MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Domestic Food Consumption and Expenditure: 1960

Annual Report of the National Food Survey Committee

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PRICE 12*s*. 6*d*. NET

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1962

THE NATIONAL FOOD SURVEY COMMITTEE

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S. CLAYTON

Preface

THE Report of the National Food Survey Committee for 1960 is the eleventh of an annual series introduced in 1950 to provide information on trends in the food consumption, expenditure and nutrition of private households in Great Britain. Two earlier reports of the Committee dealt with the years 1940–49.

The early part of the past decade was dominated by continuing food shortages, but between 1952 and 1954 the supplies of basic foodstuffs increased and food controls were progressively removed. There followed a short transitional period during which the demand for foods formerly rationed became adjusted to freedom of supply and consumer choice, a process largely completed by 1956. Thus, the data for 1960 complete a quinquennium of Survey results obtained under more or less free market conditions. Although this period is too short to reveal reliable long-term trends, several features of the changing pattern of consumer demand are likely to prove of continuing significance. Foremost among these is the increasing popularity of the so-called "convenience foods", which account for nearly one-fifth of the average household food budget. The rapid expansion of the market for broiler poultry is also of great interest, especially in relation to the demand for carcase meat. Under free market conditions, the Survey data have a considerable potential for demand analysis, and the new estimates of income elasticity of demand given in this Report may be of particular interest to food manufacturers and distributors.

This Report follows the same general lines as its predecessors, though with some changes necessitated by such developments as those outlined above. Mr. S. Clayton, in collaboration with Mr. A. H. J. Baines, was responsible for the sections on food supplies, expenditure, consumption and prices, and Miss D. F. Hollingsworth for those dealing with the energy value and nutrient composition of the household diet. The Committee wish to renew their thanks to the Ministry's Scientific Adviser (Food), the Chief Statistician and the officers of Food Science and Statistics Divisions who were concerned in the preparation of the Report; also to the staffs of the Social Survey Division of the Central Office of Information, the British Market Research Bureau, the Combined Tabulating Installation of H.M. Stationery Office and the Data Processing Division of the Ministry, and, not least, to the housewives who provided the records on which the Report is based.

J. H. KIRK

Chairman, National Food Survey Committee

April, 1962

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I
Introduction

1. The Annual Report for 1960 follows the same broad arrangement as that for the previous year, but includes some discussion of trends in the pattern of household food consumption and expenditure since 1956. The transition to free market conditions was largely completed during that year, and it now seems opportune to review subsequent changes in food habits. Perhaps the most interesting of these more gradual changes is the growth in demand for labour-saving processed foods, to which a separate section is devoted. A special study has also been made of the diets of households with infants under one year of age, and, for the first time, some estimates of food purchases at Christmas are included. Recent estimates of the income elasticities of demand for the main foods are also given.

2. There is inevitably some delay before the Annual Report for any year can be published, owing to the time required for the extensive tabulations involved and for printing. More recent (though less detailed) estimates of expenditure and consumption for the main food groups are published regularly in the *Monthly Digest of Statistics* for all households, income groups and selected types of family.

3. Although the basic tabulations of Survey data are not all published, they are preserved for reference; they contain detailed estimates of household food expenditure, consumption and prices and of the energy value and nutrient content of the diet for each income group, type of household, region and type of area for nearly 130 different foods. The series of national averages for this full classification are continued in Appendix B (which gives purchases as well as total quantities obtained for consumption) and that for geographical areas in Appendix D, but in the body of the Report a simplified list of 42 food groups has been used. Unpublished data can be supplied on payment varying according to the amount and nature of the information required. Application should be made to the Secretaries of the National Food Survey Committee.

4. In some of the tables, figures have been rounded to the nearest digit and this may cause an apparent slight discrepancy between the total shown and the sum of the component items. The following symbols have been used throughout:

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

II
Food Supplies, Personal Income and Prices, 1960

5. As a background to the National Food Survey estimates of household food consumption and expenditure in 1960 it is useful to consider the general economic conditions prevailing during the year. In general, 1960 was a year of mixed fortunes for the economy of the United Kingdom. The rapid expansion of demand and

output which had taken place in 1959 continued in the early months of 1960, but imports and the pressure on resources were increasing so rapidly that a series of restrictive measures were adopted which had the effect of slowing down the rise in home demand after the first quarter. The upward trend in total domestic output levelled off at about the same time, and industrial production in the final quarter of the year was only 2 per cent higher than in the corresponding quarter of the previous year, although over the year as a whole it was 6 per cent more than in 1959. The level of employment, however, continued to rise throughout the year and there was also a rapid increase in wages and salaries which was due partly to increases in wage rates and partly to reductions in nominal working hours.

6. Table 1 summarizes changes in earnings, prices and consumer expenditure between 1954 and 1960; the adoption of 1954 as a base period for this purpose facilitates comparison with other published statistical series. Average weekly earnings rose by 7 per cent between 1959 and 1960, the largest annual increase recorded since 1956. The index of personal disposable income per head rose rather less than this, partly because wages and salaries increased more rapidly than other kinds of personal income, and partly because the movement of people into higher tax bands produced a rise in personal income tax payments. Personal savings increased rapidly during 1960, and the credit restrictions which were imposed in April succeeded in producing a fall in hire-purchase debt in the second half of the year; furthermore, the Index of Retail Prices (all items) was only 1 per cent higher than in the previous year. Because of all these factors, total consumers' expenditure per head increased less rapidly than personal disposable incomes. The increase in the Index of Retail Prices was kept within moderate limits by a slight fall in food prices which was due partly to lower import prices for certain foods, principally butter and cheese, and partly to good home supplies of potatoes and other vegetables. This fall in the level of food prices is reflected in both the National Food Survey index and the London and Cambridge index; the slight divergence between these two indices since 1954 arises because the Survey index covers virtually all domestic food purchases, and takes into account changes in their pattern since the base period, while the London and Cambridge index has a slightly different coverage and uses fixed weights corresponding to the official price indicators, with a consequential break in January, 1956. Despite the fall in food prices, both total and household food expenditure per head rose slightly in 1960, but most of the increase was attributable to the continued shift in demand towards the more expensive foods, including processed foods. Nevertheless, the increase in food expenditure per head was relatively less than that in total consumers' expenditure per head, so that the proportion of total consumers' expenditure devoted to food continued to decline and in fact fell to nearly the pre-war level of 29 per cent.

7. Quarterly variations in household food expenditure, wage rates and retail prices in 1959 and 1960 are shown in Table 2. Although the level of food prices throughout 1960 remained below that in the first quarter of 1959, it rose slightly in the fourth quarter of the year because of seasonal increases in the prices of eggs, milk and fresh green vegetables. Household food expenditure was greater in each quarter of 1960 than in each corresponding quarter of the previous year; it reached a fairly sharp peak in the second quarter, mainly because of seasonally increased expenditure on fruit and vegetables.

8. Table 3 summarizes changes in the estimated *per caput* supplies[1] of the main foods moving into consumption in each of the years 1956 to 1960 with comparative

[1] Measured at a primary stage.

TABLE 1

Changes in Earnings, Prices and Consumers' Expenditure, 1954–60
(1954 = 100)

	1954	*1955*	*1956*	*1957*	*1958*	*1959*	*1960*
Index of personal disposable income per head	100	109	117	121	126	132	139
Index of average weekly earnings (a)	100	109	119	123	129	134	143
Index of Retail Prices (all items)	100	105	110	114	117	118	119
Retail Food Prices:							
National Food Survey Index	100	106	111	114	115	117	116
London and Cambridge Index (b)	100	108	112	115	118	119	118
Household food expenditure per head (National Food Survey)	100	109	116	119	120	124	126
Total food expenditure per head (c)							
at current prices	100	109	115	119	121	125	126
at 1954 prices	100	103	105	106	107	109	110
Total consumers' expenditure per head (c)							
at current prices	100	107	112	118	123	128	133
at 1954 prices	100	103	104	106	108	112	115
Total food expenditure as percentage of total expenditure on consumers' goods and services (c)							
at current prices	30·8	31·4	31·7	31·2	30·4	30·0	29·3
at 1954 prices	30·8	30·6	31·0	30·9	30·6	29·9	29·6

(a) Derived from data in *Ministry of Labour Gazette*, Vol. 69, No. 2, February, 1961.

(b) *Bulletin of the London and Cambridge Economic Service*, in *The Times Review of Industry*, March, 1961. The food component of the Index of Retail Prices, on which this index is based, has a discontinuity at the beginning of 1956.

(c) *Monthly Digest of Statistics.*

TABLE 2

Household Food Expenditure, Wage Rates and Prices, 1959–60
(*January–March*, 1959 = 100)

	1959				*1960*			
	Quarter				*Quarter*			
	1	*2*	*3*	*4*	*1*	*2*	*3*	*4*
Weekly wage rates (a)	100	99	101	101	102	103	103	104
Index of Retail Prices (a):								
All items	100	100	99	100	100	100	100	101
Food	100	99	98	99	98	98	98	99
Household food expenditure per head (National Food Survey)	100	102	101	102	101	105	102	102

(a) Based on the Ministry of Labour's official series.

TABLE 3

Changes in National Supplies of Principal Foods moving into Consumption in the United Kingdom, Pre-war and 1956–60

	Pre-war	*1956*	*1957*	*1958*	*1959*	*1960*	*1960* Percentage change on *1959*	*1960* Percentage change on *1934–38*
	(lb. per head per annum)							
Dairy products, excluding butter (as milk solids)	38·4	53·5	52·9	53·7	53·9	54·7	+ 1	+ 42
Cheese (included also in dairy products)	8·8	9·3	10·0	9·9	9·2	9·8	+ 7	+ 11
Meat (edible weight)	110·0	113·2	115·5	114·6	111·8	114·7	+ 3	+ 4
Poultry, Game and Rabbits (edible weight)	6·5	5·4	6·0	7·1	8·3	9·2	+11	+ 42
Fish, including canned fish (edible weight)	26·2	22·4	21·8	22·7	22·0	21·4	— 3	— 18
Eggs and egg products (total shell egg equivalent) (a)	28·3	29·5	30·8	31·9	32·8	33·0	+ 1	+ 17
Oils and fats:								
Butter	24·7	15·5	17·3	20·0	18·5	18·4	— 1	— 26
Margarine (b)	8·7	17·1	15·5	13·7	14·7	15·0	+ 2	+ 72
Lard and compound cooking fats	9·3	10·8	10·4	10·8	12·0	12·9	+ 8	+ 39
Other edible oils and fats	10·0	10·4	11·2	9·8	10·1	9·8	— 3	— 2
Total (fat content)	47·1	48·3	48·6	48·5	49·1	49·2	+ 0	+ 4
Sugar and syrups (c)	104·6	113·0	115·3	118·8	115·3	115·0	— 0	+ 10
Potatoes (d)	190·0	224·5	223·8	212·0	211·4	220·0	+ 4	+ 16
Pulses, nuts. etc.	9·5	13·1	12·3	11·1	11·7	12·1	+ 3	+ 27
Fruit, including tomatoes (fresh equivalent) (e)	137·4	131·4	141·1	134·1	149·6	149·1	— 0	+ 9
Vegetables, other than potatoes	107·0	98·4	103·1	100·0	100·6	107·4	+ 7	+ 0
Cereal products	210·1	192·9	187·1	186·1	183·5	180·9	— 1	— 14
Tea	9·3	10·1	9·8	9·9	9·5	9·6	+ 1	+ 3
Coffee	0·7	1·5	1·6	1·7	1·9	2·1	+11	+300
Chocolate confectionery (f)	10·3	12·9	12·8	12·9	12·0	12·9	+ 8	+ 26
Sugar confectionery (f)	12·4	14·9	14·6	14·4	13·7	13·8	+ 1	+ 11
	(per head per day)							
Total Calories	3,060	3,180	3,190	3,190	3,150	3,150	— 0	+ 3
Protein:								
Animal (g.)	43·1	48·1	48·6	49·2	49·2	50·4	+ 2	+ 17
Vegetable (g.)	30·2	35·3	34·8	34·3	43·9	35·2	+ 1	+ 17
Fat (g.)	131·3	140·1	141·0	141·7	139·4	139·3	— 0	+ 6
Carbohydrate (g.)	423·6	422·2	421·7	420·5	416·8	413·8	— 1	— 2
Calcium (mg.)	696	1,116	1,222	1,129	1,120	1,113	— 1	+ 60
Iron (mg.)	13·0	14·7	15·7	15·5	15·4	15·9	+ 3	+ 22
Vitamin A (i.u.)	3,689	4,375	4,435	4,491	4,423	4,645	+ 5	+ 26
Thiamine (mg.)	1·3	1·6	1·8	1·8	1·8	1·8	+ 0	+ 38
Riboflavin (mg.)	1·6	1·8	1·8	1·8	1·8	1·9	+ 6	+ 19
Nicotinic acid (mg.)	13·2	15·6	16·5	16·5	16·2	16·3	+ 1	+ 23
Vitamin C (mg.)	96	95	100	95	98	101	+ 3	+ 5

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

(a) One egg taken as 2 oz. approximately.

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

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

(d) The pre-war estimate has been revised as a result of further research on supply and utilization data but it is still an approximate figure. Pre-war consumer surveys suggest that average consumption may have been about 200 lb. per head per annum.

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

figures for the pre-war period (1934–38). These estimates, which are not derived from the National Food Survey, include certain items excluded from the Survey, namely, soft drinks, sweets, food consumed in catering establishments and institutions, and ice-cream and other food not entering the household. Also, the estimates relate to the whole of the United Kingdom; the National Food Survey is restricted to Great Britain.

9. In 1960, most of the changes shown for the groups of foods distinguished in Table 3 were small and in conformity with trends either established since 1958 or of longer standing; thus there were further slight decreases for fish and cereals, but small increases for dairy products other than butter and for margarine, eggs and the pulses and nuts group, together with further relatively large increases for poultry, cooking fats and coffee. Total supplies of meat increased by 2 per cent after falling in the previous two years, but the group entry in the table conceals a continued fall in imports of beef and veal which more than offset the increase in home-produced supplies in 1960. Fruit and vegetables were again in good supply. Fish, cereals and butter were the only main foods whose consumption per head remained less than pre-war.

10. The estimates of the energy value and nutrient content of food supplies given in the final section of Table 3 are also based on total supplies moving into consumption in the United Kingdom, and are not directly comparable with those derived from National Food Survey data, which relate only to food obtained for consumption within the home in Great Britain. The calculation of the estimates for total energy value and for the three sources of energy – protein, fat and carbohydrate – has taken into account more recent determinations of the energy value of individual foods than those used in previous reports; the nature and effects of the changes are discussed in paragraphs 32–34. The average energy value of food supplies per head has shown very little variation since 1956 and has been maintained at a level about 3–4 per cent above the pre-war average. Supplies of both animal and vegetable protein increased in 1960, but the levels of both carbohydrate and fat again fell slightly. There were small increases for all other nutrients except calcium. The marked superiority of the nutrient content of food supplies in 1960 over that in the pre-war period is clearly apparent.

III

The Household Diet in 1960

Food Expenditure, Prices and Free Supplies

11. The fieldwork of the Survey was continuous throughout 1960 except for the four days after the Christmas holiday, but in order to retain comparability with the results for previous years in which the fieldwork did not extend over Christmas, the quarterly and annual averages contained in the present Report do not take into account purchases made on or after 19th December. Estimates of the extent to which the averages for the fourth quarter and the year have been affected by the exclusion of the Christmas period are given in Appendix E together with separate details of the results for that period.

12. Estimates are given in Table 4 of the average expenditure on food for consumption in the home by private households in Great Britain in each quarter of 1959 and 1960. The seasonal peak in expenditure in the second quarter of 1960 was more pronounced than in the corresponding quarter of the previous year. Although most of the rise from 29s. 1d. per person per week in the first quarter to 30s. 6d. in the second was due to the usual seasonal increases in expenditure on tomatoes, soft fruits, potatoes and salad vegetables, there were also increases in expenditure on bread, cakes and biscuits, poultry, cooked and canned meats and canned fish which were only partly offset by decreased expenditure on milk, butter and carcase meat. Average expenditure fell to 29s. 5d. per head per week in the third quarter, mainly because of seasonally lower prices for potatoes, other vegetables and fresh fruit, but it rose slightly to 29s. 7d. in the final quarter of the year when reduced expenditure on fresh fruit was more than offset by increased expenditure on other fruit, eggs, milk, carcase meat and root and canned vegetables. Over the year as a whole, household food expenditure averaged 29s. 8d. per person per week compared with 29s. 3d. in 1959, the principal changes being increases of 4¼d. in expenditure on meat, 2¼d. on eggs and ¾d. on liquid milk, with decreases of 2d. on potatoes and 1½d. on butter.

TABLE 4

Domestic Food Expenditure, Value of Free Food and Total Value of Food obtained for Domestic Consumption, 1959 and 1960
(per head per week)

	Expenditure on food			*Value of free food*		*Value of consumption*		
	1959	*1960*	*Percentage change*	*1959*	*1960*	*1959*	*1960*	*Percentage change*
	s. d.	*s. d.*		*s. d.*	*s. d.*	*s. d.*	*s. d.*	
1st Quarter . .	28 11	29 1	+0·6	8	6	29 8	29 8	—0·0
2nd Quarter . .	29 6	30 6	+3·2	10	8	30 5	31 1	+2·4
3rd Quarter . .	29 1	29 5	+1·0	1 6	1 4	30 7	30 9	+0·5
4th Quarter . .	29 7	29 7	+0·1	11	11	30 6	30 6	+0·1
Yearly average . .	29 3	29 8	+1·2	1 0	10	30 3	30 6	+0·8

13. Estimates of the value of "free food" are also give in Table 4. Free food is food which enters the household during the survey week without payment, and includes supplies obtained from a garden, allotment or farm, or from an employer, but not gifts of food from one household in Great Britain to another if such food has been purchased by the donating household; it also includes certain home-produced foods such as potatoes, beans, bottled fruit, preserves, apples, pears and eggs, which are withdrawn from store and used during the survey week. Free food was valued for each group of households by applying the average prices currently paid by that group for corresponding purchases, and the value thus obtained was 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"). This appears to be the only practicable method of valuing free supplies, though if the households concerned had not had access to such supplies, they would probably not have

replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. School milk and free welfare milk were not valued, and cheap welfare milk was entered at its actual retail price. Cod liver oil and vitamin A and D tablets have been excluded from the analysis because of their erratic effect on some of the nutritional estimates. An analysis of free supplies is shown in Table 5. Except for apples, pears and fresh peas and beans, smaller quantities of free food were recorded in 1960 than in 1959 and the total value of free supplies (calculated as explained above) fell from 11¾d. per head per week to 10¼d.

TABLE 5

Value of Free Supplies, 1959 *and* 1960
(pence per person per week)

	1959					1960				
	1st Qtr.	*2nd Qtr.*	*3rd Qtr.*	*4th Qtr.*	*Yearly average*	*1st Qtr.*	*2nd Qtr.*	*3rd Qtr.*	*4th Qtr.*	*Yearly average*
Milk and cream	1·78	2·04	1·64	1·66	1·78	1·54	1·27	1·44	1·53	1·44
Eggs	1·59	1·50	1·54	1·19	1·46	1·18	1·17	1·20	1·24	1·20
Meat	1·13	1·08	0·79	0·93	0·98	0·95	0·50	0·45	1·20	0·78
Potatoes	1·26	1·12	2·72	1·38	1·62	0·67	0·86	2·09	1·20	1·20
All other vegetables	1·62	2·07	5·76	2·60	3·01	0·96	2·02	5·99	2·61	2·90
Fruit	0·73	2·15	5·07	2·27	2·56	0·72	1·71	4·85	2·56	2·46
All other foods	0·35	0·31	0·41	0·49	0·39	0·27	0·27	0·44	0·28	0·32
All foods	*8·46*	*10·27*	*17·93*	*10·52*	*11·80*	*6·29*	*7·80*	*16·47*	*10·62*	*10·30*

14. Table 10 shows for each quarter of 1960, and for each of the main food groups, the percentage change in the average price paid and the average quantity purchased compared with the corresponding quarters of 1959. This form of comparison removes seasonal variations as far as possible and so indicates the underlying trends. The price index is of the "Fisher Ideal" type, calculated as the geometric mean of two indices with weights appropriate to the earlier and later periods respectively. The "quantity" index has been obtained by deflating an index of expenditure by the price index. These indices make it possible to estimate how much of the change in expenditure between 1959 and 1960 was due to price changes and how much to a real change in consumer satisfaction (an economic concept which may not correspond either with the nutritional value of the diet or with its physical volume). The apportionment between price and "quantity", however, cannot be precise because of conceptual limitations which are inherent in the price index. The latter has been computed from price relatives for each of the food items listed in Table 3 of Appendix B, and the average price paid for each item has been obtained by dividing the total expenditure on that item by the total quantity purchased. Because the classification of items cannot be indefinitely detailed, a shift in purchases from a cheaper to a dearer variety within the same food item (for example, from a lower to a higher grade of liquid milk) is represented as an increase in the average price paid for the item; conceptually, however, purchase of the more expensive variety should preferably be shown as a rise in the standard of purchases. This type of limitation does not arise when there is a shift in purchases from one item in the classification (i.e. an item for which a price relative is calculated) to another; *ceteris paribus*, such a shift is recorded as a "quantity" change and the price index is not affected. Subject to the qualification mentioned above, it may be concluded that the increase of 1·2 per cent in household food expenditure in 1960 was accompanied by a fall of

0·4 per cent in the general level of food prices paid by housewives, and these two factors together imply an increase of 1·6 per cent in the "quantity" or standard of household food purchases. A closely similar result is obtained if the index of household food expenditure is deflated by the food component of the official Index of Retail Prices instead of the Survey price index.

15. Table 10 subdivides the price and quantity indices into components relating to seasonal and non-seasonal foods; the former group includes those main foods, listed at the foot of the table, which regularly exhibit a marked quarterly variation in price or in quantity. The quantity index for these seasonal foods rose by 3·3 per cent in 1960, largely because of the contributions made by potatoes and other vegetables, but also because of increased purchases of eggs and milk. The smaller rise of 0·9 per cent in the component for non-seasonal foods, however, was responsible for approximately two-fifths of the overall rise of 1·6 per cent in the quantity index for all foods since the weight given to it in the index is approximately two and a half times as great as that given to seasonal foods. The principal contribution to the rise in the quantity index for non-seasonal foods came from meat other than carcase meat. The seasonal and non-seasonal food components of the price index fell by 0·6 per cent and 0·3 per cent respectively in 1960; the main price decreases were those for potatoes, butter, and cheese, but there were also decreases of lesser importance in the average prices of poultry, bacon, fresh peas and beans, citrus fruit and canned fruit, with partly offsetting increases in the prices of carcase meat, apples and bread.

Consumption

16. Tables 11 and 12 summarize domestic expenditure on and consumption of the main foods during each quarter of the year, together with annual averages for 1959 and 1960. Tables showing expenditure and consumption in more detail, with average prices paid by housewives and the proportion of households purchasing each type of food during the survey week, are given for all foods in Appendix B. The percentage changes shown in the last column of Table 12 may differ from the corresponding changes in the quantity index in Table 10, partly because the latter takes no account of changes in the volume of free supplies, and partly because the quantity index is affected by any change in the proportions of different foods within each group.

MILK, CHEESE, MEAT, FISH AND EGGS

17. Total household consumption of liquid and processed milk has varied very little since 1950, but the slight increase from 5·05 pints per person per week in 1959 to 5·12 pints in 1960 is statistically significant and attributable to increased purchases of full-price liquid milk. Consumption of cream rose steadily from 0·26 oz. per person per week in 1956 to 0·38 oz. in 1959, but the average was unchanged in 1960 because a further slight increase in purchases was offset by a decrease in the quantity of free supplies recorded.

18. Supplies of natural cheese were greater than in the previous year and consumption increased from 2·52 oz. per person per week to 2·64 oz.; prices averaged 3s. 3d. per lb. over the year compared with 3s. 6d. per lb. in 1959, but these averages conceal a wide range and are affected by changes in the distribution of purchases between varieties as well as by genuine price changes. The Survey classification of foods is not sufficiently detailed to provide separate information about each variety, and although the price elasticity of demand for the more expensive kinds of cheese

may well be greater than that for the cheaper varieties, it appears that the total demand for natural cheese is not very sensitive to modest changes in the average price; independently of price changes, demand has slowly expanded since 1956, when consumption averaged 2·45 oz. per person per week. Purchases of processed cheese were unchanged in 1960 at 0·40 oz. per person per week, the same as in 1956; demand, as usual, was greatest in the third quarter of the year and least in January–March.

19. Table 6 shows changes in consumption and average prices of carcase and other meat between 1956 and 1960. Total consumption of meat has changed very little over this period, but imports of beef (and therefore purchases) have declined while consumption of poultry, cooked and canned meats and meat products has increased. In 1956, beef and veal accounted for 28·3 per cent of the total quantity of meat consumed, mutton and lamb 20·3 per cent, uncooked poultry 1·7 per cent and cooked and canned meats and meat products (other than sausages) 14·3 per cent;

TABLE 6

Household Consumption of Meat, 1956–1960

	1956	*1957*	*1958*	*1959*	*1960*
Consumption (oz. per head per week)					
Beef and veal	10·00	10·54	9·57	8·51	8·74
Mutton and lamb	7·16	6·28	6·04	6·92	6·63
Pork	1·90	1·98	2·13	1·98	2·02
Total carcase meat	19·06	18·80	17·74	17·41	17·39
Poultry (a)	0·59	0·80	0·97	1·19	1·68
"Convenience" meats (b)	5·06	5·19	5·70	5·64	5·94
Other meats (c)	10·64	10·65	10·76	10·57	10·88
Total meat	35·35	35·44	35·17	34·81	35·89
Consumption (expressed as a percentage of total meat consumption)	%	%	%	%	%
Beef and veal	28·3	29·7	27·2	24·4	24·4
Mutton and lamb	20·3	17·7	17·2	19·9	18·5
Pork	5·4	5·6	6·1	5·7	5·6
Total carcase meat	53·9	53·0	50·4	50·0	48·5
Poultry (a)	1·7	2·2	2·8	3·4	4·7
"Convenience" meats (b)	14·3	14·6	16·2	16·2	16·6
Other meats (c)	30·1	30·1	30·6	30·4	30·3
Total	100	100	100	100	100
Average prices paid (per lb.)	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*
Beef and veal	3 6	3 7	3 10	4 1	4 2
Mutton and lamb	3 1	3 4	3 4	3 3	3 5
Pork	3 8	3 9	3 9	4 0	4 2
All carcase meat	3 4	3 6	3 8	3 9	3 10
Poultry (a)	5 0	4 8	4 7	4 1	3 11

(a) Excluding cooked poultry.
(b) Cooked meats, canned meats and meat products other than sausages.
(c) Bacon and ham (uncooked), offals, sausages, rabbit, game, etc.

in 1960 the corresponding percentages were 24·4, 18·5, 4·7 and 16·6. The average price paid for carcase meat in 1956 was 3s. 4d. per lb. and that for poultry 5s. 0d. per lb.; by 1960 the former had increased to 3s. 10d. and the latter had decreased to 3s. 11d. per lb. Over this period the average price of mutton and lamb increased less than that of beef and of pork.

20. Estimates of the price elasticity of demand for the three types of carcase meat, for poultry and for bacon and ham are given in Table 7; estimates of the income elasticity of demand for these foods are included in Table 2 of Appendix G. The price elasticities have been derived from the monthly Survey data of average prices and purchases in the period from January, 1955 to December, 1960 by the methods described in the Annual Report[1] for 1958. Tests have also been applied to the data for each commodity to ascertain whether the changes in consumption between one period and another can be adequately explained by price changes and by the imputed price elasticities (i.e. whether the level of purchases has simply moved from one point on the demand curve to another because of price changes), or whether the quantity purchased has varied independently of price changes so that the whole demand curve has shifted its position. Although these tests have revealed statistically significant shifts between one year and another in the demand for beef and for mutton (but not for pork), the shifts have been small and not in conformity with either a steady expansion or a gradual contraction of demand throughout the period. In 1960, consumption of beef and of pork was no less, and that of mutton and lamb very little less, than could be expected from the demand relationships estimated from the whole period and the level of prices and incomes in that year. The decline in the consumption of carcase meat after 1956 was in fact attributable more to lower imports of beef than to a contraction in demand, and it was offset by an increase in the consumption of poultry and processed meats. The increase in poultry purchases was much greater than might have been expected from the decrease in its relative price and the rise in real incomes. These factors alone would explain an increase in purchases of about two-thirds between 1956 and 1960; in the event, purchases actually trebled. During this period, broiler production increased rapidly; also, the market for poultry widened, possibly to some extent at the expense of carcase meat,

TABLE 7

Estimated Own-Price Elasticities of Demand for Carcase Meats, Bacon and Poultry (a)

	Own-price elasticity and (in parenthesis) its standard error	*Significant seasonal (S) or annual (A) shifts in demand*
Beef and veal	—1·53 (·20)	S, A
Mutton and lamb	—0·86 (·22)	S, A
Pork	—1·64 (·29)	S
Bacon and ham (uncooked)	—0·75 (·08)	A
Bacon and ham (cooked and canned)	—0·96 (·28)	S, A
Poultry	—1·13 (·32)	A

(a) Excluding the Christmas trade.

[1] *Domestic Food Consumption and Expenditure: 1958*. paragraphs 60–65. H.M.S.O., 1960.

but also on its own merits. If the demand for poultry meat continues to expand, or the production costs of poultry continue to fall, consumer preferences for carcase meat may well be weakened in the longer run.

21. The results of a detailed analysis of the distribution of household purchases of uncooked poultry according to size of purchase during April–September, 1959 and the corresponding period of 1960 are summarized in Table 8. Between these two periods, total purchases increased from 1·20 oz. per person per week to 1·64 oz. and consumption (inclusive of free supplies) from 1·34 oz. to 1·72 oz. The increase in purchases was distributed over all sizes of bird, but was greatest for those in the 2–3 lb. range, which accounted for 41 per cent of the total quantity purchased in the later period. Although the average price paid by the housewife for uncooked poultry was 4s. 0d. per lb. in both periods, the disparity in the average price per lb. of small and large birds was reduced in 1960, largely because of lower prices for the smaller birds; the apparent increase for the largest birds may be attributed to the expanding trade in turkeys outside the Christmas period.

TABLE 8

Distribution of Household Purchases of Uncooked Poultry according to Size of Purchase

Size of Purchase (dressed weight)	*April–September 1959*			*April–September 1960*		
	Quantity purchased (oz. per head per week)	*Proportion of total quantity purchased (per cent)*	*Average price paid (per lb.)*	*Quantity purchased (oz. per head per week)*	*Proportion of total quantity purchased (per cent)*	*Average price paid (per lb.)*
Up to 1 lb. . .	0·03	2	5s. 8d.	0·03	2	5s. 0d.
Over 1 lb., but not exceeding 2 lb. . .	0·14	12	4s. 10d.	0·18	11	4s. 5d.
Over 2 lb., but not exceeding 3 lb. . .	0·46	39	4s. 3d.	0·67	41	4s. 2d.
Over 3 lb., but not exceeding 4 lb. . .	0·33	28	3s. 9d.	0·44	27	3s. 10d.
Over 4 lb., but not exceeding 5 lb. . .	0·12	10	3s. 5d.	0·16	10	3s. 5d.
Over 5 lb. . . .	0·11	9	2s. 11d.	0·15	9	3s. 10d. (a)
Totals . . .	*1·20*	*100*	*4s. 0d.*	*1·64*	*100*	*4s. 0d.*

(a) This comparatively high figure may be explained by the expanding trade in turkeys outside the Christmas period.

22. Total consumption of fish averaged 5·86 oz. per person per week in 1960, almost the same as in the previous year. The decline from 6·13 oz. in 1956 may be more apparent than real, because the quantity of fish recorded by the Survey is the weight at the time of purchase by the housewife and there has been an increase in recent years in the proportion of fish which is sold filleted[1]. Average consumption of fresh white fish in 1960 was 2·80 oz. per person per week, of which 1·94 oz. was filleted; the latter figure includes 0·43 oz. of quick-frozen filleted white fish, purchases of which have increased from 0·12 oz. per person per week in 1958 when it was first separately itemized in the Survey. Filleted processed fat fish is not separately distinguished from unfilleted in the classification, but of the total quantity of 0·34 oz. per person per week recorded in 1960, housewives described only 0·02 oz. as quick-frozen. Purchases of canned fish, after increasing from 0·57 oz. per person per week in 1956 to 0·95 oz. in 1959, fell to 0·79 oz. in 1960; the upward trend in

[1] Separate nutrient conversion factors are used for filleted and unfilleted white fish.

purchases of fish cakes and other fish products, however, continued, consumption averaging 0·23 oz. in 1960 compared with 0·21 oz. in the previous year and 0·14 oz. in 1956.

23. Consumption of eggs continued to increase, and averaged 4·64 eggs per person per week in 1960 compared with 4·54 in 1959 and 4·19 in 1956. Prices were slightly lower in the first quarter of 1960 than in the corresponding months of 1959, but they rose sharply in the second half of the year and averaged 5s. 0d. per dozen in October–December compared with 4s. 3d. a year earlier.

FATS, SUGAR AND PRESERVES

24. Changes in the level of consumption of butter and of margarine are of special interest in view of the wide variation in supplies and average prices of butter over recent years during which the price of margarine has scarcely varied. These changes are illustrated in Table 9. Between 1955 and 1958 there was a general (though not uniform) downward trend in butter prices, which was sharply reversed in 1959, when the "real"[1] price of butter rose to a level comparable with that immediately after de-rationing; prices subsequently declined during the first half of 1960, but remained within a comparatively narrow range throughout the remainder of the year at about the same level as in 1957. Consumption of butter increased from 4·5 oz. per head per week in 1955 to 6·5 oz. in the third quarter of 1958; this increase was not entirely at the expense of margarine, consumption of which fell

TABLE 9

Household Consumption of Butter and Margarine, 1955–60

	Consumption (oz. per head per week)			*Average price of butter*	
	Butter	*Margarine*	*Butter and Margarine*	*per lb.*	*relative price, deflated* (a) *(1955=100)*
				s. d.	
1955	4·47	4·68	9·15	3 10	100
1956	4·70	4·48	9·18	3 9	92
1957	5·37	4·02	9·39	3 2	76
1958	6·10	3·46	9·56	2 8	62
1959	5·74	3·74	9·48	3 8	85
1960	5·68	3·66	9·34	3 5	77
1959:					
January–March	5·92	3·52	9·44	3 3	75
April–June	5·82	3·60	9·42	3 3	74
July–September	5·96	3·68	9·64	3 11	91
October–December	5·27	4·14	9·41	4 6	103
1960:					
January–March	5·24	3·92	9·16	3 11	91
April–June	5·71	3·66	9·37	3 2	72
July–September	5·87	3·46	9·33	3 3	74
October–December	5·90	3·62	9·52	3 3	72

(a) Average price, deflated by the Index of Retail Prices, and expressed as a percentage of the average price in 1955.

[1] The average price of butter deflated by the Index of Retail Prices for all items.

from 4·7 oz. to 3·1 oz. over the same period. Although butter consumption declined when the average price rose in 1959, it was maintained at a higher level, and that of margarine at a lower level, than in periods of comparable real butter prices between 1955 and 1958. The demand curves for butter and margarine thus shifted their position after the price of butter reached its lowest point in mid-1958, butter gaining some ground over margarine; however, soon after the price of butter reached its highest point late in 1959, the demand curves shifted back towards, but not to, their original position, so that in 1960 butter lost some of the ground which it had gained over margarine in 1958–59. An analysis of monthly Survey data of butter prices and purchases from January, 1955 to December, 1960 yields an estimate of —0·34 for the elasticity of demand for butter with respect to its own price after the effects of seasonality and annual shifts in the demand curve have been eliminated. This estimate provides a satisfactory measure of the relationship between changes in the real price and changes in consumption in the short run, but experience has shown that wide fluctuations in the real price may generate new conditions of demand.

25. Purchases of sugar in 1960 fell from the high level of 18·5 oz. per head per week recorded in the previous two years to 17·8 oz., almost the same as in 1957. Consumption of preserves continued to decline, averaging 3·2 oz. per head per week compared with 3·3 oz. in the previous year and 3·7 oz. in 1956.

VEGETABLES AND FRUIT

26. Although household consumption of potatoes increased from 55·0 oz. per head per week in 1959 to 57·2 oz. in 1960, this is not necessarily indicative of a reversal of the long-term tendency for demand to decline; supplies were better and average prices lower in the latter year than in the former. Old potatoes from the 1959 crop commanded an average price of 3d. per lb. in the first half of 1960 compared with 4½d. per lb. for old potatoes of the 1958 crop in the corresponding period of 1959; by the end of 1960, the average price paid for main-crop potatoes was 2½d. per lb.

27. Consumption of fresh green vegetables rose from 15·2 oz. per head per week in 1959 to 15·8 oz. in 1960, mainly because of better supplies of brussels sprouts and fresh peas and beans; cabbages, however, were dearer and less plentiful than in the previous year. The demand for quick-frozen peas and beans continued to increase, purchases averaging 0·63 oz. per head per week in 1960 compared with 0·47 oz. in 1959 and 0·20 oz. in 1956; consumption of canned beans was well maintained at 2·60 oz., but purchases of canned peas and other canned vegetables declined slightly to 3·06 oz. and 0·40 oz. respectively. Supplies of carrots, onions and other root vegetables were better than in the previous year and total consumption rose from 8·0 oz. per head per week to 8·9 oz., about the same level as in 1956.

28. The demand for fresh fruit appears to have expanded slightly since 1956 when consumption averaged 20·6 oz. per person per week. Although the average fell from 23·3 oz. in 1959 to 22·9 oz. in 1960, the decrease was due to reduced supplies of soft fruit, stone fruit, apples and tomatoes; consumption of pears and bananas was well maintained, and purchases of citrus fruit and other fresh fruit increased. Consumption of all other fruit remained at 6·8 oz. per person per week, but since 1956, the demand for canned fruit and fruit juices has increased, while that for dried fruit has declined.

CEREALS AND MISCELLANEOUS FOODS

29. The downward trend in consumption of bread was resumed in 1960, purchases averaging 45·5 oz. per person per week compared with 47·3 oz. in 1959 and

51·1 oz. in 1956. Purchases of large white loaves continued to decrease, and the relative demand for wrapped bread to increase; 71 per cent of large and 32 per cent of small white loaves were purchased wrapped in 1960 compared with 59 and 29 per cent in 1957, the first full year after the termination of the subsidy and price control on bread. Proprietary brands of brown bread were grouped with wholewheat and wholemeal bread in the Survey classification until the end of 1959, but thereafter they were grouped with non-proprietary brown bread; the quantity of brown bread thus re-classified was about half an ounce per head per week.

30. Purchases of flour were fairly steady at about 7·8 oz. per head per week between 1956 and 1958, but fell sharply to 6·7 oz. in 1959 and remained at that level in 1960. During this five-year period purchases of cakes and biscuits have increased from 11·0 oz. per head per week to 12·0 oz.; consumption of rice has fallen from 0·85 oz. to 0·66 oz., and that of oatmeal and oat products from 1·11 oz. to 0·94 oz.

31. Purchases of tea, coffee and cocoa were unchanged in 1960 at 2·80 oz., 0·29 oz. and 0·16 oz. per head per week respectively, but consumption of branded food drinks rose from 0·19 oz. to 0·22 oz. The demand for canned soups continued to expand; purchases in 1960 averaged 2·31 oz. per head per week compared with 1·61 oz. in 1956.

Energy Value and Nutrient Content

32. In previous reports on the National Food Survey, the energy value and nutrient content of the diet were based in the main on data published in *Nutritive Values of Wartime Foods*[1]. In that publication the values given for carbohydrate were based on direct chemical estimations of "available carbohydrate" and were expressed as starch, and the calorie value of protein, fat and carbohydrate was calculated by using the factors 4, 9 and 4 Cal. per g. respectively. This method of calculation resulted in an understatement of carbohydrate and a small underestimate of the calories from carbohydrate and hence of the calorie value of foods. The publication has now been withdrawn and replaced by *The Composition of Foods*[2], which contains in a "Note on the Calculation of the Calorific Value of Foods and of Diets" by Dr. E. M. Widdowson (p. 153), a historical account of the various conversion factors which have been, and are, used to calculate calorie values.

33. In *The Composition of Foods* the values for carbohydrate are based on separate determinations of glucose, fructose, sucrose, dextrins and starch, their sum being expressed in terms of monosaccharides and given as "available carbohydrate", the calorie conversion factor being 3·75 Cal. per g. (the heat of combustion of glucose and other monosaccharides). The conversion factors used for protein and fat are respectively 4·1 and 9·3 Cal. per g.

34. In the present report on the National Food Survey most of the estimates of protein, fat and carobhydrate are based on those given in *The Composition of Foods*. The major exceptions to this are that, as in all recent years, the nutritive value of flour and bread has been estimated from analyses of flour made by the Government Chemist, and that no changes have been made in the nutritive factors for meats. To maintain as much conformity as possible with earlier National Food

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[1] *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum No. 14. H.M.S.O., 1945.

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

Survey results, while correcting for the previous underestimates of carbohydrate and calories from carbohydrate, the factors 4, 9 and 3·75 Cal. per g. have been used for protein, fat and available carbohydrate respectively. The estimates for minerals and vitamins have not been revised, since it is desired to have a continuous series of data and, allowing for individual variation in composition between different samples of foods, they are of the same order as those given in *The Composition of Foods*.

35. The new method of calculation has resulted in a higher estimate for carbohydrate. The use of slightly different tables of food composition has resulted in a reduction of about 1 per cent in protein, and an increase of about 3 per cent in fat, because of increases in the estimated fat content of bread and other flour confectionery. The net result was an increase in calories of less than 2 per cent.

36. Table 13 gives the energy value and nutrient content of the edible portion of food purchased or otherwise obtained for consumption in the home, or in packed meals taken from home; food eaten outside the household, sweets, soft and alcoholic drinks, fish liver oil and vitamin supplements are excluded. In the calculation of the nutrient composition of the diet no allowance has been made for wastage of edible food (although such allowance is made in estimating the adequacy of the diet). Data on inedible wastage have been taken from *Nutritive Values of Wartime Foods*. The same adjustments have been made as in previous years for cooking losses of thiamine and vitamin C; thiamine is reduced by 15 per cent, the vitamin C contributions from green vegetables are reduced by 75 per cent, and those from other vegetables by 50 per cent.

37. Table 13 shows the nutrient content of the average household diet for the years 1956–60. The yearly averages for all nutrients in 1960 were equal to or greater than those in 1959 except for carbohydrate and vitamin D. The fall in vitamin D to the 1958 level was caused by reduced consumption of fat fish and margarine, and that in carbohydrate by reduced consumption of sugar and bread. The largest increase, that of 3 per cent in the riboflavin intake, was due to greater consumption of liquid milk, cheese and eggs.

38. The adequacy of the diets has been assessed by comparison with allowances based on the recommendations of the Committee on Nutrition of the British Medical Association and is also shown in Table 13. In applying these allowances to National Food Survey data, adjustments were made for meals taken outside the home and an arbitrary allowance of 10 per cent was made to cover all wastage of edible food. These adjustments have only been made in tables relating to the adequacy of the diet. The limitations inherent in the use of scales of nutritional allowances and of arbitrary wastage factors have been discussed in earlier Reports.

39. The average household diet in 1960 met the recommended allowances. The estimates for all nutrients showed an increase over those for 1959, the most striking being those for total protein, vitamin A and riboflavin. The slight downward trend in protein between 1956 and 1959 seemed to have halted as a result of increased consumption of milk, cheese and eggs, all of which are good sources of animal protein. The increased riboflavin intake also resulted from the higher consumption of these foods, which, together with a somewhat greater consumption of liver, caused an increase in the levels of vitamin A.

40. The results for the years 1956 to 1960 show the trend in the diet for the first five years under completely free market conditions. Compared with 1956, there was little change for energy value, protein, fat, calcium, vitamin A or riboflavin. The

downward trend for protein between 1955 and 1959[1] (which was caused mainly by decreased consumption of bread) was reversed in 1960 by slight increases in consumption of dairy products, eggs and meat, which more than offset the continued fall in bread consumption. Increases of between 5 and 8 per cent for iron, thiamine and nicotinic acid were mainly due to increases in the levels of these nutrients in flour and bread following the introduction of the Flour Regulations in September, 1956[2]. For the nutrients in question, the implementation of these Regulations has more than offset the effects of decreased bread and flour consumption. Greater consumption of fresh fruit and green vegetables resulted in a higher intake of vitamin C compared with that in 1956. The only nutrients to show a decreased intake between 1956 and 1960 were carbohydrate and vitamin D. The lowest levels for vitamin D were recorded in 1958 and 1960. The decrease in 1958 was partially accounted for by the replacement of margarine by butter and also by the reduced level of vitamin D fortification of dried milk and infant cereals[3] and that in 1960 by reduced consumption of fat fish and margarine.

41. Table 13 also shows the proportion of the energy value of the diet derived from protein, fat and carbohydrate for the years 1956–60. These proportions make no allowance for wastage of any edible food and it is possible that fat is wasted to a greater extent than protein or carbohydrate. With this qualification, the contribution from protein changed little. That from fat rose and that from carbohydrate fell correspondingly, because of increased consumption of animal foods at the expense of cereal foods. The proportion of protein derived from animal sources increased between 1956 and 1959 and did not change further in 1960. With increased expenditure on food there has been greater consumption of items such as meat, eggs, butter, fresh green vegetables and fruit, at the expense of the cheaper "filler" foods such as bread.

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[1] See *Domestic Food Consumption and Expenditure: 1959*, paragraph 40. H.M.S.O., 1961.

[2] *The Flour (Composition) Regulations, 1956*. Statutory Instrument 1956, No. 1183. H.M.S.O.

[3] See *Domestic Food Consumption and Expenditure: 1958*, paragraph 46. H.M.S.O., 1960.

TABLE 10

Changes in Indices of Average Prices and Quantities Purchased: Quarters of 1960 *compared with corresponding Quarters of* 1959

(*percentage change*)

	Price					*Quantity purchased*				
	Quarter				*1960 on 1959*	*Quarter*				*1960 on 1959*
	1	*2*	*3*	*4*		*1*	*2*	*3*	*4*	
MILK, CREAM AND CHEESE:										
Liquid milk	+ 0	— 1	+ 1	— 1	— 1	+ 2	+ 4	+ 2	+ 3	+ 3
Natural cheese	+ 3	— 7	—11	—14	— 7	— 2	+ 6	+ 9	+ 8	+ 5
Other	— 1	— 0	— 1	— 3	— 1	+ 3	+ 1	+ 2	— 1	+ 2
All	+ 0	— 2	— 1	— 3	— 2	+ 1	+ 4	+ 3	+ 4	+ 3
MEAT:										
Carcase	+ 1	+ 4	+ 3	+ 5	+ 3	+ 1	— 1	+ 3	— 3	— 0
Bacon	— 3	— 1	+ 0	— 2	— 1	+ 4	+ 7	+ 1	+ 4	+ 4
Other	— 1	+ 1	+ 0	— 0	+ 0	+ 7	+10	+ 3	+ 6	+ 7
All	— 0	+ 2	+ 2	+ 2	+ 1	+ 3	+ 4	+ 3	+ 1	+ 3
FISH	+ 3	+ 7	+ 1	+ 4	+ 4	— 7	— 5	— 1	+ 1	— 3
EGGS	— 3	+ 6	+16	+17	+ 8	+ 4	+ 6	+ 3	+ 4	+ 5
FATS:										
Butter	+21	— 2	—18	—29	— 8	—11	— 1	— 1	+13	— 1
Margarine	+ 4	+ 3	— 0	— 1	+ 2	+12	+ 2	— 6	—13	— 2
Other	— 6	— 7	— 6	— 4	— 6	— 2	+ 0	+ 8	+ 6	+ 3
All	+13	— 2	—13	—20	— 6	— 5	— 0	— 1	+ 6	— 1
SUGAR	— 2	— 1	+ 0	+ 1	— 0	— 5	— 4	— 5	— 2	— 4
PRESERVES	— 3	+ 3	+ 2	— 0	+ 1	— 5	— 8	+ 3	— 1	— 4
VEGETABLES:										
Potatoes	—30	— 8	—19	—13	—18	+10	+ 0	+ 7	+ 4	+ 5
Fresh green	— 5	+10	—12	—10	— 3	+16	+ 8	+ 9	+ 2	+ 9
Other	— 3	+ 1	— 1	— 6	— 1	+10	+ 1	+ 6	+ 3	+ 4
All	—16	— 1	—12	— 9	— 9	+11	+ 2	+ 7	+ 4	+ 5
FRUIT:										
Fresh	+ 6	+ 3	+ 6	—10	+ 3	+ 2	+ 2	— 8	— 4	— 2
Other	— 6	— 5	— 4	— 3	— 5	+ 7	+ 9	— 1	—11	+ 0
All	+ 1	+ 1	+ 3	— 7	+ 0	+ 4	+ 4	— 6	— 7	— 1
CEREALS:										
Bread	+ 1	+ 4	+ 3	+ 6	+ 4	— 3	— 4	— 7	— 2	— 4
Flour	— 1	— 1	— 1	— 2	— 1	— 9	— 5	+11	+ 7	— 0
Cakes and biscuits	— 1	— 0	— 2	— 3	— 1	— 2	+ 7	+ 6	+ 5	+ 4
Other	— 1	— 2	— 2	— 1	— 1	+ 4	+ 7	— 1	+ 3	+ 3
All	— 0	+ 1	+ 0	+ 1	+ 1	— 2	+ 2	— 0	+ 2	+ 0

TABLE 10—*continued*

(*percentage change*)

	Price					*Quantity purchased*				
	Quarter				*1960 on 1959*	*Quarter*				*1960 on 1959*
	1	*2*	*3*	*4*		*1*	*2*	*3*	*4*	
BEVERAGES:										
Tea . .	— 1	+ 1	+ 0	— 1	— 0	+ 1	— 1	+ 0	+ 1	+ 0
Other . .	+ 4	— 1	— 0	— 4	+ 0	— 1	+ 2	+15	+ 3	+ 4
All . .	+ 0	+ 0	— 0	— 1	— 0	+ 0	— 0	+ 3	+ 2	+ 1
Miscellaneous (a)	+ 1	+ 3	+ 2	+ 1	+ 1	+ 8	+ 3	+ 9	— 2	+ 4
Seasonal foods (b)	—4·4	+1·7	+0·9	—0·9	—0·6	+4·6	+3·2	+2·1	+3·2	+3·3
All other foods (a)	+0·5	+0·6	—1·0	—1·6	—0·3	+0·3	+1·7	+1·1	+0·8	+0·9
All foods (a) .	—0·9	+1·0	—0·4	—1·4	—0·4	+1·6	+2·2	+1·4	+1·5	+1·6

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

(b) Liquid milk (full price), cream, eggs, fish (other than canned or bottled fish and fish products), fresh green vegetables, potatoes (excluding crisps), root and miscellaneous fresh vegetables and fresh fruit.

