



MINISTRY OF  
AGRICULTURE, FISHERIES AND FOOD

# Domestic Food Consumption and Expenditure: 1954

Annual Report of the  
National Food Survey Committee

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National Food Survey Committee

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1956

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# Contents

	<i>Paragraphs</i>
I. INTRODUCTION . . . . .	I-3
II. FOOD SUPPLIES AND PRICES, 1954 . . . . .	4-17
III. THE HOUSEHOLD DIET IN 1954 . . . . .	18-72
Food Expenditure and Prices . . . . .	18-37
Consumption . . . . .	38-51
Milk, Cheese, Eggs, Meat and Fish . . . . .	39-42
Fats, Sugar, Preserves and Cereals . . . . .	43-46
Fruit and Vegetables . . . . .	47-49
Beverages . . . . .	50-51
Energy Value and Nutrient Content . . . . .	52-57
Urban and Rural Households . . . . .	58-72
Composition of the Sample . . . . .	58-60
Expenditure and Consumption . . . . .	61-63
Prices . . . . .	64
Free Supplies . . . . .	65-66
Energy Value and Nutrient Content . . . . .	67-72
IV. HOUSEHOLD DIETS OF SOCIAL CLASSES . . . . .	73-90
Classification . . . . .	73-74
Expenditure and Consumption . . . . .	75-83
Energy Value and Nutrient Content . . . . .	84-90
V. HOUSEHOLD DIETS AND FAMILY COMPOSITION . . . . .	91-112
Classification . . . . .	91-94
Expenditure and Consumption . . . . .	95-102
Effect of Children on Expenditure . . . . .	103
Energy Value and Nutrient Content . . . . .	104-112
APPENDICES . . . . .	<i>Page</i>
A. Composition of the Sample . . . . .	63
B. Consumption, Expenditure and Prices . . . . .	67
C. Contribution of Different Foods to the Nutrient Content of the Diet . . . . .	77
INDEX . . . . .	85



## Preface

**THE** Annual Report of the National Food Survey Committee for 1954 is the fifth of the series. Since 1950, the Survey has provided a national sample of household food budgets, and since June, 1951, the fieldwork has been continuous.

As in the previous year, the Report describes the diets of different income groups and different types of family, and of households in urban and rural areas; but each of these sections has been somewhat amplified. Households in the conurbations have been distinguished from those in other urban areas; the highest income group has been subdivided, and the household composition analysis extended to cover families in which the adult element was other than one man and one woman. It has not yet been found possible to introduce a regional analysis. The redistribution of demand between different types of household which accompanied the end of rationing is only briefly discussed in the present Report, as its effects were not fully felt until 1955. A small innovation is the introduction of a series showing the percentages of all households purchasing each food during the survey week.

The preparation of the Report was again undertaken jointly by the Secretaries of the Committee. Mr. A. H. J. Baines was responsible for the sections on food supplies and prices, expenditure and consumption and the composition of the sample, and Miss D. F. Hollingsworth for the sections on energy value and nutrient composition, and on the contributions of different foods to the diets of selected groups. The Committee desire to express their indebtedness to these officers of the Ministry, and to their other colleagues in the Ministry's Statistics Division and Scientific Adviser's Division (Food) for the way in which they have implemented the Committee's recommendations. The Ministry and the Committee also wish to thank the field staff of the Social Survey Division of the Central Office of Information, and the many housewives who willingly provided the information on which this Report is based.

April 1956

NORMAN C. WRIGHT

*Chairman*

National Food Survey Committee





# I

## Introduction

1. The year 1954 was a year of transition from a controlled to a free economy. When it began, fresh meat, bacon, fats and cheese were all rationed and subsidised. The effect of these measures was to restrict demand in some sections of the population, while maintaining it in others. By July, nearly all direct controls had ended, and the only remaining consumer subsidies were those on bread, milk and welfare foods. The adjustment of buying habits to free conditions after nearly fifteen years of control took place gradually, but by the end of the year the main features of the new distribution of demand were becoming apparent.

2. The present Report follows the same general lines as the Annual Reports for 1952 and 1953 and, where appropriate, gives comparisons with those years. Additional features include a somewhat fuller treatment of differences associated with degree of urbanisation, a more complete household composition analysis and a discussion of the contributions of different foods to the energy value and nutrient content of the diet of selected population groups.

3. The basic tabulations of survey data, which will be preserved for reference, give full particulars of consumption and expenditure in each social class, type of family and type of area for 112 foods, and Appendix B continues the series of national averages for this full classification. Elsewhere in the Report a simplified list of 30 food groups has been used. The chapters dealing with social class, family composition and degree of urbanisation contain nutritional assessments of the diets of the groups concerned. Scales of allowances based on those recommended by the British Medical Association's Committee on Nutrition (1950) have again been used for purposes of comparison. In tables where the figures have been rounded to the nearest final digit there may be an apparent slight discrepancy between the total and the sum of the constituent items.

# II

## Food Supplies and Prices, 1954

4. The level of the diet in the United Kingdom, during 1954 was in practically all respects the highest yet recorded. The energy value per head of supplies moving into civilian consumption was 4 per cent greater than in 1934-38 or 1953, and 2 per cent above the previous maximum reached in 1950. The change in the real volume of consumption may also be measured by revaluing the quantities purchased at constant prices. Using 1948 market prices, total purchases of food per head rose in 1954 by nearly 4 per cent, apparently in line with the change in the energy value

of supplies and with the increase in consumers' goods and services as a whole.\* There was no rise in food imports to account for this increase in food consumption. Imports of food, drink and tobacco showed a 1 per cent increase in value because of higher prices, but their total volume as recorded in the Trade Accounts was 3 per cent lower than in 1953, although the volume of imports of all kinds showed a 2 per cent rise. Imports of cereals and sugar fell sharply, more than offsetting increases for tea, fruit and vegetables. This reversal of the previous rising trend in food imports appears to have been due mainly to the cessation of stock-building following the return of trade to private importers, who tended to hold smaller stocks than the Ministry of Food, especially of cereals. Imports of sugar had been greatly increased in 1953 by a special purchase from Cuba to facilitate derationing.

5. The comparative stability of imports of all kinds in 1954 conceals a change in the trend towards the end of the year, when there were signs of an increase in the volume of imports in spite of an adverse movement in the terms of trade. As a result, there was some weakening of the balance of payments position.

6. Changes in supplies moving into civilian consumption are summarised in Table 1, which also gives comparative figures for 1934-38, 1947 (the worst post-war year) and 1950 (a good year).

7. There were increases in 1954 in all the main food groups except cereal products, potatoes and other vegetables. The principal rises were for meat (12 per cent), total fat content of oils and fats (7 per cent) and sugar and syrup (8 per cent). The decline in cereals and potatoes, which are cheap sources of energy, has been continuous since 1949, and is associated with a rising standard of living. Home supplies of fruit and vegetables were adversely affected by the weather; increased imports more than made up the decrease for fruit, but not for vegetables. For the first time since the war, fruit supplies exceeded the average for 1934-38. The demand for sugar (including sugar for manufactured foods), which proved to be greater than before the war, was met from stocks accumulated in 1953. Supplies of tea again increased but demand pressed heavily on available supplies and towards the end of the year tea prices rose rapidly. The rise in meat supplies continued and de-rationing was accomplished smoothly even though supplies were still somewhat below the pre-war level. Supplies of fish, poultry and game, which declined from 11 per cent above the pre-war level in 1947 to 22 per cent below in 1953, again declined in 1954. Total supplies per head of animal, though not of vegetable, protein were nearly as great as in 1950.

8. A noteworthy feature of the supply position was that the amount of fat available from all sources was the highest for any year on record. Supplies of edible oils and fats, which had fallen below the pre-war average in 1952 and 1953, rose to a new high level in 1954. The increase in margarine supply was less than that for butter, which, with the end of rationing, moved a little nearer the pre-war position, but was still not much more than half the 1934-1938 average. The change in the relationship between butter and margarine may be seen by comparing three periods in which the combined supplies were about the same.

	1934-38	1950	1954
Supplies of butter and margarine (lb per head per year)	33·4	33·9	32·3
Butter as percentage of total butter and margarine	74	50	43

9. Other major differences between the pre-war and the 1954 diet were the much greater consumption of milk and the reduced demand for fish. Tea supplies

\* *Economic Survey, 1955.* Cmd. 9412.

**TABLE I**  
*Changes in National Supplies of Principal Foods<sup>1</sup> 1947, 1950, 1953, 1954 and Pre-War*  
*(lb per head per annum)*

	1934-38	1947	1950	1953	1954	1954	
						Change on 1953	Change on 1934-38
						Per cent	Per cent
Dairy products, excluding butter (as milk solids) . . . . .	38.3	48.7	54.3	52.3	52.5	+ 0	+ 37
Cheese (included also in dairy products) . . . . .	8.8	10.5	10.1	9.3	9.4	+ 1	+ 17
Meat (edible weight) . . . . .	110.0	82.0	95.8	93.4	104.3	+ 12	- 5
Fish, poultry, game (edible weight) . . . . .	32.7	36.3	27.1	25.6	25.2	- 2	- 23
Eggs (total shell egg equivalent) . . . . .	28.3	20.9	31.4	28.3	29.8	+ 5	+ 5
Oils and fats:							
Butter . . . . .	24.7	11.2	16.9	13.2	14.0	+ 6	- 43
Margarine . . . . .	8.7	14.9	17.0	17.8	18.3	+ 3	+ 110
Lard and compound cooking fats . . . . .	9.3	7.4	10.8	9.7	10.1	+ 4	+ 9
Other edible oils and fats . . . . .	9.9	4.6	8.5	10.0	11.6	+ 16	+ 17
Total (fat content) . . . . .	46.9	33.9	47.7	45.6	48.7	+ 7	+ 4
Sugar and syrups (sugar content) <sup>2</sup> . . . . .	104.6	85.0	86.5	100.6	108.8	+ 8	+ 4
Potatoes . . . . .	181.9	284.1	246.4	222.4	221.9	- 1	+ 22
Pulses, nuts, etc. . . . .	9.5	7.9	11.2	10.6	11.8	+ 11	+ 24
Fruit, including tomatoes (fresh equivalent) . . . . .	137.4	132.4	126.5	133.3	146.0	+ 10	+ 6
Vegetables, other than potatoes . . . . .	107.0	114.0	105.7	107.0	104.7	- 2	- 2
Cereal products <sup>2</sup> . . . . .	210.1	240.2	222.8	208.4	202.1	- 4	- 4
Tea . . . . .	9.3	8.5	8.5	9.5	9.7	+ 3	+ 4
Coffee . . . . .	0.7	1.6	1.5	1.3	1.3	0	+ 90
<i>Total calories per head per day . . . . .</i>	3,000	2,880	3,050	3,000	3,130	+ 4	+ 4
<i>Protein per head per day . . . . .</i>							
Animal (g) . . . . .	43.5	44.6	46.6	44.0	46.3	+ 5	+ 6
Vegetable (g) . . . . .	36.8	46.2	42.2	39.5	35.9	- 9	+ 2
<i>Fat per head per day (g) . . . . .</i>	130.0	106.3	131.2	128.2	136.0	+ 6	+ 5

<sup>1</sup> Ministry of Food Bulletin, No. 720, and Economic Survey, 1955 (Cmd. 9412). Some of these figures have been revised to conform with revision of supply data. Tomatoes and tomato products have been included with fruit (in terms of fresh fruit equivalent) to conform with National Food Survey practice.

<sup>2</sup> Excludes quantities used for brewing and distilling.

rose slightly without affecting the demand for coffee, both at levels above 1934-38. Supplies of potatoes, though still declining, remained appreciably greater than before the war; it is possible, however, that the pre-war estimate errs on the low side and the actual difference may have been less than that shown.

10. The continuing improvement in the supply position made it possible to remove nearly all the remaining direct controls on food. Off-ration sales of margarine and cooking fats were legalised on January 24, and of imported mutton on

February 21. From the same date retailers were allowed to obtain one-third more cheese than their entitlement (a concession which had little effect on sales) and pre-war pork butchers were permitted to sell pork off the ration; other butchers could obtain limited supplies of pork for sale off the ration to registered customers from April 4. On April 1 the Ministry of Food ceased to trade in milk, and marketing powers were restored to the Milk Marketing Boards. Rationing and price controls on fats and cheese were removed on May 8; private imports were resumed and branded margarine was reintroduced. From May 16, children under five were entitled to an adult ration of meat, and expectant mothers to a double ration. Finally, on July 3, meat and bacon were decontrolled. The local offices of the Ministry of Food were closed, and the local health authorities took over responsibility for the distribution of welfare foods other than liquid milk.

11. Table 2, which shows average ration levels (normal adult entitlement per week), illustrates the first approach to decontrol in 1950, the setback in 1951-52 and the general improvement in the supply position in 1953-54, which made it possible to end rationing.

TABLE 2  
*Average weekly rations, 1949-54*

	1949	1950	1951	1952	1953	1954 (To end of rationing)	1954 Percentage change on 1953	Date of end of rationing
Fresh carcase								
meat <sup>1</sup> (d.) . . .	21.4	24.5	17.5	20.2	24.7	25.5	+ 3	3.7.54
Bacon <sup>2</sup> (oz) . . .	2.4	4.4	3.9	4.7	4.9	5.0	+ 2	3.7.54
Butter (oz) . . .	3.5	4.4	3.7	2.7	3.4	3.6	+ 6	8.5.54
Margarine <sup>3</sup> (oz) . . .	4.0	4.0	4.0	4.3	4.2	5.0	+ 19	8.5.54
Cooking fat <sup>4</sup> (oz) . . .	2.1	2.1	2.0	2.0	2.0	2.0	0	8.5.54
Cheese <sup>4</sup> (oz) . . .	1.8	2.0	2.0	1.2	1.8	3.0	+ 67	8.5.54
Sugar (oz) . . .	11.4	10.6	11.8	10.9	13.3	—	—	26.9.53
Tea (oz) . . .	2.0	2.3	2.0	2.2	—	—	—	5.10.52

<sup>1</sup> For the sake of comparability, the rations have been converted to their value at 1953 prices. From July 5 to November 28, 1953, off-ration sales were permitted after ration requirements of registered customers had been satisfied. From February 21, 1954, some pork and imported mutton could be sold off the ration.

<sup>2</sup> Surplus uncooked gammon was ration-free from January 25, 1953, and surplus uncooked shoulder from June 14, 1953. On August 16, 1953, cooked shoulder and streaky bacon were derationed, and off-ration sales were permitted of any bacon surplus to ration requirements of registered customers.

<sup>3</sup> Off-ration sales permitted from January 24, 1954.

<sup>4</sup> Home-produced processed cheese derationed May 17, 1953. Off-ration sales permitted from December 20, 1953.

12. The energy value of supplies moving into civilian consumption rose by 2 per cent between 1952 and 1953 and a further 4 per cent in 1954 to 3,130 calories per head per day, compared with an estimated 3,000 calories before the war. These figures are not comparable with those obtained from the National Food Survey, since the supply data in Table 1 include items of personal consumption not covered by the Survey, such as meals, snacks and ice-cream obtained outside the home, sweets and soft drinks, and also any food losses at the retail level.

13. 1954 was a year of prosperity. The Ministry of Labour's official statistics of earnings and prices\* show that average weekly earnings, which in 1950-52 had kept in line with the general level of prices, went slightly ahead of retail prices in 1953 and moved ahead more rapidly in 1954, as follows:

	1950	1951	1952	1953	1954
Index of average weekly earnings <sup>1</sup>	100	110	119	126	134
Index of retail prices (all items)	100	110	119	123	125

<sup>1</sup> Based on figures for selected industries in April and October in each year.

14. As explained in paragraph 12 of the Annual Report for 1953, the weighting of items in the Interim Index of Retail Prices was changed as from February, 1952, and the food component of the Index has not been officially linked to the 1947-51 series. A linked index of food prices has, however, been published in the Bulletin of the London and Cambridge Economic Service.† Over the years 1950-54 this series is in good agreement with an index based on the National Food Survey estimates of average food prices paid by housewives.

	1950	1951	1952	1953	1954
Retail food prices:					
London and Cambridge Index	100	111	128	135	139
National Food Survey Index	100	112	129	135	138
Household food expenditure <sup>1</sup>	100	113	129	142	148

<sup>1</sup> National Food Survey data including, in 1950 and the first half of 1951, the value of changes in larder stocks.

15. Between 1950 and 1952, when earnings were keeping pace with prices generally, household food expenditure was in step with the more rapid increase in food prices. This meant, of course, that consumers had to allocate a greater proportion of their total expenditure to food. In 1953 the pressure on the family budget relaxed; earnings rose more than prices, while the increase in food prices slowed down. Nevertheless, consumers devoted a slightly larger share of their increased real incomes to food, no doubt because of the improvement in supplies of several basic foodstuffs and the greater variety of other foods becoming available. In 1954 food expenditure again rose more than food prices. Comparing 1954 with 1950, the general price level had risen by a quarter, earnings by a third, food prices by two-fifths and household food expenditure by nearly a half. The following figures illustrate the tendency during this period for consumers to devote a steadily increasing proportion of their purchasing power to food.

	1938	1950	1951	1952	1953	1954
Expenditure on food as percentage of total expenditure on consumers' goods and services <sup>1</sup>	29.8	29.1	29.6	31.1	31.9	32.1

<sup>1</sup> *National Income and Expenditure, 1955.* Cmd. 9423.

16. Table 3 shows how the quarterly changes in household food expenditure during 1953 and 1954 compare with the changes in prices, wage rates and estimated weekly earnings.

17. The decline in food prices towards the end of 1953, which had served to keep the general price level almost stable, was arrested during the first quarter of 1954. The level of the second quarter was still no higher than a year earlier, but there was a sharp rise in food prices at the beginning of the third quarter, when rationing ended, followed by a seasonal fall. Household food expenditure more than kept pace with the rise in food prices and reached its highest point in the third quarter, from which it declined only slightly in the fourth.

\* *Ministry of Labour Gazette, Vol. 63, No. 3, March, 1955.*

† *The Times Review of Industry, March, 1955.*

**TABLE 3**  
*Household Food Expenditure, Wages and Prices, 1953-54*

	1953				1954			
	<i>1st Quarter</i>	<i>2nd Quarter</i>	<i>3rd Quarter</i>	<i>4th Quarter</i>	<i>1st Quarter</i>	<i>2nd Quarter</i>	<i>3rd Quarter</i>	<i>4th Quarter</i>
Weekly wage rates <sup>1</sup> .	101	101	102	102	104	106	107	107
Estimated weekly earnings <sup>1, 2</sup> .	101	101	102	103	105	108	109	111
Interim Index of Retail Prices:								
All items <sup>1</sup> .	100	102	102	101	101	102	105	104
Food <sup>1</sup> .	100	103	104	101	101	103	108	106
Household food expenditure (National Food Survey) <sup>3</sup> .	100	106	105	103	103	107	111	110

<sup>1</sup> January, 1953 = 100.

<sup>2</sup> January-March, 1953 = 100.

<sup>3</sup> Official estimates for April and October; intermediate values interpolated, using monthly index of weekly wage rates.

### III

## The Household Diet in 1954

### FOOD EXPENDITURE AND PRICES

18. Estimates of domestic food expenditure, excluding expenditure by any member of the household on meals and snacks obtained outside the home, and the value of free food were obtained quarterly in 1954. "Free" food comprised food obtained from a garden, allotment or farm, or from an employer, otherwise than by purchase, or as a gift from abroad. It included withdrawals from larder stocks of certain home produced foods. The value of these supplies at current prices has been added to the household food expenditure to obtain an estimate of the total value of food obtained for domestic consumption (abbreviated as "value of consumption"). Estimates of expenditure and value of consumption by quarters are shown for 1953 and 1954 in Table 4.

19. Average expenditure on food per head in the first quarter of 1954 was almost the same as in the preceding quarter. It had been declining since the second quarter of 1953 but began to turn upward again early in 1954 and rose steadily up to the middle of the year, partly because of seasonal increases in fruit and vegetable prices and partly because of increased expenditure on fats. It actually reached its maximum in July, when rationing ended, at 25s. 2d. per head per week. The principal increases occurred in meat, fruit and eggs. Average expenditure declined during the remainder

**TABLE 4**  
*Domestic Food Expenditure and Value of Food obtained for Domestic Consumption,*  
*1953-54*  
*(per head per week)*

	<i>Expenditure on Food</i>			<i>Value of Consumption</i>		
	1953	1954	<i>Percentage Change</i>	1953	1954	<i>Percentage Change</i>
	<i>s. d.</i>	<i>s. d.</i>		<i>s. d.</i>	<i>s. d.</i>	
1st Quarter . . .	21 11	22 6	+3	22 5	23 1	+3
2nd Quarter . . .	23 4	23 6	+1	24 2	24 2	-0
3rd Quarter . . .	23 0	24 3	+6	24 5	25 7	+5
4th Quarter . . .	22 7	24 2	+7	23 6	25 1	+7
Yearly Average . .	22 8	23 7	+4	23 8	24 6	+4

of the third quarter because of seasonal decreases in expenditure on fruit and vegetables, though for meat and eggs most of the July increases were retained. In the fourth quarter expenditure turned upward once more, the rise being spread over many commodities, with the largest increases on fresh meat and on tea. The average for the last quarter is probably slightly understated in both years since the Survey did not cover Christmas; fieldwork for the year was completed on December 19 in 1953, and on December 18 in 1954. Log-books placed after Christmas were included in the January sample.

20. The weather in the spring and summer of 1954 was worse than in the previous year, and from March until August garden produce was less plentiful than a year before. The seasonal maximum in "free" food was delayed from July until September; no doubt this accentuated the peak in expenditure which marked the end of rationing in July and contributed to the subsequent fall.

21. Table 5 compares the proportions of expenditure devoted to the main food groups in the years 1952-54 with estimates obtained by Crawford and Broadley\* in 1936-37.

**TABLE 5**  
*Percentage Expenditure on Main Food Groups*

	<i>Crawford and Broadley Oct., 1936— March, 1937</i>	<i>National Food Survey</i>				
		1952	1953	1954	<i>Oct., 1953— March, 1954</i>	<i>Oct., 1954— March, 1955</i>
Milk, eggs and cheese . . .	18	18	19	18	18	18
Meat and fish . . .	30	29	30	31	31	32
Fruit and vegetables . . .	14	18	17	16	15	15
Cereals, fats, sugar and preserves . . .	27	28	27	28	28	27
Other foods . . .	11	7	7	7	8	8
<i>All foods</i> . . .	100	100	100	100	100	100

\* CRAWFORD & BROADLEY, *The People's Food*, Heinemann, 1938.

**TABLE 6**  
*Domestic Food Expenditure by all Households, 1954*  
(pence per head per week)

	1953	1954					Per-centage change 1954 on 1953
	Yearly average	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	
<b>MILK</b>							
Liquid, retail . . . . .	25.77	25.72	24.43	25.75	26.94	25.71	- 0
Liquid, welfare and school . . . . .	1.07	0.99	1.08	1.05	1.02	1.04	- 3
Other milk . . . . .	1.81	1.40	1.50	1.63	1.40	1.50	- 17
Cream . . . . .	0.49	0.53	0.63	0.72	0.50	0.60	+ 22
<i>Total Milk and Cream</i> . . . . .	<i>29.14</i>	<i>28.64</i>	<i>27.64</i>	<i>29.15</i>	<i>29.86</i>	<i>28.85</i>	- 1
<b>CHEESE</b>							
Ration-type . . . . .	3.31	4.49	4.24	3.86	3.91	4.12	+ 24
Other . . . . .	1.60	1.17	1.26	1.36	1.41	1.30	- 19
<i>Total Cheese</i> . . . . .	<i>4.91</i>	<i>5.66</i>	<i>5.50</i>	<i>5.22</i>	<i>5.32</i>	<i>5.42</i>	+ 10
<b>MEAT</b>							
Carcase . . . . .	32.32	34.75	36.12	41.11	43.05	38.75	+ 20
Bacon and ham, uncooked . . . . .	15.16	14.92	14.66	14.37	13.92	14.47	- 5
Other <sup>1</sup> . . . . .	24.50	24.28	22.80	23.68	23.78	23.64	- 4
<i>Total Meat</i> . . . . .	<i>71.98</i>	<i>73.95</i>	<i>73.58</i>	<i>79.16</i>	<i>80.75</i>	<i>76.86</i>	+ 7
<b>FISH</b>							
Fresh and processed <sup>2</sup> . . . . .	7.32	7.34	7.06	6.52	6.95	6.98	- 5
Prepared <sup>3</sup> . . . . .	3.06	2.66	3.41	3.32	3.25	3.16	+ 3
<i>Total Fish</i> . . . . .	<i>10.38</i>	<i>10.00</i>	<i>10.47</i>	<i>9.84</i>	<i>10.20</i>	<i>10.14</i>	- 2
<b>EGGS</b> . . . . .	17.66	14.31	13.44	17.49	18.61	15.96	- 10
<b>FATS</b>							
Butter . . . . .	8.21	9.11	11.85	12.73	12.30	11.50	+ 40
Margarine . . . . .	4.46	5.39	5.89	6.43	6.29	5.99	+ 34
Lard and compound cooking fat . . . . .	2.36	2.70	3.15	3.52	3.46	3.21	+ 36
Other fats . . . . .	0.95	1.04	0.59	0.55	0.91	0.77	- 19
<i>Total Fats</i> . . . . .	<i>15.98</i>	<i>18.24</i>	<i>21.48</i>	<i>23.23</i>	<i>22.96</i>	<i>21.47</i>	+ 34
<b>SUGAR AND PRESERVES</b>							
Sugar . . . . .	6.20	7.80	7.95	8.89	8.36	8.25	+ 33
Honey, preserves, syrup and treacle . . . . .	5.02	4.48	4.41	3.80	3.95	4.16	- 17
<i>Total Sugar and Preserves</i> . . . . .	<i>11.22</i>	<i>12.28</i>	<i>12.36</i>	<i>12.69</i>	<i>12.31</i>	<i>12.41</i>	+ 11
<b>VEGETABLES</b>							
Potatoes, including chips and crisps . . . . .	9.99	9.43	12.55	7.60	8.12	9.42	- 6
Fresh green . . . . .	5.31	3.98	6.19	6.29	4.44	5.23	- 2
Other <sup>4</sup> . . . . .	8.59	8.85	9.40	7.19	8.33	8.44	- 2
<i>Total Vegetables other than Potatoes</i> . . . . .	<i>13.90</i>	<i>12.83</i>	<i>15.59</i>	<i>13.48</i>	<i>12.77</i>	<i>13.67</i>	- 2

<sup>1</sup> Includes cooked and canned meats and meat products.  
<sup>2</sup> Includes smoked, dried and salted.  
<sup>3</sup> Includes cooked, canned and bottled fish and fish products.  
<sup>4</sup> Includes dried and canned vegetables, and vegetable products.



TABLE 6—continued

	1953	1954					Per-centage change 1954 on 1953
	Yearly average	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	
<b>FRUIT</b>							
Fresh <sup>5</sup>	16.00	12.21	17.85	20.35	12.37	15.69	- 2
Other <sup>6</sup>	5.47	5.89	6.58	6.96	8.25	6.92	+ 27
Total Fruit <sup>5</sup>	21.47	18.10	24.43	27.31	20.62	22.61	+ 5
<b>CEREALS</b>							
Bread <sup>7</sup>	18.07	17.76	17.80	17.77	17.73	17.77	- 1
Flour	3.69	4.10	3.66	3.61	3.56	3.73	+ 1
Cakes <sup>8</sup>	10.22	8.78	8.92	8.82	9.12	8.91	- 13
Biscuits	8.44	8.38	8.28	8.48	8.55	8.42	- 0
Other.	6.30	6.27	6.07	6.16	6.10	6.15	- 2
Total Cereals	46.72	45.29	44.73	44.84	45.06	44.98	- 4
<b>BEVERAGES</b>							
Tea	9.45	11.14	11.79	12.11	13.87	12.23	+ 29
Other	3.01	3.73	3.02	3.11	3.37	3.30	+ 10
Total Beverages	12.46	14.87	14.81	15.22	17.24	15.53	+ 25
<b>MISCELLANEOUS</b>							
	6.68	6.47	5.91	5.75	6.25	6.10	- 9
Total All Foods	272.35 (22s. 8d.)	270.10 (22s. 6d.)	282.47 (23s. 6d.)	290.97 (24s. 3d.)	290.08 (24s. 2d.)	283.40 (23s. 7d.)	+ 4

<sup>5</sup> Includes tomatoes.

<sup>6</sup> Includes dried, canned and bottled fruit.

<sup>7</sup> Includes rolls, fruit bread and sandwiches. In the report for 1953 fruit bread was included with cakes, and sandwiches with "other cereals".

<sup>8</sup> Includes buns, scones, tea-cakes, muffins and crumpets.

<sup>9</sup> Coffee, cocoa, chocolate and branded food drinks.

22. The distribution of expenditure between these five groups of foods conformed closely to that found before the war, particularly when the comparison is confined to the autumn and winter quarters, during which the earlier Survey was carried out. The percentages in Table 5 illustrate the stability of the broad pattern of food expenditure in Great Britain despite the considerable price changes that have taken place. In recent years there have been many changes in expenditure within each of these groups, but comparatively little redistribution of expenditure between them. Thus, comparing 1954 with 1953, housewives spent relatively less on milk and eggs, but more on cheese; more on meat, but less on fish; more on fruit but less on vegetables; more on fats and sugar, but less on cereals and preserves.

23. Estimates of household expenditure on the main foods during each quarter of the year are given in Table 6, which shows percentage changes compared with the previous year. Expenditure rose by 11d. per head per week (4 per cent) compared with a 2s. 1d. (10 per cent) rise between 1952 and 1953. The increase was again concentrated on a limited number of basic foods (see table overleaf).

24. Expenditure on liquid milk was almost the same as in 1953, but there was a 9 per cent fall in expenditure on processed milks and cream. Until cheese rationing ended the amount spent on rationed cheese tended to rise while that on the unrationed varieties continued to fall, but from May onwards the trend was

	Change in expenditure (pence per head per week)		Percentage change in expenditure	
	1953 on 1952	1954 on 1953	1953 on 1952	1954 on 1953
Carcase meat . . . . .	+ 9.5	+ 6.4	+ 42	+ 20
Butter . . . . .	+ 2.8	+ 3.3	+ 51	+ 40
Tea . . . . .	+ 2.2	+ 2.8	+ 30	+ 29
Bacon . . . . .	+ 2.0	- 0.7	+ 15	- 5
Sugar . . . . .	+ 1.9	+ 2.1	+ 44	+ 33
Eggs, shell . . . . .	+ 5.9	- 1.7	+ 51	- 10
Total of above foods . . . . .	+ 24.3	+ 12.2	+ 38	+ 14
Other foods . . . . .	+ 0.6	- 1.2	+ 0	- 1
All foods . . . . .	+ 24.9	+ 10.9	+ 10	+ 4

reversed and there was some transfer of expenditure from ration-type to other cheese within an almost stationary total; this may have arisen in part from a tendency for the prices of all cheese to become easier, although there was no reduction in the price difference between the two types.

25. In July, the first month after the end of rationing, expenditure on all types of meat averaged 6s. 8½d. per head per week, 14 per cent higher than in the previous month. This sudden increase was not confined to carcass meat, for expenditure on bacon and other meat and meat products rose by 12 per cent compared with 15½ per cent on fresh meat. The average price rise between the two months is estimated at 10 per cent for carcass meat and 2 per cent for other meat. After a slight fall to 6s. 6d. in September, total expenditure on meat attained a new maximum of 6s. 10d. in November, of which fresh meat accounted for nearly 3s. 8d. The average price paid for fresh meat during the last quarter was about 12 per cent (4d. per lb) higher than in the quarter before rationing ended. Decreasing purchases of mutton and lamb and of bacon and ham were offset by increases for beef and veal and for pork and pork sausages.

26. As the myxomatosis epidemic spread, expenditure on rabbits declined steeply; demand fell off as well as supply, so that prices remained fairly stable. By September rabbits no longer made an appreciable contribution to the national diet.

*Rabbit, game and "other meat"*<sup>1</sup>

		1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
		d.	d.	d.	d.
Expenditure (per head per week)	1953	1.61	0.34	0.38	1.35
	1954	1.21	0.44	0.16	0.19
Value of "free" supplies (per head per week)	1953	0.07	0.08	0.12	0.10
	1954	0.05	0.01	0.06	0.03
Average price (per lb)	1953	24.1	25.8	22.6	21.7
	1954	22.8	24.7	23.3	27.0
Consumption (per head per week)	1953	0z	0z	0z	0z
	1954	1.10	0.26	0.35	1.08
	1954	0.88	0.29	0.15	0.13

<sup>1</sup> Whale and goat meat, venison, hare and horseflesh.

27. During the first three quarters of the year eggs were much cheaper than in the corresponding months of 1953. The average price fell to 3s. 1d. a dozen in May when "free" supplies were greatest, but rose steadily after the spring flush ended and by November was 5s. 7d. a dozen, as high as a year before. Expenditure on

eggs, which had been steady near 1s. 6d. per head per week in the second half of 1953, followed the trend of prices and fell to 1s. 0½d. in May but rose to 1s. 7d. by the end of the year.

28. The price of butter rose on decontrol from 3s. 8d. per lb to an average of about 4s. 1d. but eased to 3s. 10d. by September; expenditure reached its maximum at 1s. 1d. per head per week in July. Expenditure on margarine passed its peak in June and the average price remained firm at about 1s. 9d. per lb, indicating that housewives were concentrating their purchases on the dearer brands. Expenditure on lard and compound cooking fat reached 3·7d. per head per week in August but thereafter declined slightly, the average price remaining steady around 2s. 1½d. per lb.

29. Expenditure on sugar increased during the first half of the year, reaching 9·2d. per head per week in July, when the soft and stone fruit season began. In the last quarter there was a seasonal fall in expenditure on sugar, and a slight rise in expenditure on preserves; the averages of 8·4d. and 4·0d. respectively compare with 8·9d. and 3·8d. in the third quarter and 7·4d. and 4·4d. a year earlier, just after sugar rationing ended.

30. Expenditure on tea increased from just under 11d. per head per week at the beginning of the year to over 1s. 2d. at the end, with demand remaining firm as the average price rose from 5s. 0½d. per lb in January to 5s. 10½d. in September and then more rapidly to 6s. 9½d. in December.

31. Rather less was spent on potatoes, fresh green and other vegetables and fresh fruit; part of the expenditure seems to have been transferred to other fruit, especially canned and bottled.

32. The only important change in the cereals group was a further reduction in expenditure on cakes. Sales of white bread continued to decline, and during the last quarter averaged less than 0·2d. per head per week compared with nearly 1d. in September, 1953, when controls on flour milling were lifted.

33. Table 7 shows for each quarter of the year, and for each of the main food groups, the percentage change in the average price paid and the average "quantity" purchased by housewives, compared with the corresponding quarters of 1953. This form of comparison is almost unaffected by seasonal variations, and therefore reveals the underlying trend of prices. The price index is of the Fisher Ideal type (the geometric mean of a Laspeyres and a Paasche index) which allows for changes in the pattern of consumption between the two periods compared, including any quality changes. The quantity index has been constructed by dividing the expenditure index by the price index.

34. Table 7 indicates that, for the first time since the present series of Annual Reports began in 1950, the average level of prices paid by housewives during the first half of the year was no higher than a year before. Superficially, it appeared that the long-continued rise in food prices had come to a halt. This apparent stability, however, was largely due to the remarkable decrease in the price of eggs, which counterbalanced increases in the prices of other food groups, especially fats, beverages and fish. In July, when food prices tend to fall seasonally, there was a rise attributable to the decontrol of meat, falling supplies of eggs and disappointing crops of vegetables, especially in gardens and allotments. These higher prices and the strengthening of demand which marked the end of rationing carried food expenditure to the highest level yet recorded (see paragraph 19 above). After a rather sharp reaction in August and September, food prices and domestic expendi-

ture both rose again in the last quarter, mainly because of the steep increase in the price of tea and the seasonal contraction in egg supplies.

TABLE 7  
Changes in Average Prices and Quantities Purchased  
Quarters of 1954 compared with corresponding Quarters of 1953  
(percentage change)

	Price					Quantity				
	1st Quar- ter	2nd Quar- ter	3rd Quar- ter	4th Quar- ter	1954 on 1953	1st Quar- ter	2nd Quar- ter	3rd Quar- ter	4th Quar- ter	1954 on 1953
Milk and milk products . . .	- 0	- 1	- 3	+ 3	- 0	+ 2	- 0	- 0	+ 2	+ 1
Meat										
Carcase . . .	+ 3	+ 1	+ 13	+ 14	+ 8	+ 24	+ 24	- 0	+ 3	+ 11
Other (including bacon) . . .	- 5	- 6	- 2	+ 3	- 3	- 2	- 3	+ 4	- 4	- 1
All . . .	- 1	- 3	+ 6	+ 8	+ 2	+ 9	+ 9	+ 2	- 0	+ 5
Fish . . .	+ 7	+ 8	+ 7	+ 8	+ 7	- 19	- 13	- 2	+ 2	- 9
Eggs . . .	- 24	- 33	- 13	- 0	- 19	+ 18	+ 5	+ 11	+ 4	+ 10
Fats . . .	+ 12	+ 25	+ 28	+ 16	+ 20	+ 11	+ 17	+ 8	+ 11	+ 12
Sugar and preserves	+ 6	+ 6	+ 5	+ 0	+ 4	+ 13	+ 4	+ 4	+ 4	+ 6
Vegetables . . .	- 10	- 1	+ 7	+ 6	- 0	- 4	- 5	+ 2	- 0	- 3
Fruit . . .	+ 6	+ 2	+ 3	+ 4	+ 4	+ 1	- 2	+ 9	- 4	+ 1
Cereals . . .	+ 4	+ 2	+ 1	+ 1	+ 2	- 7	- 7	- 6	- 3	- 5
Beverages . . .	+ 11	+ 16	+ 19	+ 28	+ 18	+ 9	+ 7	+ 3	+ 2	+ 5
Miscellaneous <sup>1</sup> . . .	- 4	- 7	- 4	- 4	- 5	+ 16	+ 6	- 7	+ 25	+ 15
Subsidised and formerly subsi- dised foods <sup>2</sup> . . .	+ 0	- 1	+ 5	+ 8	+ 3	+ 11	+ 8	+ 1	+ 3	+ 6
Other foods <sup>1</sup> . . .	- 1	+ 1	+ 3	+ 4	+ 1	- 7	- 7	+ 2	- 2	- 4
All Foods <sup>1</sup> . . .	- 0	- 0	+ 4	+ 6	+ 2	+ 3	+ 2	+ 2	+ 1	+ 2

<sup>1</sup> Excludes a few miscellaneous items for which expenditure only was recorded.

