0.03	0.14	1.19	1.17	0.30
Processed . . . . .	0.04	0.01	0.43	2.74	2.74	0.70
<i>Total Cheese</i>	<i>0.10</i>	<i>0.04</i>		<i>1.06</i>	<i>1.04</i>	
<b>MEAT AND MEAT PRODUCTS:</b>						
<b>Carcase meat</b>						
Beef and veal . . . . .	0.40	0.09	0.37	1.19	1.14	0.56
Mutton and lamb . . . . .	0.28	0.09	0.25	1.48	1.48	0.51
Pork . . . . .	0.20	0.06	0.40	2.11	2.18	0.66
<i>Total Carcase Meat</i>	<i>0.54</i>	<i>0.16</i>		<i>0.87</i>	<i>0.94</i>	
<b>Other meat and meat products</b>						
Bones . . . . .	0.01	0.02	0.80	11.05	8.90	6.78
Liver . . . . .	0.07	0.02	0.27	2.12	2.11	0.45
Offals, other than liver . . . . .	0.04	0.02	0.69	3.44	3.93	1.74
Bacon and ham, uncooked . . . . .	0.20	0.06	0.23	1.10	1.18	0.39
Bacon and ham, cooked, including canned . . . . .	0.11	0.02	0.56	1.84	1.88	0.51
Cooked chicken . . . . .	0.06	0.02	1.69	8.18	9.21	2.41
Corned meat . . . . .	0.05	0.01	0.44	2.90	2.94	0.67
Other cooked meat, not purchased in cans . . . . .	0.08	0.02	0.84	2.30	2.26	0.99
Other canned meat . . . . .	0.10	0.04	0.34	2.19	2.27	0.76
Broiler chicken, uncooked . . . . .	0.18	0.07	0.21	2.65	2.64	0.52
Other poultry, uncooked, not quick- frozen . . . . .	0.16	0.06	1.03	7.03	6.68	2.48
Other poultry, uncooked, quick- frozen . . . . .	0.10	0.03	0.98	13.04	12.61	2.39
Rabbit, game and other meat . . . . .	0.05	0.01	1.56	13.01	11.58	2.98
Sausages, uncooked, pork . . . . .	0.09	0.04	0.10	1.61	1.61	0.23
Sausages, uncooked, beef . . . . .	0.07	0.03	0.14	2.38	2.37	0.40
Meat pies and sausage rolls, ready to eat . . . . .	0.06	0.02	0.36	2.96	2.94	0.89
Quick-frozen meat, other than un- cooked poultry, and quick-frozen meat products . . . . .	0.06	0.02	0.78	3.97	4.08	1.20
Other meat products . . . . .	0.09	0.04	0.33	2.08	2.14	0.78
<i>Total Other Meat and Meat Products</i>	<i>0.47</i>	<i>0.15</i>		<i>0.69</i>	<i>0.70</i>	
<b>FISH:</b>						
White, filleted, fresh . . . . .	0.10	0.04	0.30	2.44	2.52	0.62
White, unfileted, fresh . . . . .	0.08	0.03	0.50	3.73	3.66	1.09
White, uncooked, quick-frozen . . . . .	0.04	0.01	0.46	4.62	4.63	0.72
Herrings, filleted, fresh . . . . .	0.01	...	1.80	18.82	18.82	5.20
Herrings, unfileted, fresh . . . . .	0.01	0.01	0.56	9.16	9.16	2.42
Fat, fresh, other than herrings . . . . .	0.05	0.01	5.00	13.82	10.56	9.33
White, processed . . . . .	0.04	0.02	0.41	4.67	4.70	0.93
Fat, processed, filleted . . . . .	0.02	0.01	6.58	7.98	7.34	12.06
Fat, processed, unfileted . . . . .	0.02	0.01	1.20	7.06	6.99	3.76
Shell . . . . .	0.03	...	6.68	8.91	8.93	6.94
Cooked . . . . .	0.08	0.03	0.21	2.58	2.62	0.41
Salmon, canned . . . . .	0.08	0.01	0.40	2.59	2.62	0.41
Other canned or bottled fish . . . . .	0.04	0.01	1.52	3.92	3.69	2.55
Fish products, not quick-frozen . . . . .	0.02	0.01	1.62	4.08	5.17	2.65
Quick-frozen fish products, and quick- frozen fish not specified above . . . . .	0.05	0.02	0.40	2.88	2.87	0.73
<i>Total Fish</i>	<i>0.21</i>	<i>0.06</i>		<i>1.08</i>	<i>1.04</i>	

TABLE 3—continued

	Standard Errors			Percentage Standard Errors		
	Expenditure	Purchases (b)	Prices (c)	Expenditure	Purchases	Prices
<b>EGGS:</b>						
Eggs, hen, stamped . . . . .	0.14	0.05	0.06	1.35	1.98	1.57
Eggs, shell, other . . . . .	0.14	0.03	0.06	1.87	1.88	1.46
<i>Total Eggs</i> . . . . .	<i>0.14</i>	<i>0.04</i>		<i>0.81</i>	<i>0.80</i>	
<b>FATS:</b>						
Butter . . . . .	0.14	0.05	0.08	0.91	0.90	0.19
Margarine . . . . .	0.07	0.04	0.10	1.52	1.50	0.41
Lard and compound cooking fat . . . . .	0.04	0.03	0.09	1.44	1.42	0.47
Suet . . . . .	0.01	0.01	0.52	5.04	5.50	1.59
Vegetable and salad oils . . . . .	0.05	0.02	0.80	7.01	7.16	1.92
All other fats . . . . .	0.01	0.01	0.41	6.27	6.55	2.22
<i>Total Fats</i> . . . . .	<i>0.16</i>	<i>0.08</i>		<i>0.68</i>	<i>0.66</i>	
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	0.08	0.14	0.02	0.86	0.85	0.20
Jams, jellies and fruit curds . . . . .	0.05	0.03	0.16	2.33	2.32	0.61
Marmalade . . . . .	0.03	0.03	0.13	2.80	2.79	0.59
Syrup, treacle and honey . . . . .	0.04	0.02	0.54	4.82	4.60	2.19
<i>Total Sugar and Preserves</i> . . . . .	<i>0.12</i>	<i>0.16</i>		<i>0.86</i>	<i>0.81</i>	
<b>VEGETABLES:</b>						
Old potatoes (1965 crop)						
Not pre-packed . . . . .	0.10	0.52	0.04	2.61	3.04	0.91
Pre-packed . . . . .	0.05	0.20	0.09	5.32	5.48	1.89
Old potatoes (1966 crop)						
Not pre-packed . . . . .	n.a.	n.a.	0.08	n.a.	n.a.	2.27
Pre-packed . . . . .	n.a.	n.a.	0.07	n.a.	n.a.	1.70
New potatoes						
Not pre-packed . . . . .	n.a.	n.a.	0.09	n.a.	n.a.	1.30
Pre-packed . . . . .	n.a.	n.a.	0.18	n.a.	n.a.	2.95
<i>Total Potatoes</i> . . . . .	<i>0.15</i>	<i>0.68</i>		<i>10.2</i>	<i>1.44</i>	
Cabbages, fresh . . . . .	0.04	0.07	0.06	2.09	2.01	0.72
Brussels sprouts, fresh . . . . .	0.03	0.05	0.07	2.93	2.84	0.63
Cauliflowers, fresh . . . . .	0.04	0.05	0.10	2.38	2.42	0.82
Leafy salads, fresh . . . . .	0.04	0.02	0.32	2.07	2.21	1.04
Peas, fresh . . . . .	0.03	0.04	0.19	6.21	6.21	2.02
Peas, quick-frozen . . . . .	0.05	0.03	0.16	2.73	2.83	0.46
Beans, fresh . . . . .	0.03	0.03	0.32	6.18	5.68	2.24
Beans, quick-frozen . . . . .	0.03	0.01	0.35	4.77	4.90	0.76
Other fresh green vegetables . . . . .	0.01	0.01	0.42	15.68	16.18	3.85
<i>Total Fresh Green Vegetables</i> . . . . .	<i>0.12</i>	<i>0.13</i>		<i>1.16</i>	<i>1.18</i>	
Carrots, fresh . . . . .	0.03	0.06	0.07	1.99	2.08	0.94
Turnips and swedes, fresh . . . . .	0.01	0.04	0.09	3.77	4.12	1.66
Other root vegetables, fresh . . . . .	0.02	0.02	0.21	3.91	3.85	1.83
Onions, shallots and leeks, fresh . . . . .	0.03	0.05	0.08	1.83	1.96	0.69
Cucumbers, fresh . . . . .	0.03	0.02	0.24	2.78	2.83	0.90
Mushrooms, fresh . . . . .	0.04	0.01	0.35	3.21	3.21	0.65
Miscellaneous fresh vegetables . . . . .	0.02	0.03	0.44	5.10	4.82	3.01
Canned peas . . . . .	0.04	0.05	0.07	1.78	1.83	0.56
Canned beans . . . . .	0.05	0.05	0.06	1.62	1.64	0.40
Canned vegetables, other than pulses or potatoes . . . . .	0.03	0.03	0.22	3.35	3.23	1.24
Dried pulses, other than air-dried . . . . .	0.02	0.02	0.34	3.65	3.99	1.51
Air-dried vegetables . . . . .	0.03	...	3.80	6.12	5.95	2.35
Chips, excluding quick-frozen . . . . .	0.04	0.04	0.12	2.72	2.79	0.57
Other potato products, not quick-frozen . . . . .	0.04	0.01	1.05	2.91	3.51	1.90
Other vegetable products . . . . .	0.01	0.01	1.23	9.02	8.96	4.28
All quick-frozen vegetables and vegetable products, not specified above . . . . .	0.03	0.01	0.52	6.08	6.10	1.27
<i>Total Other Vegetables and Vegetable Products</i> . . . . .	<i>0.15</i>	<i>0.16</i>		<i>0.82</i>	<i>0.87</i>	
<b>FRUIT:</b>						
Fresh						
Oranges . . . . .	0.06	0.08	0.07	2.12	2.18	0.53
Other citrus fruit . . . . .	0.04	0.04	0.17	3.58	3.68	1.06
Apples . . . . .	0.10	0.10	0.12	1.50	1.53	0.60
Pears . . . . .	0.03	0.03	0.19	3.69	3.70	0.95
Stone fruit . . . . .	0.04	0.03	0.90	5.84	6.05	3.11
Grapes . . . . .	0.03	0.02	0.45	5.04	5.07	1.48
Soft fruit, other than grapes . . . . .	0.05	0.03	0.75	6.94	7.48	2.38
Bananas . . . . .	0.06	0.06	0.06	1.62	1.64	0.36
Rhubarb . . . . .	0.01	0.02	0.34	7.08	7.42	2.74
Tomatoes . . . . .	0.09	0.05	0.13	1.37	1.34	0.46
Other fresh fruit . . . . .	0.02	0.03	0.50	8.08	8.27	2.80
<i>Total Fresh Fruit</i> . . . . .	<i>0.26</i>	<i>0.22</i>		<i>1.08</i>	<i>1.13</i>	