TABLE II

Domestic Food Expenditure by All Households, 1960
(pence per head per week)

	1959	1960					Percentage change 1960 on 1959
	Yearly average	Quarter				Yearly average	
		1	2	3	4		
MILK AND CREAM:							
Liquid – full price	29·93	31·26	30·02	29·56	32·32	30·79	+ 3
Liquid – welfare	2·71	2·75	2·69	2·56	2·61	2·65	— 2
Total Liquid Milk	*32·64*	*34·01*	*32·71*	*32·12*	*34·93*	*33·44*	*+ 2*
Condensed milk	1·53	1·49	1·56	1·52	1·28	1·47	— 4
Dried and other milk	0·73	0·72	0·66	0·84	0·71	0·73	0
Cream	1·17	1·10	1·53	1·37	1·09	1·27	+ 9
Total Milk and Cream	*36·07*	*37·32*	*36·46*	*35·85*	*38·01*	*36·91*	*+ 2*
CHEESE:							
Natural	6·64	6·81	6·62	6·20	6·23	6·46	— 3
Processed	1·42	1·21	1·40	1·56	1·40	1·39	— 2
Total Cheese	*8·06*	*8·02*	*8·02*	*7·76*	*7·63*	*7·85*	*— 3*
MEAT:							
Beef and veal	25·94	28·31	25·22	25·79	29·58	27·22	+ 5
Mutton and lamb	16·85	15·27	17·35	18·60	15·93	16·79	— 0
Pork	5·93	7·01	6·10	5·69	6·22	6·26	+ 6
Total Carcase Meat	*48·72*	*50·59*	*48·67*	*50·08*	*51·73*	*50·27*	*+ 3*
Bacon and ham, uncooked	15·41	15·37	15·88	15·96	16·07	15·82	+ 3
Poultry	3·66	3·84	5·43	4·39	4·38	4·51	+23
Other meat (a)	29·15	29·73	30·20	31·23	30·70	30·47	+ 5
Total Meat	*96·94*	*99·53*	*100·18*	*101·66*	*102·88*	*101·07*	*+ 4*
FISH:							
Fresh	6·58	6·69	7·16	6·80	7·35	7·00	+ 6
Processed and shell(b)	1·93	2·14	1·89	1·81	2·28	2·03	+ 5
Prepared (c)	7·05	6·02	7·27	7·36	5·90	6·65	— 6
Total Fish	*15·56*	*14·85*	*16·32*	*15·97*	*15·53*	*15·68*	*+ 1*
EGGS	*16·20*	*16·36*	*16·73*	*19·24*	*21·52*	*18·46*	*+14*
FATS:							
Butter	15·92	15·56	13·51	14·26	14·24	14·39	—10
Margarine	5·16	5·55	5·20	4·79	5·02	5·14	— 0
Lard and compound cooking fat	2·52	2·45	2·12	2·44	2·45	2·36	— 6
Other fats	0·71	0·81	0·62	0·66	0·97	0·76	+ 7
Total Fats	*24·31*	*24·37*	*21·45*	*22·15*	*22·68*	*22·65*	*— 7*
SUGAR AND PRESERVES:							
Sugar	9·52	9·04	8·85	9·27	9·21	9·09	— 5
Honey, preserves, syrup and treacle	3·70	3·66	3·68	3·37	3·65	3·58	— 3
Total Sugar and Preserves	*13·22*	*12·70*	*12·53*	*12·64*	*12·86*	*12·67*	*— 4*

(a) Includes cooked and canned meats, and meat products.
(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(c) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish),

TABLE II—*continued*

(*pence per head per week*)

	1959	*1960*					*Percentage change 1960 on 1959*
	Yearly average	*Quarter*				*Yearly average*	
		1	*2*	*3*	*4*		
VEGETABLES:							
Potatoes (including chips and crisps)	14·03	12·32	15·71	10·10	10·31	12·12	—14
Fresh green	7·63	7·54	10·38	7·58	6·51	8·01	+ 5
Other vegetables (d)	10·61	11·50	11·89	9·60	10·51	10·87	+ 2
Total Vegetables	*32·27*	*31·36*	*37·98*	*27·28*	*27·33*	*31·00*	*— 4*
FRUIT:							
Fresh	19·19	16·23	24·95	21·28	14·00	19·11	— 0
Other (e)	9·32	8·48	9·20	8·36	9·74	8·95	— 4
Total Fruit (f)	*28·51*	*24·71*	*34·15*	*29·64*	*23·74*	*28·06*	*— 2*
CEREALS:							
Brown bread (g)	0·79	1·07	1·45	1·43	1·52	1·37	n.a.
White bread	16·01	15·46	16·04	16·28	16·10	15·97	— 0
Wholewheat and wholemeal bread(g)	0·91	0·55	0·43	0·51	0·43	0·48	n.a.
Other bread (h)	4·35	4·12	4·53	3·95	4·05	4·16	— 4
Total Bread	*22·06*	*21·20*	*22·45*	*22·17*	*22·10*	*21·98*	*— 0*
Flour	3·08	3·18	2·89	2·98	3·18	3·05	— 1
Cakes (i)	10·97	10·61	11·80	11·45	11·82	11·42	+ 4
Biscuits	9·81	9·18	9·91	10·17	9·99	9·82	+ 0
Oatmeal and oat products	0·96	1·25	0·64	0·45	1·12	0·86	—10
Breakfast cereals	2·90	2·73	3·05	3·27	2·81	2·96	+ 2
Other cereals	4·26	3·99	4·88	4·34	4·35	4·38	+ 3
Total Cereals	*54·04*	*52·14*	*55·62*	*54·83*	*55·37*	*54·47*	*+ 1*
BEVERAGES:							
Tea	13·54	13·66	13·45	13·45	13·58	13·54	0
Coffee	3·06	3·19	2·97	2·93	3·36	3·12	+ 2
Cocoa	0·50	0·59	0·41	0·45	0·53	0·50	0
Branded food drinks	0·82	1·19	0·80	0·81	0·98	0·94	+15
Total Beverages	*17·92*	*18·63*	*17·63*	*17·64*	*18·45*	*18·10*	*+ 1*
MISCELLANEOUS:							
Soups, canned, dehydrated and powdered	2·48	3·64	2·05	2·09	3·53	2·82	+14
Other foods (j)	5·89	5·68	6·40	5·97	5·93	5·99	+ 2
Total Miscellaneous	*8·37*	*9·32*	*8·45*	*8·06*	*9·46*	*8·81*	*+ 5*
TOTAL ALL FOODS	*351·49 (29s. 3d.)*	*349·35 (29s. 1d.)*	*365·52 (30s. 6d.)*	*352·76 (29s. 5d.)*	*355·46 (29s. 7d.)*	*355·77 (29s. 8d.)*	*+ 1*

(d) Includes dried and canned vegetables, and vegetable products.
(e) Includes dried, canned or bottled fruit.
(f) Includes tomatoes.
(g) Proprietary brands of brown bread were grouped with wholewheat and wholemeal bread before 1960.
(h) Includes rolls, fruit bread, sandwiches and milk bread.
(i) Includes buns, scones, teacakes and crumpets.
(j) Invalid and baby foods, spreads and dressings, meat and vegetable extracts and items

TABLE 12

Domestic Food Consumption by All Households, 1960
(oz. per head per week except where otherwise stated)

	1959	*1960*					*Percentage change 1960 on 1959*
		Quarter				*Yearly average*	
	Yearly average	*1*	*2*	*3*	*4*		
MILK AND CREAM:							
Liquid – full price (pt.)	3·92	3·96	3·99	3·94	4·10	4·00	+ 2
Liquid – welfare and school (pt.)	0·84	0·87	0·84	0·78	0·87	0·84	— 0
Total Liquid Milk (pt.)	*4·76*	*4·83*	*4·83*	*4·73*	*4·97*	*4·84*	*+ 2*
Condensed (eq. pt.)	0·18	0·18	0·18	0·17	0·15	0·17	— 4
Dried and other milk (pt. or eq. pt.)	0·11	0·12	0·10	0·14	0·11	0·12	+ 5
Cream (pt.)	0·02	0·02	0·02	0·02	0·02	0·02	0
Total Milk and Cream (pt. or eq. pt.)	*5·07*	*5·14*	*5·13*	*5·06*	*5·24*	*5·14*	*+ 1*
CHEESE:							
Natural	2·52	2·56	2·75	2·65	2·62	2·64	+ 5
Processed	0·40	0·35	0·40	0·46	0·41	0·40	+ 0
Total Cheese	*2·92*	*2·91*	*3·15*	*3·11*	*3·03*	*3·04*	*+ 4*
MEAT:							
Beef and veal	8·55	9·33	8·02	8·14	9·46	8·74	+ 2
Mutton and lamb	6·97	6·33	6·79	7·13	6·28	6·63	— 5
Pork	2·01	2·31	1·99	1·82	1·95	2·02	+ 0
Total Carcase Meat	*17·53*	*17·97*	*16·80*	*17·09*	*17·69*	*17·39*	*— 1*
Bacon and ham, uncooked	5·14	5·19	5·55	5·33	5·20	5·32	+ 4
Poultry	1·35	1·52	1·93	1·51	1·75	1·68	+24
Other meat (a)	11·16	11·72	11·03	11·54	11·75	11·50	+ 3
Total Meat	*35·18*	*36·40*	*35·31*	*35·47*	*36·39*	*35·89*	*+ 2*
FISH:							
Fresh	3·14	3·04	3·09	3·12	3·16	3·11	— 1
Processed and shell (b)	0·87	0·91	0·73	0·82	1·00	0·87	— 1
Prepared (c)	1·92	1·71	1·99	2·07	1·71	1·88	— 2
Total Fish	*5·93*	*5·66*	*5·81*	*6·01*	*5·87*	*5·86*	*— 1*
EGGS (No.)	4·54	4·65	4·80	4·54	4·57	4·64	+ 2
Eggs purchased (No.)	4·17	4·34	4·49	4·27	4·32	4·36	+ 5
FATS:							
Butter	5·74	5·24	5·71	5·87	5·90	5·68	— 1
Margarine	3·74	3·92	3·66	3·46	3·62	3·66	— 2
Lard and compound cooking fat	2·04	2·11	1·87	2·12	2·14	2·06	+ 1
Other fats	0·51	0·59	0·43	0·51	0·71	0·57	+12
Total Fats	*12·03*	*11·86*	*11·67*	*11·96*	*12·37*	*11·97*	*— 0*

(a) Includes cooked and canned meats, and meat products.
(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(c) Includes cooked fish, canned or bottled fish, (excluding canned or bottled shellfish), and fish products.

TABLE 12—*continued*

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

	1959	*1960*					*Percentage change 1960 on 1959*
		Quarter					
	Yearly average	*1*	*2*	*3*	*4*	*Yearly average*	
SUGAR AND PRESERVES:							
Sugar	18·50	17·86	17·44	18·05	17·68	17·76	— 4
Honey, preserves, syrup and treacle	3·30	3·35	3·26	3·00	3·25	3·21	— 3
Total Sugar and Preserves	*21·80*	*21·21*	*20·70*	*21·05*	*20·93*	*20·97*	*— 4*
VEGETABLES:							
Potatoes (including chips and crisps)	55·05	59·66	50·01	56·11	62·99	57·20	+ 4
Fresh green	15·17	12·27	15·21	22·00	13·84	15·81	+ 4
Other vegetables (d)	16·36	18·74	14·39	16·49	19·56	17·30	+ 6
Total Vegetables	*86·58*	*90·67*	*79·61*	*94·60*	*96·39*	*90·31*	*+ 4*
FRUIT:							
Fresh	23·29	18·61	24·41	27·58	21·02	22·91	— 2
Other (e)	6·86	6·60	7·22	6·44	7·11	6·84	— 0
Total Fruit (f)	*30·15*	*25·21*	*31·63*	*34·02*	*28·13*	*29·75*	*— 1*
CEREALS:							
Brown bread (g)	1·72	2·00	2·56	2·49	2·66	2·43	n.a.
White bread	38·04	36·61	36·68	36·95	36·28	36·63	— 4
Wholewheat and wholemeal bread(g)	1·56	1·08	0·83	0·98	0·80	0·92	n.a.
Other bread (h)	5·97	5·67	5·92	5·26	5·11	5·49	— 8
Total Bread	*47·29*	*45·36*	*45·99*	*45·68*	*44·85*	*45·47*	*— 4*
Flour	6·74	7·03	6·39	6·57	7·09	6·76	+ 0
Cakes (i)	5·99	5·89	6·45	6·29	6·62	6·31	+ 5
Biscuits	5·60	5·28	5·76	5·92	5·69	5·67	+ 1
Oatmeal and oat products	1·02	1·37	0·69	0·49	1·21	0·94	— 8
Breakfast cereals	1·74	1·67	1·82	1·98	1·71	1·80	+ 3
Other cereals	3·40	3·45	3·92	3·51	3·55	3·61	+ 6
Total Cereals	*71·78*	*70·05*	*71·02*	*70·44*	*70·72*	*70·56*	*— 2*
BEVERAGES:							
Tea	2·80	2·84	2·77	2·76	2·83	2·80	+ 0
Coffee	0·39	0·41	0·38	0·35	0·42	0·39	— 0
Cocoa	0·16	0·19	0·14	0·15	0·18	0·16	+ 1
Branded food drinks	0·19	0·28	0·19	0·19	0·23	0·22	+16
Total Beverages	*3·54*	*3·72*	*3·48*	*3·45*	*3·66*	*3·57*	*+ 1*

(d) Includes dried and canned vegetables, and vegetable products.
(e) Includes dried, canned or bottled fruit.
(f) Includes tomatoes.
(g) Proprietary brands of brown bread were grouped with wholewheat and wholemeal bread before 1960.
(h) Includes rolls, fruit bread, sandwiches and milk bread.
(i) Includes buns, scones, teacakes and crumpets.

TABLE 13

Energy Value and Nutrient Content of Domestic Food Consumption: All Households 1956–60

	1956	*1957*	*1958*	*1959*	*1960*(a)
INTAKE PER PERSON PER DAY:					
Energy value (Cal.)	2,620	2,590	2,600	2,580	2,630 *2,590*
Total protein (g.)	76	75	75	74	75 *76*
Animal protein (g.)	43	43	43	43	44 *44*
Fat (g.)	108	110	111	110	115 *112*
Carbohydrate (g.)	337	325	325	324	345 *320*
Calcium (mg.)	1,029	1,028	1,036	1,030	1,037
Iron (mg.)	13·3	14·1	14·2	13·9	14·1
Vitamin A (i.u.)	4,310	4,290	4,350	4,280	4,360
Thiamine (mg.)	1·21	1·29	1·25	1·27	1·27
Riboflavin (mg.)	1·65	1·66	1·64	1·65	1·70
Nicotinic acid (mg.)	13·0	13·8	13·6	13·8	14·0
Vitamin C (mg.)	50	52	49	52	52
Vitamin D (i.u.)	150	145	133	145	130
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES (b):					
Energy value	105	103	104	103	106 *105*
Total protein	102	100	100	99	101 *102*
Calcium	107	106	107	106	108
Iron	108	113	115	113	115
Vitamin A	182	180	184	181	186
Thiamine	122	129	126	128	130
Riboflavin	109	109	108	109	114
Nicotinic acid	132	138	137	139	142
Vitamin C (b)	226	234	222	235	240
PERCENTAGE OF ENERGY VALUE DERIVED FROM:					
Protein	11·5	11·6	11·5	11·5	11·4 *11·7*
Fat	37·1	38·1	38·3	38·3	39·3 *38·9*
Carbohydrate	51·4	50·3	50·2	50·3	49·3 *49·4*
Animal protein as percentage of total protein	56·3	57·6	58·1	58·8	59·1 *58·8*

(a) Figures for protein, fat and carbohydrate in 1960 are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297). Figures for energy value, protein, fat and carbohydrate before 1960 are based on nutrient equivalents given in *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum No. 14 (H.M.S.O., 1945); comparable estimates for 1960 are shown in italics.

(b) Use of the Vitamin C allowances recommended by the National Research Council of the U.S.A., which are over three times those of the British Medical Association, would give much lower figures here and in Tables 25, 32, 39, 43, 44 and 50.

Convenience Foods in the Household Diet, 1956-60

42. Most of the changes in the pattern of household food consumption which resulted from the ending of controls had taken place by the beginning of 1956, and during that year the transition to a free market was almost completed by the decontrol of bread. In the endeavour to improve the palatability and variety of their diets, the first reactions of consumers to their newly-acquired freedom of choice were concentrated on those foods which for many years had been in short supply, but from 1956 onwards they began to devote an increasing proportion of their food expenditure to the so-called convenience foods. The latter may be defined as those processed foods for which the degree of culinary preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly-processed products. Their growing popularity, while reflecting the modern tendency to displace the work of the housewife by that of the machine, is probably in part attributable to housewives taking up paid employment, since not only is the purchasing power of the family thereby augmented and the capacity to buy service increased, but the opportunity – and perhaps inclination – to devote much time to the preparation of meals is often diminished.

43. Although the Survey classification of foods does not separately itemize all of the convenience foods, it distinguishes most of them, namely:—cooked and canned meats, other meat products, cooked and canned fish, quick-frozen peas and beans, canned vegetables, canned fruit, cakes, pastries, biscuits, breakfast cereals, cereal products, canned and dehydrated soups, puddings, and ice-cream bought to serve with a meal. Expenditure on these foods averaged 5s. 6d. per person per week in 1960 and accounted for nearly a fifth of total household food expenditure. Since the housewife is buying service as well as food, these commodities as a group constitute a relatively expensive source of most nutrients. In return for the outlay of 18·7 per cent of household food expenditure in 1960, the housewife obtained from convenience foods the following proportions of the energy value and nutrient content of the diet:

	Per cent		*Per cent*		*Per cent*
Energy value	13·4	Calcium	6·9	Thiamine	9·4
Protein	13·3	Iron	17·9	Riboflavin	6·6
Fat	13·1	Vitamin A	5·8	Nicotinic acid	12·3
Carbohydrate	13·7	Vitamin C	6·6	Vitamin D	17·8

44. Table 14 gives indices showing the trends in expenditure and in prices and purchases of convenience and other foods between 1956 and 1960. The price and quantity indices have been obtained by the methods described in paragraph 14. Over the period expenditure on convenience foods increased by 18·6 per cent and that on other foods by 6·7 per cent, but the price index for the former rose less than a third as much as that for the latter (1·7 per cent compared with 5·8 per cent). Among the factors contributing to the relatively favourable trend in prices of convenience foods are extension of brand competition, and economies resulting from increased production and sales of processed and prepared foods. Because

convenience foods as a group increased less rapidly in price than other foods between 1956 and 1960, the contrast between the changes in the respective quantity indices is greater than that between the corresponding changes in expenditure: the quantity index for foods other than convenience foods increased by only 0·9 per cent over this period, while that for convenience foods rose by 16·6 per cent and accounted for four-fifths of the rise of 3·5 per cent in the quantity index for all foods.

TABLE 14

Indices of Expenditure, Prices and Quantities of Food Purchased for Household Consumption, 1956–60

(1956 = 100)

	1956	*1957*	*1958*	*1959*	*1960*
EXPENDITURE INDICES:					
Convenience foods . . .	100·0	104·5	111·4	116·3	118·6
Other foods	100·0	102·6	102·6	105·6	106·7
All foods	100·0	102·9	104·1	107·4	108·8
PRICE INDICES:					
Convenience foods . . .	100·0	101·7	102·5	103·0	101·7
Other foods	100·0	102·5	103·9	105·9	105·8
All foods	100·0	102·4	103·7	105·4	105·1
QUANTITY INDICES:					
Convenience foods . . .	100·0	102·8	108·7	112·9	116.6
Other foods	100·0	100·1	98·7	99·7	100·9
All foods	100·0	100·6	100·5	101·9	103·5

45. Table 16 gives estimates of average expenditure in 1956–60 on each of the convenience foods defined in paragraph 43; corresponding estimates of consumption are shown in Table 17. Of the total expenditure of 5s. 6d. per person per week on convenience foods in 1960, 38 per cent was on cereals (mainly cakes, pastries and biscuits), 37 per cent on cooked, canned and processed meat and fish, 21 per cent on fruit and vegetables and 4 per cent on soups. Consumption of most of these foods exhibited an upward trend between 1956 and 1960, the exceptions being corned meat (which lost favour to other canned meats and to cooked meats after 1958), and cooked fish, canned peas, canned tomatoes, breakfast cereals and cereal products, consumption of which was either steady or subject to erratic fluctuations from year to year. During the quinquennium, consumption of canned soups increased by almost 50 per cent and that of dehydrated soups doubled. Relatively large increases in consumption were also recorded for fruit juices (from 0·25 oz. per head per week in 1956 to 0·41 oz. in 1960) and for canned fish (from 0·57 oz. to 0·79 oz.); five-eighths of the total quantity of canned fish bought for household consumption in 1960 was canned salmon. Much the greatest expansion of demand, however, was that for quick-frozen legumes, purchases of which increased from 0·20 oz. per head per week in 1956 to 0·63 oz. in 1960; quick-frozen peas accounted for five-sixths of the quantity in the latter year.

46. Because of the rapid rate of growth of the quick-frozen food industry in recent years, the Survey classification of foods was extended in 1960 so as to distinguish all

those quick-frozen foods which had previously been grouped with other foods. Estimates of average expenditure, consumption and prices for the principal varieties of quick-frozen foods are shown in Table 15. These estimates relate to the "cabinet" trade in quick-frozen foods, and exclude sales of unbranded bulk produce which would not be recognised as quick-frozen by the purchaser. With this limitation, total expenditure on quick-frozen foods in 1960 averaged 4½d. per person per week, of which white fish accounted for 1¼d., peas 1¼d., poultry ½d., and meat products and prepared meat dishes ½d.

TABLE 15

Quick-Frozen Foods:
Household Expenditure, Consumption and Average Prices Paid, 1960

	Expenditure (pence per person per week)	*Consumption (oz. per person per week)*	*Average price (per lb.)*
White fish (fillets and fingers)	1·31	0·43	4s. 1d.
Peas	1·26	0·54	3s. 2d.
Poultry (uncooked)	0·58	0·17	4s. 8d.
Meat products and prepared meat dishes	0·47	0·13	4s. 11d.
Beans	0·24	0·09	3s. 8d.
Fish cakes and other fish products	0·17	0·07	3s. 2d.
Cakes and pastries	0·08	0·02	4s. 8d.
Brussels sprouts	0·07	0·02	3s. 11d.
Pork sausages	0·06	0·02	3s. 5d.
Processed fat fish	0·05	0·02	3s. 10d.
All other quick-frozen foods	0·29	0·07	n.a.
Total expenditure on quick-frozen foods	4·58		

TABLE 16

Household Expenditure on Convenience Foods, 1956–60
(pence per person per week)

	1956	*1957*	*1958*	*1959*	*1960*
Corned meat	2·57	2·54	2·58	2·42	2·41
Bacon and ham, cooked and canned	4·04	4·42	4·38	4·83	4·86
Other cooked and canned meats	5·42	5·50	5·92	6·03	6·63
Meat products (a)	3·32	3·41	4·18	4·47	4·78
Cooked fish	2·09	2·18	2·48	1·96	2·22
Canned and bottled fish	2·52	2·67	3·14	4·47	3·73
Quick-frozen peas	} 0·47	} 0·56	} 0·85	} 1·19	1·26
Quick-frozen beans	}	}	}	}	0·24
Canned peas	2·76	2·64	2·81	2·78	2·54
Canned beans	2·04	1·88	2·21	2·15	2·25
Other canned vegetables	0·36	0·40	0·49	0·52	0·45
Canned and bottled tomatoes	0·81	0·58	0·86	0·67	0·62
Canned peaches, pears and pineapples	} 5·14	} 5·65	3·11	3·32	3·10
Other canned and bottled fruit	}	}	2·45	2·42	2·42
Fruit juices	0·52	0·61	0·60	0·78	0·86
Cakes and pastries	8·43	8·92	9·02	9·09	9·60
Biscuits	8·96	9·49	9·72	9·81	9·82
Puddings	} 0·98	} 1·21	} 1·42	} 1·90	0·96
Ice-cream (b)	}	}	}	}	0·84
Breakfast cereals	2·81	3·00	3·00	2·90	2·96
Cereal products	1·01	1·10	1·06	1·00	1·00
Canned soups	1·63	1·80	1·94	2·08	2·44
Dehydrated and powdered soups	0·16	0·23	0·31	0·40	0·38
Total expenditure on convenience foods	56·04 (4*s.* 8*d.*)	58·79 (4*s.* 11*d.*)	62·53 (5*s.* 3*d.*)	65·19 (5*s.* 5*d.*)	66·36 (5*s.* 6*d.*)
Total household expenditure on food	327·47 (27*s.* 3*d.*)	337·38 (28*s.* 1*d.*)	340·72 (28*s.* 5*d.*)	351·49 (29*s.* 3*d.*)	355·77 (29*s.* 8*d.*)
Expenditure on convenience foods as a percentage of total household food expenditure	17·1	17·4	18·3	18·5	18·7

(a) excluding beef sausages and pork sausages.

(b) bought to serve with a meal.

TABLE 17

Household Consumption of Convenience Foods, 1956–60

(oz. per person per week)

	1956	*1957*	*1958*	*1959*	*1960*
Corned meat	0·83	0·84	0·89	0·76	0·72
Bacon and ham, cooked and canned	0·74	0·79	0·79	0·83	0·84
Other cooked and canned meats	1·73	1·77	1·95	1·94	2·12
Meat products (a)	1·76	1·79	2·07	2·12	2·26
Cooked fish	0·89	0·88	0·97	0·76	0·86
Canned and bottled fish	0·57	0·60	0·66	0·95	0·79
Quick-frozen peas	0·20	0·22	0·34	0·47	0·54
Quick-frozen beans					0·09
Canned peas	3·23	2·94	3·18	3·24	3·06
Canned beans	2·36	2·15	2·55	2·52	2·60
Other canned vegetables	0·32	0·34	0·42	0·45	0·40
Canned and bottled tomatoes	0·85	0·62	0·88	0·72	0·63
Canned peaches, pears and pineapples	3·69	4·16	2·25	2·65	2·60
Other canned and bottled fruit			1·74	1·76	1·90
Fruit juices	0·25	0·30	0·29	0·36	0·41
Cakes and pastries	4·33	4·42	4·42	4·48	4·82
Biscuits	5·30	5·50	5·58	5·60	5·67
Puddings	0·68	0·88	1·07	1·44	0·80
Ice-cream (b)					0·62
Breakfast cereals	1·81	1·82	1·80	1·74	1·80
Cereal products	0·68	0·72	0·66	0·60	0·64
Canned soups	1·61	1·75	1·89	2·03	2·36
Dehydrated and powdered soups	0·03	0·04	0·06	0·07	0·06

(a) excluding beef sausages and pork sausages.

(b) bought to serve with a meal.

IV
Household Diets of Social Classes

Classification

47. The definition of social class used in the National Food Survey is in terms of the gross weekly income of the head of the household, as stated by the housewife or, if necessary, imputed from occupation or other information; for the study of food habits this appears to be a more realistic measure of social class than is net family income per head. Four broad classes are distinguished (and described in descending order of income as Classes A, B, C and D), but Class A is divided into two sub-groups (A1 and A2), and Class D into three, viz. households containing one or more earners (Class D1), those containing no earner (Class D2), and households solely or or mainly dependent on old age pensions[1] (abbreviated as O.A.P.). As an exception to the general rule, if the gross weekly income of the head of the household falls within the income range for Class D and the household contains one or more earners the income of the principal earner is used to determine the social class, even though that earner is not necessarily the head of the household.

48. Because of the continuing rise in money incomes, the income ranges for each social class must be re-defined periodically. Such revision must be made in advance of the field-work for any year because those housewives who are unwilling or unable to state the exact income of the head of the household will often say in which of the specified income ranges it lies, and such information is better for purposes of

TABLE 18

Income Ranges used to define Social Classes, 1956–60

Class	*Gross weekly income of head of household* (a)				*Percentage of households in sample*				
	1956	*1957*	*1958-59*	*1960*	*1956*	*1957*	*1958*	*1959*	*1960*
A:									
A1 .	£27 or more	£30 or more	£32 or more	£34 or more	2·9	2·6	2·5	3·2	2·4
A2 .	£16–£27	£18–£30	£19–£32	£20–£34	10·1	7·7	6·6	8·4	7·6
B . .	£10–£16	£10 10s. –£18	£11 10s. –£19	£12–£20	37·5	38·1	34·3	35·0	38·5
C (b) .	£6 10s. –£10	£7– £10 10s.	£7 10s.– £11 10s.	£8–£12	33·1	32·8	38·2	35·5	32·4
D (b) (c) .	Under £6 10s.	Under £7	Under £7 10s.	Under £8	16·5	18·9	18·4	18·0	19·2

(a) Or of the principal earner if the gross weekly income of the head of the household was less than £6 10s. (1956), £7 (1957), £7 10s. (1958 and 1959), or £8 (1960).

(b) For adult male agricultural workers, the point of subdivision between Classes C and D was £6 7s. in the first quarter of 1956 and £7 16s. from 1st January to 26th February, 1960.

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

[1] Including non-contributory and contributory retirement pensions, and pensions of widows over 60 years of age.

classification than estimates imputed from occupation or other factors. The income ranges which have been used in each year from 1956–60 are shown in Table 18, together with the proportion of households in the sample falling within each class. In order to keep the occupational composition of Classes C and D1 as constant as possible, households in which the head is a full-time male agricultural worker have been included in Class C in each year (provided they did not qualify for inclusion in a higher class), even though the statutory minimum wage for such workers was slightly below the lower limit for Class C in the first quarter of 1956 and in the first eight weeks of 1960.

49. Table 20 and Table 4 of Appendix A give further details of the class composition of the sample in 1960. Classes A, B and C contained approximately the same average number of adults per household (2·12 to 2·18) but the numbers were smaller in each of the three sub-groups of Class D (1·45 to 1·75). Children under 15 were relatively more numerous (and adolescents slightly fewer) in Classes A2 and B than in the other earning classes. In a little more than half of the households in Class D1, the *head* of the household was not gainfully occupied at the time of participation in the Survey, but at least one other member of the household was earning. Class D1 also included a number of households in which the principal earner was in part-time employment or was an adolescent or a widow; it contained nearly twice as many adult females as adult males, and relatively more women over 60 and men over 65 than the other earning classes. The small sample of households in Class D2 (without earners) is also heterogeneous in character, and its composition is unstable. This class consists mainly of retired persons whose main source of income is other than the state retirement pension, but it also includes some unemployed families with children. In 1960, the sample for Class D2 included relatively more elderly couples and fewer other wholly adult households than in 1959; it also contained fewer unemployed families, so that the average household size fell from 2·00 persons to 1·83, and the average number of children per household from 0·42 to 0·20. The composition of this group, however, was not very different from that in 1956–58.

Expenditure and Consumption

50. Table 20 also gives the average domestic food expenditure per person and per household for each class and the percentage changes in food expenditure per person compared with the previous year and with 1956. Average food expenditure in 1960 ranged from 26s. 9d. per person per week in Class D1 to 37s. 8d. in Class A. Changes in expenditure per head compared with the previous year were small except for Class D2, for which the estimates were affected by the changed composition of the sub-sample. In the five earning classes, both absolute and relative differences in expenditure widened slightly over this period, the average for Class D1 rising by 7·2 per cent and that for Class A1 by 11·0 per cent. The greatest relative increase, however, was recorded by the old age pensioner households, whose expenditure rose by 12·4 per cent from 24s. 9d. per person per week in 1956 to 27s. 10d. in 1960; most of this increase followed the rises of 10s. in the basic pension rate for a single person and 15s. for a married couple in January, 1958.

51. Class differences in average food expenditure per head were accentuated by relatively greater differences in supplies of free food from gardens, allotments and other sources, the average value of which ranged in 1960 from 7d. per person per week in Class D1 to 2s. 7d. in Class A1; the class gradient was steep from Class A1 down to B, but then flattened out. Details are shown in Table 19. Households in Class D2 and the old age pensioners obtained nearly all their free supplies from

gardens and allotments, and although such produce predominated in all other classes, farmers in Class A supplied their own households with appreciable quantities of milk, cream and eggs without payment. Gifts from employers made a significant contribution to the total only in Class C, which includes most of the agricultural workers' households.

TABLE 19

Value of Free Supplies (a) *in Households of Different Social Class*, 1960

(pence per person per week)

	Class								
	A					*D*			*All households*
	A1	*A2*	*All*	*B*	*C*	*Excluding O.A.P.*		*O.A.P.*	
						with earners (D1)	*without earners (D2)*		
Milk and cream	6·28	3·20	3·96	1·00	1·49	0·72	0·03	0·38	1·43
Eggs	3·28	1·99	2·31	0·83	1·37	0·94	1·64	0·71	1·20
Potatoes	2·35	1·26	1·50	1·02	1·33	1·06	2·05	1·16	1·21
All other vegetables	6·99	3·35	4·18	2·55	2·99	2·14	4·25	3·09	2·88
Fruit	7·67	3·72	4·62	2·26	1·97	1·82	5·32	1·98	2·46
All other foods	4·08	2·13	2·59	1·05	0·86	0·43	1·19	0·33	1·09
Total all foods	*30·66*	*15·67*	*19·15*	*8·74*	*10·09*	*7·12*	*14·48*	*7·65*	*10·30*

(a) Valued at retail prices paid by each class for corresponding purchases, but excluding the value of free welfare milk and school milk.

52. Table 21 gives indices which illustrate class differences in the average prices paid for different foods and for all food. The indices for each class are weighted means of price-relatives which express the average price paid for each food by households in that class as a percentage of the average price paid by all households, the weights being the national average expenditure on each food. The indices therefore take no account of the actual pattern of purchases in particular classes, but only of class differences in average prices paid for each of the commodities in the Survey classification; these differences presumably arise from differences in quality, packaging or service, as well as from price competition between retailers. The general level of food prices paid by households in Classes A1 and A2 in 1960 were respectively nearly 9 per cent and 3 per cent above the national average, which was as usual slightly below the level in Class B; in Class C and the three sections of Class D the level was 1–2½ per cent below the national average. Although the broad pattern of class differences in average food prices has not changed appreciably since 1956, the pensioner households showed some improvement not only in spending power but also in the average prices which they were able to pay for food; in 1956–57 these were 4–5 per cent below the national average, but only 2½ per cent below in 1958–60. Greater class differences in prices than the average for all foods have been shown each year for natural cheese, carcase meat, fish, and cakes and biscuits; for

bread, the price variation between income groups has remained very small. Exceptionally, in 1960, class differences in average prices paid for tea were greater than those for other beverages.

53. Table 21 also shows a "price of energy" index, which has been obtained by dividing the money value of the food obtained for consumption in each class by its energy value and expressing the result as a percentage of the corresponding quotient for all households. This index in 1960 ranged from 29 per cent above the national average in Class A1 to 7 per cent below it in Class D1; the range has varied little since 1956, but the index for pensioner households has risen from 8 per cent below the national average to 5 per cent below.

54. Details of class differences in expenditure and consumption for the main foods are given in Tables 22 and 23. As in previous years, for most foods, both expenditure and consumption were greatest in Class A1 and least in one of the sub-groups of Class D, most frequently D1. The latter group again recorded the greatest average consumption of bread, potatoes and margarine, and their purchases of sugar were a little above the national average; all these foods are relatively cheap sources of energy. The level of consumption of most foods was slightly greater (and that of fresh fruit and vegetables much greater) in Class D2 than in the old age pensioner households; the former group, however, bought less bread, oatmeal, sugar, tea and cocoa than the latter. The difference in pattern of food expenditure between these two groups has become less pronounced since 1956, largely because the pensioner households have bought less bread and flour, but more milk, cheese, eggs, fruit, vegetables, and butter; indeed, pensioners in 1960 recorded as much butter per head per week (6·52 oz.) as households in Class A. About one-third of the old age pensioners in the Survey sample are women living alone. There is evidence that when participating in a budgetary survey such women may modify their food purchasing habits by somewhat increasing their larder stocks of flour, sugar, potatoes and fats. To the extent that this tendency is operative, consumption by such women is overestimated, though the effect on the O.A.P. group as a whole is much less. Moreover, there is no reason to suppose that comparisons between 1956 and 1960 are invalidated by this factor.

55. A persistent feature of the social class analysis is that average consumption of bread in the earning classes is inversely related to income; a similar inverse relationship between consumption and income was shown in 1960 for potatoes, margarine, condensed milk and prepared fish, but in some earlier years (though not all) average consumption of these foods was greater in Class C than in Class D1. For most other foods, average consumption in the earning classes falls with decreasing income. The gradation is particularly steep for fresh and other fruit, and for cream, but it continues to be even more pronounced for poultry, although the increase in consumption since 1956 has been proportionately greater in the lower than in the higher income groups. In 1960, average consumption of poultry ranged from 4·7 oz. per person per week in Class A1 to 1·1 oz. in Class D1; the corresponding range in 1959 was from 4·7 oz. to 0·9 oz. and in 1956 from 2·4 oz. to 0·3 oz. The two non-earning classes also increased their consumption of poultry between 1956 and 1960; Class D2 from 0·8 oz. to 1·8 oz. and old age pensioner households from 0·2 oz. to 1·1 oz.

56. Consumption of eggs increased in 1960 in all groups except Class A1, which had recorded an exceptionally high average in 1959; demand has expanded generally since 1956, especially in Classes C and D. The downward trend in consumption of

carcase meat between 1956 and 1960 was less pronounced in Class A1 and Class B than in the other income groups; the high average recorded for Class D2 in 1960 is attributable to the changed composition of the sample from that class. All classes increased their consumption of butter between 1956 and 1958 when the average price was falling, and all reduced their purchases of margarine; when the price of butter rose in 1959 the old age pensioners fully maintained their level of purchases and all the earning classes were slow in reacting to the change in price. In 1960, when the average price of butter again fell, consumption increased only in Classes A1, B and D2. Most classes obtained slightly less fresh fruit in 1960 than in 1959, but all consumed more than in 1956, the greatest increase over the period being that recorded by pensioner households. The decline in bread consumption between 1956 and 1960 was common to all the earning classes and the pensioner households, but the estimates for Class D2, which were affected by changes in the composition of the sample, showed a rising trend between 1956 and 1959 and then fell sharply in 1960 to a little below the level of 1956.

CONVENIENCE FOODS

57. Expenditure on convenience foods by the different social classes is influenced not only by income, but also, in Class D2 and the old age pensioner households especially, by the dietary habits of a lifetime. As shown in Table 24, the two latter groups spent less per head on convenience foods (as defined in paragraph 43) than any other class, although their total food expenditure was greater than that in Class D1. In 1960, households in Class D2 devoted 14·9 per cent (4s. 5d. per head per week) of their total food expenditure to convenience foods and the old age pensioner households 14·2 per cent (3s. 11d.). In the earning classes, average expenditure on these foods ranged from 6s. 3d. per head per week in Class A1 to 4s. 10d. in Class D1. The proportion of total food expenditure devoted to convenience foods was however greatest (19·1 per cent) in the middle income range (Classes B and C); in Class A1 it was 16·6 per cent, in Class A2 18·7 per cent and in Class D1 18·2 per cent. These proportions have increased in all groups since 1956, but especially in Classes A and D1, so that reliance on convenience foods is becoming less associated with social class.

58. Total expenditure on canned foods was greatest in Class A2 (2s. 0d. per person per week) and least in the old age pensioner households (1s. 3d.), but expenditure on canned meat, canned peas and beans, and canned tomatoes was greatest in Classes B or C. Before the war it was noted[1] that the demand for canned salmon came "mainly from the lower-middle and the more prosperous working-class homes". In 1960, purchases were greatest in Classes A2 and B, (0·52 oz. per head per week), but the averages for Classes C and D1 were only slightly lower (0·50 oz. and 0·48 oz. respectively); consumption averaged 0·44 oz. in Class A1, 0·42 oz. in Class D2, and only 0·31 oz. in the old age pensioner households. Households in Class A1 recorded the highest expenditure on canned soups and the lowest on canned peas. Their average expenditure of nearly 5½d. per person per week on quick-frozen peas and beans, however, was more than double that of any other class, and fourteen times that of the pensioner households.

59. Households in Class A1 also recorded the highest average expenditure on dehydrated soups, prepared breakfast cereals, biscuits, cooked ham and cooked chicken, but the maxima for other cooked meats, meat products, cooked fish and

[1] Crawford and Broadley, *The People's Food*, p. 203. Heinemann, 1938.

cakes and pastries occurred in Class C. The class gradient in expenditure on fruit juices was particularly steep, the averages ranging from 4·0d. per person per week in Class A1 to 0·3d. in Class D2; for ice-cream bought to serve as part of a meal the gradient was only slightly less pronounced, the range being from 2·3d. per person per week in Class A1 to 0·3d. in the old age pensioner households.

Energy Value and Nutrient Content

60. Table 25 shows the energy value and nutrient content of household diets according to class, the revised nutrient conversion factors for protein, fat and carbohydrate being used; for purposes of comparison, estimates based on the previous convention[1] are shown in italics. For most nutrients other than carbohydrate, thiamine and vitamin D, there were downward gradients from Class A1 to D1 which did not continue into the two non-earning groups consisting mainly of adults. For all nutrients the averages for Classes B and C were within 5 per cent of the national level. Class A2 exceeded the national average by more than 10 per cent for only one nutrient, vitamin C. Class A1 households recorded intakes of animal protein, fat, calcium, vitamins A and C and riboflavin which were more than 10 per cent above the national level as a result of greater consumption of liquid milk, cheese, meat, fish, eggs, fruit and fresh green vegetables. The values for Class D1 were within 10 per cent of the general average for all nutrients except vitamin A, and those for the old age pensioner households for all nutrients except vitamin C; their comparatively low intakes of these vitamins resulted from smaller consumption of liquid milk, meat, butter and eggs in Class D1, and of potatoes, other vegetables and fresh fruit in the pensioner households. Class D2 households recorded a high vitamin D intake (16 per cent above the national average) mainly because of their relatively high consumption of fat fish.

61. Table 25 also shows the adequacy of the diets, assessed by reference to the allowances recommended by the British Medical Association. The diets of all groups were found to be generally satisfactory. There were downward gradients from Classes A1 to D1 parallel to those in intake, while in Class D2 and in the old age pensioner households the percentages were equal to or greater than those in Class B except for iron and vitamins A and C. The lowest percentages for most nutrients were found for Class D1, in which the smallest consumption of milk, cheese, meat, fats and fruit was recorded.

62. Over the years 1956 to 1960 the diets of the social classes did not vary greatly. Class A households showed an increase in the intake of all nutrients except vitamin D but for most other classes the changes were small (less than 5 per cent) except for vitamin C, iron, thiamine and nicotinic acid. The changes resulted mainly from greater consumption of fresh fruit and fresh green vegetables, and also from the increase in the iron, thiamine and nicotinic acid content of bread and flour following the introduction of the Flour Regulations in 1956, more than offsetting the decreased bread and flour consumption. In the old age pensioner households, and to a lesser extent in Class D2, greater consumption of eggs, fresh fruit, green and other vegetables caused an increase in the vitamin A intake. The only nutrient to show a decreased intake in most classes was vitamin D as a result of increased consumption of butter, at the expense of margarine, and decreased consumption of fat fish. A marked rise in egg consumption in the pensioner households and in Class D2 made

[1] See paragraphs 32–34.

good some of the fall in vitamin D resulting from reduced consumption of margarine, so that levels for this vitamin in 1960 were much the same as in 1956.

63. Table 25 also shows the contributions to the energy value of the diet of protein, fat and carbohydrate, and the proportion of protein derived from animal sources, with comparative figures for 1956 and 1959. The most striking feature of the general pattern was its apparent inflexibility. The contribution from fat, and to a much smaller extent that from protein, showed downward gradients with decreasing income, while the percentage from carbohydrate was greatest, though only about 50 per cent, in the lower income groups. Between 1956 and 1960, the proportion from protein increased in most groups, and that from fat increased (and to a more marked extent) in all groups; the contribution from carbohydrate decreased, the greatest changes being in Class A and the smallest in Class D. All groups recorded increases in the proportion of protein from animal sources, the greatest rise being in Class A1, and the smallest in Class D1 households with their relatively low consumption of milk, cheese, meat and eggs. In all groups the increase (in real terms) in total food expenditure was associated with greater consumption of foods of animal origin at the expense of cereal foods.

TABLE 20

Domestic Food Expenditure and Social Class Distribution of Households, 1960

	Class								
	A					*D*			*All households*
						Excluding O.A.P.			
	A1	*A2*	*All*	*B*	*C*	*D1*	*D2*	*O.A.P.*	
No. of households	216	673	889	3,419	2,879	569	264	871	8,891
No. of persons	720	2,340	3,060	11,827	9,574	1,501	483	1,286	27,731
Average size of household	3·33	3·48	3·44	3·46	3·33	2·64	1·83	1·48	3·12
Average no. of:									
adults	2·19	2·12	2·13	2·15	2·18	1·75	1·61	1·45	2·05
adolescents	0·34	0·25	0·27	0·26	0·29	0·32	0·02	...	0·24
children under 15	0·81	1·12	1·04	1·06	0·85	0·56	0·20	0·02	0·83
Percentage of adult males under 65 classified as:									
sedentary	84	67	71	39	27	68	100	100	40
moderately active	6	19	16	44	50	16	—	—	41
active or very active	10	15	13	17	24	16	—	—	19
Food expenditure per week:	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
per person	37 8	31 10	33 2	30 0	28 9	26 9	29 8	27 10	29 8
per household	125 6	110 8	114 2	103 9	95 10	70 7	54 3	41 3	92 6
Percentage change in food expenditure per person: compared with:									
1959	+ 0·1	+ 0·5	— 0·2	+ 1·1	+ 2·1	+ 1·1	+ 9·5	— 1·0	+ 1·2
1956	+11·0	+ 7·7	+8·6	+ 9·7	+ 8·9	+ 7·2	+ 6·6	+12·4	+ 8·6

TABLE 21

Total Domestic Food Expenditure, Value of Consumption and Price Indices by Social Class, 1960

	Class								All households
	A			B	C	D			
	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.
Expenditure	37 8	31 10	33 2	30 0	28 9	26 9	29 8	27 10	29 8
Value of free food	2 7	1 4	1 7	9	10	7	1 2	8	10
Value of consumption	*40 3*	*33 1*	*34 9*	*30 9*	*29 7*	*27 4*	*30 10*	*28 6*	*30 6*
	PRICE INDICES								
MILK, CREAM AND CHEESE:									
Liquid milk	104	102	102	100	99	99	100	99	100
Natural cheese	111	103	105	99	99	99	97	99	100
Other	107	104	105	100	99	99	106	102	100
MEAT:									
Carcase	114	105	107	101	98	96	95	94	100
Bacon	108	102	104	100	100	99	93	94	100
Poultry	108	104	105	99	100	96	94	94	100
Other	108	105	105	101	98	98	99	98	100
FISH:									
Fresh	123	107	112	101	96	99	97	95	100
Other	117	104	107	101	96	97	97	97	100
EGGS	103	102	103	100	99	100	102	101	100
FATS:									
Butter	102	100	101	99	100	101	99	99	100
Margarine	103	100	101	101	99	96	97	102	100
Other	116	103	105	101	99	99	97	95	100
SUGAR	112	101	104	99	100	100	101	99	100
PRESERVES	114	103	106	100	97	96	105	101	100

TABLE 21—*continued*

	Class								*All households*
	A			*B*	*C*	*D*			
	A1	*A2*	*All*			*Excluding O.A.P.*		*O.A.P.*	
						with earners (D1)	*without earners (D2)*		
VEGETABLES:									
Potatoes	102	103	106	102	98	95	96	98	100
Fresh green	107	101	103	100	100	100	101	97	100
Other	117	105	108	100	99	95	96	95	100
FRUIT:									
Fresh	107	100	102	100	99	101	98	96	100
Other	107	101	102	99	100	96	101	101	100
CEREALS:									
Bread	99	100	100	100	100	101	99	99	100
Flour	104	98	99	100	100	103	99	101	100
Cakes and biscuits	113	104	106	100	99	97	98	95	100
Other	106	104	104	101	98	95	98	94	100
BEVERAGES:									
Tea	110	104	105	101	99	96	102	99	100
Other	103	99	100	99	98	103	99	100	100
MISCELLANEOUS (a):	107	104	104	101	100	98	100	98	100
ALL FOODS (a): 1959	106·9	102·6	103·9	100·4	98·9	97·7	97·7	97·4	100·0
1960	108·9	102·8	104·3	100·3	99·0	98·0	99·1	97·4	100·0
PRICE OF ENERGY INDEX (a):									
1959	125·3	108·9	113·4	101·2	95·7	91·8	96·4	95·2	100·0
1960	129·4	110·9	115·4	100·5	96·4	92·6	100·1	94·9	100·0

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

TABLE 22

Domestic Food Expenditure by Social Class, 1960

(pence per head per week)

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
MILK AND CREAM:									
Liquid – full price	38·60	32·76	34·12	30·60	28·99	28·60	38·79	37·84	30·79
Liquid – welfare	2·00	3·46	3·13	3·14	2·56	1·30	0·17	0·06	2·65
Total Liquid Milk	*40·60*	*36·22*	*37·25*	*33·74*	*31·55*	*29·90*	*38·96*	*37·90*	*33·44*
Condensed milk	1·15	1·31	1·27	1·51	1·48	1·57	1·45	1·29	1·47
Dried and other milk	0·74	0·78	0·76	0·82	0·76	0·41	0·20	0·04	0·73
Cream	3·94	2·27	2·66	1·37	0·94	0·66	0·80	0·44	1·27
Total Milk and Cream	*46·43*	*40·58*	*41·94*	*37·44*	*34·73*	*32·54*	*41·41*	*39·67*	*36·91*
CHEESE:									
Natural	9·64	6·97	7·60	6·14	6·50	5·73	7·46	6·85	6·46
Processed	2·10	1·51	1·65	1·39	1·36	1·08	1·36	1·41	1·39
Total Cheese	*11·74*	*8·48*	*9·25*	*7·53*	*7·86*	*6·81*	*8·82*	*8·26*	*7·85*
MEAT:									
Beef and veal	41·72	29·77	32·55	26·64	27·29	23·41	27·16	23·82	27·22
Mutton and lamb	22·76	17·54	18·80	17·03	15·53	15·39	18·82	19·77	16·79
Pork	9·74	6·54	7·30	6·49	5·86	5·02	6·90	6·07	6·26
Total Carcase Meat	*74·22*	*53·85*	*58·65*	*50·16*	*48·68*	*43·82*	*52·88*	*49·66*	*50·27*
Bacon and ham, uncooked	19·47	15·93	16·77	15·99	15·71	13·51	14·44	15·97	15·82
Poultry	12·56	7·16	8·42	4·72	3·46	3·03	4·59	2·83	4·51
Other meat (a)	32·24	29·84	30·39	30·67	31·86	28·92	23·88	22·81	30·47
Total Meat	*138·49*	*106·78*	*114·23*	*101·54*	*99·71*	*89·28*	*95·79*	*91·27*	*101·07*
FISH:									
Fresh	12·73	8·48	9·49	6·86	6·22	6·28	8·79	8·02	7·00
Processed and shell (b)	4·57	2·95	3·33	2·05	1·64	1·72	2·12	1·92	2·03
Prepared (c)	5·65	6·47	6·28	6·77	6·86	6·60	5·51	5·00	6·65
Total Fish	*22·95*	*17·90*	*19·10*	*15·68*	*14·72*	*14·60*	*16·42*	*14·94*	*15·68*
EGGS	*21·53*	*20·24*	*20·54*	*18·84*	*17·75*	*17·12*	*18·17*	*17·07*	*18·46*
FATS:									
Butter	19·03	15·99	16·70	14·78	13·08	12·62	16·69	16·44	14·39
Margarine	4·21	4·03	4·08	5·06	5·64	5·42	4·71	4·37	5·14
Lard and compound cooking fat	2·41	2·34	2·35	2·44	2·38	2·00	1·93	2·04	2·36
Other fats	0·50	0·92	0·82	0·77	0·78	0·65	0·62	0·65	0·76
Total Fats	*26·15*	*23·28*	*23·95*	*23·05*	*21·88*	*20·69*	*23·95*	*23·50*	*22·65*

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

(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.