<sup>2</sup> Liquid milk, rationed (or ration-type) cheese, carcass meat, bacon, shell eggs, butter, margarine, lard and compound cooking fats, sugar, tea, bread and flour and potatoes.

35. Table 7 confirms the continued diversion of expenditure to the subsidised and formerly subsidised foods. As in the previous year, these basic foods absorbed the whole of the increase in domestic food expenditure; the expenditure on and consumption of other foods was less than in 1952. In the first half of 1954, there was a continued improvement in supplies of basic foodstuffs, and the rise in their average price had temporarily ceased. In the second half of the year expenditure on both of these groups of foods increased, but this was mainly because of fresh price rises; the quantity indices showed little change compared with the latter part of 1953, though it would be premature to conclude that the transference of demand from non-basic to basic foods had been completed.

36. Table 8 shows the proportion of domestic food expenditure devoted to the subsidised and formerly subsidised foods during the years 1950-54. The series clearly reflects the deterioration in supplies in 1951 and the subsequent recovery, accompanied by the progressive decontrol of these basic foods. The earlier stages of this major diversion of expenditure were largely due to price rises, but during 1953 prices in both food groups showed comparatively little change, so that the continued shift in the balance of expenditure represented a real adjustment of buying

habits to free conditions. Housewives were again able to buy more of the foods which form the traditional basis of the national diet, but which had long been in short supply. The increase in the percentage spent on this group of foods was temporarily checked, but not reversed, at the end of 1953 by two temporary factors: the restriction in supplies of carcase meat and the exceptional cheapness of eggs. By the end of 1954 the proportion had reached 62 per cent. It is of interest that a pre-war consumer survey (Crawford and Broadley, 1936-37) showed that approximately 65 per cent was then spent on the same foods. The percentage at the end of 1954 would have been slightly higher than this if the remaining subsidies on milk and bread were added to consumer expenditure.

TABLE 8  
*Percentage of Household Food Expenditure devoted to Subsidised and formerly Subsidised Foods*

	1950	1951	1952	1953	1954
1st Quarter . . .	57	47	51	55	60
2nd Quarter . . .	57	48	52	56	60
3rd Quarter . . .	55	50	54	60	61
4th Quarter . . .	52	49	54	60	62

37. Expenditure on those foods which still carried a consumer subsidy at the beginning of 1954 amounted to some 39 per cent of the total, but only some 15 per cent represented liquid milk and national bread, the foods which remained subsidised after complete derationing.

### CONSUMPTION

38. Table 9 summarises domestic consumption per head of the main foods during each quarter of the year and shows annual averages for 1953 and 1954. Tables showing consumption, expenditure and prices in more detail are given for all foods in Appendix B. The percentage changes shown in the last column of the Table differ slightly from the corresponding changes in the quantity indices given above, partly because Table 7 takes no account of "free" supplies and partly because the quantity index is affected by changes in the composition of the food group concerned. Most of the movements shown in Table 9 were seasonal in character, the main exceptions being for meat and fats, which were still controlled during part of the year.

#### **Milk, Cheese, Eggs, Meat and Fish**

39. The slight fall in liquid milk consumption from the peak reached in 1951 was halted but not reversed in 1954. Total domestic consumption of liquid and processed milk was the equivalent of nearly 5.1 pints per head per week, falling to 5.0 pints in the third quarter because of school holidays. There was a significant fall in purchases of sweetened and a smaller rise in those of unsweetened whole condensed milk. Consumption of cream was fairly steady at about a fifth of an ounce per head per week.

40. Off-ration sales of cheese were permitted from December 20, 1953, and from February 21, 1954, retailers were able to obtain up to one-third more rationed cheese than their nominal entitlement; this concession, which coincided with a price increase of 2d. per lb, had little effect. Nevertheless, consumption rose from 2.56 oz per head per week in January to 2.69 oz in February and March, while consumption of the more expensive unrationed cheese declined. Demand had clearly been

satisfied almost in full, and the immediate effect of complete decontrol on May 8, even with some fall in prices (2½d. per lb between April and August) was comparatively slight. From May onwards consumption of ration-type cheese tended to decline while other cheese recovered part of the ground lost in 1953. These changes probably resulted as much from the increasing variety available as from the fact of derationing and the slight easing of prices.

41. From January until November consumption of shell eggs was uniformly greater than a year before, though at a much lower cost; the average rose to 4·9 per head per week during the spring flush in April and did not fall below 3·7 in the autumn. The decline in the consumption of fish continued, no doubt because of the improved supplies of the other "main dish" foods, meat, eggs and cheese. The decrease extended to almost all types of fish except canned and bottled. A partial recovery in the last quarter arose from the seasonal increase of home market supplies of herring from the East Anglian fishing. In spite of declining demand, prices of fish remained very firm.

42. Although meat rationing did not end until July 3, there had already been a considerable relaxation of control and the impact on consumers was less violent than that of the derationing of fats. Consumption rose from 17·3 oz in June to 18·2 oz in July, and, after a temporary setback, reached 19 oz in October and November, within approximately 1 oz of the pre-war level. Of this quantity 10 oz was beef and veal, nearly 6 oz mutton and lamb and just over 3 oz pork. Consumption of bacon displayed a rising trend until April but subsequently declined although prices eased. Consumption of offals, especially liver, increased after meat rationing ended. The summer reduction in the consumption of sausages and meat products was (like the summer itself) less marked than in previous years. Other changes were the decline in consumption of canned meat and the disappearance of the rabbit.

#### **Fats, Sugar, Preserves and Cereals**

43. During 1954 the total consumption of fats rose from 11·2 oz per head per week in the first quarter to 12·0 oz in the last, about 1 oz higher than in the last quarter of 1953. To this increase butter had contributed 0·8 oz and margarine 0·2 oz. On February 21 the subsidy on butter was removed and the ration increased from 3 to 4 oz; the domestic entitlement was fully taken up, but probably some housewives were stocking up in anticipation of a further price increase on decontrol. This would help to explain why butter consumption showed little change for two months after rationing and price control ended on May 8. Rationing had imposed a very rigid constraint on the demand for butter, but decontrol had little immediate effect on overall demand. Many housewives were no doubt experimenting with the new branded margarines, and margarine consumption rose temporarily to 5 oz per head per week in June and July. In August butter consumption rose to 4·5 oz and remained fairly steady near that level for the rest of the year, while margarine fell back to 4·8 oz. These comparatively small changes in the national averages do not, of course, reveal the major redistribution of consumption between different types of household which decontrol occasioned.

44. Consumption of lard and compound cooking fats settled down at 2·2 oz per head per week, and that of suet and dripping was well maintained at an average of 0·5 oz.

45. For sugar, as previously for tea, derationing was marked by an immediate fall in purchases followed by a gradual recovery, as domestic stocks were reduced. Consumption, which had fallen from 15·7 oz per head per week immediately before

**TABLE 9**  
**Domestic Food Consumption by All Households, 1954**  
*(oz per head per week except where otherwise stated)*

	1953	1954					Per-centage change 1954 on 1953
	Yearly average	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	
<b>MILK</b>							
Liquid, retail (pt)	3.98	4.05	3.99	3.97	4.02	4.01	+ 1
Liquid, welfare and school (pt)	0.80	0.80	0.83	0.74	0.82	0.80	0
Other milk (pt or eq. pt)	0.28	0.25	0.24	0.28	0.24	0.26	- 7
Cream (eq. pt)	0.01	0.01	0.01	0.01	0.01	0.01	+ 51
<i>Total Milk and Cream (pt or eq. pt)</i>	<i>5.07</i>	<i>5.11</i>	<i>5.07</i>	<i>5.00</i>	<i>5.09</i>	<i>5.08</i>	+ 0
<b>CHEESE</b>							
Ration-type	2.00	2.65	2.50	2.40	2.36	2.48	+ 24
Other	0.50	0.38	0.40	0.45	0.47	0.42	- 16
<i>Total Cheese</i>	<i>2.50</i>	<i>3.03</i>	<i>2.90</i>	<i>2.85</i>	<i>2.83</i>	<i>2.90</i>	+ 16
<b>MEAT</b>							
Carcass	15.86	16.73	17.33	17.84	18.55	17.61	+ 11
Bacon and ham, uncooked	5.15	5.45	5.34	5.31	5.23	5.33	+ 3
Other <sup>1</sup>	11.33	11.80	10.38	10.23	10.60	10.73	- 5
<i>Total Meat</i>	<i>32.34</i>	<i>33.98</i>	<i>33.05</i>	<i>33.38</i>	<i>34.38</i>	<i>33.67</i>	+ 4
<b>FISH</b>							
Fresh and processed <sup>1</sup>	5.04	4.74	4.48	4.29	4.61	4.51	- 11
Prepared <sup>2</sup>	1.26	1.01	1.21	1.26	1.17	1.17	- 7
<i>Total Fish</i>	<i>6.30</i>	<i>5.75</i>	<i>5.69</i>	<i>5.55</i>	<i>5.78</i>	<i>5.68</i>	- 10
<b>EGGS</b> . . . No.							
	3.99	4.51	4.74	4.01	3.80	4.26	+ 7
<b>FATS</b>							
Butter	3.56	3.52	4.09	4.36	4.40	4.09	+ 15
Margarine	4.28	4.79	4.82	4.89	4.75	4.81	+ 12
Lard and compound cooking fat	2.00	2.15	2.22	2.18	2.18	2.18	+ 9
Other fats	0.64	0.76	0.45	0.45	0.68	0.59	- 8
<i>Total Fats</i>	<i>10.48</i>	<i>11.22</i>	<i>11.58</i>	<i>11.88</i>	<i>12.01</i>	<i>11.67</i>	+ 10
<b>SUGAR AND PRESERVES</b>							
Sugar	13.57	16.08	16.29	18.28	17.18	16.96	+ 25
Honey, preserves, syrup and treacle	5.10	4.50	4.35	3.86	4.01	4.17	- 18
<i>Total Sugar and Preserves</i>	<i>18.67</i>	<i>20.58</i>	<i>20.64</i>	<i>22.14</i>	<i>21.19</i>	<i>21.13</i>	+ 13
<b>VEGETABLES</b>							
Potatoes, including chips and crisps	64.17	67.56	58.50	60.83	66.11	63.24	- 2
Fresh green	16.60	11.17	11.65	22.41	14.35	14.89	- 10
Other	16.07	18.30	13.56	13.16	17.10	15.52	- 3
<i>Total Vegetables other than Potatoes</i>	<i>32.67</i>	<i>29.47</i>	<i>25.21</i>	<i>35.57</i>	<i>31.45</i>	<i>30.41</i>	- 7

<sup>1</sup> Includes cooked and canned meats and meat products.

<sup>2</sup> Includes smoked, dried and salted.

<sup>3</sup> Includes cooked, canned and bottled fish and fish products.

<sup>4</sup> Includes dried and canned vegetables, and vegetable products.

TABLE 9—continued

	1953	1954					Per- centage change 1954 on 1953
	Yearly average	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average	
<b>FRUIT</b>							
Fresh <sup>5</sup>	21·85	16·57	19·97	25·82	17·46	19·96	— 9
Other <sup>6</sup>	4·68	4·94	5·25	5·49	6·46	5·54	+ 18
<i>Total Fruit</i> <sup>6</sup>	26·53	21·51	25·22	31·31	23·92	25·50	— 4
<b>CEREALS</b>							
Bread <sup>7</sup>	57·56	56·25	56·42	56·38	56·11	56·28	— 2
Flour	8·75	9·48	8·56	8·60	8·61	8·81	+ 1
Cakes <sup>8</sup>	5·94	5·27	5·19	5·25	5·47	5·29	— 17
Biscuits	5·10	4·97	4·98	5·02	5·00	4·99	— 2
Other.	5·42	5·77	5·16	5·00	5·51	5·35	— 2
<i>Total Cereals</i>	82·77	81·74	80·31	80·25	80·70	80·72	— 3
<b>BEVERAGES</b>							
Tea	2·65	2·87	2·83	2·77	2·82	2·82	+ 6
Other <sup>9</sup>	0·76	0·94	0·70	0·70	0·77	0·79	+ 4
<i>Total Beverages</i>	3·41	3·81	3·53	3·47	3·59	3·61	+ 6
<b>MISCELLANEOUS<sup>10</sup></b>	1·43	2·02	1·45	1·35	1·77	1·66	+ 16

<sup>5</sup> Includes tomatoes.

<sup>6</sup> Includes dried, canned and bottled fruit.

<sup>7</sup> Includes rolls, fruit bread and sandwiches. In the Report for 1953 fruit bread was included with cakes, and sandwiches with "other cereals".

<sup>8</sup> Includes buns, scones, tea-cakes, muffins and crumpets.

<sup>9</sup> Coffee, cocoa, chocolate and branded food drinks.

<sup>10</sup> Excludes items for which only expenditure was recorded.

the end of rationing in September, 1953, to 15·0 oz immediately after, was 15·8 oz at the beginning of the year, rose to 19·0 oz in July during the preserving season, and from September onwards was steady at about 17·2 oz compared with a winter average of about 16½ oz before the war. Consumption of preserves of all kinds averaged 4·2 oz per head per week, 18 per cent less than in 1953, with a seasonal variation from 4·7 oz in March to 3·7 oz in October. As 1954 was the first year when the seasonal variation in demand for sugar and preserves was not distorted by sugar rationing the monthly records are of interest and are shown in Table 10.

TABLE 10  
*Consumption of Sugar, Stone and Soft Fruit, Jams, Jellies and Curds*  
*All Households, 1954*  
*(oz per head per week)*

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Sugar	15·8	15·8	16·6	15·7	16·6	16·5	19·0	18·7	17·2	17·1	17·3	17·1
Soft fruit.	0·1	...	0·4 <sup>1</sup>	0·1	0·2	2·0	7·5	1·4	0·6	0·6	0·4	0·2
Stone fruit	0·1	0·1	...	...	0·1	0·6	1·5	4·5	4·9	1·0	...	...
Jams, jellies and curds <sup>2</sup>	2·2	2·4	2·6	2·5	2·6	2·3	2·2	2·0	1·9	1·7	2·0	1·9

<sup>1</sup> Probably mostly grapes.

<sup>2</sup> Excludes marmalade.



46. The consumption of cakes and pastries, which had been declining since 1952, fell sharply in the first quarter but recovered slightly in the second half of the year. Nevertheless, for the year as a whole there was an average fall of 15 per cent, the same as between 1952 and 1953. There was also a further slight decline in bread consumption, and similar small downward trends in biscuits and other cereals. From March to October inclusive, consumption of oatmeal and oat products was less than that of other breakfast cereals.

### **Fruit and Vegetables**

47. Less fresh fruit was consumed in each month of 1954 than in the corresponding month of the previous year; the fall was largely made good by increased consumption of canned, bottled and dried fruit. Oranges were uniformly dearer and less plentiful than in 1953; consumption varied between 4·8 oz per head per week in February and 1·3 oz in September, while average prices ranged from 9½d. per lb in February to 1s. 0½d. in September. Consumption of other citrus fruit again increased; the seasonal trend was similar to but less marked than that for oranges, with prices lowest and consumption greatest in March and April. Consumption of apples and pears was lower than in 1953, except during the second quarter, when the continuing demand exhausted the old crop a few weeks early, causing a marked shortage in July. Consumption of stone and soft fruit (shown in Table 10 above) was somewhat higher than in 1953, although the season was late. The average price of stone fruit fell to 7d. per lb in September; in the previous year it had remained above 10d. except in one month when it was slightly less. Most of the soft fruit was used in July, when consumption rose to 7·5 oz per head per week and the average price fell to 1s. 4½d. per lb. Supplies of bananas again improved but consumption in the last quarter was lower than a year before though prices were declining. Tomatoes were less plentiful than in 1953; in the peak month of July consumption was 7·0 oz a week at an average price of 1s. 9½d. per lb, compared with 8·2 oz at 1s. 5½d. per lb a year earlier. As usual, the price fell in August and September when home-grown tomatoes became available.

48. Except in the third quarter, total consumption of old and new potatoes was slightly lower than in the previous year, thus continuing a long-term trend. Between February and July supplies of new potatoes were rather greater than in 1953 and prices were lower—8·0d. per lb in April, 5·9d. in June, compared with 8·8d. and 6·8d. a year before. The highest monthly average price paid for old potatoes was 2·5d. per lb in July, compared with 2·9d. in the previous July. From September onwards potatoes of the 1954 crop were recorded as "old".

49. All the main kinds of fresh green vegetables were dearer than in the previous season and consumption was lower. The seasonal maximum for fresh peas and beans was delayed until August, and then amounted only to 14·8 oz per head per week; prices did not fall below 7½d. per lb. At the end of the year consumption of Brussels sprouts had risen only to 5·6 oz and the price was still 7·3d. per lb compared with 7·6 oz at 4·7d. per lb in December, 1953. Carrots and other root vegetables were also less plentiful. Sales of canned peas, beans and other vegetables averaged 4·7 oz per head per week compared with 4·2 oz in the previous year.

### **Beverages**

50. The consumption of tea, which had risen from 2·37 oz per head per week in the last quarter of 1952, just after derationing, to 2·73 oz in the last quarter of 1953, reached 2·87 oz in January–March, 1954, and fell only slightly (and perhaps seasonally) in the next six months although prices were increasing steadily—

5s. 0½d. per lb in January, 5s. 6d. in May, 5s. 10½d. in September. The rise then accelerated—6s. 3½d. in October, 6s. 7½d. in November and 6s. 9½d. in December—but instead of falling, purchases rose again with the onset of colder weather and averaged 2·82 oz for the last quarter. This highly inelastic demand is characteristic of tea, but it may also be partly explained by the long-term upward trend to more normal post-control levels and, more particularly, by the general expectation that prices would go still higher; this would naturally lead housewives to buy a little extra for stock. There was probably a slight fall in actual consumption, which was more than offset by stocking up, though this cannot be definitely confirmed as changes in larder stocks are not now recorded. Larder stocks of tea are believed to have been considerable at the time of derationing (October, 1952), but they had probably been run down during 1953 and had to be rebuilt on a seller's market. Under these conditions a comparatively small gap between demand and supply was sufficient to raise prices very steeply indeed, until the climate of opinion changed.

51. Coffee bean prices rose sharply in the third quarter, and at the end of the year averaged 7s. 0½d. per lb, compared with 6s. 3½d. in December, 1953. The price of coffee extracts and essences and of cocoa and drinking chocolate also increased during the year, but the consumption of all types of beverage was well maintained, the decrease in the summer being seasonal.

## ENERGY VALUE AND NUTRIENT CONTENT

52. The energy value and nutrient content of the household diet in 1954 was calculated by the methods described in the First Report.\* The only major change in procedure was that the nutritive values of flour and bread were estimated using analyses of flour made by the Government Chemist for the National Flour Survey, 1954.† The figures shown in Table 11 represent the nutritive value of the edible portion of food purchased or obtained "free" for consumption at home or in packed meals carried and eaten away from home. As in previous reports, other food eaten outside the home is not included, nor are sweets, soft or alcoholic drinks, fish liver oil or vitamin tablets. In calculating the nutritive value of the diet, no allowance has been made for kitchen or plate wastage, but the figures for vitamins B<sub>1</sub> and C have been adjusted to allow for cooking losses, in accordance with the recommendations of the Medical Research Council.‡

53. Table 11 shows the quarterly averages for all households during 1954 and the yearly averages for 1952-54. The yearly averages for 1954 were greater than or equal to those for 1953 except for total protein, calcium and vitamins B<sub>1</sub> and C. For vitamin C there was a 6 per cent fall, but for the others the decreases were 2 per cent or less. None of the increases exceeded 5 per cent, except that for fat, which was 6 per cent. Since 1952 the total protein, calcium and vitamin B<sub>1</sub> have remained fairly constant and there has been an upward trend in the average nutritive value of the diet of all households for other nutrients except vitamin C, which was adversely affected in 1954 by reduced supplies of fruit and fresh green vegetables, and vitamin D, for which the decline since 1952 in the contribution from fish has not been wholly made good by increased consumption of margarine and butter.

\* See *The Urban Working Class Household Diet, 1940 to 1949*. H.M.S.O., 1951, paragraph 117.

† *Report of the Government Chemist . . . for the year ending 31st March, 1955*. H.M.S.O., 1955.

‡ *Nutritive Value of Wartime Foods*. Medical Research Council War Memorandum No. 14.

**TABLE I I**  
*Energy Value and Nutrient Content of Domestic Food Consumption*  
*All Households, 1954*  
*(per head per day)*

	1952 Yearly average	1953 Yearly average	1954 Yearly average	1954			
				1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Energy value (Cal.) . . . . .	2,447	2,520	2,626	2,630	2,588	2,635	2,653
Total protein (g) . . . . .	77	78	77	78	76	76	77
Animal protein (g) . . . . .	38	40	41	42	41	41	42
Fat (g) . . . . .	94	101	107	106	106	106	109
Carbohydrate (g) . . . . .	324	325	340	342	333	343	342
Calcium (mg) . . . . .	1,043	1,040	1,034	1,048	1,033	1,020	1,036
Iron (mg) . . . . .	13.0	13.3	13.4	13.3	13.0	13.6	13.4
Vitamin A (i.u.) . . . . .	3,551	3,836	3,911	3,459	3,642	4,259	4,284
Vitamin B <sub>1</sub> (mg) . . . . .	1.28	1.31	1.28	1.29	1.25	1.30	1.28
Riboflavin (mg) . . . . .	1.64	1.66	1.67	1.66	1.64	1.68	1.68
Nicotinic acid (mg) . . . . .	12.9	13.3	13.3	13.4	12.8	13.4	13.5
Vitamin C (mg) . . . . .	53	53	50	40	44	71	47
Vitamin D (i.u.) . . . . .	148	139	144	139	141	152	145

54. The variations in nutrient content from one quarter to another were quite small (within 2 per cent of the yearly average) except for vitamins A, C and D. The vitamin A content of the household diet increased sharply in the third quarter for several reasons, including the increase in the rate of fortification of margarine after decontrol (from 500 i.u. to 850 i.u. per ounce), the increased consumption of butter and of liver, the seasonal peak in tomatoes and the seasonal increase in the amount of vitamin A in milk during the summer period. Vitamin A intake was maintained in the fourth quarter mainly by increased intake from the carotene-containing vegetables. The higher vitamin D content of the diet in the third quarter was attributable mainly to greater purchases of fresh and processed fat fish. The large quarterly variation in vitamin C was governed almost entirely by seasonal changes in consumption of fresh fruit (especially soft fruit and tomatoes) and in the vitamin C content of potatoes.

55. Table 12 gives figures illustrating the adequacy of the average household diet for the four quarters by comparison with allowances based on the scale of dietary requirements recommended by the British Medical Association.\* In this comparison adjustments have been made for meals taken outside the home,† and a further adjustment of 10 per cent has been applied to make allowance for plate and other wastage or spoilage of edible food‡ and also for food bought for human consumption and given to domestic pets. Only in tables relating to the adequacy of the diet has this 10 per cent been deducted.

56. From Table 12 it appears that the average household diet was of adequate nutritional value throughout the year; the lowest estimate in the Table is 102 per cent for protein in the second and third quarters. The yearly averages for 1954 exceeded those found in 1953 for energy value, iron and vitamin A. The most marked reduction was for vitamin C, which was uniformly lower than a year before.

\* British Medical Association: Report of Committee on Nutrition, 1950.

† *Domestic Food Consumption and Expenditure, 1952*, Appendix B, paragraph 2. H.M.S.O., 1954.

‡ *Domestic Food Consumption and Expenditure, 1950*: paragraph 98. H.M.S.O., 1952.

In comparison with the previous year the quarterly figures exhibited much the same changes as the yearly averages; an exception to this was for vitamin A for which the improvement compared with 1953 arose entirely from the second half of the year. Most of the highest percentages occurred in the fourth quarter, and most of the lowest in the second. The greatest variation between quarters was found in the value for vitamins A and C, which followed patterns similar to, though rather more pronounced than, those shown in the preceding year.

TABLE 12  
*Comparison of the Energy Value and Nutrient Content of Domestic Food Consumption with Allowances based on the British Medical Association's Recommendations All Households, 1954 (per cent)*

	1952 Yearly average	1953 Yearly average	1954 Yearly average	1954			
				1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Energy value . . .	99	101	105	105	103	104	106
Total protein . . .	104	105	103	104	102	102	103
Calcium . . . . .	108	108	107	109	107	105	108
Iron . . . . .	106	107	108	107	105	110	110
Vitamin A . . . . .	148	160	164	145	153	178	181
Vitamin B <sub>1</sub> . . . . .	131	132	129	129	126	131	129
Riboflavin . . . . .	109	110	109	109	108	110	111
Nicotinic acid . . . . .	131	135	134	134	129	135	137
Vitamin C <sup>1</sup> . . . . .	244	242	229	180	202	320	214

<sup>1</sup> Use of the vitamin C allowances recommended by the National Research Council of the U.S.A., which are over three times those of the British Medical Association, would give much lower figures here and in Tables 24, 34 and 44.

57. In 1954 there was a more marked decrease in the proportion of the total energy value derived from protein than had been found in 1953 (Table 13). Over the years 1952-54 the percentage of protein derived from animal sources has steadily increased.

TABLE 13  
*Percentage of Energy Value derived from Protein, Fat and Carbohydrate All Households, 1954 (per cent)*

	1952 Yearly average	1953 Yearly average	1954 Yearly average	1954			
				1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
Protein . . . . .	12.6	12.4	11.7	11.8	11.7	11.6	11.6
Fat . . . . .	34.5	36.0	36.5	36.1	36.8	36.3	36.8
Carbohydrate . . . . .	52.9	51.6	51.8	52.0	51.5	52.1	51.6
Total energy value . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Animal protein as percentage of total protein . . . . .	48.6	51.1	53.9	53.4	54.4	53.6	54.0

## URBAN AND RURAL HOUSEHOLDS

### Composition of the Sample

58. The Annual Report for 1953 included for the first time a discussion of the differences between urban and rural household diets. The analysis revealed that, although the average value per head of food obtained for domestic consumption was much the same in rural as in urban administrative areas, there were substantial differences in the patterns of expenditure and consumption which warranted further study. In the present Report, households in the seven great conurbations,\* which include nearly half the urban population of Great Britain, have been analysed separately from those in other urban areas. Table 1 of Appendix A gives the numbers of households and of persons in the samples representing each of the three types of area in each quarter of the year. Households in conurbations included 36.2 per cent of the persons in the sample, other urban households 40.0 per cent and rural households 23.8; in 1953 the corresponding percentages were 37.9, 40.5 and 21.6. The average size of household was 3.15 in conurbations, 3.23 in other urban areas and 3.42 in rural areas.

59. Table 14 indicates that, as in the previous year, the rural sample differed from the urban in containing fewer persons in Class B households and more in Classes C and D1. There were relatively more members of Class A (and especially of A1) in rural areas and in the largest towns than in the smaller towns; the latter contained a higher percentage of persons in Class D2 and old age pensioners' households.†

TABLE 14  
*Social Class distribution of Urban and Rural Samples, 1954*  
(per cent)

Social Class	Proportion of households				Proportion of persons			
	Conurbations	Other urban	Rural	All	Conurbations	Other urban	Rural	All
A1 . . . . .	2.4	1.9	2.5	2.2	2.5	2.0	2.8	2.4
A2 . . . . .	6.0	5.2	6.2	5.7	5.9	5.4	6.4	5.8
B . . . . .	33.1	29.9	26.2	30.2	37.1	33.5	28.0	33.5
C . . . . .	33.4	35.7	37.2	35.2	35.6	39.0	41.0	38.2
D1 . . . . .	14.5	14.3	16.8	15.0	13.8	13.6	15.9	14.2
D2 . . . . .	3.9	4.9	4.1	4.3	2.2	2.8	2.4	2.5
O.A.P. . . . .	6.7	8.0	7.0	7.3	2.9	3.8	3.5	3.4
All . . . . .	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
No. of households . . . . .	4,311	4,638	2,621	11,570	—	—	—	—
No. of persons . . . . .	—	—	—	—	13,581	14,995	8,956	37,532

60. The survey results indicate that the largest towns contained a rather higher proportion of women of working age (21-59) than did smaller towns and rural areas and of these a higher proportion went out to work. Housewives following no gainful occupation are conventionally classified in the sedentary group; hence the conurbation sample had the highest proportion of women whose work was recorded as active or moderately active (Table 15). On the other hand, the proportion of

\* The conurbations, as defined by the Registrars-General, are the largest areas of continuous urban development; their centres are London, Birmingham, Liverpool, Manchester, Newcastle-on-Tyne, Leeds and Glasgow.

† The definitions of Social Classes are given in paragraphs 73-75.

men in active or very active occupations was highest in rural areas and lowest in conurbations. As in 1953, the rural sample included a slightly higher proportion of children and elderly men.

TABLE 15  
*Age and Sex Distribution of Persons in Urban and Rural Households, 1954*  
(per cent)

Category	Conurbations	Other urban	Rural	All households
Children under 15 . . . . .	25.6	26.5	27.2	26.3
Adolescents 15-20 <sup>1</sup> . . . . .	6.9	6.9	6.9	6.9
Men, 21-64:				
sedentary . . . . .	11.8	10.4	7.5	10.2
moderately active . . . . .	12.3	10.6	8.0	10.6
active or very active . . . . .	3.4	5.8	11.4	6.3
Men, 65 and over . . . . .	3.7	4.3	4.5	4.1
Women, 21-59:				
sedentary . . . . .	18.5	19.9	20.8	19.6
moderately active, } . . . . .	9.8	7.3	5.9	7.9
active or pregnant }				
Women, 60 and over . . . . .	8.0	8.3	7.7	8.1
Total . . . . .	100.0	100.0	100.0	100.0

<sup>1</sup> The proportions of adolescents were affected by National Service.

### Expenditure and Consumption

61. In 1954 food expenditure per head in conurbation households was some 13 per cent higher than in rural households; in other urban households it averaged 8 per cent higher. "Free" supplies, valued at current retail prices, amounted to 2s. 4d. per head per week (9 per cent of the total value of consumption) in rural areas, 7d. (2 per cent) in the small towns and only 3d. (1 per cent) in the conurbations. Nevertheless, both expenditure and the value of consumption were highest in the largest towns at all seasons. Quarterly estimates are given in Table 16, with comparative figures for 1953.

62. In all three types of area, expenditure was highest in the third quarter and declined only slightly in the fourth, the maximum occurring in July, when rationing ended and expenditure on meat rose sharply. Total value of consumption was also greatest in July, except in rural households where the peak was delayed until August by the lateness of garden and allotment produce.

63. Tables 17 and 18 summarise the domestic consumption of and expenditure on the main foods by urban and rural households. The estimates of consumption include supplies obtained without money payment, but the expenditure figures exclude the value of this "free" food. Households in conurbations had the lowest and rural households the highest consumption of fresh green vegetables, but for potatoes, other vegetables and fresh fruit the reverse was true. This may be due, in part at least, to inequalities of distribution, especially of imported foods. The difference was most pronounced for oranges and other citrus fruit. Of the animal protein foods rural households obtained relatively more liquid milk, ration-type cheese and bacon than those in either larger or smaller towns, but less carcass and other meat and much less fish. Under control, which ended in April, 1953, the rural districts had obtained many more eggs per head than the towns, but by 1954

this advantage had disappeared. Consumption of rationed fats had been almost uniform, but on derationing, consumption of butter (and, to a lesser extent of margarine and cooking fats) rose more rapidly in rural than in urban households; possibly the former made more use of sandwiches for packed meals, as their greater consumption of bread, cheese and preserves suggests. The yearly averages for 1954, which were still affected by control, showed a difference of over 1 oz per head per week in total consumption of fats between rural areas and conurbations, of which the "free" supplies of butter in the former accounted for only  $\frac{1}{4}$  oz. Rationing had also prevented rural families from satisfying their greater demand for sugar, which in 1954 amounted to 17.8 oz per head per week, or over 1 oz more than for either type of urban household. Households in rural areas also obtained more bread and flour than those elsewhere but consumption of cakes, biscuits and other cereals was highest in the largest towns, as was also that of tea; for other beverages the trend was opposite. Other urban households had the lowest consumption of liquid milk, butter, sugar, bacon and eggs, but for most other foods their average consumption lay between the figures for conurbations and rural areas.

TABLE 16

*Food Expenditure and Value of Consumption in Urban and Rural Households, 1953-54*  
(per head per week, to the nearest penny)

	Conurbations		Other urban		All urban		Rural		All households							
	1954		1954		1953	1954	1953	1954	1953	1954						
	s.	d.	s.	d.	s.	d.	s.	d.	s.	d.						
<b>1ST QUARTER</b>																
Expenditure . . . . .	23	4	22	6	22	3	22	11	20	2	21	3	21	11	22	6
Value of "free" food		1		4		3		2	2	1		2		0		7
Value of consumption .	23	5	22	10	22	6	23	1	22	3	23	3	22	5	23	1
<b>2ND QUARTER</b>																
Expenditure . . . . .	24	11	23	5	23	11	24	2	21	3	21	7	23	4	23	6
Value of "free" food		2		4		5		3	2	7		1		10		11
Value of consumption .	25	1	23	10	24	4	24	5	23	10	23	5	24	2	24	2
<b>3RD QUARTER</b>																
Expenditure . . . . .	25	7	24	2	23	8	24	10	21	0	22	6	23	0	24	3
Value of "free" food		6		10		9		9	3	2		3		0		15
Value of consumption .	26	1	25	3	24	5	25	7	24	2	25	6	24	5	25	7
<b>4TH QUARTER</b>																
Expenditure . . . . .	25	4	24	2	23	3	24	9	20	7	22	5	22	7	24	2
Value of "free" food		3		7		5		5	2	7		2		4		11
Value of consumption .	25	7	24	9	23	8	25	1	23	2	24	10	23	6	25	1
<b>YEARLY AVERAGE</b>																
Expenditure . . . . .	24	10	23	7	23	3	24	2	20	9	21	11	22	8	23	7
Value of "free" food		3		7		6		5	2	7		2		4		10
Value of consumption .	25	0	24	2	23	9	24	7	23	4	24	3	23	8	24	6

**TABLE 17**  
**Domestic Food Consumption by Urban and Rural Households, 1953-54**  
*(oz per head per week except where otherwise stated)*

	1953			1954				
	Total urban	Rural	All households	Combinations	Other urban	Total urban	Rural	All households
<b>MILK</b>								
Liquid, retail (pt)	3.92	4.23	3.98	4.02	3.89	3.94	4.21	4.01
Liquid, welfare and school (pt)	0.80	0.75	0.80	0.79	0.80	0.80	0.78	0.80
Other milk (pt or eq. pt)	0.28	0.25	0.27	0.25	0.26	0.25	0.26	0.26
Cream (pt)	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01
<i>Total milk and cream (pt or eq. pt)</i>	<i>5.00</i>	<i>5.24</i>	<i>5.07</i>	<i>5.07</i>	<i>4.96</i>	<i>5.00</i>	<i>5.26</i>	<i>5.08</i>
<b>CHEESE</b>								
Ration-type	1.91	2.41	2.00	2.40	2.36	2.38	2.81	2.48
Other	0.50	0.48	0.50	0.44	0.41	0.42	0.43	0.42
<i>Total cheese</i>	<i>2.41</i>	<i>2.89</i>	<i>2.50</i>	<i>2.84</i>	<i>2.77</i>	<i>2.80</i>	<i>3.24</i>	<i>2.90</i>
<b>MEAT</b>								
Carcase	16.13	14.97	15.86	18.38	17.37	17.84	16.88	17.61
Bacon	5.22	4.88	5.15	5.41	5.12	5.26	5.58	5.33
Other <sup>1</sup>	11.44	11.12	11.33	11.18	10.85	11.00	9.98	10.73
<i>Total meat</i>	<i>32.79</i>	<i>30.97</i>	<i>32.34</i>	<i>34.97</i>	<i>33.34</i>	<i>34.10</i>	<i>32.44</i>	<i>33.67</i>
<b>FISH</b>								
Fresh and processed <sup>2</sup>	5.29	4.24	5.04	4.72	4.71	4.71	3.95	4.51
Prepared <sup>3</sup>	1.35	0.91	1.26	1.28	1.25	1.26	0.84	1.17
<i>Total Fish</i>	<i>6.64</i>	<i>5.15</i>	<i>6.30</i>	<i>6.00</i>	<i>5.96</i>	<i>5.97</i>	<i>4.79</i>	<i>5.68</i>
<b>EGGS (No.)</b>								
	3.91	4.35	3.99	4.42	4.14	4.28	4.24	4.26
<b>FATS</b>								
Butter	3.53	3.62	3.56	4.03	3.86	3.94	4.54	4.09
Margarine	4.30	4.23	4.28	4.65	4.87	4.76	4.96	4.81
Cooking fats, rationed	1.99	2.01	2.00	2.05	2.17	2.12	2.36	2.18
Other fats	0.66	0.58	0.64	0.58	0.65	0.62	0.51	0.59
<i>Total Fats</i>	<i>10.48</i>	<i>10.44</i>	<i>10.48</i>	<i>11.31</i>	<i>11.55</i>	<i>11.44</i>	<i>12.37</i>	<i>11.67</i>
<b>SUGAR AND PRESERVES</b>								
Sugar	13.62	13.40	13.57	16.77	16.62	16.69	17.82	16.96
Honey, preserves, syrup and treacle	4.98	5.77	5.10	3.98	4.29	4.14	4.32	4.17
<i>Total Sugar and Preserves</i>	<i>18.60</i>	<i>19.17</i>	<i>18.67</i>	<i>20.75</i>	<i>20.91</i>	<i>20.83</i>	<i>22.14</i>	<i>21.13</i>
<b>VEGETABLES</b>								
Potatoes (including chips and crisps)	64.88	60.14	64.17	64.38	63.56	63.94	60.72	63.24
Fresh green	16.28	17.52	16.60	14.64	14.72	14.66	15.58	14.89
Other <sup>4</sup>	16.55	14.40	16.07	16.41	15.83	16.10	13.58	15.52
<i>Total Vegetables other than Potatoes</i>	<i>32.83</i>	<i>31.92</i>	<i>32.67</i>	<i>31.05</i>	<i>30.55</i>	<i>30.76</i>	<i>29.16</i>	<i>30.41</i>
<i>Total Vegetables</i>	<i>97.71</i>	<i>92.06</i>	<i>96.84</i>	<i>95.43</i>	<i>94.17</i>	<i>94.70</i>	<i>89.88</i>	<i>93.65</i>
<b>FRUIT</b>								
Fresh <sup>5</sup>	22.35	19.92	21.85	22.48	19.16	20.74	17.46	19.96
Other <sup>6</sup>	4.62	4.94	4.68	5.26	5.65	5.46	5.77	5.54
<i>Total Fruit</i>	<i>26.97</i>	<i>24.86</i>	<i>26.53</i>	<i>27.74</i>	<i>24.81</i>	<i>26.20</i>	<i>23.23</i>	<i>25.50</i>
<b>CEREALS</b>								
Bread <sup>7</sup>	55.79	63.59	57.56	54.33	54.09	54.27	62.70	56.28
Flour	8.33	10.34	8.75	7.07	9.38	8.30	10.49	8.81
Cakes <sup>8</sup>	5.96	5.90	5.94	5.59	5.40	5.49	4.72	5.29
Biscuits	5.20	4.85	5.10	5.22	5.00	5.10	4.64	4.99
Other	5.37	5.72	5.42	5.30	5.24	5.27	5.65	5.35
<i>Total Cereals</i>	<i>80.65</i>	<i>90.40</i>	<i>82.77</i>	<i>77.51</i>	<i>79.11</i>	<i>78.43</i>	<i>88.20</i>	<i>80.72</i>
<b>BEVERAGES</b>								
Tea	2.70	2.46	2.65	2.91	2.82	2.86	2.70	2.82
Other	0.76	0.78	0.76	0.73	0.78	0.76	0.85	0.79
<i>Total Beverages</i>	<i>3.46</i>	<i>3.24</i>	<i>3.41</i>	<i>3.64</i>	<i>3.60</i>	<i>3.62</i>	<i>3.55</i>	<i>3.61</i>

- <sup>1</sup> Includes cooked and canned meats and meat products.  
<sup>2</sup> Includes smoked, dried and salted.  
<sup>3</sup> Includes cooked, canned and bottled fish and fish products.  
<sup>4</sup> Includes canned and dried vegetables, and vegetable products.  
<sup>5</sup> Includes tomatoes.  
<sup>6</sup> Includes dried, canned and bottled fruit.  
<sup>7</sup> Includes rolls, fruit bread and sandwiches. In the Report for 1953 fruit bread was included with cakes and sandwiches with "other cereals".  
<sup>8</sup> Includes buns, scones, tea-cakes, muffins and crumpets.  
<sup>9</sup> Coffee, cocoa, chocolate and branded food drinks.