TABLE 3—continued

	Standard Errors			Percentage Standard Errors		
	Expenditure	Purchases (b)	Prices (c)	Expenditure	Purchases	Prices
<b>FRUIT:—contd.</b>						
Other Fruit						
Tomatoes, canned or bottled	0·03	0·02	0·14	3·37	3·51	0·81
Canned peaches, pears and pineapples	0·06	0·05	0·07	2·00	2·03	0·38
Other canned or bottled fruit	0·07	0·05	0·13	2·18	2·22	0·55
Dried fruit and dried fruit products	0·06	0·03	0·22	3·14	3·16	0·79
Nuts and nut products	0·04	0·01	1·16	5·67	5·65	2·21
Fruit juices	0·05	0·03	1·00	4·75	5·50	2·48
Welfare orange juice	0·01	...	—	14·17	14·17	—
<i>Total Other Fruit and Fruit Products</i>	<i>0·14</i>	<i>0·10</i>		<i>1·34</i>	<i>1·31</i>	
<b>CEREALS:</b>						
Brown bread	0·05	0·07	0·06	2·30	2·33	0·43
White bread, large loaves, unwrapped	0·11	0·18	0·02	2·40	2·39	0·17
White bread, large loaves, wrapped	0·16	0·26	0·01	1·32	1·33	0·08
White bread, small loaves, unwrapped	0·06	0·08	0·03	2·50	2·48	0·22
White bread, small loaves, wrapped	0·05	0·06	0·04	3·29	3·27	0·32
Wholewheat and wholemeal bread	0·02	0·03	0·14	5·98	6·08	1·13
Other bread	0·08	0·06	0·16	2·27	2·32	0·73
<i>Total Bread</i>	<i>0·16</i>	<i>0·22</i>		<i>0·54</i>	<i>0·56</i>	
Flour	0·06	0·12		2·01	2·03	
Buns, scones and teacakes	0·06	0·04	0·19	2·37	2·33	0·72
Cakes and pastries	0·16	0·07	0·17	1·40	1·37	0·43
Biscuits, other than chocolate biscuits	0·09	0·05	0·10	1·15	1·11	0·36
Chocolate biscuits	0·07	0·02	0·27	2·30	2·28	0·54
<i>Total Cakes and Biscuits</i>	<i>0·23</i>	<i>0·10</i>		<i>0·90</i>	<i>0·86</i>	
Oatmeal and oat products	0·03	0·04	0·26	4·11	4·58	1·63
Breakfast cereals	0·07	0·04	0·13	1·62	1·68	0·40
Canned milk puddings	0·03	0·04	0·06	2·95	2·94	0·46
Other puddings	0·03	0·01	0·40	5·20	5·02	1·20
Rice	0·02	0·02	0·15	4·94	5·21	0·95
Invalid foods, including slimming foods	0·03	0·02	2·07	9·54	10·83	5·73
Infant foods, not canned or bottled	0·02	0·01	0·95	5·88	5·85	2·12
Cereal convenience foods, including canned, not specified above	0·05	0·03	0·29	2·12	2·19	1·07
Other cereal foods	0·02	0·02	0·32	5·43	5·96	1·72
<i>Total Other Cereals</i>	<i>0·12</i>	<i>0·08</i>		<i>1·08</i>	<i>1·13</i>	
<b>BEVERAGES:</b>						
Tea	0·11	0·02	0·23	0·91	0·92	0·31
Coffee, bean and ground	0·05	0·01	1·13	7·92	7·64	1·18
Coffee, instant	0·10	0·01	0·98	2·49	2·59	0·44
Coffee, essences	0·02	0·01	0·89	7·50	8·25	1·22
Cocoa and drinking chocolate	0·03	0·01	1·20	4·76	4·90	2·55
Branded food drinks	0·05	0·01	0·56	5·22	5·32	0·82
<i>Total Beverages</i>	<i>0·17</i>	<i>0·03</i>		<i>0·90</i>	<i>0·89</i>	
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled	0·07	0·03	0·26	5·15	5·15	0·86
Soups, canned	0·07	0·07	0·07	2·17	2·20	0·43
Soups, dehydrated and powdered	0·04	0·01	2·07	7·26	8·58	2·02
Accelerated freeze-dried foods	0·01	...	n.a.	19·52	18·72	n.a.
Spreads and dressings	0·03	0·01	0·48	4·59	4·74	1·18
Pickles and sauces	0·06	0·03	0·23	2·42	2·56	0·78
Meat and vegetable extracts	0·05	...	2·25	3·26	3·75	1·20
Table jellies, squares and crystals	0·02	...	0·30	3·03	3·06	3·48
Ice-cream (served as part of a meal), mousse, soufflé	0·04	0·02	0·21	3·70	3·78	0·74
All quick-frozen foods not specified above	0·02	0·01	1·26	8·71	8·44	2·84
Salt	0·01	0·03	0·09	3·58	3·55	1·38
Artificial sweeteners	0·01	n.a.	n.a.	27·93	n.a.	n.a.
Miscellaneous (expenditure only)	0·04	n.a.	n.a.	2·59	n.a.	n.a.
<i>Total Miscellaneous</i>	<i>0·15</i>			<i>1·14</i>		
<b>TOTAL ALL FOODS</b>	<b>1·86</b>			<b>0·42</b>		

(a) These estimates of standard errors were calculated from data for the whole sample in 1966 except that those for the sub-totals of expenditure and purchases and those for the individual prices were calculated from data for 1967.

(b) pints of milk, cream, made-up jelly; equivalent pints of condensed and dried milk; no. of eggs; fluid ounces of fruit juices, welfare orange juice, coffee essences.

(c) per lb., except per pint of milk, cream, fruit juices, welfare orange juice, coffee essences, made-up jelly; per equivalent pint of condensed and dried milk; per egg.

## SUPPLEMENT

### Provisional Estimates of Consumption, Expenditure and Prices for 1967

1. Summary data from the Survey for 1967 have been published in the *Monthly Digest of Statistics* and in the *Board of Trade Journal*. Further provisional results, for the full Survey classification of foods, are given in Tables 2 to 4. These estimates were derived from an effective sample of 8,021 households. Rural households were again over-represented in the sample in 1967 but the national averages which are presented in this supplement have been adjusted to correct the bias caused by this over-representation.

2. The provisional estimates of average weekly expenditure and value of free food per person for all households in 1967 are given in Table 1. Average

TABLE 1

*Household Food Expenditure, Value of Free Food and Total Value of Food  
obtained for Household Consumption, 1966 and 1967*

(per person per week)

	Expenditure on food			Value of free food		Value of consumption		
	1966	1967	Per-centage change	1966	1967	1966	1967	Per-centage change
	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	
1st Quarter .	35 0	35 11	+2·5	6	7	35 6	36 5	+2·6
2nd Quarter .	36 10	37 4	+1·4	10	5	37 7	37 9	+0·4
3rd Quarter .	36 1	37 5	+3·5	1 5	1 3	37 6	38 8	+2·9
4th Quarter .	35 10	36 11	+3·1	11	9	36 9	37 9	+2·6
Yearly average	35 11	36 11	+2·7	11	9	36 10	37 8	+2·1

expenditure in 1967 was 11½d. per person per week (2·7 per cent) greater than that in 1966, most of the increase being due to increased spending on bread (2½d.), processed meats (2½d.), fruit and vegetables (2½d.), liquid milk (1d.) and cheese (1d.). About two-thirds of the increase of 2·7 per cent in average food expenditure was offset by increases in food prices so that there was a gain of rather less than one per cent in the real value of food purchases per head.

3. There was very little change in the broad pattern of household food consumption in 1967. Average purchases of liquid milk, processed milk and cream were maintained, but there was some increase in purchases of natural cheese. Average consumption of beef increased by nearly half an ounce per person per week, while that of pork declined by about the same amount. Consumption of mutton and lamb also declined, so that total consumption of carcass meats, at 17·0oz. per person per week, was about 0·2oz. less than in 1966. This decrease, however, was offset by increased purchases of canned meats and some meat products. Although the average consumption of broiler chickens continued to increase, that of other poultry declined from the aberrantly high level recorded in the previous year. Stamped eggs continued to be displaced by unstamped eggs, but

total purchases continued to average 4·5 eggs per person per week. Consumption of fish was also maintained at 5·8oz. per person per week.

4. A small increase in consumption of fats was almost entirely due to increased purchases of butter and of margarine, but there was also some further growth in consumption of cooking oils at the expense of cooking fats. Purchases of sugar rose very slightly and consumption of preserves was maintained.

5. Average consumption of potatoes remained at a little over 52oz. per person per week, although average purchases, at 48·6oz., were 1oz. greater than in 1966. Consumption of fresh green vegetables was slightly less than in the previous year owing to a reduction in garden and allotment produce, but consumption of carrots and canned vegetables increased. Average consumption of fresh fruit declined from 23·1oz. per person per week to 21·7oz., principally because of smaller supplies of apples and pears, but there was a slight increase in purchases of canned fruit.