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

TABLE 22—*continued*

(pence per head per week)	Class A1	A2	All A	B	C	D Excluding O.A.P. with earners (D1)	D Excluding O.A.P. without earners (D2)	O.A.P.	All households
SUGAR AND PRESERVES:									
Sugar	9·76	8·43	8·76	9·16	8·99	9·25	9·47	9·79	9·09
Honey, preserves, syrup and treacle	4·93	3·84	4·09	3·48	3·40	3·40	4·60	4·63	3·58
Total Sugar and Preserves	*14·69*	*12·27*	*12·85*	*12·64*	*12·39*	*12·65*	*14·07*	*14·42*	*12·67*
VEGETABLES:									
Potatoes (including chips and crisps)	8·79	10·94	10·44	12·77	12·25	12·40	10·43	9·36	12·12
Fresh green	13·42	9·64	10·52	8·47	7·08	6·05	8·15	6·72	8·01
Other vegetables (d)	11·82	11·78	11·84	11·19	10·82	10·02	9·57	7·70	10·87
Total Vegetables	*34·03*	*32·36*	*32·80*	*32·43*	*30·15*	*28·47*	*28·15*	*23·78*	*31·00*
FRUIT:									
Fresh	32·32	25·14	26·87	19·96	16·72	14·91	18·83	15·67	19·11
Other (e)	15·53	12·00	12·81	9·29	8·34	5·86	6·73	5·55	8·95
Total Fruit (f)	*47·85*	*37·14*	*39·68*	*29·25*	*25·06*	*20·77*	*25·56*	*21·22*	*28·06*
CEREALS:									
Brown bread	1·92	1·78	1·82	1·23	1·25	1·42	2·56	2·00	1·37
White bread	8·83	12·26	11·45	15·91	17·29	18·63	14·12	15·06	15·97
Wholewheat and wholemeal bread	0·90	0·56	0·64	0·42	0·42	0·52	0·88	0·84	0·48
Other bread (g)	5·73	4·47	4·78	3·80	4·32	3·99	4·34	5·13	4·16
Total Bread	*17·38*	*19·07*	*18·69*	*21·36*	*23·28*	*24·56*	*21·90*	*23·03*	*21·98*
Flour	3·03	2·88	2·92	2·97	3·14	2·78	3·50	3·86	3·05
Cakes (h)	10·88	11·25	11·16	11·41	11·95	10·92	10·35	9·28	11·42
Biscuits	11·57	10·90	11·06	10·00	9·57	8·14	9·05	8·89	9·82
Oatmeal and oat products	0·88	0·84	0·85	0·83	0·81	0·94	1·31	1·30	0·86
Breakfast cereals	3·96	3·78	3·82	3·28	2·63	2·00	2·45	1·73	2·96
Other cereals	6·16	5·36	5·54	4·63	4·10	3·16	4·32	3·15	4·38
Total Cereals	*53·86*	*54·08*	*54·04*	*54·48*	*55·48*	*52·50*	*52·88*	*51·24*	*54·47*
BEVERAGES:									
Tea	11·08	11·74	11·59	13·40	13·55	14·70	16·46	16·87	13·54
Coffee	8·83	4·54	5·57	3·00	2·54	2·38	3·52	3·20	3·12
Cocoa	0·66	0·60	0·61	0·54	0·42	0·40	0·40	0·56	0·50
Branded food drinks	0·97	1·00	0·99	0·90	0·93	0·90	1·16	1·29	0·94
Total Beverages	*21·54*	*17·88*	*18·76*	*17·84*	*17·44*	*18·38*	*21·54*	*21·92*	*18·10*
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	3·92	3·30	3·44	3·00	2·59	2·19	2·90	2·27	2·82
Other foods (i)	9·11	7·32	7·74	6·08	5·64	4·98	5·99	4·68	5·99
Total Miscellaneous	*13·03*	*10·62*	*11·18*	*9·08*	*8·23*	*7·17*	*8·89*	*6·95*	*8·81*
TOTAL EXPENDITURE	*452·19* (37s 8d)	*381·62* (31s 10d)	*398·32* (33s 2d)	*359·90* (30s 0d)	*345·39* (28s 9d)	*321·00* (26s 9d)	*355·67* (29s 8d)	*334·25* (27s 10d)	*355·77* (29s 8d)

(d) Includes dried and canned vegetables, and vegetable products. (e) Includes dried, canned or bottled fruit. (f) Includes tomatoes. (g) Includes rolls, fruit bread, sandwiches and milk bread. (h) Includes buns, scones, teacakes and crumpets. (i) Invalid and baby foods, spreads and dressings, meat and vegetable extracts and items on which expenditure only was recorded.

TABLE 23

Domestic Food Consumption by Social Class, 1960

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

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
MILK AND CREAM:									
Liquid – full price (pt.)	5·32	4·40	4·61	3·92	3·80	3·66	4·80	4·80	4·00
Liquid – welfare and school (pt.)	0·66	1·06	0·97	0·98	0·80	0·62	0·19	0·02	0·84
Total Liquid Milk (pt.)	*5·98*	*5·46*	*5·58*	*4·90*	*4·60*	*4·28*	*4·99*	*4·82*	*4·84*
Condensed (eq. pt.)	0·13	0·16	0·15	0·17	0·17	0·19	0·16	0·14	0·17
Dried and other (pt. or eq. pt.)	0·07	0·10	0·09	0·13	0·13	0·08	0·05	0·02	0·12
Cream (pt.)	0·05	0·03	0·04	0·02	0·01	0·01	0·01	0·01	0·02
Total Milk and Cream (pt. or eq. pt.)	*6·23*	*5·74*	*5·86*	*5·22*	*4·92*	*4·57*	*5·21*	*4·98*	*5·14*
CHEESE:									
Natural	3·54	2·76	2·94	2·52	2·69	2·36	3·14	2·84	2·64
Processed	0·60	0·44	0·48	0·40	0·40	0·31	0·38	0·40	0·40
Total Cheese	*4·14*	*3·20*	*3·42*	*2·92*	*3·09*	*2·67*	*3·52*	*3·24*	*3·04*
MEAT:									
Beef and veal	11·94	9·14	9·79	8·49	8·94	7·73	8·99	8·15	8·74
Mutton and lamb	7·48	6·55	6·78	6·74	6·18	6·49	8·07	8·12	6·63
Pork	2·93	2·03	2·24	2·08	1·90	1·69	2·27	2·04	2·02
Total Carcase Meat	*22·35*	*17·72*	*18·81*	*17·31*	*17·02*	*15·91*	*19·33*	*18·31*	*17·39*
Bacon and ham, uncooked	6·14	5·32	5·51	5·35	5·28	4·56	5·25	5·68	5·32
Poultry	4·69	2·64	3·11	1·72	1·32	1·07	1·76	1·08	1·68
Other meat (a)	11·57	10·86	11·01	11·42	12·40	11·27	9·29	8·57	11·50
Total Meat	*44·75*	*36·54*	*38·44*	*35·80*	*36·02*	*32·81*	*35·63*	*33·64*	*35·89*
FISH:									
Fresh	4·66	3·41	3·69	3·01	2·87	2·85	4·68	3·90	3·11
Processed and shell (b)	1·27	1·11	1·14	0·84	0·81	0·85	1·06	0·99	0·87
Prepared (c)	1·35	1·66	1·59	1·88	1·98	2·01	1·54	1·49	1·88
Total Fish	*7·28*	*6·18*	*6·42*	*5·73*	*5·66*	*5·71*	*7·28*	*6·38*	*5·86*
EGGS (No.)	5·66	5·16	5·28	4·66	4·54	4·24	4·64	4·20	4·64
Eggs purchased (No.)	4·91	4·70	4·76	4·46	4·20	4·02	4·26	4·02	4·36
FATS:									
Butter	7·33	6·28	6·52	5·86	5·16	4·90	6·57	6·52	5·68
Margarine	2·92	2·88	2·90	3·57	4·06	4·06	3·44	3·06	3·66
Lard and compound cooking fat	1·87	1·96	1·94	2·12	2·10	1·78	1·77	1·92	2·06
Other fats	0·31	0·62	0·54	0·55	0·60	0·56	0·49	0·50	0·57
Total Fats	*12·43*	*11·74*	*11·90*	*12·10*	*11·92*	*11·30*	*12·27*	*12·00*	*11·97*

(a) Includes cooked and canned meats, and meat products. (b) Includes smoked, dried and salted fish, and canned or bottled shellfish. (c) Includes cooked fish, canned or bottled

TABLE 23—*continued*

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

	Class								All households
	A			B	C	D			
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
SUGAR AND PRESERVES:									
Sugar	17·08	16·24	16·46	18·03	17·57	18·12	18·31	19·24	17·76
Honey, preserves, syrup and treacle	4·13	3·31	3·50	3·10	3·10	3·09	4·29	4·13	3·21
Total Sugar and Preserves	*21·21*	*19·55*	*19·96*	*21·13*	*20·67*	*21·21*	*22·60*	*23·37*	*20·97*
VEGETABLES:									
Potatoes (including chips and crisps)	40·35	50·20	47·92	57·96	59·90	61·30	57·70	47·15	57·20
Fresh green	21·79	16·87	18·02	15·92	15·28	12·58	18·55	16·36	15·81
Other vegetables (d)	17·49	17·39	17·44	17·47	17·30	17·22	18·14	15·05	17·30
Total Vegetables	*79·63*	*84·46*	*83·38*	*91·35*	*92·48*	*91·10*	*94·39*	*78·56*	*90·31*
FRUIT:									
Fresh	40·09	30·67	32·89	23·60	19·82	17·51	26·54	19·75	22·91
Other (e)	10·38	8·83	9·20	7·16	6·46	4·76	5·07	4·46	6·84
Total Fruit (f)	*50·47*	*39·50*	*42·09*	*30·76*	*26·28*	*22·27*	*31·61*	*24·21*	*29·75*
CEREALS:									
Brown bread	3·38	3·12	3·17	2·17	2·23	2·48	4·74	3·55	2·43
White bread	20·23	28·14	26·29	36·53	39·79	42·73	31·56	33·44	36·63
Wholewheat and wholemeal bread	1·68	1·08	1·22	0·81	0·81	1·03	1·82	1·61	0·92
Other bread (g)	7·77	5·88	6·33	5·03	5·69	5·10	6·07	6·80	5·49
Total Bread	*33·06*	*38·22*	*37·01*	*44·54*	*48·52*	*51·34*	*44·19*	*45·40*	*45·47*
Flour	6·49	6·50	6·52	6·57	6·94	6·01	7·83	8·47	6·76
Cakes (h)	5·45	5·92	5·81	6·21	6·71	6·30	6·02	5·67	6·31
Biscuits	5·72	5·96	5·91	5·74	5·58	4·96	5·63	5·67	5·67
Oatmeal and oat products	1·04	0·90	0·93	0·88	0·88	1·11	1·38	1·49	0·94
Breakfast cereals	2·28	2·22	2·24	1·98	1·62	1·25	1·56	1·07	1·80
Other cereals	4·56	4·11	4·22	3·74	3·44	2·80	3·64	2·97	3·61
Total Cereals	*58·60*	*63·83*	*62·64*	*69·66*	*73·69*	*73·77*	*70·25*	*70·74*	*70·56*
BEVERAGES:									
Tea	2·09	2·33	2·28	2·76	2·84	3·19	3·34	3·52	2·80
Coffee	1·23	0·51	0·69	0·36	0·34	0·32	0·54	0·48	0·39
Cocoa	0·22	0·20	0·20	0·18	0·14	0·13	0·13	0·17	0·16
Branded food drinks	0·24	0·23	0·23	0·21	0·22	0·20	0·28	0·31	0·22
Total Beverages	*3·78*	*3·27*	*3·40*	*3·51*	*3·54*	*3·84*	*4·29*	*4·48*	*3·57*

(d) Includes dried and canned vegetables, and vegetable products.
(e) Includes dried, canned or bottled fruit.
(f) Includes tomatoes.
(g) Includes rolls, fruit bread, sandwiches and milk bread.
(h) Includes buns, scones, teacakes and crumpets.

TABLE 24

Expenditure by Households of Different Social Class on Convenience Foods in 1960

(pence per head per week)

	Class							
	A			*B*	*C*	*D*		
	A1	*A2*	*All*			*Excluding O.A.P.*		*O.A.P.*
						with earners (D1)	*without earners (D2)*	
Corned meat	1·85	1·73	1·76	2·36	2·78	2·40	2·04	1·67
Other canned meat	2·97	3·39	3·28	3·40	3·35	2·87	1·99	1·94
Canned and bottled fish	3·75	4·05	3·97	3·92	3·65	3·31	3·48	2·61
Canned peas	1·50	2·30	2·12	2·62	2·72	2·47	1·97	1·77
Canned beans	1·46	2·06	1·93	2·48	2·29	2·26	1·45	0·93
Other canned vegetables	0·81	0·85	0·84	0·47	0·36	0·32	0·28	0·20
Tomatoes, canned and bottled	0·30	0·60	0·52	0·68	0·66	0·46	0·16	0·29
Canned peaches, pears and pineapples	3·19	3·54	3·46	3·33	3·04	2·40	1·96	1·76
Other canned and bottled fruit	3·54	3·38	3·41	2·52	2·32	1·60	1·74	1·43
Canned soups	3·12	2·66	2·76	2·59	2·30	1·90	2·40	2·00
Total of canned foods listed above	*22·49*	*24·56*	*24·05*	*24·37*	*23·47*	*19·99*	*17·47*	*14·60*
Quick-frozen peas	3·59	1·92	2·31	1·46	0·91	0·76	0·76	0·35
Quick-frozen beans	1·72	0·43	0·72	0·25	0·14	0·04	0·13	0·02
Total quick-frozen legumes	*5·31*	*2·35*	*3·03*	*1·71*	*1·05*	*0·80*	*0·89*	*0·37*
Bacon and ham, cooked, including canned	5·18	4·36	4·54	5·03	4·84	5·08	3·93	4·43
Cooked chicken	0·68	0·57	0·59	0·37	0·36	0·45	0·25	0·36
Other cooked meat, not canned	2·35	2·84	2·74	3·04	3·15	3·09	1·74	2·54
Other meat products	4·56	4·83	4·77	4·66	5·25	4·68	3·89	2·88
Cooked fish	1·08	1·61	1·49	2·15	2·53	2·53	1·48	2·06
Fruit juices	4·01	1·72	2·25	0·88	0·56	0·33	0·30	0·36
Cakes and pastries	8·90	9·78	9·56	9·80	9·87	9·10	8·17	6·88
Biscuits	11·57	10·90	11·06	10·00	9·57	8·14	9·05	8·89
Puddings	3·14	2·31	2·50	1·92	1·60	1·19	1·87	1·04
Breakfast cereals	3·96	3·78	3·82	3·28	2·63	2·00	2·45	1·73
Cereal products	1·24	1·22	1·22	1·03	0·97	0·71	0·92	0·95
Dehydrated and powdered soups	0·80	0·64	0·68	0·41	0·29	0·29	0·50	0·27
Total other convenience foods	*47·47*	*44·56*	*45·22*	*42·57*	*41·62*	*37·59*	*34·55*	*32·39*

TABLE 24—*continued*

(pence per head per week)

	Class							
	A			*B*	*C*	*D*		
	A1	*A2*	*All*			*Excluding O.A.P.*		*O.A.P.*
						with earners (D1)	*without earners (D2)*	
Total convenience foods . .	*75·27* (6s. 3d.)	*71·47* (5s. 11d.)	*72·30* (6s. 0d.)	*68·65* (5s. 9d.)	*66·14* (5s. 6d.)	*58·38* (4s. 10d.)	*52·91* (4s. 5d.)	*47·36* (3s. 11d.)
Total all foods .	*452·19* (37s.8d.)	*381·62* (31s.10d.)	*398·32* (33s. 2d.)	*359·90* (30s.0d.)	*345·39* (28s. 9d.)	*321·00* (26s. 9d.)	*355·67* (29s. 8d.)	*334·25* (27s.10d.)
Expenditure on convenience foods as a percentage of that on all foods.	16·6	18·7	18·2	19·1	19·1	18·2	14·9	14·2

TABLE 25

Energy Value and Nutrient Content of Diets of Households of Different Social Class, 1960 (a)

	Class								
	A			B	C	D			All households
	A1	A2	All			Excluding O.A.P.		O.A.P.	
						with earners (D1)	without earners (D2)		
INTAKE PER PERSON PER DAY:									
Energy value (Cal.)	2,680	2,570	2,600	2,630	2,650	2,540	2,660	2,590	2,630
	2,640	*2,530*	*2,560*	*2,600*	*2,610*	*2,500*	*2,620*	*2,550*	*2,590*
Total protein (g.)	81	75	76	75	75	71	75	72	75
	82	*76*	*77*	*76*	*76*	*72*	*76*	*73*	*76*
Animal protein (g.)	55	47	49	44	43	40	45	42	44
	55	*47*	*49*	*45*	*44*	*40*	*46*	*43*	*44*
Fat (g.)	129	117	120	116	114	106	116	113	115
	125	*114*	*116*	*113*	*111*	*103*	*113*	*110*	*112*
Carbohydrate (g.)	320	326	325	345	352	348	349	343	345
	297	*302*	*301*	*320*	*325*	*321*	*323*	*317*	*320*
Calcium (mg.)	1,167	1,086	1,104	1,039	1,027	968	1,065	1,016	1,037
Iron (mg.)	15·1	14·1	14·4	14·2	14·3	13·5	14·1	13·0	14·1
Vitamin A (i.u.)	5,200	4,720	4,830	4,430	4,260	3,890	4,380	4,030	4,360
Thiamine (mg.)	1·32	1·26	1·27	1·28	1·28	1·23	1·28	1·23	1·27
Riboflavin (mg.)	1·95	1·79	1·83	1·71	1·67	1·56	1·75	1·63	1·70
Nicotinic acid (mg.)	15·3	14·0	14·3	14·0	14·1	13·3	14·4	13·2	14·0
Vitamin C (mg.)	66	59	61	53	50	47	54	45	52
Vitamin D (i.u.)	133	127	128	129	132	128	151	118	130
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:									
Energy value	113	109	110	107	104	104	113	112	106
	112	*108*	*109*	*106*	*102*	*102*	*111*	*110*	*105*
Total protein	113	105	107	101	99	98	113	112	101
	115	*107*	*109*	*102*	*100*	*99*	*114*	*114*	*102*
Calcium	124	114	116	108	106	102	116	115	108
Iron	124	120	121	118	115	108	108	99	115
Vitamin A	224	211	214	194	180	163	167	148	186
Thiamine	141	135	137	131	126	127	138	134	130
Riboflavin	135	125	128	115	108	105	122	116	114
Nicotinic acid	163	150	154	144	139	137	154	144	142
Vitamin C	306	276	284	248	226	210	241	204	240
PERCENTAGE OF ENERGY VALUE DERIVED FROM:									
Protein 1956	11·9	11·7	11·8	11·5	11·5	11·5	11·4	11·4	11·5
1959	11·9	11·6	11·7	11·5	11·4	11·3	11·5	11·3	11·5
1960	12·0	11·7	11·8	11·3	11·4	11·2	11·4	11·1	11·4
	12·4	*12·0*	*12·1*	*11·6*	*11·7*	*11·5*	*11·7*	*11·4*	*11·7*
Fat. 1956	40·7	38·7	39·1	37·1	36·6	35·9	38·0	37·0	37·1
1959	41·6	40·2	40·5	38·5	37·5	36·1	37·6	38·4	38·3
1960	43·2	40·8	41·4	39·5	38·8	37·5	39·4	39·2	39·3
	42·7	*40·4*	*41·0*	*39·0*	*38·4*	*37·1*	*39·0*	*38·8*	*38·9*
Carbohydrate 1956	47·4	49·6	49·1	51·4	52·0	52·6	50·6	51·6	51·4
1959	46·6	48·2	47·8	50·0	51·1	52·6	50·9	50·3	50·3
1960	44·8	47·5	46·8	49·2	49·8	51·3	49·2	49·7	49·3
	44·9	*47·7*	*47·0*	*49·3*	*49·9*	*51·3*	*49·4*	*49·8*	*49·4*
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN:									
1956	64·4	60·2	61·1	56·3	55·4	54·2	58·0	56·9	56·3
1959	65·8	62·3	63·2	59·1	57·4	55·9	58·1	59·3	58·8
1960	67·6	62·6	63·8	59·3	57·7	55·9	60·1	59·1	59·1
	67·4	*62·3*	*63·6*	*59·0*	*57·5*	*55·7*	*60·0*	*58·9*	*58·8*

(a) Figures for protein, fat and carbohydrate in 1960 are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297). For comparison with previous years, estimates based on nutrient equivalents given in *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum

V
Household Diets and Family Composition

Classification

64. Households participating in the National Food Survey have, since 1954, been divided into eleven types, differing in size and composition. In eight of these the adult element consisted of one man and one woman[1] (a "couple"). Such households, which have been described as "classified" (or, where they include minors, as "family households"), amounted in 1960 to 65 per cent of the households surveyed and included 68 per cent of all persons in the sample, 62 per cent of the adolescents (aged 15–20 inclusive) and 81 per cent of the children under 15. Couples without children were subdivided into "younger" (both adults under 55) and "older" (one or both 55 or over). The remaining households, in which the adult element is other than one man and one woman, were subdivided into three groups, those with adults only, those with adolescents but no children, and those including children with or without adolescents.

65. An analysis of the Survey sample according to household composition is given in Table 3 of Appendix A, with subdivision by income group. Compared with earlier years, a smaller proportion of the largest families with four or more children fell within Classes C and D (29 per cent in 1960 compared with 45 per cent in 1959) while a slightly greater proportion (8 per cent compared with 6 per cent) qualified for Class A. This change in income distribution has influenced the results obtained for these families in 1960, and must be taken into account when comparing the results with those of earlier years.

66. The average number of earners in each of the eleven sub-groups is given in Table 9 of Appendix A. Sixty per cent of the younger childless wives were in paid employment in 1960, compared with only 26 per cent of the mothers with one child and 13 per cent of the mothers in the largest families. For all sub-groups, proportions were much the same as in 1959 and 1956. Younger childless couples continued to enjoy the largest net income per head; total family income was appreciably higher in families with several children than in those with only one, many of which were incomplete families of younger parents with lower earnings, and with lower tax reliefs and no family allowances.

Expenditure and Consumption

67. Table 28 gives the total domestic food expenditure and value of consumption per person per week in 1960 in households of different composition. Compared with 1959, expenditure by older childless couples rose while that by younger couples fell slightly; among households with children, the largest families recorded the biggest increase (mainly owing to the variation in their incomes noted above), while family households with two children or with adolescents, and unclassified households with children also spent rather more than in 1959. The older couples have recorded the greatest relative rise in expenditure since 1956, mainly as a result of the

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

increase in pension rates in January, 1958. There has been comparatively little variation in the relative increases in expenditure recorded by other types of household since 1956. The range of expenditure, which had increased in 1959, narrowed slightly in 1960, but remained very wide – from a weekly average of 40s. 3d. per person for younger childless couples to 19s. 9d. in the largest families, compared with 40s. 5d. to 19s. 0d. in 1959 and 37s. 11d. to 17s. 5d. in 1956. The corresponding difference in the value of free supplies was also reduced slightly, giving a range from 41s. 2d. to 20s. 3d. in the value of consumption.

68. Differences in the average prices paid for food by households of different composition are illustrated by means of indices in Table 28. The indices for each group of households are weighted means of price-relatives which express the average price paid for each food by that group of households as a percentage of the average price paid by all households, the weights being the national average expenditure on each food. Taking all foods together, younger childless couples paid the highest prices (3·8 per cent above the national average) and the largest families, the lowest (3·2 per cent below the average). The price ranges for most of the staple foods, expecially milk, sugar, bread and flour, were again very narrow, and in 1960 there was also little variation in the prices paid for butter and for "other" fruit. For several food groups (notably beverages other than tea) the price range narrowed compared with 1959, and the greatest departures from the mean were those for fresh fish (+8 to −10 per cent), other fish (+8 to −6 per cent) and "other" vegetables (+11 to −3 per cent). In very few cases did the unclassified households record price extremes; in general, they paid prices which were close to the average.

69. Unlike the index numbers discussed above, the "price of energy" index included in Table 28 takes account of variations in the pattern of purchases among different groups; it is calculated by dividing the money value of food obtained for consumption in each group by its energy value and expressing the result as a percentage of the corresponding quotient for all households. The price of energy index for younger childless couples was again 12·5 per cent above the national average, 3·8 per cent being attributable to their paying higher prices for comparable foods and 8·7 per cent to their greater preference for foods which are more expensive sources of energy, such as meat, eggs and fruit. In 1956, the price of energy index for these couples was 114·3. The lowest index number was as usual that for the largest families: 82·1 in 1960 compared with 81·1 in 1959 and 77·3 in 1956. There has thus been some reduction in the group differences in the past five years.

70. Details of expenditure and consumption per head are given in Tables 29 and 30. The average food budget of the younger childless couples was characterized by particularly high expenditure on meat (12s. 3d. per person per week, including 2s. 0d. for beef steak and sirloin), vegetables (3s. 6d.), fruit (3s. 6d.) and cakes and biscuits (2s. 6d.). In comparison, the older couples spent slightly less on these foods (and a good deal less on "convenience meats"), but spent the same amount on milk and cream (3s. 9d. per person per week) and bought more mutton and lamb (particularly shoulder), tea and preserves. In other households containing only adults, the pattern of expenditure was similar to that of the older couples, but at a slightly lower level.

71. Most of the increase in expenditure recorded by the largest families in 1960 was devoted to the main sources of animal protein – meat (6d. more per head per week than in 1959), eggs (1½d. more) and milk and cream (1½d. more). Milk is a particularly important source of protein and calcium for these and other large families, and

Table 26 shows their average milk consumption since 1956, with the comparative figures for other family households and for younger childless couples. Consumption in the larger families increased between 1956 and 1957, but thereafter fell back below the levels of 1956 until 1960. The subsidy on welfare milk was reduced in April, 1957. About one half of the increase recorded by the largest families between 1959 and 1960 was attributable to the changed income distribution in this group.

TABLE 26

Consumption of Liquid Milk (including Welfare and School Milk) in Certain Groups of Households, 1956–60

(pints per head per week)

	Households with one man and one woman and						
	no other (both under 55)	*children only*				*adolescents only*	*adolescents and children*
		1	*2*	*3*	*4 or more*		
1956	5·33	5·14	5·07	4·79	4·23	4·68	4·37
1957	5·28	5·13	5·04	4·80	4·42	4·87	4·40
1958	5·24	5·16	5·05	4·64	4·10	4·63	4·35
1959	5·08	5·04	4·98	4·69	4·08	4·67	4·33
1960	5·19	5·01	5·02	4·86	4·24	4·74	4·50

72. All types of family except those with three or more children increased their consumption of cheese compared with the previous year, and all groups bought more than in 1956. Most groups purchased less carcase meat than in 1959; the increase recorded by the largest families arose mainly because of the sampling variation discussed in paragraph 65. These families with four or more children also tended to buy the cheaper cuts of meat such as boiling or stewing beef. Partly owing to supply fluctuations, total consumption of carcase meat in all types of household was lower than in 1956, but in most groups, this decline was more than offset by greater consumption of "convenience" and other meats. There has been a universal rise in poultry consumption since 1956 (in some groups, more than threefold) and the absolute increases have been greater in childless households than in those with children. In 1960, the inverse relationship between consumption per head and family size was steeper for poultry than for any other major food; average consumption ranged from 3·19 oz. per head per week by younger childless couples to 0·55 oz. in households with four or more children. In most types of household, the level of fish consumption was much the same as in 1959 and 1956. Despite a fairly sharp rise in egg prices in 1960, and some reduction in free supplies, all groups except the younger childless couples increased their consumption to a level above that of 1956, indicating a general strengthening of demand.

73. Table 27 shows the consumption of butter and margarine in the classified households since 1956. Most groups bought rather less butter in 1960 than in the previous year, despite the fall in average prices, but much more than in 1956. However, since 1958, the average consumption of butter in the largest families has fallen below their average of 3·2 oz. per person per week in 1953, the last full year of butter rationing[1]. Consumption of margarine was somewhat higher in these

[1] Rationing of fats ended on 8th May, 1954.

families in 1960 (4·4 oz.) than in 1953 (4·2 oz.) but purchases of cooking fats in this group were relatively low in 1960, so that their total consumption of fats (9·4 oz.) was well below the national average (12·0 oz.).

TABLE 27

Consumption of Butter and Margarine in Households of One Man and One Woman with or without Children, 1956–60

(oz. per head per week)

		Households with one man and one woman and							
		no other		*children only*				*adolescents only*	*adolescents and children*
		one or both over 55	*both under 55*	*1*	*2*	*3*	*4 or more*		
Butter	1956	6·25	6·86	4·92	3·94	3·16	2·13	5·66	3·57
	1957	6·92	7·82	5·68	4·63	3·80	3·23	6·65	4·14
	1958	7·86	8·66	6·34	5·30	4·56	3·30	7·03	5·11
	1959	7·58	8·47	5·93	5·03	4·06	3·09	6·64	4·56
	1960	7·50	7·98	5·93	4·68	3·78	3·04	6·60	4·78
Margarine	1956	4·25	4·12	4·21	4·26	4·42	5·24	5·01	5·48
	1957	3·77	3·92	3·81	3·86	4·03	4·80	4·70	4·90
	1958	3·06	3·30	3·21	3·40	3·49	4·16	3·66	4·24
	1959	3·50	3·55	3·55	3·27	3·97	4·36	4·30	4·66
	1960	3·53	3·43	3·46	3·35	3·51	4·41	4·15	4·66

74. Most groups bought less sugar in 1960 than in 1959, and about as much as in 1956. Consumption of preserves continued to decline; the decrease since 1956 has been less marked for older childless couples than for other groups.

75. All groups reduced their expenditure on potatoes in 1960 while most increased their consumption. Levels of potato consumption were much the same as in 1956, except that the families with three or more children consumed appreciably less in 1960. Most groups obtained more green and other vegetables than in 1959 and 1956.

76. In most groups, total consumption of fruit fell slightly from the peak of 1959, but in all cases it remained above the level of 1956, largely owing to increased consumption of apples and pears, and to a lesser extent, of citrus fruit, over the period. The gradation in the consumption of fresh fruit remained very marked in 1960, from 33·3 oz. for the younger couples without children to 13·3 oz. in the largest families (compared with 29·7 oz. to 10·2 oz. in 1956).

77. Following a temporary check in some groups in 1959, the long-term decline in bread consumption was resumed in all groups. The reduction since 1956 has been very considerable for white bread, while demand for rolls and speciality breads has increased; despite some reduction in 1960, consumption of the latter was in most groups twice as great as in 1956. All types of household bought much less flour than in 1956, and nearly all increased their purchases of cakes and biscuits. Consumption

of "other" cereal foods (including custard powder, blancmange powder and instant puddings) continued to increase in 1960. There has been a marginal decline in consumption of beverages by most groups since 1956.

CONVENIENCE FOODS

78. The average weekly expenditure on convenience foods shown in Table 31 ranged from 8s. 1d. per head by younger childless couples to 3s. 11d. in families with four or more children, but the proportion of total food expenditure devoted to these foods did not vary significantly from 20 per cent as the size of family increased. The proportion fell below 19 per cent in households containing adolescents, and was least (15·5 per cent) for older childless couples.

79. Expenditure on canned foods varied inversely with family size; the gradation was particularly marked for canned fish and canned fruit, but was not apparent for canned beans. Younger childless couples spent more than 5½d. per person per week on canned salmon; the largest families, little more than 1d. Although younger couples recorded much the highest expenditure on quick-frozen legumes, their expenditure on the fresh and canned products was also above average; older adults preferred fresh peas and beans to canned or quick-frozen. In contrast to other foods, an upward trend with increasing family size was apparent for oatmeal and other breakfast cereals; the former was still preferred by older and the latter by younger adults. Ice-cream (bought to serve as part of a meal) was least popular among older childless couples, who spent barely ½d. per head per week on it; the greatest expenditure (1·2d.) was incurred in families of two adults with two children.

Energy Value and Nutrient Content

80. The energy value and nutrient content of the diets of households of different composition are shown in Table 32, the revised nutrient conversion factors for protein, fat and carbohydrate being used.[1] For purposes of comparison, estimates based on the previous convention are shown in italics. Compared with the previous year, the averages showed little change except for generally decreased intakes of vitamin D because of lower consumption of margarine. Since physiological requirements vary widely with age, sex, and level of activity, comparisons between families of different composition are best judged in relation to their needs.

81. Table 32 also gives estimates of the adequacy of the diets, assessed by comparison with the recommended allowances after making the usual adjustment of 10 per cent to allow for wastage of edible food. The intakes for all nutrients exceeded the recommended allowances in the adult households and in the families with one or two children. In the residual groups of childless households the levels were generally lower than those in the corresponding classified groups. As in previous years, there were downward gradients in the percentages for all nutrients with increasing family size. The lowest estimates were for calcium and protein in families with four or more children and those with children and adolescents.

82. Compared with 1959 the changes were generally small; in the families with three or more children greater consumption of liquid milk caused an increase in the estimates for riboflavin. Intakes of iron, riboflavin and nicotinic acid also increased in families with two children because of greater consumption of milk and meat.

[1] See paragraphs 32–34.

83. Table 33 shows the percentage changes in the intake of energy and nutrients between 1956 and 1960. The introduction of the present Flour Regulations[1] in September 1956 caused a general rise in the levels of iron, thiamine and nicotinic acid in 1957, which was maintained in spite of decreasing bread consumption. Because of the reduction in the vitamin D fortification of dried milks and infant foods, and the decreased consumption of margarine, there was a marked fall in the vitamin D intake in all types of family except the older childless couples and the residual group of households with adolescents but no children. Increased consumption of both vegetables and fruit by these groups, and of fruit by the families with four or more children, caused increases in the intake of vitamin C.

84. Chart I illustrates the trend in the protein and calcium intakes, as percentages of recommended allowances, in all households and in the larger families between 1956 and 1960. In the families with four or more children the downward trend in the protein estimates was due mainly to decreased bread purchases, which together with a fall in the consumption of liquid milk in 1958 also caused a decrease in calcium. In 1960 increased milk consumption and slightly increased meat purchases raised the estimates for both nutrients, in spite of the continued decrease in bread consumption. In the families with three children the changes were less marked. The protein estimate decreased with the fall in bread consumption but increased in 1959 when this was temporarily reversed. In 1960 the consumption of bread again decreased, but the estimates for both calcium and protein rose on account of increased liquid milk and meat consumption.

85. Table 32 also shows the contribution to the energy value of the diet of protein, fat and carbohydrate and the proportion of protein derived from animal sources, and gives a comparison for 1956, 1959 and 1960. The general pattern of group differences in 1960 was very similar to that in 1956. The contribution from protein varied only slightly with family composition; that from fat showed a more pronounced downward gradient with increasing family size, while the percentage from carbohydrate was highest in the families with four or more children and lowest for younger childless couples. Between 1956 and 1960 the proportion from fat increased in all groups and that from carbohydrate fell correspondingly because of the replacement of cereal by animal foods. The percentage from protein also increased in all types of family during the period, as did the proportion of protein obtained from animal sources, the largest increase occurring in the families with three or more children because of greater consumption of meat, eggs, cheese and milk.

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[1] *The Flour (Composition) Regulations, 1956.* Statutory Instrument 1956, No. 1183. H.M.S.O.

TABLE 28

Total Domestic Food Expenditure, Value of Consumption and Price Indices by Household Composition, 1960

	Households with one man and one woman and								*Other households with*		
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both adults aged 55 or over	*both adults under 55*	*1*	*2*	*3*	*4 or more*					
	s. d.	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*
Expenditure per head per week	36 1	40 3	30 8	26 0	22 4	19 9	34 2	26 8	33 0	32 6	26 6
Value of free food	1 1	1 0	10	7	7	7	1 2	9	1 2	1 3	9
Value of Consumption	*37 2*	*41 2*	*31 6*	*26 7*	*23 0*	*20 3*	*35 4*	*27 5*	*34 2*	*33 9*	*27 3*
PERCENTAGE CHANGE IN 1960 OVER 1959											
Expenditure	+1·8	—0·4	—0·9	+1·9	+0·1	+3·7	+0·6	+1·4	—0·8	+0·0	+1·7
Value of consumption	+1·2	—0·8	—0·7	+0·9	—0·8	+4·4	+0·3	+0·9	—1·2	+0·1	+1·0
	s. d.	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*
EXPENDITURE PER HOUSEHOLD	72 2	80 6	92 0	104 0	111 10	129 1	110 4	133 1	64 9	113 9	122 10
	PRICE INDICES (*all households = 100*)										
MILK, CREAM AND CHEESE:											
Liquid milk	101	101	100	100	100	99	99	100	100	98	100
Natural cheese	101	104	100	100	97	97	100	100	101	98	98
Other	103	105	102	99	100	98	103	98	101	102	97
MEAT:											
Carcase	100	106	100	98	97	95	102	98	101	100	99
Bacon	98	106	101	99	99	100	99	97	101	103	99
Poultry	100	103	99	100	105	95	93	104	101	96	101
Other	101	106	100	100	98	93	101	97	102	102	99
FISH:											
Fresh	103	108	100	100	92	90	97	94	102	99	98
Other	100	108	100	98	97	94	101	95	102	98	97
EGGS	103	101	99	98	98	93	102	98	103	100	100
FATS:											
Butter	101	102	99	99	99	100	99	99	101	100	100
Margarine	103	103	100	99	98	96	103	98	102	102	98
Other	101	102	101	101	100	103	102	100	98	101	100

TABLE 28—*continued*

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
SUGAR	102	99	100	100	100	100	100	100	100	100	100
PRESERVES	105	105	100	96	99	94	98	96	105	101	96
VEGETABLES:											
Potatoes	102	106	104	97	94	95	100	100	105	97	96
Fresh green	100	103	102	99	99	100	97	102	101	100	98
Other	99	111	104	100	97	98	100	98	100	100	100
FRUIT:											
Fresh	100	104	102	98	101	97	99	98	101	99	98
Other	98	102	101	99	101	98	98	98	98	99	102
CEREALS:											
Bread	99	100	99	100	102	100	99	101	99	101	101
Flour	101	102	100	99	100	99	100	100	100	100	99
Cakes and biscuits	100	105	101	99	98	96	101	98	102	100	100
Other	96	100	103	102	102	99	103	98	97	96	101
BEVERAGES:											
Tea	102	101	99	99	97	96	101	99	102	99	98
Other	100	101	99	97	98	101	102	100	101	97	99
MISCELLANEOUS (a)	100	102	101	101	103	102	100	100	101	97	100
ALL FOODS (a) 1959	100·7	103·6	100·9	99·6	97·5	95·2	101·3	98·2	101·1	100·2	99·1
1960	100·5	103·8	100·6	98·9	98·7	96·8	100·2	98·6	101·0	99·7	99·2
"PRICE OF ENERGY" INDEX (a) 1959	105·7	112·5	101·9	96·7	88·0	81·1	104·2	93·3	106·3	102·0	96·7
1960	105·8	112·5	101·1	95·5	90·2	82·1	103·4	92·4	107·3	101·9	97·1

(a) Excludes a few miscellaneous items for which expenditure only was recorded.

TABLE 29
Domestic Food Expenditure by Household Composition, 1960
(pence per head per week)

	Households with one man and one woman and								*Other households with*		
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both adults aged 55 or over	*both adults under 55*	*1*	*2*	*3*	*4 or more*					
MILK AND CREAM:											
Liquid milk – full price	41·27	39·69	29·20	25·56	21·26	16·60	35·71	28·81	38·24	33·34	26·64
Liquid milk – welfare	...	0·74	4·63	5·90	6·78	5·98	0·03	1·34	0·03	0·32	2·90
Total Liquid Milk	*41·27*	*40·43*	*33·83*	*31·46*	*28·04*	*22·58*	*35·74*	*30·15*	*38·27*	*33·66*	*29·54*
Condensed milk	1·89	1·97	1·49	1·29	1·28	0·86	1·50	1·40	1·48	1·37	1·45
Dried and other milk	0·06	0·15	1·33	1·38	1·56	1·72	0·14	0·28	0·08	0·05	1·05
Cream	1·48	2·44	1·42	0·98	0·58	0·47	1·58	0·94	1·67	1·25	1·18
Total Milk and Cream	*44·70*	*44·99*	*38·07*	*35·11*	*31·46*	*25·63*	*38·96*	*32·77*	*41·50*	*36·33*	*33·22*
CHEESE:											
Natural	9·14	9·31	6·34	5·04	4·31	3·70	7·64	5·57	7·81	7·25	5·47
Processed	1·38	1·71	1·67	1·35	1·06	0·87	1·72	1·35	1·51	1·87	1·03
Total Cheese	*10·52*	*11·02*	*8·01*	*6·39*	*5·37*	*4·57*	*9·36*	*6·92*	*9·32*	*9·12*	*6·50*
MEAT:											
Beef and veal	35·98	37·41	26·43	22·42	18·06	14·04	31·34	24·34	32·68	32·80	24·33
Mutton and lamb	25·18	21·69	17·00	13·40	10·58	9·65	20·06	12·72	21·74	16·96	14·05
Pork	9·04	10·58	6·03	4·34	2·28	2·06	8·75	5·24	7·65	7·50	5·82
Total Carcase Meat	*70·20*	*69·68*	*49·46*	*40·16*	*30·92*	*25·75*	*60·15*	*42·30*	*62·07*	*57·26*	*44·20*
Bacon and ham, uncooked	21·61	24·04	15·96	12·64	10·58	8·96	18·26	14·09	18·34	17·21	13·44
Poultry	6·98	9·38	4·32	2·80	2·15	1·48	6·14	2·57	6·42	5·38	3·44
Other meat (a)	32·34	43·51	33·60	27·09	23·83	21·42	35·76	27·56	31·52	35·12	28·26
Total Meat	*131·13*	*146·61*	*103·34*	*82·69*	*67·48*	*57·61*	*120·31*	*86·52*	*118·35*	*114·97*	*89·34*

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

TABLE 29—*continued*
(*pence per head per week*)

	Households with one man and one woman and								*Other households with*		
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both adults aged 55 or over	*both adults under 55*	*1*	*2*	*3*	*4 or more*					
FISH:											
Fresh	11·24	9·30	6·30	5·12	4·07	3·81	8·41	5·70	9·32	7·81	5·84
Processed and shell (b)	3·13	3·20	1·94	1·57	1·13	0·68	2·48	1·53	2·69	2·27	1·68
Prepared (c)	7·62	10·58	7·26	5·43	4·44	3·63	8·59	5·81	6·97	6·82	6·48
Total Fish	*21·99*	*23·08*	*15·50*	*12·12*	*9·64*	*8·12*	*19·48*	*13·04*	*18·98*	*16·90*	*14·00*
EGGS	21·51	23·50	19·40	17·13	15·18	13·32	20·34	17·02	19·66	19·62	16·95
FATS:											
Butter	19·20	20·52	14·89	11·70	9·47	7·63	16·77	12·00	17·89	15·60	12·39
Margarine	5·11	4·92	4·83	4·66	4·81	5·94	5·98	6·40	4·34	6·17	5·02
Lard and compound cooking fat	2·80	3·16	2·69	2·22	1·84	1·82	2·91	2·14	2·22	2·65	2·04
Other fats	0·81	1·10	0·78	0·77	0·59	0·52	0·82	0·76	0·80	0·73	0·72
Total Fats	*27·92*	*29·70*	*23·19*	*19·35*	*16·71*	*15·91*	*26·48*	*21·30*	*25·25*	*25·15*	*20·17*
SUGAR AND PRESERVES:											
Sugar	10·86	10·79	9·28	8·18	8·01	7·59	10·16	8·78	9·48	9·66	8·18
Honey, preserves, syrup and treacle	5·16	4·21	3·50	2·86	2·97	3·14	3·92	3·70	4·04	3·58	2·81
Total Sugar and Preserves	*16·02*	*15·00*	*12·78*	*11·04*	*10·98*	*10·73*	*14·08*	*12·48*	*13·52*	*13·24*	*10·99*
VEGETABLES:											
Potatoes (including chips and crisps)	11·25	14·24	12·57	12·20	10·77	10·84	13·03	12·99	10·46	13·17	12·64
Other Meat	*40·11*	*38·01*	*38·77*	*26·68*	*25·31*	*22·31*	*42·82*	*31·65*	*41·07*	*40·25*	*32·26*

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

TABLE 29

Domestic Food Expenditure by Household Composition, 1960

(pence per head per week)

Fresh green	10·30	13·13	8·20	8·09	4·70	5·03	8·93	8·13	10·11	9·11	8·04
Other vegetables (d)	11·32	15·11	11·81	10·48	9·28	8·65	12·32	10·17	10·20	12·74	10·11
Total Vegetables	*32·87*	*42·48*	*32·58*	*29·37*	*24·81*	*23·34*	*34·30*	*29·31*	*30·77*	*35·02*	*29·59*

(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(c) Includes cooked fish, canned or bottled fish, (excluding canned or bottled shellfish), and fish products.
(d) Includes dried and canned vegetables, and vegetable products.

Biscuits	10·79	13·76	10·50	10·18	8·70	7·06	10·91	8·56	10·03	10·06	8·32
Oatmeal and oat products	1·18	0·88	0·63	0·82	0·88	1·28	0·70	0·87	0·89	0·86	0·78
Breakfast cereals	2·02	2·53	3·19	3·51	4·03	4·20	2·72	3·40	2·10	2·80	2·78
Other cereals	4·38	5·48	5·44	5·06	4·12	3·46	4·61	3·81	3·91	3·84	3·98
Total Cereals	*59·38*	*68·09*	*56·12*	*50·91*	*46·64*	*45·00*	*61·79*	*53·74*	*56·01*	*59·63*	*49·17*
BEVERAGES:											
Tea	19·12	17·88	13·26	10·62	9·78	8·38	15·76	11·73	16·76	13·74	11·64
Coffee	4·25	4·43	3·06	2·62	1·32	1·24	4·14	2·48	4·14	4·42	2·41
Cocoa	0·48	0·66	0·62	0·52	0·56	0·37	0·64	0·45	0·41	0·63	0·36
Branded food drinks	1·30	1·59	0·99	0·68	0·64	0·49	1·06	0·56	1·47	0·96	0·67
Total Beverages	*25·15*	*24·56*	*17·93*	*14·44*	*12·30*	*10·48*	*21·60*	*15·22*	*22·78*	*19·75*	*15·08*
MISCELLANEOUS:											
Soups, canned, dehydrated and powdered	2·77	3·85	3·59	2·95	2·85	2·01	2·54	2·22	2·82	3·15	2·51
Other foods (i)	6·98	7·64	6·67	5·80	5·37	4·24	6·70	5·46	5·83	5·81	5·47
Total Miscellaneous	*9·75*	*11·49*	*10·26*	*8·75*	*8·22*	*6·25*	*9·24*	*7·68*	*8·65*	*8·96*	*7·98*
Total Expenditure	*433·20 (36s. 1d.)*	*482·86 (40s. 3d.)*	*367·96 (30s. 8d.)*	*311·86 (26s. 0d.)*	*268·41 (22s. 4d.)*	*236·81 (19s. 9d.)*	*409·81 (34s. 2d.)*	*320·03 (26s. 8d.)*	*396·21 (33s. 0d.)*	*389·90 (32s. 6d.)*	*317·77 (26s. 6d.)*

(e) Includes dried, canned or bottled fruit.
(f) Includes tomatoes.
(h) Includes buns, scones, teacakes and crumpets.
(i) Invalid and baby foods, spreads and dressings, meat and vegetable extracts and items on

TABLE 30

Domestic Food Consumption by Household Composition, 1960
(oz. per head per week except where otherwise stated)

	Households with one man and one woman and								*Other households with*		
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both adults aged 55 or over	*both adults under 55*	*1*	*2*	*3*	*4 or more*					
MILK AND CREAM:											
Liquid milk – full price (pt.)	5·23	5·01	3·74	3·28	2·78	2·21	4·67	3·80	4·99	4·48	3·53
Liquid milk – welfare and school (pt.)	...	0·18	1·27	1·74	2·07	2·03	0·06	0·70	0·01	0·13	0·98
Total Liquid Milk (pt.)	*5·23*	*5·19*	*5·01*	*5·02*	*4·86*	*4·24*	*4·74*	*4·50*	*5·00*	*4·61*	*4·51*
Condensed milk (eq. pt.)	0·21	0·21	0·16	0·15	0·15	0·10	0·17	0·17	0·17	0·15	0·17
Dried and other milk (pt. or eq. pt.)	0·01	...	0·21	0·21	0·25	0·29	...	0·05	0·01	0·05	0·17
Cream (pt.)	0·02	0·04	0·02	0·02	0·01	0·01	0·02	0·01	0·03	0·02	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·48*	*5·44*	*5·41*	*5·40*	*5·26*	*4·64*	*4·93*	*4·73*	*5·21*	*4·84*	*4·87*
CHEESE:											
Natural	3·72	3·67	2·59	2·06	1·82	1·56	3·12	2·29	3·16	3·04	2·28
Processed	0·42	0·49	0·48	0·39	0·30	0·25	0·50	0·39	0·44	0·54	0·30
Total Cheese	*4·14*	*4·16*	*3·07*	*2·45*	*2·12*	*1·81*	*3·62*	*2·68*	*3·60*	*3·58*	*2·58*
MEAT:											
Beef and veal	11·59	11·25	8·46	7·43	5·88	4·80	10·03	8·02	10·23	10·43	7·86
Mutton and lamb	9·96	7·99	6·61	5·42	4·44	4·04	7·63	5·12	8·49	6·84	5·61
Pork	2·97	3·26	1·93	1·40	0·72	0·69	2·80	1·70	2·48	2·32	1·91
Total Carcase Meat	*24·52*	*22·50*	*17·00*	*14·25*	*11·04*	*9·53*	*20·46*	*14·84*	*21·20*	*19·59*	*15·38*
Bacon and ham, uncooked	7·37	7·60	5·29	4·29	3·60	3·02	6·20	4·86	6·17	5·61	4·56
Poultry	2·46	3·19	1·63	0·97	0·83	0·55	2·72	0·92	2·45	2·08	1·27
Other meat (a)	11·76	14·72	12·85	10·48	9·84	9·21	13·24	11·03	11·25	12·97	11·05
Total Meat	*46·11*	*48·01*	*36·77*	*29·99*	*25·31*	*22·31*	*42·62*	*31·65*	*41·07*	*40·25*	*32·26*

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

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
FISH:											
Fresh	4·97	3·74	2·75	2·20	1·78	1·78	3·79	2·69	4·22	3·51	2·60
Processed and shell (b)	1·46	1·07	0·78	0·67	0·54	0·34	1·03	0·67	1·15	0·95	0·76
Prepared (c)	1·93	2·58	2·08	1·68	1·47	1·11	2·36	1·76	1·81	1·94	1·93
Total Fish	*8·36*	*7·39*	*5·61*	*4·55*	*3·79*	*3·23*	*7·18*	*5·12*	*7·18*	*6·40*	*5·29*
EGGS (No.)	5·25	5·62	4·87	4·29	3·87	3·56	5·00	4·34	4·92	5·22	4·34
Eggs purchased (No.)	4·95	5·41	4·57	4·10	3·70	3·40	4·74	4·05	4·51	4·67	4·04
FATS:											
Butter	7·50	7·98	5·93	4·68	3·78	3·04	6·60	4·78	7·02	6·12	4·91
Margarine	3·53	3·43	3·46	3·35	3·51	4·41	4·15	4·66	3·04	4·33	3·63
Lard and compound cooking fat	2·45	2·73	2·32	1·92	1·58	1·56	2·51	1·90	1·98	2·28	1·78
Other fats	0·60	0·75	0·60	0·57	0·50	0·40	0·59	0·58	0·58	0·48	0·52
Total Fats	*14·08*	*14·89*	*12·31*	*10·52*	*9·37*	*9·41*	*13·85*	*11·92*	*12·62*	*13·21*	*10·84*
SUGAR AND PRESERVES:											
Sugar	20·88	21·16	18·15	16·04	15·67	14·80	19·86	17·24	18·49	18·76	16·04
Honey, preserves, syrup and treacle	4·54	3·54	3·07	2·67	2·63	2·93	3·64	3·32	3·51	3·20	2·63
Total Sugar and Preserves	*25·42*	*24·70*	*21·22*	*18·71*	*18·30*	*17·73*	*23·50*	*20·56*	*22·00*	*21·96*	*18·67*
VEGETABLES:											
Potatoes (including chips and crisps)	55·42	62·82	57·89	57·16	52·84	54·97	63·29	60·76	49·54	66·09	58·05
Fresh green	22·18	21·73	15·87	13·22	10·03	9·08	18·64	12·51	19·84	17·20	13·38
Other vegetables (d)	20·57	21·76	17·99	16·57	14·55	13·80	19·52	16·42	17·20	19·16	15·27
Total Vegetables	*98·17*	*106·31*	*91·75*	*86·95*	*77·42*	*77·85*	*101·45*	*89·69*	*86·58*	*102·45*	*86·70*

(b) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(c) Includes cooked fish, canned or bottled fish, (excluding canned or bottled shellfish), and fish products.
(d) Includes dried and canned vegetables, and vegetable products.