**TABLE 18**  
*Domestic Food Expenditure by Urban and Rural Households, 1953-54*  
(pence per head per week)

	1953			1954				
	Total urban	Rural	All households	Comurbations	Other urban	Total urban	Rural	All households
<b>MILK</b>								
Liquid, retail . . . . .	26·43	23·43	25·77	27·31	26·18	26·70	22·66	25·71
Liquid, welfare and school . . . . .	1·09	0·96	1·07	1·05	1·04	1·05	1·00	1·04
Other milk . . . . .	1·86	1·63	1·81	1·47	1·50	1·48	1·51	1·50
Cream . . . . .	0·50	0·49	0·49	0·67	0·57	0·62	0·52	0·60
<i>Total Milk and Cream</i> . . . . .	<i>29·88</i>	<i>26·51</i>	<i>29·14</i>	<i>30·50</i>	<i>29·29</i>	<i>29·85</i>	<i>25·69</i>	<i>28·85</i>
<b>CHEESE</b>								
Ration-type . . . . .	3·15	3·98	3·31	3·96	3·92	3·94	4·73	4·12
Other . . . . .	1·60	1·55	1·60	1·34	1·26	1·30	1·30	1·30
<i>Total Cheese</i> . . . . .	<i>4·75</i>	<i>5·53</i>	<i>4·91</i>	<i>5·30</i>	<i>5·18</i>	<i>5·24</i>	<i>6·03</i>	<i>5·42</i>
<b>MEAT</b>								
Carcass . . . . .	32·90	30·34	32·32	40·59	38·12	39·25	37·14	38·75
Bacon . . . . .	15·35	14·34	15·16	15·04	13·74	14·36	14·84	14·47
Other <sup>1</sup> . . . . .	25·20	21·91	24·50	25·37	23·75	24·53	20·75	23·64
<i>Total Meat</i> . . . . .	<i>73·45</i>	<i>66·59</i>	<i>71·98</i>	<i>81·00</i>	<i>75·61</i>	<i>78·14</i>	<i>72·73</i>	<i>76·86</i>
<b>FISH</b>								
Fresh and processed <sup>2</sup> . . . . .	7·62	6·36	7·32	7·61	6·97	7·28	6·00	6·98
Prepared <sup>3</sup> . . . . .	3·22	2·28	3·06	3·62	3·29	3·43	2·28	3·16
<i>Total Fish</i> . . . . .	<i>10·84</i>	<i>8·64</i>	<i>10·38</i>	<i>11·23</i>	<i>10·26</i>	<i>10·71</i>	<i>8·28</i>	<i>10·14</i>
<b>EGGS</b> . . . . .	18·98	13·05	17·66	17·98	16·75	17·34	11·69	15·96
<b>FATS</b>								
Butter . . . . .	8·25	8·05	8·21	11·42	11·02	11·22	12·35	11·50
Margarine . . . . .	4·48	4·42	4·46	5·80	6·08	5·95	6·16	5·99
Cooking fats, rationed . . . . .	2·36	2·39	2·36	2·98	3·22	3·10	3·53	3·21
Other fats . . . . .	0·95	0·90	0·95	0·76	0·84	0·80	0·69	0·77
<i>Total Fats</i> . . . . .	<i>16·04</i>	<i>15·76</i>	<i>15·98</i>	<i>20·96</i>	<i>21·16</i>	<i>21·07</i>	<i>22·73</i>	<i>21·47</i>
<b>SUGAR AND PRESERVES</b>								
Sugar . . . . .	6·22	6·14	6·20	8·11	8·09	8·10	8·74	8·25
Honey, preserves, syrup and treacle . . . . .	4·93	5·53	5·02	4·07	4·26	4·17	4·17	4·16
<i>Total Sugar and Preserves</i> . . . . .	<i>11·15</i>	<i>11·67</i>	<i>11·22</i>	<i>12·18</i>	<i>12·35</i>	<i>12·27</i>	<i>12·91</i>	<i>12·41</i>
<b>VEGETABLES</b>								
Potatoes (including chips and crisps) . . . . .	10·80	6·80	9·99	10·76	9·90	10·30	6·58	9·42
Fresh green . . . . .	6·04	2·54	5·31	6·68	5·39	6·00	2·79	5·23
Other <sup>4</sup> . . . . .	9·07	6·74	8·59	9·16	8·74	8·94	6·82	8·44
<i>Total Vegetables other than Potatoes</i> . . . . .	<i>15·11</i>	<i>9·28</i>	<i>13·90</i>	<i>15·84</i>	<i>14·13</i>	<i>14·94</i>	<i>9·61</i>	<i>13·67</i>
<i>Total Vegetables</i> . . . . .	<i>25·91</i>	<i>16·08</i>	<i>23·89</i>	<i>26·60</i>	<i>24·03</i>	<i>25·24</i>	<i>16·19</i>	<i>23·09</i>
<b>FRUIT</b>								
Fresh <sup>5</sup> . . . . .	16·85	12·98	16·00	18·21	15·05	16·56	12·92	15·69
Other <sup>6</sup> . . . . .	5·51	5·21	5·47	6·76	7·13	6·93	6·87	6·92
<i>Total Fruit</i> <sup>7</sup> . . . . .	<i>22·36</i>	<i>18·19</i>	<i>21·47</i>	<i>24·97</i>	<i>22·18</i>	<i>23·49</i>	<i>19·79</i>	<i>22·61</i>
<b>CEREALS</b>								
Bread <sup>7</sup> . . . . .	17·68	19·37	18·07	17·63	17·19	17·41	18·89	17·77
Flour . . . . .	3·51	4·33	3·69	3·00	3·98	3·52	4·41	3·73
Cakes <sup>8</sup> . . . . .	10·24	10·22	10·22	9·22	9·02	9·11	8·31	8·91
Biscuits . . . . .	8·60	7·98	8·44	8·92	8·33	8·62	7·83	8·42
Other . . . . .	6·25	6·54	6·30	6·09	6·08	6·08	6·35	6·15
<i>Total Cereals</i> . . . . .	<i>46·28</i>	<i>48·44</i>	<i>46·72</i>	<i>44·86</i>	<i>44·60</i>	<i>44·74</i>	<i>45·79</i>	<i>44·98</i>
<b>BEVERAGES</b>								
Tea . . . . .	9·62	8·82	9·45	12·54	12·23	12·37	11·79	12·23
Other <sup>9</sup> . . . . .	2·96	3·18	3·01	3·09	3·38	3·26	3·57	3·30
<i>Total Beverages</i> . . . . .	<i>12·58</i>	<i>12·00</i>	<i>12·46</i>	<i>15·63</i>	<i>15·61</i>	<i>15·63</i>	<i>15·36</i>	<i>15·53</i>
<b>MISCELLANEOUS</b> . . . . .	6·70	6·67	6·68	6·31	5·95	6·10	6·01	6·10
<i>Total All Foods</i> . . . . .	<i>278·91</i> (23s. 3d.)	<i>249·14</i> (20s. 9d.)	<i>272·35</i> (22s. 8d.)	<i>297·58</i> (24s. 10d.)	<i>282·97</i> (23s. 7d.)	<i>289·80</i> (24s. 2d.)	<i>263·24</i> (21s. 11d.)	<i>283·40</i> (23s. 7d.)

<sup>1</sup> Includes cooked and canned meats and meat products.  
<sup>2</sup> Includes smoked, dried and salted.  
<sup>3</sup> Includes cooked, canned and bottled fish and fish products.  
<sup>4</sup> Includes canned and dried vegetables, and vegetable products.  
<sup>5</sup> Includes tomatoes.  
<sup>6</sup> Includes dried, canned and bottled fruit.  
<sup>7</sup> Includes rolls, fruit bread and sandwiches. In the Report for 1953 fruit bread was included with cakes, and sandwiches with "other cereals".  
<sup>8</sup> Includes buns, scones, tea-cakes, muffins and crumpets.  
<sup>9</sup> Coffee, cocos, chocolate and branded food drinks.

## Prices

64. In Table 19, the average levels of food prices paid by housewives in rural districts are compared with the corresponding levels in conurbations. The price index used is the Fisher Ideal type, the geometric mean of a conurbation-weighted and a rural-weighted index. This Table also shows index numbers of expenditure and value of consumption, together with a quantity index, obtained by dividing the expenditure index by the price index, and therefore relating only to purchased quantities, not to supplies obtained without payment. The value per head of the basic subsidised and formerly subsidised foods consumed in the country was as high as in the largest towns; an overall difference of 3 per cent arose from the non-basic foods, especially fish, fruit and vegetables. The general price level was almost exactly the same in both types of area both for basic and other foods, though there were differences for particular foods. Rural housewives paid relatively rather more for their fruit and eggs (most of the cheaper imported eggs no doubt remained in the great towns) and also for fats, but less for meat other than carcass meat and for fish. Expenditure on fish was only three-quarters of that in the conurbations, which have their own marketing facilities for this highly perishable commodity. In 1953 average fish prices had been found to be a little higher in rural than in urban areas, but prices are largely governed by variety and condition, and in 1954 it may be assumed, for example, that imported Danish plaice was mostly marketed in the London area and commanded higher prices than those obtained elsewhere for English-caught plaice.

TABLE 19

*Value of Consumption, Expenditure, Quantities Purchased and Prices paid by Rural Households expressed as percentages of those of Households in Conurbations, 1954*

	<i>Index of value of consumption</i>	<i>Expenditure index</i>	<i>Index of Quantities purchased</i>	<i>Price index</i>
All milk and milk products . . . . .	107	88	89	99
Meat:				
carcass . . . . .	92	92	92	100
other (including bacon) . . . . .	92	88	90	98
all . . . . .	92	90	91	99
Fish . . . . .	74	74	77	96
Eggs . . . . .	99	65	62	106
Fats . . . . .	112	109	107	102
Sugar and preserves . . . . .	107	106	105	101
Vegetables . . . . .	90	61	61	100
Fruit . . . . .	87	80	78	103
Cereals . . . . .	102	102	103	99
Beverages . . . . .	98	98	97	101
Miscellaneous foods <sup>1</sup> . . . . .	92	92	91	101
<i>Subsidised and formerly subsidised foods</i> . . . . .	101	92	92	100
<i>Other foods</i> <sup>1</sup> . . . . .	90	83	83	100
<i>All Foods</i> <sup>1</sup> . . . . .	97	89	88	100

<sup>1</sup> Excludes items for which only expenditure was recorded.

## Free Supplies

65. A comparison of the expenditure and value of consumption columns of Table 19 indicates that most of the differences between the urban and rural

patterns of food expenditure arose from differences in "free" supplies. Table 20, which shows the quantities obtained without payment in 1954, includes all foods for which such supplies amounted to 0.1 oz per head per week in any of the samples. Free supplies of all types of fruit and vegetables (except potatoes) and of eggs, preserves (including honey) and poultry declined in 1954, mainly because of the unfavourable weather, but self-supplies of meat, bacon and offals, which had been negligible under control, reappeared during the year. There were modest increases in free supplies of milk (other than free welfare and school milk) and butter, which were, of course, almost confined to rural households. Free fish was negligible in both rural areas and the conurbations but averaged just over a tenth of an ounce per head per week in other towns, which included the fishing ports.

66. The quantities per head of the more important vegetables obtained without payment were from 3 to over 20 times as great in rural households as in the largest towns; the differences were most pronounced for carrots and cauliflower and least for leafy salads and peas and beans. For fruit the differences tended to be smaller, and for fresh tomatoes the rural was no higher than the urban average, free supplies being greatest in the smaller towns.

TABLE 20  
 "Free" Supplies in Urban and Rural Households, 1954  
 (oz per head per week except where otherwise stated)

	Consumptions		Other Urban		Total Urban		Rural		All Households	
	Quantity	"Free" as percentage of total consumption	Quantity	"Free" as percentage of total consumption	Quantity	"Free" as percentage of total consumption	Quantity	"Free" as percentage of total consumption	Quantity	"Free" as percentage of total consumption
MILK										
Liquid	0.01	—	0.04	1	0.03	1	0.86	20	0.22	5
Liquid, welfare and school (pt)	0.22	27	0.21	26	0.21	26	0.21	27	0.21	26
Cream (pt)	—	...	...	...	...	...	0.01	51	...	17
BUTTER	0.01	...	—	—	...	...	0.26	6	0.07	2
EGGS (No.)	0.09	2	0.23	6	0.16	4	1.54	37	0.49	12
HONEY AND PRESERVES	0.06	2	0.08	2	0.07	2	0.21	5	0.10	2
MEAT										
Carcass meat and offal	0.06	...	0.08	...	0.07	...	0.13	1	0.07	...
Bacon	0.01	—	0.01	—	0.01	—	0.18	3	0.05	1
Poultry	0.02	3	0.05	11	0.03	6	0.37	57	0.11	21
Rabbit, game, etc.	...	2	0.05	1	0.03	3	0.08	27	0.03	8
FISH	0.02	...	0.11	2	0.05	1	0.03	1	0.04	1
VEGETABLES										
Cabbages	0.51	8	1.46	24	1.01	17	3.73	65	1.66	28
Brussels sprouts	0.16	7	0.43	19	0.30	14	1.56	64	0.60	26
Cauliflower	0.03	2	0.22	12	0.13	7	0.68	43	0.26	15
Leafy salads	0.16	14	0.29	27	0.23	20	0.54	58	0.30	28
Fresh legumes	0.59	16	1.60	45	1.13	31	3.46	80	1.71	45
Other fresh green vegetables	0.03	11	0.12	38	0.08	27	0.43	83	0.16	47
Potatoes, old and new	1.80	3	5.31	8	3.66	6	20.37	34	7.70	12
Carrots	0.04	1	0.18	5	0.11	3	0.52	20	0.21	7
Other root vegetables	0.21	8	0.41	16	0.31	12	1.18	46	0.52	20
Onions, shallots, etc.	0.08	2	0.22	6	0.15	4	0.52	19	0.24	7
Miscellaneous fresh vegetables	0.03	3	0.15	14	0.10	9	0.28	29	0.14	13
FRESH FRUIT										
Apples and pears	0.42	5	0.68	11	0.56	8	1.39	26	0.76	12
Stone fruit	0.03	2	0.12	12	0.08	7	0.20	18	0.10	10
Soft fruit (including quick frozen)	0.27	25	0.52	42	0.40	35	0.62	57	0.45	40
Tomatoes, fresh	0.11	2	0.24	6	0.18	4	0.17	5	0.17	4
Other fresh fruit, except bananas and citrus fruit	0.25	31	0.25	42	0.25	36	0.74	86	0.36	49
Canned and bottled fruit (incl. tomatoes)	0.08	3	0.16	5	0.12	4	0.41	16	0.19	7

## Energy Value and Nutrient Content

67. Table 21 shows the average nutritive value of diets of urban and rural households in 1953 and 1954, and of households in the conurbations in 1954.

TABLE 21  
*Energy Value and Nutrient Content of Domestic Food Consumption  
 Urban and Rural Households, 1953-54  
 (per head per day)*

	Conurbations	Other urban	All urban		Rural		Percentage differences from All Urban averages		
							Rural diets		Conurbation diets
							1953	1954	
Energy value (Cal.) .	2,592	2,595	2,502	2,591	2,593	2,739	+ 4	+ 6	+ 0
Total protein (g) .	77	76	78	76	81	79	+ 4	+ 3	+ 1
Animal protein (g) .	42	41	40	41	40	41	- 1	- 1	+ 2
Fat (g) .	107	105	101	106	100	109	- 1	+ 3	+ 1
Carbohydrate (g) .	331	336	320	333	342	361	+ 7	+ 8	- 1
Calcium (mg) .	1,023	1,014	1,024	1,018	1,106	1,088	+ 8	+ 7	+ 0
Iron (mg) .	13.5	13.3	13.2	13.4	13.5	13.4	+ 2	+ 0	+ 1
Vitamin A (i.u.) .	4,033	3,914	3,844	3,964	3,806	3,810	- 1	- 4	+ 2
Vitamin B <sub>1</sub> (mg) .	1.28	1.27	1.30	1.27	1.34	1.31	+ 3	+ 3	+ 0
Riboflavin (mg) .	1.70	1.65	1.66	1.67	1.68	1.67	+ 2	+ 0	+ 2
Nicotinic acid (mg) .	13.4	13.2	13.4	13.3	13.3	13.3	- 1	- 0	+ 1
Vitamin C (mg) .	53	50	54	51	51	48	- 4	- 7	+ 4
Vitamin D (i.u.) .	144	145	140	144	136	144	- 3	0	0

68. The rural sample in 1954, as in 1953, contained more adult men classified as active or very active than either of the urban samples (see Table 15) so that the higher energy values of the rural diets were to be expected. For all nutrients except vitamin D, the intake of which was approximately the same in all groups, the highest values were found either in the rural areas or in the conurbations. The intakes of animal protein and most vitamins, particularly vitamins A and C, were greater in the conurbations than in rural areas, while those of total protein, fat and carbohydrate (and thus energy value), calcium and vitamin B<sub>1</sub>, were greater in rural areas. The differences between urban and rural diets were very similar to those recorded in 1952 and 1953, except for the fat content of the rural household diet which in 1954 exceeded that of urban diets. The household diet of those living in the conurbations was significantly superior to that of the remainder of the urban households for several of the vitamins. The differences are discussed in relation to nutritional requirements in paragraph 70.

69. As in the previous year, most of the changes in the national diet were shared by urban and rural households. This is illustrated in Table 22. In addition, rural diets showed slight decreases in iron and riboflavin, and urban diets in nicotinic acid. The most notable increases in both urban and rural diets were in energy value, animal protein, fat and vitamin A, which have shown progressive increases since 1952: the fat content of the rural diets was one-sixth greater in 1954 than that in the corresponding diets of 1952.

**TABLE 22**  
*Diets of Urban and Rural Households, 1953 and 1954, compared with 1952*  
*(percentage change)*

	1953		1954	
	<i>All urban</i>	<i>Rural</i>	<i>All urban</i>	<i>Rural</i>
Energy value . . . . .	+ 3	+ 3	+ 7	+ 9
Total protein . . . . .	+ 1	+ 1	- 1	- 2
Animal protein . . . . .	+ 5	+ 5	+ 11	+ 9
Fat . . . . .	+ 7	+ 8	+ 13	+ 17
Carbohydrate . . . . .	+ 0	+ 1	+ 5	+ 7
Calcium . . . . .	- 1	+ 1	- 1	- 0
Iron . . . . .	+ 2	+ 1	+ 3	+ 0
Vitamin A . . . . .	+ 8	+ 9	+ 12	+ 9
Vitamin B <sub>1</sub> . . . . .	+ 2	+ 2	+ 0	+ 0
Riboflavin . . . . .	+ 2	+ 1	+ 2	+ 0
Nicotinic acid . . . . .	+ 4	+ 2	+ 3	+ 2
Vitamin C . . . . .	- 0	+ 0	- 5	- 6
Vitamin D . . . . .	- 5	- 9	- 3	- 4

70. The importance of supplies obtained otherwise than by purchase, which is shown in monetary values by season in Table 16, is illustrated in Table 23 in nutritional terms. The quantities of "free" foods, including school milk and free welfare milk, are shown in Table 20. The money value of these foods (excluding school milk, which is not valued) was greatest in the third quarter for households in each type of area, and also relatively high in the fourth quarter. In the third quarter, the value in the rural areas was six times that in the conurbations, and three times that in other urban areas. The differences were greater at other seasons of the year. Considering the year as a whole for all types of area, "free" supplies made more important contributions to vitamin C totals than to those of any other nutrient; the only seasonal exception to this was that in the first half of the year the contributions to calcium and riboflavin totals in the conurbations were about the same as the contribution to vitamin C totals. For most nutrients the contributions in both urban groups were of the order of 1 to 5 per cent, the exceptions being for vitamins B<sub>1</sub> and C. Households in conurbations obtained 6 per cent of their vitamin C from "free" supplies in the third quarter, compared with 19 per cent in other urban areas. The latter group obtained 5 per cent of their vitamin C in the first quarter and 12 per cent in the fourth quarter in this way. Households in other urban areas obtained in the third quarter 7 per cent of their vitamin B<sub>1</sub> and in the fourth quarter 4 per cent from "free" supplies (compared with 3 and 2 per cent in the conurbations), a reflection of the availability of supplies of fresh legumes and potatoes from gardens and allotments in the less densely populated urban areas. In contrast with these relatively small contributions, the percentages for calcium, iron and the vitamins in rural areas are shown in Table 23. Rural households obtained between 5 and 6 per cent of their calories, vegetable protein and fat from "free" supplies, and nearly 12 per cent of their animal protein.

71. The assessment of the household diets by comparison with the recommended allowances is shown in Table 24. In both years the average diets of all groups were adequate for energy value and all nutrients. In rural and urban household diets the percentages for protein, calcium and vitamins B<sub>1</sub> and C were less in 1954 than in 1953; in addition, the percentages for iron and riboflavin in rural and

**TABLE 23**  
*Nutritional Contribution of "Free" Food to Domestic Food Consumption in Rural Households, 1954*  
(per cent)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
Calcium . . . . .	12	11	13	14	13
Iron . . . . .	8	9	14	10	10
Vitamin A . . . . .	11	13	14	12	12
Vitamin B <sub>1</sub> . . . . .	9	8	19	13	12
Riboflavin . . . . .	15	14	18	16	16
Nicotinic acid . . . . .	6	6	14	10	9
Vitamin C . . . . .	21	20	44	35	32
Vitamin D . . . . .	5	8	6	4	6

nicotinic acid in urban diets decreased. The greater proportion of active or very active men in the rural sample caused the requirements of this sample for energy, protein and the vitamins of the B complex to exceed those of the urban groups. Thus in spite of a 6 per cent difference between the calorie value of the diet in rural areas and conurbations, the energy percentages for the two groups (shown in Table 24) were the same, and those for total protein and vitamin B<sub>1</sub>, despite smaller intakes, were greater in conurbations than in rural areas. This difference in requirements led to the result that except for calcium, for which the percentages were greater in rural diets, all maxima occurred in the diets of households resident in conurbations.

**TABLE 24**  
*Energy Value and Nutrient Content of Domestic Food Consumption, 1953-54, as Percentage of Allowances based on the British Medical Association's Recommendations*  
(per cent)

	Conurba- tions	Other urban	All urban		Rural	
	1954	1954	1953	1954	1953	1954
Energy value . . . . .	106	103	101	104	101	106
Total protein . . . . .	105	101	106	103	106	102
Calcium . . . . .	108	104	107	106	114	112
Iron . . . . .	111	107	107	108	108	107
Vitamin A . . . . .	172	163	161	167	157	158
Vitamin B <sub>1</sub> . . . . .	131	127	133	129	131	128
Riboflavin . . . . .	114	108	110	111	108	107
Nicotinic acid . . . . .	138	132	136	135	130	130
Vitamin C . . . . .	246	224	245	234	231	215

72. The higher average energy value of rural household diets was obtained mainly from a greater consumption of bread, flour and cereals, which contain relatively more starch and less protein than many other foods. The tendency, already noted in the national sample, for the percentage from protein to decrease while that for fat increased was apparent in the diets of both urban and rural households (Table 25). The decrease in the protein percentage was, however, more marked in the rural sample. The households in the conurbations obtained

the largest percentage of total protein from animal sources and the smallest proportion of total energy from carbohydrate.

TABLE 25  
Percentage of Energy Value of Diets derived from Protein, Fat and Carbohydrate  
Urban and Rural Households, 1953-54  
(per cent)

	Comurbations	Other urban	All urban		Rural	
	1954	1954	1953	1954	1953	1954
Protein . . . . .	11.8	11.7	12.4	11.8	12.4	11.5
Fat . . . . .	37.0	36.5	36.4	36.8	34.9	35.9
Carbohydrate . . . . .	51.2	51.8	51.2	51.5	52.7	52.7
Total energy value . . . . .	100.0	100.0	100.0	100.0	100.0	100.0
Animal protein as percentage of total protein . . . . .	55.2	53.7	51.6	54.4	49.4	52.2

## IV Household Diets of Social Classes

### CLASSIFICATION

73. The definition of social class was based on the gross income of the head of the household, the income ranges employed being those introduced in 1953 with points of sub-division at £6, £9 and £15 per week. It must be stressed that housewives are frequently liable to understate their husbands' incomes, and that informants in the higher income groups are particularly reluctant to state incomes in full or indeed at all. Although no change in classification was made, comparisons with the previous year are affected by the continued rise in earnings, which carried many households into a higher class as thus defined. Table 26 illustrates the general increase in money incomes during 1953-54.

TABLE 26  
Distribution of Sample of Households by Social Class  
(per cent)

Social Class	Gross weekly income of head of household	1953				1954			
		1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
A	£15 and over . . . . .	6.7	5.0	5.9	6.1	7.6	7.3	8.2	8.9
B	From £9 but under £15 . . . . .	20.9	21.7	25.9	25.2	28.8	29.1	30.8	32.5
C	From £6 but under £9 . . . . .	38.7	40.7	38.1	40.1	35.9	37.2	34.8	32.7
D	Under £6 . . . . .	33.7	32.6	30.1	28.6	27.7	26.4	26.2	25.9



74. Because of the movement of households up the income scale, by the end of 1954 Class B comprised a substantially lower section of the distribution than a year before, and included a larger proportion of the manual working class. Class A was gradually becoming diluted with households who brought with them dietary habits characteristic of their former class. To obtain a group exhibiting an essentially middle-class way of life it is necessary to fix an income limit appreciably higher than £15 per week. Class A has therefore been sub-divided into Class A<sub>1</sub>, in which the income of the head exceeded £24 per week, and Class A<sub>2</sub>, £15-£24 per week. The numbers in the former were too small to support a reliable quarterly estimate, and the analysis of their consumption and expenditure therefore relates to the year as a whole.

## EXPENDITURE AND CONSUMPTION

75. Table 27 gives the average domestic food expenditure and social class distribution of the households in the sample. The lowest income group contains a sub-group of households solely or mainly dependent on old age pensions, and the remaining households of this class have been further sub-divided into those containing one or more earners (Class D<sub>1</sub>) and those without an earner (Class D<sub>2</sub>). These sub-groups differ so widely that it has not been considered necessary to give figures for Class D as a whole.

TABLE 27  
*Food Expenditure and Social Distribution of Households, 1954*

	Social Class								All households
	A			B	C	D			
	A <sub>1</sub>	A <sub>2</sub>	All A			Excluding O.A.P. with earners (D <sub>1</sub> )	without earners (D <sub>2</sub> )	O.A.P.	
Number of households . . . . .	258	663	921	3,498	4,073	1,732	502	844	11,570
Number of persons . . . . .	888	2,194	3,082	12,562	14,354	5,332	922	1,280	37,532
Average size of household . . . . .	3.44	3.31	3.35	3.59	3.52	3.08	1.84	1.52	3.24
Average number of adults . . . . .	2.34	2.19	2.23	2.21	2.25	2.34	1.61	1.50	2.16
Food expenditure per week:	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>	<i>s. d.</i>
Per person . . . . .	29 3	26 10	27 5	24 2	22 10	22 11	22 9	21 9	23 7
Per household . . . . .	100 6	88 8	91 11	86 11	80 3	70 6	41 9	33 0	76 6
Percentage change in expenditure per person compared with 1953 . . . . .	n.a.	n.a.	+ 2.5	+ 3.5	+ 2.6	+ 4.6	+ 3.4	+ 4.0	+ 4.0

76. Class differences in food expenditure tended to diminish in 1954, though this may have been partly due to the infiltration of households from the lower income groups into the higher. The percentage rise in food expenditure compared with the previous year was smallest in Class A and greatest in Class D<sub>1</sub>, which tended to resemble Class C, containing the main body of the manual working class. Expenditure by old age pensioner households moved a little nearer to that in the closely related Class D<sub>2</sub>, which also consisted largely of elderly adults.

77. The average food expenditure and value of food obtained for domestic consumption by households of different social class are shown for each quarter of the year in Table 28. As usual, class differences widened seasonally between the first and second quarters, mainly because of increased expenditure on fresh fruit and vegetables by Class A households at one end of the income scale and reduced

**TABLE 28**  
*Food Expenditure and Value of Consumption by Social Class, 1954*  
(per head per week)

	Social Class									All households
	A			B	C	D			O.A.P.	
	A1	A2	All			Excluding O.A.P.		O.A.P.		
				with earners (D1)	without earners (D2)					
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	
<b>1ST QUARTER</b>										
Expenditure . . . . .	27 6	26 0	26 7	23 6	21 8	21 6	20 6	20 8	22 6	
Value of "free" food . . . . .	3 10	1 4	2 2	6	6	6	5	4	7	
Value of consumption . . . . .	31 4	27 4	28 8	24 0	22 2	22 0	20 11	21 0	23 1	
<b>2ND QUARTER</b>										
Expenditure . . . . .	30 3	27 7	28 2	23 11	22 11	22 6	23 9	21 1	23 6	
Value of "free" food . . . . .	2 1	1 3	1 5	7	6	7	6	6	7	
Value of consumption . . . . .	32 5	28 10	29 8	24 6	23 5	23 2	24 3	21 7	24 2	
<b>3RD QUARTER</b>										
Expenditure . . . . .	30 8	27 0	28 0	24 9	23 4	23 11	22 2	22 3	24 3	
Value of "free" food . . . . .	3 2	2 8	2 10	1 2	1 3	1 4	11	1 1	1 4	
Value of consumption . . . . .	33 11	29 8	30 10	25 11	24 7	25 2	23 1	23 4	25 7	
<b>4TH QUARTER</b>										
Expenditure . . . . .	28 4	26 8	27 0	24 8	23 3	23 7	24 5	22 11	24 2	
Value of "free" food . . . . .	1 8	1 8	1 8	9	11	9	11	5	11	
Value of consumption . . . . .	30 1	28 3	28 9	25 5	24 2	24 4	25 4	23 4	25 1	
<b>YEARLY AVERAGE</b>										
Expenditure . . . . .	29 3	26 10	27 5	24 2	22 10	22 11	22 9	21 9	23 7	
Value of "free" food . . . . .	2 8	1 9	2 0	9	10	10	8	7	10	
Value of consumption . . . . .	31 11	28 7	29 6	24 11	23 7	23 8	23 5	22 4	24 6	

expenditure on eggs by old age pensioner households at the other. There was a further increase in expenditure or in value of consumption in the third quarter in all classes except the sample of Class D households without earners, which happened in this period to have an abnormally low average income. In the fourth quarter expenditure declined except in Class D2 and the O.A.P. group, and differences between classes were reduced. In comparison with the previous year, class differences in value of consumption showed little change, as the following comparison indicates:

Social Class	A	B	C	D1	D2	O.A.P.	All
Value of consumption compared with all households:							
1953 . . . . .	121	103	98	97	98	91	100
1954 . . . . .	120 <sup>1</sup>	102	96	97	96	91	100

<sup>1</sup> Class A1, 130; Class A2, 116.

78. The pattern of class differences in expenditure (Table 29) and consumption (Table 30) was generally similar to that found in 1953. Comparatively few foods exhibited a continuous downward gradient in consumption and expenditure throughout all classes from A1 to the old age pensioner households. This simple pattern was, of course, found for pure luxuries such as cream, and the gradient was also fairly regular for unrationed cheese, meat other than carcass meat and

bacon, eggs, vegetables other than potatoes and fresh greens, and fruit other than fresh fruit. For fresh fruit there was a continuous downward trend from A1 to D1 and the O.A.P. group, with a higher average in other Class D households without earners, suggesting that they were tending to retain their middle-class tastes in reduced circumstances. Class D2 also had a comparatively high consumption of fresh green vegetables, and their consumption of fresh and processed fish was exceeded only by Class A1, though they tended to buy the less expensive kinds. They spent more than any other social class on liquid milk, and showed a liking for butter which would place them above Class B; this taste was shared by old age pensioner households and to a smaller extent by Class D1, and may be explained by the relatively small number of children in these groups. The diet of Class C households, on the other hand, was much affected by the presence of children, which probably explains their tendency to buy margarine instead of butter and their low expenditure on fish.

79. Expenditure on and consumption of bread was highest in Classes C and D1, and on potatoes in Classes B and C. The point of maximum expenditure on potatoes tended to move up the income scale in early summer, when the higher income groups bought relatively more new potatoes, and down again as the average price of potatoes declined.

80. The older groups (D2 and O.A.P.) were enabled by their lower energy requirements to reduce their expenditure on bread and potatoes and, even on their limited incomes, to exercise some preference for more varied foods. They also spent more than other classes on flour and less on cakes, probably because they baked their own.

TABLE 29  
*Domestic Food Expenditure by Social Class, 1954*  
(pence per head per week)

	Social Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
<b>MILK</b>									
Liquid, retail . . . . .	32·14	29·31	30·13	25·44	23·74	26·32	32·90	31·83	25·71
Liquid, welfare and school . . . . .	0·91	1·13	1·06	1·32	1·14	0·47	0·19	0·01	1·04
Other milk . . . . .	0·93	1·36	1·24	1·55	1·62	1·35	0·98	1·22	1·50
Cream . . . . .	3·34	1·46	2·00	0·62	0·42	0·36	0·24	0·10	0·60
<i>Total Milk and Cream</i> . . . . .	<i>37·32</i>	<i>33·26</i>	<i>34·43</i>	<i>28·93</i>	<i>26·92</i>	<i>28·50</i>	<i>34·31</i>	<i>33·16</i>	<i>28·85</i>
<b>CHEESE</b>									
Ration-type . . . . .	3·90	4·19	4·08	3·88	4·24	4·21	4·60	4·58	4·12
Other . . . . .	2·60	1·76	2·00	1·35	1·16	1·19	1·38	0·98	1·30
<i>Total Cheese</i> . . . . .	<i>6·50</i>	<i>5·95</i>	<i>6·08</i>	<i>5·23</i>	<i>5·40</i>	<i>5·40</i>	<i>5·98</i>	<i>5·56</i>	<i>5·42</i>
<b>MEAT</b>									
Carcass . . . . .	51·19	44·23	46·21	39·30	36·90	38·36	37·71	37·64	38·75
Bacon and ham, uncooked . . . . .	16·76	15·50	15·84	14·66	14·13	14·80	13·15	13·51	14·47
Other meat <sup>1</sup> . . . . .	30·41	25·90	27·14	24·57	23·39	23·39	17·64	15·24	23·64
<i>Total Meat</i> . . . . .	<i>98·36</i>	<i>85·63</i>	<i>89·19</i>	<i>78·53</i>	<i>74·42</i>	<i>76·55</i>	<i>68·50</i>	<i>66·39</i>	<i>76·86</i>

<sup>1</sup> Includes cooked and canned meats and meat products.