6. Average purchases of bread amounted to 40·0oz. per person per week compared with 40·6oz. in 1965, 42·0oz. in 1964 and 43·3oz. in 1963. The average of 38·6oz. recorded by the Survey in 1966 appears to have been aberrantly low owing to a sampling fluctuation. Purchases of flour and of cakes and pastries continued to decline and there was some further increase in consumption of breakfast cereals, canned puddings and other cereal convenience foods.



TABLE 2  
*Household Food Consumption and Purchases, 1967: National Averages*  
 (oz. per person per week, except where otherwise stated)

	Consumption					Pur- chases
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average	Yearly average
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . . (pt.)	4.00	3.89	4.09	3.89	3.97	3.85
Welfare . . . . . (pt.)	0.73	0.78	0.72	0.72	0.74	0.72
School . . . . . (pt.)	0.20	0.19	0.13	0.20	0.18	—
<i>Total Liquid Milk</i> . . . . . (pt.)	4.92	4.86	4.93	4.82	4.89	4.57
Condensed milk . . . . . (eq. pt.)	0.16	0.17	0.20	0.18	0.18	0.18
Dried milk						
National . . . . . (eq. pt.)	0.02	0.02	0.01	0.01	0.02	0.02
Branded . . . . . (eq. pt.)	0.11	0.09	0.08	0.11	0.10	0.10
Other milk (a) . . . . . (pt.)	0.04	0.05	0.06	0.06	0.05	0.05
Cream . . . . . (pt.)	0.03	0.03	0.04	0.03	0.03	0.03
<i>Total Milk and Cream</i> (pt. or eq. pt.)	5.28	5.23	5.31	5.20	5.27	4.95
<b>CHEESE:</b>						
Natural . . . . .	2.90	3.03	3.03	3.03	3.00	3.00
Processed . . . . .	0.38	0.33	0.37	0.30	0.35	0.34
<i>Total Cheese</i> . . . . .	3.28	3.36	3.40	3.33	3.35	3.34
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	8.96	7.94	7.90	9.65	8.61	8.54
Mutton and lamb . . . . .	5.87	5.99	6.49	5.88	6.06	6.02
Pork . . . . .	2.58	2.17	2.03	2.38	2.29	2.28
<i>Total Carcase Meat</i> . . . . .	17.41	16.10	16.42	17.90	16.96	16.84
Other meat and meat products						
Bones . . . . .	0.20	0.12	0.18	0.21	0.18	0.18
Liver . . . . .	0.80	0.85	0.83	0.89	0.84	0.84
Offals, other than liver . . . . .	0.66	0.49	0.43	0.62	0.55	0.54
Bacon and ham, uncooked . . . . .	5.12	5.13	5.43	4.99	5.17	5.16
Bacon and ham, cooked, in- cluding canned . . . . .	0.87	0.97	1.11	0.90	0.96	0.96
Cooked chicken . . . . .	0.14	0.22	0.32	0.22	0.22	0.22
Corned meat . . . . .	0.53	0.55	0.55	0.51	0.54	0.54
Other cooked meat, not pur- chased in cans . . . . .	0.62	0.74	0.76	0.60	0.68	0.68
Other canned meat . . . . .	1.55	1.66	1.79	1.80	1.70	1.70
Broiler chicken, uncooked (b) . . . . .	2.69	2.73	3.06	3.09	2.89	2.87
Other poultry, uncooked, not quick-frozen . . . . .	0.63	0.40	0.56	0.71	0.58	0.54
Other poultry, uncooked, quick-frozen . . . . .	0.28	0.32	0.27	0.41	0.32	0.32
Rabbit, game and other meat . . . . .	0.18	0.11	0.06	0.17	0.13	0.12
Sausages, uncooked, pork . . . . .	2.09	2.03	2.00	2.06	2.04	2.04
Sausages, uncooked, beef . . . . .	1.49	1.44	1.35	1.55	1.46	1.46
Meat pies and sausage rolls, ready to eat . . . . .	0.69	0.62	0.80	0.64	0.69	0.69

(a) Including skimmed milk powder.

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

TABLE 2—continued

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

	1967					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
Other meat and meat products— contd.						
Quick-frozen meat, other than uncooked poultry, and quick-frozen meat products	0·39	0·37	0·46	0·36	0·40	0·40
Other meat products . . . .	1·97	1·92	1·88	2·15	1·98	1·98
<i>Total Other Meat and Meat Products</i> . . . . .	20·90	20·70	21·84	21·89	21·33	21·24
<i>Total Meat and Meat Products</i> . . . . .	38·31	36·80	38·26	39·79	38·29	38·08
<b>FISH:</b>						
White, filleted, fresh . . . .	1·29	1·27	1·11	1·28	1·24	1·24
White, unfileted, fresh . . . .	0·80	0·85	0·81	0·97	0·86	0·84
White, uncooked, quick-frozen (c) . . . . .	0·24	0·24	0·20	0·20	0·22	0·22
Herrings, filleted, fresh . . . .	0·01	0·01	0·03	...	0·01	0·01
Herrings, unfileted, fresh . . . .	0·13	0·03	0·10	0·14	0·10	0·10
Fat, fresh, other than herrings . . . .	0·09	0·13	0·15	0·10	0·12	0·10
White, processed . . . . .	0·28	0·31	0·29	0·31	0·30	0·30
Fat, processed, filleted . . . . .	0·08	0·07	0·07	0·09	0·08	0·08
Fat, processed, unfileted . . . . .	0·22	0·14	0·15	0·18	0·17	0·17
Shell . . . . .	0·04	0·07	0·04	0·07	0·06	0·05
Cooked . . . . .	0·95	1·09	1·25	0·96	1·06	1·06
Salmon, canned . . . . .	0·44	0·58	0·68	0·51	0·55	0·55
Other canned or bottled fish . . . . .	0·30	0·35	0·33	0·33	0·33	0·33
Fish products, not quick-frozen Quick-frozen fish products, and quick-frozen fish not specified above (d) . . . . .	0·16	0·16	0·21	0·16	0·17	0·17
<i>Total Fish</i> . . . . .	5·58	5·84	5·94	5·80	5·79	5·74
<b>EGGS:</b>						
Eggs, hen, stamped . . . (no.)	2·55	2·62	2·54	2·34	2·51	2·51
Eggs, shell other . . . (no.)	2·05	2·21	2·26	2·31	2·21	2·01
<i>Total Eggs</i> . . . . . (no.)	4·60	4·83	4·79	4·65	4·72	4·52
<b>FATS:</b>						
Butter . . . . .	6·16	6·12	6·14	6·33	6·19	6·18
Margarine . . . . .	3·11	3·05	3·00	2·82	3·00	3·00
Lard and compound cooking fat . . . . .	2·12	2·06	1·97	2·20	2·09	2·08
Suet . . . . .	0·11	0·07	0·07	0·17	0·10	0·10
Vegetable and salad oils (fl. oz.) . . . . .	0·42	0·34	0·37	0·37	0·38	0·38
All other fats . . . . .	0·17	0·15	0·15	0·19	0·16	0·16
<i>Total Fats</i> . . . . .	12·08	11·78	11·68	12·08	11·92	11·90

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.

TABLE 2—continued

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

	1967					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>SUGAR AND PRESERVES:</b>						
Sugar	17·70	17·10	17·38	16·66	17·21	17·21
Jams, jellies and fruit curds	1·32	1·65	1·38	1·45	1·45	1·37
Marmalade	0·91	0·91	0·89	1·00	0·93	0·92
Syrup, treacle and honey	0·58	0·41	0·37	0·53	0·47	0·47
<i>Total Sugar and Preserves</i>	<i>20·50</i>	<i>20·07</i>	<i>20·02</i>	<i>19·65</i>	<i>20·06</i>	<i>19·97</i>
<b>VEGETABLES:</b>						
Old potatoes (1966 crop)						
Not pre-packed	41·02	26·41	0·29	—	16·93	16·07
Pre-packed	12·85	7·39	0·02	—	5·06	5·06
Old potatoes (1967 crop) (e)						
Not pre-packed	—	—	15·68	47·84	15·88	13·96
Pre-packed	—	—	2·54	8·32	2·72	2·71
New potatoes (e)						
Not pre-packed	0·53	15·01	27·53	—	10·77	9·94
Pre-packed	0·11	0·57	2·84	—	0·88	0·88
<i>Total Fresh Potatoes</i>	<i>54·51</i>	<i>49·38</i>	<i>48·90</i>	<i>56·15</i>	<i>52·24</i>	<i>48·62</i>
Cabbages, fresh	3·86	5·35	4·71	4·41	4·58	3·66
Brussels sprouts, fresh	3·99	0·03	0·30	4·34	2·16	1·84
Cauliflowers, fresh	2·14	4·22	2·93	2·23	2·88	2·60
Leafy salads	0·53	1·70	2·30	0·53	1·26	1·04
Peas, fresh	0·01	0·15	3·03	0·02	0·80	0·56
Peas, quick-frozen	0·91	1·13	0·75	0·92	0·93	0·92
Beans, fresh	0·04	0·21	4·44	0·54	1·31	0·56
Beans, quick-frozen	0·17	0·25	0·14	0·18	0·18	0·18
Other fresh green vegetables	0·23	0·30	0·07	0·12	0·18	0·07
<i>Total Fresh Green Vegetables</i>	<i>11·88</i>	<i>13·33</i>	<i>18·66</i>	<i>13·29</i>	<i>14·28</i>	<i>11·43</i>
Carrots, fresh	3·71	2·58	2·54	3·97	3·20	2·96
Turnips and swedes, fresh	1·84	0·58	0·56	2·00	1·24	1·07
Other root vegetables, fresh	0·86	0·48	0·89	0·98	0·80	0·59
Onions, shallots, leeks, fresh	3·19	2·70	2·67	3·36	2·98	2·73
Cucumbers, fresh	0·27	0·84	0·93	0·22	0·56	0·54
Mushrooms, fresh	0·38	0·37	0·39	0·38	0·38	0·37
Miscellaneous fresh vegetables	0·45	0·24	1·19	0·81	0·67	0·58
Canned peas	3·16	3·15	2·90	2·77	3·00	3·00
Canned beans	3·70	3·55	3·28	3·43	3·49	3·49
Canned vegetables, other than pulses or potatoes	0·90	1·01	0·79	0·86	0·89	0·89
Dried pulses, other than air-dried	0·57	0·42	0·32	0·57	0·47	0·47
Air-dried vegetables	0·04	0·05	0·03	0·03	0·04	0·04
Chips, excluding quick-frozen	1·39	1·52	1·79	1·35	1·51	1·51