TABLE 30—*continued*

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

	Households with one man and one woman and								Other households with		
	no other		children only				adolescents only	adolescents and children	adults only	adolescents but no children	one or more children with or without adolescents
	one or both adults aged 55 or over	both adults under 55	1	2	3	4 or more					
FRUIT:											
Fresh	27·73	33·25	23·61	20·21	16·24	13·30	27·30	19·75	26·85	25·30	19·47
Other (e)	7·34	10·34	7·91	6·27	4·84	4·18	8·24	6·22	6·94	7·43	6·25
Total Fruit (f)	*35·07*	*43·59*	*31·52*	*26·48*	*21·08*	*17·48*	*35·54*	*25·97*	*33·79*	*32·73*	*25·72*
CEREALS:											
Brown bread	4·44	3·22	1·94	1·68	1·48	1·31	2·48	1·88	3·61	2·24	1·94
White bread	34·89	38·18	36·38	32·50	32·60	37·16	41·86	42·33	33·69	43·56	37·26
Wholewheat and wholemeal bread	1·55	1·20	0·72	0·84	0·28	0·46	1·00	0·58	1·50	1·04	0·72
Other bread (g)	7·59	8·15	5·12	4·17	3·93	3·63	6·63	4·64	7·16	6·16	4·18
Total Bread	*48·47*	*50·75*	*44·16*	*39·19*	*38·29*	*42·56*	*51·97*	*49·43*	*45·96*	*53·00*	*44·10*
Flour	10·12	7·34	6·58	5·96	4·21	4·63	7·71	6·22	8·11	7·23	5·60
Cakes (h)	6·80	8·46	6·59	5·54	4·82	4·18	8·02	6·21	6·86	7·44	5·53
Biscuits	6·48	7·51	5·92	5·87	5·12	4·32	6·08	5·02	5·85	5·67	4·79
Oatmeal and oat products	1·34	0·96	0·64	0·86	0·91	1·41	0·72	1·00	0·96	0·92	0·83
Breakfast cereals	1·28	1·53	1·90	2·09	2·39	2·54	1·64	2·12	1·30	1·78	1·66
Other cereals	3·78	4·49	4·27	4·00	3·31	2·92	3·64	3·16	3·36	3·35	3·26
Total Cereals	*78·27*	*81·04*	*70·06*	*63·51*	*59·05*	*62·56*	*79·78*	*73·16*	*72·40*	*79·39*	*65·77*
BEVERAGES:											
Tea	3·87	3·66	2·76	2·22	2·08	1·81	3·22	2·45	3·40	2·87	2·45
Coffee	0·58	0·47	0·35	0·31	0·19	0·20	0·47	0·34	0·54	0·58	0·30
Cocoa	0·15	0·22	0·21	0·18	0·19	0·12	0·21	0·15	0·13	0·21	0·12
Branded food drinks	0·30	0·36	0·23	0·16	0·16	0·12	0·25	0·12	0·35	0·24	0·16
Total Beverages	*4·90*	*4·71*	*3·55*	*2·87*	*2·62*	*2·25*	*4·15*	*3·06*	*4·42*	*3·90*	*3·03*

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

TABLE 31

Expenditure on Convenience Foods in 1960, according to Household Composition

(pence per head per week)

	Households with one man and one woman and								*Other households with*		
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both 55 or over	*both under 55*	*1*	*2*	*3*	*4 or more*					
Corned meat	2·34	3·44	2·40	2·14	2·12	1·88	2·82	2·69	1·97	2·52	2·62
Other canned meat	2·70	4·37	4·58	3·38	2·78	3·01	3·86	2·63	2·87	3·51	2·66
Canned and bottled fish	5·03	6·63	4·05	2·54	1·78	1·65	4·99	3·04	4·45	4·15	3·30
Canned peas	2·29	3·32	2·63	2·62	2·18	2·00	3·06	2·67	2·02	3·42	2·53
Canned beans	1·22	2·60	2·74	2·57	2·65	2·62	2·72	2·48	1·34	2·69	2·22
Other canned vegetables	0·44	0·70	0·60	0·43	0·29	0·24	0·52	0·32	0·46	0·48	0·44
Tomatoes, canned and bottled	0·45	0·90	0·82	0·72	0·52	0·64	0·59	0·74	0·32	0·64	0·64
Canned peaches, pears and pineapples	2·99	4·60	3·40	2·78	2·24	1·94	3·93	2·81	3·08	3·60	3·11
Other canned and bottled fruit	2·48	4·61	2·76	2·01	1·62	1·00	2·98	2·21	2·61	2·85	2·12
Canned soups	2·45	3·21	3·22	2·62	2·45	1·75	2·12	1·86	2·40	2·52	2·19
Total Canned Foods	*22·39*	*34·38*	*27·20*	*21·81*	*18·63*	*16·73*	*27·59*	*21·45*	*21·52*	*26·38*	*21·83*
Quick-frozen peas	1·21	2·95	1·36	1·27	0·72	0·40	1·42	0·96	1·40	1·44	1·07
Quick-frozen beans	0·22	0·54	0·27	0·28	0·06	0·12	0·28	0·15	0·24	0·23	0·24
Total Quick-Frozen Legumes	*1·43*	*3·49*	*1·63*	*1·55*	*0·78*	*0·52*	*1·70*	*1·11*	*1·64*	*1·67*	*1·31*
Bacon and ham, cooked (including canned)	6·86	8·14	4·84	3·55	2·54	2·09	5·96	3·69	6·29	5·94	4·13
Cooked chicken	0·57	0·63	0·30	0·38	0·07	0·10	0·68	0·22	0·74	0·47	0·14
Other cooked meat (not canned)	3·41	4·89	3·18	2·58	1·75	1·87	3·72	2·65	3·35	3·52	2·68
Other meat products	4·12	6·64	5·42	4·26	4·39	3·99	5·58	4·78	4·20	6·04	4·83
Cooked fish	2·14	2·78	2·39	2·16	2·08	1·42	2·60	2·10	1·98	2·08	2·46
Fruit juices	0·50	1·25	1·48	1·31	0·66	0·40	0·69	0·56	0·62	0·43	0·90
Cakes and pastries	9·63	14·26	10·44	8·71	7·67	6·00	12·08	9·28	10·04	11·03	8·37
Biscuits	10·79	13·76	10·50	10·18	8·70	7·06	10·91	8·56	10·03	10·06	8·32
Puddings	1·68	2·22	2·37	2·20	1·74	1·32	1·74	1·36	1·61	1·46	1·68

TABLE 31—*continued*

(pence per head per week)

	Households with one man and one woman and								*Other households with*		
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both 55 or over	*both under 55*	*1*	*2*	*3*	*4 or more*					
Breakfast cereals	2·02	2·53	3·19	3·52	4·03	4·20	2·72	3·40	2·10	2·80	2·78
Cereal products	1·24	1·16	1·28	1·12	0·88	0·78	1·18	0·95	0·88	0·74	0·78
Dehydrated and powdered soups	0·32	0·64	0·37	0·33	0·40	0·26	0·42	0·36	0·42	0·63	0·32
Total Other Convenience Foods	*43·28*	*58·90*	*45·76*	*40·30*	*34·91*	*29·49*	*48·28*	*37·91*	*42·26*	*45·20*	*37·39*
Total All Convenience Foods	*67·10 (5s. 7d.)*	*96·77 (8s. 1d.)*	*74·59 (6s. 3d.)*	*63·66 (5s. 4d.)*	*54·32 (4s. 6d.)*	*46·74 (3s. 11d.)*	*77·57 (6s. 6d.)*	*60·47 (5s. 0d.)*	*65·42 (5s. 5d.)*	*73·25 (6s. 1d.)*	*60·53 (5s. 1d.)*
Total Expenditure on all foods	*433·20 (36s. 1d.)*	*482·86 (40s. 3d.)*	*367·96 (30s. 8d.)*	*311·86 26s. 0d.)*	*268·41 (22s. 4d.)*	*236·81 (19s. 9d.)*	*409·81 (34s. 2d.)*	*320·03 (26s. 8d.)*	*396·21 (33s. 0d.)*	*389·90 (32s. 6d.)*	*317·77 (26s. 6d.)*
Expenditure on convenience foods as % of that on all foods	% 15·5	% 20·0	% 20·3	% 20·4	% 20·2	% 19·7	% 18·9	% 18·9	% 16·5	% 18·8	% 19·0

TABLE 32

Energy Value and Nutrient Content of Domestic Food Consumption, 1960 (a) by Household Composition Groups

	Households with one man and one woman and								*Other households with*		
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both 55 or over	*both under 55*	*1*	*2*	*3*	*4 or more*					
INTAKE PER PERSON PER DAY:											
Energy value (Cal.)	3,030	3,160	2,680	2,400	2,190	2,130	2,940	2,560	2,740	2,850	2,410
	2,990	*3,110*	*2,650*	*2,360*	*2,160*	*2,090*	*2,900*	*2,520*	*2,700*	*2,810*	*2,370*
Protein (g.)	87	90	76	68	62	59	83	71	79	82	69
	88	*91*	*77*	*69*	*63*	*60*	*84*	*72*	*80*	*83*	*70*
Animal protein (g.)	53	55	45	40	36	32	49	40	49	47	40
	54	*55*	*46*	*41*	*36*	*32*	*49*	*40*	*49*	*47*	*41*
Fat (g.)	137	144	119	103	92	85	130	108	124	124	104
	134	*141*	*116*	*101*	*89*	*83*	*127*	*105*	*121*	*121*	*102*
Carbohydrate (g.)	386	399	350	319	299	301	384	348	350	377	320
	358	*370*	*324*	*295*	*276*	*278*	*356*	*321*	*324*	*349*	*295*
Calcium (mg.)	1,171	1,189	1,073	999	935	868	1,100	982	1,085	1,075	960
Iron (mg.)	16·2	17·4	14·4	12·9	11·6	11·2	16·1	13·6	14·7	15·8	13·0
Vitamin A (i.u.)	5,060	5,650	4,600	4,130	3,550	3,210	4,890	3,970	4,590	4,860	3,890
Thiamine (mg.)	1·48	1·56	1·29	1·15	1·02	1·01	1·43	1·22	1·34	1·40	1·18
Riboflavin (mg.)	1·95	2·03	1·77	1·62	1·49	1·34	1·83	1·56	1·80	1·79	1·56
Nicotinic acid (mg.)	16·7	17·4	14·1	12·5	11·0	10·5	16·1	13·2	15·0	15·6	12·7
Vitamin C (mg.)	59	67	56	50	42	40	58	48	54	57	48
Vitamin D (i.u.)	149	146	135	119	109	115	145	130	132	141	123
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:											
Energy value	117	119	112	107	102	99	104	98	110	103	99
	115	*118*	*110*	*105*	*100*	*97*	*103*	*96*	*108*	*101*	*97*
Total protein	122	122	107	99	92	85	96	85	115	97	92
	123	*123*	*108*	*100*	*93*	*86*	*97*	*86*	*117*	*98*	*93*
Calcium	130	141	114	103	94	85	110	93	126	110	97
Iron	121	141	123	117	108	104	117	107	115	116	107
Vitamin A	182	221	202	197	178	170	192	184	173	190	174
Thiamine	144	148	136	130	121	118	126	117	136	126	121
Riboflavin	124	127	121	119	113	102	107	98	119	106	105
Nicotinic acid	162	166	149	141	130	123	142	126	152	141	131
Vitamin C	266	319	269	246	214	195	232	198	252	233	216

TABLE 32—*continued*

		Households with one man and one woman and								*Other households with*		
		no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
		one or both 55 or over	*both under 55*	*1*	*2*	*3*	*4 or more*					
PERCENTAGE OF ENERGY VALUE DERIVED FROM:												
Protein	1956	11·7	11·7	11·6	11·5	11·3	11·2	11·5	11·2	11·7	11·7	11·5
	1959	11·5	11·4	11·5	11·5	11·2	11·2	11·4	11·3	11·6	11·4	11·5
	1960	11·5	11·4	11·3	11·4	11·3	11·0	11·3	11·1	11·6	11·4	11·4
		11·8	*11·7*	*11·7*	*11·7*	*11·6*	*11·4*	*11·6*	*11·4*	*11·9*	*11·7*	*11·8*
Fat	1956	38·5	39·1	37·7	36·8	35·1	33·3	37·8	35·6	38·7	37·1	36·7
	1959	39·6	40·4	38·6	37·8	36·3	35·1	38·9	36·6	39·4	38·9	37·5
	1960	40·7	41·2	39·8	38·8	37·6	36·0	39·7	38·0	40·6	39·1	38·8
		40·3	*40·7*	*39·3*	*38·4*	*37·2*	*35·6*	*39·3*	*37·6*	*40·2*	*38·7*	*38·5*
Carbohydrate	1956	49·8	49·2	50·8	51·7	53·5	55·5	50·7	53·1	49·6	51·2	51·8
	1959	48·8	48·2	49·8	50·7	52·5	53·7	49·6	52·1	49·0	49·7	51·0
	1960	47·8	47·4	48·9	49·8	51·2	53·0	49·0	50·9	47·8	49·5	49·8
		47·9	*47·6*	*49·0*	*49·9*	*51·2*	*53·0*	*49·1*	*51·0*	*48·0*	*49·6*	*49·8*
ANIMAL PROTEIN AS PERCENTAGE OF TOTAL PROTEIN	1956	58·7	58·9	57·4	57·3	54·5	50·5	56·2	53·2	58·9	55·7	55·6
	1959	61·2	60·7	59·5	59·2	56·4	52·7	58·4	55·8	60·8	58·2	58·1
	1960	61·5	60·8	59·7	59·1	58·1	53·6	58·6	55·6	61·3	57·5	58·3
		61·3	*60·6*	*59·5*	*58·8*	*57·9*	*53·4*	*58·4*	*55·4*	*61·1*	*57·4*	*58·1*

(a) Figures for protein, fat and carbohydrate in 1960 are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297). For comparison with previous years, estimates based on nutrient equivalents given in *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum No. 14 (H.M.S.O., 1945), are shown in italics.

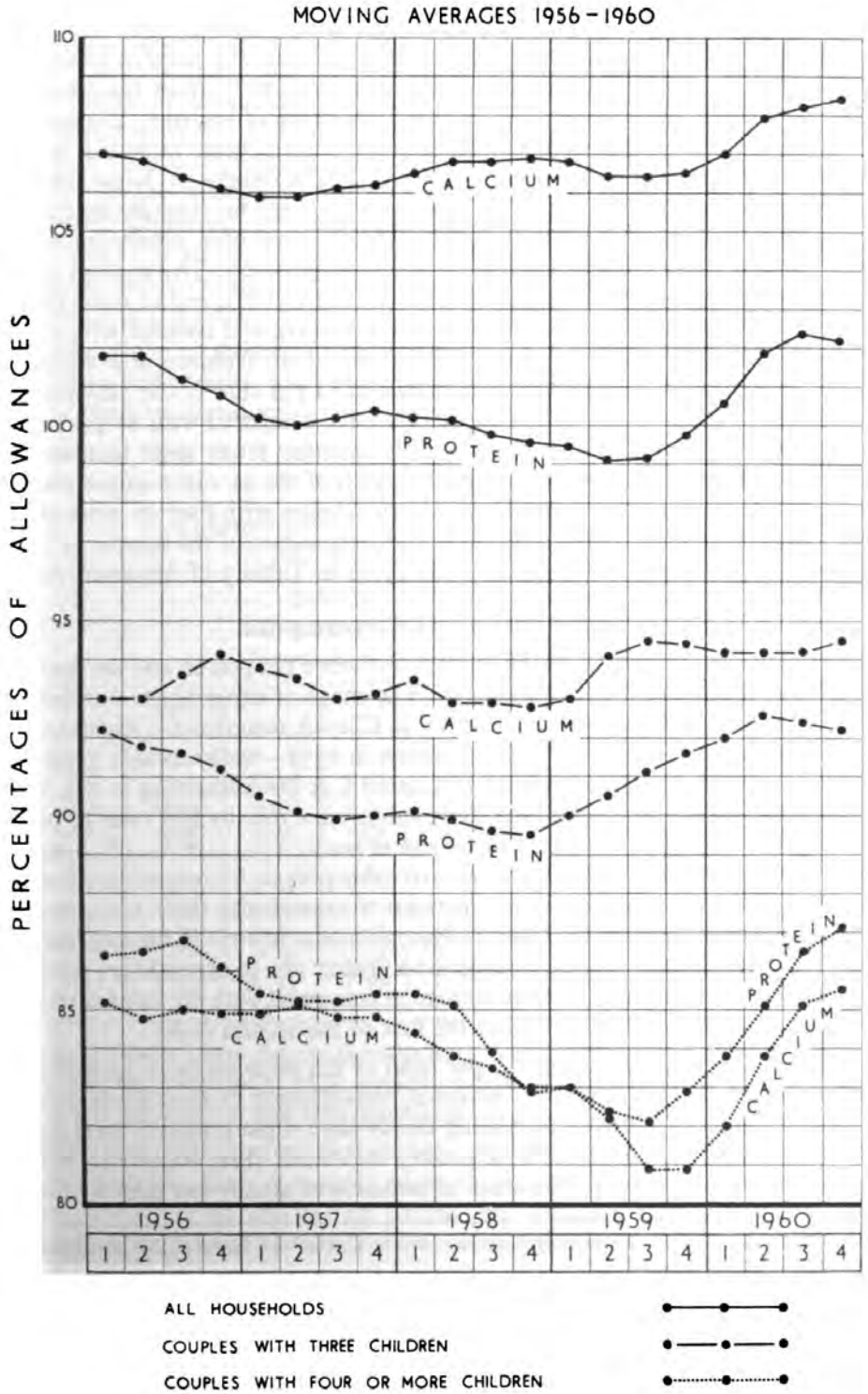
TABLE 33

Percentage Changes between 1956 *and* 1960 *in the Intake of Energy and Nutrients by Households of Different Composition*

	Households with one man and one woman and							*Other households with*			
	no other		*children only*				*adolescents only*	*adolescents and children*	*adults only*	*adolescents but no children*	*one or more children with or without adolescents*
	one or both 55 or over	*both under 55*	*1*	*2*	*3*	*4 or more*					
Energy value	0	−2	−1	−1	−4	−3	−2	−2	−4	−2	−3
Total protein	0	−1	−1	+1	−2	0	−1	+1	−2	−1	0
Calcium	+3	−1	0	0	−1	−1	+1	+1	0	+1	0
Iron	+8	+5	+7	+9	+4	+8	+6	+8	+3	+4	+7
Vitamin A	+6	+1	−3	+3	−2	+3	0	−3	−1	+1	−2
Thiamine	+6	+5	+4	+6	0	+5	+5	+7	+2	+5	+5
Riboflavin	+4	0	+1	+3	+3	+3	+3	+3	+1	+2	+2
Nicotinic acid	+7	+5	+6	+11	+4	+6	+7	+10	+3	+5	+6
Vitamin C	+9	+3	+2	+4	0	+8	+5	+4	+2	+8	+4
Vitamin D	−1	−10	−17	−21	−25	−21	−10	−10	−8	−5	−15

CHART I

ESTIMATED INTAKES OF PROTEIN AND CALCIUM IN CERTAIN GROUPS AS PROPORTIONS OF ALLOWANCES BASED ON RECOMMENDATIONS OF THE BRITISH MEDICAL ASSOCIATION



VI
Family Composition: Special Studies

A. FAMILY COMPOSITION AND SOCIAL CLASS

Classification

86. Since 1955, National Food Survey data have been analysed by family composition within each broad social class, in order to examine the relative effects of the composition of the family and the income of its head[1] upon household food expenditure and consumption and the nutritive value of the diet. Households in Class D2 and those of old age pensioners have again been excluded from this analysis because they contain few children. The numbers of households with children in Classes A1 and D1 in the sample are too small for separate analysis, and, as in previous years, sub-groups in these classes have been combined with the corresponding sub-groups in Classes A2 and C respectively. The analysis is therefore limited to three broad income groups, A, B and C & D1, and to seven classified types of household, namely, younger childless couples and couples with different numbers of children or with adolescents or with both children and adolescents. The 21 sub-groups thus distinguished contained 81 per cent of the children in the Survey sample, and 62 per cent of the adolescents, compared with 80 per cent and 66 per cent, respectively, in 1959. There were rather fewer large families in the Survey sample as a whole than in 1959, but each of the 21 sub-samples contained more than 50 households, except that only 16 families with four or more children were found in Class A. Further details of the composition of the sample in 1960 by social class and household composition are given in Table 3 of Appendix A.

Expenditure and Consumption

87. Estimates of the average weekly food expenditure per person and per household in each sub-group are given in Table 36. The range of expenditure was much the same as in 1959; younger childless couples in Class A recorded the highest average of 45s. 9d. per head per week – 5d. more than in 1959 – while average expenditure was again least in the largest families of Classes C & D1, remaining at 17s. 1d. per head per week. Expenditure in both these sub-groups rose by just over 10 per cent between 1956 and 1960, compared with a rise of nearly 9 per cent for all households; food prices increased by about 5 per cent over this period. Among other sub-groups there has been some variation in the increase of expenditure since 1956, especially in the small sub-groups within Class A. Exceptionally, in 1960 the second child of a family in Classes A and C & D1 occasioned a greater rise in expenditure per household than did the first child, but the increment associated with the third child was in all classes smaller than that for either the first or the second child.

88. Details of average consumption per head of the main foods in each of the 21 sub-groups are given in Table 37. As usual, consumption of most foods decreased with smaller income and with increasing family size; these gradients were particularly pronounced for foods such as poultry and fresh fruit which are relatively expensive sources of energy. The effect of income was usually less marked than that

[1] Or the income of the principal earner where that of the head of the household falls within the limit for Class D.

of family size, but was greater in large families than in small: for example, younger childless couples in Class A consumed little more carcase meat than those in Classes C & D1 (24·3 oz. per head per week compared with 22·1 oz.) while for the largest families, the corresponding averages (14·3 oz. in Class A and 7·0 oz. in Classes C & D1) were much lower and differed more widely.

89. The average consumption of butter in families with four or more children was 3·0 oz. per head per week in 1960 compared with 3·2 oz. in 1953, the last full year of butter rationing.[1] In the large families of Classes C & D1 butter consumption fell to 2·2 oz., compared with 3·3 oz. for corresponding families in Class B and 4·2 oz. for those in Class A. These large families with low incomes bought 4·8 oz. of margarine per head per week, but their use of cooking fats was well below average, so that their total consumption of fats was only 8·7 oz., compared with 9·3 oz. in 1959 and with the national average of 12·0 oz. in 1960. As in previous years, they were specially dependent on cereal foods and on potatoes, of which they consumed 62·9 oz. and 59·6 oz. per head per week respectively, compared with 53·4 oz. and 30·5 oz. for corresponding families in Class A.

90. In 1960 the families with four or more children in Classes C & D1 also reduced their consumption of cheese, meat, fish and eggs, which are important sources of animal protein. They were thus increasingly dependent for their supply of this nutrient on liquid milk, which is also their main source of calcium.

TABLE 34

Consumption of Liquid Milk in Large Families of Classes C & D1, 1956–60

(pints per head per week)

	Households with one man and one woman and								
	3 children			*4 or more children*			*children and adolescents*		
	Full price milk	*Welfare and school milk*	*Total liquid milk*	*Full price milk*	*Welfare and school milk*	*Total liquid milk*	*Full price milk*	*Welfare and school milk*	*Total liquid milk*
1956	2·59	1·84	4·43	1·76	2·13	3·89	3·18	0·69	3·87
1957	2·47	1·83	4·30	2·13	1·87	4·00	3·41	0·72	4·13
1958	2·69	1·72	4·41	1·72	2·19	3·91	3·28	0·71	3·98
1959	2·29	2·07	4·36	1·68	2·04	3·72	3·20	0·69	3·89
1960	2·27	2·08	4·35	1·90	2·03	3·93	3·43	0·69	4·12

Table 34 indicates some rise in their milk consumption in 1960, owing to greater purchases of full-price milk. Milk consumption also increased in families with both children and adolescents and was maintained in families with three children.

91. Fruit consumption in 1960 ranged from 58·1 oz. per head per week for younger childless couples in Class A to 13·3 oz. in the largest families of Classes C & D1, compared with 51·0 oz. and 9·4 oz. for the corresponding groups in 1956. All the sub-groups distinguished have reduced their consumption of bread since 1956, the fall being relatively large (18 per cent) for the largest families in Classes C & D1.

[1] Rationing of fats ended on 8th May, 1954.

Nearly all groups purchased less flour than in 1956, but most of them bought more cakes.

92. In families containing adolescents but no children, income differences appeared to have relatively little effect on meat consumption: indeed, those in Classes C & D1 recorded larger purchases of beef and veal than those in Class A. The latter, however, consumed greater amounts of milk, cheese and eggs than the former, who were more dependent on bread. In Classes A and B, but not in Classes C & D1, these families with adolescents but no children consumed more potatoes per head than the younger childless couples.

Energy Value and Nutrient Content

93. Table 38 shows the energy value and nutrient content of the diet of the 21 subgroups. The revised nutrient conversion factors[1] for protein, fat and carbohydrate have been used, but, for the purpose of comparison, estimates based on the earlier convention are shown in italics. The figures show that, as in previous years, household composition had more influence than social class on the intake of most nutrients. Since there are wide variations in the nutrient requirements of families of different composition, comparisons between the diets are best judged in relation to recommended allowances even though these contain a margin over physiological needs.

94. Table 39 shows the diets of these groups assessed by comparison with allowances based on the recommendations of the British Medical Association. To allow for wastage and other losses of edible food, a conventional deduction of 10 per cent has been made from the nutritive value of the food obtained for consumption. For energy and all nutrients there were downward gradations in each class with increasing family size, and those households which contained adolescents and children had lower percentages for all nutrients than the households with adolescents only. In households of like composition, the percentages decreased from Class A to Classes C & D1 for all nutrients except iron and thiamine, which are provided mainly by the cheaper foods. The only nutrients for which the intakes did not exceed the recommended allowances were protein and calcium in the larger families, and riboflavin in the largest families in the lower income groups.

95. Table 35 shows the protein and calcium intakes in the larger families of Classes C & D1, and also the percentage adequacy of these nutrients assessed by comparison with allowances based on the recommendations of the British Medical Association. In the families with four or more children the estimates for both protein and calcium decreased between 1956 and 1959 because of reduced consumption of bread and meat and a slight fall in the consumption of liquid milk; in 1960, consumption of bread and meat decreased further, but increased consumption of liquid milk caused a rise in the protein and calcium estimates. In the families with three children the estimated intake of protein remained roughly constant over the five years, as did the liquid milk consumption. The relatively high level of calcium in 1959 in these families was due to slight increases in cheese and bread consumption; in 1960 the calcium level fell because of reduced purchases of cheese and white bread. In the families with children and adolescents, a fall in the consumption of bread and meat in 1957 resulted in a low estimate for protein, but a slight increase in the uptake of liquid milk maintained the calcium level at that for the previous year; greater consumption of liquid milk in 1960 caused an increase in the calcium intake of these

[1] See paragraphs 32–34.

families, despite a fall in their consumption of bread, and, together with increased meat consumption, accounted for the rise in their intake of protein.

TABLE 35

Protein and Calcium Intakes of Large Families in Classes C & D1, 1956–60

	Households with one man and one woman and					
	3 children		*4 or more children*		*children and adolescents*	
	Protein	*Calcium*	*Protein*	*Calcium*	*Protein*	*Calcium*
Intake per person per day:	g.	mg.	g.	mg.	g.	mg.
1956	61	886	59	854	70	917
1957	61	887	57	836	68	924
1958	63	908	57	839	69	956
1959	61	932	55	802	68	930
1960	61	888	56	821	69	937
As a percentage of recommended allowances:	%	%	%	%	%	%
1956	87	87	85	82	81	85
1957	87	88	80	79	79	85
1958	89	90	83	81	81	88
1959	90	93	78	77	79	86
1960	90	89	82	80	81	88

TABLE 36

Domestic Food Expenditure by Certain Household Composition Groups within Social Class, 1960
(per week)

	Class						*All households*	
	A		*B*		*C & D1*			
	Per head	*Per household*	*Per head*	*Per household*	*Per head*	*Per household*	*Per head*	*Per household*
	s. d.	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*	*s. d.*
Households of one man and one woman and:								
No other (both under 55) .	45 9	91 6	40 0	80 1	38 6	77 0	40 3	80 6
1 child	34 2	102 6	31 3	93 9	29 0	87 0	30 8	92 0
2 children	28 9	114 11	26 2	104 9	24 6	97 11	26 0	103 11
3 children	24 2	120 10	23 0	115 1	20 10	104 2	22 4	111 10
4 or more children . . .	(24 6)	(154 8)	20 4	132 5	17 1	114 5	19 9	129 1
Adolescents only . . .	37 9	123 6	34 9	113 2	32 9	104 10	34 2	110 4
Adolescents and children . .	30 7	144 3	27 4	136 1	24 10	126 0	26 8	133 1
All households	*33 2*	*114 2*	*30 0*	*103 9*	*28 6*	*91 6*	*29 8*	*92 6*

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

TABLE 37

Domestic Food Consumption by Household Composition Groups within Social Classes, 19

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

	Class A						
	Households with one man and one woman and						
	no other (both under 55)	*1 child*	*2 children*	*3 children*	*4 or more children*	*adolescents only*	*adolescents and children*
MILK AND CREAM:							
Liquid milk – full price (pt.)	5·28	4·38	3·75	3·56	2·90	5·41	5·02
Liquid milk – welfare and school (pt.)	0·19	1·17	1·76	1·97	2·19	0·08	0·64
Total Liquid Milk (pt.)	*5·48*	*5·55*	*5·51*	*5·54*	*5·09*	*5·49*	*5·66*
Condensed milk (eq. pt.)	0·24	0·13	0·15	0·19	0·08	0·20	0·13
Dried and other milk (pt. or eq. pt.)	0·02	0·13	0·17	0·17	0·02	0·01	0·09
Cream (pt.)	0·06	0·04	0·03	0·02	0·02	0·05	0·03
Total Milk and Cream (pt. or eq. pt.)	*5·80*	*5·85*	*5·86*	*5·91*	*5·22*	*5·76*	*5·91*
CHEESE:							
Natural	4·15	2·63	2·14	2·06	1·78	3·81	3·02
Processed	0·64	0·65	0·35	0·25	0·25	0·62	0·36
Total Cheese	*4·79*	*3·28*	*2·49*	*2·31*	*2·03*	*4·43*	*3·38*
MEAT:							
Beef and veal	13·63	8·56	7·51	5·98	6·55	9·36	10·63
Mutton and lamb	7·21	7·99	5·38	4·55	6·12	7·75	6·21
Pork	3·46	2·30	1·76	0·51	1·63	2·50	1·73
Total Carcase Meat	*24·30*	*18·85*	*14·65*	*11·04*	*14·30*	*19·61*	*18·57*
Bacon and ham, uncooked	6·48	5·96	4·15	4·14	4·47	6·90	5·28
Poultry	5·83	3·17	1·65	1·62	1·11	5·62	1·94
Other meat (a)	16·24	12·26	9·16	8·42	7·90	12·64	9·64
Total Meat	*52·85*	*40·24*	*29·61*	*25·22*	*27·78*	*44·77*	*35·43*
FISH:							
Fresh	4·82	3·64	2·81	2·49	2·87	4·79	3·52
Processed and shell (b)	1·31	0·98	0·98	0·58	0·74	1·01	1·27
Prepared (c)	2·52	1·79	1·44	1·04	1·12	1·73	1·36
Total Fish	*8·65*	*6·41*	*5·23*	*4·11*	*4·73*	*7·53*	*6·25*
EGGS (No.)	6·06	5·63	4·84	4·27	3·41	5·34	5·20
Eggs purchased (No.)	5·77	5·12	4·61	4·05	3·09	4·82	4·53
FATS:							
Butter	9·60	6·58	5·38	4·74	4·20	7·90	5·92
Margarine	2·20	2·48	2·69	2·60	3·49	2·98	3·61
Lard and compound cooking fat	1·85	2·14	1·84	1·36	1·74	1·99	2·11
Other fats	0·95	0·42	0·52	0·45	0·83	0·55	0·45
Total Fats	*14·60*	*11·62*	*10·43*	*9·15*	*10·26*	*13·42*	*12·09*
SUGAR AND PRESERVES:							
Sugar	15·47	17·35	15·96	14·67	16·87	18·74	16·81
Honey, preserves, syrup and treacle	3·28	4·38	2·65	2·81	3·25	4·33	3·26
Total Sugar and Preserves	*18·75*	*21·73*	*18·61*	*17·48*	*20·12*	*23·07*	*20·07*
VEGETABLES:							
Potatoes (including chips and crisps)	43·89	48·54	45·15	61·68(d)	30·50	47·72	52·29
Fresh green vegetables	22·27	18·11	15·94	12·79	9·78	20·74	15·08
Other vegetables (e)	21·14	19·70	14·41	12·97	12·03	17·49	17·22
Total Vegetables	*87·30*	*86·35*	*75·50*	*87·44*	*52·31*	*85·95*	*84·59*
FRUIT:							
Fresh	46·19	32·52	27·65	26·20	23·15	39·28	32·10
Other (f)	11·95	10·35	7·82	5·40	7·32	12·37	8·77
Total Fruit (g)	*58·14*	*42·87*	*35·47*	*31·60*	*30·47*	*51·65*	*40·87*
CEREALS:							
Brown bread	5·39	2·14	2·58	2·64	2·19	2·49	3·64
White bread	23·26	26·01	25·33	20·48	23·98	31·60	28·07
Wholewheat and wholemeal bread	1·20	1·52	0·97	0·31	1·25	1·03	0·91
Other bread (h)	11·24	6·18	4·35	4·69	4·51	6·37	5·72
Total Bread	*41·09*	*35·85*	*33·23*	*28·12*	*31·93*	*41·49*	*38·34*
Flour	6·72	6·30	6·09	4·43	4·35	6·39	6·81
Cakes (i)	7·44	5·69	4·81	5·13	3·98	10·15	5·21
Biscuits	7·24	5·59	5·96	5·90	5·44	6·18	5·37
Oatmeal and oat products	0·57	0·75	0·76	1·06	1·86	0·68	1·42
Breakfast cereals	1·60	2·36	2·67	2·62	2·82	2·10	2·74
Other cereals	4·75	4·50	4·86	3·83	3·06	3·88	3·48
Total Cereals	*69·41*	*61·04*	*58·38*	*51·09*	*53·44*	*70·87*	*63·37*
BEVERAGES:							
Tea	3·20	2·35	1·86	1·62	1·66	2·82	1·99
Coffee	0·88	0·66	0·52	0·22	0·38	0·97	0·93
Cocoa	0·13	0·18	0·18	0·18	0·36	0·25	0·32
Branded food drinks	0·42	0·20	0·17	0·20	0·24	0·12	0·10
Total Beverages	*4·63*	*3·39*	*2·73*	*2·22*	*2·64*	*4·16*	*3·34*
EXPENDITURE – ALL FOODS	*45s. 9d.*	*34s. 2d.*	*28s. 9d.*	*24s. 2d.*	*24s. 6d.*	*37s. 9d.*	*30s. 7d.*

(a) Includes cooked and canned meats, and meat products. (b) Includes smoked, dried and salted fish, and canned or bottle shellfish. (c) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish), and fish products. (d) Include

(oz. per pe

Class B

…e other (both under 55)	1 child	2 children	3 children	4 or more chil…
4·94	3·78	3·33	2·94	2·
0·21	1·31	1·74	2·10	2·
5·16	5·09	5·07	5·04	4·
0·22	0·18	0·16	0·15	0·
...	0·23	0·20	0·24	0·
0·04	0·02	0·02	0·01	0·
5·41	*5·52*	*5·44*	*5·44*	*4·*
3·54	2·55	2·09	1·74	1·
0·48	0·49	0·37	0·39	0·
4·02	*3·04*	*2·46*	*2·13*	*1·5*
10·40	8·37	7·14	5·91	4·
8·75	6·88	6·06	4·71	4·
3·50	2·22	1·41	0·79	0·
22·65	17·47	14·61	11·41	10·
7·82	5·22	4·39	3·56	3·
3·19	1·80	0·96	1·00	0·
13·98	12·19	10·31	9·43	9·
47·64	*36·68*	*30·27*	*25·40*	*23·*
3·68	2·75	2·30	1·91	1·6
1·16	0·76	0·68	0·55	0·3
2·60	2·07	1·64	1·46	1·0
7·44	*5·58*	*4·62*	*3·92*	*3·0*
5·59	4·80	4·32	3·88	3·7
5·43	4·61	4·15	3·76	3·6
8·19	6·19	4·90	4·11	3·3
3·06	3·37	3·38	3·31	4·3
2·60	2·42	2·00	1·62	1·6
0·63	0·49	0·61	0·45	0·3
14·48	*12·47*	*10·89*	*9·49*	*9·*
21·48	18·62	16·00	16·87	15·
3·61	2·87	2·69	2·52	2·8
25·09	*21·49*	*18·69*	*19·39*	*18·0*
57·91	57·09	57·66	51·04	56·3
22·83	16·48	13·08	9·84	9·
20·35	17·27	16·95	14·88	14·5
101·09	*90·84*	*87·69*	*75·76*	*80·0*
35·56	24·83	20·36	15·84	13·2
10·21	7·69	6·56	5·13	4·3
45·77	*32·52*	*26·92*	*20·97*	*17·6*
2·80	2·17	1·62	1·13	1·1
38·96	35·75	32·77	32·75	38·4
1·16	0·66	0·95	0·25	0·4
6·90	4·96	4·23	3·56	3·5
49·82	43·54	39·57	37·69	43·5
6·17	6·37	5·95	4·78	4·5
7·88	6·63	5·49	4·75	4·3
7·54	5·89	5·92	5·08	4·4
0·80	0·61	0·82	0·94	1·1
1·80	2·05	2·13	2·45	2·7
4·29	4·23	4·06	3·30	2·9
78·30	*69·32*	*63·94*	*58·99*	*63·7*
3·58	2·74	2·27	2·12	1·8
0·42	0·33	0·27	0·22	0·2
0·28	0·20	0·19	0·22	0·1
0·40	0·25	0·16	0·19	0·1
4·68	*3·52*	*2·89*	*2·75*	*2·2*
40s. od.	*31s. 3d.*	*26s. 2d.*	*23s. 0d.*	*20s. 4*

Includes dried, canned or bottled fr

Ene…

Household: one woman and

Intake per person per day	…r …re	adolescents only	adolescents and children
	43)	1·92	1·79
	37	1·85	1·58
	24	1·76	1·45
	·5)	15·9	14·1
	·8	16·2	13·3
	·0	16·0	12·7
	41)	65	59
	38	62	48
	37	50	41
	99)	141	134
	16	140	127
	14	151	132

t equivalents given in
A.R.C. Special Report
ient equivalents given
Memorandum No. 14

ds.

Energy value (Cal.) .

Total protein (g.) .

Animal protein (g.) .

Fat (g.) . . .

Carbohydrate (g.) .

Calcium (mg.) . .

Iron (mg.) . .

Vitamin A (i.u.) .

Thiamine (mg.) .

TABLE 38

rgy Value and Nutrient Content (a) *of Diets of*
s of Different Composition within Social Classes, 1960

	Class	Households with one man and one woman and						
		no other (both under 55)	Children only				adolescents only	adolescents and children
			1	2	3	4 or more		
MILK AND CREAM:								
Liquid milk – full price (pt.)	A	2,930	2,630	2,350	2,180	(2,170)	2,890	2,600
Liquid milk – welfare and school		2,900	2,600	2,310	2,140	(2,140)	2,850	2,570
Total Liquid Milk (pt.)	B	3,100	2,690	2,420	2,230	2,180	2,930	2,580
Condensed milk (eq. pt.)		3,060	2,650	2,380	2,190	2,140	2,890	2,540
Dried and other milk (pt. or eq. p	C & D1	3,240	2,680	2,380	2,160	2,020	2,980	2,510
Cream (pt.)		3,200	2,640	2,340	2,120	1,990	2,930	2,470
Total Milk and Cream (pt. or eq. pt.)								
CHEESE:								
Natural	A	90	77	68	63	(60)	84	76
Processed		91	78	68	63	(60)	84	76
Total Cheese	B	88	76	69	63	60	84	72
		89	77	69	63	61	84	72
MEAT:	C & D1	91	76	68	61	56	83	69
Beef and veal		92	77	68	61	56	84	69
Mutton and lamb	A	60	49	42	39	(37)	54	47
Pork		61	50	43	39	(38)	54	47
Total Carcase Meat	B	54	46	41	37	32	49	40
Bacon and ham, uncooked		54	46	41	37	33	50	40
Poultry	C & D1	54	44	39	34	28	47	37
Other meat (a)		54	44	39	34	28	47	37
Total Meat	A	145	121	104	94	(98)	134	117
		141	118	101	91	(95)	131	114
FISH:	B	143	119	106	93	88	130	110
Fresh		139	116	103	90	85	127	107
Processed and shell (b)	C & D1	144	117	99	89	76	129	102
Prepared (c)		141	113	97	87	74	126	100
Total Fish	A	339	329	304	289	(280)	360	332
		317	305	281	267	(260)	334	309
EGGS (No.)	B	390	349	320	305	306	382	348
Eggs purchased (No.)		363	325	295	282	283	354	322
	C & D1	422	355	324	296	297	394	350
FATS:		392	328	300	274	273	365	323
Butter	A	1,217	1,105	1,029	983	(899)	1,177	1,107
Margarine	B	1,171	1,081	1,009	956	886	1,102	983
Lard and compound cooking fat	C & D1	1,193	1,052	978	888	821	1,072	937
Other fats								
Total Fats	A	17·5	14·5	12·7	11·8	(11·0)	15·7	14·4
	B	16·9	14·3	12·9	11·5	11·4	16·2	13·7
SUGAR AND PRESERVES:	C & D1	17·6	14·5	12·8	11·4	10·7	16·1	13·3
Sugar								
Honey, preserves, syrup and treac	A	6,580	5,020	4,410	3,910	(3,710)	5,320	4,470
Total Sugar and Preserves	B	5,560	4,670	4,140	3,560	3,300	4,950	4,130
	C & D1	5,280	4,400	3,970	3,380	2,870	4,660	3,630
VEGETABLES:								
Potatoes (including chips and cris	A	1·49	1·29	1·13	1·06	(0·98)	1·38	1·25
Fresh green vegetables	B	1·54	1·28	1·16	1·03	1·02	1·44	1·24
Other vegetables (e)	C & D1	1·58	1·27	1·14	1·00	0·98	1·42	1·18
Total Vegetables								
FRUIT:								
Fresh								
Other (f)								
Total Fruit (g)								
CEREALS:								
Brown bread								
White bread								
Wholewheat and wholemeal breac								
Other bread (h)								
Total Bread								
Flour								
Cakes (i)								
Biscuits								
Oatmeal and oat products								
Breakfast cereals								
Other cereals								
Total Cereals								
BEVERAGES:								
Tea								
Coffee								
Cocoa								
Branded food drinks								
Total Beverages								
EXPENDITURE – ALL FOODS								

(a) Includes cooked and canned – shellfish. (c) Includes cooked

TABLE 38—*continued*

Intake per person per day	*Class*	*Households with one man and one woman and*						
		no other (both under 55)	*Children only*				*adolescents only*	*adolescents and children*
			1	*2*	*3*	*4 or more*		
Riboflavin (mg.) .	A	2·17	1·85	1·68	1·63	(1·43)	1·92	1·79
	B	1·99	1·78	1·63	1·50	1·37	1·85	1·58
	C & D1	2·00	1·72	1·57	1·40	1·24	1·76	1·45
Nicotinic acid (mg.) .	A	18·1	14·3	12·2	11·5	(10·5)	15·9	14·1
	B	17·0	14·1	12·6	11·0	10·8	16·2	13·3
	C & D1	17·4	13·9	12·4	10·7	10·0	16·0	12·7
Vitamin C (mg.) .	A	76	62	53	54	(41)	65	59
	B	65	56	48	41	38	62	48
	C & D1	62	50	46	37	37	50	41
Vitamin D (i.u.) .	A	143	133	118	109	(99)	141	134
	B	143	136	120	106	116	140	127
	C & D1	149	135	118	114	114	151	132

(a) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297). For comparison with previous years, estimates based on nutrient equivalents given in *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum No. 14 (H.M.S.O., 1945) are shown in italics.

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

TABLE 39

Households of Different Composition within Social Classes, 1960: *Comparison of Energy Value and Nutrient Content* (a) *of Diets with Allowances based on the British Medical Association's Recommendations*

(per cent)

	Class	*Households with one man and one woman and*						
		no other (both under 55)	*Children only*				*adolescents only*	*adolescents and children*
			1	*2*	*3*	*4 or more*		
Energy value	A	123	115	109	102	(102)	110	105
		122	*113*	*107*	*100*	*(100)*	*108*	*104*
	B	119	113	108	104	100	103	98
		117	*112*	*106*	*102*	*98*	*102*	*97*
	C & D1	116	108	104	100	95	103	95
		114	*107*	*102*	*98*	*94*	*102*	*93*
Total protein	A	136	113	102	93	(87)	103	96
		137	*114*	*103*	*94*	*(88)*	*103*	*97*
	B	122	109	100	93	86	96	85
		123	*109*	*101*	*94*	*86*	*97*	*86*
	C & D1	117	104	97	90	82	94	81
		118	*105*	*97*	*90*	*82*	*95*	*82*
Calcium	A	151	120	107	100	(89)	122	109
	B	141	115	104	96	86	110	93
	C & D1	137	110	100	89	80	105	88
Iron	A	148	126	116	110	(103)	119	116
	B	139	123	117	108	105	119	107
	C & D1	138	122	115	107	101	115	102
Vitamin A	A	268	225	213	200	(195)	218	211
	B	221	206	198	179	173	196	192
	C & D1	200	191	187	169	153	180	166
Thiamine	A	158	143	134	127	(116)	130	126
	B	149	137	130	122	118	127	118
	C & D1	142	129	127	117	117	123	111
Riboflavin	A	150	133	128	125	(110)	120	119
	B	127	123	119	115	102	107	99
	C & D1	118	114	113	106	95	101	90
Nicotinic acid	A	192	158	144	136	(125)	150	142
	B	165	151	142	130	125	143	126
	C & D1	156	142	137	125	119	138	120
Vitamin C	A	379	303	266	274	(206)	271	255
	B	316	270	241	206	187	251	199
	C & D1	287	236	227	189	184	201	168

(a) Percentages for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods* by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297). For comparison with previous years, percentages based on nutrient equivalents given in *Nutritive Values of Wartime Foods*, Medical Research Council War Memorandum No. 14 (H.M.S.O., 1945) are shown in italics.

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

B. THE DIETS OF HOUSEHOLDS CONTAINING AN INFANT

96. For more than a decade the Survey classification of households according to family composition has distinguished between families with children and those containing adolescents. In supplementary studies contained in the Annual Reports for 1956[1] and 1957[2], families with three children were further classified according to the number of children under 5 years of age; the analysis of 1957 also considered families with an adolescent (15–20 years) and two children of school age and those with two adolescents and one child. This series of studies of the effect of the age of the children on household food consumption and expenditure was carried a stage further in 1960 by examing the diets of families containing an infant under one year of age.

97. It was shown in the Annual Report for 1957 (para. 129) that as children grow older the nutrient content of the diet does not increase *pari passu* with the recommended allowances. The diet in families containing an infant (a child under one year of age) might thus be expected to be generally superior to that of families of the same size in which all the children are over a year old. To examine this point, the 366 households surveyed in 1960 containing two adults and one or more children of whom one[3] was an infant have been compared with other families of like composition (but containing no infant) within each social class and household type. An analysis by household size within social class was not attempted because of the small numbers in some sub-groups.

98. The number of families with and without an infant in each social class and type of household are shown in Table 40, together with the average food expenditure, declared net family income and number of earners in each group. The presence of an infant in the family usually prevented the mother from working; naturally, the effect of this was relatively greatest in the lower income groups in which the wife is most likely to be in employment when circumstances permit. For the sample as a whole, average food expenditure per head was 11 per cent (and total household food expenditure 3 per cent) less in families with an infant than in those with none – partly, no doubt, because an infant eats less than an older child – but the proportion of net income spent on food was somewhat greater. Departures from these percentages in particular groups call for no special comment. The presence of an infant will usually inhibit the housewife from taking meals outside the home, and the proportion of meals taken at home is accordingly rather greater in households with an infant than in otherwise similar families. If an adjustment is made for this difference in family habits, the difference in food expenditure per head between the contrasted groups is increased slightly from 11 to 13 per cent.

99. The average consumption of most foods, as shown in Table 41, is less in families containing an infant than in other families of the same social class. The principal

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[1] *Domestic Food Consumption and Expenditure: 1956*, paragraphs 121–126. H.M.S.O., 1958.

[2] *Domestic Food Consumption and Expenditure: 1957*, paragraphs 126–130. H.M.S.O., 1959.

[3] One three-child family in Class B contained two infants.

exception is in respect of total consumption of milk; purchases of liquid milk were lower in households with an infant than in those with none, but this was much more than offset by purchases of dried milk. Of these, three-quarters were of the proprietary brands in Class A, but less than half in Classes C & D1. The only other foods for which consumption per head was consistently higher for families with infants were welfare orange juice, other (non-welfare) fruit juices and canned baby foods.

100. Table 42 gives similar comparisons by family size. The difference in total milk consumption per head between the two groups compared is of course greater for small than for large families. Convenience foods accounted for rather more of the total food budget in households with infants than in those with none, except in the largest families.

Energy Value and Nutrient Content

101. Table 43 shows the energy value and nutrient content of the diets of families with or without an infant according to social class. The only nutrient for which the families with infants showed a greater intake in all social classes was vitamin D, owing to their higher consumption of dried milks. (Both National and branded dried milks are fortified with this vitamin.) Because of the smaller needs of infants, consumption of most foods, particularly meat and cereals, was of course lower in families with infants than in otherwise comparable families with none; hence the smaller intakes of total protein, carbohydrate, iron, thiamine and nicotinic acid in the former, and the lower energy value of their diet. For calcium, however, the increased consumption of dried milk compensated for the lower consumption of bread and flour. Also, for animal protein, for which the levels of intake were similar in both types of family, the greater milk consumption balanced the smaller intake of other animal foods. The intake of iron was considerably less in the families with infants because milk is a relatively poor source of this mineral. (Infants are born with a store of iron which carries them through the first few months of life.) All the social classes shared in these differences, which can be attributed to a different pattern of diet, the families with infants showing a higher consumption of milk but lower averages for most other foods.

102. Table 43 also gives estimates of the adequacy of the diets assessed by reference to the recommended allowances of the British Medical Association Committee on Nutrition. The requirements of infants are lower than those of children of other ages for energy and all nutrients except calcium and vitamins A and D. For calcium they are higher than those of adults. The differences in the percentages in Table 43 reflect differences both in nutrient intakes and in allowances. In general the percentages for those families with infants are higher than for those without, except for calcium, which showed no consistent difference between the two groups, and for vitamin A and iron. Although the infant's allowance for iron is relatively low, the intakes in families with infants were even more so, though still over 100 per cent of the per caput allowance figure. The infant's allowance for vitamin A is the same as that of other children, and the percentage figures were found to follow the same pattern as those of intake. Cod liver oil has been excluded from the calculations.