TABLE 29 (contd.)  
(pence per head per week)

	Social Class							All house- holds	
	A			B	C	D			
	A1	A2	All			excluding with earners (D1)	O.A.P. without earners (D2)		O.A.P.
<b>FISH</b>									
Fresh and processed <sup>a</sup>	12.90	9.85	10.70	6.88	6.14	6.78	8.99	7.66	6.98
Prepared <sup>b</sup>	2.70	2.90	2.82	3.26	3.19	3.28	2.27	2.90	3.16
<b>Total Fish</b>	<b>15.60</b>	<b>12.75</b>	<b>13.52</b>	<b>10.14</b>	<b>9.33</b>	<b>10.06</b>	<b>11.26</b>	<b>10.56</b>	<b>10.14</b>
<b>EGGS</b>	<b>17.85</b>	<b>18.65</b>	<b>18.39</b>	<b>17.20</b>	<b>15.27</b>	<b>14.50</b>	<b>13.72</b>	<b>12.71</b>	<b>15.96</b>
<b>FATS</b>									
Butter	14.74	13.38	13.78	11.65	10.66	11.58	12.26	12.74	11.50
Margarine	4.62	5.35	5.14	5.93	6.30	5.98	5.74	5.62	5.99
Lard and compound cooking fat	2.46	3.11	2.92	3.38	3.23	3.06	2.71	2.90	3.21
Other fats	0.86	0.70	0.74	0.76	0.83	0.72	0.71	0.57	0.77
<b>Total Fats</b>	<b>22.68</b>	<b>22.54</b>	<b>22.58</b>	<b>21.72</b>	<b>21.02</b>	<b>21.34</b>	<b>21.42</b>	<b>21.83</b>	<b>21.47</b>
<b>SUGAR AND PRESERVES</b>									
Sugar	8.57	8.30	8.30	8.24	8.25	8.24	7.82	8.64	8.25
Honey, preserves, syrup and treacle	4.77	4.58	4.64	4.12	4.06	3.84	5.12	5.05	4.16
<b>Total Sugar and Preserves</b>	<b>13.34</b>	<b>12.88</b>	<b>12.94</b>	<b>12.36</b>	<b>12.31</b>	<b>12.08</b>	<b>12.94</b>	<b>13.69</b>	<b>12.41</b>
<b>VEGETABLES</b>									
Potatoes (including chips and crisps)	7.79	7.83	7.79	10.02	9.59	9.37	7.14	7.60	9.42
Fresh green	9.43	7.23	7.79	5.63	4.59	4.90	4.81	4.10	5.23
Other	10.00	9.52	9.61	8.89	8.30	8.07	6.45	6.00	8.44
<b>Total Vegetables other than Potatoes</b>	<b>19.43</b>	<b>16.75</b>	<b>17.40</b>	<b>14.52</b>	<b>12.89</b>	<b>12.97</b>	<b>11.26</b>	<b>10.10</b>	<b>13.67</b>
<b>FRUIT</b>									
Fresh <sup>c</sup>	30.79	24.52	26.09	17.34	13.55	12.84	14.99	11.02	15.69
Other <sup>d</sup>	11.43	10.39	10.74	7.56	6.40	5.61	5.23	3.01	6.92
<b>Total Fruit<sup>e</sup></b>	<b>42.22</b>	<b>34.91</b>	<b>36.83</b>	<b>24.90</b>	<b>19.95</b>	<b>18.45</b>	<b>20.22</b>	<b>14.03</b>	<b>22.61</b>
<b>CEREALS</b>									
Bread <sup>f</sup>	14.61	15.25	15.09	16.99	18.53	19.46	16.98	17.29	17.77
Flour	3.18	3.83	3.63	3.60	3.87	3.51	3.95	4.21	3.73
Cakes <sup>g</sup>	7.66	8.86	8.57	9.09	9.19	8.80	7.58	7.13	8.91
Biscuits	10.09	10.18	10.13	9.08	8.10	7.22	8.36	6.58	8.42
Other	6.99	7.77	7.55	6.55	5.96	5.16	5.67	5.45	6.15
<b>Total Cereals</b>	<b>42.53</b>	<b>45.89</b>	<b>44.97</b>	<b>45.31</b>	<b>45.65</b>	<b>44.15</b>	<b>42.54</b>	<b>40.66</b>	<b>44.98</b>
<b>BEVERAGES</b>									
Tea	10.66	10.91	10.82	11.94	12.11	13.00	13.58	15.79	12.23
Other <sup>h</sup>	7.67	5.48	6.12	3.31	2.77	2.94	3.77	4.01	3.30
<b>Total Beverages</b>	<b>18.33</b>	<b>16.39</b>	<b>16.94</b>	<b>15.25</b>	<b>14.88</b>	<b>15.94</b>	<b>17.35</b>	<b>19.80</b>	<b>15.53</b>
<b>MISCELLANEOUS</b>	<b>8.62</b>	<b>8.12</b>	<b>8.14</b>	<b>6.39</b>	<b>5.84</b>	<b>5.27</b>	<b>5.88</b>	<b>4.77</b>	<b>6.10</b>
<b>Total Expenditure</b>	<b>350.56</b> (29s. 3d.)	<b>321.58</b> (26s. 10d.)	<b>329.25</b> (27s. 5d.)	<b>290.46</b> (24s. 2d.)	<b>273.51</b> (22s. 10d.)	<b>274.52</b> (22s. 11d.)	<b>272.55</b> (22s. 9d.)	<b>260.85</b> (21s. 9d.)	<b>283.40</b> (23s. 7d.)

- <sup>a</sup> Includes smoked, dried and salted.
- <sup>b</sup> Includes cooked, canned and bottled fish and fish products.
- <sup>c</sup> Includes canned and dried vegetables, and vegetable products.
- <sup>d</sup> Includes tomatoes.
- <sup>e</sup> Includes dried, canned and bottled fruit.
- <sup>f</sup> Includes rolls, fruit bread and sandwiches.
- <sup>g</sup> Includes buns, scones, tea-cakes, muffins and crumpets.
- <sup>h</sup> Coffee, cocos, chocolate and branded food drinks.

**TABLE 30**  
**Domestic Food Consumption by Social Class, 1954**  
*(oz per head per week except where otherwise stated)*

	Social Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
<b>MILK</b>									
Liquid, retail (pt)	5.47	4.93	5.08	3.91	3.70	4.12	4.82	4.72	4.01
Liquid, welfare and school (pt)	0.67	0.80	0.76	0.99	0.89	0.42	0.27	0.03	0.80
Other milk (pt or eq. pt)	0.10	0.22	0.18	0.25	0.29	0.21	0.12	0.16	0.26
Cream (pt)	0.09	0.02	0.04	0.01	—	—	—	—	0.01
Total Milk and Cream (pt or eq. pt)	6.33	5.97	6.06	5.16	4.88	4.75	5.21	4.91	5.08
<b>CHEESE</b>									
Ration-type	2.31	2.50	2.43	2.34	2.55	2.53	2.78	2.78	2.48
Other	0.82	0.56	0.64	0.44	0.38	0.40	0.44	0.32	0.42
Total Cheese	3.13	3.06	3.07	2.78	2.93	2.93	3.22	3.10	2.90
<b>MEAT</b>									
Carcass	21.85	19.24	19.99	17.57	16.93	17.80	18.00	18.58	17.61
Bacon and ham, uncooked	6.14	5.66	5.78	5.33	5.26	5.50	4.94	5.08	5.33
Other meat <sup>1</sup>	12.45	10.83	11.30	10.83	10.91	11.12	8.68	7.91	10.73
Total Meat	40.44	35.73	37.07	33.73	33.10	34.42	31.62	31.57	33.67
<b>FISH</b>									
Fresh and processed <sup>2</sup>	6.71	5.98	6.21	4.34	4.12	4.57	6.38	5.46	4.51
Prepared <sup>3</sup>	0.79	0.95	0.89	1.14	1.23	1.25	0.88	1.09	1.17
Total Fish	7.50	6.93	7.10	5.48	5.35	5.82	7.26	6.55	5.68
<b>EGGS (No.)</b>	5.42	5.21	5.28	4.45	4.11	3.98	3.56	3.44	4.26
<b>FATS</b>									
Butter	5.48	4.94	5.10	4.14	3.76	4.15	4.34	4.43	4.09
Margarine	3.74	4.26	4.10	4.72	5.09	4.81	4.59	4.51	4.81
Lard and compound cooking fat	1.58	2.06	1.91	2.30	2.20	2.10	1.83	1.97	2.18
Other fats	0.51	0.46	0.49	0.56	0.65	0.56	0.47	0.49	0.59
Total Fats	11.31	11.72	11.60	11.72	11.70	11.62	11.23	11.40	11.67
<b>SUGAR AND PRESERVES</b>									
Sugar	16.88	16.76	16.65	16.90	17.02	17.02	16.11	17.99	16.96
Honey, preserves, syrup and treacle	4.64	4.39	4.47	4.08	4.12	3.91	5.44	5.12	4.17
Total Sugar and Preserves	21.52	21.15	21.12	20.98	21.14	20.93	21.55	23.11	21.13
<b>VEGETABLES</b>									
Potatoes (including chips and crisps)	56.26	54.67	55.30	64.97	65.43	62.98	50.64	50.94	63.24
Fresh green	19.87	16.59	17.39	14.81	14.74	14.30	14.85	13.98	14.89
Other <sup>4</sup>	16.03	16.51	16.30	15.73	15.50	15.38	14.49	13.62	15.52
Total Vegetables other than Potatoes	35.90	33.10	33.69	30.54	30.24	29.68	29.34	27.60	30.41
<b>FRUIT</b>									
Fresh <sup>5</sup>	37.65	30.45	32.29	21.94	17.23	16.36	21.09	15.46	19.96
Other <sup>6</sup>	8.16	7.68	7.83	5.97	5.28	4.58	4.49	2.69	5.54
Total Fruit <sup>6</sup>	45.81	38.13	40.12	27.91	22.51	20.94	25.58	18.15	25.50

<sup>1</sup> Includes cooked and canned meats and meat products.

<sup>2</sup> Includes smoked, dried and salted.

<sup>3</sup> Includes cooked, canned and bottled fish and fish products.

<sup>4</sup> Includes dried and canned vegetables, and vegetable products.

<sup>5</sup> Includes tomatoes.

<sup>6</sup> Includes dried, canned and bottled fruit.

TABLE 30 (contd.)  
(oz per head per week except where otherwise stated)

	Social Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
<b>CEREALS</b>									
Bread <sup>1</sup>	42.58	46.40	45.37	53.81	59.22	61.83	52.63	54.32	56.28
Flour	7.55	9.04	8.62	8.52	9.13	8.32	9.37	9.95	8.81
Cakes <sup>2</sup>	4.13	4.92	4.73	5.19	5.56	5.40	4.78	4.97	5.29
Biscuits	5.40	5.64	5.55	5.28	4.88	4.36	5.45	4.34	4.99
Other	5.66	6.27	6.08	5.54	5.25	4.63	5.23	6.26	5.35
Total Cereals	65.32	72.27	70.35	78.34	84.04	84.54	77.46	79.84	80.72
<b>BEVERAGES</b>									
Tea	2.38	2.49	2.45	2.73	2.82	3.01	3.14	3.64	2.82
Other <sup>3</sup>	1.44	1.06	1.18	0.76	0.69	0.73	0.88	1.02	0.79
Total Beverages	3.82	3.55	3.63	3.49	3.51	3.74	4.02	4.66	3.61

- <sup>1</sup> Includes rolls, fruit bread and sandwiches.
- <sup>2</sup> Includes buns, scones, tea-cakes, muffins and crumpets.
- <sup>3</sup> Coffee, cocos, chocolate and branded food drinks.

81. Table 31 shows the quantities of tea obtained for consumption by households of different social class in 1953 and the four quarters of 1954. Since tea can be stored by the housewife for a fairly long period, the quantity purchased in a particular quarter may differ appreciably from the household's actual consumption, which cannot now be definitely ascertained as changes in larder stocks are not recorded. Such differences would be more likely to occur during a period of rising prices. As pointed out in paragraph 50 above, it is believed that in 1954 many housewives had to replenish their stocks while prices were rising. It is noteworthy that households in Class A, who usually drink less tea than other income groups, substantially reduced their purchases towards the end of the year as prices increased, perhaps because they were still able to draw on larder stocks, while old age pensioner households reacted quite differently and bought more tea in the last quarter of 1954 than ever before. Thus the reversed class gradient which had emerged on decontrol became abnormally steep, the poorest households buying nearly twice as much tea per head as the highest income group. No doubt many old people increased their purchases of tea in anticipation of further rises in price to which they would have been particularly vulnerable because of their high tea consumption. This increased expenditure does not seem to have been diverted from other foods, but to have come from the non-food sector or from savings. Early in 1955 tea prices began to fall and purchases by the extreme income groups became more normal.

82. The patterns of food consumption and expenditure were closely similar, and, as in previous years, class gradients were in most cases somewhat steeper for expenditure than for consumption, owing to class differences in price. Some exceptions can be explained by differences in the volume of "free" supplies; thus, expenditure on eggs was highest in Class A2 but consumption was highest in Class A1, not because the housewives in the highest income group bought cheaper eggs but because more of them had their own source of supply.

83. The increase in the proportion of expenditure devoted to the subsidised and formerly subsidised foods (Table 32) was halted and in some classes even

**TABLE 31**  
*Quantities of Tea obtained for Consumption, 1953 and 1954*  
(oz per head per week)

<i>Social Class</i>	<i>A</i>	<i>B</i>	<i>C</i>	<i>D1</i>	<i>D2</i>	<i>O.A.P.</i>	<i>All house-holds</i>	<i>Average price per lb</i>
1953: Yearly average	2.39	2.48	2.64	2.78	2.97	3.48	2.65	s. d. 4 9
1954: 1st Quarter .	2.55	2.78	2.89	2.97	3.20	3.49	2.87	5 2½
2nd Quarter .	2.75	2.64	2.86	2.97	2.98	3.43	2.83	5 6½
3rd Quarter .	2.31	2.73	2.71	3.07	3.22	3.50	2.77	5 9½
4th Quarter .	2.20	2.78	2.80	3.02	3.18	4.16	2.82	6 6½
Yearly average	2.45	2.73	2.82	3.01	3.14	3.64	2.82	5 9

reversed during the first half of the year, but was resumed in the third quarter after rationing ended. Social class differences in the percentages did not widen appreciably as controls were removed. It is of interest that this criterion places Class D2 below D1, though above the old age pensioner group.

**TABLE 32**  
*Expenditure on Subsidised and formerly Subsidised Foods<sup>1</sup> as Percentage of Expenditure on All Foods, 1953-54*  
(per cent)

<i>Social Class</i>	<i>1953</i>				<i>1954</i>			
	<i>1st Quarter</i>	<i>2nd Quarter</i>	<i>3rd Quarter</i>	<i>4th Quarter</i>	<i>1st Quarter</i>	<i>2nd Quarter</i>	<i>3rd Quarter</i>	<i>4th Quarter</i>
<i>A</i> . . .	50	49	55	55	54	53	56	59
<i>B</i> . . .	54	54	59	59	59	59	60	62
<i>C</i> . . .	56	57	60	60	61	60	61	63
<i>D1</i> . . .	57	57	61	62	63	62	63	64
<i>D2</i> . . .	57	61	62	63	64	60	64	65
<i>O.A.P.</i> .	63	62	66	67	66	67	66	69
<i>All house-holds</i> .	55	56	60	60	60	60	61	62

<sup>1</sup> See footnote <sup>2</sup> to Table 7.

### ENERGY VALUE AND NUTRIENT CONTENT

84. Table 33 shows the energy and nutrient values of household diets according to social class. As in previous years the differences between the classes, especially between B, C and D1 (with earners), were comparatively small for nearly every nutrient. Except for energy value and carbohydrate, the nutritive value of the diet was highest in Class A, substantial differences between the diet of this class and all others being found for animal protein, fat, calcium, riboflavin and vitamins A, C and D. The differences between the highest income group (Class A1) and the rest were particularly marked for animal protein, riboflavin, nicotinic acid and vitamin C. The nutrient content of the diets of Class B households tended to be somewhat greater and that of Classes C and D1 slightly smaller than the average for all households, but the departures from the national average did not exceed

3 per cent except for vitamin C. These three groups, which included 86 per cent of all persons in the sample, comprised all households containing earners in which the gross income of the head, as stated by the housewife, did not exceed £15 per week. The lowest values for nearly every nutrient occurred in one or other of the two remaining groups, Class D2 and the old age pensioner households, usually the latter. As both these groups consisted mainly of older people, this result was expected; their energy requirements were lower than those of the young, and their requirements of protein and the B vitamins were related to their energy needs. The nutritive value of the Class D2 diet was closely similar to that in old age pensioner households, except for vitamins C and D, for which Class D2 had the advantage by 15 per cent and 9 per cent respectively. There were, indeed, some outstanding differences between these two classes, especially Class D2's higher consumption of milk and fruit and lower consumption of potatoes and bread; but although they differed in social background and in tastes, their actual needs were much the same, and from the nutritional point of view the differences in the type of food consumed were to some extent compensatory, so that the nutritive values of the total diets remained similar and generally adequate.

85. In comparison with 1953, all classes showed increases in energy, carbohydrate and fat and decreases in nicotinic acid and vitamin C. All but Class D2 increased in animal protein and vitamin A and all but Class D2 and old age pensioner households in vitamin D. All but Class A decreased in protein, calcium and vitamin B<sub>1</sub> as well as nicotinic acid and vitamin C. The most striking feature was that, compared with 1953, Class A showed only two decreases, that for nicotinic acid being less than 1 per cent and that for vitamin C about 5 per cent. Class D2, containing households dependent on unearned incomes other than State pensions, lost some ground; their diet showed decreases in total protein, iron and all the vitamins, and fell below the national average except for animal protein and calcium. In old age pensioner households, on the other hand, the decreases were somewhat less than those for Class D2. The iron content of their diet showed no improvement at about 8 per cent below the national average; for Class D2 the departure from the national average increased from 5 per cent in 1953 to 7 per cent in 1954. These lower iron intakes arose from the lower average consumption by these groups of a wide range of foods, including eggs, canned meat, liver, sausages, all vegetables, bread, cakes and pastries, and biscuits.

86. The values for protein, fat, iron, vitamin A, riboflavin and vitamin C had fairly steady downward trends from Class A to the old age pensioner households. Vitamin B<sub>1</sub> also showed a class gradient which was not apparent in 1953. Vitamin C exhibited the widest range, 42 per cent of the national average, the figure for Class A being 24 per cent above the average for all households and that for old age pensioner households 18 per cent below it. The range was also substantial for vitamins A (24 per cent) and D (20 per cent), and for animal protein (17 per cent). For nicotinic acid and calcium the downward trends were interrupted by higher values in Classes D1 and D2 respectively. Energy value, vegetable protein and carbohydrate all showed the usual maximum in Class C.

87. The adequacy of the average diets of households of different social class has been calculated by comparison with the allowances recommended by the British Medical Association. Table 34 shows that, with the exception of iron in the diets of Class D2 and old age pensioner households, all values were at least 100 per cent of the recommended allowances. Although these two groups appeared to be short of this mineral, no allowance has been made for differences between the iron requirement of younger and older adults, so that the requirement scale for old persons may have over-estimated their needs.



**TABLE 33**  
**Energy Value and Nutrient Content of Diets of Households of Different Social Class,**  
**1954**  
**(per head per day)**

	Social Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
Energy value (Cal.) .	2,614	2,625	2,618	2,620	2,644	2,627	2,522	2,548	2,626
Total protein (g) .	81	79	79	77	77	77	74	73	77
Animal protein (g) .	50	46	47	42	40	41	41	40	41
Fat (g) .	115	112	113	107	105	105	103	102	107
Carbohydrate (g) .	313	325	321	337	347	344	325	335	340
Calcium (mg) .	1,129	1,107	1,114	1,035	1,027	1,014	1,034	1,001	1,034
Iron (mg) .	14.2	13.8	14.0	13.4	13.4	13.2	13.4	12.3	13.4
Vitamin A (i.u.) .	4,505	4,517	4,508	4,000	3,843	3,808	3,499	3,550	3,911
Vitamin B <sub>1</sub> (mg) .	1.35	1.31	1.32	1.29	1.28	1.27	1.22	1.22	1.28
Riboflavin (mg) .	1.90	1.82	1.84	1.68	1.64	1.62	1.62	1.60	1.67
Nicotinic acid (mg) .	14.4	13.6	13.8	13.2	13.2	13.4	12.8	12.7	13.3
Vitamin C (mg) .	71	59	62	53	48	46	47	41	50
Vitamin D (i.u.) .	154	151	152	143	146	140	134	123	144

88. Broadly, there were downward trends in the percentages for energy value and each nutrient from Classes A to C, and except for protein, calcium and nicotinic acid, on to Class D1. For iron and vitamins A and C there were declines from Class A to old age pensioner households. For energy value and the nutrients associated with energy requirements, Class D2 and old age pensioner households reached the levels of Classes A or B. The differences between Class A1 and the rest were most marked for vitamin C and the B vitamins.

89. Compared with the previous year there was a rise in the percentages for energy value and vitamin A (except in Class D2) but, with few exceptions, the percentages for other nutrients fell in each of the classes. Broadly, decreases were greatest in Class D2 and least in Class A: amongst nutrients, they were greatest for vitamin C and generally least for iron. The difference between the values for old age pensioner households and Class D2 continued, as in 1953, to decrease.

90. The proportions of the total energy value derived from protein, fat and carbohydrate and of the total protein derived from animal sources in 1952-54 are shown in Table 35. The contributions of protein to the total energy value of the diet decreased for all classes in 1954 compared with earlier years, while those from fat increased for Classes A, B, C and D1; there was a tendency for the proportions from carbohydrate to increase, particularly in old age pensioner households and Class D2. Old age pensioner households obtained the lowest contribution from protein and highest from carbohydrate because their diet contained a relatively high proportion of cereals. The pattern of the Class A1 household diet is particularly noteworthy, in that nearly 40 per cent of the calories were derived from fat, over 12 per cent from protein and only 48 per cent from carbohydrate. Between 1952 and 1954 the proportion of the total protein derived from animal sources increased in all classes. Throughout these years similar relationships between classes were maintained. The percentages in 1954 were maximal in Class A1 and minimal in Class C; as in the previous year, those for Class D1 resembled Class C, while those for Class D2 were greater and those for old age pensioner households smaller than in Class B.

TABLE 34  
*Energy Value and Nutrient Content of Diets of Households of Different Social Class expressed as a Percentage of Allowances based on the British Medical Association's Recommendations (per cent)*

	Social Class								All households
	A			B	C	D			
	A1	A2	All			excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
Energy value .	109	109	109	106	103	102	108	109	105
Total protein .	113	109	110	103	100	102	111	114	103
Calcium .	120	117	118	106	105	107	112	112	107
Iron .	116	114	115	111	108	103	95	93	108
Vitamin A .	190	194	193	173	163	152	133	129	164
Vitamin B <sub>1</sub> .	141	137	139	131	126	125	131	131	129
Riboflavin .	130	124	126	112	106	104	113	113	109
Nicotinic acid.	151	143	145	135	130	131	137	137	134
Vitamin C .	326	275	287	246	219	205	211	184	229

TABLE 35  
*Percentage of Energy Value of Diets in Households of Different Social Classes derived from Protein, Fat and Carbohydrate: 1952, 1953 and 1954 (per cent)*

	Social Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
				with earners (D1)	without earners (D2)				
<b>Protein</b>									
1952 . .	n.a.	n.a.	12.9	12.6	12.6	12.7		12.5	12.6
1953 . .	n.a.	n.a.	12.8	12.4	12.4	12.5	12.6	12.3	12.4
1954 . .	12.4	12.0	12.1	11.7	11.6	11.7	11.7	11.5	11.7
<b>Fat</b>									
1952 . .	n.a.	n.a.	36.7	34.6	33.8	34.1		34.6	34.5
1953 . .	n.a.	n.a.	38.4	36.2	35.2	35.3	36.8	36.0	36.0
1954 . .	39.7	38.5	38.8	36.9	35.8	35.9	36.8	35.9	36.5
<b>Carbohydrate</b>									
1952 . .	n.a.	n.a.	50.4	52.8	53.6	53.2		52.9	52.9
1953 . .	n.a.	n.a.	48.8	51.4	52.4	52.2	50.6	51.7	51.6
1954 . .	47.9	49.5	49.1	51.4	52.6	52.3	51.6	52.6	51.8
<b>Animal protein as percentage of total protein:</b>									
1952 . .	n.a.	n.a.	55.0	49.4	47.2	48.3		48.3	48.6
1953 . .	n.a.	n.a.	58.0	52.5	49.9	49.6	53.4	50.9	51.1
1954 . .	62.2	58.9	59.8	54.4	52.4	52.8	55.1	53.9	53.9

# V

## Household Diets and Family Composition

### CLASSIFICATION

**91.** In earlier studies of the effect of household composition on food expenditure and consumption, comparisons were confined to "classified" households consisting of one man and one woman with or without children or adolescents. This group of two-adult households was chosen because it enables the effect of the addition of a child to the household to be assessed, keeping the adult element relatively constant. The two-adult households were sub-divided in 1953 into older couples (one or both over 55) and younger couples (both under 55); the latter provided an improved basis for comparison with households containing different numbers of children, since few adults in classified households with children are over 55 years old. Old age pensioner households were originally omitted from the household composition analysis in order to make the two-adult households more nearly comparable with the family households, but now that childless couples have been reclassified according to age, the old age pensioner households have been assigned to their proper household types. It will be seen from Table 2 of Appendix A that 37 per cent of the O.A.P. households consisted of older childless couples and 62 per cent of other combinations of adults (usually one elderly woman living alone). The effect on other household types of the inclusion of O.A.P. households is therefore negligible.

**92.** In 1954 about 62 per cent of all households were of the so-called classified types, i.e., one male and one female adult with or without children or adolescents. In addition, three groups of households in which the adult element was other than one man and one woman have been distinguished in order to complete the analysis, namely:

- (a) households consisting of adults only (one, or three or more, or two of the same sex);
- (b) households containing one or more adolescents, but no children;
- (c) households containing one or more children, with or without adolescents.

The patterns of food expenditure in these three groups are respectively somewhat similar to those found for childless couples, classified households with adolescents but no children, and classified households with both children and adolescents, or with three children.

**93.** The upper age limit for "children" has been raised from 14 to 15 years to conform with the school leaving age. The figures relating to family households are thus not strictly comparable with those for earlier years, though the effect of the discontinuity is small.

**94.** Table 36 shows the social class distribution of the different types of household, the proportion of men in non-sedentary occupations, and the average food expenditure per household and per person. In 1954 nearly as high a percentage of the households with four or more children was found in Classes A and B as of the one-child households. As in previous years, heads of households with two children tended to have slightly higher incomes than those with one or more than two.

TABLE 36  
*Food Expenditure and Social Class Distribution of Households of Different Composition, 1954*

	Classified households with one male and one female adult and :										Unclassified households with :						
	no other		children only				adolescents only		adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents		
	one or both aged 55 or over	both adults under 55	1	2	3	4 or more	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	
Class A . . . . .	6.5	11.8	8.2	10.2	8.8	5.1	8.9	8.0	5.7	6.9	8.7	100.0	100.0	100.0	100.0	100.0	
Class B . . . . .	17.2	38.8	40.7	44.4	45.6	42.5	39.1	38.6	14.6	28.1	30.4	100.0	100.0	100.0	100.0	100.0	
Class C . . . . .	27.2	42.2	46.0	41.7	40.5	48.4	39.8	44.4	22.4	35.7	35.7	100.0	100.0	100.0	100.0	100.0	
Class D . . . . .	49.1	7.2	5.1	3.7	5.1	4.0	12.2	9.0	57.3	29.3	25.2	100.0	100.0	100.0	100.0	100.0	
Proportion of adult males under 65:																	
Sedentary . . . . .	50	43	39	38	33	21	38	30	40	31	33	100.0	100.0	100.0	100.0	100.0	100.0
Moderately active . . . . .	31	39	40	40	41	44	41	40	38	42	41	100.0	100.0	100.0	100.0	100.0	100.0
Active or very active . . . . .	19	18	21	22	26	35	21	30	22	27	26	100.0	100.0	100.0	100.0	100.0	100.0
Average size of household (persons) . . . . .																	
s. d.	2	2	3	4	5	6.48	3.23	5.11	2.22	3.71	4.90	100.0	100.0	100.0	100.0	100.0	100.0
Average food expenditure per week:																	
per person . . . . .	28	32	25	21	18	15	27	20	26	25	20	100.0	100.0	100.0	100.0	100.0	100.0
per household . . . . .	56	65	74	84	89	102	89	106	59	95	102	100.0	100.0	100.0	100.0	100.0	100.0

TABLE 37. Domestic Food Expenditure and Value of Consumption by Household Composition, 1954 (per head per week)

	Classified households with one male and one female adult and:										Unclassified households with:					
	no other		children only			adolescents only		adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents		
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	
1ST QUARTER																
Expenditure . . . . .	26 11	30 6	23 6	20 8	18 0	14 7	25 5	20 1	25 1	23 10	20 4					
Value of "free" food . . . . .	8	5	6	6	3	5	9	7	10	11	8					
Value of consumption . . . . .	27 7	30 11	24 1	21 2	18 3	15 0	26 1	20 8	25 11	24 9	21 0					
2ND QUARTER																
Expenditure . . . . .	28 5	33 6	24 7	20 9	17 8	16 0	28 0	20 3	26 10	26 1	20 6					
Value of "free" food . . . . .	10	9	5	7	4	3	9	8	10	7	8					
Value of consumption . . . . .	29 3	34 3	25 0	21 4	18 0	16 3	28 9	20 11	27 7	26 9	21 2					
3RD QUARTER																
Expenditure . . . . .	29 2	33 2	25 8	21 7	18 6	16 8	29 4	21 1	27 1	26 9	21 0					
Value of "free" food . . . . .	1 7	1 9	1 3	1 2	1 1	1 1	1 8	1 1	1 6	2 1	1 3					
Value of consumption . . . . .	30 9	34 11	26 10	22 10	19 5	17 7	31 0	22 2	28 6	28 9	22 2					
4TH QUARTER																
Expenditure . . . . .	28 6	32 11	26 2	20 11	17 10	15 7	28 8	21 7	27 4	26 2	22 0					
Value of "free" food . . . . .	1 3	1 4	1 0	1 0	7	6	9	6	1 0	1 1	1 0					
Value of consumption . . . . .	29 9	34 4	27 0	21 9	18 5	16 1	29 5	22 0	28 4	27 4	23 0					
YEARLY AVERAGE																
Expenditure . . . . .	28 3	32 6	25 0	21 0	18 0	15 9	27 10	20 9	26 7	25 9	20 11					
Value of "free" food . . . . .	1 1	1 1	9	9	6	6	1 0	9	1 0	1 2	1 1					
Value of consumption . . . . .	29 4	33 7	25 9	21 9	18 6	16 3	28 10	21 6	27 7	26 11	21 10					
PERCENTAGE INCREASE																
1954 OVER 1953																
Expenditure . . . . .	+ 9	+ 5	+ 4	+ 5	+ 4	+ 2	+ 6	+ 4	+ 4	+ 3	+ 5					
Value of consumption . . . . .	+ 7	+ 5	+ 4	+ 5	+ 3	+ 1	+ 6	+ 3	+ 3	+ 3	+ 5					

TABLE 36  
*Food Expenditure and Social Class Distribution of Households of Different Composition, 1954*

	Classified households with one male and one female adult and :										Unclassified households with :					
	no other		children only				adolescents only		adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents	
	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent	per cent
	one or both adults aged 55 or over		both adults under 55		1	2	3	4	or more							
Class A . . . . .	6.5	11.8	8.2	10.2	8.8	5.1	8.9	8.0	5.7	6.9	8.7	30.4	35.7	25.2	100.0	100.0
Class B . . . . .	17.2	38.8	40.7	44.4	45.6	42.5	39.1	38.6	14.6	28.1	30.4	35.7	29.3	35.7	100.0	100.0
Class C . . . . .	27.2	42.2	46.0	41.7	40.5	48.4	39.8	44.4	22.4	35.7	35.7	35.7	29.3	35.7	100.0	100.0
Class D . . . . .	49.1	7.2	5.1	3.7	5.1	4.0	12.2	9.0	57.3	29.3	25.2	25.2	29.3	25.2	100.0	100.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Proportion of adult males under 65:																
Sedentary . . . . .	50	43	39	38	33	21	38	30	40	31	33	33	31	33	100.0	100.0
Moderately active . . . . .	31	39	40	40	41	44	41	40	38	42	41	41	42	41	100.0	100.0
Active or very active . . . . .	19	18	21	22	26	35	21	30	22	27	26	26	27	26	100.0	100.0
Average size of household (persons) . . . . .	2	2	3	4	5	6.48	3.23	5.11	2.22	3.71	4.90	4.90	3.71	4.90	100.0	100.0
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	100.0	100.0
Average food expenditure per week:	28	3	32	6	25	0	21	0	18	0	15	9	27	10	26	7
per person . . . . .	56	6	65	0	74	11	84	0	89	11	102	0	89	11	59	0
per household . . . . .																

TABLE 37. Domestic Food Expenditure and Value of Consumption by Household Composition, 1954 (per head per week)

	Classified households with one male and one female adult and:										Unclassified households with:				
	no other		children only			adolescents only		adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents	
	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	
1ST QUARTER															
Expenditure . . . . .	26 11	30 6	23 6	20 8	18 0	14 7	25 5	20 1	25 1	23 10	20 4				
Value of "free" food . . . . .	8	5	6	6	3	5	9	7	10	11	8				
Value of consumption . . . . .	27 7	30 11	24 1	21 2	18 3	15 0	26 1	20 8	25 11	24 9	21 0				
2ND QUARTER															
Expenditure . . . . .	28 5	33 6	24 7	20 9	17 8	16 0	28 0	20 3	26 10	26 1	20 6				
Value of "free" food . . . . .	10	9	5	7	4	3	9	8	10	7	8				
Value of consumption . . . . .	29 3	34 3	25 0	21 4	18 0	16 3	28 9	20 11	27 7	26 9	21 2				
3RD QUARTER															
Expenditure . . . . .	29 2	33 2	25 8	21 7	18 6	16 8	29 4	21 1	27 1	26 9	21 0				
Value of "free" food . . . . .	1 7	1 9	1 3	1 2	1 1	1 1	1 8	1 1	1 6	2 1	1 3				
Value of consumption . . . . .	30 9	34 11	26 10	22 10	19 5	17 7	31 0	22 2	28 6	28 9	22 2				
4TH QUARTER															
Expenditure . . . . .	28 6	32 11	26 2	20 11	17 10	15 7	28 8	21 7	27 4	26 2	22 0				
Value of "free" food . . . . .	1 3	1 4	1 0	1 0	7	6	9	6	1 0	1 1	1 0				
Value of consumption . . . . .	29 9	34 4	27 0	21 9	18 5	16 1	29 5	22 0	28 4	27 4	23 0				
YEARLY AVERAGE															
Expenditure . . . . .	28 3	32 6	25 0	21 0	18 0	15 9	27 10	20 9	26 7	25 9	20 11				
Value of "free" food . . . . .	1 1	1 1	9	9	6	6	1 0	9	1 0	1 2	1 1				
Value of consumption . . . . .	29 4	33 7	25 9	21 9	18 6	16 3	28 10	21 6	27 7	26 11	21 10				
PERCENTAGE INCREASE															
1954 OVER 1953															
Expenditure . . . . .	+ 9	+ 5	+ 4	+ 5	+ 4	+ 2	+ 6	+ 4	+ 4	+ 3	+ 5				
Value of consumption . . . . .	+ 7	+ 5	+ 4	+ 5	+ 3	+ 1	+ 6	+ 3	+ 3	+ 3	+ 5				

Family size was associated with the nature of the breadwinner's occupation, rather than his income; 43 per cent of the male members of younger childless two-adult households were classified as sedentary and only 18 per cent were engaged in active or very active occupations, while in households with four or more children the corresponding percentages for males of working age were 21 per cent sedentary, and 35 per cent active or very active. Increasing family size was regularly associated with increasing physical requirements of the father's occupation.

## EXPENDITURE AND CONSUMPTION

95. Table 37 gives the food expenditure and value of consumption of households of different composition during each quarter of the year. Expenditure declined slightly between the last quarter of 1953 and the first of 1954, but rose again in the second quarter; classified households with two or three children or with children and adolescents did not participate in the fall or in the recovery. The dip was most pronounced in households with four or more children, whose food expenditure in the first quarter was lower than a year before; but the average income of the sample was also lower and its average household size higher than usual. A feature of the second quarter, during which fats and cheese were derationed, was the widening of the gap between childless households and households containing children. In the third quarter, following the derationing of meat and bacon, childless younger couples reacted slightly from the very high level of expenditure reached in the second; older couples consolidated their previous advance and other groups recorded increases of up to 5 per cent and so reduced the younger couples' lead. Much the largest contribution to these rises came from an increased expenditure on meat after derationing. Almost all groups spent more on fresh meat, but the rise was much greater in households without children. Total food expenditure declined in most types of household in the fourth quarter, the seasonal fall in fresh green vegetables and fresh fruit being only partially offset by increased spending on other vegetables, other fruit, and (especially in childless households) on tea.