(e) Potatoes from the 1967 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 2—continued

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

	1967					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>VEGETABLES—contd.</b>						
Other potato products, not quick-frozen . . . . .	0·44	0·48	0·42	0·55	0·47	0·47
Other vegetable products . . . . .	0·09	0·08	0·10	0·07	0·08	0·08
All quick-frozen vegetables and vegetable products, not speci- fied above (f) . . . . .	0·14	0·24	0·19	0·16	0·18	0·18
<i>Total Other Vegetables</i> . . . . .	<i>21·13</i>	<i>18·28</i>	<i>19·00</i>	<i>21·51</i>	<i>19·96</i>	<i>18·97</i>
<i>Total Vegetables.</i> . . . .	<i>87·52</i>	<i>80·99</i>	<i>86·56</i>	<i>90·95</i>	<i>86·48</i>	<i>79·02</i>
<b>FRUIT:</b>						
Fresh						
Oranges . . . . .	4·82	4·39	2·74	2·57	3·63	3·62
Other citrus fruit . . . . .	1·68	1·43	0·94	0·81	1·22	1·21
Apples . . . . .	6·96	5·73	5·53	7·36	6·40	5·78
Pears . . . . .	0·43	0·58	0·72	0·89	0·66	0·63
Stone fruit . . . . .	0·07	0·17	1·22	0·03	0·37	0·36
Grapes . . . . .	0·28	0·20	0·32	0·56	0·34	0·34
Soft fruit, other than grapes . . . . .	0·01	0·25	2·37	0·07	0·68	0·40
Bananas . . . . .	3·08	3·56	3·73	3·12	3·37	3·37
Rhubarb . . . . .	0·47	1·57	0·63	0·01	0·67	0·20
Tomatoes . . . . .	2·20	4·14	6·41	3·49	4·06	3·80
Other fresh fruit . . . . .	0·10	0·16	0·57	0·51	0·34	0·34
<i>Total Fresh Fruit</i> . . . . .	<i>20·10</i>	<i>22·18</i>	<i>25·18</i>	<i>19·43</i>	<i>21·74</i>	<i>20·05</i>
Tomatoes, canned or bottled . . . . .	0·90	0·82	0·69	0·69	0·78	0·77
Canned peaches, pears and pine- apples . . . . .	2·37	2·96	2·87	2·65	2·71	2·71
Other canned or bottled fruit . . . . .	1·94	2·12	2·46	2·13	2·16	2·11
Dried fruit and dried fruit pro- ducts . . . . .	0·83	0·74	0·79	1·75	1·03	1·03
Nuts and nut products . . . . .	0·14	0·14	0·16	0·38	0·20	0·20
Fruit juices . . . . . (fl. oz.)	0·43	0·52	0·53	0·45	0·48	0·48
Welfare orange juice . . . . . (fl. oz.)	0·04	0·06	0·05	0·07	0·06	0·06
<i>Total Other Fruit and Fruit Products</i>	<i>6·65</i>	<i>7·35</i>	<i>7·55</i>	<i>8·13</i>	<i>7·42</i>	<i>7·36</i>
<i>Total Fruit</i> . . . . .	<i>26·75</i>	<i>29·53</i>	<i>32·73</i>	<i>27·56</i>	<i>29·16</i>	<i>27·41</i>
<b>CEREALS:</b>						
Brown bread . . . . .	2·79	2·74	2·70	2·95	2·80	2·79
White bread, large loaves, unwrapped . . . . .	7·37	6·81	7·46	6·84	7·12	7·12
White bread, large loaves, wrapped . . . . .	20·92	21·77	22·37	21·27	21·58	21·56
White bread, small loaves, unwrapped . . . . .	3·67	3·71	3·27	3·43	3·52	3·52
White bread, small loaves, wrapped . . . . .	1·69	1·66	1·63	1·52	1·62	1·62
Wholewheat and wholemeal bread . . . . .	0·59	0·65	0·58	0·48	0·58	0·58
Other bread . . . . .	2·57	2·84	2·81	2·99	2·80	2·79
<i>Total Bread</i> . . . . .	<i>39·60</i>	<i>40·19</i>	<i>40·83</i>	<i>39·48</i>	<i>40·02</i>	<i>39·98</i>

(f) Including quick-frozen brussels sprouts.

TABLE 2—*continued*

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

	1967					
	Consumption					Pur- chases
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average	Yearly average
<b>CEREALS—<i>contd.</i></b>						
Flour . . . . .	6·05	5·15	5·68	6·29	5·79	5·78
Buns, scones and teacakes . . . . .	1·61	1·30	1·20	1·61	1·43	1·43
Cakes and pastries . . . . .	4·15	4·72	4·72	4·86	4·61	4·60
Biscuits, other than chocolate biscuits . . . . .	4·49	4·85	4·97	4·86	4·79	4·79
Chocolate biscuits . . . . .	0·99	1·08	1·04	1·19	1·08	1·08
Oatmeal and oat products . . . . .	0·86	0·46	0·44	0·92	0·67	0·67
Breakfast cereals . . . . .	2·20	2·49	2·67	2·05	2·35	2·35
Canned milk puddings . . . . .	1·57	1·45	1·38	1·67	1·52	1·52
Other puddings . . . . .	0·29	0·21	0·24	0·54	0·32	0·32
Rice . . . . .	0·46	0·46	0·41	0·55	0·47	0·47
Invalid foods, including slim- ming foods . . . . .	0·17	0·16	0·19	0·22	0·18	0·18
Infant foods, not canned or bottled . . . . .	0·16	0·15	0·17	0·19	0·17	0·17
Cereal convenience foods, in- cluding canned, not specified above (g) . . . . .	1·48	1·37	1·35	1·43	1·41	1·41
Other cereal foods . . . . .	0·35	0·20	0·21	0·30	0·26	0·26
<b>Total Cereals</b> . . . . .	<b>64·44</b>	<b>64·27</b>	<b>65·50</b>	<b>66·16</b>	<b>65·07</b>	<b>65·01</b>
<b>BEVERAGES:</b>						
Tea . . . . .	2·79	2·72	2·67	2·64	2·70	2·70
Coffee, bean and ground . . . . .	0·13	0·09	0·09	0·10	0·10	0·10
Coffee, instant . . . . .	0·29	0·30	0·30	0·30	0·30	0·30
Coffee, essences . . . . . (fl. oz.)	0·08	0·10	0·05	0·07	0·08	0·08
Cocoa and drinking chocolate . . . . .	0·18	0·17	0·15	0·19	0·17	0·17
Branded food drinks . . . . .	0·25	0·18	0·17	0·25	0·21	0·21
<b>Total Beverages</b> . . . . .	<b>3·71</b>	<b>3·56</b>	<b>3·43</b>	<b>3·55</b>	<b>3·56</b>	<b>3·56</b>
<b>MISCELLANEOUS</b>						
Baby foods, canned or bottled . . . . .	0·55	0·65	0·87	0·75	0·70	0·70
Soups, canned . . . . .	3·59	2·72	2·47	3·63	3·10	3·10
Soups, dehydrated and powdered . . . . .	0·10	0·07	0·06	0·10	0·08	0·08
Accelerated freeze-dried foods, excluding coffee . . . . .	—	—	—	—	—	—
Spreads and dressings . . . . .	0·14	0·28	0·32	0·10	0·21	0·21
Pickles and sauces . . . . .	1·24	1·27	1·27	1·43	1·30	1·29
Meat and vegetable extracts . . . . .	0·17	0·13	0·13	0·15	0·14	0·14
Table jellies, squares and crystals (pt.) . . . . .	0·07	0·09	0·10	0·07	0·08	0·08
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	0·32	0·78	0·99	0·40	0·62	0·62
All quick-frozen foods not speci- fied above . . . . .	0·08	0·08	0·08	0·05	0·07	0·07
Salt . . . . .	0·86	0·85	0·86	0·97	0·88	0·88

(g) Including cake and pudding mixes, custard powder, 'instant' puddings etc.

TABLE 3  
Household Food Expenditure, 1967: National Averages  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.-March	April-June	July-Sept.	Oct.-Dec.	Yearly average	
<b>MILK AND CREAM:</b>						
Liquid milk						
Full price . . . . .	37·55	38·67	40·39	38·56	38·79	96
Welfare . . . . .	3·05	3·27	2·93	3·11	3·09	23
<i>Total Liquid Milk</i> . . . . .	<i>40·60</i>	<i>41·94</i>	<i>43·32</i>	<i>41·66</i>	<i>41·88</i>	
Condensed milk . . . . .	1·42	1·55	1·79	1·62	1·60	26
Dried milk						
National . . . . .	0·09	0·11	0·04	0·07	0·08	...
Branded . . . . .	0·98	0·74	0·68	0·90	0·82	3
Other milk (a) . . . . .	0·60	0·92	0·92	0·78	0·80	8
Cream . . . . .	1·91	2·01	2·58	1·78	2·07	24
<i>Total Milk and Cream</i> . . . . .	<i>45·60</i>	<i>47·27</i>	<i>49·33</i>	<i>46·81</i>	<i>47·25</i>	
<b>CHEESE:</b>						
Natural . . . . .	8·19	8·58	8·72	8·75	8·56	72
Processed . . . . .	1·38	1·28	1·43	1·15	1·31	19
<i>Total Cheese</i> . . . . .	<i>9·58</i>	<i>9·86</i>	<i>10·15</i>	<i>9·89</i>	<i>9·87</i>	
<b>MEAT AND MEAT PRODUCTS:</b>						
Carcase meat						
Beef and veal . . . . .	36·60	33·12	32·82	39·20	35·44	79
Mutton and lamb . . . . .	17·75	18·44	19·89	18·24	18·58	56
Pork . . . . .	9·51	8·18	7·86	8·94	8·62	31
<i>Total Carcase Meat</i> . . . . .	<i>63·86</i>	<i>59·74</i>	<i>60·57</i>	<i>66·38</i>	<i>62·64</i>	
Other meat and meat products						
Bones . . . . .	0·12	0·07	0·19	0·16	0·14	2
Liver . . . . .	2·87	3·15	2·99	3·30	3·08	27
Offals, other than liver . . . . .	1·54	1·27	1·07	1·49	1·34	20
Bacon and ham, uncooked	18·69	18·30	19·61	18·20	18·70	83
Bacon and ham, cooked, including canned . . . . .	5·85	6·58	7·57	6·07	6·52	43
Cooked chicken . . . . .	0·67	0·94	1·32	0·95	0·97	4
Corned meat . . . . .	2·10	2·23	2·32	2·27	2·23	20
Other cooked meat, not purchased in cans . . . . .	3·23	3·93	3·95	3·32	3·61	31
Other canned meat . . . . .	4·37	4·75	4·99	5·02	4·78	30
Broiler chicken, uncooked (b) . . . . .	6·77	7·21	7·89	7·53	7·35	20
Other poultry, uncooked, not quick-frozen . . . . .	1·35	1·02	1·42	1·76	1·39	2
Other poultry, uncooked, quick-frozen . . . . .	0·70	0·84	0·68	1·07	0·82	1
Rabbit, game and other meat . . . . .	0·59	0·30	0·19	0·52	0·40	2

(a) Including skimmed milk powder.