103. The differences in nutrient intake between the two types of family are reflected in the percentage of energy value derived from protein, fat and carbohydrate. The lower intake of calories coupled with a high proportion of milk in the diets of families with infants resulted in a higher proportion of calories from protein, and of protein from animal sources.

104. Table 44 shows the energy value and nutrient content of the diets of corresponding households classified by family composition. In interpreting these estimates of absolute intake, the smaller needs of infants must be borne in mind throughout. Further, no attempt has been made to standardize according to the ages of the children, so that in the families containing infants the average age of the remaining children is likely to be lower than in families of the same size containing no infant; the estimation of requirements from recommended allowances takes into account such differences. The consumption of dried milk in those families with infants resulted in a higher vitamin D intake. The lower consumption of bread, meat and most other foods led to lower intakes of most nutrients except animal protein and calcium, for which dried milk is a very good source. The intake of iron was considerably smaller in the families with infants owing to the high proportion of milk in the diet. The differences in nutrient intake between the two contrasted groups are generally greater for the smaller families, in which the effect of the infant is relatively greater, leading to a greater difference in total milk consumption. The uptake of welfare orange juice was greater in the families with infants, although generally it decreased with increasing number of children.

105. Table 44 also shows the adequacy of the diets assessed by reference to the recommended allowances. For the families with infants, the requirements for energy value and the nutrients associated with it (protein, thiamine, riboflavin and nicotinic acid) are lower, so that the percentage figures for these nutrients were greater than in otherwise similar families. The recommended calcium allowances for infants and other children are greater than those for adults, and the percentages for those families with very young children were also greater, owing to their high milk consumption. The low intake of iron in families with infants resulted in generally lower percentages for this mineral in spite of their smaller iron requirements. The infant's allowance for vitamin A is the same as that of other children and the estimates of adequacy follow the same pattern as those of intake.

106. The differences in diet between corresponding families with and without infants are reflected in the proportion of calories derived from protein, fat and carbohydrate. The lower energy requirements of families containing infants, and the relatively high milk consumption, resulted in a larger contribution to calories from protein, and of protein from animal sources. The proportion of calories from carbohydrate was correspondingly reduced.

107. Table 45 shows the contribution to protein, calcium and riboflavin from welfare milk expressed as a percentage of the requirements.

TABLE 40

Household Food Expenditure of Families (a) *with or without an Infant: Analysis according to* (i) *Social Class and* (ii) *Family Composition, 1960*

	Families containing an infant					*Families not containing an infant*				
	Number of households	*Food expenditure per head per week*	*Declared net family income per household per week*	*Average household size*	*Average number of earners per household*	*Number of households*	*Food expenditure per head per week*	*Declared net family income per household per week*	*Average household size*	*Average number of earners per household*
		s. d.	£				*s. d.*	£		
(i) Social Class:										
A	39	27 2	23·4	4·08	1·05	292	29 4	24·1	3·87	1·14
B	201	23 9	14·6	4·30	1·03	1,111	26 10	15·3	3·90	1·25
C & D1 . . .	126	22 3	10·3	4·11	1·04	778	25 0	11·1	3·82	1·29
All families . . .	366	23 7	14·1	4·21	1·04	2,181	26 6	14·9	3.87	1.25
(ii) Households containing one man and one woman and:										
1 child . . .	120	27 11	13·4	3·00	1·04	946	31 1	14·2	3·00	1·29
2 children . . .	119	25 0	14·3	4·00	1·02	809	26 2	15·3	4·00	1·24
3 children . . .	81	21 8	14·3	5·00	1·05	276	22 7	16·0	5·00	1·19
4 or more children .	46	18 9	14·6	6·52	1·04	150	20 0	15·5	6·54	1·15
All families . . .	366	23 7	14·1	4·21	1·04	2,181	26 6	14·9	3·87	1·25

(a) Couples with children (but without adolescents) in Classes A to D1 inclusive.

TABLE 41

Domestic Food Consumption of Families (a) *with or without an Infant: Analysis by Social Class, 1960*

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

	Families containing an infant			*Families not containing an infant*		
	Class A	*Class B*	*Classes C & D1*	*Class A*	*Class B*	*Classes C & D1*
MILK AND CREAM:						
Liquid milk – full price (pt.)	2·28	2·14	1·86	4·05	3·45	3·11
Liquid milk – welfare (pt.)	2·65	2·28	2·11	1·12	1·20	1·23
Liquid milk – school (pt.)	0·15	0·18	0·13	0·39	0·36	0·31
Total Liquid Milk (pt.)	*5·07*	*4·60*	*4·10*	*5·55*	*5·02*	*4·65*
Condensed milk (eq. pt.)	0·26	0·16	0·12	0·13	0·16	0·15
Dried milk:						
National (eq. pt.)	0·26	0·55	0·78	0·01	0·01	0·02
Branded (eq. pt.)	0·71	0·66	0·68	0·01	0·02	0·02
Other milk (pt.)	—	—	—	0·01	...	...
Cream (pt.)	0·02	0·01	0·01	0·03	0·02	0·01
Total Milk and Cream (pt. or eq. pt.)	*6·33*	*5·98*	*5·69*	*5·74*	*5·22*	*4·84*
CHEESE:						
Natural	1·58	1·74	1·79	2·33	2·18	2·16
Processed	0·23	0·41	0·41	0·44	0·39	0·36
Total Cheese	*1·81*	*2·15*	*2·20*	*2·77*	*2·57*	*2·52*
MEAT:						
Beef and veal	8·82	6·47	5·19	7·23	7·06	7·66
Mutton and lamb	4·89	4·72	3·72	6·19	6·09	4·79
Pork	1·93	1·32	0·70	1·61	1·48	1·17
Total Carcase Meat	*15·64*	*12·51*	*9·61*	*15·03*	*14·63*	*13·62*
Bacon and ham, uncooked	5·11	3·67	3·48	4·65	4·43	4·35
Poultry	0·88	0·93	0·79	2·22	1·21	0·64
Other meat (b)	8·71	9·81	11·52	9·98	10·75	11·93
Total Meat	*30·34*	*26·92*	*25·40*	*31·88*	*31·02*	*30·54*
FISH:						
Fresh	2·41	2·26	1·46	3·07	2·27	2·00
Processed and shell (c)	1·25	0·49	0·59	0·82	0·64	0·58
Prepared (d)	1·51	1·31	1·69	1·41	1·72	1·88
Total Fish	*5·17*	*4·06*	*3·74*	*5·30*	*4·63*	*4·46*
EGGS (No.)	4·61	3·64	3·91	4·88	4·44	4·17
Eggs purchased (No.)	4·35	3·47	3·79	4·55	4·28	3·87

(a) Couples with children only.
(b) Includes cooked and canned meats, and meat products.
(c) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(d) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish), and fish products.

TABLE 41—*continued*

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

	Families containing an infant			*Families not containing an infant*		
	Class A	*Class B*	*Classes C & D1*	*Class A*	*Class B*	*Classes C & D1*
FATS:						
Butter	4·68	4·34	3·17	5·62	5·03	4·22
Margarine	1·91	3·05	4·08	2·78	3·61	3·93
Lard and compound cooking fat	1·61	1·82	1·79	1·85	2·05	1·87
Other fats	0·37	0·39	0·60	0·51	0·52	0·62
Total Fats	8·57	9·60	9·64	10·76	11·21	10·64
SUGAR AND PRESERVES:						
Sugar	13·18	15·05	15·21	16·60	17·16	16·21
Honey, preserves, syrup and treacle	2·61	2·20	1·88	3·33	2·85	3·00
Total Sugar and Preserves	*15·79*	*17·25*	*17·09*	*19·93*	*20·01*	*19·21*
VEGETABLES:						
Potatoes (including chips and crisps)	40·88	48·18	51·09	49·45	57·80	60·17
Fresh green	14·94	11·32	9·02	15·52	13·31	12·38
Other vegetables (e)	14·62	14·92	15·18	15·60	16·61	16·54
Total Vegetables	*70·44*	*74·42*	*75·29*	*80·57*	*87·72*	*89·09*
FRUIT:						
Fresh fruit	24·51	16·85	12·23	28·98	20·49	17·25
Welfare orange juice	0·45	0·41	0·63	0·08	0·10	0·08
Other fruit (f)	6·88	5·47	4·85	8·05	6·31	5·52
Total fruit (g)	*31·84*	*22·73*	*17·71*	*37·11*	*26·90*	*22·85*
CEREALS:						
Brown bread	2·79	1·50	1·08	2·38	1·67	1·53
White bread	21·01	30·87	33·97	24·91	35·27	38·26
Wholewheat and wholemeal bread	1·06	0·76	0·69	1·01	0·65	0·53
Other bread (h)	3·88	3·58	3·31	5·13	4·36	4·75
Total Bread	*28·74*	*36·71*	*39·05*	*33·43*	*41·95*	*45·07*
Flour	2·31	4·89	4·23	6·15	5·82	5·97
Cakes (i)	4·57	4·59	5·67	5·14	5·73	5·78
Biscuits	4·86	4·89	5·38	5·93	5·69	5·46
Oatmeal and oat products	0·35	0·65	0·71	0·98	0·86	0·95
Breakfast cereals	1·79	1·64	1·53	2·69	2·37	1·89
Other cereals	5·06	3·53	4·01	4·31	3·88	3·53
Total Cereals	*47·68*	*56·90*	*60·58*	*58·63*	*66·30*	*68·65*
BEVERAGES:						
Tea	1·56	1·90	2·11	1·99	2·41	2·50
Coffee	0·47	0·22	0·18	0·50	0·28	0·26
Cocoa	0·05	0·19	0·06	0·21	0·19	0·18
Branded food drinks	—	0·23	0·17	0·21	0·17	0·16
Total Beverages	*2·08*	*2·54*	*2·52*	*2·91*	*3·05*	*3·10*

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

TABLE 42

Domestic Food Consumption of Families (a) *with or without an Infant: Analysis by Family Composition, 1960*

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

	Households with one man and one woman							
	containing an infant with				*not containing an infant with*			
		other children			*children*			
	no other child	*1*	*2*	*3 or more*	*1*	*2*	*3*	*4 or more*
MILK AND CREAM:								
Liquid milk:								
Full price (pt.)	2·86	1·86	1·77	1·83	3·85	3·50	3·08	2·31
Welfare (pt.)	1·74	2·78	2·56	1·66	1·02	1·19	1·41	1·45
School (pt.)	...	0·05	0·22	0·43	0·18	0·38	0·46	0·56
Total Liquid Milk (pt.)	*4·60*	*4·69*	*4·54*	*3·92*	*5·06*	*5·07*	*4·95*	*4·32*
Condensed milk (eq. pt.)	0·23	0·16	0·10	0·14	0·16	0·15	0·17	0·09
Dried milk:								
National (eq. pt.)	0·86	0·59	0·45	0·49	0·02	0·01	—	0·04
Branded (eq. pt.)	0·71	0·85	0·58	0·48	0·02	0·02	0·02	0·04
Other milk (pt.)	—	—	—	—	...	...	...	...
Cream (pt.)	0·02	0·01	0·01	...	0·02	0·02	0·01	0·01
Total Milk and Cream (pt. or eq. pt.)	*6·42*	*6·31*	*5·68*	*5·03*	*5·28*	*5·26*	*5·14*	*4·50*
CHEESE:								
Natural	1·98	1·95	1·56	1·38	2·67	2·08	1·90	1·60
Processed	0·42	0·49	0·34	0·27	0·49	0·38	0·29	0·25
Total Cheese	*2·40*	*2·44*	*1·90*	*1·65*	*3·16*	*2·46*	*2·19*	*1·85*
MEAT:								
Beef and veal	7·25	6·63	5·61	5·43	8·62	7·53	5·96	4·59
Mutton and lamb	5·70	4·27	4·02	3·58	6·73	5·60	4·57	4·15
Pork	1·88	1·26	0·84	0·65	1·90	1·41	0·68	0·71
Total Carcase Meat	*14·83*	*12·16*	*10·47*	*9·66*	*17·25*	*14·54*	*11·21*	*9·45*
Bacon and ham, uncooked	4·36	3·73	3·96	2·79	5·46	4·33	3·50	3·06
Poultry	1·62	0·76	0·39	0·83	1·60	1·02	0·94	0·51
Other meat (b)	11·67	10·89	9·95	7·96	12·98	10·35	9·81	9·62
Total Meat	*32·48*	*27·54*	*24·77*	*21·24*	*37·29*	*30·24*	*25·46*	*22·64*
FISH:								
Fresh	2·25	2·04	1·88	1·83	2·81	2·22	1·75	1·75
Processed and shell (c)	0·70	0·74	0·38	0·52	0·79	0·68	0·59	0·26
Prepared (d)	1·80	1·65	1·38	0·84	2·15	1·68	1·51	1·20
Total Fish	*4·75*	*4·43*	*3·64*	*3·19*	*5·75*	*4·58*	*3·85*	*3·21*
EGGS (No.)	4·36	4·02	3·66	3·10	4·95	4·34	3·93	3·68
Eggs purchased (No.)	4·06	3·90	3·64	2·86	4·64	4·13	3·72	3·55
FATS:								
Butter	5·04	4·18	3·54	2·97	6·00	4·75	3·85	3·06
Margarine	2·98	3·23	3·08	3·97	3·53	3·39	3·63	4·55
Lard and compound cooking fat	2·16	1·86	1·54	1·57	2·32	1·93	1·59	1·56
Other fats	0·57	0·45	0·40	0·41	0·58	0·58	0·52	0·38
Total Fats	*10·75*	*9·72*	*8·56*	*8·92*	*12·43*	*10·65*	*9·59*	*9·55*

(a) Excluding households in Class D2 and O.A.P. households.
(b) Includes cooked and canned meats, and meat products.
(c) Includes smoked, dried and salted fish, and canned or bottled shellfish.
(d) Includes cooked fish, canned or bottled fish (excluding canned or bottled shellfish), and fish products.

TABLE 42—*continued*

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

	Households with one man and one woman							
	containing an infant with				*not containing an infant with*			
	no other child	*other children*			*children*			
		1	*2*	*3 or more*	*1*	*2*	*3*	*4 or more*
SUGAR AND PRESERVES:								
Sugar	16·18	14·61	14·72	14·13	18·29	16·25	15·95	15·05
Honey, preserves, syrup and treacle	2·49	2·20	2·09	1·68	3·16	2·75	2·79	3·36
Total Sugar and Preserves	*18·67*	*16·81*	*16·81*	*15·81*	*21·45*	*19·00*	*18·74*	*18·41*
VEGETABLES:								
Potatoes (including chips and crisps)	52·87	45·49	46·85	49·77	58·09	58·47	54·50	56·97
Fresh green	13·67	11·98	9·48	7·89	15·96	13·44	10·21	9·30
Other vegetables (e)	16·40	16·66	13·23	13·01	18·06	16·47	14·85	13·93
Total Vegetables	*82·94*	*74·13*	*69·56*	*70·67*	*92·11*	*88·38*	*79·56*	*80·20*
FRUIT:								
Fresh fruit	19·96	16·76	14·29	12·78	24·41	20·80	16·83	13·27
Welfare orange juice	0·65	0·45	0·34	0·54	0·10	0·09	0·03	0·13
Other fruit (f)	8·12	5·65	4·09	3·52	7·69	6·24	4·91	4·08
Total Fruit (g)	*28·73*	*22·86*	*18·72*	*16·84*	*32·20*	*27·13*	*21·77*	*17·48*
CEREALS:								
Brown bread	1·59	1·78	1·24	1·26	2·00	1·67	1·55	1·27
White bread	32·41	27·32	31·42	33·99	36·66	33·27	32·93	38·26
Wholewheat and wholemeal bread	0·99	1·36	0·21	0·32	0·72	0·79	0·30	0·50
Other bread (h)	4·24	4·07	2·40	3·32	5·33	4·30	4·38	3·78
Total Bread	*39·23*	*34·53*	*35·27*	*38·89*	*44·71*	*40·03*	*39·16*	*43·81*
Flour	4·13	5·21	3·52	4·64	6·82	6·15	4·40	4·67
Cakes (i)	5·66	5·34	4·83	3·62	6·66	5·54	4·82	4·36
Biscuits	5·14	5·58	5·14	3·97	6·02	5·89	5·12	4·42
Oatmeal and oat products	0·16	0·83	0·56	1·03	0·71	0·85	1·01	1·51
Breakfast cereals	1·33	1·56	1·67	2·00	1·99	2·17	2·61	2·71
Other cereals	4·83	4·19	3·58	2·48	4·18	3·97	3·23	3·04
Total Cereals	*60·48*	*57·24*	*54·57*	*56·63*	*71·09*	*64·60*	*60·35*	*64·52*
BEVERAGES:								
Tea	2·16	1·97	1·98	1·55	2·82	2·27	2·12	1·89
Coffee	0·23	0·31	0·16	0·14	0·37	0·30	0·20	0·21
Cocoa	0·20	0·13	0·12	0·09	0·20	0·18	0·21	0·13
Branded food drinks	0·19	0·20	0·18	0·19	0·23	0·16	0·16	0·09
Total Beverages	*2·78*	*2·61*	*2·44*	*1·97*	*3·62*	*2·91*	*2·69*	*2·32*

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

TABLE 43

Energy Value and Nutrient Content (a) *of the Diets of Families* (b) *with or without an Infant: Analysis by Social Class,* 1960

	Families containing an infant			*Families not containing an infant*		
	Class			*Class*		
	A	*B*	*C & D1*	*A*	*B*	*C & D1*
INTAKE PER PERSON PER DAY:						
Energy value (Cal.)	2,120	2,220	2,250	2,420	2,480	2,430
Total protein (g.)	64	65	64	69	69	69
Animal protein (g.)	43	39	38	43	40	39
Fat (g.)	98	96	95	108	107	102
Carbohydrate (g.)	261	293	303	313	330	330
Calcium (mg.)	1,005	1,013	996	1,034	1,003	968
Iron (mg.)	11·6	11·5	11·5	13·0	13·2	13·2
Vitamin A (i.u.)	4,340	3,760	3,660	4,450	4,140	3,930
Thiamine (mg.)	1.06	1.06	1·04	1·17	1·17	1·16
Riboflavin (mg.)	1·71	1·57	1·55	1·70	1·62	1·55
Nicotinic acid (mg.)	11·2	11·1	10·7	12·7	12·8	12·7
Vitamin C (mg.)	51	46	45	55	48	45
Vitamin D (i.u.)	144	149	172	115	116	114
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:						
Energy value	109	112	111	109	107	103
Total protein	110	107	105	102	98	95
Calcium	103	103	102	108	103	99
Iron	114	112	111	117	117	115
Vitamin A	206	179	172	214	197	184
Thiamine	141	137	131	133	128	124
Riboflavin	145	129	125	125	115	108
Nicotinic acid	148	143	136	145	140	135
Vitamin C	282	254	245	273	233	215
PERCENTAGE OF ENERGY VALUE DERIVED FROM:						
Protein	12·2	11·6	11·4	11·5	11·2	11·3
Fat	41·5	38·8	38·0	40·1	38·8	37·8
Carbohydrate	46·3	49·5	50·6	48·4	50·0	50·9
Animal protein as percentage of total protein	67·3	60·9	58·8	62·2	58·2	56·2

(a) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297).

(b) Couples with children only.

TABLE 44

Energy Value and Nutrient Content (a) *of the Diets of Families* (b) *with or without an Infant; Analysis by Family Composition*, 1960

	Households with one man and one woman							
	containing an infant with				*not containing an infant with*			
		other children			*children*			
	no other child	*1*	*2*	*3 or more*	*1*	*2*	*3*	*4 or more*
INTAKE PER PERSON PER DAY:								
Energy value (Cal.)	2,450	2,280	2,100	2,010	2,710	2,410	2,220	2,170
Total protein (g.)	72	67	61	57	77	68	62	59
Animal protein (g.)	45	41	37	32	46	40	36	31
Fat (g.)	109	100	89	82	120	104	92	86
Carbohydrate (g.)	315	296	282	279	353	322	304	308
Calcium (mg.)	1,110	1,060	949	876	1,066	990	928	865
Iron (mg.)	12·8	12·0	10·7	10·2	14·6	13·0	11·8	11·4
Vitamin A (i.u.)	4,260	4,280	3,290	3,100	4,650	4,100	3,630	3,230
Thiamine (mg.)	1·18	1·08	0·98	0·95	1·29	1·16	1·03	1·02
Riboflavin (mg.)	1·75	1·69	1·48	1·32	1·75	1·60	1·49	1·33
Nicotinic acid (mg.)	12·4	11·4	10·0	10·0	14·3	12·5	11·2	10·7
Vitamin C (mg.)	57	47	41	40	54	49	42	38
Vitamin D (i.u.)	186	167	134	132	129	112	102	108
AS A PERCENTAGE OF RECOMMENDED ALLOWANCES:								
Energy value	118	116	108	100	111	106	100	98
Total protein	120	113	100	89	106	97	90	83
Calcium	119	107	95	87	113	102	94	84
Iron	119	117	106	101	124	116	109	104
Vitamin A	184	197	162	165	205	197	183	170
Thiamine	145	142	129	121	134	128	118	117
Riboflavin	138	140	124	108	118	115	110	98
Nicotinic acid	153	149	131	126	148	139	129	122
Vitamin C	315	259	228	210	254	237	206	181
PERCENTAGE OF ENERGY VALUE DERIVED FROM:								
Protein	11·7	11·7	11·5	11·3	11·3	11·3	11·2	11·0
Fat	40·0	39·4	38·3	36·6	39·8	38·7	37·4	35·7
Carbohydrate	48·3	48·8	50·2	52·1	48·9	50·0	51·4	53·3
Animal protein as percentage of total protein	62·8	62·1	60·4	56·2	59·4	58·5	51·4	52·6

(a) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods* by R. A. McCance and E. M. Widdowson (M.R.C. Special Report No. 297).
(b) Excluding households in Class D2 and O.A.P. households.

TABLE 43

Contribution of Welfare Milk to the Protein, Calcium and Riboflavin Contents of the Diets of Families with or without an Infant, 1960

(expressed as a percentage of the recommended allowances)

	Welfare Milk								
	Liquid			*National Dried*			*Total*		
	Protein	*Calcium*	*Riboflavin*	*Protein*	*Calcium*	*Riboflavin*	*Protein*	*Calcium*	*Riboflavin*
(i) SOCIAL CLASS:									
Households with one man and one woman, with children:									
containing an infant									
Class A	14	30	31	2	3	3	15	33	35
Class B	11	26	26	3	7	7	15	32	33
Classes C & D1	10	24	24	4	9	10	15	33	33
not containing an infant									
Class A	5	13	12	...	...	...	5	13	12
Class B	5	14	12	...	...	...	5	14	12
Classes C & D1	5	14	12	...	...	...	5	14	12
(ii) FAMILY COMPOSITION:									
Households with one man and one woman:									
containing an infant									
with no other child	9	21	19	5	11	10	14	32	30
with 1 other child	14	31	32	4	7	8	18	38	40
with 2 other children	13	29	30	3	5	6	15	34	36
with 3 or more other children	8	18	19	3	6	6	11	24	25
not containing an infant									
with 1 child	4	12	10	...	...	...	4	12	10
with 2 children	5	14	12	...	...	...	5	14	12
with 3 children	6	16	15	—	—	—	6	16	15
with 4 or more children	6	16	15	...	1	...	6	16	15

VII
Geographical Differences in the Household Diet

Classification

108. For the purpose of considering differences in the household diet between one part of Great Britain and another, two alternative analyses of the Survey data have been made. The first of these classifies households according to geographical region, the second according to the degree of urbanization of the polling district in which they are located. The two classifications are independent of each other and no cross-classification according to degree of urbanization within each region has been attempted. The regional analysis follows the pattern of that in previous reports except that separate estimates are now given for the Northern region and for the East and West Ridings region. Thus, results are given for Wales, for Scotland, and for each of the standard regions of England, except that the London conurbation has again been treated separately from the remainder of the London and South-Eastern region, which has been combined with the Southern region, giving a total of 11 regions in all. The London conurbation also appears in the analysis by degree of urbanization (type of area), in which it is distinguished from provincial conurbations[1]; this analysis also makes a distinction between larger towns[2] and smaller towns[3], and between semi-rural areas[4] and rural areas[5].

109. Although the Survey is designed to be representative of Great Britain as a whole, practical restrictions on the size of the sample and on the number and mobility of fieldworkers place limits on the number of localities that can be included in each regional sub-sample; the sample design, therefore, cannot ensure that the localities selected from any one region are fully representative of that region. Thus, in 1960, rural districts in Wales were less strongly represented than in previous years, while the localities sampled in the East and West Ridings region contained a relatively large proportion of small households enjoying above-average incomes. Although such variations in the composition of the samples are not without influence on the results, the broad pattern of regional differences in household food consumption and expenditure revealed each year by the Survey has been remarkably constant since the analysis was introduced in 1955. Details of the samples selected from each region and from each type of area in 1960 are given in Appendix A.

Expenditure, Prices and Free Supplies

110. Table 47 gives estimates of domestic food expenditure and of the value per head of food obtained for consumption in the home (i.e. purchases plus free sup-

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[1] As defined by the Registrars-General. These are the largest areas of continuous urban development outside London, centred on Birmingham, Manchester, Liverpool, Leeds, Newcastle-on-Tyne and Glasgow.

[2] Boroughs and urban districts with a population of 100,000 or more, urban areas adjoining such boroughs and urban districts, and contiguous urban areas with an aggregate population of 100,000 or more.

[3] All other urban areas.

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

[5] All other rural districts.

plies) for each region and type of area in 1959 and 1960. Both expenditure and value of consumption were again greatest in London, despite some reduction compared with 1959, and least in Scotland and in the Eastern region. The value of consumption recorded in the Midlands and in the East and West Ridings was only slightly less than that in London. The average for Wales fell below that in these three regions because of the diminished rural representation in the Welsh sample and a consequential sharp fall in the value of free supplies which was not fully offset by increased expenditure. As expected, the analysis by type of area showed a steeper gradation in expenditure and in the value of free supplies than that by region. Expenditure varied directly with degree of urbanization, while the value of free food varied inversely; their sum (the value of consumption) was greatest in London, closely followed by the rural areas, and least in the larger towns.

111. Table 47 also shows a price index which measures the departure of the level of food prices in each region and type of area from the national average. The index is of Laspeyres type and has been obtained by valuing the national diet at the average prices paid in each region and in each type of area. A further index, the "price of energy" index, measures geographical differences in the relationship between the money value of food obtained for consumption and its energy value; these differences arise partly because of variations in the prices paid for food and partly because of different dietary patterns. Thus, although housewives in Scotland paid food prices which on average were about 4 per cent above those in the whole of Great Britain, they obtained their calories more cheaply because of their greater reliance on the less expensive sources of energy such as potatoes, oatmeal and bread. Conversely, housewives in London had the opportunity to buy many foods at prices slightly below the average, but they also devoted a greater proportion of their expenditure to the more expensive sources of energy such as fresh fruit, green vegetables and carcase meat, so that the cost per calorie of their diet was about 8 per cent above the national average.

112. An analysis of the value of free supplies in each region and type of area is given in Table 48. Owing to the reduced representation of rural areas in the Welsh subsample, the value of free food recorded for Wales fell from an average of 2*s.* 6*d.* per person per week in 1959 (the highest regional average) to 4½*d.* in 1960, most of the difference being attributable to lack of access to free supplies of eggs, milk, bacon and poultry in the more urban sample. Although the national average value of free food fell slightly compared with 1959, the wet summer of 1960 was favourable to the growth of certain types of fruit and vegetables such as apples and potatoes, and the value of free supplies rose in rural areas and in those regions with a relatively large rural population. Thus, the average for the South-West rose from 1*s.* 10*d.* per person per week in 1959 to 2*s.* 8*d.* in 1960 – much the highest regional average – and that for rural areas increased from 4*s.* 1*d.* to 4*s.* 7*d.* Milk and cream contributed more than a fifth of the total value of free food only in Scotland, the South-Western region and in rural areas; fruit and vegetables accounted for more than half of the total value of free supplies except in rural areas, where milk, cream and eggs were of greater importance. The Northern region derived less benefit from free food than other regions, but, as in 1959 and most previous years, the lowest average of all was that for provincial conurbations.

113. The average expenditure in each region and type of area on those convenience foods listed in paragraph 43 is given at the foot of Table 47. The regional variation in expenditure on these foods was proportionately (but not absolutely) greater than that in expenditure on all other foods; the averages in 1960 ranged from 4*s.* 9*d.* per

head per week in the Eastern region and in the South-West to 6*s.* 5*d.* in the Northern region. The proportion of total household food expenditure devoted to convenience foods was least (16·8 per cent) in London, and rose to a little over 17 per cent in the south of England and East Anglia, to almost 18 per cent in the Midlands, and to nearly 20 per cent in Wales, the North Midlands and the North-West; in the East and West Ridings and in Scotland the proportion was rather more than 20 per cent, and the highest value (21·6 per cent) was recorded in the Northern region. Both the absolute and proportionate expenditure on convenience foods were greatest in the provincial conurbations and larger towns and least in London and the rural areas.

Consumption

114. Full details for each region and type of area of the average household consumption of individual items of food are given in Appendix D. In Table 49, the main food groups are classified according to whether average consumption per head in each region and type of area was more than 5 per cent above or below the national average, and are also arranged in order of magnitude of the percentage deviations. Some of the food groups which have been included in the table are more detailed than those in previous annual reports; thus the table now shows separate estimates for poultry (formerly included in the group of "other" meats) and for each of the three types of carcase meat. It also distinguishes fresh fruit from other fruit. This more detailed treatment brings into prominence the difference in pattern of the regional variations in consumption of the constituent items from those of the whole. Thus, although the lowest average consumption of carcase meat was recorded in Scotland and the highest in the Midlands (closely followed by London), the former had by far the highest consumption of beef and veal and the latter were below average in this respect.

115. The separate analysis of data for the Northern region and for the East and West Ridings region has revealed some interesting differences which may well prove to be characteristic of the regions and not merely of the localities surveyed. In general, the sample from the East and West Ridings gave results closer to the national average than those from the Northern region, which in some respects showed a closer affinity to the dietary pattern in Scotland. Thus both Scotland and the Northern region showed comparatively low averages for mutton and lamb, pork and poultry, but high averages for cooked meats and for beef and veal; they shared the distinction of being the only regions in which beef sausages were preferred to those made from pork, and they recorded exceptionally large purchases of other meat products and dripping. Both showed a high level of consumption of bulbous and root vegetables and of dried pulses, but by far the lowest averages for fresh greens and for quick-frozen peas and beans; they also had a smaller average consumption of fruit than any other region. Although the Northern housewives failed to exhibit the Scottish partiality for oatmeal, they recorded the same low level of purchases of other breakfast cereals as households over the border; both bought more biscuits than in any other region, and greater than average quantities of bread. The diet in the Northern region also had some characteristics in common with that in the East and West Ridings, but which were not apparent in Scotland; amongst these were high averages for cooking fats, flour, bacon, canned meats, canned tomatoes, fish cakes and other fish products, and the highest level of purchases of cooked fish (but not of chips) in Great Britain. In yet other respects, the Northern region exhibited in a more extreme form some of the characteristics of the diet in both Scotland and the East and West Ridings. In the latter, consumption of cheese and sugar was well below

the average, but even lower averages were recorded in the Northern region, which further exhibited a distinctive character in having the highest consumption of corned meat, canned peas and beans, vegetable products and rice, but by far the lowest consumption of milk.

MILK, CHEESE, MEAT, FISH AND EGGS

116. In most regions, consumption of liquid milk increased slightly in 1960, but the pattern of regional differences remained much the same as in previous years. Consumption was again highest in London at 5·17 pints per person per week, closely followed by the remainder of the South of England; it was very close to the national average of 4·84 pints in the North Midlands, the North-West and in Scotland, but slightly lower (4·63 pints) in the East and West Ridings. Wales returned a very low average of 4·24 pints per person per week, but this was barely less than in the previous year, the smaller quantity of free supplies in the more urban sample being offset by greater purchases at the full retail price and by a higher level of consumption of welfare and school milk. By far the lowest average (3·92 pints) was recorded in Northern households; this was not compensated by their comparatively high average consumption of dried milk.

117. Regional variations in consumption of cheese were much greater than those for liquid milk, but tended to follow a similar pattern, consumption being greater in the South of England than in the North, with much the lowest average in the Northern region.

118. The Midlands took the lead in consumption of carcase meat in 1960; London dropped into second place, but enlarged its lead in consumption of poultry. Consumption of mutton and lamb exceeded that of beef and veal only in these two regions and in Wales; the predominance of beef and veal was only slight in the North-West and in the South-Eastern and Southern regions, but elsewhere it was most pronounced, particularly in Scotland, where frying and grilling steak was much in demand and where by far the lowest averages for pork and for mutton and lamb were recorded. These low averages more than offset the Scottish lead in consumption of beef and veal, so that total consumption of carcase meat was less in Scotland than in any other region. Consumption of pork was well above the national average in the South-West and in the North Midlands, and was even greater in the Midland region where demand for pork chops was particularly high.

119. The Midlands also continued to have the greatest average consumption of bacon and ham, and retained the lead over all the other regions except East Anglia in the consumption of pork sausages; the average consumption of beef sausages in these two regions, however, was again much lower than elsewhere. Consumption of bacon and ham was well below the national average in the Eastern region, and even lower in Scotland, where the average per head was only half that in the Midlands. Purchases of cooked and canned meats were greatest in the Northern region, followed by Wales, the East and West Ridings and the North-West, and least in East Anglia and the South-West. The demand for other meat products was greatest in Scotland and the Northern region, and it was also well above the national average in the East and West Ridings and in the North-West, but fell away sharply in the Midlands and the South, and was least in East Anglia.

120. The rapid increase in consumption of poultry since 1956 was common to all regions and types of area, but it was particularly pronounced in London, the Midlands and the South-West. In 1960, demand was least in the Northern region; in

the Midlands and in Wales it was also below the national average, and much below that level in Scotland, the North Midlands and the East and West Ridings; purchases of cooked chicken, however, were well above the average in the latter region and in the North-West. The analysis by type of area shows that consumption of poultry tended to decrease with diminishing degree of urbanization, except that consumption in the wholly rural areas was nearly as great as that in London because of higher free supplies; the association between level of consumption and degree of urbanization may well be affected by the arrangements made for marketing broilers on a large scale.

121. Regional differences in total consumption of fish were greater in 1960 than in the previous year, the averages ranging from 4·2 oz. per head per week in the South-West to 6·7 oz. in the Northern and East and West Ridings regions. Consumption was comparatively high in Wales (6·6 oz.) and in London (6·4 oz.), and low in Scotland (5·0 oz.); elsewhere it was close to the national average of 5·9 oz. Scotland was similar to London in having an exceptionally high average consumption of herrings and processed white fish and it had by far the highest average consumption of filleted fresh white fish but the lowest averages for quick-frozen and other fresh white fish; it also recorded the lowest level of purchases of cooked fish, canned fish and shellfish. Purchases of cooked fish were greatest in the North-East, and were also well above the national average in the Midlands and North Midlands, but comparatively low in the South of England and in Wales. Canned salmon found most favour in Wales, the Midlands and the North of England, but other canned fish was most popular in London and the South-East.

122. Consumption of eggs was, as in previous years, greater in Scotland than in any other region, but the Scottish lead has narrowed since 1955 as consumption has increased in the whole of England and Wales. The low average recorded for Wales in 1960 was due to the smaller representation given to rural districts in the Welsh sub-sample, the consequent fall in free supplies not being fully offset by greater purchases. The analysis by type of area gives further reason to doubt whether free supplies, if discontinued, would be fully replaced by increased purchases; in the provinces, the fall-off in free supplies with increasing degree of urbanization was much steeper than the corresponding increase in purchases.

FATS, SUGAR AND PRESERVES

123. The average price of butter fell sharply in the early months of 1960, and for the rest of the year remained below the level in the corresponding period of 1959, but the ratio of butter consumption to that of margarine increased only in the North-East and in the Midland and North Midland regions. However, consumption of margarine was well below that of butter except in the North-West, where purchases of margarine rose slightly to 4·8 oz. per head per week while those of butter fell from 5·4 oz. to 5·0 oz. Average consumption of butter in urban areas tends to be lower than that in rural districts, and this may partly explain the fall in the average recorded in Wales (from 8·9 oz. in 1959, to 8·0 oz. in 1960 when the rural representation in the Welsh sub-sample was much reduced) although consumption there remained far greater than elsewhere in Great Britain. Consumption of margarine was least in Wales (2·7 oz.) and was only slightly greater in London (3·0 oz.). The North Midlands again recorded the highest consumption of cooking fat (3·2 oz.), and Scotland the lowest (1·1 oz.), despite some increase compared with the previous year. However, the Scots used most dripping, but least suet, while households in the Northern region consumed a good deal of both.

124. Purchases of sugar were slightly lower in most regions than in the previous two years. The Midlands again recorded the highest average (20·6 oz. per head per week), followed by Wales, East Anglia, the North Midlands and the North-West, with averages between 19·1 oz. and 19·5 oz.; the three regions in the south of England recorded averages between 17·0 oz. and 17·5 oz. and in Scotland and the East and West Ridings the averages were 16·3 oz. and 16·4 oz. respectively. The lowest average was recorded in the Northern region (14·1 oz.). Jams again found greatest favour in Scotland, and marmalade in the South and South-East.

VEGETABLES AND FRUIT

125. The regional pattern of consumption of potatoes appears to be affected by local variations in supplies from year to year. In 1960, consumption ranged from 12 per cent above the national average in the North Midlands to 16 per cent below it in the East and West Ridings. Scotland continued to record a high average consumption, and prices, as usual, were lower there than elsewhere. Free supplies were greatest in East Anglia and the South-West.

126. Consumption of fresh green vegetables exhibited the usual marked gradation from north to south, the extremes of 5·7 oz. and 21·4 oz. per head per week occurring respectively in Scotland and the South-West. Supplies of cabbage were generally smaller, and those of brussels sprouts greater, than in the previous year. Increased consumption of fresh peas and beans was most pronounced in East Anglia, the Midlands and North Midlands, and in the South-West, but Scotland and the Northern region recorded very low averages for both fresh and quick-frozen peas and beans. Purchases of quick-frozen legumes continued to increase in all regions except Scotland and the South-West, and remained greatest in London, where consumption was double the national average. Canned peas appear to have lost some favour in recent years, especially in London, while demand for canned beans has generally increased slightly; both canned peas and canned beans enjoyed great popularity in the Northern region. Households in the North-West once again recorded the highest consumption of carrots, onions and shallots, but those in the Northern region consumed the greatest quantities of other root vegetables.

127. As usual, households in London had the highest consumption of all types of fresh fruit except rhubarb and they paid prices which were generally below the national average. Consumption of nearly all varieties remained least in Scotland. High averages were recorded for citrus fruit and soft fruit in the East and West Ridings, and for stone fruit in East Anglia; consumption of tomatoes was also high in the latter region and in the South and South-East, which, together with the South-West, recorded an average level of consumption of apples which was almost as high as that in London.

128. The pattern of regional differences in consumption of fresh fruit tended to be repeated in that of all other fruit. Thus, London had the highest average consumption of canned fruit and Scotland the least. Consumption of canned and bottled tomatoes ranged from 0·1 oz. per head per week in Scotland to 2·5 oz. in the North Midlands, compared with a national average of 0·6 oz.; these extremes cannot be attributed to fluctuations in sampling, since they have been a persistent feature of the analysis in recent years. The Scottish households bought very few nuts and very little mincemeat; they also appeared to have very little demand for fruit products such as glacé cherries and for shredded coconut and other nut products, all of which were most popular in London and the Home Counties and in East Anglia and the East and West Ridings.

CEREALS AND MISCELLANEOUS FOODS

129. In all regions, less bread was purchased in 1960 than in 1959, but the average in the provincial conurbations increased slightly. The regional decreases were by no means uniform in magnitude and there were consequently some slight changes in the broad regional pattern. Thus, although consumption remained highest in Scotland, Wales and the Midlands and least in London and the South-East, the averages for the Eastern and South-Western regions moved away from their intermediate position towards that for the South-East. The comparatively low average purchases of bread recorded by the sample of households in the East and West Ridings in 1960 may not be characteristic of the region, even though relatively large purchases of plain flour were also recorded and this area is traditionally associated with the home baking of bread. Even larger quantities of plain flour were purchased in the neighbouring North Midland and Northern regions, where purchases of bread were also much greater than in the East and West Ridings; households in the latter region, like those in London, bought a smaller proportion of large white loaves than those elsewhere, and a large proportion of rolls and speciality breads.

130. Total consumption of cereals was greatest in rural areas, in Scotland, and in the Northern region, and least in London. Housewives in the East and West Ridings purchased most ready-made dessert puddings, while those in London and the Home Counties showed a greater preference for instant pudding mixtures and other cereal products. Ice-cream (served as part of a meal) made a popular dish in the East and West Ridings and in London and the South-East.

131. Households in Scotland again recorded much the lowest averages for the beverages included in the Survey classification. Purchases of branded food drinks increased everywhere except in the North-East and South-West, and consumption was particularly high in the Midlands and North Midlands and in East Anglia. Purchases of canned and dehydrated soups have increased considerably since 1956 in all regions, but demand continued to be greatest in Scotland and the North of England. The households in the Northern region appeared to have a particular relish for pickles and sauces.

Energy Value and Nutrient Content

132. As in previous years, the considerable differences in the pattern of food consumption in different parts of the country did not cause correspondingly large differences in nutrient intake. The greatest divergences from the average occurred as before in London, Wales, Scotland, the north of England and the rural areas. In comparison with scales of allowances based on the recommendations of the British Medical Association, the nutritional level of the diet in all regions and types of area was satisfactory, no percentage being below 97.

133. A corresponding nutritional analysis was not published for 1959, but if the results for 1960 are compared with those for 1958 it is found that, in most regions and types of area, the carbohydrate and vitamin D contents of the diet fell and the contents of protein, thiamine, riboflavin and nicotinic acid rose: without exception the vitamin C content of the diet rose. These trends in intake were reflected in the assessments of adequacy.

134. The proportion of dietary calories obtained from protein was lowest in Wales (11·0 per cent) and highest in London (11·7 per cent). Variation was greater for the corresponding percentages for fat and carbohydrate. The lowest percentage for fat

(36·5) and the highest for carbohydrate (51·9) occurred in the Scottish diet, the position being reversed in the diet of the East and West Ridings (40·9 per cent for fat and 47·7 per cent for carbohydrate). The Northern region obtained the lowest percentage (55·9) of its protein from animal sources and London the highest (62·7).

135. In the 1960 analysis the Northern region was separated for the first time from the East and West Ridings. The patterns of food consumption in the two regions have already been discussed and compared with those of Scotland (see para. 115). Regional analyses have consistently indicated a comparatively low consumption of milk, and hence of calcium, in the north of England. The new analyses of 1960 show that this particular food habit, which was established before the war, appears to be concentrated in the Northern region, centred on Tyneside, though the consumption of cheese was relatively low in both regions and also in Scotland. The nutritional pattern for the two regions may be compared with that for Scotland and for all households in Table 50.

136. Detailed regional analyses in terms of the nutritional value of the diet were given in the Annual Reports for 1955, 1956 and 1958, and may be compared with that in Table 50. Although variation in average regional intake from the average for the whole sample has been in general narrow (nearly three-quarters of the intake estimates for energy and all nutrients have lain within $\pm 3\frac{1}{2}$ per cent of the average in the four years), certain constant features concerning the nutritional value of the diet in different parts of the country have emerged. In Table 46 are shown the regions and types of area for which the stated nutrient was $3\frac{1}{2}$ per cent or more above or below the national average for all four years or for three of the four years for which analyses are available.

137. Some nutrients show greater regional variation than others (for example in London vitamin C has been from 12 to 14 per cent above the average and in Scotland 10 to 14 per cent below). Some of the differences given in Table 46 hold good at 7 per cent above or below the national average; these are shown in bold type.

138. The dietary causes of the persisting differences shown in Table 46 are fairly clear and may be summarized in the following way:

Animal protein. Consumption of liquid milk, carcase meat and fish is high in London.

Fat. The high butter consumption in Wales and the low consumption of cooking fats in Scotland are the main causes of high and low estimates for total fat in those countries.

Carbohydrate. The relatively large consumption of cereals, and particularly of flour and bread, in rural areas and the small consumption in London are mainly responsible for the maxima and minima for carbohydrate.

Calcium. High milk and cheese consumption in the South and South-East and low averages in the North explain the high and low calcium estimates. The rural areas also have low averages for milk and cheese but these are offset by their relatively large consumption of flour and bread.

Iron. The high consumption of bread, flour and beef in the North are the main causes of the relatively high iron content of the northern diet.

Vitamin A. The consistently large consumption of dairy products, liver and green vegetables in London and the South and South-East and of carrots in the North-West explain the high vitamin A intakes in those regions. The small consumption of

TABLE 46

Regions and Types of Area in which Nutrient Intake deviated by 3½ per cent or more from the National Average in at least Three of the Years, 1955, 1956, 1958 *and* 1960

	3½% *or more above national average*	3½% *or more below national average*
Animal protein	London	None
Fat	Wales	SCOTLAND
Carbohydrate	RURAL	London
Calcium	Southern and South-Eastern Rural	Northern and East and West Ridings (a)
Iron	Northern and East and West Ridings (a)	None
Vitamin A	North-Western Southern and South-Eastern London	Scotland Northern and East and West Ridings (a)
Thiamine	Midland	Scotland
Riboflavin	London	Wales Northern and East and West Ridings (a)
Nicotinic acid	None	Scotland
Vitamin C	Midland LONDON	SCOTLAND Northern and East and West Ridings (a) North-Western Rural
Vitamin D	North-Western	Wales SOUTH-WESTERN

(a) Northern only in 1960.

dairy products in the North, and of green vegetables and tomatoes are the main causes of the relatively low vitamin A intakes in the north of Britain.

Thiamine. The high Midland and low Scottish values for thiamine are mainly the result of high and low consumption of pork and other forms of pig meat.

Riboflavin. The differences shown arise mainly from differences in the consumption of milk.

Nicotinic acid. The relatively small overall consumption of meat in Scottish households largely explains their low intake of this nutrient.

Vitamin C. The consistently large consumption of fruit and green vegetables in London and the small consumption of these foods in Scotland and the North of England are the reasons for the differences in vitamin C for these regions. Consumption of fruit and green vegetables also tends to be low in the rural areas. The relatively high intake of vitamin C in the Midlands is the result of high potato consumption.

Vitamin D. Margarine consumption, consistently large in the North-West and small in Wales and the South-West, explains the high and low intakes of vitamin D.

TABLE 47

Domestic Food Expenditure and Value of Consumption by Region and Type of Area
(per person per week)

	All households	Region or Type of Area														
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations: London	Conurbations: Provincial	Other urban areas: Larger towns	Other urban areas: Smaller towns	Semi-rural areas	Rural areas
1959	s. d.	s. d.	s. d.	s. d.		s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
Expenditure	29 3	29 6	27 11	28 11		29 4	28 8	27 11	30 3	28 6	28 10	31 8	29 5	28 6	29 7	28 4	26 7
Value of free food	1 0	2 6	6	8		6	1 0	1 5	1 4	1 10	1 8	4	4	5	1 0	2 0	4 1
Value of consumption	30 3	32 0	28 5	29 7		29 9	29 9	29 4	31 7	30 3	30 7	32 0	29 10	28 11	30 6	30 4	30 9
1960				s. d.	s. d.												
Expenditure	29 8	30 10	28 4	29 6	31 0	29 8	29 11	27 10	30 8	27 6	29 1	31 4	30 0	29 4	29 3	29 2	26 10
Value of free food	10	4	10	3	7	4	9	1 7	1 0	2 8	1 3	5	2	5	11	1 6	4 7
Value of consumption	30 6	31 2	29 2	29 9	31 8	30 0	30 8	29 5	31 8	30 2	30 3	31 9	30 2	29 10	30 2	30 8	31 5
Expenditure as percentage of that in all households																	
1959	100·0	100·8	95·3	98·7		100·0	97·9	95·2	103·2	97·3	98·5	108·2	100·6	97·4	100·9	96·8	90·9
1960	100·0	104·0	95·7	99·4	104·7	100·2	100·9	93·9	103·4	92·7	98·0	105·6	101·3	99·0	98·7	98·3	90·6
Value of consumption as percentage of that in all households																	
1959	*100·0*	*105·8*	*93·8*	*97·6*		*98·3*	*98·1*	*96·9*	*104·2*	*100·0*	*100·9*	*105·7*	*98·4*	*95·5*	*100·8*	*100·2*	*101·5*
1960	*100·0*	*102·3*	*95·6*	*97·5*	*103·8*	*98·5*	*100·5*	*96·4*	*103·7*	*99·0*	*99·3*	*104·0*	*99·0*	*97·7*	*98·9*	*100·5*	*103·1*
Price index (all foods) 1959	100·0	103·6	104·2	100·2		102·1	100·7	98·6	100·5	99·4	98·7	99·0	100·2	99·4	100·4	102·0	99·9
1960	100·0	102·6	104·1	100·5	103·3	99·4	100·2	98·9	101·1	98·4	97·9	99·7	99·4	100·1	100·1	101·3	100·6
"Price of energy" index (all foods) (a) 1959	100·0	100·7	95·9	97·1		99·4	95·1	97·4	100·4	99·0	101·1	109·4	99·4	97·4	99·8	96·7	95·7
1960	100·0	100·4	97·9	96·9	105·7	97·3	94·6	96·4	100·9	97·1	100·3	107·9	98·9	100·0	98·9	97·4	96·0
Expenditure on convenience foods in 1959	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.	s. d.
	5 5	5 0	5 9	6 0		5 9	5 8	4 11	5 1	5 2	4 10	5 4	5 8	5 8	5 6	5 3	4 4
1960	5 6	6 1	5 10	6 5	6 4	5 10	5 11	4 9	5 6	4 9	5 0	5 3	6 1	5 8	5 4	5 6	4 8
Expenditure on convenience foods as percentage of that on all foods in																	
1959	18·5	17·1	20·6	20·6		19·5	19·8	17·8	16·8	18·2	16·9	16·9	19·2	19·8	18·7	18·7	16·1
1960	18·7	19·7	20·5	21·6	20·4	19·7	19·7	17·1	17·9	17·2	17·2	16·8	20·2	19·3	18·2	18·8	17·3

(a) Value of consumption divided by the energy value of the diet, expressed as a percentage of the ratio found for all households.

TABLE 48

Value of Free Supplies (a) *by Region and Type of Area, 1960*

(pence per person per week)

	All households	Region or Type of Area																
		Wales	Scotland	Northern	East and West Ridings	North Western	North Midland	Eastern	Midland	South Western	South Eastern and Southern	Conurbations		Other urban areas		Semi-rural areas	Rural areas
												London	Provincial	Larger towns	Smaller towns		
Milk and cream	1·43	0·36	2·88	0·16	1·08	0·77	—	1·09	1·24	7·48	2·15	0·02	0·09	0·39	0·34	2·76	17·47
Eggs	1·20	0·31	1·08	0·30	0·51	0·74	1·00	2·15	1·59	4·08	2·21	0·11	0·11	0·54	0·91	2·70	8·46
Potatoes (b)	1·21	0·38	1·25	0·48	0·59	0·42	1·42	2·73	1·31	3·00	1·57	0·46	0·25	0·55	1·44	2·02	5·67
All other vegetables	2·88	1·43	1·39	1·02	1·89	0·64	3·71	6·56	3·55	8·94	4·27	1·66	0·56	1·47	3·96	5·30	11·41
Fruit	2·46	1·60	1·64	0·82	2·45	1·05	1·83	3·80	3·24	5·29	3·33	2·30	0·76	1·66	3·22	3·53	6·51
All other foods	1·10	0·38	1·29	0·40	0·96	0·47	0·74	2·39	0·91	3·61	1·29	0·53	0·32	0·84	0·88	1·85	5·43
All Foods	*10·30*	*4·46*	*9·52*	*3·20*	*7·48*	*4·12*	*8·70*	*18·70*	*11·86*	*32·40*	*14·82*	*5·11*	*2·16*	*5·49*	*10·80*	*18·17*	*54·94*

(a) Valued at retail prices paid for corresponding purchases in each region or type of area.
(b) Including chips and crisps.