96. Households of all types spent more on food in 1954 than in the previous year, the increase being greatest for older couples (9 per cent) and smallest for households with four or more children (2 per cent). The increases in value of consumption ranged between 7 per cent and 1 per cent in the same two groups. As the rise in food prices was only 2 per cent, there was a continued improvement in the diet of all groups except the largest families, which barely maintained their level of real consumption. The increase in expenditure *per household* was greatest (4s. 10d.) for older couples. The increases for family households of different sizes were of the same order of magnitude, rising from 3s. 0d. for younger childless couples to 3s. 9d. for families with two children and falling to 2s. 9d. for those with four or more. The corresponding increases *per head* again exhibited a regular downward trend with size of family from 1s. 6d. for younger couples to only 3d. in households with four or more children.\* The corresponding gradient for value of consumption was slightly steeper than that found for expenditure.

97. Table 38 shows the percentage of domestic food expenditure devoted to the basic subsidised and formerly subsidised foods by households of different composition. A comparison with Table 41 indicates that as the constraint of

\* It may, however, be noted that the size of this type of family averaged 6.48 persons in 1954, compared with 6.41 in 1953 and 6.40 in 1952. This increase in the proportion having five or more children may have depressed the expenditure of the group by about 1d. per head per week.



rationing was removed, the proportion of expenditure accounted for by these foods ceased to show any marked relationship with household composition though it was still strongly associated with social class. The levelling up of the percentage spent on basic foods was almost complete by the end of 1954. While the rationed foods were also subsidised, the rationing system helped to ensure that the larger families concentrated their expenditure on those foods and so derived the greatest cash benefit from the subsidies; but, with the progressive removal of consumer subsidies, rationing ceased to have any such effect.

TABLE 38  
*Expenditure on Subsidised and formerly Subsidised Foods<sup>1</sup> as Percentage of Expenditure on All Foods, 1953-54 (per cent)*

	1953				1954			
	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.	1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
<b>Classified households with one male and one female adult and:</b>								
No other (one or both 55 or over)	55	57	61	63	61	61	63	64
No other (both under 55)	52	53	57	57	57	57	58	63
1 child	55	55	58	58	59	58	58	61
2 children	56	56	59	60	59	59	60	61
3 children	58	58	62	60	60	62	59	63
4 or more children	60	61	64	58	65	62	62	64
Adolescents	53	55	58	59	60	57	59	61
Children and adolescents	58	57	61	61	62	61	62	62
<b>Unclassified households with:</b>								
Adults only	2	2	2	2	61	60	62	63
Adolescents but no children	53	54	58	60	59	59	60	61
One or more children with or without adolescents	57	57	60	61	60	61	61	63
<b>All households</b>	<b>55</b>	<b>56</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>61</b>	<b>62</b>

<sup>1</sup> See footnote <sup>a</sup> to Table 7.

<sup>2</sup> These estimates are omitted because old age pensioner households were excluded from the analysis before 1954 (except that estimates for older childless couples in 1953 were specially recomputed to include them). 1953 figures for other combinations of adults are thus not comparable with those for 1954. For other groups the discontinuity is not appreciable, since very few O.A.P. households contain children or adolescents.

98. Table 39 summarises the main differences in consumption per head between classified households of different types. As in previous years, the estimates obtained for households with children, adolescents or both have been expressed as percentages of the corresponding figures for younger childless couples. In comparison with their relative energy requirements (shown at the head of the table), families with several children consumed more than their proportionate shares of potatoes, their approximate shares of milk and bread, almost their shares of sugar and preserves but much less than their shares of all other main foods, especially meat, cheese and fish, fruit and fresh green vegetables. In comparison with their relative protein and calcium requirements (shown at the foot of the table) their consumption of all the main foods which are sources of protein and calcium remained well below the level which a comparison with childless households would indicate as desirable. Since 1953

their relative consumption of potatoes has risen while that of eggs has partially, and that of flour, fully recovered the ground previously lost, but these gains, with a continuing improvement in cereal products, were more than offset by relative decreases in cheese, meat, fats, sugar and fruit. Trends in households containing adolescents as well as children were generally similar to those in other large families, though their consumption of milk was particularly low in relation to their protein and calcium requirements. For many foods, households with children and adolescents were at about the same level as families with two children.

TABLE 39  
Consumption per head by Households of One Man and One Woman with Children or Adolescents as Percentage of Consumption by Younger Childless Couples, 1954 (per cent)

	Classified households with one male and one female adult and:						
	no other (both under 55)	children only				adolescents only	adolescents and children
		1	2	3	4 or more		
Energy requirements .	100	90	85	82	80	106	98
Liquid milk . . . .	100	94	92	86	79	84	78
Cheese . . . . .	100	70	61	52	44	83	63
Meat (including bacon).	100	74	61	50	45	88	62
Fish . . . . .	100	74	58	52	38	90	59
Eggs . . . . .	100	79	68	62	56	83	66
Fats . . . . .	100	84	77	72	70	92	84
Sugar and preserves .	100	86	81	77	76	92	86
Potatoes <sup>1</sup> . . . . .	100	99	90	93	94	104	105
Fresh green vegetables .	100	72	60	46	41	80	50
Other vegetables . . .	100	80	69	61	57	90	71
Fresh fruit . . . . .	100	71	62	44	35	83	55
Other fruit . . . . .	100	71	60	45	34	80	52
Bread . . . . .	100	86	77	77	81	100	100
Flour . . . . .	100	81	74	63	60	95	78
Other cereals . . . . .	100	86	79	71	63	94	75
Beverages . . . . .	100	73	61	52	44	82	62
Protein requirements .	100	96	93	92	93	117	112
Calcium requirements .	100	111	115	118	122	119	124

<sup>1</sup> Includes chips and crisps.

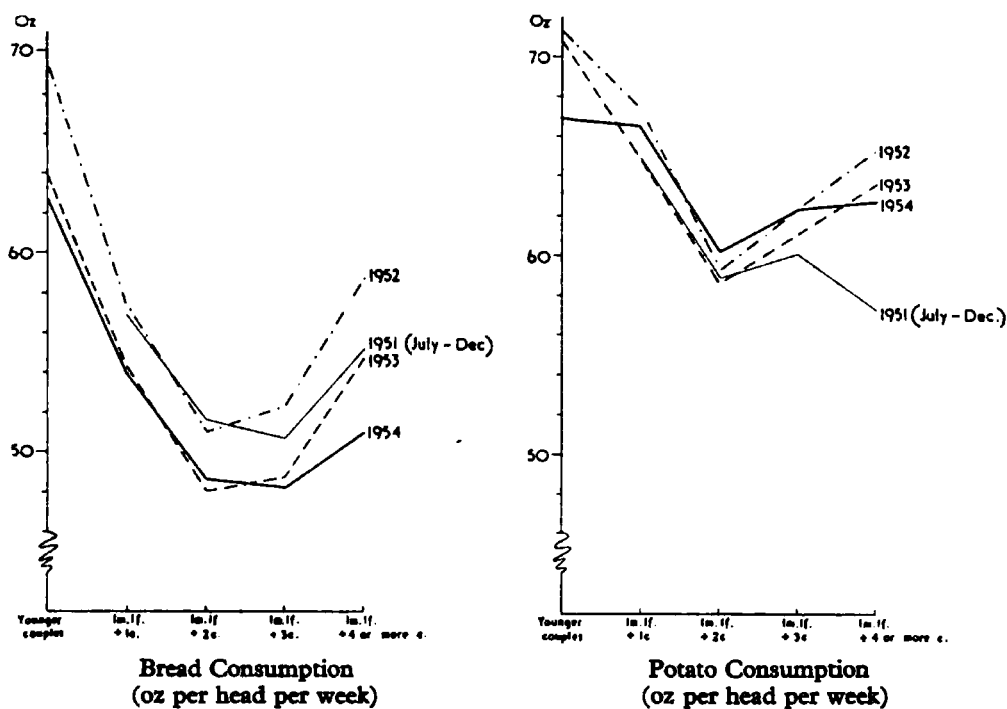
99. Details of consumption and expenditure per head are given in Tables 40 and 41, which may be compared with Tables 36 and 37 of the 1953 Report. Changes in liquid milk consumption were small, but families with three or more children showed some recovery from the low levels of 1953. All classified types of household, except the largest families, obtained more carcass meat, but the increases were partly offset by reduced consumption of other meat. All groups consumed more eggs, the increase ranging from 4 per cent in younger two-adult households to 19 per cent in families with four or more children. There was also a general increase

in the consumption of cheese, but here the differences were greater, the rise varying from 28 per cent for younger childless couples down to 3 per cent in the largest families. All classified groups consumed less fish other than fresh and processed, and all except one, less fresh and processed\* fish also.

100. The downward trend with increasing family size also became steeper for butter and cooking fats; the decreased consumption of butter in households with three or more children or with children and adolescents was, however, partly counterbalanced by their increased purchases of margarine. The demand for suet and dripping diminished except in large families. All groups bought more sugar (though the increase in large families was small) and less preserves. Because of reduced supplies there was a general decline in the consumption of most types of vegetables; in the larger families there was some transference of expenditure from root and other vegetables to fresh greens. A lower consumption of fresh fruit was partly made good (except in the largest families) by increases in canned, bottled and other fruit. Flour consumption rose only in households with children. All groups increased their purchases of tea, but the demand for other beverages did not fall, except in the largest families with four or more children or with children and adolescents. Towards the end of the year the price of tea was rising rapidly, and in the last quarter expenditure on tea increased sharply in all but the largest families, the increase being much greater in childless households than in other groups; purchases of tea increased in all types of household without children but diminished in most of the groups containing children. The market for branded food drinks was strongly concentrated in childless households of all types; the advertising of these products is, of course, directed primarily at adults. Where there were several children, cocoa was preferred, partly no doubt on economic grounds.

CHART I

*Effect of Family Size on Bread and Potato Consumption*



\* Smoked, dried and salted.

**TABLE 40**  
**Domestic Food Expenditure by Household Composition, 1954**  
*(pence per head per week)*

	Classified households with one male and one female adult and :										Unclassified households with :			
	no other		children only			adolescents only					adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more	adolescents only	adolescents only	adolescents only					
<b>MILK</b>	34.57	34.32	26.20	21.87	18.20	13.35	29.23	22.47	32.31	27.18	21.70			
Liquid, retail . . . . .	...	0.32	1.68	2.28	2.53	2.75	0.02	0.58	0.03	0.09	1.09			
Liquid, welfare and school . . . . .	...	1.89	2.09	1.56	1.51	1.43	1.50	1.30	1.35	1.53	1.36			
Other . . . . .	0.70	1.58	0.68	0.50	0.26	0.08	0.86	0.30	0.78	0.61	0.39			
<b>Total Milk and Cream</b>	36.56	38.11	30.74	26.21	22.50	17.61	31.61	24.65	34.37	29.41	24.54			
<b>CHEESE</b>														
Ration-type . . . . .	5.72	5.58	4.08	3.46	3.01	2.75	4.76	3.62	4.97	4.09	3.54			
Other . . . . .	1.50	2.18	1.33	1.13	0.98	0.52	1.57	1.12	1.43	1.90	1.10			
<b>Total Cheese</b>	7.22	7.76	5.41	4.59	3.99	3.27	6.33	4.74	6.40	5.99	4.64			
<b>MEAT</b>														
Carcase . . . . .	52.19	57.80	39.64	32.23	25.03	20.56	48.34	30.47	47.36	42.07	33.55			
Bacon and ham, uncooked . . . . .	19.14	20.60	14.42	11.96	10.30	8.99	17.31	11.70	17.16	16.76	12.89			
Other <sup>1</sup> . . . . .	26.24	33.16	25.17	20.36	16.84	14.87	29.76	20.73	26.31	28.00	21.62			
<b>Total meat</b>	97.57	111.56	79.23	64.55	52.17	44.42	95.41	62.90	91.03	86.83	68.06			
<b>FISH</b>														
Fresh and processed <sup>1</sup> . . . . .	11.23	9.91	6.65	5.04	4.52	3.09	8.23	4.74	9.47	7.74	5.94			
Prepared <sup>1</sup> . . . . .	3.23	4.20	3.63	3.68	2.22	1.80	4.31	2.66	3.48	3.83	3.04			
<b>Total Fish</b>	14.46	14.11	10.27	7.72	6.74	4.89	12.54	7.40	12.95	11.57	8.98			
<b>EGGS, shell</b>	18.08	22.43	17.90	14.76	13.12	11.99	18.20	13.99	16.88	16.50	14.12			
<b>FATS</b>														
Butter . . . . .	14.12	15.32	12.08	10.31	8.38	7.48	13.19	9.42	13.69	12.48	10.14			
Margarine . . . . .	6.26	6.50	5.74	5.69	5.95	5.93	6.67	6.80	5.67	6.14	5.82			
Lard and compound cooking fat . . . . .	3.43	4.27	3.31	3.12	2.74	2.67	3.31	3.19	3.14	3.30	2.95			
Other fats . . . . .	0.96	0.89	0.68	0.68	0.57	0.46	0.90	0.81	0.81	0.96	0.83			
<b>Total Fats</b>	24.77	26.98	22.01	19.80	17.64	16.54	24.07	20.22	23.31	22.88	19.74			
<b>SUGAR AND PRESERVES</b>														
Sugar . . . . .	9.18	9.95	8.52	7.77	7.11	7.08	8.89	8.03	8.57	8.31	7.69			
Honey, preserves, syrup and treacle . . . . .	5.13	4.46	3.97	4.08	3.89	4.12	4.56	4.54	4.09	4.06	3.70			
<b>Total Sugar and Preserves</b>	14.31	14.41	12.49	11.85	11.20	11.20	13.45	12.57	12.66	12.37	11.39			

<b>VEGETABLES</b>																					
Potatoes <sup>1</sup>	.	.	.	.	.	.	.	.	.	.	8-38	11-05	10-20	8-84	9-02	9-52	10-64	10-19	8-58	9-98	9-29
Fresh green	.	.	.	.	.	.	.	.	.	.	6-78	9-21	5-96	4-21	3-08	2-73	6-27	3-41	6-60	5-83	4-20
Other <sup>2</sup>	.	.	.	.	.	.	.	.	.	.	8-26	11-77	9-54	8-10	6-96	6-08	9-47	8-08	8-24	9-82	7-95
Total vegetables other than potatoes	.	.	.	.	.	.	.	.	.	.	15-04	20-93	15-90	12-31	10-04	8-81	15-74	11-49	14-84	15-65	12-15
Total Vegetables	.	.	.	.	.	.	.	.	.	.	23-42	31-98	25-70	21-15	19-06	18-33	26-38	21-68	23-42	25-63	21-44
<b>FRUIT</b>																					
Fresh <sup>3</sup>	.	.	.	.	.	.	.	.	.	.	18-29	24-46	17-69	14-36	10-48	8-32	19-37	12-99	17-76	17-19	13-25
Other <sup>4</sup>	.	.	.	.	.	.	.	.	.	.	7-86	11-77	8-24	6-68	4-80	3-55	8-88	5-48	7-13	7-99	5-60
Total Fruit <sup>5</sup>	.	.	.	.	.	.	.	.	.	.	26-15	36-23	25-93	21-04	15-28	11-87	28-25	18-47	24-89	25-18	18-85
<b>CEREALS</b>																					
Bread <sup>6</sup>	.	.	.	.	.	.	.	.	.	.	18-76	20-43	17-04	15-10	14-92	15-63	20-04	19-33	18-60	20-35	17-65
Flour	.	.	.	.	.	.	.	.	.	.	5-26	4-55	3-70	3-38	2-86	2-74	4-29	3-38	4-10	3-68	3-18
Cakes <sup>7</sup>	.	.	.	.	.	.	.	.	.	.	9-67	12-27	9-88	7-52	6-39	5-26	11-87	7-97	10-07	10-43	8-08
Biscuits	.	.	.	.	.	.	.	.	.	.	8-80	12-08	9-93	8-49	7-46	5-95	10-70	7-20	8-63	9-09	6-77
Other	.	.	.	.	.	.	.	.	.	.	6-04	6-85	6-55	7-05	6-79	6-20	6-20	6-21	5-63	5-94	5-29
Total Cereals	.	.	.	.	.	.	.	.	.	.	48-53	56-18	47-10	41-54	38-42	35-78	53-10	44-29	47-03	49-49	40-97
<b>BEVERAGES</b>																					
Tea	.	.	.	.	.	.	.	.	.	.	16-58	16-48	12-35	10-02	8-76	7-74	13-95	10-69	15-13	12-68	10-47
Other <sup>8</sup>	.	.	.	.	.	.	.	.	.	.	4-83	5-75	3-38	2-74	1-94	1-25	3-95	2-19	4-44	3-52	2-63
Total Beverages	.	.	.	.	.	.	.	.	.	.	21-41	22-23	15-73	12-76	10-70	8-99	17-90	12-88	19-57	16-20	13-10
<b>MISCELLANEOUS</b>																					
	.	.	.	.	.	.	.	.	.	.	6-59	8-27	7-27	5-88	5-04	3-94	6-89	5-14	6-26	6-29	5-60
Total All Foods	.	.	.	.	.	.	.	.	.	.	339-01	390-24	299-78	231-91	215-94	188-84	334-13	248-95	318-82	308-54	251-48
	.	.	.	.	.	.	.	.	.	.	(281. 3d.)	(322. 6d.)	(251. 0d.)	(211. 0d.)	(181. 0d.)	(151. 9d.)	(271. 10d.)	(201. 9d.)	(261. 7d.)	(251. 9d.)	(201. 11d.)

<sup>1</sup> Includes cooked and canned meats and meat products.

<sup>2</sup> Includes smoked, dried and salted.

<sup>3</sup> Includes cooked, canned and bottled fish and fish products.

<sup>4</sup> Includes chips and crisps.

<sup>5</sup> Includes dried and canned vegetables, and vegetable products.

<sup>6</sup> Includes tomatoes.

<sup>7</sup> Includes canned, bottled and dried.

<sup>8</sup> Includes rolls, fruit bread and sandwiches.

<sup>9</sup> Includes buns, scones, tea-cakes, muffins and crumpets.

<sup>10</sup> Coffee, cocoa, chocolate and branded food drinks.

**TABLE 41**  
*Domestic Food Consumption by Household Composition, 1954*  
*(oz per head per week except where otherwise stated)*

	Classified households with one male and one female adult and :						Unclassified households with :			
	no other		children only			adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3					
<b>MILK</b>										
Liquid, retail (pt)	5.23	5.26	3.99	3.39	2.79	2.11	4.53	3.54	5.06	4.48
Liquid, welfare and school (pt)	0.01	0.19	1.13	1.62	1.90	2.20	0.05	0.70	0.02	0.09
Other (pt. or eq. pt.)	0.17	0.23	0.41	0.30	0.37	0.41	0.19	0.20	0.16	0.23
Cream (pt)	0.01	0.02	0.01	0.01	...	...	0.02	...	0.01	0.01
<i>Total Milk and Cream (pt or eq pt)</i>	<i>5.42</i>	<i>5.70</i>	<i>5.54</i>	<i>5.32</i>	<i>5.06</i>	<i>4.72</i>	<i>4.79</i>	<i>4.44</i>	<i>5.25</i>	<i>4.76</i>
<b>CHEESE</b>										
Ration-type	3.48	3.36	2.44	2.10	1.82	1.64	2.89	2.18	2.98	2.44
Other	0.48	0.71	0.43	0.37	0.31	0.16	0.50	0.37	0.49	0.60
<i>Total Cheese</i>	<i>3.96</i>	<i>4.07</i>	<i>2.87</i>	<i>2.47</i>	<i>2.13</i>	<i>1.80</i>	<i>3.39</i>	<i>2.55</i>	<i>3.47</i>	<i>3.04</i>
<b>MEAT</b>										
Carcass	24.12	25.19	17.78	14.55	11.42	9.62	21.54	14.04	21.62	19.40
Bacon and ham, uncooked	7.05	7.44	5.35	4.36	3.88	3.60	6.18	4.35	6.30	5.95
Other <sup>1</sup>	11.82	13.65	11.22	9.45	8.09	7.76	13.17	10.07	11.63	13.14
<i>Total Meat</i>	<i>42.99</i>	<i>46.28</i>	<i>34.35</i>	<i>28.36</i>	<i>23.39</i>	<i>20.98</i>	<i>40.89</i>	<i>28.46</i>	<i>39.55</i>	<i>38.49</i>
<b>FISH</b>										
Fresh and processed <sup>2</sup>	7.14	6.06	4.22	3.30	3.03	2.17	5.24	3.41	6.09	4.92
Prepared <sup>3</sup>	1.10	1.43	1.31	1.03	0.87	0.70	1.49	0.99	1.27	1.40
<i>Total Fish</i>	<i>8.24</i>	<i>7.49</i>	<i>5.53</i>	<i>4.33</i>	<i>3.90</i>	<i>2.87</i>	<i>6.73</i>	<i>4.40</i>	<i>7.36</i>	<i>6.32</i>
<b>EGGS, shell (No.)</b>	4.80	5.80	4.57	3.97	3.61	3.27	4.82	3.80	4.51	4.54
<b>FATS</b>										
Butter	5.01	5.38	4.26	3.63	2.98	2.71	4.70	3.35	4.84	4.57
Margarine	4.96	5.14	4.57	4.57	4.80	4.77	5.31	5.52	4.51	4.96
Lard and compound cooking fat	2.31	2.87	2.38	2.12	1.91	1.89	2.24	2.21	2.11	2.23
Other fats	0.71	0.64	0.50	0.51	0.46	0.39	0.66	0.64	0.61	0.75
<i>Total Fats</i>	<i>12.99</i>	<i>14.03</i>	<i>11.71</i>	<i>10.83</i>	<i>10.13</i>	<i>9.76</i>	<i>12.91</i>	<i>11.72</i>	<i>12.07</i>	<i>12.51</i>

<b>SUGAR AND PRESERVES</b>											
Sugar	18.92	20.31	17.44	15.96	15.02	14.64	18.17	16.52	17.61	17.35	15.90
Honey, preserves, syrup and treacle	5.17	4.36	3.91	4.08	3.93	4.20	4.54	4.65	4.11	4.04	3.75
<i>Total Sugar and Preserves</i>	<i>24.09</i>	<i>24.67</i>	<i>21.35</i>	<i>20.04</i>	<i>18.95</i>	<i>18.84</i>	<i>22.71</i>	<i>21.17</i>	<i>21.72</i>	<i>21.39</i>	<i>19.65</i>
<b>VEGETABLES</b>											
Potatoes <sup>1</sup>	56.76	66.93	66.49	60.17	62.38	62.84	69.28	70.04	58.42	66.89	63.62
Fresh green	20.29	22.13	15.88	13.38	10.18	9.08	17.74	11.00	18.29	14.60	12.08
Other <sup>2</sup>	17.12	20.56	16.54	14.23	12.61	11.70	18.51	14.51	15.86	17.10	14.58
<i>Total vegetables other than potatoes</i>	<i>37.41</i>	<i>42.69</i>	<i>32.42</i>	<i>27.61</i>	<i>22.79</i>	<i>20.78</i>	<i>36.25</i>	<i>25.51</i>	<i>34.15</i>	<i>31.70</i>	<i>26.66</i>
<i>Total Vegetables</i>	<i>94.17</i>	<i>109.62</i>	<i>98.91</i>	<i>87.78</i>	<i>85.17</i>	<i>83.62</i>	<i>105.53</i>	<i>95.55</i>	<i>92.57</i>	<i>98.59</i>	<i>90.28</i>
<b>FRUIT</b>											
Fresh <sup>3</sup>	25.20	30.19	21.35	18.73	13.38	10.66	25.05	16.60	22.63	20.53	16.77
Other <sup>4</sup>	6.38	8.91	6.34	5.31	4.00	3.04	7.12	4.62	5.68	6.36	4.57
<i>Total Fruit<sup>5</sup></i>	<i>31.58</i>	<i>39.10</i>	<i>27.69</i>	<i>24.04</i>	<i>17.38</i>	<i>13.70</i>	<i>32.17</i>	<i>21.22</i>	<i>28.31</i>	<i>26.89</i>	<i>21.34</i>
<b>CEREALS</b>											
Bread <sup>6</sup>	58.35	62.78	53.87	48.48	48.15	51.01	63.12	62.91	57.32	63.86	56.84
Flour	12.38	10.75	8.74	7.97	6.78	6.44	10.19	8.42	9.71	8.77	7.54
Cakes <sup>7</sup>	5.97	6.94	5.66	4.53	3.84	3.14	7.02	4.69	6.14	6.16	4.72
Biscuits	5.90	6.82	5.68	5.00	4.37	3.64	6.23	4.36	5.24	5.38	4.01
Other <sup>8</sup>	5.77	5.77	5.41	5.86	5.58	5.50	5.20	5.59	5.24	5.20	4.58
<i>Total Cereals</i>	<i>87.97</i>	<i>93.06</i>	<i>79.36</i>	<i>71.84</i>	<i>68.72</i>	<i>69.73</i>	<i>91.76</i>	<i>85.97</i>	<i>83.65</i>	<i>89.37</i>	<i>77.69</i>
<b>BEVERAGES</b>											
Tea	3.81	3.76	2.84	2.33	2.05	1.82	3.21	2.48	3.47	2.94	2.41
Other <sup>9</sup>	1.08	1.20	0.80	0.70	0.51	0.34	0.86	0.57	1.02	0.87	0.61
<i>Total Beverages</i>	<i>4.89</i>	<i>4.96</i>	<i>3.64</i>	<i>3.03</i>	<i>2.56</i>	<i>2.16</i>	<i>4.07</i>	<i>3.05</i>	<i>4.49</i>	<i>3.81</i>	<i>3.02</i>

<sup>1</sup> Includes cooked and canned meats and meat products.  
<sup>2</sup> Includes smoked, dried and salted.  
<sup>3</sup> Includes cooked, canned and bottled fish and fish products.  
<sup>4</sup> Includes chips and crisps.  
<sup>5</sup> Includes dried and canned vegetables, and vegetable products.

<sup>6</sup> Includes tomatoes.  
<sup>7</sup> Includes dried, canned and bottled fruit.  
<sup>8</sup> Includes rolls, fruit bread and sandwiches.  
<sup>9</sup> Includes buns, scones, tea-cakes, muffins and crumpets.  
<sup>10</sup> Coffee, cocoa, chocolate and branded food drinks.

101. During the year the turning-point in the consumption of bread tended to move back from the second to the third child, the difference between the two group averages not, however, being statistically significant. As explained in paragraph 77 of the Annual Report for 1953, this upward turn occurs because bread, like potatoes and margarine, is a commodity on which expenditure increases as income declines. In large families the effect of the household's relatively low income per head more than outweighs the reduction in average requirements due to the presence of children. The minimum consumption of bread per head, which had in 1951 occurred in families with three children, shifted in 1952 to those with two and remained there until mid-1954. The corresponding turning-point for potato consumption has remained at the second child (see Chart I, page 49).

102. Characteristic differences found in 1953 between the diets of older and younger childless couples were confirmed in 1954. Younger couples consumed substantially more bread and potatoes than older couples; more milk, fats (except suet and dripping), eggs, meat of all kinds (especially "other" meat), fruit, fresh green and other vegetables. The older couples obtained more fresh fish but less of other fish; more preserves, but less sugar; more flour, but fewer cakes and biscuits; and more ration-type, but less of the other more expensive cheeses. The conservative habits of older people may partly explain why they bought more oatmeal than the younger adults, but less breakfast cereals; more cocoa (a beverage declining in popularity), but less of the branded food drinks.

### EFFECT OF CHILDREN ON EXPENDITURE

103. The Annual Reports for 1952 (paragraphs 79-82) and 1953 (paragraphs 80-82) gave regression estimates of the expenditure attributable to the adult couple and each child in a selected group of households consisting of childless couples (both under 55) and families of one man and one woman with varying numbers of children. The data for 1954 have been treated similarly, and the results for the three years are summarised in Table 42. The average expenditure attributable to the adult members of the household increased from 57s. 3d. in 1952 to 62s. 9d. in 1953, and to 66s. 1d. in 1954. The average increment in household food expenditure for each additional child was 8s. 6d. in 1952, 8s. 5d. in 1953, and only 8s. 4d. in 1954, although the upper age limit was raised to 15. This, of course, does not indicate that the cost of feeding a child has fallen while that of an adult has increased, for as the size of the family increases the standard of diet of the whole family declines, and part of the amount attributed in Table 42 to the adult couple is no doubt diverted to the children. It does, however, confirm that the difference between the standards of the diets of households with and without children has widened. Table 42 shows that the greater disparity between the diets of large and small families in 1954, compared with the two previous years, arose largely through changes in the distribution of expenditure on the commodities decontrolled in 1953-54, especially carcase meat, bacon, eggs and butter. Fresh meat and bacon approached the position of fresh green vegetables and fruit, for which the addition of a child has comparatively little effect on total household expenditure on the commodity. Beverages and fruit other than fresh fruit showed similar trends, but for cereal foods other than bread and flour and for sausages and other meat the percentage increment for a child tended to increase. The partial replacement of new potatoes by old and of butter by margarine in the larger families provides further evidence of a change towards cheaper foods.



TABLE 42

Regression Estimates of Domestic Food Expenditure attributable to Adult Couple and to a Child for the years 1952, 1953 and 1954

	Expenditure attributable to:						Child as percentage of couple		
	Adult couple			Each additional child <sup>1</sup>			1952	1953	1954
	1952	1953	1954	1952	1953	1954			
Milk and cream	d.	d.	d.	d.	d.	d.	per cent	per cent	per cent
Cheese	77.1	81.9	80.5	9.3	8.5	10.2	12	10	13
	12.4	13.0	15.3	1.1	1.7	1.4	9	13	9
<b>Meat:</b>									
Carcass	60.4	92.8	119.5	10.4	8.8	5.5	17	9	5
Becon and ham (uncooked)	31.6	41.8	40.3	9.5	5.1	3.7	30	12	9
Sausages	16.7	16.1	15.8	2.1	3.5	3.7	12	22	23
Other meat	61.1	53.3	48.6	-2.2	0.9	1.6	-4	2	3
All Meat	169.8	204.0	224.2	19.8	18.3	14.5	12	9	6
Fish	36.8	29.5	29.0	0.5	0.8	1.1	1	3	4
Eggs	29.5	53.1	45.6	8.6	6.6	7.0	27	12	15
Total for Milk, Cheese, Meat, Fish and Eggs	325.6	381.5	394.6	39.3	35.9	34.2	12	9	9
Butter	11.3	18.3	31.7	5.2	6.9	4.1	46	38	13
Margarine	8.1	9.2	12.2	3.8	4.0	5.6	47	43	46
Other fats	7.0	8.4	10.4	2.0	1.9	2.2	29	23	21
All Fats	26.4	35.9	54.3	11.0	12.8	11.9	42	36	22
Sugar and preserves	24.0	25.5	28.3	7.6	8.5	9.5	32	33	34
New potatoes, chips and crisps	9.5	10.6	9.6	3.0	2.1	2.1	32	20	22
Old potatoes	12.8	12.6	12.0	5.4	5.6	5.9	42	44	49
Fresh green vegetables	20.0	17.4	18.2	0.0	-0.3	-0.5	0	-2	-3
Other vegetables	27.1	23.6	24.4	4.2	4.8	3.7	15	20	15
All vegetables	69.4	64.2	64.2	12.6	12.2	11.2	18	19	17
Fresh fruit	50.1	51.2	51.1	1.7	1.8	1.5	3	3	3
Other fruit and nuts	17.5	19.6	24.5	1.2	0.7	0.2	7	4	1
Total for Vegetables and Fruit	137.0	135.0	139.8	15.5	14.6	12.9	11	11	9
National bread	27.9	29.0	29.6	12.5	11.8	12.4	45	41	42
Other bread	12.7	13.6	13.0	0.7	1.4	0.5	6	10	4
Flour	7.6	9.4	9.2	1.5	1.4	1.9	20	14	21
Total Bread and Flour	48.2	52.0	51.8	14.7	14.6	14.8	31	28	29
Biscuits	25.3	25.8	25.5	3.2	3.3	3.7	13	13	15
Cakes and pastries	32.4	25.7	22.2	0.7	1.2	1.4	2	5	6
Oatmeal and other breakfast cereals	6.3	6.0	6.2	3.8	3.6	4.2	61	60	67
Other cereals	9.8	8.7	7.7	2.2	2.5	2.4	22	29	31
Total for Cereal Foods	122.0	118.2	113.4	24.6	25.2	26.5	20	21	23
Tea	18.6	25.9	33.0	2.7	2.4	3.7	14	9	11
Coffee	6.4	5.5	6.9	-0.3	-0.3	-0.7	-5	-6	-10
Other foods	27.1	25.9	22.7	2.1	2.0	2.5	8	8	11
Total Food Expenditure	687.1 (57s. 3d.)	753.4 (62s. 9d.)	793.0 (66s. 1d.)	102.5 (8s. 6d.)	101.2 (8s. 5d.)	100.5 (8s. 4d.)	14.9	13.4	12.7

<sup>1</sup> Under 14 in 1952 and 1953; under 15 in 1954.

## ENERGY VALUE AND NUTRIENT CONTENT

104. The energy value and nutrient content of the average domestic food consumption of households of different composition are shown in Table 43, which differs from the corresponding Table in the 1953 Report (Table 39) in including data relating to three "non-classified" groups of households containing numbers of adults other than one male and one female. Of these, the households consisting of adults only had a diet generally similar in pattern but inferior in standard to that

of the older childless couples. Consumption of nearly all the main foods and intake of all nutrients was higher for both older and younger couples than for households comprising other combinations of adults. The standard of the diet of non-classified households containing adolescents but not children approached that of the corresponding two-adult households with adolescents. The remaining households, containing adults and children with or without adolescents, were heterogeneous and did not correspond closely to any classified type.

105. The diet of younger childless couples (both under 55) exceeded that of older couples in energy value and intake of all nutrients, largely because of the smaller nutritional requirements and lower incomes of the elderly. As explained in paragraph 70 of the 1953 Report, the younger two-adult households should be taken as the basis of comparison when considering the effect of children on the diet. Using this standard of reference, intake per head of all nutrients except carbohydrate and vitamin D decreased as family size increased.

106. In all types of household the average energy value and the animal protein, fat, carbohydrate and riboflavin content of the diet were either equal to or greater than corresponding estimates for 1953; the increases were greatest in childless households. On the other hand, all types of household recorded small decreases in vitamins B<sub>1</sub> and C, and nearly all in protein. In addition, nearly all groups with children showed decreases in calcium and nicotinic acid, and the largest families also in iron. Changes in the estimated intakes of vitamins A and D were more erratic, but these nutrients have high coefficients of variation (see Table 6, Appendix A in the 1953 Report). Vitamin C intake decreased in all groups.

107. In Table 44 the nutritive value of the diets is compared with allowances based on the British Medical Association's recommendations. The customary 10 per cent deduction for wastage has been made. For every nutrient the percentage decreased regularly with increasing family size. The similarity of pattern of the classified and non-classified adult groups, and of the two groups containing adolescents but not children, is again evident; in each comparison the non-classified group was at the lower level. The diet of the residual group of households with children, with or without adolescents, was of about the same standard as that of the three-child families and rather better than that of two-adult households with children and adolescents.

108. A comparison with 1953 is possible only for the classified households. The percentages for vitamin C fell in all groups, while those for energy rose except in the largest families. The percentages for the younger couples were either maintained or increased for all nutrients except vitamin C; other childless households tended to follow this pattern for most nutrients. On the other hand, most of the changes for families with children were decreases. In the larger families these decreases, although in most cases comparatively small, continued an unfavourable trend.

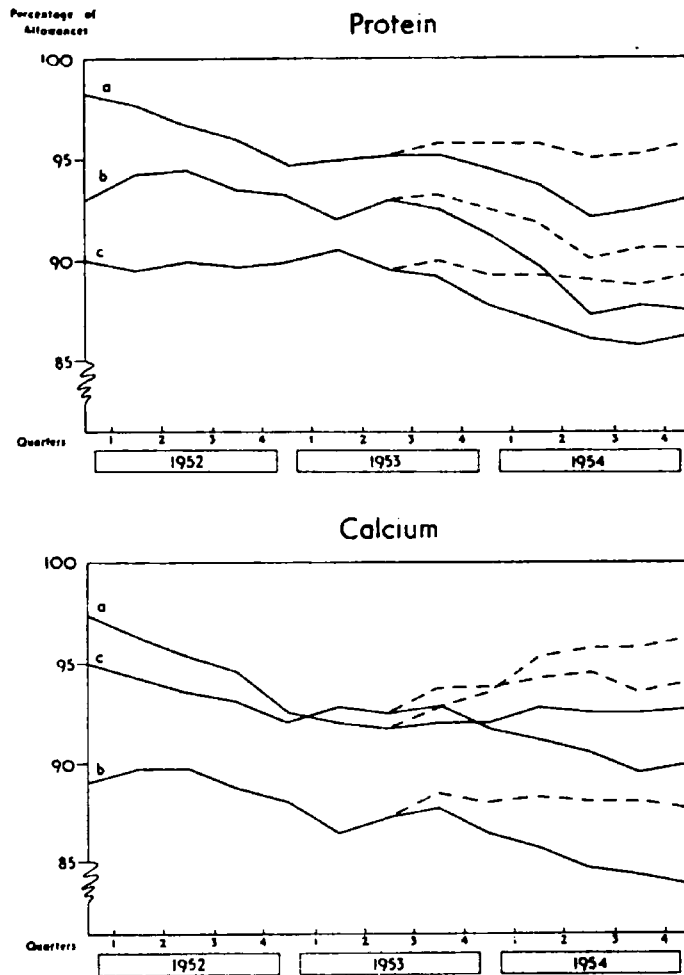
109. The percentages for protein, calcium and riboflavin in the larger families resemble those in earlier years. Between 1950 and 1952 (Table 45) there was a general decrease in the percentages for protein and calcium in households containing children. There were also decreases, not shown in Table 45, for riboflavin in adult households and all family groups. Since 1952 the percentages for riboflavin have remained fairly constant. Protein percentages for all but the largest families remained almost stationary between 1952 and 1953, while those for families with four or more children declined. The corresponding percentages for calcium have tended to decrease for all types of household with children or adolescents between 1953 and 1954. The trends for protein and calcium shown by annual moving averages which eliminate any seasonal variations are illustrated in Chart II.