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

TABLE 3—continued  
(pence per person per week)

	1967					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						
<i>contd.</i>						
Sausages, uncooked, pork . . .	5·49	5·34	5·18	5·39	5·35	42
Sausages, uncooked, beef . . .	3·24	3·15	2·92	3·37	3·17	27
Meat pies and sausage rolls, ready to eat . . .	1·76	1·59	2·05	1·60	1·75	18
Quick-frozen meat, other than uncooked poultry, and quick-frozen meat products . . .	1·61	1·56	1·87	1·44	1·62	12
Other meat products . . .	5·22	5·07	5·04	5·86	5·30	42
<i>Total Other Meat and Meat Products</i> . . . . .	<i>66·17</i>	<i>67·30</i>	<i>71·22</i>	<i>69·32</i>	<i>68·52</i>	
<i>Total Meat and Meat Products</i> . . . . .	<i>130·03</i>	<i>127·04</i>	<i>131·79</i>	<i>135·70</i>	<i>131·16</i>	
FISH:						
White, filleted, fresh . . .	3·94	3·70	3·27	3·87	3·70	24
White, unfileted, fresh . . .	2·21	2·40	2·21	2·77	2·40	15
White, uncooked, quick-frozen (c) . . .	0·96	0·96	0·80	0·78	0·88	6
Herrings, filleted, fresh . . .	0·02	0·03	0·06	0·01	0·03	...
Herrings, unfileted, fresh . . .	0·19	0·05	0·13	0·20	0·14	2
Fat, fresh, other than herrings . . .	0·25	0·48	0·36	0·24	0·33	2
White, processed . . .	0·78	0·85	0·77	0·89	0·82	7
Fat, processed, filleted . . .	0·36	0·25	0·17	0·25	0·26	2
Fat, processed, unfileted . . .	0·47	0·29	0·28	0·33	0·34	4
Shell . . . . .	0·20	0·43	0·32	0·35	0·32	2
Cooked . . . . .	3·11	3·63	3·98	3·23	3·49	24
Salmon, canned . . . . .	2·83	3·63	4·17	3·15	3·44	22
Other canned or bottled fish . . .	1·11	1·28	1·25	1·31	1·24	14
Fish products, not quick-frozen . . . . .	0·63	0·60	0·79	0·63	0·66	11
Quick-frozen fish products, and quick-frozen fish not specified above (d) . . .	1·95	1·83	1·80	1·73	1·83	18
<i>Total Fish</i> . . . . .	<i>19·00</i>	<i>20·39</i>	<i>20·36</i>	<i>19·73</i>	<i>19·88</i>	
EGGS:						
Eggs, hen, stamped . . . . .	10·39	9·01	8·53	9·37	9·32	52
Eggs, shell, other . . . . .	8·02	8·03	8·24	9·02	8·33	43
<i>Total Eggs</i> . . . . .	<i>18·41</i>	<i>17·04</i>	<i>16·77</i>	<i>18·38</i>	<i>17·65</i>	

(c) Excluding fish fingers, fish sticks, fish bites.

(d) Including fish fingers, fish sticks, fish bites.

TABLE 3—continued  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>FATS:</b>						
Butter . . . . .	16·11	15·89	15·88	16·45	16·08	87
Margarine . . . . .	4·74	4·56	4·39	4·14	4·46	51
Lard and compound cooking fat . . . . .	2·55	2·43	2·20	2·42	2·40	47
Suet . . . . .	0·22	0·14	0·13	0·35	0·21	5
Vegetable and salad oils . . . . .	0·89	0·67	0·78	0·77	0·78	5
All other fats . . . . .	0·19	0·16	0·18	0·23	0·19	4
<b>Total Fats</b> . . . . .	<b>24·69</b>	<b>23·85</b>	<b>23·56</b>	<b>24·36</b>	<b>24·12</b>	
<b>SUGAR AND PRESERVES:</b>						
Sugar . . . . .	9·51	9·20	9·25	9·06	9·26	82
Jams, jellies and fruit curds . . . . .	1·94	2·42	2·09	2·22	2·17	24
Marmalade . . . . .	1·18	1·17	1·22	1·34	1·23	16
Syrup, treacle and honey . . . . .	0·88	0·60	0·54	0·86	0·72	7
<b>Total Sugar and Preserves</b> . . . . .	<b>13·51</b>	<b>13·40</b>	<b>13·10</b>	<b>13·49</b>	<b>13·38</b>	
<b>VEGETABLES:</b>						
Old potatoes (1966 crop)						
Not pre-packed . . . . .	9·84	7·54	0·05	—	4·36	} (f)
Pre-packed . . . . .	3·61	2·33	0·01	—	1·49	
Old potatoes (1967 crop) (e)						
Not pre-packed . . . . .	—	—	3·41	9·42	3·21	
Pre-packed . . . . .	—	—	0·64	2·20	0·71	
New potatoes (e)						
Not pre-packed . . . . .	0·37	9·53	8·51	—	4·60	
Pre-packed . . . . .	0·06	0·32	1·07	—	0·36	
<b>Total Fresh Potatoes</b> . . . . .	<b>13·88</b>	<b>19·72</b>	<b>13·70</b>	<b>11·62</b>	<b>14·73</b>	
Cabbages, fresh . . . . .	1·64	2·70	1·55	1·33	1·80	35
Brussels sprouts, fresh . . . . .	2·10	0·02	0·25	2·52	1·22	20
Cauliflowers, fresh . . . . .	1·65	2·78	1·83	1·37	1·91	28
Leafy salads . . . . .	1·53	3·28	2·14	0·90	1·96	37
Peas, fresh . . . . .	—	0·13	1·15	—	0·32	(f)
Peas, quick-frozen . . . . .	1·92	2·37	1·55	1·93	1·94	22
Beans, fresh . . . . .	—	0·11	1·79	0·10	0·50	(f)
Beans, quick-frozen . . . . .	0·48	0·72	0·38	0·53	0·53	7
Other fresh green vegetables . . . . .	0·06	0·10	0·01	0·02	0·05	1
<b>Total Fresh Green Vegetables</b> . . . . .	<b>9·38</b>	<b>12·20</b>	<b>10·66</b>	<b>8·70</b>	<b>10·23</b>	
Carrots, fresh . . . . .	1·46	1·27	1·14	1·47	1·34	39
Turnips and swedes, fresh . . . . .	0·52	0·19	0·16	0·53	0·35	12
Other root vegetables, fresh . . . . .	0·44	0·42	0·42	0·45	0·43	12
Onions, shallots, leeks, fresh . . . . .	1·83	2·46	1·81	1·68	1·94	44
Cucumbers, fresh . . . . .	0·57	1·43	1·24	0·40	0·91	19

(e) Potatoes from the 1967 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

(f) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 3A on page 158.



TABLE 3—continued  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<i>Vegetables—continued</i>						
Mushrooms, fresh . . . . .	1·32	1·24	1·10	1·32	1·24	17
Miscellaneous fresh vegetables . . . . .	0·47	0·33	0·62	0·67	0·52	10
Canned peas . . . . .	2·56	2·60	2·39	2·35	2·48	41
Canned beans . . . . .	3·41	3·28	3·00	3·17	3·22	47
Canned vegetables, other than pulses or potatoes . . . . .	0·97	1·17	0·87	0·94	0·99	16
Dried pulses, other than air-dried . . . . .	0·76	0·60	0·51	0·80	0·67	13
Air-dried vegetables . . . . .	0·43	0·49	0·36	0·34	0·40	5
Chips, not quick-frozen . . . . .	1·64	1·85	2·34	1·78	1·90	24
Other potato products, not quick-frozen . . . . .	1·44	1·61	1·60	1·82	1·62	23
Other vegetable products . . . . .	0·15	0·13	0·20	0·13	0·15	3
All quick-frozen vegetables and vegetable products, not specified above (g) . . . . .	0·34	0·63	0·47	0·41	0·46	6
<i>Total Other Vegetables</i> . . . . .	<i>18·32</i>	<i>19·69</i>	<i>18·23</i>	<i>18·25</i>	<i>18·62</i>	
<i>Total Vegetables</i> . . . . .	<i>41·58</i>	<i>51·61</i>	<i>42·59</i>	<i>38·57</i>	<i>43·58</i>	
<b>FRUIT:</b>						
<i>Fresh</i>						
Oranges . . . . .	3·91	3·68	2·40	2·39	3·10	36
Other citrus fruit . . . . .	1·49	1·34	1·00	1·07	1·22	16
Apples . . . . .	6·88	7·32	6·37	7·39	6·99	54
Pears . . . . .	0·55	0·75	0·88	0·94	0·78	9
Stone fruit . . . . .	0·16	0·37	2·03	0·05	0·65	6
Grapes . . . . .	0·59	0·48	0·57	0·91	0·64	6
Soft fruit, other than grapes . . . . .	—	0·59	2·59	0·03	0·80	5
Bananas . . . . .	2·87	3·60	3·59	3·14	3·30	42
Rhubarb . . . . .	0·33	0·23	0·03	0·01	0·15	3
Tomatoes . . . . .	4·12	9·01	9·24	4·72	6·77	63
Other fresh fruit . . . . .	0·11	0·24	0·61	0·53	0·37	3
<i>Total Fresh Fruit</i> . . . . .	<i>21·02</i>	<i>27·60</i>	<i>29·31</i>	<i>21·18</i>	<i>24·77</i>	
Tomatoes, canned or bottled . . . . .	0·99	0·90	0·78	0·77	0·86	15
Canned peaches, pears and pineapples . . . . .	2·76	3·49	3·35	3·11	3·18	34
Other canned or bottled fruit . . . . .	2·72	3·25	3·54	3·11	3·16	30
Dried fruit and dried fruit products . . . . .	1·43	1·29	1·33	3·02	1·77	17
Nuts and nut products . . . . .	0·45	0·43	0·50	1·34	0·68	7
Fruit juices . . . . .	0·95	0·92	0·98	0·98	0·96	8
Welfare orange juice . . . . .	0·12	0·17	0·14	0·21	0·16	2
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>9·42</i>	<i>10·45</i>	<i>10·62</i>	<i>12·52</i>	<i>10·77</i>	
<i>Total Fruit</i> . . . . .	<i>30·44</i>	<i>38·05</i>	<i>39·93</i>	<i>33·70</i>	<i>35·54</i>	