TABLE 49

Variations in Household Consumption of the Main Food Groups between Regions and Different Types of Area expressed as Percentage Deviations from the National Average, 1960

More than 5 per cent above the national average		*Between 95 and 105 per cent of the national average*	*More than 5 per cent below the national average*	
WALES				
Butter	+41	Cheese	"Other" vegetables	— 8
Mutton and lamb	+17	Eggs	Fresh fruit	— 8
Cooking fat	+16	"Other" meat	Liquid milk	—12
Pork	+13	Potatoes	Poultry	—15
Fish	+13	"Other" fruit	Preserves	—18
Bread	+13	Cakes and biscuits	Flour	—20
Sugar	+10		Beef and veal	—23
Bacon and ham	+10		"Other" cereals	—24
Tea	+10		Margarine	—27
Fresh green vegetables	+ 6		Suet and dripping	—48
SCOTLAND				
Suet and dripping	+35	Liquid milk	Sugar	— 8
Beef and veal	+30	Margarine	Tea	— 9
Cakes and biscuits	+28		Fish	—14
Preserves	+26		Butter	—15
"Other" meat	+25		Cheese	—17
"Other" cereals	+20		"Other" fruit	—23
Bread	+12		Fresh fruit	—24
Potatoes	+11		Poultry	—30
Eggs	+ 8		Bacon and ham	—36
"Other" vegetables	+ 7		Flour	—48
			Cooking fat	—49
			Mutton and lamb	—57
			Fresh green vegetables	—64
			Pork	—78
NORTHERN				
Suet and dripping	+56	Butter	"Other" cereals	—11
Flour	+44	Preserves	Pork	—14
"Other" meat	+25	Potatoes	Fresh fruit	—15
"Other" vegetables	+25	Tea	"Other" fruit	—18
Bacon and ham	+16		Liquid milk	—19
Fish	+15		Sugar	—21
Beef and veal	+14		Mutton and lamb	—24
Cakes and biscuits	+11		Cheese	—32
Cooking fat	+ 8		Fresh green vegetables	—41
Bread	+ 8		Poultry	—51
Margarine	+ 7			
Eggs	+ 6			
EAST AND WEST RIDINGS				
Flour	+23	Liquid milk	"Other" fruit	— 6
Cooking fat	+21	Preserves	Suet and dripping	— 8
Margarine	+18	"Other" meat	Sugar	— 8
Fish	+15	Fresh green vegetables	Bread	—10
Pork	+10	"Other" vegetables	Butter	—11
Bacon and ham	+ 8	Fresh fruit	Potatoes	—16
Cakes and biscuits	+ 8	"Other" cereals	Cheese	—17
Eggs	+ 6	Tea	Mutton and lamb	—18
Beef and veal	+ 6		Poultry	—29

TABLE 49—*continued*

More than 5 per cent above the national average		*Between 95 and 105 per cent of the national average*	*More than 5 per cent below the national average*	
NORTH WESTERN				
Margarine	+32	Liquid milk	Eggs	— 9
Bacon and ham	+16	Cooking fat	"Other" fruit	— 9
Mutton and lamb	+15	Preserves	Cheese	—10
Tea	+11	Poultry	Beef and veal	—10
"Other" vegetables	+10	"Other" meat	Fresh fruit	—10
Sugar	+ 7	Fish	Butter	—11
Cakes and biscuits	+ 7	Potatoes	Suet and dripping	—15
		Bread	Flour	—18
		"Other" cereals	Fresh green vegetables	—30
			Pork	—36
NORTH MIDLAND				
Flour	+59	Liquid milk	"Other" meat	— 9
Cooking fat	+53	Cheese	Fresh fruit	—14
Pork	+45	Butter	Suet and dripping	—27
"Other" fruit	+22	Eggs	Poultry	—32
Bacon and ham	+14	Beef and veal	Mutton and lamb	—35
Potatoes	+12	Fish		
Fresh green vegetables	+11	"Other" vegetables		
Margarine	+ 8	Cakes and biscuits		
Sugar	+ 8	"Other" cereals		
Preserves	+ 7	Tea		
Bread	+ 7			
EASTERN				
Suet and dripping	+44	Liquid milk	Fish	— 6
Flour	+41	Butter	Bread	— 6
Fresh green vegetables	+16	Eggs	Potatoes	— 7
Cheese	+13	Beef and veal	Tea	—11
Cooking fat	+11	Pork	Cakes and biscuits	—12
Sugar	+ 9	Poultry	"Other" meat	—14
Margarine	+ 8	"Other" vegetables	Bacon and ham	—18
Fresh fruit	+ 8	"Other" cereals	Mutton and lamb	—21
Preserves	+ 7			
"Other" fruit	+ 6			
MIDLAND				
Pork	+65	Liquid milk	Eggs	— 8
Mutton and lamb	+30	Butter	Beef and veal	— 9
Bacon and ham	+27	"Other" meat	"Other" vegetables	—12
Fresh green vegetables	+24	Fish	Margarine	—14
Cooking fat	+20	Potatoes	Poultry	—15
Sugar	+16	Fresh fruit	Cakes and biscuits	—15
Cheese	+10	"Other" fruit	"Other" cereals	—15
Bread	+10		Preserves	—30
Tea	+ 8		Flour	—32
			Suet and dripping	—50

TABLE 49—*continued*

More than 5 per cent above the national average		*Between 95 and 105 per cent of the national average*	*More than 5 per cent below the national average*	
SOUTH WESTERN				
Pork	+47	Eggs	"Other" cereals	— 8
Flour	+44	Sugar	Mutton and lamb	— 9
Fresh green vegetables	+35	Bacon and ham	Suet and dripping	—10
Poultry	+23	Fresh fruit	Preserves	—11
Cooking fat	+22	"Other" fruit	"Other" vegetables	—11
Cheese	+13	Bread	Margarine	—13
Butter	+13	Cakes and biscuits	"Other" meat	—15
Potatoes	+ 8	Tea	Fish	—28
Beef and veal	+ 7			
Liquid milk	+ 6			
SOUTH EASTERN AND SOUTHERN				
Fresh green vegetables	+27	Liquid milk	Fish	— 6
Preserves	+21	Butter	Bread	— 7
Cheese	+19	Margarine	"Other" meat	— 8
Mutton and lamb	+13	Suet and dripping	Cakes and biscuits	— 8
"Other" fruit	+10	Eggs	Beef and veal	—12
Fresh fruit	+ 9	Sugar	Cooking fat	—16
Flour	+ 6	Pork		
		Bacon and ham		
		Poultry		
		Potatoes		
		"Other" vegetables		
		"Other" cereals		
		Tea		
LONDON CONURBATION				
Poultry	+63	Butter	Beef and veal	— 6
Mutton and lamb	+38	Eggs	Potatoes	— 6
Fresh fruit	+27	Sugar	Suet and dripping	— 8
Fresh green vegetables	+26	Preserves	Bacon and ham	— 8
"Other" fruit	+16	Tea	"Other" meat	— 8
Cheese	+12		"Other" vegetables	— 8
Fish	+10		Cakes and biscuits	—13
"Other" cereals	+10		Bread	—14
Liquid milk	+ 7		Cooking fat	—15
Pork	+ 6		Flour	—18
			Margarine	—19
PROVINCIAL CONURBATIONS				
"Other" meat	+13	Liquid milk	Cooking fat	— 7
Margarine	+12	Suet and dripping	Fresh fruit	— 9
"Other" vegetables	+12	Eggs	Poultry	—10
Tea	+10	Sugar	Butter	—12
Bacon and ham	+ 9	Beef and veal	Preserves	—12
Mutton and lamb	+ 8	Potatoes	Pork	—14
Fish	+ 8	"Other" cereals	"Other" fruit	—14
Bread	+ 8		Cheese	—15
Cakes and biscuits	+ 6		Fresh green vegetables	—27
			Flour	—27

TABLE 49—*continued*

More than 5 per cent above the national average		*Between 95 and 105 per cent of the national average*	*More than 5 per cent below the national average*	
URBAN AREAS (LARGER TOWNS)				
Suet and dripping	+21	Liquid milk	Fresh fruit	— 7
Cakes and biscuits	+ 8	Cheese	Bacon and ham	— 8
		Butter	Mutton and lamb	—14
		Margarine	Poultry	—15
		Cooking fat		
		Eggs		
		Sugar		
		Preserves		
		Beef and veal		
		Pork		
		"Other" meat		
		Fish		
		Fresh green vegetables		
		Potatoes		
		"Other" fruit		
		"Other" vegetables		
		Flour		
		Bread		
		"Other" cereals		
		Tea		
URBAN AREAS (SMALLER TOWNS)				
Pork	+13	Liquid milk	Beef and veal	— 7
Cooking fat	+12	Butter	"Other" meat	— 7
Fresh green vegetables	+ 7	Margarine	Mutton and lamb	— 8
Cheese	+ 6	Eggs	Fish	—10
		Sugar	Poultry	—15
		Preserves	Suet and dripping	—21
		Bacon and ham		
		Potatoes		
		"Other" vegetables		
		Fresh fruit		
		"Other" fruit		
		Flour		
		Bread		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
SEMI-RURAL AREAS				
Flour	+29	Liquid milk	Fresh fruit	— 7
Cooking fat	+13	Cheese	Mutton and lamb	—17
Preserves	+10	Suet and dripping	Poultry	—27
Beef and veal	+10	Eggs		
Margarine	+ 9	Sugar		
Bread	+ 8	Pork		
Butter	+ 6	Bacon and ham		
		"Other" meat		
		Fish		
		Fresh green vegetables		
		Potatoes		
		"Other" vegetables		
		"Other" fruit		
		Cakes and biscuits		
		"Other" cereals		
		Tea		

TABLE 49—*continued*

More than 5 per cent above the national average		*Between 95 and 105 per cent of the national average*	*More than 5 per cent below the national average*	
RURAL AREAS				
Flour	+60	Butter	Mutton and lamb	—20
Poultry	+39	Suet and dripping	Fish	—29
Preserves	+26	Sugar		
Beef and veal	+22	Bacon and ham		
Margarine	+21	"Other" meat		
Cheese	+18	Potatoes		
Cooking fat	+15	"Other" vegetables		
Fresh green vegetables	+12	Fresh fruit		
Liquid milk	+10	"Other" fruit		
Eggs	+10	Cakes and biscuits		
Bread	+10	"Other" cereals		
Pork	+ 8	Tea		

TABLE 50

Geographical Differences in Energy Value and Nutrient Content (a) *of Domestic Food Consumption, 1960*

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
								Intake per person per day									
Energy value (Cal.)	2,630	2,680	2,570	2,640	2,590	2,660	2,790	2,630	2,700	2,680	2,610	2,540	2,630	2,570	2,630	2,720	2,830
	2,590	*2,640*	*2,530*	*2,610*	*2,540*	*2,620*	*2,750*	*2,590*	*2,660*	*2,640*	*2,570*	*2,500*	*2,590*	*2,530*	*2,590*	*2,670*	*2,780*
Total protein (g.)	75	74	75	76	74	74	77	73	77	75	74	74	76	73	73	76	79
	76	*74*	*76*	*77*	*75*	*75*	*78*	*74*	*77*	*76*	*75*	*75*	*76*	*74*	*74*	*77*	*80*
Animal protein (g.)	44	42	42	43	44	44	43	43	46	44	45	47	44	43	43	44	46
	44	*43*	*42*	*43*	*45*	*44*	*44*	*43*	*46*	*45*	*45*	*47*	*44*	*43*	*44*	*44*	*46*
Fat (g.)	115	118	104	116	117	116	120	114	119	119	115	114	114	112	115	118	122
	112	*116*	*102*	*113*	*114*	*114*	*117*	*111*	*117*	*115*	*111*	*111*	*111*	*109*	*112*	*115*	*119*
Carbohydrate (g.)	345	352	356	346	329	351	375	351	352	350	341	324	347	339	347	361	376
	320	*325*	*328*	*320*	*305*	*325*	*347*	*324*	*326*	*324*	*315*	*299*	*321*	*314*	*320*	*333*	*348*
Calcium (mg.)	1,037	985	1,019	955	1,006	1,025	1,068	1,064	1,062	1,082	1,080	1,054	1,009	1,008	1,047	1,051	1,144
Iron (mg.)	14·1	13·7	14·5	14·8	14·0	14·0	14·7	13·8	14·0	14·4	14·1	13·9	14·3	13·9	13·8	14·5	15·1
Vitamin A (i.u.)	4,360	4,140	4,010	4,090	4,240	4,550	4,180	4,450	4,190	4,590	4,690	4,510	4,210	4,290	4,430	4,390	4,570
Thiamine (mg.)	1·27	1·27	1·19	1·30	1·25	1·27	1·37	1·24	1·35	1·32	1·27	1·26	1·28	1·23	1·27	1·31	1·35
Riboflavin (mg.)	1·70	1·57	1·64	1·57	1·66	1·67	1·69	1·70	1·75	1·77	1·78	1·79	1·67	1·65	1·70	1·69	1·80
Nicotinic acid (mg.)	14·0	13·4	13·4	14·1	13·5	13·8	14·4	13·7	14·3	14·4	14·0	14·4	14·1	13·5	13·6	14·2	14·7
Vitamin C (mg.)	52	49	46	49	52	50	53	51	54	53	54	59	51	50	52	51	51
Vitamin D (i.u.)	130	125	124	134	138	143	131	134	126	119	131	128	136	125	126	135	141
								As a percentage of Allowances based on British Medical Association's Recommendations									
Energy value	106	106	103	104	107	108	110	105	108	106	105	109	107	103	106	107	109
	105	*105*	*101*	*103*	*105*	*107*	*109*	*103*	*107*	*104*	*104*	*107*	*105*	*102*	*104*	*105*	*107*
Protein	101	98	99	100	102	102	102	97	104	100	101	107	103	98	99	101	103
	102	*99*	*100*	*102*	*104*	*103*	*103*	*98*	*104*	*101*	*102*	*108*	*104*	*99*	*100*	*102*	*104*
Calcium	108	101	102	98	108	108	110	110	112	112	113	115	105	104	108	109	118
Iron	115	110	117	120	116	115	118	111	114	116	114	119	117	112	112	118	121
Vitamin A	186	174	170	173	181	195	177	188	177	193	197	201	179	181	187	186	190
Thiamine	130	127	120	129	129	130	136	124	137	132	129	136	131	125	129	130	132
Riboflavin	114	103	107	102	112	112	110	111	115	115	118	127	112	109	113	110	114
Nicotinic acid	142	134	134	140	140	142	143	138	144	143	143	156	144	137	138	141	144
Vitamin C	240	221	204	222	245	231	242	228	246	240	248	283	235	227	235	230	229
								Percentage of Energy Value Derived from Protein, Fat and Carbohydrate									
Protein	11·4	11·0	11·6	11·5	11·4	11·2	11·1	11·1	11·4	11·2	11·4	11·7	11·5	11·3	11·2	11·2	11·2
	11·7	*11·3*	*12·0*	*11·8*	*11·7*	*11·5*	*11·3*	*11·4*	*11·6*	*11·6*	*11·7*	*12·1*	*11·8*	*11·7*	*11·5*	*11·5*	*11·5*
Fat	39·3	39·8	36·5	39·5	40·9	39·3	38·6	38·9	39·7	39·8	39·5	40·4	39·0	39·2	39·4	39·0	38·9
	38·9	*39·4*	*36·2*	*39·0*	*40·4*	*39·0*	*38·3*	*38·5*	*39·4*	*39·4*	*39·1*	*40·0*	*38·7*	*38·8*	*39·1*	*38·6*	*38·5*
Carbohydrate	49·3	49·3	51·9	49·0	47·7	49·5	50·3	50·0	48·9	49·0	49·1	47·9	49·5	49·5	49·4	49·8	49·8
	49·4	*49·3*	*51·9*	*49·2*	*47·9*	*49·5*	*50·4*	*50·1*	*49·0*	*49·1*	*49·2*	*47·9*	*49·5*	*49·6*	*49·5*	*49·9*	*50·0*
Total Energy Value	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*
Animal protein as percentage of total protein	59·1	57·5	56·4	55·9	59·8	58·6	56·1	59·0	60·2	58·8	60·1	62·7	58·4	58·7	58·9	57·4	57·6
	58·8	*57·5*	*56·0*	*55·6*	*59·7*	*58·4*	*55·9*	*58·8*	*59·8*	*58·6*	*59·9*	*62·5*	*58·2*	*58·5*	*58·7*	*57·2*	*57·4*

(a) Figures for protein, fat and carbohydrate are based on nutrient equivalents given in *The Composition of Foods*, by R. A. McCance and E. M. Widdowson (M.R.C. Special

APPENDIX A
Composition of the Sample[1]

1. Although the size of the National Food Survey sample was reduced slightly in 1960, the method of selection was the same as that used in previous years. In order to obtain a representative sample it is necessary to cover households of different family composition and social class and to take into account their distribution by region and type of area. A three-stage sampling scheme was used involving at the first stage the selection of 48 parliamentary constituencies. The second stage consisted of the selection of polling districts within these constituencies, and the third stage the selection of households within these polling districts.

2. The six constituencies in the crofting counties of Scotland were excluded from the sampling frame because of the prohibitive cost of carrying out fieldwork in these areas. The remaining 612 constituencies were classified into regions, which, with the modifications noted in paragraph 108, corresponded with the Registrars-General's standard regions. Within these regions the constituencies were divided into two categories:

(i) Wholly urban constituencies.
(ii) Partly urban and partly rural constituencies.

No constituency consisted entirely of rural areas.[2]

3. Within the groups thus defined, the constituencies were then classified as follows:

Wholly urban constituencies in England and Wales

By the "juror index", i.e. the proportion of the electorate qualified for jury service; the constituencies with a high proportion of such persons being placed first.

Wholly urban constituencies in Scotland

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

Mixed urban and rural constituencies

By the proportion of population living in rural districts, those with a high proportion being placed first.

4. The list of 612 constituencies thus arranged in order was then divided into 48 groups with approximately equal populations, most of them containing 12 or 13 constituencies. The 48 constituencies were then selected, one from each of the groups, with probability of selection proportional to the size of its electorate. If the constituency selected had already been included in either of the two preceding years it was rejected and the process repeated. The constituencies surveyed during the year are shown in Table 1.

5. The second-stage sampling units were polling districts within the selected con-

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[1] A general account of Survey methodology is given by A. H. J. Baines and Dorothy F. Hollingsworth in *Family Living Studies* (pages 120–138) published by the International Labour Office, Geneva, 1961.

[2] Rural districts in England and Wales; landward areas of counties in Scotland.

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

6. In each of the purely urban constituencies of England and Wales, the polling districts were stratified by the juror index and four per quarter were chosen, the probability of selecting a district being proportional to its electorate in order to equalize the chance of any given household appearing in the sample. In mixed constituencies, the "percentage rural" figure for the constituency determined how many of the four polling districts should be rural, as follows:

Percentage rural	*Less than 12·5*	*12·5–37·5*	*37·5–62·5*	*62·5–87·5*	*Over 87·5*
Number of rural polling districts	0	1	2	3	4

The urban and rural districts of a constituency were then stratified separately by the juror index for selection of the correct number of each type with probability proportional to size of electorate. In Scotland, polling districts were selected at random, since the juror index was not available, and the alternative criterion, rateable value per head, could not readily be obtained for individual polling districts.

7. The third stage of sampling consisted of the selection with equal probability of approximately 16,300 addresses from the electoral registers of the selected polling districts, about 85 from each constituency per quarter. 15,448 of these addresses were actually visited and were found to contain a total of 15,633 households of which 11,975 agreed to keep a record book. 3,084 record books were either not completed or were rejected at the coding stage, giving an effective sample of 8,891 and a net response rate of 57 per cent, the same as in 1959.

8. The numbers of households and persons surveyed in each quarter of 1960 are shown in Table 2. The sample averaged 2,223 households per quarter (mean size 3·12) compared with an average of 2,322 (mean size 3·17) in 1959. The mean household size was, as in 1959, greatest in semi-rural and rural households (3·27 and 3·21 respectively) and smallest in London (3·05).

9. Table 3 gives the distribution of the sample by household composition within each social class. As in 1957 and 1958, the income limits defining the classes were revised in 1960 to allow for changes in money incomes (see page 29) and the figures in Table 3 are comparable with those in previous years only in so far as the revision of the income limits proved adequate. As in previous years, older childless couples outnumbered younger childless couples in Classes A1, C and D, and the one-child family was the most frequent type of classified family household in all classes except Class A. The average number of children per household was greatest (1·12) in Class A2 and the number of adolescents was, as usual, highest (0·34) in Class A1.

10. Table 4 shows the age and sex distribution of persons in the sample and similar analyses for each social class. The proportion of sedentary men in the sample of Class A1 households rose to 23·6 per cent, having fallen from 24·5 per cent in 1958

to 19·7 per cent in 1959; in the sample of households in Class D1 it fell from 15·5 per cent in 1959 to 11·8 per cent in 1960, the same as in 1958. Compared with the previous year, the sample contained a slightly smaller proportion of children of school age except in Class A2 and (adventitiously) the pensioner households. The sample contained a slightly smaller proportion of sedentary women than in the previous year except in Class C and the non-earning groups in Class D.

11. The distribution of households and persons in the sample by region and type of area is shown in Table 5; for purposes of comparison, the distribution of persons as shown by the Registrars-General's estimates of total population is also given. Wholly rural areas were slightly under-represented for the first time since 1956, and there was also some under-representation of persons in the larger provincial towns outside the conurbations and some corresponding over-representation of the population in other types of area; these distortions in the sample, however, were so small that the results for the sample as a whole were barely affected. Wales, which is usually under-represented, was slightly over-represented, but the sample included a smaller proportion of households in the East and West Ridings and the North Midland Regions than usual. The average household size was least for the sample drawn from the East and West Ridings Region (2·88) and, as in 1959, largest in Scotland (3·37).

12. The age and sex distribution of persons included in the sample is given in Table 6. London again showed the highest proportion of men classified as sedentary and the lowest proportion of active or very active men. The East and West Ridings sample contained the lowest proportion of sedentary women; active or very active men and also elderly men were relatively more numerous in rural than in other areas.

13. Table 7 shows the social class distribution of the urban and rural samples. As in 1959, the proportion of Class A1 and Class C households in the rural sample was greater, and that of Class B households smaller, than elsewhere.

14. Table 8 shows the incidence in each social class of the Registrars-General's standard occupational groups and Table 9 shows the average number of earners per household by class and family composition. As in 1959, the average number of earners per household varied inversely with the income of the head of the household, except that households in Class D1 generally contained no more earners than those in Class A1. Many households, however, qualify only temporarily for inclusion in Class D1 because of sickness, unemployment or part-time working by the head of the household. The incidence of earners was greatest in households containing adolescents, and in other types of family it varied inversely with the number of children.

Sampling Variations

15. Most of the figures given in this Report are averages per person per week which conceal considerable variation between one household and another. Measures of the variability in food consumption and expenditure per head in a randomly selected sub-sample of 963 households have been calculated, and the coefficients of variation in the universe of enquiry have been estimated by expressing these measures as a percentage of the relevant averages per head derived from the main sample. These estimates, for households of different composition, are shown in Table 10; similar estimates for households in each social class are given in Table 11. Estimates of the percentage standard errors of the averages per person are also shown; these have been obtained by dividing the coefficients of variation by the square root of the

number of households from which the averages were derived. These estimates are approximations, and probably err somewhat on the high side, since no account is taken of the stratification and three-stage sampling scheme used in the Survey, or of differences between the various groups in their rate of response.

16. Estimates of the coefficients of variation and percentage standard errors of expenditure and consumption per head have also been made for most of the separate foods classified in the Survey. The estimates for all households are given in Table 12, the standard errors being those applicable to the year's sample of 8891 households. For many foods which are purchased infrequently, the coefficients of variation are fairly large, mainly because a high proportion of the households did not purchase the food during the survey week. Where the frequency of purchase is low, the distribution of the sample mean will depart from the normal frequency distribution, unless the samples are very large. Accordingly, percentage standard errors and coefficients of variation have not been quoted where fewer than 5 per cent of households in either the main or the sub-sample purchased the food in question during the survey week. Since there is a relationship between the magnitude of the coefficient of variation and the proportion of households buying, separate coefficients for each quarter of the year are shown in Table 13 in respect of those foods for which there is a marked seasonal variation in the incidence of purchases. The foods included in this table are the same as those in Table 1A of Appendix B.

17. Coefficients of variation relating to the whole sample are in general different from those for a less heterogeneous group of households. Separate estimates of the coefficients of variation of consumption per person for younger childless couples and for couples with children or adolescents or both were obtained from 474 households of these types included in the sub-sample of 963. Averaged results for these groups (which are referred to as "family households") are shown in Table 12; estimates are also given for households in Class A and for old age pensioner households. The estimates for all households can be applied to other social classes and to the "unclassified" types of household without risk of serious error.

TABLE I

Constituencies Surveyed in 1960

Region	*Constituency**	*Region*	*Constituency**
Northern	Consett ‡Easington †Newcastle-on-Tyne Central †Newcastle-on-Tyne East	Eastern	‡Hitchin (Hertfordshire) Ipswich ‡Maldon (Essex) ‡Sudbury and Woodbridge
East and West Ridings	†Bradford North ‡Harrogate Sheffield, Heeley		
North Western	†Bebington (Cheshire) †Birkenhead †Eccles ‡High Peak (Derbyshire) †Liverpool, Edgehill Nelson and Colne	South Eastern and Southern	‡Dartford (Kent) ‡Horsham (West Sussex) ‡Isle of Wight (Isle of Wight) Poole Portsmouth South
North Midland	‡Bolsover (Derbyshire) Lincoln	South Western	‡Bridgwater (Somerset) ‡Gloucester ‡Tavistock (Devon)
Midland	†Birmingham, Handsworth †Rowley Regis and Tipton (Staffordshire) ‡The Wrekin (Salop) ‡Worcester	Wales	Merthyr Tydfil (Glamorganshire) Newport (Monmouthshire) ‡Wrexham (Denbighshire)
London (Conurbation)	†Chislehurst †Croydon North East †Hornsey †Kingston-on-Thames †Lambeth, Vauxhall †St. Marylebone †Spelthorne (Middlesex) †Stoke Newington and Hackney North †Woolwich West	Scotland	Aberdeen North ‡Bute, North Ayrshire †Glasgow, Govan ††Hamilton (Lanarkshire) ‡Midlothian (Midlothian)

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

TABLE 2

Composition of the Sample, 1960

	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Year*	
					1959	*1960*
HOUSEHOLDS IN CONURBATIONS						
London						
Households	424	421	411	335	1,514	1,591
Persons	1,300	1,269	1,243	1,045	4,566	4,857
Persons per household	3·07	3·01	3·02	3·12	3·02	3·05
Provincial Conurbations						
Households	543	494	462	400	2,065	1,899
Persons	1,678	1,476	1,418	1,272	6,563	5,844
Persons per household	3·09	2·99	3·07	3·18	3·18	3·08
OTHER URBAN HOUSEHOLDS						
Households	933	961	904	705	3,906	3,503
Persons	2,937	2,954	2,818	2,142	12,297	10,851
Persons per household	3·15	3·07	3·12	3·04	3·15	3·10
Larger Towns						
Households	458	473	463	369	1,804	1,763
Persons	1,409	1,414	1,504	1,116	5,715	5,443
Persons per household	3·08	2·99	3·25	3·02	3·17	3·09
Smaller towns						
Households	475	488	441	336	2,102	1,740
Persons	1,528	1,540	1,314	1,026	6,582	5,408
Persons per household	3·22	3·16	2·98	3·05	3·13	3·11
SEMI-RURAL HOUSEHOLDS						
Households	411	387	367	319	1,235	1,484
Persons	1,393	1,242	1,193	1,024	4,164	4,852
Persons per household	3·39	3·21	3·25	3·21	3·37	3·27
RURAL HOUSEHOLDS						
Households	104	116	121	73	606	414
Persons	311	375	395	246	1,995	1,327
Persons per household	2·99	3·23	3·26	3·37	3·29	3·21
ALL HOUSEHOLDS						
Households	2,415	2,379	2,265	1,832	9,326	8,891
Persons	7,619	7,316	7,067	5,729	29,585	27,731
Persons per household	3·15	3·08	3·12	3·13	3·17	3·12

TABLE 3

Composition of the Sample: Analysis by Social Class and Household Composition, 1960 (households)

	Class														All households		Average number of persons per household			
	A1		A2		B		C		D											
									Excluding O.A.P.				O.A.P.							
									with earners (D1)		without earners (D2)									
Households containing one man and one woman and:	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	No.	per cent	All persons	Adults	Children	Adolescents
No other																				
(i) Older couples (one or both 55 or over)	32	14·8	59	8·8	352	10·3	390	13·5	109	19·2	105	39·8	325	37·3	1,372	15·4	2	2	—	—
(ii) Younger couples (both under 55)	21	9·7	70	10·4	406	11·9	260	9·0	18	3·2	2	0·8	—	—	777	8·7	2	2	—	—
1 child (0–14)	25	11·6	101	15·0	526	15·4	385	13·4	29	5·1	5	1·9	2	0·2	1,073	12·1	3	2	1	—
2 children (0–14)	25	11·6	111	16·5	492	14·4	278	9·7	22	3·9	2	0·8	—	—	930	10·5	4	2	2	—
3 children (0–14)	4	1·9	49	7·3	171	5·0	119	4·1	14	2·5	—	—	—	—	357	4·0	5	2	3	—
4 or more children (0–14)	1	0·5	15	2·2	123	3·6	48	1·7	9	1·6	—	—	—	—	196	2·2	6·54	2	4·54	—
Adolescents only (15–20)	19	8·8	40	5·9	211	6·2	181	6·3	32	5·6	—	—	—	—	483	5·4	3·23	2	—	1·23
Adolescents and children	20	9·3	51	7·6	279	8·2	217	7·5	25	4·4	—	—	—	—	592	6·7	4·99	2	1·76	1·23
Total of above households	*147*	*68·1*	*496*	*73·7*	*2,560*	*74·9*	*1,878*	*65·2*	*258*	*45·3*	*114*	*43·2*	*327*	*37·5*	*5,780*	*65·0*	*3·26*	*2*	*1·03*	*0·23*
Other households:																				
Adults only	30	13·9	79	11·7	419	12·3	532	18·5	191	33·6	126	47·7	535	61·4	1,912	21·5	1·96	1·96	—	—
With adolescents (15–20) but no children	10	4·6	20	3·0	116	3·4	145	5·0	60	10·5	4	1·5	1	0·1	356	4·0	3·50	2·22	—	1·28
With children (0–14)	29	13·4	78	11·6	324	9·5	324	11·3	60	10·5	20	7·6	8	0·9	843	9·5	4·64	2·51	1·70	0·43
Total unclassified households	*69*	*31·9*	*177*	*26·3*	*859*	*25·1*	*1,001*	*34·8*	*311*	*54·7*	*150*	*56·8*	*544*	*62·5*	*3,111*	*35·0*	*2·86*	*2·14*	*0·46*	*0·26*
Total all household types	*216*	*100*	*673*	*100*	*3,419*	*100*	*2,879*	*100*	*569*	*100*	*264*	*100*	*871*	*100*	*8,891*	*100*	*3·12*	*2·05*	*0·83*	*0·24*
Average number of persons per household:	*No.*		*No.*		*No.*		*No.*		*No.*		*No.*		*No.*		*No.*					
Adults	2·19		2·12		2·15		2·18		1·75		1·61		1·45		2·05					
Adolescents (15–20)	0·34		0·25		0·26		0·29		0·32		0·02		...		0·24					
Children (0–14)	0.81		1.12		1·06		0·85		0.56		0·20		0.02		0.83					
Total	*3·33*		*3·48*		*3·46*		*3·33*		*2·64*		*1·83*		*1·48*		*3·12*					

TABLE 4

Age and Sex Distribution of Persons in Households of Different Social Class, 1960

(*per cent*)

	Class							*All households*
	A1	*A2*	*B*	*C*	*D1 (with earners)*	*D2 (without earners)*	*O.A.P.*	
Men, 21–64:								
Sedentary . .	23·6	18·7	11·2	7·6	11·8	8·7	1·2	10·5
Moderately active .	1·8	5·2	12·5	14·1	2·7	—	—	10·8
Active or very active	2·8	4·1	4·9	6·8	2·9	—	—	5·0
Men, 65 and over .	2·4	1·0	1·7	3·1	6·6	20·7	31·3	4·1
Women, 21–59:								
Sedentary . .	24·3	21·0	18·7	17·0	15·9	22·2	2·6	17·6
Moderately active .	4·7	5·9	7·7	9·0	13·3	—	0·2	7·8
Active or pregnant .	1·1	1·1	1·5	1·7	1·5	—	0·2	1·4
Women, 60 and over .	5·0	3·9	3·8	6·4	11·9	36·4	63·0	8·5
Adolescents and children:								
15–20 male . .	5·0	3·5	3·8	4·1	5·1	0·6	0·1	3·7
15–20 female . .	5·1	3·5	3·6	4·7	7·1	0·6	0·1	4·0
5–14 . . .	16·4	21·0	19·9	16·2	13·9	8·9	1·2	17·3
1–4 . . .	6·3	9·1	8·5	7·4	6·2	1·7	0·1	7·5
Under 1 . .	1·5	2·0	2·1	1·9	1·3	0·2	0·1	1·8
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 5

Composition of the Sample: Analysis by Region and Type of Area, 1960

	No. of households	*No. of persons*	*Average no. of persons per household*	*Percentage of all households*	*Percentage of all persons*	*Population of area as percentage of total population of Great Britain (Registrars-General's mid-1960 estimates, including institutional population)*
Wales	545	1,743	3·20	6·1	6·3	5·2
Scotland	904	3,049	3·37	10·2	11·0	10·2
Northern	679	2,217	3·27	7·6	8·0	6·4
East and West Ridings	544	1,565	2·88	6·1	5·6	8·2
North Western	1,120	3,367	3·01	12·6	12·1	12·8
North Midland	408	1,282	3·14	4·6	4·6	7·1
Eastern	812	2,521	3·10	9·1	9·1	7·2
Midland	757	2,340	3.09	8·5	8·4	9·2
South Western	586	1,895	3·23	6·6	6·8	6·6
South Eastern and Southern	945	2,895	3·06	10·6	10·4	11·1
London	1,591	4,857	3.05	17.9	17.5	16.1
All households	*8,891*	*27,731*	*3·12*	*100*	*100*	*100*
London conurbation	1,591	4,857	3·05	17·9	17·5	16·1
Provincial conurbations	1,899	5,844	3·08	21·4	21·1	20·6
Other urban: Larger towns	1,763	5,443	3·09	19·8	19·6	25·0
Smaller towns	1,740	5,408	3·11	19·6	19·5	17·9
Semi-rural	1,484	4,852	3·27	16·7	17·5	14·9
Rural	414	1,327	3·21	4·7	4·8	5·6
All households	*8,891*	*27,731*	*3·12*	*100*	*100*	*100*

TABLE 6

Age and Sex Distribution of Persons in the Samples from Each Region and Type of Area, 1960

(per cent)

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
Men, 21–64:																	
Sedentary . .	10·5	8·8	8·6	9·0	12·0	9·9	8·3	9·5	9·6	9·7	10·4	14·6	10·3	10·0	10·7	7·5	6·9
Moderately active	10·8	12·2	10·0	9·1	11·8	11·3	8·9	11·4	13·5	9·5	11·2	10·4	12·0	12·2	12·0	8·7	5·7
Active or very active . .	5·0	5·8	6·3	8·7	3·6	4·2	9·1	5·2	4·6	7·3	4·0	1·9	3·8	4·0	3·2	10·1	13·9
Men, 65 and over .	4·1	4·0	3·9	3·8	4·4	4·1	5·1	4·3	3·8	4·2	4·8	3·6	3·9	4·4	4·1	4·3	5·2
Women, 21–59:																	
Sedentary . .	17·6	19·3	18·7	19·4	15·7	17·1	19·0	17·6	16·6	18·4	17·9	16·3	17·1	18·0	17·4	19·1	18·9
Moderately active	7·8	5·0	5·3	5·5	10·7	8·4	5·1	6·8	9·4	6·8	7·4	10·8	8·7	6·9	8·0	5·0	4·7
Active or pregnant	1·4	1·3	1·7	1·6	1·7	1·5	1·2	1·5	1·8	1·2	1·2	1·1	1·6	1·3	1·3	1·7	1·9
Women, 60 and over	8·5	9·0	6·9	7·4	8·9	9·1	8·0	9·2	8·7	8·7	10·6	7·6	8·1	9·4	8·9	8·3	9·2
Adolescents and children:																	
15–20 male .	3·7	3·1	3·8	4·3	3·2	3·7	3·8	4·2	3·8	3·2	4·1	3·5	3·8	4·0	3·9	3·4	4·1
15–20 female .	4·0	4·4	4·5	4·0	3·6	4·3	3·4	3·7	3·7	3·9	4·2	3·8	4·1	4·2	3·8	4·1	3·9
5–14 . .	17·3	17·8	18·7	18·0	15·0	17·2	19·1	18·0	15·4	18·4	15·2	17·4	16·6	16·4	18·1	18·3	15·8
1–4 . .	7·5	7·9	9·3	7·6	7·5	7·2	7·9	6·3	6·8	7·2	7·5	7·3	7·7	7·7	6·9	7·8	8·1
Under 1 .	1·8	1·4	2·3	1·7	1·8	2·0	1·1	2·2	2·2	1·5	1·3	1·8	2·2	1·6	1·7	1·7	1·7
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

TABLE 7

Social Class Distribution of Urban and Rural Samples, 196

(per cent)

	Conurbations		*Other urban areas*		*Semi-rural areas*	*Ru ar*
	London	*Provincial*	*Larger towns*	*Smaller towns*		
	Proportion of households					
A1	3·3	1·6	1·4	2·6	3·2	3
A2	12·4	5·1	7·2	6·6	7·1	7
B	45·8	38·9	35·8	39·9	35·4	24
C	25·7	33·5	34·8	30·9	34·2	42
D1 (with earners)	3·5	9·0	6·7	5·6	5·8	9
D2 (without earners)	2·5	2·1	3·3	3·6	3·3	3
O.A.P.	6·9	9·8	10·7	10·7	11·1	8
All	100	100	100	100	100	1
No. of households	1,591	1,899	1,763	1,740	1,484	4
	Proportion of persons					
A1	3·6	1·5	1·5	3·0	3·4	3
A2	13·4	5·4	8·5	7·8	7·8	8
B	50·4	43·1	39·6	44·6	39·9	26
C	25·9	36·0	37·9	32·8	36·7	45
D1 (with earners)	2·2	8·4	5·5	4·4	4·9	9
D2 (without earners)	1·4	1·2	1·9	2·2	2·0	1
O.A.P.	3·0	4·4	5·1	5·3	5·3	4
All	100	100	100	100	100	1
No. of persons	4,857	5,844	5,443	5,408	4,852	1,3

1·3
0·03
1·40
1·67
1·61
1·44
1·44
1·41
All households

	7·4	4·8	5·4	3·1	7·1	53·4	100	20·2
Not gainfully occupied	100	100	100	100	100	100	100	100
All households	216	673	889	3,419	2,879	569	871	8,891
No. of households								
				Proportion of persons				
I. Professional	40·7	18·9	24·1	2·5	0·2	0·5	—	3·8
II. Intermediate	49·3	43·8	45·1	17·3	6·2	2·7	—	14·6
III. Skilled:								
Mining, manual	0·3	3·0	2·4	4·1	1·0	0·3	—	2·4
Other, manual	2·2	21·2	16·7	46·7	41·5	8·2	—	36·6
Non-manual	1·5	5·5	4·5	11·7	11·5	6·8	—	9·8
IV. Partly-skilled:								
Agricultural workers	—	—	—	0·5	4·6	3·2	—	2·0
Other, manual	0·6	3·6	2·9	9·4	12·1	4·1	—	8·7
Non-manual	—	—	—	0·2	1·6	4·7	—	0·9
V. Unskilled	—	0·9	0·7	5·2	15·3	9·1	—	8·1
Not gainfully occupied	5·4	3·2	3·7	2·3	6·1	60·6	100	13·1
All households	100	100	100	100	100	100	100	100
No. of persons	720	2,340	3,060	11,827	9,574	1,501	1,286	27,731

(a) Classified according to the occupational status and skill of the head of the household, or of the principal earner if the gross weekly income of the head was less than £8.

	All households
	2·4
	7·6
	38·5
	32·4
	6·4
	3·0
	9·8
8	100
14	8,891
	2·6
	8·4
	42·6
	34·5
	5·4
	1·7
	4·6
8	100
27	27,731

TABLE 9

Average Number of Earners per Household: Analysis by Social Class and Family Composition, 1960

	Class								All households
	A			B	C	D			
						excluding O.A.P.			
	A1	A2	All			with earners (D1)	without earners (D2)	O.A.P.	
Households of one man and one woman and:									
No other (both under 55)	1·33	1·51	1·47	1·62	1·63	1·44	—	—	1·60
1 child	1·16	1·18	1·17	1·26	1·31	1·17	—	0·50	1·26
2 children	1·04	1·10	1·09	1·22	1·24	1·23	—	—	1·21
3 children	1·00	1·18	1·17	1·15	1·19	1·00	—	—	1·16
4 or more children	1·00	1·07	1·06	1·13	1·17	1·00	—	—	1·13
Adolescents only	1·95	2·18	2·10	2·38	2·37	1·94	—	—	2·31
Adolescents and children	1·50	1·88	1·77	2·26	2·44	2·20	—	—	2·27
No other (one or both 55 or over)	0·97	1·20	1·12	1·14	1·18	1·15	—	0·02	0·80
Other households with:									
Adults only	1·60	1·46	1·50	1·71	1·62	1·17	—	0·03	1·04
Adolescents but no children	2·20	2·50	2·40	2·78	2·74	2·05	—	—	2·57
Children	1·69	1·68	1·68	2·04	2·03	1·60	—	0·12	1·89
All households	*1·41*	*1·44*	*1·44*	*1·61*	*1·67*	*1·40*	—	*0·03*	*1·3*

TABLE 10

Coefficients of Variation and Percentage Standard Errors of Average Expenditure on Food in Households of Different Composition, 1960

Household composition	*Average expenditure on food (per person per week)*	*Number of households in sample*	*Coefficient of variation*	*Percentage standard error*
Households with one man and one woman and:	*s. d.*			
No other (one or both 55 or over)	36 1	1,372	36	0·97
No other (both under 55)	40 3	777	26	0·95
1 child	30 8	1,073	28	0·86
2 children	26 0	930	21	0·69
3 children	22 4	357	27	1·45
4 or more children	19 9	196	28	2·03
Adolescents only	34 2	483	24	1·12
Adolescents and children	26 8	592	24	0·97
Other households with:				
Adults only	33 0	1,912	40	0·92
Adolescents but no children	32 6	356	28	1·49
One or more children with or without adolescents	26 6	843	33	1·13
All households	29 8	8,891	39	0·41

TABLE II

Coefficients of Variation and Percentage Standard Errors of Average Expenditure on Food in Households of Different Social Class, 1960

Social class	*Average expenditure on food (per person per week)*	*Number of households in sample*	*Coefficient of variation*	*Percentage standard error*
	s. d.			
A1	37 8	216	37	2·52
A2	31 10	673	29	1·11
B	30 0	3,419	41	0·71
C	28 9	2,879	37	0·70
D1 (with earners) . .	26 9	569	37	1·54
D2 (without earners) . .	29 8	264	46	2·81
O.A.P.	27 10	871	34	1·16
All households . . .	29 8	8,891	39	0·41

TABLE 12

Coefficients of Variation and Percentage Standard Errors of Average Expenditure and Consumption per head, 1960

	Percentage Standard Errors		*Coefficients of Variation* (a)				
	All households		*All households*		*Family households* (b)	*Social Class A*	*Old Age Pensioner households*
	Expenditure	*Consumption*	*Expenditure*	*Consumption*	*Consumption*	*Consumption*	*Consumption*
MILK AND CREAM:							
Liquid milk							
Full price	0·59	0·57	56	54	52	42	44
Welfare	1·68	1·63	158	154	125	152	n.a.
Condensed milk							
Skimmed, sweetened	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Whole, sweetened	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Whole, unsweetened	3·40	3·86	321	363	245	196	203
Dried milk							
National	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Branded	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other milk	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cream	3·21	3·68	303	332	306	203	n.a.
CHEESE:							
Natural	1·47	1·38	139	130	120	133	121
Processed	2·60	2·65	245	250	205	183	195
MEAT AND MEAT PRODUCTS:							
Carcase meat							
Beef and veal	1·09	1·01	103	95	71	84	123
Mutton and lamb	1·53	1·44	145	136	129	101	123
Pork	2·34	2·41	220	227	224	203	173
Other meat							
Corned meat	2·41	2·61	227	246	199	298	169
Bones	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Bacon and ham, uncooked	1·00	1·03	94	97	95	100	101
Bacon and ham, cooked (including canned)	2·14	2·17	202	205	187	150	247
Cooked chicken	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other cooked meat (not canned)	2·65	2·26	250	214	167	173	140
Other canned meat	3·05	2·84	288	268	227	128	622
Liver	2·34	2·29	220	216	202	209	273
Offals (other than liver)	3·50	3·98	330	375	314	229	485
Poultry	5·42	4·97	511	468	538	238	680
Rabbit, game and other meat	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Sausages, uncooked, pork	1·69	1·65	159	156	150	123	202
Sausages, uncooked, beef	2·18	2·16	205	204	190	259	351
Other meat products	1·97	1·94	185	183	165	164	243
FISH:							
White, filleted, fresh	2·36	2·63	223	248	206	214	248
White, filleted, quick-frozen	3·00	3·02	283	286	166	214	n.a.
White, other, fresh	3·96	3·28	373	309	311	282	346
Herrings, fresh	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Fat, fresh, other	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
White, processed	4·10	4·27	386	402	464	277	443
Fat, processed	7·25	4·41	685	415	446	290	n.a.
Shell	6·49	6·67	612	633	638	457	n.a.
Cooked	2·58	2·57	243	242	224	293	327
Salmon, canned	3·50	3·54	330	334	298	256	n.a.
Canned, other	4·52	4·28	427	403	343	412	393
Fish paste	4·47	7·50	422	700	300	343	n.a.
Fish cakes and other fish products	5·56	5·24	524	494	516	n.a.	n.a.

TABLE 12—*continued*

	Percentage Standard Errors		*Coefficients of Variation* (a)				
	All households		*All households*		*Family households* (b)	*Social Class A*	*Old Age Pensioner households*
	Expenditure	*Consumption*	*Expenditure*	*Consumption*	*Consumption*	*Consumption*	*Consumption*
EGGS	0·79	0·72	75	68	54	57	82
FATS:							
Butter	0·98	0·94	92	89	86	72	93
Margarine	1·28	1·25	121	117	107	311	188
Lard and compound cooking fat	1·50	1·46	142	137	116	121	184
Suet	4·10	5·28	386	500	606	365	n.a.
Dripping	4·46	3·90	421	367	367	n.a.	376
Other fats, oils and creams	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
SUGAR AND PRESERVES:							
Sugar	0·84	0·83	80	78	62	66	114
Jams, jellies and fruit curds	2·29	2·24	216	211	180	198	226
Marmalade	3·24	3·19	306	301	253	272	213
Syrup, treacle and honey	7·74	4·85	729	457	375	330	n.a.
VEGETABLES:							
Potatoes (1959 crop)	2·12	2·11	200	199	174	194	201
Potatoes (1960 crop)	1·47	1·80	139	170	167	155	97
Chips	2·34	2·44	221	230	230	328	260
Crisps	3·83	3·40	360	320	327	254	n.a.
Cabbages	1·87	1·74	177	164	176	155	174
Brussels sprouts	2·75	2·40	259	226	216	132	292
Cauliflower	2·46	2·27	232	214	214	132	159
Leafy salads	2·33	2·67	220	252	254	128	292
Peas, fresh	5·42	4·77	512	450	389	249	430
Peas, quick-frozen	3·23	3·15	305	296	273	198	n.a.
Beans, fresh	4·89	3·57	461	336	354	314	304
Beans, quick-frozen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Other fresh green vegetables	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Carrots	1·96	1·75	185	165	141	163	168
Other root vegetables	2·95	2·64	279	249	204	219	333
Onions, shallots, etc.	2·04	1·95	193	184	199	118	164
Miscellaneous fresh vegetables	2·55	2·85	241	269	235	186	269
Dried pulses	3·15	3·36	297	317	282	355	432
Canned peas	1·67	1·73	157	163	135	134	271
Canned beans	1·48	1·50	139	142	121	132	338
Other canned vegetables	5·56	6·12	524	578	429	261	n.a.
Vegetable products	8·12	7·36	769	691	683	n.a.	n.a.
FRUIT:							
Fresh							
Oranges	2·52	2·59	237	244	187	240	314
Other citrus fruit	4·53	4·60	426	434	362	208	290
Apples	1·89	1·62	178	153	128	144	117
Pears	4·97	3·82	469	360	359	344	n.a.
Stone fruit	4·74	5·08	447	478	360	300	630
Soft fruit (including quick-frozen)	5·08	4·75	478	447	436	273	564
Bananas	1·73	1·73	163	163	128	122	204
Other fresh fruit	6·61	3·91	622	368	370	227	333
Tomatoes	1·60	1·38	150	130	125	103	134
Other fruit							
Tomatoes, canned and bottled	3·03	3·83	285	360	325	366	n.a.
Canned peaches, pears and pineapples	1·95	1·96	184	185	160	136	218
Other canned and bottled fruit	2·81	2·59	264	245	257	158	365
Dried vine fruit	3·84	3·87	362	365	375	245	n.a.
Other dried fruit	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Nuts and fruit and nut products	3·99	4·50	376	425	472	283	n.a.
Fruit juices	6·30	7·17	594	676	651	472	n.a.
Welfare orange juice	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

TABLE 12—*continued*

	Percentage Standard Errors		*Coefficients of Variation* (a)				
	All households		*All households*		*Family households* (b)	*Social Class A*	*Old Age Pensioner households*
	Expenditure	*Consumption*	*Expenditure*	*Consumption*	*Consumption*	*Consumption*	*Consumption*
CEREALS:							
Brown bread	3·15	3·11	296	293	251	210	361
White bread, large loaves	0·88	0·89	83	83	72	78	145
White bread, small loaves	2·69	2·73	254	257	259	190	138
Wholewheat and wholemeal bread	5·85	6·30	552	595	481	493	398
Malt bread	4·84	5·19	458	490	491	324	n.a.
Other bread	2·63	2·39	248	225	209	189	262
Self-raising flour	1·70	1·72	160	162	145	128	192
Other flour	4·61	4·53	436	427	551	454	464
Buns, scones and teacakes	2·85	2·74	269	259	240	184	205
Cakes and pastries	1·35	1·39	127	131	106	136	175
Chocolate biscuits	2·26	2·32	213	218	206	138	n.a.
Other biscuits	1·18	1·15	111	108	96	83	120
Puddings, including ice-cream served as part of a meal	2·34	2·59	221	244	194	129	312
Oatmeal and oat products	3·78	3·83	356	361	301	386	415
Breakfast cereals	1·88	1·71	177	161	135	134	263
Rice	4·02	4·12	378	388	379	242	398
Cereals, flour base	3·10	2·85	292	269	228	223	685
Other cereals	2·82	3·16	266	297	271	244	325
BEVERAGES:							
Tea	0·84	0·83	79	78	69	79	76
Coffee, bean and ground	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Coffee, powders and crystals	3·66	3·50	345	329	377	364	338
Coffee, essences	5·37	5·47	506	513	442	n.a.	n.a.
Cocoa and drinking chocolate	4·74	5·38	446	506	506	n.a.	n.a.
Branded food drinks	5·17	5·14	487	486	442	370	432
MISCELLANEOUS:							
Invalid and baby foods	5·62	7·00	529	661	393	384	n.a.
Spreads and dressings	5·70	5·00	537	472	447	282	n.a.
Soups, canned	2·37	2·39	224	225	180	150	317
Soups, dehydrated and powdered	5·39	6·00	508	567	439	342	n.a.
Meat and vegetable extracts	4·50	4·83	424	458	355	471	600
Pickles and sauces	2·58	2·42	243	228	228	204	n.a.
Table jellies, squares and crystals	3·47	4·56	327	433	278	427	350
Salt	4·18	3·91	394	369	319	315	352
Gravy salts and powders	3·94	4·22	371	400	295	n.a.	600
Miscellaneous (expenditure only)	3·02	n.a.	285	n.a.	n.a.	n.a.	n.a.
Total Expenditure	*0·41*	*n.a.*	*39*	*n.a.*	*n.a.*	*n.a.*	*n.a.*

(a) For many foods which are purchased infrequently, the coefficients of variation are fairly large, mainly because a high proportion of the households did not purchase the food during the survey week; the proportions of households purchasing each type of food are shown in Table 1 of Appendix B.