**TABLE 43**  
*Energy Value and Nutrient Content of Domestic Food Consumption, 1954, by Household Composition Groups (per head per day)*

	Classified households with one male and one female adult and:						Unclassified households with:									
	no other		children only				adolescents only		adolescents and children		adults only		adolescents but no children		one or more children with or without adolescents	
	one or both 55 or over	both under 55	1	2	3	4 or more										
Energy value (Cal)	2,952	3,174	2,677	2,414	2,238	2,160	2,934	2,578	2,770	2,814	2,454					
Protein (g)	88	94	79	70	64	61	86	73	83	83	71					
Animal protein (g)	50	53	43	38	34	30	46	35	46	44	37					
Fat (g)	124	135	110	98	88	81	120	98	116	115	98					
Carbohydrate (g)	371	394	343	314	298	296	378	351	349	363	323					
Calcium (mg)	1,153	1,227	1,082	999	933	883	1,092	966	1,093	1,054	954					
Iron (mg)	15.2	16.6	13.6	12.2	11.0	10.4	15.3	12.8	14.2	14.6	12.4					
Vitamin A (i.u.)	4,393	5,155	4,126	3,748	3,212	2,810	4,526	3,518	4,122	4,101	3,606					
Vitamin B <sub>1</sub> (mg)	1.46	1.59	1.31	1.16	1.06	1.02	1.43	1.23	1.38	1.37	1.20					
Riboflavin (mg)	1.90	2.07	1.75	1.59	1.44	1.33	1.81	1.51	1.80	1.72	1.52					
Nicotinic acid (mg)	15.6	16.8	13.4	11.7	10.5	9.8	15.4	12.4	14.6	14.5	12.3					
Vitamin C (mg)	55	67	55	48	42	38	58	46	53	51	46					
Vitamin D (i.u.)	152	163	153	136	143	142	154	135	144	145	136					

CHART II

*Estimated intake of protein and calcium by certain vulnerable Household Composition Groups expressed as percentages of Allowances based on Recommendations of the British Medical Association.*



- a. Households containing 1 male and 1 female adult and 3 children.
- b. Households containing 1 male and 1 female adult and 4 or more children.
- c. Households containing 1 male and 1 female adult, adolescents and children.

*Annual Moving Averages, 1952-4*

Where the lines diverge, the broken line shows the percentages which would have been found if the intentions of the Flour Order, 1953, had been fully achieved. The unbroken line shows the percentages actually found. The moving averages are centred on each quarter of the year.

**TABLE 44**  
*Comparison of Energy Value and Nutrient Content of Domestic Food Consumptions, 1954, with Allowances based on the British Medical Association's Recommendations (per cent)*

	Classified households with one male and one female adult and:							Unclassified households with:			
	no other		children only				adolescents	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both over 55	both under 55	1	2	3	4					
Energy value . . . . .	115	117	110	105	101	99	102	98	108	100	98
Protein . . . . .	124	126	109	100	92	87	97	86	116	97	94
Calcium . . . . .	128	143	114	101	92	85	107	91	125	107	96
Iron . . . . .	113	132	116	109	101	97	110	99	109	106	100
Vitamin A . . . . .	158	197	178	175	158	145	175	161	153	156	156
Vitamin B <sub>1</sub> . . . . .	143	149	136	128	122	119	125	116	135	122	120
Riboflavin . . . . .	122	127	118	113	107	100	104	94	115	101	100
Nicotinic acid . . . . .	153	157	139	129	120	115	135	118	143	129	124
Vitamin C . . . . .	245	312	261	236	208	186	229	188	244	207	205

**TABLE 45**  
*Changes in the Comparison of Protein and Calcium Content of Domestic Food Consumption with Allowances based on the British Medical Association's Recommendations: 1950, 1952, 1953, 1954*  
*(per cent)*

	<i>Classified households with one male and one female adult and:</i>							
	<i>no other</i>		<i>children only</i>				<i>adolescents only</i>	<i>adolescents and children</i>
	<i>one or both 55 or over<sup>1</sup></i>	<i>both under 55</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4 or more</i>		
<b>Total Protein</b>								
1950 . . .	n.a.	n.a.	117	105	102	94	103	91
1952 . . .	n.a.	n.a.	112	102	96	95	100	90
1953 . . .	125	126	112	102	95	93	101	89
1954 <sup>2</sup> . . .	124 (127)	126 (129)	109 (112)	100 (102)	92 (95)	87 (90)	97 (100)	86 (89)
<b>Calcium</b>								
1950 . . .	n.a.	n.a.	120	106	102	92	114	94
1952 . . .	n.a.	n.a.	116	102	95	90	110	94
1953 . . .	129	140	115	102	92	87	107	92
1954 <sup>2</sup> . . .	128 (134)	143 (149)	114 (118)	101 (105)	92 (96)	85 (88)	107 (112)	91 (95)

<sup>1</sup> Includes old age pensioner households.

<sup>2</sup> Figures in brackets give the percentages which would have been found in 1954 if the intentions of the Flour Order, 1953, had been fully achieved.

**II.** Control on flour milling was removed in August, 1953, but the industry remained subject to the Flour Order which was intended to secure that National flour should be of 80 per cent extraction rate or its equivalent, and that prescribed quantities of calcium carbonate should be added to all flours except 100 per cent wholemeal. Analyses by the Government Chemist have shown that during 1954 the intentions of the Order were not always achieved, and the Chart therefore compares the calcium and protein content of the diet in large families (expressed as a percentage of requirements) with the values which should have been found. Had the intentions of the Order been carried out at all times there would have been some improvement in the calcium percentages instead of a further decline, and protein might have remained about stationary.

**III.** Table 46 compares the source of the energy value of the diets from 1950 to 1954. Over the five years the most pronounced trend to be seen was the continued fall in the proportion of energy obtained from protein, particularly in households with several children, in which the proportion from carbohydrate rose in 1954 to the 1952 level. In all groups there were marked decreases between 1950 and 1952 in the percentages from fat, but the trend was reversed in 1953; the fat percentages continued to rise in 1954 in households without children or with adolescents only but were scarcely maintained in households with two or more children. The greatest dependence on carbohydrate as a source of energy was found, as in previous years, in the diets of households with four or more children or with children and adolescents, and the least in those of households without children. The proportion of protein derived from animal sources in the diets of all household groups rose continuously from 1952, and for households with adolescents but no children from

1950. The percentages were highest in the diets of childless households, and fell as the number of children in the household increased. Except in the largest families and households with both adolescents and children, all percentages exceeded 50 in both 1953 and 1954.

112. The energy value and nutrient content of food obtained for domestic consumption by younger childless couples and households of one man and one woman with varying numbers of children have been further analysed by the same method as that applied in Table 42 to expenditure on individual foods. The resulting regression estimates of the intake associated with an adult couple and the average increment for each additional child in 1953 and 1954 are given in Table 47, together with corresponding estimates relating to the recommended allowances, calculated in the same way as those for nutrient intake. The child increments are expressed as percentages of the corresponding amounts attributable to the two adult members of the household. All the percentages relating to requirements were higher in 1954 than in 1953, largely because of the change in the upper age limit for children from

TABLE 46  
Percentage of Energy Value derived from Protein, Fat and Carbohydrate: 1950, 1952, 1953 and 1954  
(per cent)

	Classified households with one male and one female adult and:							
	no other		children only				adolescents only	adolescents and children
	one or both 55 or over <sup>1</sup>	both under 55	1	2	3	4 or more		
<b>Protein</b>								
1950 . . .	n.a.	n.a.	12.6	12.4	12.3	12.0	12.8	12.3
1952 . . .	n.a.	n.a.	12.6	12.4	12.1	12.0	12.8	12.4
1953 . . .	12.8	12.9	12.4	12.1	12.0	11.8	12.6	12.1
1954 . . .	11.9	11.9	11.7	11.6	11.4	11.2	11.7	11.3
<b>Fat</b>								
1950 . . .	n.a.	n.a.	37.7	37.6	36.5	35.7	35.9	34.9
1952 . . .	n.a.	n.a.	35.0	35.2	34.8	33.6	33.8	32.6
1953 . . .	36.1	37.1	36.7	36.7	35.4	34.0	36.0	34.0
1954 . . .	37.9	38.4	37.0	36.4	35.3	33.9	36.8	34.3
<b>Carbohydrate</b>								
1950 . . .	n.a.	n.a.	49.7	50.0	51.2	52.3	51.3	52.8
1952 . . .	n.a.	n.a.	52.4	52.4	53.1	54.4	53.4	55.0
1953 . . .	51.1	50.0	50.9	51.2	52.6	54.2	51.4	53.9
1954 . . .	50.2	49.7	51.3	52.1	53.2	54.9	51.5	54.4
<b>Animal protein as percentage of total protein</b>								
1950 . . .	n.a.	n.a.	50.9	51.0	49.3	46.1	47.2	44.7
1952 . . .	n.a.	n.a.	50.2	50.3	48.5	45.0	47.8	44.6
1953 . . .	52.5	53.4	52.7	52.4	50.1	46.9	50.1	46.2
1954 . . .	56.6	56.5	55.0	54.1	52.5	49.5	53.5	48.6

<sup>1</sup> Includes old age pensioner households.

14 to 15; but for intake all the percentages except that for vitamin D were either unchanged or lower than in the previous year. Thus the difference between the levels of diet in large and small families widened to a greater extent than the figures for absolute intake would suggest; the widening was due to an improvement in the nutritional position of the small family rather than a deterioration in that of larger households. The absolute value of the child increment in intake is for most nutrients less than the child increment in requirements. On the other hand the intake associated with the adult element of the family is in all cases much greater than the adult requirements. This does not, of course, imply that the average child's actual intake was undesirably low, since the household remains the unit of investigation, and even where the child increment is less than the corresponding requirement, the total requirement of the family may well be met.

TABLE 47  
Regression estimates of Nutrient Intake and Requirements associated with an Adult Couple and a Child, 1953 and 1954  
(per household per day)

	Regression Estimates											
	Intake <sup>1</sup>						Recommended allowance					
	Adult couple		Each additional child <sup>2</sup>		Child as percentage of couple		Adult couple		Each additional child <sup>2</sup>		Child as percentage of couple	
	1953	1954	1953	1954	1953	1954	1953	1954	1953	1954	1953	1954
Energy value (Cal.)	5,959 (5,363)	6,341 (5,707)	1,676 (1,508)	1,667 (1,500)	28	26	4,860	4,847	1,656	1,722	34	36
Total protein (g)	191 (172)	190 (171)	46 (41)	45 (40)	24	24	135	134	58	60	43	45
Animal protein (g)	105 (94)	109 (98)	20 (18)	20 (18)	19	18	—	—	—	—	—	—
Fat (g)	250 (225)	272 (245)	61 (55)	57 (51)	25	21	—	—	—	—	—	—
Carbohydrate (g)	736 (662)	783 (705)	235 (212)	243 (219)	32	31	—	—	—	—	—	—
Calcium (mg)	2,469 (2,222)	2,492 (2,243)	752 (677)	735 (662)	30	29	1,559	1,547	993	1,005	64	65
Iron (mg)	32.9 (29.6)	33.4 (30.1)	7.5 (6.8)	7.5 (6.8)	23	22	23.0	22.8	8.5	8.8	37	39
Vitamin A (i.u.)	10,045 (9,040)	10,565 (9,508)	2,153 (1,938)	1,914 (1,723)	21	18	4,785	4,743	1,464	1,474	31	31
Vitamin B <sub>1</sub> (mg)	3.17 (2.85)	3.17 (2.85)	0.78 (0.70)	0.74 (0.67)	25	23	1.92	1.91	0.65	0.68	34	36
Riboflavin (mg)	4.18 (3.76)	4.22 (3.80)	1.01 (0.91)	1.02 (0.92)	24	24	2.94	2.93	1.02	1.06	35	36
Nicotinic acid (mg)	33.4 (30.1)	33.5 (30.2)	6.7 (6.0)	6.6 (5.9)	20	20	19.2	19.1	6.5	6.8	34	36
Vitamin C (mg)	140 (126)	137 (123)	29 (26)	26 (23)	20	19	39	39	17	18	44	46
Vitamin D (i.u.)	323 (291)	320 (288)	116 (104)	126 (113)	36	39	—	—	—	—	—	—

<sup>1</sup> The figures in brackets are the estimates of intake after the customary 10 per cent allowance for wastage has been deducted.

<sup>2</sup> Under 14 in 1953; under 15 in 1954.



## APPENDIX A

# Composition of the Sample

1. The National Food Survey was conducted during 1954 in the same sixty parliamentary constituencies and by the same methods as had been used since February 9, 1953, when the Social Survey Division of the Central Office of Information assumed responsibility for the field work of the Survey. A list of the constituencies surveyed and an account of the design of the sample were given in the Annual Report for 1953, Appendix A, paragraphs 1-6.

2. Some 20,400 addresses were visited in 1954, and 11,570 completed log-books were obtained. The effective response rate was 57 per cent, compared with 56 per cent in the second half of 1953. The proportion of children under 14 was about 25 per cent, as in the two preceding years, compared with 26 per cent in 1951 and 28 per cent in 1950. According to the 1951 Census, the proportion of children under 14 in the population of Great Britain was about 21 per cent. The over-representation of households with children has thus been reduced but not eliminated by improvements in survey technique.

3. The numbers of households and of persons surveyed in each quarter of 1954 are shown in Table 1. The sample averaged 2,892 households per quarter, with a mean household size of 3.24 persons, compared with 2,849 households per quarter (mean size 3.23 persons) in 1953 and 3,109 (mean size 3.32) in 1952. The 1951 Census gives a national average of 3.21 persons per private household (including visitors). The Registrars-General define a private household as a single person living alone or a group of individuals voluntarily living together under a single *menage*, in the sense of sharing the same living rooms or eating at the same table; this does not appear to differ materially from the Survey definition, which refers to a group of persons living in the same dwelling and sharing common catering arrangements. As in the previous year, the average number of persons per household was highest in rural districts. A small but interesting change compared with 1953 was that the mean household size was consistently smallest in the conurbations, although the samples were chosen from the same constituencies in both years. The figures for other urban areas were close to the national average. Of all persons in the sample 23.9 per cent lived in rural areas, compared with 21.6 per cent in 1953 and 21.1 per cent in 1952; the corresponding Census figure for Great Britain was 19.3 per cent.

4. Table 2 gives the distribution of the sample by household composition within each social class. The income levels defining the respective social classes were the same as in 1953, and the general increase in money incomes accordingly led to a substantial movement of households from Classes C and D into Classes A and B (cf. paragraphs 71 and 72 and Table 26). No doubt because of this migration up the income scale, the distribution of Class A households by family composition conformed more closely than in the previous year to that found in Classes B and C. Class A contained a greater proportion of younger couples and two-adult households with children than in 1953, but relatively fewer of the non-classified types. The changes in the demographic structure of Classes B, C, D2 and the old age pensioner group were slight. In Class D1, however, the proportion of classified households declined from 40 to 35 per cent. In many households of this type the nominal head of household is a retired person or widow, and the chief earner is an adult son or

**TABLE I**  
*Composition of the Sample, 1954*

	1st	2nd	3rd	4th	Year	
	Quarter	Quarter	Quarter	Quarter	1953	1954
<b>HOUSEHOLDS IN CONURBATIONS</b>						
Households . . . . .	1,175	1,167	959	1,010	4,299	4,311
Persons . . . . .	3,777	3,671	2,981	3,152	13,916	13,581
Persons per household . . . . .	3.21	3.15	3.11	3.12	3.24	3.15
<b>OTHER URBAN HOUSEHOLDS</b>						
Households . . . . .	1,251	1,236	1,081	1,070	4,734	4,638
Persons . . . . .	4,026	3,963	3,536	3,470	14,894	14,995
Persons per household . . . . .	3.22	3.21	3.27	3.24	3.15	3.23
<b>RURAL HOUSEHOLDS</b>						
Households . . . . .	667	695	633	626	2,362	2,621
Persons . . . . .	2,268	2,400	2,177	2,111	7,946	8,956
Persons per household . . . . .	3.40	3.45	3.44	3.37	3.36	3.42
<b>ALL HOUSEHOLDS</b>						
Households . . . . .	3,093	3,098	2,673	2,706	11,395	11,570
Persons . . . . .	10,071	10,034	8,694	8,733	36,756	37,522
Persons per household . . . . .	3.26	3.24	3.25	3.23	3.23	3.24

daughter; in some cases three generations live together. Table 2 confirms the earlier finding that for households of one man and one woman with children there was little relationship between social class and family size.

5. Table 3 shows the age and sex composition of households in each social class. As before, the average number of children in the household was highest in Class B, and of adults in Class D1. The numbers of male adolescents were reduced by National Service, but this is a characteristic of the population surveyed rather than a source of bias. Women outnumbered men in all classes, the disparity being greatest in old age pensioner households and smallest in Class C.

TABLE 2  
 Composition of the Sample by Social Class and Household Composition, 1954  
 (households)

	Social Class										All households			Average size			
	A		B		C		D				No.	per cent	All persons	Adults	Children	Adolescents	
	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 male and one female adult and:																	
No other																	
(1) Older couples (one or both 55 or over)	101	11.0	269	7.7	424	10.4	270	15.6	187	37.2	310	36.7	1,561	13.5	2.00	0	0
(2) Younger couples (both under 55)	126	13.7	413	11.8	449	11.0	74	4.3	3	0.6	0	0	1,065	9.2	2.00	0	0
1 child (0-14)	114	12.4	563	16.1	637	15.7	59	3.4	9	1.8	3	0.4	1,385	12.0	3.00	1.00	0
2 children (0-14)	129	14.0	559	16.0	525	12.9	44	2.5	3	0.6	0	0	1,260	10.9	2.00	2.00	0
3 children (0-14)	38	4.1	197	5.6	175	4.3	20	1.1	2	0.4	0	0	432	3.7	5.00	3.00	0
4 or more children (0-14)	13	1.4	107	3.0	122	3.0	9	0.5	1	0.2	0	0	252	2.2	2.00	4.48	0
Adolescents only (15-20)	48	5.2	212	6.1	216	5.3	65	3.8	0	0	1	0.1	542	4.7	2.00	0	1.23
Adolescents and children	56	6.1	269	7.7	310	7.6	62	3.6	1	0.2	0	0	698	6.0	2.00	1.83	1.28
Total	625	67.9	2,589	74.0	2,858	70.2	603	34.8	206	41.0	314	37.2	7,195	62.2	3.27	2.00	1.96
Other households:																	
Adults only	149	16.2	379	10.8	581	14.3	718	41.5	231	50.0	521	61.7	2,599	22.5	2.22	0	0
With adolescents (15-20) but no children	29	3.1	117	3.4	149	3.6	120	6.9	1	0.2	1	0.1	417	3.6	2.54	0	1.17
With children (0-14)	118	12.8	413	11.8	485	11.9	291	16.8	44	8.8	8	1.0	1,359	11.7	4.90	2.83	0.41
Total	296	32.1	909	26.0	1,215	29.8	1,129	65.2	296	59.0	530	62.8	4,375	37.8	3.19	2.44	0.24
All household types	921	100.0	3,498	100.0	4,073	100.0	1,732	100.0	502	100.0	844	100.0	11,570	100.0	3.24	2.17	0.85
Average number in each household:																	
Adults	2.23		2.21		2.25		2.34		1.61		1.50		2.17		...	...	...
Adolescents (15-20)	0.20		0.26		0.26		0.26		0.01		...		0.22		...	...	...
Children (0-14)	0.91		1.12		1.02		0.48		0.22		0.01		0.85		...	...	...
Total	3.35		3.59		3.52		3.08		1.84		1.52		3.24		...	...	...

**TABLE 3**  
*Household Composition of Social Classes, 1954*

	<i>Social Class</i>						<i>All households</i>
	<i>A</i>	<i>B</i>	<i>C</i>	<i>with earners (D1)</i>	<i>without earners (D2)</i>	<i>O.A.P.</i>	
percentage of total persons in each social class	per cent	per cent	per cent	per cent	per cent	per cent	per cent
Men, 21-64 . . . . .	29.3	28.8	29.9	23.9	7.2	0.9	27.1
Men, 65 and over . . . . .	2.7	1.5	2.0	7.4	22.3	31.2	4.1
Women, 21-59 . . . . .	29.9	28.2	28.1	30.1	19.0	4.1	27.5
Women, 60 and over . . . . .	4.9	2.9	3.9	14.7	38.9	62.7	8.0
Adolescents and children:							
15-20, male . . . . .	2.7	3.4	3.4	3.9	0.4	0.1	3.2
15-20, female . . . . .	3.3	3.9	4.0	4.4	0.3	0.1	3.7
5-14 . . . . .	18.7	20.3	18.6	11.0	9.3	0.8	17.3
1-4 . . . . .	7.3	9.2	8.4	3.9	2.2	0.1	7.5
Under 1 . . . . .	1.3	1.8	1.8	0.6	0.3	0.1	1.5
	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

APPENDIX B

Tables of Consumption, Expenditure and Prices

TABLE I  
Domestic Food Expenditure, 1954 All Households  
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>MILK AND MILK PRODUCTS</b>					
<b>Liquid:</b>					
Full price . . . . .	25.72	24.43	25.75	26.94	25.71
Welfare . . . . .	0.99	1.08	1.05	1.02	1.04
School . . . . .	—	—	—	—	—
<b>Condensed:</b>					
Skimmed, sweetened . . . . .	0.09	0.08	0.07	0.06	0.08
Whole, sweetened . . . . .	0.25	0.20	0.22	0.19	0.22
Whole, unsweetened . . . . .	0.69	0.89	0.94	0.83	0.84
<b>Dried:</b>					
National . . . . .	0.12	0.10	0.15	0.10	0.12
Branded . . . . .	0.22	0.19	0.23	0.19	0.21
Other milk . . . . .	0.03	0.04	0.02	0.03	0.03
Cream . . . . .	0.53	0.63	0.72	0.50	0.60
<i>Total Milk and Cream</i>	<i>28.64</i>	<i>27.64</i>	<i>29.15</i>	<i>29.86</i>	<i>28.85</i>
<b>CHEESE</b>					
Ration-type . . . . .	4.49	4.24	3.86	3.91	4.12
Other . . . . .	1.17	1.26	1.36	1.41	1.30
<i>Total Cheese</i>	<i>5.66</i>	<i>5.50</i>	<i>5.22</i>	<i>5.32</i>	<i>5.42</i>
<b>MEAT AND MEAT PRODUCTS</b>					
<b>Carcase Meat:</b>					
Beef and veal . . . . .	19.09	17.89	22.03	23.73	20.68
Mutton and lamb . . . . .	9.95	12.55	15.47	12.85	12.70
Pork . . . . .	5.71	5.68	3.61	6.47	5.37
<i>Total Carcase Meat</i>	<i>34.75</i>	<i>36.12</i>	<i>41.11</i>	<i>43.05</i>	<i>38.75</i>
<b>Other Meat:</b>					
Corned meat . . . . .	0.75	1.23	1.57	1.74	1.32
Bones . . . . .	0.33	0.24	0.12	0.22	0.23
Bacon and ham, uncooked . . . . .	14.92	14.66	14.37	13.92	14.47
Bacon and ham, cooked (including canned) . . . . .	3.61	4.08	4.16	3.70	3.89
Other cooked meat (not canned) . . . . .	1.95	1.91	1.72	1.72	1.82
Other canned meat . . . . .	3.40	3.25	3.09	2.52	3.06
Liver . . . . .	1.08	1.48	2.29	2.35	1.80
Offals (other than liver) . . . . .	0.86	0.69	0.87	1.14	0.89
Poultry . . . . .	1.34	1.03	1.34	1.07	1.20
Rabbit, game and other meat . . . . .	1.21	0.44	0.16	0.19	0.50
Sausages, uncooked, pork . . . . .	4.70	3.67	3.79	4.23	4.10
Sausages, uncooked, beef . . . . .	2.24	2.23	2.04	2.12	2.16
Other meat products . . . . .	2.81	2.55	2.53	2.78	2.67
<i>Total Bacon and Meat other than Carcase Meat</i>	<i>39.20</i>	<i>37.46</i>	<i>38.05</i>	<i>37.70</i>	<i>38.11</i>

TABLE I (contd.)  
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>FISH</b>					
White, fresh . . . . .	5.35	5.24	4.78	4.91	5.07
Herrings, fresh . . . . .	0.21	0.13	0.21	0.31	0.22
Fat, fresh, other . . . . .	0.18	0.27	0.20	0.14	0.20
White, processed . . . . .	0.80	0.69	0.53	0.73	0.69
Fat, processed . . . . .	0.47	0.31	0.49	0.57	0.46
Shell . . . . .	0.33	0.42	0.31	0.29	0.34
Cooked . . . . .	1.35	1.45	1.78	1.58	1.54
Canned and bottled . . . . .	0.96	1.63	1.30	1.38	1.32
Fish products . . . . .	0.35	0.33	0.24	0.29	0.30
<i>Total Fish</i> . . . . .	<i>10.00</i>	<i>10.47</i>	<i>9.84</i>	<i>10.20</i>	<i>10.14</i>
<b>EGGS</b> . . . . .	<b>14.31</b>	<b>13.44</b>	<b>17.49</b>	<b>18.61</b>	<b>15.96</b>
<b>FATS</b>					
Butter . . . . .	9.11	11.85	12.73	12.30	11.50
Margarine . . . . .	5.39	5.89	6.43	6.29	5.99
Lard and compound cooking fat . . . . .	2.70	3.15	3.52	3.46	3.21
Suet and dripping . . . . .	0.78	0.45	0.48	0.85	0.64
Other fats, oils and creams . . . . .	0.26	0.14	0.07	0.06	0.13
<i>Total Fats</i> . . . . .	<i>18.24</i>	<i>21.48</i>	<i>23.23</i>	<i>22.96</i>	<i>21.47</i>
<b>SUGAR AND PRESERVES</b>					
Jams, jellies and curds . . . . .	2.59	2.66	2.10	1.95	2.32
Sugar . . . . .	7.80	7.95	8.89	8.36	8.25
Marmalade . . . . .	1.08	1.16	1.16	1.32	1.18
Syrup, treacle and honey . . . . .	0.81	0.59	0.54	0.68	0.66
<i>Total Sugar and Preserves</i> . . . . .	<i>12.28</i>	<i>12.36</i>	<i>12.69</i>	<i>12.31</i>	<i>12.41</i>
<b>VEGETABLES</b>					
Old potatoes . . . . .	8.43	5.96	1.89	7.18	5.86
New potatoes . . . . .	0.22	5.73	4.55	—	2.62
Chips . . . . .	0.63	0.70	1.04	0.82	0.80
Crisps . . . . .	0.15	0.16	0.12	0.12	0.14
Cabbages . . . . .	1.12	2.42	1.14	0.99	1.42
Brussels sprouts . . . . .	1.20	0.04	0.07	1.67	0.74
Cauliflower . . . . .	0.89	1.02	0.73	0.70	0.84
Leafy salads . . . . .	0.50	1.99	0.86	0.49	0.96
Fresh legumes . . . . .	...	0.36	3.40	0.35	1.03
Quick frozen legumes . . . . .	0.24	0.28	0.08	0.22	0.20
Other fresh green vegetables . . . . .	0.03	0.08	0.01	0.02	0.04
Carrots . . . . .	0.93	0.75	0.86	0.99	0.88
Other root vegetables . . . . .	0.68	0.36	0.41	0.69	0.54
Onions, shallots, etc. . . . .	1.28	1.10	1.00	1.29	1.17
Miscellaneous fresh vegetables . . . . .	0.45	1.56	1.19	0.83	1.01
Dried pulses . . . . .	0.96	0.77	0.45	0.65	0.71
Canned pulses . . . . .	4.25	4.43	3.04	3.69	3.85
Other canned vegetables . . . . .	0.19	0.29	0.15	0.11	0.18
Vegetable products . . . . .	0.11	0.14	0.09	0.08	0.10
<i>Total Vegetables</i> . . . . .	<i>22.26</i>	<i>28.14</i>	<i>21.08</i>	<i>20.89</i>	<i>23.09</i>

TABLE I (contd.)  
(pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>FRUIT</b>					
<b>Fresh:</b>					
Oranges . . . . .	2.57	2.42	1.48	1.39	1.96
Other citrus fruit . . . . .	0.70	0.73	0.59	0.59	0.65
Apples and pears . . . . .	3.68	4.03	3.34	3.65	3.68
Stone fruit . . . . .	0.09	0.26	1.76	0.16	0.57
Soft fruit . . . . .	0.26	0.58	2.15	0.42	0.85
Quick frozen soft fruit . . . . .	0.01	0.01	0.01	0.01	0.01
Bananas . . . . .	2.72	2.76	3.31	2.85	2.91 x
Other fresh fruit . . . . .	0.27	0.37	0.13	0.07	0.21
Tomatoes, fresh and quick frozen . . . . .	1.91	6.69	7.58	3.23	4.85
<i>Total Fresh Fruit . . . . .</i>	<i>12.21</i>	<i>17.85</i>	<i>20.35</i>	<i>12.37</i>	<i>15.69</i>
<b>Other:</b>					
Tomatoes, canned and bottled . . . . .	0.81	0.64	0.42	0.58	0.61
Canned and bottled fruit . . . . .	2.50	3.83	4.54	3.48	3.59
Dried vine fruit . . . . .	0.93	0.84	0.89	1.73	1.10
Other dried fruit . . . . .	0.54	0.50	0.30	0.47	0.45
Nuts and fruit and nut products . . . . .	0.72	0.43	0.45	1.59	0.80
Fruit juices . . . . .	0.28	0.25	0.28	0.31	0.28
M.O.F. orange juice . . . . .	0.11	0.09	0.08	0.09	0.09
<i>Total Other Fruit, and Fruit Products . . . . .</i>	<i>5.89</i>	<i>6.58</i>	<i>6.96</i>	<i>8.25</i>	<i>6.92</i>
<b>CEREALS</b>					
Self-raising flour . . . . .	3.20	2.92	2.92	2.80	2.96
Other flour . . . . .	0.90	0.74	0.69	0.76	0.77
National bread, brown . . . . .	0.46	0.57	0.67	0.72	0.60
National bread, other . . . . .	14.19	14.15	14.09	14.16	14.15
White bread . . . . .	0.35	0.29	0.31	0.16	0.28
Wholewheat and wholemeal bread . . . . .	0.91	1.01	0.96	0.88	0.94
Malt bread . . . . .	0.13	0.14	0.14	0.13	0.14
Other bread . . . . .	1.72	1.64	1.60	1.68	1.66
Buns, scones and tea-cakes . . . . .	1.78	1.84	1.41	1.58	1.65
Cakes and pastries . . . . .	7.00	7.08	7.41	7.54	7.26
Biscuits . . . . .	8.38	8.28	8.48	8.55	8.42
Puddings . . . . .	0.35	0.56	0.72	0.54	0.54
Oatmeal and oat products . . . . .	1.15	0.68	0.57	1.04	0.86
Breakfast cereals . . . . .	1.98	2.33	2.57	2.11	2.25
Rice . . . . .	0.88	0.84	0.71	0.81	0.81
Cereals, flour base . . . . .	0.75	0.62	0.59	0.68	0.66
Other cereals . . . . .	1.16	1.04	1.00	0.92	1.03
<i>Total Cereals . . . . .</i>	<i>45.29</i>	<i>44.73</i>	<i>44.84</i>	<i>45.06</i>	<i>44.98</i>
<b>BEVERAGES</b>					
Tea . . . . .	11.14	11.79	12.11	13.87	12.23
Coffee, bean and ground . . . . .	0.56	0.38	0.56	0.61	0.53
Coffee, extracts and essences . . . . .	1.50	1.45	1.35	1.39	1.42
Cocoa and drinking chocolate . . . . .	0.67	0.45	0.51	0.63	0.56
Branded food drinks . . . . .	1.00	0.74	0.69	0.74	0.79
<i>Total Beverages . . . . .</i>	<i>14.87</i>	<i>14.81</i>	<i>15.22</i>	<i>17.24</i>	<i>15.53</i>

TABLE I (contd.) (pence per head per week)

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>MISCELLANEOUS</b>					
Invalid and baby foods . . . . .	0·25	0·41	0·30	0·33	0·32
Spreads and dressings . . . . .	0·14	0·52	0·48	0·18	0·33
Soups, canned . . . . .	1·61	0·88	0·88	1·29	1·16
Soups, dehydrated and powdered . . . . .	0·13	0·07	0·08	0·12	0·10
Meat and vegetable extracts . . . . .	0·90	0·62	0·57	0·85	0·74
Other, (expenditure only recorded):					
Pickles and sauces . . . . .	1·39	1·27	1·30	1·38	1·34
Table jellies, squares and crystals . . . . .	0·54	0·74	0·69	0·59	0·64
Miscellaneous . . . . .	1·51	1·40	1·45	1·51	1·47
<i>Total Miscellaneous Foods</i> . . . . .	6·47	5·91	5·75	6·25	6·10
<i>Total All Foods</i> . . . . .	270·10 (22s. 6d.)	282·47 (23s. 6d.)	290·97 (24s. 3d.)	290·08 (24s. 2d.)	283·40 (23s. 7d.)