(g) Including quick-frozen brussels sprouts.

TABLE 3—*continued*  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>CEREALS:</b>						
Brown bread . . . . .	2·29	2·26	2·21	2·39	2·29	31
White bread, large loaves, unwrapped . . . . .	4·57	4·28	4·67	4·29	4·45	29
White bread, large loaves, wrapped . . . . .	13·02	13·71	14·09	13·35	13·54	57
White bread, small loaves, unwrapped . . . . .	2·81	2·81	2·53	2·64	2·70	30
White bread, small loaves, wrapped . . . . .	1·37	1·34	1·32	1·23	1·32	18
Wholewheat and wholemeal bread . . . . .	0·43	0·50	0·44	0·37	0·44	6
Other bread . . . . .	3·43	3·81	3·94	4·00	3·80	38
<b>Total Bread</b> . . . . .	<b>27·91</b>	<b>28·70</b>	<b>29·20</b>	<b>28·28</b>	<b>28·54</b>	
Flour . . . . .	2·96	2·54	2·81	3·01	2·83	36
Buns, scones and teacakes . . . . .	2·50	2·10	1·95	2·50	2·26	32
Cakes and pastries . . . . .	10·14	11·26	11·63	12·09	11·28	65
Biscuits, other than chocolate biscuits . . . . .	7·77	8·47	8·61	8·63	8·37	74
Chocolate biscuits . . . . .	3·12	3·39	3·25	3·77	3·38	32
Oatmeal and oat products . . . . .	0·83	0·46	0·42	0·90	0·65	9
Breakfast cereals . . . . .	4·24	5·00	5·27	4·03	4·64	41
Canned milk puddings . . . . .	1·20	1·10	1·05	1·28	1·16	19
Other puddings . . . . .	0·61	0·47	0·49	1·08	0·66	8
Rice . . . . .	0·44	0·45	0·41	0·56	0·46	9
Invalid foods, including slimming foods . . . . .	0·35	0·40	0·43	0·52	0·42	2
Infant foods, not canned or bottled . . . . .	0·42	0·43	0·49	0·54	0·47	5
Cereal convenience foods, including canned, not specified above (h) . . . . .	2·31	2·35	2·34	2·34	2·34	33
Other cereal foods . . . . .	0·40	0·24	0·26	0·35	0·31	6
<b>Total Cereals</b> . . . . .	<b>65·21</b>	<b>67·36</b>	<b>68·62</b>	<b>69·90</b>	<b>67·77</b>	
<b>BEVERAGES:</b>						
Tea . . . . .	12·91	12·57	12·40	12·16	12·51	82
Coffee, bean and ground . . . . .	0·77	0·50	0·58	0·58	0·61	4
Coffee, instant . . . . .	4·01	4·20	4·16	4·19	4·14	25
Coffee, essences . . . . .	0·29	0·35	0·19	0·28	0·28	3
Cocoa and drinking chocolate . . . . .	0·53	0·51	0·43	0·57	0·51	6
Branded food drinks . . . . .	1·09	0·79	0·70	1·06	0·91	6
<b>Total Beverages</b> . . . . .	<b>19·60</b>	<b>18·93</b>	<b>18·47</b>	<b>18·85</b>	<b>18·96</b>	

(h) Including cake and pudding mixes, custard powder, 'instant' puddings, etc.

TABLE 3—continued  
(pence per person per week)

	1967					Percentage of all households purchasing each type of food during Survey week
	Jan.—March	April—June	July—Sept.	Oct.—Dec.	Yearly average	
<b>MISCELLANEOUS:</b>						
Baby foods, canned or bottled	1·07	1·25	1·61	1·44	1·34	7
Soups, canned	3·62	2·72	2·51	3·66	3·13	33
Soups, dehydrated and powdered	0·63	0·43	0·35	0·61	0·50	6
Accelerated freeze-dried foods, excluding coffee	—	—	—	—	—	—
Spreads and dressings	0·37	0·67	0·82	0·29	0·54	7
Pickles and sauces	2·19	2·28	2·33	2·59	2·35	26
Meat and vegetable extracts	1·93	1·56	1·54	1·79	1·70	19
Table jellies, squares and crystals	0·65	0·81	0·87	0·61	0·74	16
Ice-cream (served as part of a meal), mousse, soufflé	0·59	1·40	1·82	0·70	1·13	12
All quick-frozen foods not specified above	0·22	0·24	0·23	0·15	0·21	3
Salt	0·36	0·35	0·36	0·41	0·37	11
Artificial sweeteners (expenditure only)	0·07	0·05	0·07	0·10	0·07	1
Miscellaneous (expenditure only)	1·52	1·37	1·60	1·65	1·54	27
<i>Total Miscellaneous</i>	<i>13·21</i>	<i>13·12</i>	<i>14·12</i>	<i>14·00</i>	<i>13·62</i>	
<b>TOTAL EXPENDITURE</b>	<b>430·85</b> (35s.11d.)	<b>447·93</b> (37s. 4d.)	<b>448·79</b> (37s. 5d.)	<b>443·39</b> (36s.11d.)	<b>442·74</b> (36s.11d.)	

TABLE 3A  
 Percentage of All Households Purchasing Seasonal Types of  
 Food During Survey Week, 1967

	Jan.- March	April- June	July- Sept.	Oct.- Dec.
CREAM . . . . .	23	25	28	22
BACON AND OTHER MEAT:				
Bacon and ham, cooked, including canned . . . . .	39	44	48	40
Sausages, uncooked, pork (a) . . . . .	44	41	40	41
FISH:				
Herrings, fresh, filleted (a) . . . . .	...	...	...	...
Herrings, fresh, unfileted (a) . . . . .	2	1	1	2
Fat, processed, filleted (a) . . . . .	2	2	2	3
Fat, processed, unfileted (a) . . . . .	5	3	3	4
EGGS . . . . .	95	95	96	96
VEGETABLES:				
Old potatoes (1966 crop)				
Not pre-packed . . . . .	58	44	...	—
Pre-packed . . . . .	22	15	...	—
Old potatoes (1967 crop) (b)				
Not pre-packed . . . . .	—	—	22	62
Pre-packed . . . . .	—	—	5	16
New potatoes (b)				
Not pre-packed . . . . .	4	50	51	—
Pre-packed . . . . .	...	2	6	—
Cabbages, fresh . . . . .	33	44	31	30
Brussels sprouts, fresh . . . . .	36	...	4	43
Cauliflowers, fresh . . . . .	23	38	28	22
Leafy salads . . . . .	26	55	44	20
Peas, fresh . . . . .	—	1	16	—
Peas, quick-frozen . . . . .	21	27	19	22
Beans, fresh . . . . .	—	2	22	2
Beans, quick-frozen . . . . .	6	10	5	7
Carrots, fresh . . . . .	45	34	31	45
Onions, shallots, leeks, fresh . . . . .	44	47	42	44
Miscellaneous fresh vegetables (a) . . . . .	8	8	12	13
Canned peas . . . . .	43	43	38	40
Canned beans . . . . .	50	47	44	48
Dried pulses, other than air-dried . . . . .	15	12	11	15
Other canned vegetables . . . . .	16	19	14	16
Other quick-frozen vegetables . . . . .	4	8	6	5
FRUIT:				
Oranges, fresh . . . . .	44	41	29	28
Other citrus fruit, fresh . . . . .	20	17	13	13
Apples, fresh . . . . .	59	56	49	52
Pears, fresh . . . . .	7	9	11	12
Tomatoes, fresh . . . . .	45	73	77	55
Tomatoes, canned and bottled . . . . .	17	16	13	14
Dried fruit and dried fruit products . . . . .	16	14	14	25
Oatmeal and oat products . . . . .	12	7	6	12
Breakfast cereals . . . . .	38	44	45	37
Cocoa and drinking chocolate . . . . .	6	6	5	6
Branded food drinks . . . . .	7	5	5	7
Soups, canned . . . . .	38	29	27	38
Soups, dehydrated and powdered . . . . .	7	6	4	7
Spreads and dressings . . . . .	5	8	10	4
Meat and vegetable extracts . . . . .	21	17	17	20
Table jellies, squares and crystals . . . . .	14	17	18	14
Ice-cream (served as part of a meal), mousse, soufflé . . . . .	7	15	18	7

(a) Excluding purchases of quick-frozen foods.