(b) Younger childless couples and couples with children or adolescents.

TABLE 13

Seasonal Coefficients of Variation of Average Expenditure and Consumption per head for Certain Foods: All Households, 1960

	Coefficients of variation (a) *of:*							
	Expenditure				*Consumption*			
	1st Qtr.	*2nd Qtr.*	*3rd Qtr.*	*4th Qtr.*	*1st Qtr.*	*2nd Qtr.*	*3rd Qtr.*	*4th Qtr.*
Cream	353	224	331	305	367	239	323	265
Bacon and ham, cooked (including canned)	207	248	146	172	196	257	155	162
Sausages, uncooked, pork	160	175	150	154	153	173	150	148
FISH:								
Herrings, fresh	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Fat, processed	385	764	396	n.a.	386	591	386	371
EGGS	74	86	70	69	62	77	63	66
VEGETABLES:								
Potatoes (1959 crop)	92	136	n.a.	n.a.	88	149	n.a.	n.a.
Potatoes (1960 crop)	277	118	109	115	284	120	101	160
Cabbages	163	118	239	252	158	135	179	184
Brussels sprouts	177	n.a.	438	179	147	n.a.	476	161
Cauliflower	224	208	250	230	208	197	207	237
Leafy salads	269	148	217	248	276	171	209	252
Peas, fresh	n.a.	570	249	n.a.	n.a.	473	224	n.a.
Peas, quick-frozen	293	279	378	269	296	269	367	260
Beans, fresh	n.a.	n.a.	238	n.a.	n.a.	n.a.	156	n.a.
Beans, quick-frozen	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Carrots	156	225	175	144	163	193	183	123
Other root vegetables	260	221	330	247	228	215	299	197
Onions, shallots, etc.	169	197	229	163	165	184	250	135
Miscellaneous fresh vegetables	316	190	229	270	328	184	258	269
Dried pulses	266	329	371	247	285	338	392	281
Canned peas	147	164	162	143	139	191	168	133
Canned beans	133	140	141	141	134	150	147	133
Other canned vegetables	434	332	461	n.a.	316	409	565	n.a.
FRUIT:								
Oranges	228	190	228	261	236	183	236	296
Other citrus fruit	269	440	476	542	260	464	487	474
Apples	167	181	167	175	139	174	146	157
Pears	620	538	353	434	563	549	263	304
Stone fruit	n.a.	n.a.	248	n.a.	n.a.	n.a.	253	n.a.
Soft fruit (including quick-frozen)	609	373	452	358	579	395	327	320
Tomatoes	198	131	95	142	180	112	103	124
Tomatoes, canned and bottled	237	307	369	205	233	460	517	269
Dried vine fruit	265	434	283	402	257	454	281	401

TABLE 13—*continued*

	Coefficients of variation (a) *of:*							
	Expenditure				*Consumption*			
	1st Qtr.	*2nd Qtr.*	*3rd Qtr.*	*4th Qtr.*	*1st Qtr.*	*2nd Qtr.*	*3rd Qtr.*	*4th Qtr.*
CEREALS:								
Ice-cream (served as part of a meal)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Oatmeal and oat products	298	414	589	262	303	451	598	245
Breakfast cereals	158	198	174	164	160	161	156	165
BEVERAGES:								
Cocoa and drinking chocolate	476	n.a.	n.a.	434	495	n.a.	n.a.	606
Branded food drinks	329	449	815	328	325	447	805	348
Spreads and dressings	668	451	365	571	612	355	373	900
Soups, canned	214	303	211	159	206	328	217	160
Soups, dehydrated and powdered	536	n.a.	n.a.	361	512	n.a.	n.a.	333
Meat and vegetable extracts	300	478	653	279	285	520	700	331
Table jellies, squares and crystals	397	343	232	324	475	560	220	438

(a) For many foods which are purchased infrequently, the coefficients of variation are fairly large, mainly because a high proportion of the households did not purchase the food during the survey week; the proportions of households purchasing each type of food are shown in Table 1A of Appendix B.

APPENDIX B
Tables of Consumption, Expenditure and Prices

TABLE I

Domestic Food Expenditure, 1960, All Households

(pence per head per week)

	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Percentage of all households purchasing each type of food during Survey week*
MILK AND CREAM:						
Liquid milk						
Full price	31·26	30·02	29·56	32·32	30·79	95
Welfare	2·75	2·69	2·56	2·61	2·65	21
Total Liquid Milk	*34·01*	*32·71*	*32·12*	*34·93*	*33·44*	
Condensed milk						
Skimmed, sweetened	0·12	0·06	0·08	0·04	0·08	1
Whole, sweetened	0·15	0·13	0·16	0·12	0·14	2
Whole, unsweetened	1·22	1·37	1·28	1·12	1·25	25
Dried milk						
National	0·22	0·13	0·22	0·17	0·18	1
Branded	0·42	0·46	0·58	0·49	0·49	2
Other milk	0·08	0·07	0·04	0·05	0·06	1
Cream	1·10	1·53	1·37	1·09	1·27	17 (a)
Total Milk and Cream	*37·32*	*36·46*	*35·85*	*38·01*	*36·91*	
CHEESE:						
Natural	6·81	6·62	6·20	6·23	6·46	70
Processed	1·21	1·40	1·56	1·40	1·39	23
Total Cheese	*8·02*	*8·02*	*7·76*	*7·63*	*7·85*	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	28·31	25·22	25·79	29·58	27·22	n.a.
Mutton and lamb	15·27	17·35	18·60	15·93	16·79	n.a.
Pork	7·01	6.10	5·69	6·22	6·26	n.a.
Total Carcase Meat	*50·59*	*48·67*	*50·08*	*51·73*	*50·27*	
Other meat						
Corned meat	2·15	2·82	2·58	2·09	2·41	27
Bones	0·38	0·32	0·29	0·32	0·33	4
Bacon and ham, uncooked	15·37	15·88	15·96	16·07	15·82	86
Bacon and ham, cooked (including canned)	4·39	5·17	5·21	4·67	4·86	41 (a)
Cooked chicken	0·27	0·40	0·55	0·34	0·39	1 (b)
Other cooked meat (not canned)	2·61	3·19	3·32	2·88	3·00	32
Other canned meat	2·88	3·31	3·52	3·23	3·24	26
Liver	2·66	2·56	2·55	2·80	2·64	27
Offals (other than liver)	1·42	1·09	1·08	1·28	1·22	20
Poultry	3·84	5·43	4·39	4·38	4·51	9 (b)
Rabbit, game and other meat	0·30	0·08	0·08	0·32	0·20	1
Sausages, uncooked, pork	4·92	4·50	4·80	5·15	4·84	43 (a) (b)
Sausages, uncooked, beef	2·67	2·24	2·62	2·72	2·56	25
Other meat products	5·08	4·52	4·63	4·90	4·78	44 (b)
Total Other Meat and Meat Products	*48·94*	*51·51*	*51·58*	*51·15*	*50·80*	
Total Meat and Meat Products	*99·53*	*100·18*	*101·66*	*102·88*	*101·07*	

TABLE I—*continued*

(pence per head per week)

	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Percentage of all households purchasing each type of food during Survey week*
FISH:						
White, filleted, fresh	3·27	3·18	3·35	3·96	3·44	28
White, filleted, quick-frozen	0·95	1·39	1·38	1·53	1·31	13
White, other, fresh	2·02	2·10	1·65	1·46	1·81	14
Herrings, fresh	0·17	0·16	0·18	0·24	0·19	3 (a)
Fat, fresh, other	0·28	0·33	0·24	0·16	0·25	2
White, processed	1·02	0·89	0·79	1·02	0·93	9
Fat, processed	0·61	0·44	0·57	0·73	0·59	7 (a) (b)
Shell	0·51	0·56	0·45	0·53	0·51	5
Cooked	2·01	2·27	2·52	2·06	2·22	22
Salmon, canned	2·55	3·49	3·42	2·45	2·98	19
Canned, other	0·72	0·84	0·73	0·71	0·75	12
Fish paste	0·35	0·36	0·37	0·36	0·36	8
Fish cakes and other fish products	0·39	0·31	0·32	0·32	0·34	3 (b)
Total Fish	*14·85*	*16·32*	*15·97*	*15·53*	*15·68*	
EGGS	16·36	16·73	19·24	21·52	18·46	89 (a)
FATS:						
Butter	15·56	13·51	14·26	14·24	14·39	88
Margarine	5·55	5·20	4·79	5·02	5·14	63
Lard and compound cooking fat	2·45	2·12	2·44	2·45	2·36	51
Suet	0·35	0·19	0·19	0·43	0·29	8
Dripping	0·30	0·22	0·29	0·32	0·28	7
Other fats, oils and creams	0·16	0·21	0·18	0·22	0·19	2
Total Fats	*24·37*	*21·45*	*22·15*	*22·68*	*22·65*	
SUGAR AND PRESERVES:						
Sugar	9·04	8·85	9·27	9·21	9·09	88
Jams, jellies and fruit curds	1·87	1·98	1·77	1·67	1·82	25
Marmalade	1·11	0·97	1·07	1·18	1·08	18
Syrup, treacle and honey	0·68	0·73	0·53	0·80	0·68	9
Total Sugar and Preserves	*12·70*	*12·53*	*12·64*	*12·86*	*12·67*	
VEGETABLES:						
Old potatoes (1959 crop)	10·26	4·89	0·01	—	3·79	} 56 (a)
Old potatoes (1960 crop) (c)	—	—	2·81	8·92	2·93	} (a)
New potatoes (c)	0·75	9·32	5·46	—	3·88	32 (a)
Chips	1·02	1·09	1·41	1·10	1·16	22
Crisps	0·29	0·41	0·41	0·29	0·35	7
Total Potatoes	12·32	15·71	10·10	10·31	12·12	

TABLE I—*continued*

(pence per head per week)

	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Percentage of all households purchasing each type of food during Survey week*
Cabbages	1·33	2·45	1·24	1·02	1·51	34 (a)
Brussels sprouts	2·21	0·10	0·34	2·06	1·18	22 (a) (b)
Cauliflower	1·42	2·00	1·01	1·15	1·40	26 (a)
Leafy salads	0·94	2·81	1·11	0·62	1·37	33 (a)
Peas, fresh	...	0·61	1·46	0·01	0·52	8 (a)
Peas, quick-frozen	1·23	1·74	0·77	1·31	1·26	16 (a)
Beans, fresh	—	0·18	1·51	0·07	0·44	8 (a)
Beans, quick-frozen	0·30	0·33	0·10	0·23	0·24	3 (a)
Other fresh green vegetables	0·11	0·16	0·04	0·04	0·09	1 (b)
Total Fresh Green Vegetables	*7·54*	*10·38*	*7·58*	*6·51*	*8·01*	
Carrots	1·31	1·21	0·91	1·09	1·13	41 (a)
Other root vegetables	0·86	0·42	0·57	0·79	0·66	24 (a)
Onions, shallots, etc.	1·49	1·45	1·17	1·26	1·34	45 (a)
Miscellaneous fresh vegetables	1·23	2·50	1·81	1·45	1·75	30 (a)
Dried pulses	0·74	0·51	0·42	0·70	0·59	12 (a)
Canned peas	2·86	2·75	2·08	2·46	2·54	44 (a)
Canned beans	2·39	2·24	2·14	2·23	2·25	43 (a)
Other canned vegetables	0·50	0·60	0·36	0·34	0·45	8 (a)
Vegetable products	0·12	0·21	0·14	0·19	0·16	4
Total Other Vegetables	*11·50*	*11·89*	*9·60*	*10·51*	*10·87*	
Total Vegetables	*31·36*	*37·98*	*27·28*	*27·33*	*31·00*	
FRUIT:						
Fresh						
Oranges	3·20	2·99	1·76	1·57	2·38	35 (a)
Other citrus fruit	0·88	0·93	0·58	0·66	0·76	15 (a)
Apples	4·84	4·90	3·65	3·54	4·23	52 (a)
Pears	0·54	0·60	0·81	0·76	0·68	11 (a)
Stone fruit	0·08	0·39	1·83	0·04	0·58	8 (a)
Soft fruit (including quick-frozen)	0·34	1·84	1·28	0·60	1·02	11 (a)
Bananas	2·95	3·60	3·79	2·94	3·32	46
Other fresh fruit	0·39	0·37	0·39	0·29	0·36	6
Tomatoes	3·01	9·33	7·19	3·60	5·78	65 (a)
Total Fresh Fruit	*16·23*	*24·95*	*21·28*	*14·00*	*19·11*	

TABLE I—*continued*

(pence per head per week)

	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Percentage of all households purchasing each type of food during Survey week*
Other fruit						
Tomatoes, canned and bottled	0·83	0·58	0·51	0·57	0·62	12 (a)
Canned peaches, pears and pineapples	2·89	3·54	3·24	2·71	3·10	34
Other canned and bottled fruit	2·27	2·77	2·38	2·28	2·42	28
Dried vine fruit	0·72	0·74	0·83	1·29	0·90	13 (a)
Other dried fruit	0·33	0·36	0·15	0·44	0·32	5
Nuts and fruit and nut products	0·52	0·37	0·31	1·49	0·67	n.a.
Fruit juices	0·86	0·78	0·88	0·91	0·86	8
Welfare orange juice	0·06	0·06	0·06	0·05	0·06	1
Total Other Fruit and Fruit Products	*8·48*	*9·20*	*8·36*	*9·74*	*8·95*	
Total Fruit	*24·71*	*34·15*	*29·64*	*23·74*	*28·06*	
CEREALS:						
Brown bread, unwrapped	0·66	0·95	0·91	0·95	0·87	18
Brown bread, wrapped	0·41	0·50	0·52	0·58	0·50	9
White bread, large loaves, unwrapped	3·57	3·94	3·98	3·91	3·84	32
White bread, large loaves, wrapped	9·95	9·83	10·00	9·84	9·90	58
White bread, small loaves, unwrapped	1·27	1·51	1·52	1·51	1·45	26
White bread, small loaves, wrapped	0·67	0·76	0·78	0·85	0·76	14
Wholewheat and wholemeal bread	0·55	0·43	0·51	0·43	0·48	9
Malt bread	0·18	0·22	0·16	0·20	0·19	5
Other bread	3·94	4·31	3·79	3·85	3·97	46
Total Bread	*21·20*	*22·45*	*22·17*	*22·10*	*21·98*	
Self-raising flour	2·38	2·25	2·31	2·47	2·35	39
Other flour	0·80	0·64	0·67	0·71	0·70	12
Buns, scones and teacakes	1·68	2·12	1·48	2·02	1·82	33
Cakes and pastries	8·93	9·68	9·97	9·80	9·60	69
Chocolate biscuits	2·11	2·14	2·22	2·56	2·26	26
Other biscuits	7·07	7·77	7·95	7·43	7·56	78
Puddings	0·93	0·94	0·74	1·21	0·96	14 (b)
Ice-cream (served as part of a meal)	0·39	1·45	1·06	0·46	0·84	13 (a)
Oatmeal and oat products	1·25	0·64	0·45	1·12	0·86	14 (a)
Breakfast cereals	2·73	3·05	3·27	2·81	2·96	37 (a)
Rice	0·66	0·44	0·52	0·57	0·55	14
Cereals, flour base	1·03	1·06	1·03	1·06	1·04	19
Other cereals	0·98	1·00	0·99	1·05	1·00	22
Total Cereals	*52·14*	*55·62*	*54·83*	*55·37*	*54·47*	

TABLE I—*continued*

(pence per head per week)

	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Percentage of all households purchasing each type of food during Survey week*
BEVERAGES:						
Tea	13·66	13·45	13·45	13·58	13·54	88
Coffee, bean and ground	0·46	0·55	0·40	0·59	0·50	4
Coffee, powders and crystals	2·13	1·92	2·07	2·27	2·10	18
Coffee, essences	0·60	0·50	0·46	0·50	0·52	7
Cocoa and drinking chocolate	0·59	0·41	0·45	0·53	0·50	7 (a)
Branded food drinks	1·19	0·80	0·81	0·98	0·94	7 (a)
Total Beverages	*18·63*	*17·63*	*17·64*	*18·45*	*18·10*	
MISCELLANEOUS:						
Invalid and baby foods	0·56	0·61	0·53	0·51	0·55	n.a.
Spreads and dressings	0·19	0·82	0·49	0·21	0·43	7 (a)
Soups, canned	3·17	1·80	1·82	2·99	2·44	31 (a)
Soups, dehydrated and powdered	0·47	0·25	0·27	0·54	0·38	6 (a)
Meat and vegetable extracts	1·13	0·86	0·91	1·23	1·03	19 (a)
Pickles and sauces	1·89	1·81	1·63	1·86	1·80	25
Table jellies, squares and crystals	0·59	0·79	0·81	0·63	0·70	18 (a)
Salt	0·33	0·34	0·36	0·31	0·34	13
Gravy salts and powders	0·35	0·32	0·31	0·38	0·34	10
Miscellaneous (expenditure only)	0·64	0·85	0·93	0·80	0·80	20
Total Miscellaneous Foods	*9·32*	*8·45*	*8·06*	*9·46*	*8·81*	
Total Expenditure	*349·35 (29s. 1d.)*	*365·52 (30s. 6d.)*	*352·76 (29s. 5d.)*	*355.46 (29s. 7d.)*	*355.77 (29s. 8d.)*	

(a) Details of the percentages of households purchasing these types of seasonal foods in each quarter of 1960 are given in Table 1A.

(b) Excluding purchases of quick-frozen foods.

(c) Potatoes from the 1960 crop were classified as "new" until 31st August, and as "old" from 1st September onwards.

TABLE 1A

Percentage of All Households Purchasing Seasonal Types of Food During Survey Week, 1960

	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Year*
Cream	15	20	19	16	17
Bacon and other meat:					
Bacon and ham, cooked (including canned)	38	43	44	39	41
Sausages, uncooked, pork (a)	44	42	42	45	43
Fish:					
Herrings, fresh	3	2	3	4	3
Fat, processed (a)	8	5	8	9	7
Eggs	88	91	90	88	89
Vegetables:					
Old potatoes (1959 crop)	80	47	...	—	} 56
Old potatoes (1960 crop) (b)	—	—	26	77	
New potatoes (b)	6	66	51	—	32
Cabbages	32	45	30	27	34
Brussels sprouts (a)	43	...	6	43	22
Cauliflower	25	33	21	24	26
Leafy salads	20	58	34	18	33
Peas, fresh	...	8	23	...	8
Peas, quick-frozen	16	20	10	18	16
Beans, fresh	—	3	27	1	8
Beans, quick-frozen	3	4	2	3	3
Carrots	51	35	34	47	41
Other root vegetables	31	15	21	30	24
Onions, shallots, etc.	52	46	39	44	45
Miscellaneous fresh vegetables (a)	19	40	33	25	30
Dried pulses	16	11	9	14	12
Canned peas	49	48	37	43	44
Canned beans	45	43	41	43	43
Other canned vegetables	9	11	7	6	8
Fruit:					
Oranges	43	41	28	25	35
Other citrus fruit	18	16	11	12	15
Apples	56	55	46	48	52
Pears	8	9	14	13	11
Stone fruit	1	5	25	1	8
Soft fruit (including quick-frozen)	4	15	15	8	11
Tomatoes	43	81	79	54	65
Tomatoes, canned and bottled	15	11	9	11	12
Dried vine fruit	12	12	13	17	13
Cereals:					
Ice-cream (served as part of a meal)	7	21	16	8	13
Oatmeal and oat products	20	11	7	17	14
Breakfast cereals	33	37	40	36	37
Beverages:					
Cocoa and drinking chocolate	8	6	6	7	7
Branded food drinks	9	7	6	8	7
Spreads and dressings	4	13	8	3	7
Soups, canned	39	24	23	38	31
Soups, dehydrated and powdered	7	4	4	8	6
Meat and vegetable extracts	23	17	17	22	19
Table jellies, squares and crystals	15	20	20	15	18

(a) Excluding purchases of quick-frozen foods.
(b) Potatoes from the 1960 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

TABLE 2

Domestic Food Consumption and Purchases, 1960, All Households

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

	Consumption					*Purchases*
	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Yearly average*
MILK AND CREAM:						
Liquid milk						
Full price (pt.)	3·96	3·99	3·94	4·10	4·00	3·84
Welfare (pt.)	0·66	0·65	0·62	0·63	0·64	0·63
School (pt.)	0·21	0·18	0·16	0·24	0·20	—
Total Liquid Milk	*4·83*	*4·83*	*4·73*	*4·97*	*4·84*	*4·47*
Condensed milk						
Skimmed, sweetened (eq. pt.)	0·02	0·01	0·01	0·01	0·01	0·01
Whole, sweetened (eq. pt.)	0·01	0·01	0·01	0·01	0·01	0·01
Whole, unsweetened (eq. pt.)	0·14	0·16	0·15	0·13	0·14	0·14
Dried milk						
National (eq. pt.)	0·05	0·03	0·06	0·04	0·05	0·05
Branded (eq. pt.)	0·05	0·06	0·08	0·06	0·06	0·06
Other milk (pt.)	0·01	0·01	...	...	0·01	...
Cream (pt.)	0·02	0·02	0·02	0·02	0·02	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·14*	*5·13*	*5·06*	*5·24*	*5·14*	*4·76*
CHEESE:						
Natural	2·56	2·75	2·65	2·62	2·64	2·64
Processed	0·35	0·40	0·46	0·41	0·40	0·40
Total Cheese	*2·91*	*3·15*	*3·11*	*3·03*	*3·04*	*3·04*
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	9·33	8·02	8·14	9·46	8·74	8·72
Mutton and lamb	6·33	6·79	7·13	6·28	6·63	6·60
Pork	2·31	1·99	1·82	1·95	2·02	2·00
Total Carcase Meat	*17·97*	*16·80*	*17·09*	*17·69*	*17·39*	*17·32*
Other meat						
Corned meat	0·65	0·86	0·76	0·61	0·72	0·72
Bones	0·57	0·37	0·31	0·42	0·42	0·42
Bacon and ham, uncooked	5·19	5·55	5·33	5·20	5·32	5·31
Bacon and ham, cooked (including canned)	0·78	0·90	0·91	0·79	0·84	0·84
Cooked chicken	0·06	0·09	0·13	0·08	0·09	0·09
Other cooked meat (not canned)	0·66	0·74	0·80	0·68	0·72	0·72
Other canned meat	1·17	1·32	1·43	1·31	1·31	1·31
Liver	0·84	0·79	0·80	0·87	0·82	0·82
Offals (other than liver)	0·74	0·52	0·53	0·63	0·60	0·60
Poultry	1·52	1·93	1·51	1·75	1·68	1·52
Rabbit, game and other meat	0·13	0·03	0·04	0·20	0·10	0·08
Sausages, uncooked, pork	2·17	2·02	2.13	2·26	2·14	2·14
Sausages, uncooked, beef	1·55	1·30	1·49	1·56	1·48	1·48
Other meat products	2·40	2·09	2·21	2·34	2·26	2·26
Total Other Meat and Meat Products	*18·43*	*18·51*	*18·38*	*18·70*	*18·50*	*18·31*
Total Meat and Meat Products	*36·40*	*35·31*	*35·47*	*36·39*	*35·89*	*35·63*

TABLE 2—*continued*

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

	Consumption					*Purchases*
	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Yearly average*
FISH:						
White, filleted, fresh	1·45	1·43	1·51	1·65	1·51	1·50
White, filleted, quick-frozen	0·30	0·46	0·46	0·51	0·43	0·43
White, other, fresh	0·99	0·95	0·83	0·65	0·86	0·85
Herrings, fresh	0·16	0·15	0·18	0·26	0·19	0·19
Fat, fresh, other	0·14	0·10	0·14	0·09	0·12	0·11
White, processed	0·47	0·41	0·37	0·49	0·44	0·44
Fat, processed	0·35	0·23	0·37	0·42	0·34	0·34
Shell	0·09	0·09	0·08	0·09	0·09	0·09
Cooked	0·75	0·86	0·99	0·82	0·86	0·85
Salmon, canned	0·43	0·60	0·57	0·40	0·50	0·50
Canned, other	0·27	0·31	0·30	0·28	0·29	0·29
Fish paste	0·05	0·06	0·06	0·05	0·06	0·06
Fish cakes and other fish products	0·21	0·16	0·15	0·16	0·17	0·17
Total Fish	*5·66*	*5·81*	*6·01*	*5·87*	*5·86*	*5·82*
EGGS (No.)	*4·65*	*4·80*	*4·54*	*4·57*	*4·64*	*4·36*
FATS:						
Butter	5·24	5·71	5·87	5·90	5·68	5·68
Margarine	3·92	3·66	3·46	3·62	3·66	3·66
Lard and compound cooking fat	2·11	1·87	2·12	2·14	2·06	2·06
Suet	0·21	0·11	0·12	0·27	0·18	0·18
Dripping	0·31	0·23	0·30	0·34	0·30	0·30
Other fats, oils and creams	0·07	0·09	0·09	0·10	0·09	0·09
Total Fats	*11·86*	*11·67*	*11·96*	*12·37*	*11·97*	*11·97*
SUGAR AND PRESERVES:						
Sugar	17·86	17·44	18·05	17·68	17·76	17·76
Jams, jellies and fruit curds	1·67	1·73	1·56	1·44	1·60	1·48
Marmalade	1·04	0·92	0·98	1·08	1·00	1·00
Syrup, treacle and honey	0·64	0·61	0·46	0·73	0·61	0·60
Total Sugar and Preserves	*21·21*	*20·70*	*21·05*	*20·93*	*20·97*	*20·84*
VEGETABLES:						
Old potatoes (1959 crop)	57·12	27·45	0·07	—	21·16	19·86
Old potatoes (1960 crop) (a)	—	—	21·50	61·87	20·84	18·14
New potatoes (a)	1·50	21·38	33·24	—	14·03	11·88
Chips	0·96	1·07	1·20	1·04	1·07	1·06
Crisps	0·08	0·11	0·11	0·08	0·10	0·10
Total Potatoes	*59·66*	*50.01*	*56.11*	*62.99*	*57.20*	*51.04*
Cabbages	3·95	5·59	5·24	4·84	4·90	3·68
Brussels sprouts	4·84	0·08	0·55	5·03	2·62	2·25
Cauliflower	2·21	3·40	2·15	2·26	2·50	2·29
Leafy salads	0·38	2·32	2·11	0·44	1·31	1·00
Peas, fresh	...	1·78	4·23	0·04	1·51	1·11
Peas, quick-frozen	0·52	0·74	0·33	0·57	0·54	0·54
Beans, fresh	0·02	0·62	7·19	0·46	2·07	0·83
Beans, quick-frozen	0·11	0·12	0·04	0·09	0·09	0·09
Other fresh green vegetables	0·24	0·56	0·16	0·11	0·27	0·12
Total Fresh Green Vegetables	*12·27*	*15·21*	*22·00*	*13·84*	*15·81*	*11·91*

TABLE 2—*continued*

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

	Consumption					*Purchases*
	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Yearly average*
Carrots	3·88	2·23	3·04	4·11	3·32	2·93
Other root vegetables	2·95	0·87	2·14	3·60	2·39	1·83
Onions, shallots, etc.	3·67	2·76	2·91	3·57	3·23	2·90
Miscellaneous fresh vegetables	0·69	1·57	2·59	1·59	1·61	1·36
Dried pulses	0·75	0·50	0·39	0·69	0·58	0·58
Canned peas	3·47	3·24	2·52	3·01	3·06	3·06
Canned beans	2·80	2·55	2·49	2·56	2·60	2·60
Other canned vegetables	0·44	0·54	0·31	0·31	0·40	0·40
Vegetable products	0·09	0·13	0·10	0·12	0·11	0·11
Total Other Vegetables	*18·74*	*14·39*	*16·49*	*19·56*	*17·30*	*15·77*
Total Vegetables	*90·67*	*79·61*	*94·60*	*96·39*	*90·31*	*78·72*
FRUIT:						
Fresh						
Oranges	4·67	4·39	2·48	2·24	3·44	3·42
Other citrus fruit	1·07	1·24	0·67	0·69	0·92	0·91
Apples	6·49	5·49	7·46	9·34	7·20	5·68
Pears	0·49	0·55	1·29	1·37	0·92	0·78
Stone fruit	0·05	0·31	2·16	0·05	0·64	0·58
Soft fruit (including quick-frozen)	0·19	1·44	1·71	0·45	0·95	0·65
Bananas	3·00	3·75	3·79	3·01	3·39	3·38
Other fresh fruit	0·40	2·02	1·04	0·33	0·95	0·48
Tomatoes	2·25	5·22	6·98	3·54	4·50	4·20
Total Fresh Fruit	*18·61*	*24·41*	*27·58*	*21·02*	*22·91*	*20·08*
Other fruit						
Tomatoes, canned and bottled	0·88	0·58	0·48	0·59	0·63	0·62
Canned peaches, pears and pineapples	2·39	3·01	2·73	2·28	2·60	2·59
Other canned and bottled fruit	1·84	2·22	1·76	1·78	1·90	1·77
Dried vine fruit	0·56	0·59	0·67	1·01	0·71	0·71
Other dried fruit	0·20	0·23	0·11	0·25	0·20	0·20
Nuts and fruit and nut products	0·28	0·16	0·14	0·71	0·32	0·32
Fruit juices	0·38	0·36	0·48	0·43	0·41	0·41
Welfare orange juice	0·07	0·07	0·07	0·06	0·07	0·07
Total Other Fruit and Fruit Products	*6·60*	*7·22*	*6·44*	*7·11*	*6·84*	*6·69*
Total Fruit	*25·21*	*31·63*	*34·02*	*28·13*	*29·75*	*26·77*

TABLE 2—*continued*

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

	Consumption					*Purchases*
	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*	*Yearly average*
CEREALS:						
Brown bread, unwrapped	1·23	1·69	1·60	1·66	1·54	1·54
Brown bread, wrapped	0·77	0·87	0·89	0·99	0·88	0·88
White bread, large loaves, unwrapped	9·03	9·54	9·67	9·34	9·40	9·36
White bread, large loaves, wrapped	23·64	22·75	22·97	22·53	22·97	22·97
White bread, small loaves, unwrapped	2·69	3·02	2·94	2·90	2·89	2·89
White bread, small loaves, wrapped	1·26	1·37	1·38	1·50	1·38	1·36
Wholewheat and wholemeal bread	1·08	0·83	0·98	0·80	0·92	0·92
Malt bread	0·20	0·24	0·18	0·21	0·21	0·21
Other bread	5·47	5·68	5·08	4·90	5·28	5·28
Total Bread	*45·36*	*45·99*	*45·68*	*44·85*	*45·47*	*45·44*
Self-raising flour	5·24	4·93	5·07	5·50	5·18	5·18
Other flour	1·79	1·46	1·50	1·59	1·58	1·58
Buns, scones and teacakes	1·46	1·62	1·22	1·66	1·49	1·49
Cakes and pastries	4·43	4·83	5·07	4·96	4·82	4·82
Chocolate biscuits	0·86	0·88	0·90	1·02	0·92	0·92
Other biscuits	4·42	4·88	5·02	4·67	4·75	4·75
Puddings	0·80	0·82	0·63	0·97	0·80	0·80
Ice-cream (served as part of a meal)	0·30	1·10	0·77	0·33	0·62	0·62
Oatmeal and oat products	1·37	0·69	0·49	1·21	0·94	0·94
Breakfast cereals	1·67	1·82	1·98	1·71	1·80	1·80
Rice	0·80	0·54	0·63	0·69	0·66	0·66
Cereals, flour base	0·90	0·87	0·85	0·89	0·88	0·88
Other cereals	0·65	0·59	0·63	0·68	0·64	0·64
Total Cereals	*70.05*	*71·02*	*70·44*	*70·72*	*70·56*	*70·52*
BEVERAGES:						
Tea	2·84	2·77	2·76	2·83	2·80	2·80
Coffee, bean and ground	0·09	0·11	0·08	0·11	0·10	0·10
Coffee, powders and crystals	0·14	0·13	0·14	0·16	0·14	0·14
Coffee, essences	0·18	0·14	0·13	0·15	0·15	0·15
Cocoa and drinking chocolate	0·19	0·14	0·15	0·18	0·16	0·16
Branded food drinks	0·28	0·19	0·19	0·23	0·22	0·22
Total Beverages	*3.72*	*3.48*	*3.45*	*3.66*	*3.57*	*3.57*
MISCELLANEOUS:						
Invalid and baby foods	0·31	0·37	0·28	0·27	0·31	0·31
Spreads and dressings	0·08	0·33	0·22	0·08	0·18	0·18
Soups, canned	3·09	1·71	1·68	2·98	2·36	2·36
Soups, dehydrated and powdered	0·08	0·04	0·05	0·09	0·06	0·06
Meat and vegetable extracts	0·13	0·10	0·11	0·13	0·12	0·12
Pickles and sauces	1·02	1·00	0·90	1·06	1·00	0·97
Table jellies, squares and crystals (pt.)	0·07	0·10	0·10	0·08	0·09	0·09
Salt	0·88	0·91	0·97	0·88	0·91	0·91
Gravy salts and powders	0·19	0·17	0·16	0·20	0·18	0·18

(a) Potatoes from the 1960 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

TABLE 3

Domestic Food Prices, 1960, All Households

	Average prices paid (a)				
	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*
MILK AND CREAM:					
Liquid milk					
Full price	8·2	7·8	7·8	8·2	8·0
Welfare	4·2	4·2	4·2	4·2	4·2
Total Liquid Milk Purchased	*7·6*	*7·3*	*7·3*	*7·7*	*7·5*
Condensed milk					
Skimmed, sweetened	6·4	6·3	6·5	6·2	6·4
Whole, sweetened	11·5	11·5	11·4	11·1	11·4
Whole, unsweetened	8·5	8·6	8·8	8·6	8·6
Dried milk					
National	4·2	4·1	3·9	4·0	4·0
Branded	8·0	8·1	7·7	8·4	8·0
Other milk	19·4	20·0	24·0	14·3	19·2
Cream	72·1	67·7	67·6	69·8	69·0
CHEESE:					
Natural	42·6	38·5	37·4	38·1	39·2
Processed	55·3	56·0	54·1	54·7	55·0
MEAT AND MEAT PRODUCTS:					
Carcase meat	45·3	46·5	47·0	47·0	46·4
Beef and veal	48·7	50·4	50·7	50·2	50·0
Mutton and lamb	38·8	41·2	41·8	40·8	40·7
Pork	49·1	49·2	50·0	51·6	49·8
Other meat					
Corned meat	53·0	52·5	54·3	54·6	53·4
Bones	10·8	13·7	14·7	12·2	12·5
Bacon and ham, uncooked	47·5	45·9	48·1	49·4	47·6
Bacon and ham, cooked (including canned)	89·8	92·0	91·5	94·1	91·7
Cooked chicken	75·9	72·8	70·8	65·8	71·3
Other cooked meat (not canned)	63·6	68·8	66·4	67·8	66·6
Other canned meat	39·2	40·1	39·4	39·6	39·6
Liver	50·6	51·8	50·7	52·0	51·2
Offals (other than liver)	30·9	33·2	33·0	32·6	32·3
Poultry	45·9	47·1	49·4	47·1	47·4
Rabbit, game and other meat	43·4	38·1	42·5	40·5	41·6
Sausages, uncooked, pork	36·5	35·9	36·1	36·6	36·3
Sausages, uncooked, beef	27·5	27·7	28·0	27·8	27·8
Other meat products	34·1	34·5	33·5	33·6	33·9
FISH:					
White, filleted, fresh	36·3	36·2	35·7	38·3	36·6
White, filleted, quick-frozen	50·9	48·7	48·2	47·7	48·7
White, other, fresh	32·7	35·2	33·1	35·8	34·0
Herrings, fresh	17·0	17·1	16·1	14·5	16·1
Fat, fresh, other	33·0	55·1	28·9	28·1	35·8
White, processed	34·3	34·5	33·9	33·0	34·0
Fat, processed	28·0	31·2	24·8	27·6	27·6
Shell	95·7	96·0	85·6	90·4	92·2
Cooked	42·7	42·6	40·8	40·6	41·7
Salmon, canned	94·8	93·5	96·6	98·1	95·4
Canned, other	42·3	43·2	39·1	41·3	41·5
Fish paste	105·4	103·8	105·5	105·3	105·0
Fish cakes and other fish products	29·6	30·7	34·3	32·4	31·4
EGGS	3·8	3·7	4·5	5·0	4·2

TABLE 3—*continued*

	Average prices paid (a)				
	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*
FATS:					
Butter	47·5	37·9	39·0	38·6	40·8
Margarine	22·6	22·7	22·1	22·2	22·4
Lard and compound cooking fat	18·6	18·1	18·4	18·3	18·4
Suet	26·6	26·4	24·9	25·6	25·9
Dripping	15·9	15·7	15·2	15·0	15·5
Other fats, oils and creams	33·7	35·6	32·0	33·0	33·6
SUGAR AND PRESERVES:					
Sugar	8·1	8·1	8·2	8·3	8·2
Jams, jellies and fruit curds	19·3	19·6	19·9	19·8	19·6
Marmalade	17·1	16·9	17·4	17·4	17·2
Syrup, treacle and honey	17·7	19·5	19·0	17·6	18·4
VEGETABLES:					
Old potatoes (1959 crop)	3·1	3·0	3·3	—	3·1
Old potatoes (1960 crop) (b)	—	—	2·5	2·6	2·6
New potatoes (b)	7·9	7·4	3·4	—	5·3
Chips	16·9	16·4	18·8	17·2	17·4
Crisps	62·0	62·0	62·6	62·3	62·2
Cabbages	6·2	8·1	5·7	5·5	6·6
Brussels sprouts	8·4	27·6	10·0	7·9	8·4
Cauliflower	10·5	10·3	8·6	9·1	9·8
Leafy salads	39·7	23·8	13·1	27·6	22·1
Peas, fresh	31·1	7·4	7·5	9·2	7·5
Peas, quick-frozen	37·7	37·6	37·6	37·6	37·6
Beans, fresh	—	7·2	8·6	10·6	8·5
Beans, quick-frozen	45·0	44·2	45·3	41·2	44·0
Other fresh green vegetables	12·2	11·8	16·2	10·0	12·1
Carrots	5·5	8·9	6·3	5·0	6·2
Other root vegetables	5·2	8·3	7·4	4·8	5·8
Onions, shallots, etc.	6·9	8·8	7·7	6·6	7·4
Miscellaneous fresh vegetables	29·5	26·3	15·1	17·4	20·8
Dried pulses	15·9	16·5	17·3	16·2	16·3
Canned peas	13·2	13·6	13·3	13·1	13·3
Canned beans	13·7	14·0	13·7	14·0	13·8
Other canned vegetables	18·3	17·7	18·3	17·5	18·0
Vegetable products	22·2	25·5	23·8	25·1	24·3
FRUIT:					
Fresh					
Oranges	11·0	11·1	11·4	11·3	11·1
Other citrus fruit	13·3	12·2	13·9	15·7	13·4
Apples	12·7	14·6	11·8	9·0	12·1
Pears	17·5	17·4	13·4	11·1	14·2
Stone fruit	24·2	20·9	15·1	13·6	16·1
Soft fruit (including quick-frozen)	29·1	26·8	22·9	22·5	25·0
Bananas	15·8	15·3	16·0	15·7	15·7
Other fresh fruit	16·8	8·3	11·8	14·5	11·9
Tomatoes	21·5	28·7	18·6	18·3	22·2
Other fruit					
Tomatoes, canned and bottled	15·4	16·6	16·8	15·7	16·0
Canned peaches, pears and pineapples	19·4	18·9	19·1	19·0	19·1
Other canned and bottled fruit	22·3	21·6	22·2	21·8	22·0
Dried vine fruit	20·5	20·2	20·0	20·5	20·3
Other dried fruit	26·0	25·4	22·6	28·8	26·0
Nuts and fruit and nut products	30·3	36·1	36·4	33·5	33·4
Fruit juices	45·2	43·1	36·3	42·2	41·4
Welfare orange juice	16·8	16·7	16·7	17·0	16·8

TABLE 3—*continued*

	Average prices paid (a)				
	1st Quarter	*2nd Quarter*	*3rd Quarter*	*4th Quarter*	*Yearly average*
CEREALS:					
Brown bread, unwrapped	8·7	9·0	9·1	9·1	9·0
Brown bread, wrapped	8·5	9·2	9·3	9·3	9·1
White bread, large loaves, unwrapped	6·4	6·6	6·6	6·7	6·6
White bread, large loaves, wrapped	6·7	6·9	7·0	7·0	6·9
White bread, small loaves, unwrapped	7·6	8·0	8·3	8·3	8·0
White bread, small loaves, wrapped	8·5	8·8	9·1	9·1	8·9
Wholewheat and wholemeal bread	8·2	8·2	8·3	8·5	8·3
Malt bread	14·1	14·6	14·1	15·0	14·4
Other bread	11·5	12·2	11·9	12·6	12·0
Self-raising flour	7·3	7·3	7·3	7·2	7·3
Other flour	7·2	7·1	7·2	7·1	7·1
Buns, scones and teacakes	18·5	21·0	19·4	19·4	19·6
Cakes and pastries	32·2	32·0	31·6	31·7	31·9
Chocolate biscuits	39·2	38·8	39·6	40·4	39·5
Other biscuits	25·6	25·5	25·3	25·4	25·5
Puddings	18·6	18·3	19·1	20·0	19·0
Ice-cream (served as part of a meal)	21·0	21·0	22·2	22·9	21·6
Oatmeal and oat products	14·6	15·0	14·7	14·8	14·8
Breakfast cereals	26·1	26·8	26·4	26·3	26·4
Rice	13·2	13·2	13·1	13·2	13·2
Cereals, flour base	18·3	19·6	19·4	19·0	19·1
Other cereals	24·4	27·2	25·3	24·5	25·3
BEVERAGES:					
Tea	76·9	77·7	77·9	76·8	77·3
Coffee, bean and ground	82·3	79·2	79·5	85·5	81·5
Coffee, powders and crystals	250·8	245·2	231·9	224·7	238·4
Coffee, essences	54·8	55·3	55·2	54·3	55·0
Cocoa and drinking chocolate	49·2	48·4	48·3	48·0	48·6
Branded food drinks	68·6	67·0	67·6	67·9	67·9
MISCELLANEOUS:					
Invalid and baby foods	28·3	26·8	30·2	29·9	28·6
Spreads and dressings	40·5	40·0	36·2	39·3	38·8
Soups, canned	16·4	16·8	17·4	16·0	16·6
Soups, dehydrated and powdered	91·8	88·8	93·2	94·9	92·4
Meat and vegetable extracts	139·1	138·9	133·0	148·4	139·8
Pickles and sauces	30·1	29·3	29·4	29·2	29·5
Table jellies, squares and crystals	8·5	8·2	8·3	8·0	8·2
Salt	5·9	6·0	5·9	5·6	5·9
Gravy salts and powders	29·9	30·4	30·2	29·9	30·1

(a) Pence per pint of liquid and other milk and cream, pence per pint of fruit juice, pence per equivalent pint of condensed and dried milk, pence per pint of table jelly made up from squares and crystals, and pence per shell egg. Otherwise pence per lb.

(b) Potatoes from the 1960 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

APPENDIX C

Energy Value and Nutrient Content of Domestic Food Consumption (a)—*All Households, 1960*

(per head per day)

	Energy Value		*Protein*		*Fat*		*Calcium*		*Iron*		*Vitamin A*		*Thiamine* (b)		*Riboflavin*		*Nicotinic acid*		*Vitamin C* (b)		*Vitamin D*	
	Cal.	*Per cent of total*	*g.*	*Per cent of total*	*g.*	*Per cent of total*	*mg.*	*Per cent of total*	*mg.*	*Per cent of total*	*i.u.*	*Per cent of total*	*mg.*	*Per cent of total*	*mg.*	*Per cent of total*	*mg.*	*Per cent of total*	*mg.*	*Per cent of total*	*i.u.*	*Per cent of total*
Liquid milk	256	9·7	13·1	17·6	14·5	12·7	484	46·7	0·4	3·0	451	10·3	0·15	11·9	0·61	35·8	0·4	3·0	4	7·9	4	3·2
Dried milk	6	0·2	0·3	0·5	0·3	0·3	11	1·1	...	...	13	0·3	...	0·3	0·01	0·8	...	...	...	0·3	4	3·5
Other milk and cream	12	0·5	0·5	0·7	0·8	0·7	18	1·7	...	0·1	32	0·7	...	0·2	0·02	1·3	...	0·1	...	0·3	...	0·4
Cheese	51	1·9	3·1	4·1	4·3	3·7	100	9·6	0·1	0·5	161	3·7	...	0·2	0·06	3·6	...	0·4	—	—	2	1·4
Total Milk, Cream and Cheese	*325*	*12·4*	*17·1*	*22·9*	*19·9*	*17·3*	*613*	*59·1*	*0·5*	*3·5*	*657*	*15·1*	*0·16*	*12·7*	*0·71*	*41·5*	*0·5*	*3·5*	*4*	*8·5*	*11*	*8·4*
Beef and veal	81	3·1	5·8	7·7	6·5	5·7	4	0·4	1·3	9·5	18	0·4	0·02	1·9	0·08	4·9	1·6	11·4	—	—	—	—
Mutton and lamb	68	2·6	3·4	4·6	6·1	5·3	3	0·3	0·5	3·4	12	0·3	0·03	2·5	0·04	2·4	1·0	6·8	—	—	—	—
Pork	27	1·0	0·9	1·2	2·6	2·2	1	0·1	0·1	0·6	—	—	0·04	3·4	0·01	0·6	0·2	1·7	—	—	—	—
Bacon	88	3·3	2·0	2·7	8·8	7·7	2	0·2	0·2	1·4	—	—	0·10	7·7	0·02	1·2	0·4	3·1	—	—	—	—
Liver	4	0·2	0·6	0·7	0·3	0·2	—	—	0·5	3·3	868	19·9	0·01	0·9	0·10	5·9	0·4	3·2	1	1·0	1	0·8
Poultry	7	0·3	0·9	1·2	0·3	0·3	...	...	0·2	1·3	—	—	0·01	0·5	...	0·3	0·4	2·7	—	—	—	—
Sausages	46	1·8	1·3	1·8	3·6	3·1	4	0·4	0·2	1·3	2	...	0·03	2·4	0·01	0·8	0·3	2·0	—	—	—	—
Other meat	69	2·6	3·8	5·1	5·4	4·7	6	0·6	0·8	5·8	32	0·7	0·05	3·7	0·05	2·8	0·7	5·3	...	0·1	—	—
Total Meat	*390*	*14·8*	*18·7*	*25·0*	*33·6*	*29·2*	*20*	*1·9*	*3·8*	*26·5*	*932*	*21·4*	*0·29*	*23·0*	*0·32*	*18·8*	*5·1*	*36·3*	*1*	*1·1*	*1*	*0·8*
Fat fish	3	0·1	0·3	0·4	0·2	0·2	1	0·1	...	0·2	7	0·2	...	0·1	0·01	0·4	0·1	0·5	—	—	13	9·7
Other fish	20	0·8	3·2	4·3	0·8	0·7	16	1·5	0·3	2·0	6	0·1	0·01	0·7	0·02	1·4	0·4	3·2	—	—	20	15·4
Total Fish	*23*	*0·9*	*3·5*	*4·7*	*1·0*	*0·9*	*17*	*1·6*	*0·3*	*2·2*	*13*	*0·3*	*0·01*	*0·8*	*0·03*	*1·8*	*0·5*	*3·7*	—	—	*33*	*25·1*
Eggs	52	2·0	3·9	5·2	4·0	3·5	20	1·9	1·0	6·9	332	7·6	0·04	3·4	0·15	8·6	...	0·2	—	—	20	15·3
Butter	171	6·5	0·1	0·1	19·0	16·5	3	0·3	...	0·1	690	15·8	—	—	—	—	—	—	—	—	14	10·6
Margarine	114	4·3	...	0·1	12·7	11·0	1	0·1	...	0·4	446	10·2	—	—	—	—	—	—	—	—	47	36·2
Other fats	93	3·5	...	0·1	10·4	9·0	—	—	...	0·1	5	0·1	—	—	—	—	...	0·2	—	—	...	0·3
Total Fats	*378*	*14·4*	*0·2*	*0·2*	*42·1*	*36·6*	*4*	*0·4*	*0·1*	*0·6*	*1,141*	*26·2*	—	—	—	—	...	*0·2*	—	—	*61*	*47·1*
Sugar and Preserves	318	12·1	...	...	...	...	3	0·3	0·1	0·8	1	...	—	—	...	0·1	...	0·1	1	1·3	—	—
Potatoes (c)	149	5·7	3·8	5·0	0·5	0·5	17	1·6	1·4	9·6	—	—	0·19	15·0	0·13	7·8	2·0	14·2	18	33·7	—	—
Cabbages, brussels sprouts and cauliflower	9	0·3	0·8	1·0	—	—	15	1·4	0·3	2·1	52	1·2	0·02	1·8	0·02	1·2	0·1	0·9	6	10·9	—	—
Leafy salads	...	...	0·1	0·1	—	—	2	0·2	...	0·4	59	1·4	...	0·2	...	0·2	...	0·1	1	1·6	—	—
Fresh legumes including quick-frozen	4	0·2	0·4	0·5	—	—	2	0·2	0·1	0·9	19	0·4	0·02	1·6	0·01	0·6	0·1	0·6	1	1·2	—	—

(per head per day)

	Energy Value		Protein		Fat		Calcium		Iron		Vitamin A		Thiamine (b)		Riboflavin		Nicotinic acid		Vitamin C (b)		Vitamin D	
	Cal.	Per cent of total	g.	Per cent of total	g.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	mg.	Per cent of total	i.u.	Per cent of total
Other fresh green vegetables	...	...	...	...	—	—	1	0·1	...	0·1	28	0·6	...	0·1	...	0·1	...	...	...	0·3	—	—
Carrots	3	0·1	0·1	0·1	—	—	5	0·5	0·1	0·5	678	15·6	0·01	0·5	...	0·2	0·1	0·6	1	1·0	—	—
Other root vegetables	2	0·1	0·1	0·1	—	—	3	0·3	...	0·2	1	...	...	0·2	...	0·2	0·1	0·4	1	1·4	—	—
Other vegetables	24	0·9	1·7	2·3	...	...	16	1·5	0·6	4·1	88	2·0	0·03	2·5	0·02	1·4	0·2	1·6	1	2·7	—	—
Total Vegetables	*191*	*7·3*	*6·8*	*9·1*	*0·6*	*0·5*	*61*	*5·9*	*2·5*	*17·9*	*925*	*21·2*	*0·28*	*21·9*	*0·20*	*11·7*	*2·6*	*18·5*	*28*	*52·8*	—	—
Oranges	3	0·1	0·1	0·1	—	—	4	0·4	...	0·2	10	0·2	0·01	0·5	...	0·2	...	0·3	6	10·9	—	—
Other citrus fruit	...	...	...	...	—	—	...	...	...	0·1	...	...	0·01	0·6	...	0·1	...	0·1	1	1·6	—	—
Apples and pears	12	0·5	0·1	0·2	—	—	1	0·1	0·1	0·8	3	0·1	0·01	0·6	0·01	0·4	0·1	0·7	1	2·2	—	—
Soft fruit	1	...	...	...	—	—	1	0·1	...	0·1	1	...	...	0·1	...	0·1	...	0·1	2	3·9	—	—
Bananas	6	0·2	0·1	0·1	—	—	...	...	...	0·2	2	...	...	0·3	...	0·2	0·1	0·4	1	1·6	—	—
Fresh tomatoes	2	0·1	0·2	0·3	—	—	2	0·2	0·1	0·5	182	4·2	0·01	0·7	0·01	0·4	0·1	0·4	5	8·7	—	—
Other fresh fruit	1	...	...	...	—	—	3	0·3	...	0·1	3	0·1	...	0·1	...	0·1	...	0·2	...	0·8	—	—
Other fruit (d)	29	1·1	0·2	0·3	0·2	0·2	5	0·5	0·3	1·9	48	1·1	0·01	0·5	0·01	0·5	0·1	0·5	3	5·0	—	—
Total Fruit	*54*	*2·1*	*0·8*	*1·1*	*0·2*	*0·2*	*16*	*1·5*	*0·6*	*4·0*	*249*	*5·7*	*0·04*	*3·5*	*0·03*	*1·9*	*0·4*	*2·8*	*18*	*34·8*	—	—
White bread	377	14·3	12·0	16·1	1·6	1·4	147	14·2	2·2	15·9	—	—	0·23	18·1	0·04	2·5	2·1	15·0	—	—	—	—
Other bread	86	3·3	2·9	3·8	0·4	0·4	31	3·0	0·7	5·2	—	—	0·06	5·0	0·02	1·0	0·7	4·9	—	—	—	—
Flour	97	3·7	2·7	3·6	0·3	0·3	39	3·8	0·6	4·1	—	—	0·06	4·8	0·01	0·6	0·5	3·6	—	—	—	—
Cakes and pastries	92	3·5	1·6	2·2	3·1	2·7	18	1·7	0·4	2·8	48	1·1	0·02	1·9	0·03	1·5	0·2	1·4	—	—	3	2·1
Biscuits	118	4·5	1·6	2·1	5·8	5·1	20	1·9	0·4	2·7	—	—	0·02	1·6	...	0·3	0·3	1·9	—	—	—	—
Other cereals	88	3·3	1·8	2·4	1·6	1·4	14	1·4	0·6	3·9	10	0·2	0·03	2·1	0·03	1·8	0·4	3·2	—	—	...	0·2
Total Cereals	*858*	*32·6*	*22·6*	*30·3*	*12·8*	*11·2*	*269*	*25·9*	*4·9*	*34·5*	*58*	*1·3*	*0·43*	*33·6*	*0·13*	*7·6*	*4·2*	*29·9*	—	—	*3*	*2·4*
Tea	—	—	—	—	—	—	—	—	—	—	—	—	—	—	0·10	6·1	—	—	—	—	—	—
Other beverages	7	0·3	0·3	0·4	0·2	0·2	3	0·3	0·1	0·9	2	...	...	0·2	0·01	0·5	...	0·2	—	—	—	—
Total Beverages	*7*	*0·3*	*0·3*	*0·4*	*0·2*	*0·2*	*3*	*0·3*	*0·1*	*0·9*	*2*	...	...	*0·2*	*0·11*	*6·6*	...	*0·2*	—	—	—	—
Other foods (e)	25	1·0	0·7	0·9	0·4	0·3	7	0·7	0·3	2·1	49	1·1	0·01	0·8	0·02	1·3	0·6	4·5	1	1·5	1	0·9
Total All Foods	*2,628*	*100*	*74·7*	*100*	*114·8*	*100*	*1,037*	*100*	*14·1*	*100*	*4,359*	*100*	*1·27*	*100*	*1·70*	*100*	*14·0*	*100*	*52*	*100*	*130*	*100*

(a) Welfare fish liver oil and vitamin A and D tablets excluded.
(b) As suggested in Medical Research Council War Memorandum No. 14, to allow for losses in cooking, 15 per cent has been deducted from all intake figures of thiamine (vitamin B1) and 75 and 50 per cent from the vitamin C contribution from fresh green vegetables and other vegetables respectively.
(c) Including chips and crisps.
(d) Including welfare orange juice.
(e) Invalid and baby foods, spreads and dressings, soups and extracts, pickles and sauces, table jellies, salt and gravy salts and powders.