TABLE 2

Domestic Food Consumption, 1954 All Households  
(per head per week)

	Proportion of house- holds pur- chasing each type of food <sup>1</sup>	1st Quarter oz <sup>2</sup>	2nd Quarter oz <sup>2</sup>	3rd Quarter oz <sup>2</sup>	4th Quarter oz <sup>2</sup>	Yearly average oz <sup>2</sup>
	<i>per cent</i>					
<b>MILK AND MILK PRODUCTS</b>						
<b>Liquid:</b>						
Full price (pt) . . . . .	96	4·05	3·99	3·97	4·02	4·01
Welfare (pt) . . . . .	21	0·57	0·63	0·60	0·58	0·60
School (pt) . . . . .	n.a.	0·23	0·20	0·14	0·24	0·20
<b>Condensed:</b>						
Skimmed, sweetened (eq. pt)	2	0·02	0·02	0·01	0·01	0·02
Whole, sweetened (eq. pt) . . . . .	3	0·03	0·02	0·02	0·02	0·02
Whole, unsweetened (eq. pt)	19	0·09	0·11	0·12	0·11	0·11
<b>Dried:</b>						
National (eq. pt) . . . . .	2	0·08	0·06	0·09	0·07	0·08
Branded (eq. pt) . . . . .	1	0·02	0·02	0·03	0·03	0·02
Other milk (pt) . . . . .	1	0·01	0·01	0·01	...	0·01
Cream (pt) . . . . .	8	0·01	0·01	0·01	0·01	0·01
<i>Total Milk and Cream (pt or eq. pt)</i> . . . . .	n.a.	5·11	5·07	5·00	5·09	5·08
<b>Cheese:</b>						
Ration-type . . . . .	65	2·65	2·50	2·40	2·36	2·48
Other . . . . .	22	0·38	0·40	0·45	0·47	0·42
<i>Total Cheese</i> . . . . .	n.a.	3·03	2·90	2·85	2·83	2·90



TABLE 2 (contd.)  
(per head per week)

	Proportion of house- holds pur- chasing each type of food <sup>1</sup>	1st Quarter oz <sup>2</sup>	2nd Quarter oz <sup>2</sup>	3rd Quarter oz <sup>2</sup>	4th Quarter oz <sup>2</sup>	Yearly average oz <sup>2</sup>
	per cent					
<b>MEAT AND MEAT PRODUCTS</b>						
<b>Carcase Meat:</b>						
Beef and veal . . . . .	77	9.14	8.55	9.27	9.96	9.23
Mutton and lamb . . . . .	54	5.02	6.18	6.98	5.73	5.98
Pork . . . . .	19	2.57	2.60	1.59	2.86	2.40
<i>Total Carcase Meat</i> . . . . .	<i>n.a.</i>	<i>16.73</i>	<i>17.33</i>	<i>17.84</i>	<i>18.55</i>	<i>17.61</i>
<b>Other meat:</b>						
Corned meat . . . . .	16	0.25	0.41	0.51	0.53	0.42
Bones . . . . .	5	0.70	0.44	0.29	0.51	0.48
Bacon and ham, uncooked . . . . .	88	5.45	5.34	5.31	5.23	5.33
Bacon and ham, cooked (including canned) . . . . .	37	0.73	0.81	0.83	0.71	0.77
Other cooked meat (not canned) . . . . .	20	0.45	0.44	0.39	0.40	0.42
Other canned meat . . . . .	32	1.56	1.59	1.27	1.04	1.36
Liver . . . . .	22	0.53	0.69	0.93	0.90	0.76
Offals (other than liver) . . . . .	15	0.77	0.55	0.61	0.81	0.68
Poultry . . . . .	3	0.56	0.49	0.57	0.47	0.52
Rabbit, game and other meat . . . . .	4	0.88	0.29	0.15	0.13	0.36
Sausages, uncooked, pork . . . . .	40	2.31	1.82	1.94	2.16	2.06
Sausages, uncooked, beef . . . . .	24	1.39	1.39	1.25	1.32	1.34
Other meat products . . . . .	35	1.67	1.46	1.49	1.62	1.56
<i>Total Bacon and Meat other than Carcase Meat</i> . . . . .	<i>n.a.</i>	<i>17.25</i>	<i>15.72</i>	<i>15.54</i>	<i>15.83</i>	<i>16.06</i>
<b>FISH</b>						
White, fresh . . . . .	48	3.29	3.28	2.96	2.95	3.12
Herrings, fresh . . . . .	4	0.29	0.18	0.27	0.42	0.29
Fat, fresh, other . . . . .	2	0.11	0.14	0.15	0.10	0.12
White, processed . . . . .	9	0.50	0.47	0.34	0.47	0.44
Fat, processed . . . . .	9	0.48	0.30	0.49	0.59	0.46
Shell . . . . .	4	0.07	0.11	0.08	0.08	0.08
Cooked . . . . .	18	0.59	0.63	0.77	0.69	0.67
Canned and bottled . . . . .	15	0.31	0.48	0.40	0.40	0.40
Fish products . . . . .	7	0.11	0.10	0.09	0.08	0.10
<i>Total Fish</i> . . . . .	<i>n.a.</i>	<i>5.75</i>	<i>5.69</i>	<i>5.55</i>	<i>5.78</i>	<i>5.68</i>
<b>EGGS</b>						
	84	4.51	4.74	4.01	3.80	4.26
<b>FATS</b>						
Butter . . . . .	88	3.52	4.09	4.36	4.40	4.09
Margarine . . . . .	83	4.79	4.82	4.89	4.75	4.81
Lard and compound cooking fat . . . . .	36	2.15	2.22	2.18	2.18	2.18
Suet and dripping . . . . .	16	0.61	0.39	0.42	0.65	0.52
Other fats, oils and creams . . . . .	2	0.15	0.06	0.03	0.03	0.07
<i>Total Fats</i> . . . . .	<i>n.a.</i>	<i>11.22</i>	<i>11.58</i>	<i>11.88</i>	<i>12.01</i>	<i>11.67</i>

TABLE 2 (contd.)  
(per head per week)

	Proportion of house- holds pur- chasing each type of food <sup>1</sup>	1st Quarter oz <sup>2</sup>	2nd Quarter oz <sup>2</sup>	3rd Quarter oz <sup>2</sup>	4th Quarter oz <sup>2</sup>	Yearly average oz <sup>2</sup>
	per cent					
<b>SUGAR AND PRESERVES</b>						
Jams, jellies and curds . . . . .	33	2.39	2.44	2.00	1.85	2.17
Sugar . . . . .	90	16.08	16.29	18.28	17.18	16.96
Marmalade . . . . .	21	1.05	1.16	1.15	1.30	1.16
Syrup, treacle and honey . . . . .	11	1.06	0.75	0.71	0.86	0.84
<i>Total Sugar and Preserves . . . . .</i>	<i>n.a.</i>	<i>20.58</i>	<i>20.64</i>	<i>22.14</i>	<i>21.19</i>	<i>21.13</i>
<b>VEGETABLES</b>						
Old potatoes . . . . .	61	66.20	43.23	20.45	64.91	48.70
New potatoes . . . . .	27	0.45	14.28	38.96	—	13.42
Chips . . . . .	19	0.86	0.94	1.38	1.16	1.08
Crisps . . . . .	4	0.05	0.05	0.04	0.04	0.04
Cabbages . . . . .	35	4.80	6.94	5.25	6.01	5.75
Brussels sprouts . . . . .	18	4.32	0.12	0.12	4.69	2.31
Cauliflower . . . . .	17	1.56	1.74	1.68	1.84	1.70
Leafy salads . . . . .	28	0.23	1.44	2.04	0.42	1.03
Fresh legumes . . . . .	13	—	0.70	13.17	1.13	3.75
Quick frozen legumes . . . . .	2	0.11	0.14	0.03	0.11	0.10
Other fresh green vegetables . . . . .	1	0.15	0.57	0.12	0.15	0.25
Carrots . . . . .	39	4.19	1.92	2.51	3.65	3.07
Other root vegetables . . . . .	24	3.48	1.11	1.81	3.59	2.50
Onions, shallots, etc. . . . .	46	4.06	2.96	2.87	3.73	3.40
Miscellaneous fresh vegetables . . . . .	21	0.31	1.07	1.69	1.11	1.04
Dried pulses . . . . .	16	1.02	0.81	0.44	0.64	0.73
Canned pulses . . . . .	57	4.98	5.30	3.61	4.20	4.52
Other canned vegetables . . . . .	3	0.17	0.29	0.16	0.11	0.18
Vegetable products . . . . .	3	0.09	0.10	0.07	0.07	0.08
<i>Total Vegetables . . . . .</i>	<i>n.a.</i>	<i>97.03</i>	<i>83.71</i>	<i>96.40</i>	<i>97.56</i>	<i>93.65</i>
<b>FRUIT</b>						
<b>Fresh</b>						
Oranges . . . . .	32	4.34	3.82	1.93	1.91	3.00
Other citrus fruit . . . . .	15	0.91	0.96	0.66	0.65	0.80
Apples and pears . . . . .	51	6.27	5.16	5.91	8.05	6.35
Stone fruit . . . . .	10	0.07	0.23	3.62	0.36	1.07
Soft fruit . . . . .	9	0.17	0.76	3.19	0.39	1.13
Quick frozen soft fruit . . . . .	...	0.01	0.01	...	...	...
Bananas . . . . .	39	2.85	2.68	3.14	2.98	2.91
Other fresh fruit . . . . .	5	0.30	1.97	0.59	0.06	0.73
Tomatoes, fresh and quick frozen . . . . .	57	1.65	4.38	6.78	3.06	3.97
<i>Total Fresh Fruit . . . . .</i>	<i>n.a.</i>	<i>16.57</i>	<i>19.97</i>	<i>25.82</i>	<i>17.46</i>	<i>19.96</i>

TABLE 2 (cont.)  
(per head per week)

	Proportion of house- holds pur- chasing each type of food <sup>1</sup>	1st Quarter oz <sup>2</sup>	2nd Quarter oz <sup>2</sup>	3rd Quarter oz <sup>2</sup>	4th Quarter oz <sup>2</sup>	Yearly average oz <sup>2</sup>
<b>Other</b>						
Tomatoes, canned and bottled . . . . .	10	0.77	0.62	0.39	0.57	0.59
Canned and bottled fruit . . . . .	33	2.08	2.88	3.46	2.75	2.79
Dried vine fruit . . . . .	20	1.04	0.91	0.93	1.80	1.17
Other dried fruit . . . . .	8	0.38	0.37	0.23	0.30	0.32
Nuts and fruit and nut products . . . . .	11	0.42	0.23	0.24	0.79	0.42
Fruit juices . . . . .	3	0.13	0.13	0.14	0.14	0.14
M.O.F. orange juice . . . . .	3	0.12	0.11	0.10	0.11	0.11
<i>Total Other Fruit and Fruit Products</i> . . . . .	<i>n.a.</i>	<i>4.94</i>	<i>5.25</i>	<i>5.49</i>	<i>6.46</i>	<i>5.54</i>
<b>CEREALS</b>						
Self-raising flour . . . . .	49	7.35	6.76	6.89	6.73	6.93
Other flour . . . . .	13	2.13	1.80	1.71	1.88	1.88
National bread, brown . . . . .	15	1.54	1.91	2.23	2.31	2.00
National bread, other . . . . .	94	49.35	49.25	49.02	49.11	49.18
White bread . . . . .	5	0.81	0.67	0.69	0.36	0.63
Wholewheat and wholemeal bread . . . . .	20	2.03	2.22	2.03	1.89	2.04
Malt bread . . . . .	4	0.19	0.19	0.18	0.18	0.18
Other bread . . . . .	26	2.33	2.18	2.23	2.26	2.25
Buns, scones and tea-cakes . . . . .	33	1.78	1.64	1.42	1.58	1.60
Cakes and pastries . . . . .	60	3.49	3.55	3.83	3.89	3.69
Biscuits . . . . .	80	4.97	4.98	5.02	5.00	4.99
Puddings . . . . .	10	0.23	0.36	0.48	0.35	0.36
Oatmeal and oat products . . . . .	16	1.66	0.94	0.79	1.52	1.23
Breakfast cereals . . . . .	35	1.41	1.66	1.77	1.50	1.58
Rice . . . . .	18	0.91	0.88	0.73	0.85	0.84
Cereals, flour base . . . . .	14	0.71	0.58	0.53	0.60	0.60
Other cereals . . . . .	26	0.85	0.74	0.70	0.69	0.74
<i>Total Cereals</i> . . . . .	<i>n.a.</i>	<i>81.74</i>	<i>80.31</i>	<i>80.25</i>	<i>80.70</i>	<i>80.72</i>
<b>BEVERAGES</b>						
Tea . . . . .	90	2.87	2.83	2.77	2.82	2.82
Coffee, bean and ground . . . . .	4	0.12	0.08	0.11	0.12	0.11
Coffee, extracts and essences . . . . .	15	0.27	0.26	0.23	0.23	0.25
Cocoa and drinking chocolate . . . . .	10	0.28	0.17	0.18	0.23	0.22
Branded food drinks . . . . .	7	0.27	0.19	0.18	0.19	0.21
<i>Total Beverages</i> . . . . .	<i>n.a.</i>	<i>3.81</i>	<i>3.53</i>	<i>3.47</i>	<i>3.59</i>	<i>3.61</i>
<b>MISCELLANEOUS</b>						
Invalid and baby foods . . . . .	3	0.12	0.25	0.19	0.21	0.19
Spreads and dressings . . . . .	7	0.06	0.21	0.19	0.08	0.14
Soups, canned . . . . .	18	1.63	0.86	0.84	1.29	1.16
Soups, dehydrated and powdered . . . . .	2	0.04	0.02	0.02	0.03	0.03
Meat and vegetable extracts . . . . .	17	0.17	0.11	0.11	0.16	0.14
<i>Total Miscellaneous Foods</i> . . . . .	<i>n.a.</i>	<i>2.02</i>	<i>1.45</i>	<i>1.35</i>	<i>1.77</i>	<i>1.66</i>

<sup>1</sup> Percentage of households obtaining each type of food by purchase during the survey week, averaged over the whole year. For foods with a restricted season, the proportion of households which purchased the food during its season was, of course, higher than the percentage shown.

<sup>2</sup> Except pints (or equivalent pints) of milk and cream and number of eggs.

TABLE 3  
Domestic Food Prices, 1954  
All Households

	Average prices paid <sup>1</sup>				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>MILK AND MILK PRODUCTS</b>					
Liquid:					
Full price . . . . .	6.72	6.40	6.87	7.20	6.78
Welfare . . . . .	1.77	1.74	1.76	1.77	1.76
School . . . . .	—	—	—	—	—
Condensed:					
Skimmed, sweetened . . . . .	5.95	6.13	5.82	5.54	5.89
Whole, sweetened . . . . .	9.28	9.41	9.55	9.75	9.47
Whole, unsweetened . . . . .	7.61	7.80	7.72	7.79	7.74
Dried:					
National . . . . .	1.50	1.50	1.65	1.54	1.55
Branded . . . . .	8.36	7.89	7.77	7.18	7.81
Other milk . . . . .	12.49	12.12	13.85	14.88	13.07
Cream . . . . .	88.29	72.34	71.50	72.60	75.38
<b>CHEESE</b>					
Ration-type . . . . .	27.13	27.09	25.64	26.45	26.64
Other . . . . .	49.35	49.61	48.54	47.76	48.80
<b>CARCASE MEAT</b>					
Beef and veal . . . . .	33.48	33.52	38.27	38.24	35.80
Mutton and lamb . . . . .	31.71	32.49	35.66	36.16	33.99
Pork . . . . .	35.94	35.01	36.34	36.77	35.96
<b>OTHER MEAT AND MEAT PRODUCTS</b>					
Corned meat . . . . .	47.21	47.56	49.46	51.88	49.32
Bones . . . . .	7.54	8.75	6.26	7.03	7.53
Bacon and ham, uncooked . . . . .	44.63	44.12	43.50	42.96	43.85
Bacon and ham, cooked (including canned) . . . . .	78.93	80.58	81.42	83.67	81.03
Other cooked meat (not canned) . . . . .	69.90	69.89	71.18	69.68	70.12
Other canned meat . . . . .	34.67	32.74	38.80	38.68	35.66
Liver . . . . .	33.24	34.09	39.60	41.77	37.65
Offals (other than liver) . . . . .	17.85	20.09	22.96	22.66	20.72
Poultry . . . . .	48.05	42.08	46.10	51.18	46.64
Rabbit, game and other meat . . . . .	22.77	24.73	23.33	26.99	23.55
Sausages, uncooked, pork . . . . .	32.62	32.35	31.61	31.55	32.08
Sausages, uncooked, beef . . . . .	25.67	25.61	26.18	25.76	25.78
Other meat products . . . . .	27.07	27.95	27.22	27.49	27.43
<b>FISH</b>					
White, fresh . . . . .	26.10	25.75	26.15	26.80	26.17
Herrings, fresh . . . . .	11.46	11.74	12.44	11.69	11.80
Fat, fresh, other . . . . .	26.72	33.96	26.93	23.02	28.20
White, processed . . . . .	25.92	24.77	25.34	24.92	25.26
Fat, processed . . . . .	15.72	17.05	16.08	15.29	15.91
Shell . . . . .	70.41	66.66	75.71	62.28	68.42
Cooked . . . . .	37.08	37.56	36.96	37.09	37.17
Canned and bottled . . . . .	49.11	54.15	52.13	55.91	53.02
Fish products . . . . .	52.90	51.40	44.81	55.69	51.32

TABLE 3 (contd.)

	Average prices paid <sup>1</sup>				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>EGGS . . . . .</b>	3.60	3.27	4.93	5.39	4.17
<b>FATS</b>					
Butter . . . . .	41.82	46.98	47.67	45.72	45.63
Margarine . . . . .	18.02	19.54	21.06	21.15	19.86
Lard and compound cooking fat . . . . .	20.10	22.73	25.84	25.44	23.39
Suet and dripping . . . . .	20.56	18.74	18.09	20.89	19.81
Other fats, oils and creams . . . . .	28.62	36.69	33.04	34.53	31.49
<b>SUGAR AND PRESERVES</b>					
Jams, jellies and curds . . . . .	17.98	17.87	17.90	18.27	17.98
Sugar . . . . .	7.77	7.80	7.78	7.78	7.78
Marmalade . . . . .	16.47	16.13	16.17	16.21	16.24
Syrup, treacle and honey . . . . .	12.15	12.59	12.21	12.70	12.40
<b>VEGETABLES</b>					
Old potatoes . . . . .	2.18	2.36	2.00	2.06	2.18
New potatoes . . . . .	8.14	6.60	2.40	—	3.87
Chips . . . . .	11.82	12.18	12.10	11.40	11.88
Crisps . . . . .	48.03	48.50	48.18	48.71	48.34
Cabbages . . . . .	4.66	6.74	5.49	4.58	5.57
Brussels sprouts . . . . .	6.17	7.07	9.73	7.61	6.92
Cauliflower . . . . .	9.65	11.16	9.02	7.16	9.27
Leafy salads . . . . .	34.77	26.95	11.98	20.88	21.46
Fresh legumes . . . . .	30.00	10.29	7.74	9.91	8.11
Quick frozen legumes . . . . .	34.42	32.68	35.31	33.08	33.50
Other fresh green vegetables . . . . .	6.86	7.71	6.01	5.57	6.98
Carrots . . . . .	3.60	6.33	6.72	4.73	4.91
Other root vegetables . . . . .	3.57	5.64	6.41	4.08	4.37
Onions, shallots, etc. . . . .	5.19	6.22	6.36	6.14	5.88
Miscellaneous fresh vegetables . . . . .	24.99	24.75	13.90	13.74	18.13
Dried pulses . . . . .	15.21	15.30	16.43	16.24	15.61
Canned pulses . . . . .	13.69	13.38	13.44	14.07	13.63
Other canned vegetables . . . . .	17.81	16.32	15.73	15.73	16.48
Vegetable products . . . . .	19.23	22.05	21.76	18.69	20.52
<b>FRESH FRUIT</b>					
Oranges . . . . .	9.52	10.12	12.24	11.80	10.44
Other citrus fruit . . . . .	12.43	12.21	14.34	14.39	13.09
Apples and pears . . . . .	10.12	12.64	11.18	8.75	10.56
Stone fruit . . . . .	19.44	17.82	8.73	7.36	9.40
Soft fruit . . . . .	24.89	22.70	19.02	20.78	20.26
Quick frozen soft fruit . . . . .	27.25	34.91	39.00	25.78	31.12
Bananas . . . . .	15.32	16.52	16.86	15.34	16.01
Other fresh fruit . . . . .	14.20	6.51	9.96	16.65	8.93
Tomatoes, fresh and quick frozen . . . . .	18.70	24.49	19.00	18.65	20.60
<b>OTHER FRUIT</b>					
Tomatoes, canned and bottled . . . . .	17.25	16.85	16.90	16.44	16.90
Canned and bottled fruit . . . . .	22.88	22.58	21.30	21.89	22.09
Dried vine fruit . . . . .	14.40	14.77	15.29	15.34	14.98
Other dried fruit . . . . .	22.80	21.63	20.82	24.67	22.51
Nuts and fruit and nut products . . . . .	27.85	29.69	30.14	31.92	30.19
Fruit juices . . . . .	34.31	31.10	33.04	34.00	33.09
M.O.F. orange juice . . . . .	13.40	13.33	13.33	13.42	13.37

TABLE 3 (contd.)

	Average prices paid <sup>1</sup>				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Yearly average
<b>CEREALS</b>					
Self-raising flour . . . . .	6·97	6·89	6·78	6·66	6·84
Other flour . . . . .	6·79	6·60	6·46	6·46	6·60
National bread, brown . . . . .	4·73	4·82	4·85	4·95	4·85
National bread, other . . . . .	4·60	4·60	4·61	4·62	4·61
White bread . . . . .	6·97	6·85	7·07	7·00	6·97
Wholewheat and wholemeal bread . . . . .	7·16	7·26	7·54	7·49	7·35
Malt bread . . . . .	11·56	11·96	12·35	11·49	11·83
Other bread . . . . .	11·79	12·03	11·50	11·93	11·82
Buns, scones and tea-cakes . . . . .	16·06	17·95	15·98	16·01	16·55
Cakes and pastries . . . . .	32·12	31·99	30·93	30·99	31·52
Biscuits . . . . .	26·97	26·66	27·12	27·31	27·00
Puddings . . . . .	24·36	25·01	24·20	24·32	24·48
Oatmeal and oat products . . . . .	11·06	11·59	11·52	11·00	11·22
Breakfast cereals . . . . .	22·41	22·47	23·16	22·59	22·66
Rice . . . . .	15·51	15·21	15·46	15·15	15·34
Cereals, flour base . . . . .	17·01	17·24	18·10	17·91	17·50
Other cereals . . . . .	21·77	22·60	22·85	21·51	22·17
<b>BEVERAGES</b>					
Tea . . . . .	62·16	66·71	69·86	78·36	68·89
Coffee, bean and ground . . . . .	77·12	75·86	80·96	82·73	79·25
Coffee, extracts and essences . . . . .	87·85	88·52	95·35	97·60	91·72
Cocoa and drinking chocolate . . . . .	38·76	41·67	45·26	44·67	42·09
Branded food drinks . . . . .	59·97	61·26	61·89	61·95	61·09
<b>MISCELLANEOUS</b>					
Invalid and baby foods . . . . .	32·92	26·32	26·00	25·10	27·07
Spreads and dressings . . . . .	39·42	40·04	40·28	35·41	39·39
Soups, canned . . . . .	15·80	16·46	16·80	16·00	16·15
Soups, dehydrated and powdered . . . . .	50·29	61·78	58·53	75·96	59·49
Meat and vegetable extracts . . . . .	86·34	87·87	83·43	87·47	86·43

<sup>1</sup> Pence per lb, except pence per pint of liquid and other milk and cream, pence<sup>1</sup> per equivalent pint of condensed and dried milk, and pence per shell egg.

## APPENDIX C

# Contribution of Different Foods to the Nutrient Content of the Diet

1. Tables 1 to 5 show the contributions of different foods to the nutrient values of the diets of all households, Class A and old age pensioner households, younger childless couples and couples with four or more children.

2. Table 1, which shows the analysis for the average household diet, may be compared with Table 1 in Appendix C of the Annual Report for 1953. In 1954 there were increases in the consumption of a large number of foods which, for energy value, animal protein, fat, carbohydrate, iron, vitamin A, riboflavin and vitamin D more than counterbalanced the decreases in consumption of fish, bread and flour, fresh fruit and green vegetables. The decreases in total protein, calcium and vitamin B<sub>1</sub> were 2 per cent or less, and that for vitamin C, 6 per cent.

3. An indication of the swing from foods of vegetable origin (other than sugar) to those of animal origin is provided by the protein values. The net decrease in the total protein (1½ g per head per day) arose in spite of an increase of 1¼ g in animal protein; the decrease in vegetable protein arose mainly from a reduction of over 2½ g in the amount from bread and flour.

4. The net increase in the energy value of the diet was 106 Cal. per head per day or over 4 per cent of the 1953 average. Nearly half this increase, 43 Cal., was contributed by foods of entirely animal origin (21 Cal. from carcase meat and 17 Cal. from butter). The most marked increase was in the energy contribution from sugar. Between 1953 and 1954 there was an increase equivalent to 52 Cal. per head per day from sugar alone. This was partly offset by decreased consumption of preserves, so that the net increase from sugar and preserves was 44 Cal., a change which takes no account of the increase in consumption of sweets, which are not recorded in the Survey, from the equivalent of 150 Cal. per head per day in 1953 to 160 in 1954. Margarine and fats other than butter contributed an additional 21 Cal. in 1954.

5. Increases in iron, vitamin A and riboflavin were all under 2 per cent and were mainly the result of the increased consumption of foods of animal origin, which more than compensated for the loss from the decreased consumption of vegetables, cereals and fish. Increased margarine and liver consumption was mainly responsible for the rise in vitamin A, and meat and eggs for iron and riboflavin. Total nicotinic acid was unchanged because the increase in that from meat was offset by the decrease from cereals. Increased consumption of margarine was responsible for the higher vitamin D.

6. The contribution of calcium from cereals, especially bread and flour, and vegetables decreased more than that from cheese increased, so that the total calcium was less in 1954 than in 1953. The decrease in vitamin B<sub>1</sub> from cereals outweighed the increase from meat. The 6 per cent decrease in vitamin C was caused by reduced consumption of green vegetables and fresh fruit, changes which made potatoes, as in 1952, the chief single source of vitamin C.

7. As in previous years the largest contributions to the total nutritive value of the diet were those from liquid and processed milks to calcium (48 per cent) and

riboflavin (37 per cent); from margarine to vitamin D (43 per cent); and from total meats to nicotinic acid (36 per cent). Milks, cheese and cereals provided 86 per cent of the calcium and 57 per cent of the protein and 49 per cent of the vitamin B<sub>1</sub>.

8. Tables 2 and 3 have been included to illustrate the differences in dietary pattern at the two ends of the income range. Differences in nutritional requirements preclude absolute comparison of intake data, but general comparisons are of interest. The most marked differences were the much larger contributions from bread and flour in the diet of the old age pensioner households (equivalent to over 110 Cal. extra per head per day); the much greater contribution of fresh fruit and tomatoes to vitamin C in Class A, whose total was over 50 per cent more than that of old age pensioner households, with fresh fruit and tomatoes supplying over 40 per cent of the total for Class A compared with less than 30 per cent for the old age pensioner group; the greater consumption of all important sources of vitamin A in the Class A diet, resulting in a total nearly 30 per cent above that for old age pensioner households; and the larger contribution of fish and dairy products to vitamin D in Class A households, so that margarine supplied about one-third of the vitamin D for Class A compared with nearly half for old age pensioner households. Another important difference was the greater contribution of foods of animal origin to the Class A diet, which affected several nutrients including calcium, iron and the B vitamins: animal protein, which gives a measure of the difference, was 47 g per head per day out of 79 g total protein for Class A and 40 g out of 73 g for old age pensioner households. Bread and flour partly counterbalanced in the old age pensioners' diets the extra animal foods of Class A.

9. Tables 4 and 5 give corresponding data for the groups at the opposite ends of the household composition range, younger couples (both under 55) and couples with four or more children. Substantial differences in requirements make it impossible to compare intake figures except in relation to recommended allowances which for calcium and vitamin D are greater for the families with children than for the couples. The recommended allowance for protein is relatively greater for children than adults. The intake of energy value and all nutrients was greater for the couples than for the families.

10. The most important difference for protein occurred in the meats group which provided nearly 14 g per head per day more for the younger couples than for the large families, followed by cereals which provided 8 g extra to the couples; but meats provided 26 per cent of the couples' total compared with only 18 per cent for the families, and cereals 33 per cent compared with 39 per cent. The couples obtained more calcium, mainly from fresh and processed milk (553 mg per head per day or 45 per cent of the total compared with 461 mg or 52 per cent of the total), cheese (134 mg or 11 per cent of the total compared with 60 mg or 7 per cent of the total), and cereals (344 mg or 28 per cent compared with 258 mg or 29 per cent of the total). They also obtained 29 mg a day extra from vegetables. Couples obtained 15 per cent more vitamin D per head than the families, but the totals were reached quite differently. The couples obtained over 60 i.u. per head per day from fish and eggs (or nearly 40 per cent) while the large families obtained only 21 per cent from fish and eggs and over 25 per cent (36 i.u.) from milk, including National Dried Milk which is fortified with vitamin D. Margarine was the chief source for each group at over 40 per cent of each total. The couples obtained over 2,000 i.u. per head per day more vitamin A than the families, derived mainly from dairy products (200 i.u.), liver (750 i.u.), fats (350 i.u.), vegetables (550 i.u.) and fruit and tomatoes (200 i.u.).



11. The couples obtained more iron, mainly from meats (4.8 mg. per head per day or 29 per cent of the total compared with 2.3 mg or 22 per cent), eggs (1.2 mg or 7 per cent compared with 0.7 mg or 7 per cent), vegetables (3.0 mg or 18 per cent compared with 2.2 mg or 21 per cent) and cereals (5.4 mg or 32 per cent compared with 3.9 mg or 38 per cent). The diets of the couples also contained over 50 per cent more of all three B vitamins than those of the families. Meats and cereals were largely responsible for the difference for vitamin B<sub>1</sub>, providing together 0.9 mg per head per day or 59 per cent of the total for the couples compared with 0.6 mg or 54 per cent of the total for the families; and for nicotinic acid, providing 11.5 mg or 68 per cent of the total compared with 6.2 mg or 63 per cent of the total. Milk, cheese and meats accounted for most of the difference for riboflavin, providing together 1.2 mg or 58 per cent of the total compared with 0.8 mg or 60 per cent. The outstanding difference for vitamin C lay in the contribution from fresh fruits and tomatoes, which supplied 24 mg per head per day (or 36 per cent of the total) for the couples compared with 7 mg (or 19 per cent of the total) for the families. Potatoes and other vegetables supplied absolutely more vitamin C to the former group (33 mg compared with 23 mg) but relatively less (50 per cent of the total compared with 61 per cent).

12. The importance of milk to the large families is illustrated by its percentage contributions to several nutrients, which are shown below:

	<i>Percentage contribution of fresh and processed milk to total intake of:</i>					
	<i>Protein</i>	<i>Calcium</i>	<i>Vitamin A</i>	<i>Vitamin B<sub>1</sub></i>	<i>Riboflavin</i>	<i>Vitamin D</i>
Younger couples . . . . .	16	45	10	11	33	3
Households with one male and one female adult and 4 or more children . . . . .	21	52	16	14	44	26

TABLE I Energy Value and Nutrient Content of Domestic Food Consumption<sup>1</sup>—All Households, 1954  
 (per head per day)

	Energy value		Protein	Calcium		Iron		Vitamin A		Vitamin B <sub>1</sub> ( <sup>1</sup> )		Riboflavin		Nicotinic acid		Vitamin C( <sup>1</sup> )		Vitamin D	
	Cal.	Per cent of Total		g	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	Per cent of Total	Per cent of Total	i.u.
Milk and cream . . . . .	264	10.0	13.8	492	47.6	0.4	3.2	470	12.0	0.16	12.3	0.62	36.9	0.4	3.3	4	8.8	13	9.1
Cheese . . . . .	48	1.8	3.0	95	9.2	0.1	0.5	153	3.9	..	0.2	0.06	3.5	..	0.3	—	—	2	1.2
Total milk, cream and cheese . . . . .	312	11.9	16.8	588	56.8	0.5	3.8	622	15.9	0.16	12.5	0.67	40.4	0.5	3.6	4	8.8	15	10.4
Meat, carcass . . . . .	180	6.8	10.2	8	0.7	1.9	14.5	29	0.7	0.11	8.3	0.14	8.3	2.8	21.3	—	—	—	—
Bacon . . . . .	85	3.2	2.1	2	0.2	0.2	1.5	—	—	0.10	7.6	0.02	1.2	0.4	3.2	—	—	—	—
Other meat . . . . .	99	3.8	5.3	14	1.4	1.4	10.6	835	21.3	0.07	5.5	0.14	8.5	1.5	11.4	1	1.1	3	1.9
Total meat . . . . .	364	13.8	17.7	24	2.3	3.5	26.5	864	22.1	0.27	21.4	0.30	18.0	4.8	36.0	1	1.1	3	1.9
Fish . . . . .	21	0.8	2.8	12	1.2	0.2	1.7	11	0.3	0.01	0.6	0.03	1.6	0.4	3.0	—	—	29	20.2
Eggs . . . . .	47	1.8	3.8	18	1.8	0.9	6.7	304	7.8	0.04	3.0	0.13	8.0	..	0.2	—	—	18	12.6
Margarine . . . . .	150	5.7	—	1	0.1	0.1	0.4	466	11.9	—	—	—	—	—	—	—	—	62	43.0
Butter . . . . .	124	4.7	0.1	2	0.2	..	0.1	498	12.7	—	—	—	—	—	—	—	—	10	6.9
Other fats . . . . .	98	3.7	0.1	..	..	..	..	8	0.2	..	..	..	..	..	..	..	..	..	0.2
Total fats . . . . .	372	14.2	0.2	3	0.3	0.1	0.7	972	24.8	..	..	..	..	..	..	..	..	..	0.2
Sugar and preserves . . . . .	306	11.6	0.1	4	0.4	0.2	1.3	1	—	—	—	—	—	—	—	—	—	72	50.0
Potatoes, including chips and crisps . . . . .	158	6.0	3.9	18	1.8	1.4	10.6	—	—	0.21	16.3	0.14	8.5	2.2	16.3	18	36.0	—	—
Green vegetables . . . . .	11	0.4	1.1	19	1.9	0.5	3.4	146	3.7	0.04	3.4	0.03	1.9	0.2	1.4	7	13.3	—	—
Root vegetables . . . . .	4	0.2	0.2	8	0.8	0.1	0.7	628	16.0	0.01	0.6	0.01	0.4	0.1	1.0	1	2.5	—	—
Other vegetables . . . . .	26	1.0	1.8	15	1.5	0.5	4.0	51	1.3	0.03	2.1	0.02	1.3	0.2	1.5	1	2.2	—	—
Total vegetables . . . . .	199	7.6	7.0	62	5.9	2.5	18.8	825	21.1	0.29	22.4	0.20	12.1	2.7	20.2	27	54.0	—	—
Fresh fruit, including tomatoes . . . . .	23	0.9	0.5	12	1.2	0.3	2.0	182	4.7	0.03	2.7	0.02	1.4	0.3	2.1	15	30.2	—	—
Other fruit . . . . .	27	1.0	0.3	7	0.7	0.2	1.9	43	1.1	0.01	0.4	0.01	0.5	0.1	0.8	2	3.5	—	—
Total fruit . . . . .	50	1.9	0.8	19	1.8	0.5	3.8	225	5.8	0.04	3.1	0.03	1.8	0.4	2.8	17	33.7	—	—
Bread and flour . . . . .	716	27.3	21.9	250	24.2	3.3	24.6	..	..	0.39	30.6	0.11	6.9	3.5	26.3	—	—	—	—
Other cereals . . . . .	222	8.4	5.3	49	4.7	1.3	9.9	72	1.9	0.07	5.6	0.06	3.6	0.6	4.3	—	—	7	4.9
Total cereals . . . . .	938	35.7	27.2	299	28.9	4.6	34.5	73	1.9	0.46	36.3	0.17	10.4	4.1	30.6	—	—	7	4.9
Beverages . . . . .	9	0.3	0.3	3	0.3	0.2	1.2	3	0.1	..	0.3	0.11	6.8	..	0.4	—	—	—	—
Other foods* . . . . .	9	0.3	0.3	2	0.2	0.1	1.0	12	0.3	..	0.3	0.01	0.7	0.4	2.9	..	0.7	—	—
TOTAL ALL FOODS . . . . .	2,626	100	76.7	1,034	100	13.4	100	3,911	100	1.28	100	1.67	100	13.3	100	50	100	144	100

<sup>1</sup> Welfare fish liver oil and vitamin A and D tablets excluded.

\* Invalid and baby foods, spreads and dressings, soups and extracts.

To allow for losses in cooking, 15 per cent has been deducted from all intake figures as suggested in Medical Research Council War Memorandum No. 14.

Welfare orange juice included in fruit. Allowance made for cooking losses as suggested in the Memorandum cited above.

TABLE 2 Energy Value and Nutrient Content of Domestic Food Consumption<sup>1</sup>—Class A Households, 1954  
 (per head per day)

	Energy value		Protein g	Calcium mg	Iron mg	Vitamin A		Vitamin B <sub>1</sub> ( <sup>2</sup> )		Riboflavin		Nicotinic acid		Vitamin C( <sup>3</sup> )		Vitamin D		
	Cal.	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	
Milk and cream . . . . .	317	12.1	16.4	588	0.5	3.7	572	12.7	0.19	14.3	0.74	39.9	0.5	3.8	5	8.4	11	7.0
Cheese . . . . .	52	2.0	3.1	102	0.1	0.5	163	3.6	...	0.2	0.06	3.4	...	0.3	—	—	2	1.3
Total milk, cream and cheese . . . . .	369	14.1	19.6	690	0.6	4.2	735	16.3	0.19	14.5	0.80	43.3	0.6	4.1	5	8.4	13	8.3
Meat, carcass . . . . .	202	7.7	11.6	9	0.8	15.7	33	0.7	0.11	8.7	0.16	8.5	3.2	23.2	—	—	—	—
Bacon . . . . .	92	3.5	2.3	2	0.2	1.5	1.5	—	0.11	8.0	0.02	1.2	0.5	3.4	—	—	—	—
Other meat . . . . .	99	3.8	5.6	13	1.2	10.4	911	20.2	0.08	6.0	0.15	8.3	1.8	13.1	1	1.0	2	1.6
Total meat . . . . .	393	15.0	19.5	24	2.2	27.7	944	20.9	0.30	22.7	0.33	18.0	5.5	39.7	1	1.0	2	1.6
Fish . . . . .	23	0.9	3.3	14	1.3	0.3	19	0.4	0.01	0.8	0.04	1.9	0.5	3.6	—	—	42	27.7
Eggs . . . . .	59	2.3	4.7	23	2.0	1.1	379	8.4	0.05	3.7	0.17	9.0	...	0.3	—	—	23	15.0
Margarine . . . . .	128	4.9	—	1	0.1	...	390	8.7	—	—	—	—	—	—	—	—	53	34.7
Butter . . . . .	154	5.9	0.1	3	0.3	...	619	13.7	—	—	—	—	—	—	—	—	12	8.2
Other fats . . . . .	83	3.2	0.1	...	...	0.1	6	0.1	...	...	...	...	...	0.2	—	—	...	0.1
Total fats . . . . .	365	13.9	0.2	4	0.3	0.1	1,016	22.5	...	...	...	...	...	0.2	—	—	65	43.0
Sugar and preserves . . . . .	304	11.6	0.1	5	0.4	0.2	2	...	...	...	...	...	...	0.2	—	—	—	—
Potatoes, including chips and crisps . . . . .	134	5.1	3.4	16	1.4	1.2	8.8	—	0.18	13.8	0.12	6.8	1.9	13.8	16	25.5	—	—
Green vegetables . . . . .	14	0.5	1.3	22	2.0	0.5	3.9	185	0.06	4.2	0.04	2.0	0.2	1.7	8	12.8	—	—
Root vegetables . . . . .	4	0.2	0.2	9	0.8	0.1	0.8	769	0.01	0.07	0.01	0.7	0.1	1.1	1	2.1	—	—
Other vegetables . . . . .	21	0.8	1.4	15	1.3	0.5	3.2	71	0.02	1.7	0.02	1.0	0.2	1.3	1	1.9	—	—
Total vegetables . . . . .	173	6.6	6.3	62	5.5	2.3	16.7	1,025	0.27	20.4	0.19	10.2	2.5	17.9	26	42.3	—	—
Fresh fruit, including tomatoes . . . . .	38	1.5	0.8	20	1.8	0.4	3.1	242	0.06	4.6	0.04	2.0	0.4	3.2	25	41.1	—	—
Other fruit . . . . .	40	1.5	0.4	10	0.9	0.4	2.6	47	0.01	0.6	0.01	0.7	0.1	1.1	3	4.7	—	—
Total fruit . . . . .	78	3.0	1.2	30	2.7	0.8	5.7	289	0.07	5.2	0.05	2.6	0.6	4.3	28	45.8	—	—
Bread and flour . . . . .	597	22.8	18.2	206	18.5	2.9	21.1	...	0.35	26.2	0.10	5.5	3.2	22.9	—	—	—	—
Other cereals . . . . .	235	9.0	5.6	51	4.6	1.5	10.6	69	0.08	5.8	0.06	3.4	0.6	4.5	—	—	7	4.4
Total cereals . . . . .	832	31.8	23.8	257	23.1	4.4	31.6	69	0.42	32.0	0.16	8.8	3.8	27.4	—	—	7	4.4
Beverages . . . . .	9	0.3	0.3	3	0.3	0.2	1.1	3	...	0.3	0.10	5.6	0.1	0.4	—	—	—	—
Other foods <sup>4</sup> . . . . .	14	0.5	0.4	2	0.2	0.1	1.0	30	...	0.4	0.01	0.5	0.3	2.0	1	0.9	—	—
TOTAL ALL FOODS . . . . .	2,618	100	79.3	1,114	100	14.0	100	4,509	1.32	100	1.84	100	13.8	100	62	100	152	100

<sup>1</sup> Welfare fish liver oil and vitamin A and D tablets excluded.  
<sup>2</sup> Invalid and baby foods, spreads and dressings, soups and extracts.  
<sup>3</sup> To allow for losses in cooking, 15 per cent has been deducted from all intake figures as suggested in Medical Research Council War Memorandum No. 14.  
<sup>4</sup> Welfare orange juice included in fruit. Allowance made for cooking losses as suggested in the Memorandum cited above.