(b) Potatoes from the 1967 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 4

## Household Food Prices (a) 1967: National Averages

	Average prices paid in 1967				
	Jan.- March	April- June	July- Sept.	Oct.- Dec.	Yearly average
<b>MILK AND CREAM:</b>					
Liquid milk					
Full price . . . . .	9·7	10·2	10·2	10·3	10·1
Welfare . . . . .	4·2	4·2	4·2	4·4	4·2
<i>Total Liquid Milk Purchased</i>	8·8	9·2	9·3	9·3	9·2
Condensed milk . . . . .	8·8	8·9	9·0	9·0	8·9
Dried milk					
National . . . . .	4·6	5·5	5·3	5·6	5·2
Branded . . . . .	8·6	8·1	8·9	8·6	8·6
Other milk (b) . . . . .	17·4	18·4	16·6	15·6	17·0
Cream . . . . .	75·1	69·0	72·5	70·9	71·9
<b>CHEESE:</b>					
Natural . . . . .	45·2	45·3	46·0	46·1	45·6
Processed . . . . .	60·1	61·7	61·7	61·9	61·3
<b>MEAT AND MEAT PRODUCTS:</b>					
Carcase meat					
Beef and veal . . . . .	66·3	67·4	66·9	65·1	66·4
Mutton and lamb . . . . .	48·8	49·6	49·2	50·0	49·4
Pork . . . . .	59·2	60·6	62·0	60·2	60·4
Other meat and meat products					
Bones . . . . .	9·9	9·5	16·6	11·7	12·1
Liver . . . . .	58·0	59·0	57·7	59·6	58·6
Offals, other than liver . . . . .	37·9	41·5	39·6	39·1	39·4
Bacon and ham, uncooked . . . . .	58·5	57·1	57·8	58·4	57·9
Bacon and ham, cooked, including canned . . . . .	107·0	109·0	109·4	108·0	108·4
Cooked chicken . . . . .	78·1	70·3	66·6	69·3	70·0
Corned meat . . . . .	64·0	64·7	67·9	70·7	66·6
Other cooked meat, not purchased in cans . . . . .	83·0	85·4	83·7	88·0	84·9
Other canned meat . . . . .	45·1	45·7	44·6	44·6	45·0
Broiler chicken, uncooked (c) . . . . .	40·6	42·2	41·6	39·6	41·0
Other poultry, uncooked, not quick- frozen . . . . .	39·2	42·5	42·1	42·2	41·4
Other poultry, uncooked, quick-frozen . . . . .	40·4	42·2	40·7	41·5	41·3
Rabbit, game and other meat . . . . .	53·7	49·6	49·2	56·6	53·0
Sausages, uncooked, pork . . . . .	42·0	42·2	41·5	42·0	41·9
Sausages, uncooked, beef . . . . .	34·8	35·0	34·7	34·7	34·8
Meat pies and sausage rolls, ready to eat . . . . .	40·5	40·6	40·9	40·3	40·6
Quick-frozen meat, other than uncooked poultry, and quick-frozen meat pro- ducts . . . . .	65·9	67·5	64·5	63·6	65·4
Other meat products . . . . .	42·5	42·2	43·0	43·5	42·8

(a) Pence per lb., except pence per pint of milk, cream, vegetable and salad oils, fruit juices, welfare orange juice, coffee essences and made-up jelly; pence per equivalent pint of condensed and dried milk, 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 4—continued

	Average prices paid in 1967				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>FISH:</b>					
White, filleted, fresh . . . . .	48·9	46·8	47·2	48·4	47·8
White, unfilleted, fresh . . . . .	44·4	46·9	44·5	46·2	45·5
White, uncooked, quick-frozen ( <i>d</i> ) . . . . .	64·0	64·5	63·2	62·8	63·7
Herrings, filleted, fresh . . . . .	31·2	31·3	36·4	29·4	33·5
Herrings, unfilleted, fresh . . . . .	23·1	28·0	21·1	23·3	23·0
Fat, fresh, other than herrings . . . . .	46·2	64·6	52·2	39·0	51·7
White, processed . . . . .	44·7	43·5	43·4	45·5	44·3
Fat, processed, filleted . . . . .	74·1	55·2	41·6	45·0	54·7
Fat, processed, unfilleted . . . . .	34·2	32·5	30·2	30·4	32·1
Shell . . . . .	73·0	111·7	130·8	80·1	97·7
Cooked . . . . .	52·6	53·2	51·5	53·9	52·7
Salmon, canned . . . . .	102·3	100·3	97·9	97·9	99·5
Other canned or bottled fish . . . . .	59·3	59·2	60·1	63·4	60·4
Fish products, not quick-frozen . . . . .	65·0	58·9	60·2	63·2	61·7
Quick-frozen fish products, and quick-frozen fish not specified above ( <i>e</i> ) . . . . .	56·2	54·4	55·2	55·8	55·4
<b>EGGS:</b>					
Eggs, hen, stamped . . . . .	4·1	3·4	3·4	4·0	3·7
Eggs, shell, other . . . . .	4·4	4·0	3·9	4·3	4·1
<i>Total Eggs</i> . . . . .	4·2	3·7	3·6	4·2	3·9
<b>FATS:</b>					
Butter . . . . .	41·9	41·6	41·4	41·6	41·6
Margarine . . . . .	24·4	23·9	23·4	23·5	23·8
Lard and compound cooking fat . . . . .	19·2	18·9	17·9	17·7	18·4
Suet . . . . .	31·9	31·4	32·5	32·7	32·2
Vegetable and salad oils . . . . .	42·5	40·0	41·9	41·3	41·5
All other fats . . . . .	18·3	17·3	19·5	19·6	18·7
<b>SUGAR AND PRESERVES:</b>					
Sugar . . . . .	8·6	8·6	8·5	8·7	8·6
Jams, jellies and fruit curds . . . . .	25·0	24·6	25·9	26·0	25·3
Marmalade . . . . .	20·8	20·8	21·9	21·4	21·2
Syrup, treacle and honey . . . . .	24·4	23·8	23·8	26·4	24·6
<b>VEGETABLES:</b>					
Old potatoes (1966 crop)					
Not pre-packed . . . . .	4·1	4·7	3·8	—	4·3
Pre-packed . . . . .	4·5	5·0	5·5	—	4·7
Old potatoes (1967 crop) ( <i>f</i> )					
Not pre-packed . . . . .	—	—	4·1	3·6	3·7
Pre-packed . . . . .	—	—	4·1	4·2	4·2
New potatoes ( <i>f</i> ) . . . . .					
Not pre-packed . . . . .	11·1	10·2	5·6	—	7·4
Pre-packed . . . . .	8·8	9·1	6·0	—	6·6
Cabbages, fresh . . . . .	8·1	9·0	7·4	6·6	7·9
Brussels sprouts, fresh . . . . .	10·5	11·7	14·5	10·5	10·6
Cauliflowers, fresh . . . . .	13·2	11·8	11·1	11·0	11·8
Leafy salads . . . . .	46·9	33·8	21·2	29·3	30·1
Peas, fresh . . . . .	—	14·0	8·7	—	9·0
Peas, quick-frozen . . . . .	33·7	33·6	33·5	33·6	33·6
Beans, fresh . . . . .	—	11·0	14·4	15·8	14·2
Beans, quick-frozen . . . . .	46·7	46·0	44·9	46·0	46·0
Other fresh green vegetables . . . . .	10·0	10·8	12·4	13·9	10·9

(*d*) Excluding fish fingers, fish sticks, fish bites.

(*e*) Including fish fingers, fish sticks, fish bites.

(*f*) Potatoes from the 1967 crop were classified as 'new' until 31st August and as 'old' from 1st September onwards.

TABLE 4—continued

	Average prices paid in 1967				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>VEGETABLES—contd.</b>					
Carrots, fresh . . . . .	6.7	8.0	8.3	6.5	7.2
Turnips and swedes, fresh . . . . .	5.1	5.4	6.1	5.1	5.2
Other root vegetables, fresh . . . . .	10.0	14.5	13.1	10.5	11.7
Onions, shallots, leeks, fresh . . . . .	10.1	15.0	11.9	9.0	11.5
Cucumbers, fresh . . . . .	33.4	27.3	24.3	29.5	27.2
Mushrooms, fresh . . . . .	56.6	53.7	50.3	56.0	54.2
Miscellaneous fresh vegetables . . . . .	18.3	25.4	10.5	14.4	14.5
Canned peas . . . . .	13.0	13.2	13.2	13.6	13.2
Canned beans . . . . .	14.8	14.8	14.6	14.8	14.8
Canned vegetables, other than pulses or potatoes . . . . .	17.3	18.5	17.6	17.5	17.8
Dried pulses, other than air-dried . . . . .	21.6	22.9	25.6	22.2	22.8
Air-dried vegetables . . . . .	166.4	163.6	165.6	157.4	163.6
Chips, excluding quick-frozen . . . . .	18.8	19.5	21.1	21.2	20.2
Other potato products, not quick-frozen . . . . .	51.9	53.7	60.7	52.9	54.7
Other vegetable products . . . . .	27.0	27.3	34.0	28.2	29.3
All quick-frozen vegetables and vegetable products, not specified above (g) . . . . .	39.3	42.0	40.6	42.2	41.1
<b>FRUIT:</b>					
Fresh					
Oranges . . . . .	13.0	13.4	14.0	14.9	13.6
Other citrus fruit . . . . .	14.2	15.0	17.2	21.0	16.0
Apples . . . . .	16.8	20.6	21.0	19.4	19.3
Pears . . . . .	20.5	20.6	20.4	18.5	19.9
Stone fruit . . . . .	40.0	35.4	27.3	31.7	28.9
Grapes . . . . .	33.2	37.3	28.2	26.5	30.1
Soft fruit, other than grapes . . . . .	—	53.7	29.2	39.3	31.9
Bananas . . . . .	15.0	16.2	15.4	16.1	15.6
Rhubarb . . . . .	15.2	9.8	8.2	26.7	12.2
Tomatoes . . . . .	30.0	35.0	26.0	24.0	28.7
Other fresh fruit . . . . .	19.0	23.9	17.2	16.5	17.9
Tomatoes, canned or bottled . . . . .	18.0	17.7	18.1	17.7	17.9
Canned peaches, pears and pineapples . . . . .	18.7	18.9	18.7	18.7	18.8
Other canned or bottled fruit . . . . .	23.4	24.9	23.7	23.8	24.0
Dried fruit and dried fruit products . . . . .	27.4	27.8	26.9	27.6	27.4
Nuts and nut products . . . . .	50.5	48.0	50.4	55.7	52.2
Fruit juices . . . . .	44.8	35.6	37.1	43.6	39.8
Welfare orange juice . . . . .	60.1	60.1	60.1	60.0	60.1

(g) Including quick-frozen brussels sprouts.