TABLE 3 Energy Value and Nutrient Content of Domestic Food Consumption<sup>1</sup>—Old Age Pensioner Households, 1954  
 (per head per day)

	Energy value		Protein g Total	Calcium mg Total	Iron mg Total	Vitamin A		Vitamin B <sub>1</sub> ( <sup>2</sup> )		Riboflavin mg Total	Nicotinic acid		Vitamin C( <sup>3</sup> )		Vitamin D		
	Cal.	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	Per cent of Total	Per cent of Total	Per cent of Total
Milk and cream . . . . .	255	10.0	13.3	476	0.4	445	12.5	0.15	12.6	0.60	37.2	0.4	3.3	4	10.3	4	3.4
Cheese . . . . .	52	2.0	3.2	102	0.1	0.6	4.6	...	0.3	0.06	3.9	...	0.4	—	—	2	1.5
Total milk, cream and cheese	307	12.0	16.5	578	0.5	4.0	17.1	0.16	12.8	0.66	41.1	0.5	3.7	4	10.3	6	5.0
Meats, carcass . . . . .	190	7.4	10.6	8	0.8	2.0	15.8	0.11	9.0	0.14	8.9	2.9	23.2	—	—	—	—
Bacon . . . . .	81	3.2	2.0	2	0.2	0.2	1.5	0.09	7.6	0.02	1.2	0.4	3.3	—	—	—	—
Other meat . . . . .	69	2.7	3.8	10	1.0	8.4	17.3	0.05	4.5	0.11	7.0	1.2	9.3	...	1.2	2	1.6
Total meat . . . . .	340	13.4	16.5	20	2.0	3.2	25.8	0.26	21.1	0.27	17.1	4.5	35.7	...	1.2	2	1.6
Fish . . . . .	21	0.8	3.1	12	1.2	0.2	1.9	0.01	0.7	0.03	1.8	0.4	3.2	—	—	...	...
Eggs . . . . .	38	1.5	3.0	15	1.5	0.7	5.8	0.03	2.6	0.11	6.7	...	0.2	—	—	15	11.9
Margarine . . . . .	139	5.5	—	1	0.1	0.1	0.4	—	—	—	—	—	—	—	—	58	46.8
Butter . . . . .	134	5.3	0.1	3	0.3	...	0.2	—	—	—	—	—	—	—	—	11	8.8
Other fats . . . . .	85	3.3	—	...	...	0.1	0.1	...	...	...	...	...	...	—	—	...	0.2
Total fats . . . . .	359	14.1	0.1	3	0.3	0.1	0.7	...	...	...	...	...	...	—	—	69	55.8
Sugar and preserves . . . . .	331	13.0	0.1	6	0.5	0.2	1.6	...	...	...	0.1	...	0.2	1	2.8	—	—
Potatoes, including chips and crisps . . . . .	126	4.9	3.1	15	1.5	1.1	9.2	0.17	13.7	0.11	7.2	1.7	13.8	15	35.5	—	—
Green vegetables . . . . .	11	0.4	1.0	18	1.8	0.4	3.4	0.04	3.4	0.03	1.8	0.2	1.3	6	15.1	—	—
Root vegetables . . . . .	4	0.2	0.2	9	0.9	0.1	0.8	0.01	0.7	0.01	0.5	0.1	1.1	1	3.1	—	—
Other vegetables . . . . .	20	0.8	1.4	12	1.2	0.4	3.2	0.02	1.8	0.02	1.1	0.2	1.2	1	2.6	—	—
Total vegetables . . . . .	160	6.3	5.7	54	5.4	2.1	16.6	0.24	19.6	0.17	10.5	2.2	17.3	23	56.3	—	—
Fresh fruit, including tomatoes . . . . .	18	0.7	0.4	10	1.0	0.2	1.7	0.03	2.2	0.02	1.1	0.2	1.7	11	28.0	—	—
Other fruit . . . . .	16	0.6	0.1	4	0.4	0.1	1.2	...	0.1	...	0.2	...	0.4	...	0.8	—	—
Total fruit . . . . .	34	1.3	0.5	14	1.4	0.4	2.9	0.03	2.3	0.02	1.4	0.3	2.1	12	28.8	—	—
Bread and flour . . . . .	711	27.9	21.7	246	24.6	3.4	27.3	0.40	32.8	0.12	7.3	3.6	28.4	—	—	—	—
Other cereals . . . . .	226	8.9	5.3	47	4.7	1.3	10.7	0.09	7.2	0.06	3.8	0.6	4.6	—	—	5	4.1
Total cereals . . . . .	938	36.8	27.0	293	29.3	4.7	38.0	0.49	40.0	0.18	11.1	4.2	33.1	—	—	5	4.1
Beverages . . . . .	12	0.5	0.4	5	0.5	0.2	1.5	0.01	0.5	0.15	9.2	0.1	0.5	—	—	—	—
Other foods <sup>4</sup> . . . . .	8	0.3	0.4	2	0.2	0.2	1.2	...	0.3	0.02	1.0	0.5	4.0	...	0.6	—	—
TOTAL ALL FOODS . . . . .	2,548	100	73.3	1,001	100	12.3	100	1.22	100	1.60	100	12.7	100	41	100	123	100

<sup>1</sup> Welfare fish liver oil and vitamin A and D tablets excluded.  
<sup>2</sup> Includes butter, margarine, spreads and extracts.  
<sup>3</sup> Includes all other sources as suggested in Medical Research Council War Memorandum No. 14.  
<sup>4</sup> Includes all other sources as suggested in Medical Research Council War Memorandum No. 14.  
<sup>5</sup> Welfare orange juice included in fruit.  
<sup>6</sup> Allowance made for working losses as suggested in the Memorandum, Food Drive.

TABLE 4 Energy Value and Nutrient Content of Domestic Food Consumption<sup>1</sup>—Younger Couples, 1954  
 (per head per day)

	Energy value		Protein		Calcium		Iron		Vitamin A		Vitamin B <sub>1</sub> ( <sup>2</sup> )		Riboflavin		Nicotinic acid		Vitamin C( <sup>3</sup> )		Vitamin D	
	Cal.	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
Milk and cream . . . . .	297	9.4	15.5	16.4	553	45.1	0.5	2.9	535	10.4	0.18	11.1	0.69	33.4	0.5	2.9	5	7.3	5	3.3
Cheese . . . . .	68	2.1	4.1	4.4	134	10.9	0.1	0.6	215	4.2	0.3	0.3	0.08	3.9	0.1	0.3	—	—	2	1.5
Total milk, cream and cheese . . . . .	366	11.5	19.6	20.8	687	56.0	0.6	3.5	750	14.6	0.18	11.4	0.77	37.4	0.6	3.3	5	7.3	8	4.8
Meat, carcass . . . . .	260	8.2	14.4	15.2	11	0.9	2.6	15.8	40	0.8	0.16	10.4	0.19	9.3	4.0	23.7	—	—	—	—
Bacon . . . . .	120	3.8	3.0	3.2	3	0.3	0.3	1.7	—	—	0.14	8.6	0.03	1.3	0.6	3.6	—	—	—	—
Other meat . . . . .	129	4.1	7.0	7.5	18	1.4	1.9	11.4	1,239	24.0	0.10	6.4	0.21	9.9	2.1	12.5	1	1.2	3	2.0
Total meat . . . . .	508	16.0	24.4	25.8	32	2.6	4.8	28.9	1,278	24.8	0.40	25.3	0.43	20.5	6.7	39.8	1	1.2	3	2.0
Fish . . . . .	26	0.8	3.6	3.8	16	1.3	0.3	1.8	14	0.3	0.01	0.7	0.03	1.7	0.5	3.1	—	—	38	23.2
Eggs . . . . .	64	2.0	5.1	5.4	25	2.0	1.2	7.3	412	8.0	0.05	3.3	0.18	8.8	...	0.2	—	—	25	15.2
Margarine . . . . .	160	5.1	—	—	1	0.1	0.1	0.4	500	9.7	—	—	—	—	—	—	—	—	66	40.7
Butter . . . . .	162	5.1	0.1	0.1	3	0.3	...	...	653	13.7	—	—	—	—	—	—	—	—	13	8.0
Other fats . . . . .	123	3.9	0.1	0.1	...	...	...	0.1	8	0.2	...	...	...	...	...	0.2	—	—	...	1.2
Total fats . . . . .	446	14.0	0.2	0.2	4	0.3	0.1	0.6	1,161	22.5	...	...	...	...	...	0.2	—	—	...	1.2
Sugar and preserves . . . . .	359	11.3	0.1	0.1	4	0.4	0.2	1.1	2	...	...	...	...	...	...	0.1	—	—	1	1.5
Potatoes, including chips and crisps . . . . .	168	5.3	4.2	4.4	19	1.6	1.5	9.2	—	—	0.22	13.9	0.15	7.4	2.3	13.8	20	30.2	—	—
Green vegetables . . . . .	17	0.5	1.7	1.8	27	2.2	0.7	4.0	209	4.1	0.07	4.4	0.05	2.3	0.3	1.8	10	14.8	—	—
Root vegetables . . . . .	5	0.2	0.2	0.2	11	0.9	0.1	0.8	806	15.6	0.01	0.7	0.01	0.5	0.2	1.0	2	2.5	—	—
Other vegetables . . . . .	30	0.9	2.1	2.3	20	1.6	0.6	3.8	66	1.3	0.03	2.0	0.03	1.3	0.2	1.5	2	2.3	—	—
Total vegetables . . . . .	221	7.0	8.2	8.7	78	6.3	3.0	17.8	1,081	21.0	0.33	21.0	0.23	11.3	3.0	18.1	33	49.8	—	—
Fresh fruit, including tomatoes . . . . .	34	1.1	0.8	0.9	18	1.5	0.4	2.4	278	5.4	0.05	3.4	0.03	1.7	0.4	2.5	24	35.7	—	—
Other fruit . . . . .	42	1.3	0.4	0.4	10	0.8	0.4	2.4	59	1.1	0.01	0.5	0.01	0.6	0.2	0.9	2	3.7	—	—
Total fruit . . . . .	76	2.4	1.2	1.3	29	2.4	0.8	4.8	337	6.5	0.06	3.9	0.05	2.2	0.6	3.4	26	39.4	—	—
Bread and flour . . . . .	810	25.5	24.7	26.2	282	23.0	3.8	23.1	...	...	0.46	28.6	0.13	6.4	4.1	24.5	—	—	—	—
Other cereals . . . . .	278	8.7	6.5	6.9	62	5.1	1.6	9.4	97	1.9	0.08	5.3	0.07	3.5	0.7	4.1	—	—	10	5.9
Total cereals . . . . .	1,088	34.3	31.2	33.1	344	28.0	5.4	32.4	97	1.9	0.54	33.9	0.21	10.0	4.8	28.7	—	—	10	5.9
Beverages . . . . .	10	0.3	0.3	0.3	5	0.4	0.1	0.9	5	0.1	0.01	0.3	0.15	7.3	0.1	0.4	—	—	—	—
Other foods* . . . . .	10	0.3	0.4	0.4	2	0.2	0.2	0.9	18	0.3	...	0.2	0.01	0.7	0.4	2.6	...	0.7	—	—
TOTAL ALL FOODS . . . . .	3,174	100	94.3	100	1,226	100	16.6	100	5,155	100	1.59	100	2.07	100	16.8	100	67	100	163	100

<sup>1</sup> Welfare fish liver oil and vitamin A and D tablets excluded.  
<sup>2</sup> Invalid and baby foods, spreads and dressings, soups and extracts.  
<sup>3</sup> To allow for losses in cooking, 15 per cent has been deducted from all intake figures as suggested in Medical Research Council War Memorandum No. 14.  
<sup>4</sup> Welfare orange juice included in fruit. Allowance made for cooking losses as suggested in the Memorandum cited above.



TABLE 5

*Energy Value and Nutrient Content of Domestic Food Consumption<sup>1</sup>: Households with 1 Male and 1 Female Adult and 4 or more children, 1954*  
 (per head per day)

	Energy value		Protein		Calcium		Iron		Vitamin A		Vitamin B <sub>1</sub> ( <sup>2</sup> )		Riboflavin		Nicotinic acid		Vitamin C( <sup>3</sup> )		Vitamin D		
	Cal.	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	
Milk and cream . . . . .	245	11.3	13.0	21.4	461	52.3	0.4	3.9	441	15.7	0.15	14.5	0.58	43.6	0.4	4.1	4	11.2	36	25.6	
Cheese . . . . .	30	1.4	1.8	3.0	60	6.8	...	0.4	96	3.4	...	0.2	0.04	2.8	...	0.3	—	—	1	0.8	
Total milk, cream and cheese . . . . .	276	12.8	14.8	24.4	521	59.0	0.4	4.3	538	19.1	0.15	14.6	0.61	46.4	0.4	4.4	4	11.2	37	26.3	
Meat, carcass . . . . .	96	4.4	5.7	9.3	4	0.5	1.1	10.7	16	0.6	0.05	4.9	0.08	5.8	1.6	15.9	—	—	—	—	
Bacon . . . . .	57	2.6	1.4	2.4	2	0.2	0.1	1.3	—	—	0.07	6.4	0.01	1.0	0.3	3.0	—	—	—	—	
Other meat . . . . .	70	3.2	3.7	6.1	11	1.3	1.0	9.8	481	17.1	0.04	3.9	0.08	6.3	0.9	9.5	...	0.8	2	1.5	
Total meat . . . . .	223	10.3	10.8	17.8	17	1.9	2.3	21.7	497	17.7	0.16	15.3	0.17	13.1	2.8	28.3	...	0.8	2	1.5	
Fish . . . . .	11	0.5	1.4	2.3	7	0.8	0.1	1.1	6	0.2	—	0.4	0.01	1.1	0.2	2.0	—	—	16	11.2	
Eggs . . . . .	36	1.7	2.9	4.8	14	1.6	0.7	6.6	234	8.3	0.03	2.9	0.10	7.8	—	0.2	—	—	14	9.9	
Margarine . . . . .	149	6.9	—	—	1	0.1	0.1	0.5	470	16.7	—	—	—	—	—	—	—	—	61	43.3	
Butter . . . . .	81	3.8	...	0.1	2	0.2	...	0.1	328	11.7	—	—	—	—	—	—	—	—	7	4.6	
Other fats . . . . .	81	3.7	...	0.1	...	...	...	0.1	6	0.2	...	...	...	...	...	...	...	...	...	0.1	
Total fats . . . . .	311	14.4	0.1	0.1	2	0.3	0.1	0.8	804	28.6	...	...	...	...	...	...	...	...	...	68	48.0
Sugar and preserves . . . . .	270	12.5	0.1	0.1	4	0.4	0.2	1.9	1	...	...	...	...	...	...	...	...	...	...	...	
Potatoes, including chips and crisps . . . . .	159	7.4	3.9	6.4	18	2.1	1.4	13.6	—	—	0.21	20.2	0.14	10.6	2.1	21.8	17	46.3	—	—	
Green vegetables . . . . .	7	0.3	0.6	1.0	12	1.4	0.3	2.6	74	2.6	0.03	2.6	0.02	1.4	0.1	1.2	4	10.5	—	—	
Root vegetables . . . . .	3	0.1	0.1	0.2	6	0.7	0.1	0.7	425	15.1	0.01	0.6	0.01	0.4	0.1	1.0	1	2.5	—	—	
Other vegetables . . . . .	22	1.0	1.6	2.6	12	1.4	0.5	4.4	31	1.1	0.02	2.2	0.02	1.3	0.2	1.6	1	1.8	—	—	
Total vegetables . . . . .	191	8.8	6.2	10.3	49	5.5	2.2	21.3	529	18.8	0.26	25.6	0.18	13.7	2.5	25.6	23	61.1	—	—	
Fresh fruit, including tomatoes . . . . .	12	0.6	0.3	0.4	6	0.7	0.1	1.3	99	3.5	0.02	1.5	0.01	0.9	0.1	1.5	7	19.3	—	—	
Other fruit . . . . .	16	0.7	0.2	0.2	4	0.5	0.1	1.3	36	1.3	...	0.4	...	0.4	0.1	0.6	2	4.3	—	—	
Total fruit . . . . .	28	1.3	0.4	0.7	10	1.2	0.3	2.6	134	4.8	0.02	1.9	0.02	1.3	0.2	2.0	9	23.7	—	—	
Bread and flour . . . . .	629	29.1	19.2	31.7	222	25.1	2.7	26.4	...	...	...	...	...	...	...	...	...	...	...	...	
Other cereals . . . . .	176	8.1	4.3	7.1	36	4.1	1.2	11.5	47	1.7	0.06	6.3	0.05	3.6	0.5	5.0	—	—	4	3.0	
Total cereals . . . . .	804	37.2	23.5	38.8	258	29.2	3.9	37.9	47	1.7	0.39	38.8	0.14	10.8	3.4	34.5	—	—	4	3.0	
Beverages . . . . .	4	0.2	0.1	0.2	1	0.1	0.1	0.8	1	...	...	...	...	...	...	...	...	...	...	...	
Other foods <sup>4</sup> . . . . .	6	0.3	0.3	0.4	1	0.1	0.1	1.0	19	0.7	...	0.3	0.01	0.6	0.3	2.6	...	0.7	...	...	
TOTAL ALL FOODS . . . . .	2,160	100	60.7	100	883	100	10.4	100	2,810	100	1.02	100	1.33	100	9.9	100	38	100	1.42	100	

<sup>1</sup> Welfare fish liver oil and vitamin A and D tablets excluded.  
<sup>2</sup> Invalid and baby foods, spreads and dressings, soups and extracts.  
<sup>3</sup> The energy value of the cereals has been deducted from all intake figures as suggested in Medical Research Council War Memorandum No. 14.  
<sup>4</sup> No other average data included in total. — Allowance made for cooking losses as suggested in the Memorandum listed above.

# Index

(Numbers refer to paragraphs ; App. — Appendix ; fn. — footnote)

- Allotment produce, *see* Gardens  
Aneurin, *see* Vitamin B<sub>1</sub>  
Ascorbic acid, *see* Vitamin C
- Bacon, *see* Meat  
Balance of payments, 5  
Beverages, prices, 34; cocoa and drinking chocolate, 51, 100, 102; coffee prices, 51, supplies, 9; food drinks, branded, 100, 102; tea consumption, purchases, 45, 50, by conurbation and rural households, 63, by household composition, 100, by social class, 81; demand, 7, 30, 50; derationing, 45, 50, 81; expenditure, 19, 30, by household composition, 95, by social class, 81; imports, 4; prices, 7, 30, 34, 50, 81, 100; stocks, larder, 50, 81; supplies, 7, 50
- Biscuits, *see* Cereals  
Bread, *see* Cereals  
British Medical Association —Committee on Nutrition, recommended energy and nutrient allowances, 3, 55, 87, 107  
Butter, *see* Milk
- Cakes, *see* Cereals  
Calciferol, *see* vitamin D  
Calcium content of the diet, *see also* under individual foods, 52, App. C 6, 7, 10, by conurbation and rural households, 68, by rural and urban 71, by household composition, 95, 106, 109, 110, by rural households, 68, 71, by social class 84–86, 88, App. C 8, by urban households, 71; from cheese, App. C 6, 7; recommended allowances, 71, 109, 110, App. C 9; from “free” supplies, 70  
Calories, *see* Energy foods  
Carbohydrate content of the diet, by conurbation and rural households, 68, by household composition, 105, 106, 111, by social class, 84–86; energy value from, 72, 90, 106, 111  
Cereals: calcium, 110, App. C 6, 7, 10; expenditure, 22, 32, by household composition, 103; imports, 4; iron, App. C 5, 11; nicotinic acid, App. C 11; protein, 72, App. C 3, 10, by social class, 90; supplies 7; vitamin B<sub>1</sub>, App. C 7, 11  
Bread, flour, bread and flour, calcium, 110, App. C 6; consumption, purchases, 41, App. C 2, by household composition, 98, 100–104, 110, by rural and urban households, 63, by rural households, 63, 72, by social class, 79, 84, 85, App. C 8; energy value, 52, App. C 8, 10; expenditure, 22, by social class, 79, 80; fortification with calcium carbonate, 110; National Survey, 52 fn. †; removal of milling controls, 32, 110; subsidy 1, 36, 37; white, 32  
Biscuits, 46, 63, 85, 86, 102  
Breakfast cereals, 46, 102  
Cakes, 32, 46, 63, 80, 85, 102  
Oatmeal and oat products, 46, 102  
Other cereals, 63  
Cheese, *see* Milk  
Chocolate and sugar confectionery, *see* Sweets  
Cocoa, *see* Beverages  
Coffee, *see* Beverages  
Cod liver oil, *see* Fish liver oil  
Consumption, household food, *see* Food, domestic consumption  
Controls, *see* Rationing  
Conurbation households, *see also* under individual foods, consumption, 63, value of, 61, 62; definition, 58 fn. \*; diets, nutrient content of, 67, 68; energy value, 67–72, recommended allowances, 71; expenditure, 61–63; prices, 64; protein requirements, 71; sample, App. A 3, size 58, social classes within 59; supplies “free” 61, 63, 65, 66, 70; vitamin B complex requirements, 71  
Crawford and Broadley, 21, 36  
Cooking fats, *see* Fats  
Cooking losses, 52
- Dairy products, *see* Milk products  
Decontrol, derationing, *see also* under individual foods, 1, 10, 11, 17, 19, 20, 34, 36, 37, 62, 83, 97, 103  
Diet adequacy of, 3, 55, 56, 71, 87–90, 96, 107–109, 112; nutritive value of, *see also* under individual nutrients, 52–54, 67–70, 84–86, 106, contribution of different foods to, App. C; level of, 4  
Drinks, alcoholic, 52; soft, 12, 52; for other drinks, *see* Beverages  
Dripping, *see* Fats
- Barnings, estimated weekly, 13, 15, 16  
Eggs, consumption, purchases, 41, by household composition, 98, 99, 102, rural and urban households, 63, by social class, 78, 82, 85; decontrol, 63, 103; expenditure, 19, 22, 27, by household composition, 103, by social class, 77, 78, 82; “free”, self-supply, 27, 65, 82; imports, 64; iron, App. C 5, 11; prices 27, 34, 36, 41, 64; riboflavin, App. C 5; supplies, 34, 41; vitamin A, App. C 10; vitamin D, App. C 10

- Energy foods, calories, from carbohydrate, fat and protein, 57, 72, 90, 106, 111; from "free" supplies, 70; recommended allowances, by rural and urban households, 69, 71, 72, by social class, 80, 84, App. C 8; value of the diet, *see also* under individual foods, 52-57, by conurbation, urban and rural households, 68-70, by household composition, 104-112, App. C 9, 10, by social class, 84-86.
- Expenditure, *see* Food, domestic expenditure
- Family composition, *see* Household
- Fat content of the diet, 53, by household composition, 106, 111, by rural and urban households, 68, 69, by social class, 84-86; energy value from, 72, 90, 111 from "free" supplies, 70; supplies, 8
- Fats, *see also* Butter and Margarine, consumption, purchases, 38, 43, 44, by household composition, 98, 100, 102, by rural and urban households, 63; derationing, 10, 42, 63, 95; energy value, App. C 4; expenditure, 19, 22, 28; prices, 28, 34, 64; private imports, 10; rations, rationing, 1, 38; sales, off-ration, 10; subsidy, 1; supplies, 7, 8; vitamin A, App. C 10
- Fish, fresh, processed and manufactured, consumption, purchases, 9, 41, App. C 2, by rural and urban households, 63, by household composition, 98, 99, 102, by social class, 78, App. C 8, value of 64; demand, 41; expenditure, 22, by conurbation and rural households, 64, by social class, 78; imports, 64; liver oil, 52; prices, 34, 41, 64; supplies, 7, 41, "free", 65; vitamin D, 53, 54, App. C 8, 10
- Canned and bottled, 41
- Flour, *see* Cereals
- Flour Order, 110
- Food, domestic consumption, purchases, *see also* under individual foods, 4, 35, 38-51, by household composition, 98-102, seasonal, 38, by social class, 78-82, 85, value of, 18, 77, 78, 96; domestic expenditure, *see also* under individual foods, 15-38, effect of children on, 101, 103, 112, by household composition, 90, 92, 94-97, 99-101, 103, by rural and urban households, 61, 62, seasonal, 19, 22, 23, 77, by social class 76-78, 82; imports, 4, 5, 63; index, *see* Index; prices, *see also* under individual foods, 4, 14-17, 22, 33-36, 38, 96, in conurbation, rural and urban households, 64; subsidised foods, *see* subsidies and subsidised and formerly subsidised foods
- "Free", self-supplies, *see also* under individual foods, 18, 20, 26, 27, 38, 52, 61, 63-66, 70, 82, money value of, 18, 61, 70, nutritional value of, 70
- Stocks, household larder, 18, 43, 45, 81
- Supplies, 4, 10, 11, 15, 35, 36, *see also* under individual foods
- Food consumption levels, 4
- Food Offices, closing of, 10
- Foods, classification, 3, 38
- Fruit, consumption, purchases, 47, 54, App. C 2, 6, by conurbation and rural households, 63, by household composition, 98, 100, 102, seasonal, 47, by social class, 78, 84, App. C 8, value of 64; expenditure, 19, 22, 31, by household composition, 95, 103, by social class, 77; imports, 4, 7; prices, 19, 47, 64; supplies, 7, "free", 65, 66; vitamin A, App. C 10; vitamin C, 53, 54, App. C 6, 8, 10, 11
- Apples and pears, 47
- Bananas, 47
- Canned and bottled fruit, 31, 47, 78, 100
- Citrus fruit, 47, 63
- Dried fruit and nuts, 78, 100
- Soft fruit, 29, 47, 54
- Stone fruit, 29, 47
- Tomatoes, 47, 54, 66, App. C 8, 10, 11
- Gardens and allotments, food from, 18, 20, 34, 62, 70
- Government Chemist, 52, 110
- Honey, *see* Preserves
- Household(s), classification, definition, distribution, by household composition, App. A 3, 4, by social class, App. A 4; size, App. A 3, 4, 5
- Household composition, analysis, classification, 91-95, App. A 3-5; effect of children, on consumption, 101, expenditure, 103, on the nutrient content of diet, 105; consumption by 3, 91, 98-102, 104, *see also* under individual foods, value of, 95, 96; diets, contribution of different foods to, App. C 9-12, nutrient content of, 104-112; expenditure by, 3, 91, 92, 94, 95, 97, 99, 101, 103, *see also* under individual foods; income and family size, 94, 95; social class distribution within, 94; subsidies, value of, 97
- Ice cream, 12
- Incomes, 101, of heads of households, 73, 74, 84, 94
- Index, Fisher, 33, 64; Food expenditure, 64; Interim Retail Price, 13, 14, 17; Laspeyres, 33; London and Cambridge Economic Service, 14; Ministry of Labour—average weekly earnings, 13, 15; National Food Survey, 14; Paasche, 33; Quantity, 33, 35, 38, 64; Value of consumption, 64
- Iron content of the diet, 56, by household composition, 106, App. C 5, 11, by rural households, 71, by rural and urban households, 69, by social class, 85-87, 88, App. C 8; from bread and flour and



cereals, App. C 5; from eggs, App. C 5; from meat, App. C 5, 11; recommended allowances, 87; from "free" supplies, 70

Jam, *see* Preserves

Labour, Ministry of, *see* Index

Lard, *see* Fats

Liver, *see* Meat

London and Cambridge Economic Service, *see* Index

Margarine, *see also* Fats, branded, 10, 43; consumption, purchases, 28, 43, App. C 5, by household composition, 100, 101, by rural and urban households, 63, by social class, 78, App. C 8; derationing, 54, 63; expenditure, 28, 103; fortification, 54; price, 28; sales, off-ration, 10; supplies, 8; vitamin A 54, App. C 5; vitamin D 53, App. C 7, 8, 10

Meals eaten away from home, 12, 18, 52, 55, packed 63

Meat, consumption, purchases, 25, 38, 42, by household composition, 98, 99, 102, by conurbation, rural and urban households, 63; decontrol, derationing, 7, 10, 25, 34, 42, 95, 103; demand, 1; energy value from App. C 4; expenditure, 19, 22, 25, 62, by household composition, 95, 103; iron App. C 5, 11; nicotinic acid, App. C 7, 11; prices 25; protein App. C 10; rations, rationing, 1, 10, 38; riboflavin App. C 5, 11; sales, off-ration, 10; subsidy 1; supplies, 7, 36, 41, "self-supply", 65; unrationed meat and meat products, consumption, purchases, 42, by household composition, 99, 102, 103, by urban and rural households, 63, by social class, 78, 85; expenditure, 25, 78, 103; prices 25, 64; vitamin B, App. C 11

Bacon, consumption, purchases, 25, 42, by rural and urban households, 63, by social class, 78; demand, 1; decontrol, derationing, 10, 95, 103; expenditure, 25, by household composition, 103, by social class, 78; prices, 42; ration, rationing, 1; "self"-supply, 65; subsidy, 1

Liver, 42, 54, 85, vitamin A 54, App. C 5, 10

Offal, 42, 65

Poultry and game, 7, 65

Rabbit, 26, 42

Sausages, 25, 42, 85, 103

Medical Research Council, 52

Milk, dairy products, calcium App. C 7, 10, 12; cessation of trading by the Ministry of Food, 10; consumption, purchases, 9, 39, by household composition, 98, 99, 102, by rural and urban households, 63,

by social class, 84; expenditure, 22, 24, by social class, 78; importance to large families, App. C 12; nutrients from App. C 12; processed, 39; protein App. C 7; riboflavin, App. C 7, 11; school 39, 65, 70; subsidy, 36, 37; supplies, "free", 65; vitamin A, 54; vitamin B<sub>1</sub>, App. C 7; vitamin D, App. C 10; welfare, 65, 70

Butter, consumption, purchases, 43, 54, by household composition, 100; by rural and urban households, 63; demand, 43; derationing, 8, 28, 43, 63, 103; energy value, App. C 4; expenditure, 28, by household composition, 103, by social class, 78; price, 28, 43; ration, 43; subsidy, 43; supplies, 8, "free", 63; vitamin A, 54, App. C 10; vitamin D, 53, App. C 8

Cheese, calcium, App. C 6, 7, 10; consumption, purchases, 40, by household composition, 98, 99, 102, by rural and urban households, 63, by social class, 78; derationing, 10, 24, 40, 95; expenditure, 22, 24, by social class, 78; price control, prices, 10, 24, 40; private imports, 10; protein, App. C 7; sales, off-ration, 10, 40; supplies, 41; unrationed, consumption, purchases, 40, 78, 102; expenditure, 24, 78; vitamin B<sub>1</sub>, App. C 7

Cream, consumption, 39, 78; expenditure, 24, 78

Milk Marketing Board, 10

Niacin, *see* Nicotinic acid

Nicotinic acid, content of the diet, *see also* under individual foods, by household composition, 106, App. C 11, by social class, 84-86, 88, by rural and urban households, 69, by urban households, 71

Nutrient(s) *see also* under individual nutrients, contribution of different foods to, App. C; recommended allowances, *see* Recommended allowances

Oatmeal and oat products *see* Cereals

Offal, *see* Meat

Oils, *see* Fats

Old age pensioners *see* Social class(es)

Oranges, *see* Fruit, citrus

Potatoes, consumption, purchases, 48, by conurbation and rural households, 63, by household composition, 98, 101, 102, by social class, 79, 84, 85; expenditure, 31, by household composition, 103, by social class, 79, 80, 85; prices, 48, 79; supplies, 7, 9, 48, "free", 70; vitamin C, 54, App. C 6, 11

Preserves, consumption, purchases, 45, App. C, 4, by household composition, 98, 100, 102, by rural households, 63, seasonal,

- 45; energy value, App. C, 4; expenditure, 22, 29; supplies "free", 65
- Prices, *see also* under Food prices and under individual foods, 13-17, 81
- Protein content of the diet, *see also* under individual foods, *animal*, 57, App. C 2, 3, by conurbation households, 72, by conurbation and rural households, 68, by household composition, 106, 111, by rural and urban households, 69, by social class 84-86, 90, App. C 8, by rural households, 70, by urban and rural households, 69; from "free" supplies, 70; *total*, 52, 57, by conurbation and rural households, 68, 71, by household composition, 98, 106, 108-111, by social class, 84-86, 88-90, App. C 8; energy value from 57, 72, 90, 111; recommended allowances, requirements, by household composition, App. C 9; *vegetable* 7, App. C 3, by rural households, 70, by social class, 86; from "free" supplies, 70
- Pulses *see* Vegetables, other than potatoes
- Rationing, controlled distribution, *see also* under individual foods, 1, 97, ration levels, 11
- Recommended allowances, nutrients, *see also* under individual nutrients, 3, 55, 56, 71, 87, 89, 107-109, 112, App. C 8, 9
- Response rate, App. A 2
- Riboflavin content of the diet, *see also* under individual foods, by conurbation households, 70, by household composition, 106, 109, by rural households, 68, 71, by social class, 84, 86; from eggs App. C 5; from meat(s), App. C 5, 11; from milk, App. C 7, 11; from "free" supplies, 70
- Rural households, *see also* under individual foods, consumption, purchases, 58, 63, value of 58, 62; diet, nutrient content of, *see also* under individual nutrients, 67-72; energy value of 67-72; expenditure, 58, 61-63; sample, 58-60, App. A 3; size, 58; social classes within, 59; supplies, "free", 61, 63, 65, 66, 70
- Sample, composition of, App. A 1-5, rural and urban, 58-60
- Social class(es), *see also* under individual foods and nutrients, composition of the sample, 73, App. A 4; consumption by, 3, 74, 78, 79, 82, value of, 77; definition, grouping, classification, 73, 74; diet, nutrient content of, 84-90, contribution of different foods to, App. C 8; distribution of households, 75, 94, among rural and urban households, 59; expenditure by, 74-83, on subsidised and formerly subsidised foods, 97; households within, App. A 4, without earners, 75-77, 80, 84-90; old age pensioners, 59, 75-78, 80, 81, 83-91, App. A 4, 8, App. C 1, 8; prices, 82
- Stocks, larder, *see* Food
- Subsidies, food, 1; subsidised or formerly subsidised foods, 35-37, 64, 83, 97
- Suet, *see* Fats
- Sugar and syrup, consumption, purchase 45, by household composition, 98, 100, 102, by rural and urban households, 63; seasonal, 45; demand, 7; derationing, 4, 29, 45; energy value from, App. C 4; expenditure, 22, 29; imports, 4; rationing 45, 63; stocks, larder, 45; supplies, 4, 7
- Supplies entering into civilian consumption 4, 6, 7, 12, *see also* under individual food
- Survey, field-work, 19; technique, App. A 1, 2
- Sweets, 12, 52, App. C 4
- Syrup, *see* Sugar
- Tea, *see* Beverages
- Thiamin, *see* Vitamin B<sub>1</sub>
- Tomatoes, *see* Fruit
- Urban households, *see also* Conurbations and under individual foods, consumption 58, 63, value of, 58, 62; diets, energy value and nutrient contents of, 67-72, *see also* under individual nutrients; expenditure, 58, 61-63; sample, 58-60, App. A 3; size, 58; social classes within, 59; supplies, "free", 61, 63, 65, 66, 70
- Vegetables, other than potatoes, consumption, purchases, by conurbation, rural and urban households, 63, by household composition, 100, 102, by social class, 78, value of, 64; expenditure, 15, 22, 31, by household composition, 95, by social class, 77, 78, 85; imports, 4, 7; prices, 19, by rural households, 63; supplies, 7, 34, "free", 65, 66; vitamin A, 54, App. C 10; vitamin C, 53, App. C 11
- Canned and dried, 49
- Green, fresh, including peas and beans: consumption, 49, App. C 2, by conurbation and rural households, 63, by household composition, 98, 100, 102, 103, by social class, 78; expenditure, 31, by household composition, 95, by social class, 78; prices, 49; supplies, "free", 70; vitamin C, 53, App. C 6
- Root, 49, 66, 100
- Vitamins, *see also* under individual foods
- Vitamin A, content of the diet, 54, 56, by conurbation and rural households, 68, by household composition, 106, App. C 10, by rural and urban households, 69, by social class, 84-86, 88, 89, App. C 8, by urban households, 69; from "free" supplies; recommended allowances, 88, 89
- Vitamin B<sub>1</sub>, content of the diet, 53, App. C 2, by conurbation and rural households, 68, by rural and urban households, 71, by household composition, 106, App. C 11

by social class, 84-86, 88, App. C 8;  
cooking losses, 52; from "free" supplies,  
70; recommended allowances, 84  
Vitamin C, content of the diet, 53, 54, 56,  
by household composition, 106, 108,  
App. C 11, by conurbation and rural  
households, 68, by rural and urban house-  
holds, 68, 71; cooking losses, 52; from  
"free" supplies, 70, 71; recommended  
allowances, 71, 89  
Vitamin D content of the diet, 54, by

conurbation and rural households, 68,  
by household composition, 105, 106, 112,  
App. C 10, by social class, 84, 85, App.  
C 8; from "free" supplies, 70  
Vitamin A and D tablets, 52

Wages, 16

Waste, allowance for, 52, 55, 107

Welfare foods, *see also* under Fish liver oil,  
Milk and Vitamin A and D tablets, 1, 10





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