TABLE 4—continued

	Average prices paid in 1967				
	Jan.— March	April— June	July— Sept.	Oct.— Dec.	Yearly average
<b>CEREALS:</b>					
Brown bread . . . . .	13·2	13·2	13·1	13·0	13·1
White bread, large loaves, unwrapped . . . . .	9·9	10·0	10·0	10·0	10·0
White bread, large loaves, wrapped . . . . .	10·0	10·1	10·1	10·1	10·0
White bread, small loaves, unwrapped . . . . .	12·2	12·1	12·4	12·3	12·2
White bread, small loaves, wrapped . . . . .	12·9	12·9	13·0	13·0	12·9
Wholewheat and wholemeal bread . . . . .	11·6	12·2	12·1	12·4	12·0
Other bread . . . . .	21·4	21·5	22·5	21·6	21·8
Flour . . . . .	7·8	7·9	7·9	7·7	7·8
Buns, scones and teacakes . . . . .	24·8	25·9	26·2	25·0	25·4
Cakes and pastries . . . . .	39·2	38·2	39·6	39·8	39·2
Biscuits, other than chocolate biscuits . . . . .	27·6	27·9	27·7	28·4	27·9
Chocolate biscuits . . . . .	50·4	50·1	50·2	50·9	50·4
Oatmeal and oat products . . . . .	15·5	16·0	15·5	15·7	15·7
Breakfast cereals . . . . .	30·8	32·0	31·6	31·4	31·5
Canned milk puddings . . . . .	12·2	12·1	12·1	12·3	12·2
Other puddings . . . . .	33·1	34·9	32·9	32·1	33·0
Rice . . . . .	15·4	15·7	16·0	16·5	15·9
Invalid foods, including slimming foods . . . . .	32·5	39·1	36·7	37·8	36·5
Infant foods, not canned or bottled . . . . .	43·1	44·5	45·9	45·8	44·8
Cereal convenience foods, including canned, not specified above (h) . . . . .	25·0	27·4	27·6	26·2	26·5
Other cereal foods . . . . .	18·3	19·0	19·5	18·8	18·8
<b>BEVERAGES:</b>					
Tea . . . . .	74·1	73·9	74·4	73·7	74·0
Coffee, bean and ground . . . . .	97·4	91·6	99·0	94·8	96·0
Coffee, instant . . . . .	223·3	221·8	220·6	221·0	221·7
Coffee, essences . . . . .	73·4	71·5	72·3	75·4	73·0
Cocoa and drinking chocolate . . . . .	47·5	48·4	46·7	48·0	47·7
Branded food drinks . . . . .	68·5	68·9	66·4	69·1	68·3
<b>MISCELLANEOUS:</b>					
Baby foods, canned or bottled . . . . .	31·2	30·6	29·6	30·5	30·4
Soups, canned . . . . .	16·1	16·0	16·3	16·1	16·1
Soups, dehydrated and powdered . . . . .	102·1	102·0	99·5	101·9	101·6
Accelerated freeze-dried foods, excluding coffee . . . . .	—	—	—	—	—
Spreads and dressings . . . . .	43·0	38·5	41·1	45·6	41·1
Pickles and sauces . . . . .	28·8	29·0	29·5	29·1	29·1
Meat and vegetable extracts . . . . .	184·5	190·0	184·2	190·5	187·1
Table jellies, squares and crystals . . . . .	8·8	8·8	8·5	8·7	8·7
Ice cream (served as part of a meal), mousse, soufflé . . . . .	29·6	28·8	29·4	28·0	29·0
All quick-frozen foods not specified above . . . . .	42·9	45·6	45·2	44·5	44·5
Salt . . . . .	6·6	6·6	6·7	6·8	6·7

(h) Including cake and pudding mixes, custard powder, 'instant' puddings, etc.



## Glossary of Terms

*General Note.* The Survey records household food purchases and food obtained "free" during one week (see also below). It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters, squashes and alcoholic drinks; proprietary brands of vitamin tablets or fish liver oil; 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.* More correctly "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.

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

*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, mousse, soufflé, 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 demand 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 (m), the price of the commodity (P) and the prices of other commodities  $P_1, P_2, \dots, P_1, \dots, P_n$  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  $\frac{m}{Q} \cdot \frac{\partial Q}{\partial m}$ .

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

*Family Households.* Classified households containing children or adolescents.

*Foods, Survey Classification of—*See note at end of Glossary.

*Food Obtained for Consumption.* Food purchases plus “free” food (q.v.). The average consumption quantities may differ slightly from the sum of the components, owing to rounding.

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

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

*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 is the proportion of his meals taken at home during the Survey week, weighting each meal in proportion to its importance. The net balance for a household is the sum of the net balances of its members, with an addition for meals provided for visitors, similarly weighted. The net balance of the household is used when relating nutrient intake to need. (See paragraphs 15 and 16 of Appendix E.)

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

protein (animal and vegetable), fat, carbohydrate, calcium, iron, vitamin A, thiamine (vitamin B<sub>1</sub>), riboflavine, nicotinic acid, vitamins C and D.

Separate figures for animal and vegetable protein are included: as a generalization, proteins of animal origin are of greater value than those of vegetable origin, and are often associated with sources of B vitamins, so that the proportion of animal protein is to some extent an indication of the nutritive value of the diet. All figures for vitamin A are in terms of the pre-formed vitamin; carotene is assumed to be utilized to the extent of one-third of pre-formed vitamin A.

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

*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 13 of Appendix E).

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

*Older Couples.* 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 Table 2 of Appendix E).

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

*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 Conurbation.* See "Type of Area".

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

*Regions.* As defined by the Registrar-General until mid-1965, except for London and the South-Eastern Region: *see* footnote (b) to 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".

*Social Class.* Households are grouped into five social classes (A1, A2, B, C and D) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of the head is less than the amount defining the upper limit to Class D. Agricultural workers are placed in Class C (even though the minimum weekly wage has sometimes been slightly less than the lower limit for that class), so as to keep the occupational composition of Classes C and D1 as closely as possible the same as that in previous years.

*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.

*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, 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.

*Unclassified Households.* Households containing only one adult, two of the same sex or more than two, with or without children or adolescents.

*Value of Free Food.* The value imputed to the free 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 free supplies, though if the households concerned had not had access to such supplies, they would probably not have replaced them fully by purchases

at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk are not valued, and cheap welfare milk and welfare orange juice are recorded at the prices paid for them.

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

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*Symbols and conventions used*

*Symbols.* The following symbols 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.



Description	Seasonal Food(S) or Convenience Food(C)	Notes
<b>Meat and Meat Products <i>Contd.</i></b> 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).
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, geese, 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, beef-burgers, 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, faggots, haggis, hog's pudding, polony, liver sausage, cooked sausage, rissoles, haslett, black pudding, scotch eggs.
<b>FISH:</b> White, filleted, fresh	S	e.g. cod, haddock, whiting, plaice and other flat fish.
White, unfileted, 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, unfileted, 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.

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<b>Fish <i>Contd.</i></b>		
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, unfileted	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	
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.
<b>BEGGS</b>		
Eggs, hen, stamped	S	Hen eggs bearing a stamp mark of any description.
Eggs, shell, other	S	Including duck eggs.
<b>FATS:</b>		
Butter		
Margarine		Including margarine containing a pro- portion 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.
<b>SUGAR AND PRESERVES:</b>		
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.



Description	Seasonal Food(S) or Convenience Food(C)	Notes
VEGETABLES		
Old Potatoes (1965 crop) Not pre-packed Pre-packed	S	Includes all "old" potatoes purchased between January and August inclusive.
Old Potatoes (1966 crop) Not pre-packed Pre-packed	S	Includes all potatoes purchased between September and December inclusive.
New Potatoes Not pre-packed Pre-packed	S	Includes all "new" potatoes purchased between January and August inclusive.
Cabbages, fresh	S	e.g., red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, curly greens, savoy greens.
Brussels sprouts, fresh	S	
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).

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<i>Vegetables Contd.</i>		
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 & sticks, puffs, potato scones, cakes, pies, salad, instant potato, canned potatoes.
Other vegetable products	C	e.g. vegetable salad, sauerkraut, peasemeal, pease pudding, cheese & 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.
<b>FRUIT</b>		
<i>Fresh</i>		
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.
<i>Other fruit</i>		
Tomatoes, canned or bottled	C	
Canned peaches, pears and pineapples	C	

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<i>Fruit Contd.</i>		
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	
<b>CEREALS</b>		
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 starch reduced 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.

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<b>Cereals <i>Contd.</i></b>		
Oatmeal and oat products		Porridge oats, oatcakes, oatmeal, oat flakes, white mealy puddings.
Breakfast cereals	C	e.g., cornflakes.
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, stuffings, canned pasta, pastry, bread sauce mix.
Other cereal foods		e.g., pearl barley, semolina, macaroni, spaghetti, sago, tapioca.
<b>BEVERAGES:</b>		
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.
<b>MISCELLANEOUS:</b>		
Baby foods, canned or bottled		
Soups, canned	C	Includes broths, and canned condensed soups, but not baby foods (see above).
Soups, dehydrated and powdered	C	
Accelerated freeze-dried foods	C	Excluding accelerated freeze-dried coffee (see above) and any items only part of which is accelerated freeze-dried.
Spreads and dressings		
		e.g., salad cream, cooking chocolate, sandwich spread, chocolate spread, instant icing.
Pickles and sauces		
		Includes chutneys.

Description	Seasonal Food(S) or Convenience Food(C)	Notes
<i>Micellaneous Contd.</i>		
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).