APPENDIX D

Domestic Food Consumption by Region and Type of Area, 1960

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

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
MILK AND CREAM:																	
Liquid milk																	
Full price (pt.)	4·00	3·38	3·81	3·11	3·77	3·97	3·94	4·19	4·21	4·40	4·33	4·31	3·74	3·76	4·14	3·92	4·68
Welfare (pt.)	0·64	0·66	0·79	0·60	0·69	0·63	0·66	0·59	0·63	0·54	0·60	0·65	0·68	0·68	0·61	0·63	0·52
School (pt.)	0·20	0·21	0·22	0·21	0·17	0·22	0·22	0·18	0·18	0·18	0·16	0·20	0·20	0·19	0·21	0·21	0·12
Total Liquid Milk (pt.)	*4·84*	*4·24*	*4·82*	*3·92*	*4·63*	*4·82*	*4·82*	*4·96*	*5·02*	*5·12*	*5·09*	*5·17*	*4·61*	*4·63*	*4·96*	*4·76*	*5·31*
Condensed milk																	
Skimmed, sweetened (eq. pt.)	0·01	0·03	0·01	0·01	0·01	0·01	0·01	0·01	...	...	0·01	0·02	0·01	0·02	0·01	0·01	...
Whole, sweetened (eq. pt.)	0·01	0·01	0·01	0·02	0·01	0·01	0·02	0·02	0·01	0·01	0·01	0·01	0·01	0·02	0·01	0·01	0·01
Whole, unsweetened (eq. pt.)	0·14	0·16	0·09	0·13	0·12	0·15	0·16	0·19	0·15	0·12	0·19	0·14	0·12	0·15	0·15	0·16	0·14
Dried milk																	
National (eq. pt.)	0·05	0·04	0·04	0·09	0·01	0·05	...	0·05	0·05	0·06	0·02	0·06	0·07	0·03	0·04	0·03	0·06
Branded (eq. pt.)	0·06	0·05	0·08	0·08	0·12	0·07	0·07	0·06	0·07	0·02	0·04	0·04	0·09	0·06	0·06	0·07	...
Other milk (pt.)	0·01	...	...	—	0·01	...	...	0·01	—	...	0·04	0·01	...	0·01	...	0·01	0·05
Cream	0·02	0·03	0·01	0·01	0·02	0·02	0·01	0·02	0·02	0·03	0·02	0·03	0·01	0·02	0·02	0·02	0·02
Total Milk and Cream (pt. or eq. pt.)	*5·14*	*4·56*	*5·05*	*4·24*	*4·93*	*5·13*	*5·09*	*5·32*	*5·33*	*5·37*	*5·43*	*5·47*	*4·94*	*4·92*	*5·25*	*5·06*	*5·60*
CHEESE:																	
Natural	2·64	2·64	2·08	1·70	2·16	2·40	2·58	3·08	2·96	3·00	3·20	2·95	2·20	2·58	2·80	2·63	3·17
Processed	0·40	0·32	0·45	0·38	0·37	0·35	0·51	0·36	0·39	0·44	0·43	0·44	0·38	0·39	0·41	0·42	0·42
Total Cheese	*3·04*	*2·96*	*2·53*	*2·08*	*2·53*	*2·75*	*3·09*	*3·44*	*3·35*	*3·44*	*3·63*	*3·39*	*2·58*	*2·97*	*3·21*	*3·05*	*3·59*

APPENDIX D—*continued*

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

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
MEAT AND MEAT PRODUCTS:																	
Carcase meat																	
Beef and veal	8·74	6·72	11·37	9·96	9·26	7·86	9·05	8·94	7·98	9·37	7·70	8·23	8·71	8·55	8·09	9·65	10·69
Mutton and lamb	6·63	7·78	2·84	5·01	5·43	7·63	4·31	5·26	8·60	6·01	7·52	9·14	7·16	5·70	6·07	5·52	5·33
Pork	2·02	2·29	0·44	1·73	2·22	1·30	2·92	2·12	3·34	2·96	2·09	2·14	1·74	1·96	2·28	1·93	2·18
Total Carcase Meat	*17·39*	*16·79*	*14·65*	*16·70*	*16·91*	*16·79*	*16·28*	*16·32*	*19·92*	*18·34*	*17·31*	*19·51*	*17·61*	*16·21*	*16·44*	*17·10*	*18·20*
Other meat																	
Corned meat	0·72	0·96	0·88	1·04	0·50	0·69	0·72	0·54	0·88	0·56	0·70	0·56	0·81	0·86	0·63	0·76	0·54
Bones	0·42	0·30	0·72	0·62	0·45	0·69	0·26	0·22	0·31	0·35	0·34	0·24	0·66	0·37	0·34	0·42	0·53
Bacon and ham, uncooked	5·32	5·86	3·39	6·16	5·76	6·19	6·06	4·36	6·73	5·60	5·10	4·90	5·78	4·87	5·48	5·50	5·38
Bacon and ham, cooked (including canned)	0·84	0·97	0·71	0·90	0·88	0·94	0·93	0·74	0·98	0·74	0·72	0·89	0·95	0·85	0·76	0·82	0·65
Cooked chicken	0·09	0·07	0·12	0·05	0·21	0·20	0·07	0·04	0·04	0·03	0·06	0·07	0·18	0·09	0·06	0·06	—
Other cooked meat (not canned)	0·72	0·77	0·97	1·04	0·78	0·81	0·72	0·58	0·64	0·45	0·51	0·66	0·90	0·77	0·69	0·61	0·48
Other canned meat	1·31	1·86	0·93	2·10	1·81	1·48	1·42	0·84	1·22	1·04	1·32	1·08	1·50	1·44	1·11	1·38	1·36
Liver	0·82	0·58	0·66	0·74	0·77	0·74	0·68	0·86	0·82	0·98	1·03	0·98	0·72	0·86	0·84	0·76	0·79
Offals (other than liver)	0·60	0·35	0·36	0·54	0·98	0·73	0·64	0·53	0·77	0·65	0·46	0·70	0·65	0·53	0·60	0·52	0·71
Poultry	1·68	1·42	1·18	0·82	1·20	1·75	1·14	1·75	1·43	2·06	1·60	2·74	1·52	1·42	1·42	1·22	2·34
Rabbit, game and other meat	0·10	0·05	0·03	0·10	0·19	0·01	0·21	0·28	0·06	0·09	0·07	0·12	0·04	0·08	0·10	0·15	0·16
Sausages, uncooked, pork	2·14	2·12	1·14	1·34	1·67	1·53	2·20	3·34	3·08	1·76	2·34	2·70	1·70	1·82	2·34	2·32	2·00
Sausages, uncooked, beef	1·48	1·40	4·02	2·30	1·11	1·24	0·81	0·54	0·35	1·29	1·42	1·10	1·99	1·58	1·11	1·43	1·91
Other meat products	2·26	2·29	3·78	3·60	2·62	2·65	1·86	1·35	1·98	1·87	1·65	1·53	2·88	2·30	2·13	2·47	1·80
Total Other Meat and Meat Products	*18·50*	*19·00*	*18·89*	*21·35*	*18·93*	*19·65*	*17·72*	*15·97*	*19·29*	*17·47*	*17·32*	*18·27*	*20·28*	*17·84*	*17·61*	*18·42*	*18·65*
Total Meat and Meat Products	*35·89*	*35·79*	*33·54*	*38·05*	*35·84*	*36·44*	*34·00*	*32·29*	*39·21*	*35·81*	*34·63*	*37·78*	*37·89*	*34·05*	*34·05*	*35·52*	*36·85*

APPENDIX D—*continued*

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

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
FISH:																	
White, filleted, fresh	1·51	1·23	2·41	1·54	1·84	1·69	1·88	1·29	1·32	1·10	1·34	1·20	1·72	1·53	1·42	1·74	1·16
White, filleted, quick-frozen	0·43	0·93	0·10	0·38	0·29	0·40	0·37	0·43	0·55	0·48	0·46	0·50	0·34	0·47	0·44	0·44	0·39
White, other, fresh	0·86	1·70	0·29	1·01	0·80	0·95	0·28	0·66	0·78	0·52	0·86	1·24	0·92	1·12	0·57	0·57	0·36
Herrings, fresh	0·19	0·12	0·34	0·21	0·10	0·07	0·12	0·20	0·12	0·12	0·22	0·28	0·13	0·16	0·18	0·16	0·40
Fat, fresh, other	0·12	0·12	0·04	...	0·09	0·07	0·02	0·16	0·12	0·16	0·16	0·21	0·08	0·12	0·08	0·11	0·10
White, processed	0·44	0·22	0·69	0·26	0·18	0·44	0·35	0·44	0·25	0·26	0·56	0·67	0·39	0·43	0·42	0·34	0·32
Fat, processed	0·34	0·34	0·24	0·40	0·28	0·38	0·20	0·40	0·24	0·22	0·40	0·46	0·38	0·29	0·25	0·37	0·31
Shell	0·09	0·09	...	0·04	0·14	0·07	0·09	0·16	0·05	0·05	0·12	0·14	0·08	0·11	0·06	0·07	0·06
Cooked	0·86	0·68	0·32	1·63	1·62	0·76	1·32	0·95	1·14	0·50	0·52	0·74	1·16	0·86	0·86	0·76	0·31
Salmon, canned	0·50	0·78	0·36	0·62	0·56	0·65	0·66	0·36	0·76	0·29	0·34	0·38	0·62	0·54	0·45	0·56	0·23
Canned, other	0·29	0·21	0·11	0·16	0·31	0·22	0·29	0·35	0·29	0·33	0·38	0·43	0·22	0·25	0·31	0·24	0·34
Fish paste	0·06	0·05	0·03	0·04	0·10	0·10	0·06	0·04	0·06	0·04	0·06	0·07	0·06	0·06	0·06	0·04	0·04
Fish cakes and other fish products	0·17	0·16	0·11	0·45	0·40	0·13	0·24	0·08	0·12	0·14	0·11	0·10	0·23	0·20	0·16	0·16	0·12
Total Fish	*5·86*	*6·63*	*5·04*	*6·74*	*6 71*	*5·93*	*5·88*	*5·52*	*5·80*	*4·21*	*5·53*	*6·42*	*6·33*	*6·14*	*5·26*	*5·56*	*4·14*
EGGS (No.)	4·64	4·41	5·01	4·92	4·94	4·22	4·46	4·45	4·28	4·80	4·86	4·72	4·46	4·56	4·63	4·80	5·12
Eggs purchased (No.)	4·36	4·34	4·75	4·85	4·81	4·04	4·23	3·92	3·90	3·80	4·33	4·69	4·43	4·42	4·41	4·16	3·10
FATS:																	
Butter	5·68	8·00	4·84	5·40	5·05	5·05	5·79	5·43	5·92	6·39	5·82	5·79	5·00	5·75	5·91	6·00	5·95
Margarine	3·66	2·69	3·84	3·92	4·33	4·82	3·96	3·96	3·16	3·18	3·66	2·97	4·11	3·47	3·56	3·98	4·42
Lard and compound cooking fat	2·06	2·38	1·06	2·23	2·49	2·07	3·15	2·28	2·47	2·51	1·73	1·75	1·92	1·95	2·30	2·32	2·36
Suet	0·18	0·10	0·05	0·30	0·09	0·06	0·09	0·43	0·13	0·18	0·26	0·23	0·11	0·18	0·15	0·22	0·30
Dripping	0·30	0·15	0·60	0·45	0·35	0·35	0·26	0·26	0·11	0·25	0·22	0·21	0·37	0·40	0·23	0·28	0·18
Other fats, oils and creams	0·09	0·05	0·02	0·02	0·06	0·04	0·01	0·10	0·04	0·02	0·12	0·27	0·04	0·06	0·06	0·04	0·04
Total Fats	*11·97*	*13·37*	*10·41*	*12·32*	*12·37*	*12·39*	*13·26*	*12·46*	*11·83*	*12·53*	*11·81*	*11·22*	*11·55*	*11·81*	*12·21*	*12·84*	*13·25*

APPENDIX D—*continued*

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

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
SUGAR AND PRESERVES:																	
Sugar	17·76	19·52	16·30	14·10	16·39	19·09	19·20	19·29	20·62	17·01	17·52	17·16	17·58	17·32	18·51	18·13	17·98
Jams, jellies and fruit curds	1·60	1·58	2·30	1·81	1·54	1·57	1·84	1·51	1·08	1·22	1·76	1·38	1·55	1·68	1·54	1·79	1·81
Marmalade	1·00	0·72	0·88	0·84	1·08	1·02	0·84	1·12	0·82	1·03	1·44	1·06	0·96	0·87	1·09	0·98	1·31
Syrup, treacle and honey	0·61	0·34	0·88	0·40	0·76	0·45	0·76	0·81	0·36	0·60	0·70	0·60	0·31	0·72	0·61	0·76	0·94
Total Sugar and Preserves	*20·97*	*22·16*	*20·36*	*17·15*	*19·77*	*22·13*	*22·64*	*22·73*	*22·88*	*19·86*	*21·42*	*20·20*	*20·40*	*20·59*	*21·75*	*21·66*	*22·04*
VEGETABLES:																	
Old potatoes (1959 crop)	21·16	18·73	26·36	18·61	16·73	22·69	24·48	20·95	20·14	22·76	21·73	18·87	21·78	21·64	21·44	21·12	23·82
Old potatoes (1960 crop) (a)	20·84	18·07	23·02	21·45	17·00	20·78	23·16	18·90	22·16	25·36	22·06	18·93	21·44	19·08	20·74	24·45	20·20
New potatoes (a)	14·03	16·85	13·56	16·08	12·34	14·08	13·91	12·01	14·45	12·50	12·80	15·15	15·24	13·56	13·28	13·09	13·08
Chips	1·07	0·86	0·49	1·62	1·96	1·54	2·21	1·03	1·28	0·73	0·62	0·66	1·64	1·01	1·28	0·84	0·36
Crisps	0·10	0·16	0·08	0·10	0·05	0·05	0·11	0·09	0·09	0·14	0·12	0·06	0·08	0·10	0·10	0·10	0·16
Total Potatoes	*57·20*	*54·67*	*63·51*	*57·87*	*48·08*	*59·13*	*63·86*	*52·98*	*58·12*	*61·50*	*57·34*	*53·67*	*60·18*	*55·39*	*56·84*	*59·60*	*57·62*
Total Potatoes Purchased	*51·04*	*52·90*	*55·24*	*55·02*	*45·13*	*57·03*	*56·52*	*38·09*	*51·50*	*44·57*	*49·42*	*51·60*	*58·84*	*52·53*	*49·99*	*47·15*	*26·89*
Cabbages	4·90	4·98	2·67	3·98	4·91	3·19	4·10	5·41	4·42	5·90	7·06	6·46	3·64	5·02	4·72	4·81	5·52
Brussels sprouts	2·62	2·50	0·75	1·55	2·50	2·04	3·08	3·12	3·68	3·00	3·13	3·48	2·12	2·37	2·78	2·42	3·02
Cauliflower	2·50	3·67	1·24	2·04	3·24	2·66	2·89	2·29	3·04	2·95	2·73	2·26	2·52	2·80	2·80	2·35	1·65
Leafy salads	1·31	0·98	0·61	0·84	1·70	1·43	1·55	1·61	1·26	1·15	1·44	1·66	1·14	1·24	1·43	1·16	1·12
Peas, fresh	1·51	1·51	0·21	0·53	1·79	0·75	2·24	1·39	3·00	1·60	1·58	2·22	0·99	1·36	1·71	1·44	1·26
Peas, quick-frozen	0·54	0·89	0·05	0·14	0·56	0·30	0·50	0·40	0·74	0·47	0·57	1·07	0·35	0·57	0·47	0·37	0·23
Beans, fresh	2·07	2·06	0·12	0·15	1·03	0·50	3·04	3·64	3·04	5·40	2·98	2·25	0·64	1·78	2·49	2·78	4·21
Beans, quick-frozen	0·09	0·12	0·01	0·03	0·09	0·10	0·07	0·05	0·14	0·04	0·10	0·15	0·08	0·08	0·07	0·08	0·02
Other fresh green vegetables	0·27	0·10	0·02	0·01	0·02	0·04	0·13	0·40	0·26	0·86	0·50	0·42	0·04	0·12	0·42	0·27	0·64
Total Fresh Green Vegetables	*15·81*	*16·81*	*5·68*	*9·27*	*15·84*	*11·01*	*17·60*	*18·31*	*19·58*	*21·37*	*20·09*	*19·97*	*11·52*	*15·34*	*16·89*	*15·68*	*17·67*

(a) Potatoes from the 1960 crop were classified as "new" until 31st August and as "old" from 1st September onwards.

APPENDIX D—*continued*

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

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

APPENDIX D—*continued*

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

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
FRUIT—*continued*																	
Other fruit																	
Tomatoes, canned and bottled	0·63	1·10	0·08	0·83	0·94	0·44	2·48	0·30	0·94	0·33	0·44	0·52	0·53	0·74	0·67	0·81	0·28
Canned peaches, pears and pineapples	2·60	2·98	2·59	2·26	2·08	2·50	2·64	2·54	2·38	2·67	2·64	2·97	2·40	2·57	2·62	2·52	2·50
Other canned and bottled fruit	1·90	1·51	1·36	1·20	1·67	1·72	1·81	2·18	2·12	1·86	2·35	2·43	1·59	1·88	1·96	1·74	1·78
Dried vine fruit	0·71	0·66	0·45	0·50	0·58	0·62	0·63	1·04	0·58	1·09	0·91	0·71	0·48	0·70	0·74	0·84	1·10
Other dried fruit	0·20	0·08	0·24	0·16	0·19	0·12	0·05	0·33	0·08	0·24	0·30	0·24	0·13	0·20	0·21	0·19	0·32
Nuts and fruit and nut products	0·32	0·25	0·09	0·29	0·40	0·30	0·28	0·45	0·25	0·38	0·44	0·39	0·25	0·34	0·32	0·30	0·38
Fruit juices	0·41	0·34	0·41	0·30	0·51	0·45	0·40	0·30	0·33	0·36	0·42	0·56	0·42	0·39	0·36	0·39	0·30
Welfare orange juice	0·07	0·08	0·04	0·05	0·04	0·07	0·07	0·08	0·08	0·06	0·05	0·09	0·07	0·07	0·07	0·04	0·05
Total Other Fruit and Fruit Products	*6·84*	*7·00*	*5·26*	*5·59*	*6·41*	*6·22*	*8·36*	*7·22*	*6·76*	*6·99*	*7·55*	*7·91*	*5·87*	*6·89*	*6·95*	*6·83*	*6·71*
Total Fruit	*29·75*	*27·99*	*22·67*	*25·06*	*30·24*	*26·81*	*28·07*	*31·91*	*29·10*	*30·18*	*32·54*	*37·04*	*26·82*	*28·18*	*29·69*	*28·24*	*28·46*
CEREALS:																	
Brown bread	2·43	2·68	1·94	3·46	4·02	3·30	1·94	2·28	1·10	1·85	2·14	2·26	2·32	2·98	2·12	2·39	2·43
White bread, large loaves	32·37	39·46	35·35	35·39	25·31	31·26	39·70	32·70	40·78	33·78	28·40	25·04	34·16	29·56	32·73	38·05	40·60
White bread, small loaves	4·26	4·86	1·53	5·66	4·94	6·86	2·77	3·50	3·21	3·74	4·47	4·50	5·57	5·03	3·66	2·83	2·18
Wholewheat and wholemeal bread	0·92	0·63	0·42	1·21	0·50	1·22	1·12	1·02	0·52	0·70	1·37	1·08	1·04	0·80	0·73	1·02	0·82
Malt bread	0·21	0·18	0·18	0·38	0·51	0·33	0·20	0·07	0·26	0·10	0·14	0·12	0·36	0·22	0·18	0·18	0·05
Other bread	5·28	3·42	11·33	3·04	5·76	4·56	2·86	3·26	4·36	3·44	5·64	6·21	5·83	5·30	4·94	4·45	4·03
Total Bread	*45·47*	*51·23*	*50·75*	*49·14*	*41·04*	*47·53*	*48·59*	*42·83*	*50·23*	*43·61*	*42·16*	*39·21*	*49·28*	*43·89*	*44·36*	*48·92*	*50·11*
Self-raising flour	5·18	4·90	2·80	5·70	4·81	4·79	6·68	6·54	4·20	7·75	6·32	4·70	3·92	5·40	5·32	5·96	8·30
Other flour	1·58	0·52	0·74	4·06	3·49	0·76	4·09	2·99	0·41	1·96	0·83	0·87	0·99	1·63	1·46	2·78	2·54
Buns, scones and teacakes	1·49	1·00	3·26	2·22	2·59	2·05	1·06	0·67	0·66	1·47	0·85	0·86	1·76	1·94	1·52	1·31	1·37
Cakes and pastries	4·82	5·62	5·19	4·55	4·33	5·54	4·84	4·56	4·94	5·17	4·45	4·27	5·30	5·04	5·10	4·38	4·44
Chocolate biscuits	0·92	0·92	1·78	1·22	1·08	0·92	0·92	0·62	0·73	0·71	0·68	0·61	1·12	0·93	0·86	1·05	0·80

APPENDIX D—*continued*

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

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

APPENDIX D—*continued*

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

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
FRUIT—*continued*																	
Other fruit																	
Tomatoes, canned and bottled	0·63	1·10	0·08	0·83	0·94	0·44	2·48	0·30	0·94	0·33	0·44	0·52	0·53	0·74	0·67	0·81	0·28
Canned peaches, pears and pineapples	2·60	2·98	2·59	2·26	2·08	2·50	2·64	2·54	2·38	2·67	2·64	2·97	2·40	2·57	2·62	2·52	2·50
Other canned and bottled fruit	1·90	1·51	1·36	1·20	1·67	1·72	1·81	2·18	2·12	1·86	2·35	2·43	1·59	1·88	1·96	1·74	1·78
Dried vine fruit	0·71	0·66	0·45	0·50	0·58	0·62	0·63	1·04	0·58	1·09	0·91	0·71	0·48	0·70	0·74	0·84	1·10
Other dried fruit	0·20	0·08	0·24	0·16	0·19	0·12	0·05	0·33	0·08	0·24	0·30	0·24	0·13	0·20	0·21	0·19	0·32
Nuts and fruit and nut products	0·32	0·25	0·09	0·29	0·40	0·30	0·28	0·45	0·25	0·38	0·44	0·39	0·25	0·34	0·32	0·30	0·38
Fruit juices	0·41	0·34	0·41	0·30	0·51	0·45	0·40	0·30	0·33	0·36	0·42	0·56	0·42	0·39	0·36	0·39	0·30
Welfare orange juice	0·07	0·08	0·04	0·05	0·04	0·07	0·07	0·08	0·08	0·06	0·05	0·09	0·07	0·07	0·07	0·04	0·05
Total Other Fruit and Fruit Products	*6·84*	*7·00*	*5·26*	*5·59*	*6·41*	*6·22*	*8·36*	*7·22*	*6·76*	*6·99*	*7·55*	*7·91*	*5·87*	*6·89*	*6·95*	*6·83*	*6·71*
Total Fruit	*29·75*	*27·99*	*22·67*	*25·06*	*30·24*	*26·81*	*28·07*	*31·91*	*29·10*	*30·18*	*32·54*	*37·04*	*26·82*	*28·18*	*29·69*	*28·24*	*28·46*
CEREALS:																	
Brown bread	2·43	2·68	1·94	3·46	4·02	3·30	1·94	2·28	1·10	1·85	2·14	2·26	2·32	2·98	2·12	2·39	2·43
White bread, large loaves	32·37	39·46	35·35	35·39	25·31	31·26	39·70	32·70	40·78	33·78	28·40	25·04	34·16	29·56	32·73	38·05	40·60
White bread, small loaves	4·26	4·86	1·53	5·66	4·94	6·86	2·77	3·50	3·21	3·74	4·47	4·50	5·57	5·03	3·66	2·83	2·18
Wholewheat and wholemeal bread	0·92	0·63	0·42	1·21	0·50	1·22	1·12	1·02	0·52	0·70	1·37	1·08	1·04	0·80	0·73	1·02	0·82
Malt bread	0·21	0·18	0·18	0·38	0·51	0·33	0·20	0·07	0·26	0·10	0·14	0·12	0·36	0·22	0·18	0·18	0·05
Other bread	5·28	3·42	11·33	3·04	5·76	4·56	2·86	3·26	4·36	3·44	5·64	6·21	5·83	5·30	4·94	4·45	4·03
Total Bread	*45·47*	*51·23*	*50·75*	*49·14*	*41·04*	*47·53*	*48·59*	*42·83*	*50·23*	*43·61*	*42·16*	*39·21*	*49·28*	*43·89*	*44·36*	*48·92*	*50·11*
Self-raising flour	5·18	4·90	2·80	5·70	4·81	4·79	6·68	6·54	4·20	7·75	6·32	4·70	3·92	5·40	5·32	5·96	8·30
Other flour	1·58	0·52	0·74	4·06	3·49	0·76	4·09	2·99	0·41	1·96	0·83	0·87	0·99	1·63	1·46	2·78	2·54
Buns, scones and teacakes	1·49	1·00	3·26	2·22	2·59	2·05	1·06	0·67	0·66	1·47	0·85	0·86	1·76	1·94	1·52	1·31	1·37
Cakes and pastries	4·82	5·62	5·19	4·55	4·33	5·54	4·84	4·56	4·94	5·17	4·45	4·27	5·30	5·04	5·10	4·38	4·44
Chocolate biscuits	0·92	0·92	1·78	1·22	1·08	0·92	0·92	0·62	0·73	0·71	0·68	0·61	1·12	0·93	0·86	1·05	0·80

APPENDIX D—*continued*

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

	All households	*Wales*	*Scotland*	*Northern*	*East and West Ridings*	*North Western*	*North Midland*	*Eastern*	*Midland*	*South Western*	*South Eastern and Southern*	*Conurbations*		*Other urban areas*		*Semi-rural areas*	*Rural areas*
												London	*Provincial*	*Larger towns*	*Smaller towns*		
CEREALS—*continued*																	
Other biscuits	4·75	4·68	5·06	5·27	4·99	4·26	4·53	4·67	3·86	5·24	5·05	4·74	4·51	5·04	4·68	4·62	5·36
Puddings	1·43	1·06	1·67	1·60	2·28	1·47	1·47	1·17	1·04	1·16	1·38	1·44	1·52	1·48	1·34	1·42	1·14
Oatmeal and oat products	0·94	0·57	2·08	0·63	0·89	1·03	0·82	0·75	0·80	0·84	0·83	0·72	0·90	0·96	0·99	0·97	1·54
Breakfast cereals	1·80	1·65	1·24	1·22	1·65	1·97	1·86	2·09	1·76	2·04	1·94	2·06	1·65	1·59	1·93	1·81	1·71
Rice	0·66	0·52	0·58	0·92	0·47	0·61	0·64	0·68	0·60	0·61	0·64	0·80	0·66	0·65	0·66	0·57	0·61
Cereals, flour base	0·88	0·66	0·92	0·72	0·70	0·66	0·82	1·01	0·62	0·68	1·04	1·28	0·79	0·84	0·84	0·69	0·80
Other cereals	0·64	0·38	1·10	0·53	0·50	0·42	0·57	0·68	0·57	0·54	0·71	0·70	0·54	0·60	0·66	0·65	0·82
Total Cereals	*70·56*	*73·71*	*77·17*	*77·78*	*68·82*	*72·01*	*76·89*	*69·26*	*70·42*	*71·78*	*66·88*	*62·26*	*72·94*	*69·99*	*69·72*	*75·13*	*79·54*
BEVERAGES:																	
Tea	2·80	3·08	2·54	2·70	2·77	3·12	2·92	2·50	3·02	2·67	2·74	2·82	3·07	2·71	2·75	2·67	2·68
Coffee, bean and ground	0·10	...	0·05	0·02	0·16	0·11	0·04	0·16	0·06	0·11	0·12	0·16	0·06	0·09	0·10	0·09	0·14
Coffee, powders and crystals	0·14	0·09	0·09	0·13	0·17	0·12	0·11	0·16	0·13	0·13	0·15	0·20	0·11	0·12	0·15	0·13	0·14
Coffee essences	0·15	0·14	0·04	0·11	0·11	0·11	0·21	0·22	0·25	0·27	0·24	0·08	0·12	0·14	0·21	0·18	0·21
Cocoa and drinking chocolate	0·16	0·12	0·09	0·14	0·16	0·11	0·16	0·27	0·13	0·18	0·22	0·21	0·13	0·16	0·15	0·18	0·21
Branded food drinks	0·22	0·15	0·06	0·10	0·25	0·21	0·32	0·34	0·34	0·18	0·31	0·23	0·19	0·25	0·24	0·22	0·18
Total Beverages	*3·57*	*3·58*	*2·87*	*3·20*	*3·62*	*3·78*	*3·76*	*3·65*	*3·93*	*3·54*	*3·78*	*3·70*	*3·68*	*3·47*	*3·60*	*3·47*	*3·56*
MISCELLANEOUS:																	
Invalid and baby foods	0·31	0·35	0·34	0·18	0·38	0·32	0·42	0·34	0·31	0·48	0·24	0·23	0·27	0·23	0·36	0·39	0·59
Spreads and dressings	0·18	0·12	0·10	0·16	0·22	0·10	0·14	0·22	0·15	0·13	0·24	0·28	0·11	0·15	0·17	0·20	0·14
Soups, canned	2·36	2·12	3·34	2·86	3·36	2·80	2·56	1·60	1·99	1·54	1·89	2·10	3·01	2·28	2·32	2·09	2·03
Soups, dehydrated and powdered	0·06	0·04	0·11	0·03	0·07	0·06	0·06	0·08	0·04	0·06	0·07	0·09	0·05	0·06	0·08	0·08	0·07
Meat and vegetable extracts	0·12	0·07	0·05	0·08	0·14	0·08	0·08	0·16	0·12	0·11	0·17	0·17	0·10	0·10	0·11	0·11	0·12
Pickles and sauces	1·00	1·12	1·00	1·34	0·94	0·82	1·00	0·84	1·03	0·88	1·01	1·04	1·08	1·05	0·90	0·94	0·87
Table jellies, squares and crystals (pt.)	0·09	0·08	0·09	0·08	0·08	0·08	0·07	0·09	0·07	0·10	0·10	0·10	0·07	0·08	0·08	0·08	0·09
Salt	0·91	0·82	1·27	0·59	0·84	0·83	1·00	0·83	0·78	1·04	0·86	1·00	0·88	0·80	0·91	0·91	1·20
Gravy salts and powders	0·18	0·06	0·12	0·06	0·10	0·07	0·36	0·25	0·20	0·23	0·26	0·26	0·11	0·16	0·24	0·16	0·18

APPENDIX E

The Household Diet at Christmas 1960

1. The fieldwork of the National Food Survey is normally suspended for approximately a week at Christmas because of the difficulty of obtaining the co-operation of housewives during the holiday period. The omission of the shopping days immediately before the holiday leads to some understatement of the annual average expenditure on many foods and a *fortiori* the averages for the fourth quarter. In an attempt to estimate the extent of the understatement, the fieldwork of the Survey was continued over Christmas in 1960. The degree of non-response was expected to be minimal in that year, since one of the ten-day cycles of fieldwork was due to begin on 19th December, so that all first and second calls upon housewives could be completed before Christmas Day, while the final interviews and collection of the log-books could conveniently be deferred until after the Bank Holidays. Even in these circumstances, however, the effective response rate was as low as 40 per cent, compared with 57 per cent in the remainder of the year. The records kept by housewives were each for the normal period of seven days and did not therefore extend beyond 25th, 26th or 27th December for log-books which were started respectively on 19th, 20th and 21st December.

2. The data from the 203 households which co-operated in the Survey over Christmas are summarized in Table 2, but are excluded from the quarterly and annual averages presented elsewhere in this Report so as to retain comparability of the latter with results for previous years. If it is desired to combine the results from the Christmas sample with those for the remainder of the year, the respective averages should be weighted as 1:34; to combine them with the results for the rest of the fourth quarter, the latter should be adjusted by four times the amount of the adjustment to the annual average. The average weekly expenditure per head on all foods during the Christmas period was 41*s.* 10*d.* compared with 29*s.* 7*d.* for the rest of the fourth quarter. The inclusion of the Christmas period with its correct weight would raise the latter average by 4·7 per cent to 31*s.* 0*d.*; the corresponding adjustment to the annual average would be from 29*s.* 8*d.* to 30*s.* 0*d.*, an increase of 1·2 per cent.

3. The composition of the Christmas sample was in some respects different from that for the remainder of the year, largely because of the lower response rate. Among the abnormal features were the over-representation of households in semi-rural districts and the omission of those in wholly rural areas. The sample also contained relatively too many Scottish and Welsh households and too few from London; the average number of persons per household was unusually small in the latter region, but elsewhere it was somewhat larger than usual. Taken in isolation, the omission of households from wholly rural areas would lead to an overstatement of the national average expenditure on food because of the lower incomes of rural households and their greater reliance on free supplies; the under-representation of London and the over-representation of Scotland and Wales would have the opposite effect, but it would be hazardous to attempt to correct for some of these departures from the norm as they may be due at least in part to the redistribution of families over the holiday period. (A visitor who had 16 meals in the household during the week of the Survey would rank as a member of the household.) The additional expenditure on food during the Christmas period was greatest in London and least in Scotland.

4. The social class composition of the Christmas sample did not differ materially from that in the rest of the year. Additional spending on food at Christmas decreases with declining income, being greatest in Class A households, for which the average is increased by 56 per cent. Pensioner households, on the other hand, spent a shilling a head less than usual (26*s.* 10*d.* compared with 27*s.* 10*d.* in the remainder of the fourth quarter), but they also received gifts of food amounting to 9*s.* 11*d.* a head; some of these gifts, however, were made by visiting relatives and friends, who no doubt helped to consume them. In the whole sample, the average value of gifts of food received at Christmas was 2*s.* 10*d.* per head; poultry accounted for 1*s.* 10*d.* of this, other meat 6*d.*, and cakes, biscuits and puddings 5*d.* To avoid double-counting these gifts (which were purchased by the donating households) are not included in the estimates of free food shown in Table 2.

5. Relatively fewer single-adult households were included in the Christmas sample than in that for the rest of the year, but more childless couples and more unclassified[1] households with children or adolescents. The effect of these slight distortions on the overall average, however, was negligible. Older childless couples, whose food expenditure per head usually ranks second among the eleven types of household[2] distinguished by the Survey, were in fifth place during the Christmas period. Apart from this, changes in the ranking of households of different composition were slight, though those containing adolescents generally increased their expenditure more than others. The smallest absolute and percentage increases in food expenditure occurred in the largest families.

6. The detailed estimates of average consumption and expenditure during the Christmas period which are given in Table 2 show some very pronounced departures from the normal pattern of the diet. Consumption of poultry was 26·7 oz. per head per week compared with 1·7 oz. for the rest of the year (and for the rest of the fourth quarter). Expenditure on carcase meat was almost unchanged, but consumption fell nearly 2 oz., with a shift from beef and lamb to pork; pork sausages and cooked bacon and ham also showed increases, but purchases of fish were slightly reduced. Consumption of brussels sprouts averaged 9·6 oz. compared with 5·0 oz. in the rest of the fourth quarter, cabbage and cauliflower being displaced. Purchases of pickles and sauces doubled. Citrus fruits were sought after, while purchases of apples, pears and tomatoes fell. Expenditure on canned peaches, pears and pineapples and on cream showed the expected increases. Consumption of nuts was 1·33 oz. per head per week and of mincemeat 1·40 oz., compared with 0·07 and 0·14 oz. respectively for the rest of the year. There was a considerable increase in purchases of large white loaves, and expenditure on cakes and pastries more than doubled. Expenditure on non-alcoholic beverages showed little change.

7. A price index of Fisher "Ideal" type, the geometric mean of Laspeyres and Paasche indices, was constructed to compare Christmas price levels with those for the first half of December. The Laspeyres index is weighted according to the pattern of expenditure in the earlier period, while the Paasche uses weights derived from the purchases in the later period. The results are shown in Table 1.

8. Most of the 7·7 per cent increase in prices is accounted for by meat, fresh green vegetables, fresh fruit and cereal foods. For some foods, part of the increase represents an improvement in the average quality of the food bought. Subject to this

[1] Households in which the adult element was other than one man and one woman.

[2] See paragraph 64.

TABLE I

Laspeyres, Paasche and Fisher "Ideal" Indices of Average Food Prices Paid by Housewives, 19th–27th December, 1960
(1st–16th December 1960 = 100)

	Laspeyres	*Paasche*	*Fisher "Ideal"*		*Laspeyres*	*Paasche*	*Fisher "Ideal"*
Liquid milk	100	100	100	Potatoes	103	103	103
Other milk, cream and processed cheese	105	104	104	Fresh green vegetables	116	114	115
Natural cheese	105	105	105	Other vegetables	104	103	104
Carcase meat	107	109	108	Fresh fruit	128	126	127
Poultry	130	130	130	Other fruit	103	99	101
Bacon and other meat	106	106	106	Bread	101	101	101
Fish	103	102	102	Cakes and biscuits	119	121	120
Eggs	100	100	100	Other cereals	107	110	109
Fats	101	101	101	Beverages	99	100	100
Sugar	100	100	100	All other foods	102	103	102
Preserves	114	112	113	*All Foods*	*105·8*	*109·7*	*107·7*

qualification, the largest increases were for poultry 30 per cent, other cooked meat 16, leafy salads 26, sprouts 25, cauliflower 24, soft fruit 52, tomatoes 43, apples 42, oranges 29, pears 21, cakes and pastries 26, biscuits other than chocolate biscuits 18. The difference between the Laspeyres index of 105·8 for all foods and the Paasche of 109·7 indicates that the greatest price increases occurred for those foods which are traditionally popular at Christmas.

9. Laspeyres indices measuring the day by day movements in the price level for all foods between 19th and 24th December are shown below; lack of sufficient transactions per day made it impossible to carry the series further. The results show a fairly steady rise during the six days ending on Christmas Eve.

December 1st–16th	100.0
Monday, 19th December	99.8
Tuesday, 20th December	102·4
Wednesday, 21st December	105·7
Thursday, 22nd December	104·7
Friday, 23rd December	108·0
Saturday, 24th December	107·6

10. Similar daily indices were also calculated for each of the main food groups, but the relatively small number of transactions per day in each group makes these series irregular. Carcase meat prices fluctuated around a rising trend, the slope being steepest for pork and least steep for lamb. Other meat prices remained at the early December level until mid-week, when they rose by 10 per cent to a new level which was maintained until Christmas Eve. Poultry prices showed no great change from day to day; over 90 per cent of the transactions occurred on December 23rd and 24th. Fresh green vegetable prices reached their peak on 22nd December, when the index was 25 per cent above that for December 1st–16th. The average price level for fresh fruit on December 19th was 5 per cent above the early December level; it rose to 20 per cent above by mid-week, and to 37 per cent above on Christmas Eve. The average price paid for cakes and biscuits on Christmas Eve was 24 per cent greater than that early in December, and clearly reflects a quality change.

11. Much of the food bought during the period under review may not have been eaten until after the holiday period: but even without making allowance for this, a

large increase in expenditure (+41 per cent) compared with the rest of the fourth quarter was associated with an increase of only 12 per cent in the energy value of the diet. The effect of including the Christmas experience in the annual averages is in fact nutritionally negligible. Of the 2,950 calories per head per day provided by the Christmas diet, 12·4 per cent came from protein, 40·6 per cent from fat and 47·0 per cent from carbohydrate. The corresponding percentages for the rest of the quarter were 11·6, 38·9 and 49·4. These proportions are a very rigid feature of the diet, and the changes represent an appreciable shift in its pattern. Nearly all the additional protein was from foods of animal origin.

TABLE 2

Household Food Expenditure, Purchases, Free Supplies and Consumption during the Christmas Period, 1960

(per person per week)

	Expenditure (pence)	*Purchases (oz.) (a)*	*Free supplies (oz.) (a)*	*Consumption (oz.) (a)*
MILK AND CREAM:				
Liquid milk				
Full price	29·70	3·62	0·25	3·86
Welfare	2·35	0·56	—	0·56
School	—	—	0·12	0·12
Total Liquid Milk	*32·05*	*4·18*	*0·36*	*4·54*
Condensed milk				
Skimmed, sweetened	0·02	...	—	...
Whole, sweetened	0·26	0·02	—	0·02
Whole, unsweetened	1·53	0·19	—	0·19
Dried milk				
National	0·29	0·05	—	0·05
Branded	0·38	0·05	—	0·05
Other milk	0·02	...	—	...
Cream	3·43	0·05	...	0·05
Total Milk and Cream	*37·98*	*4·54*	*0·36*	*4·90*
CHEESE:				
Natural	7·22	2·93	—	2·93
Processed	0·94	0·25	—	0·25
Total Cheese	*8·16*	*3·18*	—	*3·18*
MEAT AND MEAT PRODUCTS:				
Carcase meat				
Beef and veal	19·15	5·92	—	5·92
Mutton and lamb	7·44	2·80	—	2·80
Pork	24·80	7·06	—	7·06
Total Carcase Meat	*51·39*	*15·78*	—	*15·78*
Other meat				
Corned meat	1·71	0·49	—	0·49
Bones	0·27	0·36	—	0·36
Bacon and ham, uncooked	30·24	8·67	—	8·67
Bacon and ham, cooked (including canned)	7·23	1·22	—	1·22
Cooked chicken	0·14	0·04	—	0·04
Other cooked meat (not canned)	2·41	0·49	—	0·49
Other canned meat	3·16	1·19	0·02	1·21
Liver	1·91	0·61	—	0·61
Offals (other than liver)	1·82	1·13	—	1·13
Poultry	95·47	24·92	1·82	26·74
Rabbit, game and other meat	0·25	0·24	—	0·24
Sausages, uncooked, pork	8·36	3·67	0·05	3·72
Sausages, uncooked, beef	2·87	1·62	—	1·62
Other meat products	6·16	2·82	0·05	2·87
Total Other Meat and Meat Products	*162·00*	*47·47*	*1·94*	*49·41*
Total Meat and Meat Products	*213·39*	*63·25*	*1·94*	*65·19*

TABLE 2—*continued*

(per person per week)

	Expenditure (pence)	*Purchases (oz.) (a)*	*Free supplies (oz.) (a)*	*Consumption (oz.) (a)*
FISH:				
White, filleted, fresh	3·71	1·57	—	1·57
White, filleted, quick-frozen	1·76	0·57	—	0·57
White, other, fresh	1·62	0·78	—	0·78
Herrings, fresh	0·19	0·17	—	0·17
Fat, fresh, other	0·07	0·04	—	0·04
White, processed	0·72	0·36	—	0·36
Fat, processed	0·41	0·27	—	0·27
Shell	0·09	0·02	—	0·02
Cooked	1·91	0·74	0·06	0·80
Salmon, canned	3·98	0·63	—	0·63
Canned, other	0·59	0·16	—	0·16
Fish paste	0·24	0·03	—	0·03
Fish cakes and other fish products	0·16	0·09	—	0·09
Total Fish	*15·45*	*5·43*	*0·06*	*5·49*
EGGS	20·48	4·16	0·38	4·54
FATS:				
Butter	16·28	6·79	—	6·79
Margarine	4·33	3·16	—	3·16
Lard and compound cooking fat	3·03	2·58	—	2·58
Suet	0·34	0·21	—	0·21
Dripping	0·36	0·36	—	0·36
Other fats, oils and creams	0·07	0·03	—	0·03
Total Fats	*24·41*	*13·13*	—	*13·13*
SUGAR AND PRESERVES:				
Sugar	9·71	18·53	—	18·53
Jams, jellies and fruit curds	1·44	1·09	0·29	1·38
Marmalade	1·08	1·02	—	1·02
Syrup, treacle and honey	0·78	0·53	—	0·53
Total Sugar and Preserves	*13·01*	*21·17*	*0·29*	*21·46*
VEGETABLES:				
Potatoes (1959 crop)	—	—	—	—
Potatoes (1960 crop)	10·23	56·35	5·14	61·49
Chips	1·09	0·97	0·04	1·01
Crisps	0·42	0·10	—	0·10
Total Potatoes	*11·74*	*57·42*	*5·18*	*62·60*
Cabbages	0·70	2·03	0·78	2·81
Brussels sprouts	4·26	7·71	1·88	9·59
Cauliflower	0·68	0·94	0·04	0·98
Leafy salads	1·04	0·44	0·01	0·45
Peas, fresh	—	—	—	—
Peas, quick-frozen	2·01	0·86	—	0·86
Beans, fresh	—	—	0·02	0·02
Beans, quick-frozen	0·39	0·15	—	0·15
Other fresh green vegetables	0·01	0·04	—	0·04
Total Fresh Green Vegetables	*9·09*	*12·17*	*2·73*	*14·90*

TABLE 2—*continued*

(per person per week)

	Expenditure (*pence*)	*Purchases* (*oz.*) (a)	*Free supplies* (*oz.*) (a)	*Consumption* (*oz.*) (a)
Carrots	0·93	3·10	0·18	3·28
Other root vegetables	0·93	3·22	0·79	4·01
Onions, shallots, etc.	1·27	3·03	0·57	3·60
Miscellaneous fresh vegetables	1·60	1·41	—	1·41
Dried pulses	0·68	0·64	—	0·64
Canned peas	3·09	3·54	—	3·54
Canned beans	2·06	2·34	—	2·34
Other canned vegetables	0·32	0·35	—	0·35
Vegetable products	0·15	0·08	—	0·08
Total Other Vegetables	*11·03*	*17·71*	*1·54*	*19·25*
Total Vegetables	*31·86*	*87·30*	*9·45*	*96·75*
FRUIT:				
Fresh				
Oranges	3·90	4·76	—	4·76
Other citrus fruit	2·65	2·44	—	2·44
Apples	4·98	6·39	0·33	6·72
Pears	0·59	0·62	—	0·62
Stone fruit	—	—	—	—
Soft fruit (including quick-frozen)	1·13	0·50	—	0·50
Bananas	2·84	3·03	—	3·03
Other fresh fruit	0·16	0·19	—	0·19
Tomatoes	3·20	2·14	—	2·14
Total Fresh Fruit	*19·45*	*20·07*	*0·33*	*20·40*
Other fruit				
Tomatoes, canned and bottled	0·62	0·61	—	0·61
Canned peaches, pears and pineapples	5·27	4·52	—	4·52
Other canned and bottled fruit	2·80	1·89	0·15	2·04
Dried vine fruit	0·78	0·65	—	0·65
Other dried fruit	1·47	0·74	—	0·74
Nuts (shelled equivalent)	4·00	1·33	—	1·33
Mincemeat	1·79	1·40	—	1·40
Other fruit and nut products	0·70	0·23	—	0·23
Fruit juices	0·47	0·26	—	0·26
Welfare orange juice	—	—	—	—
Total Other Fruit and Fruit Products	*17·90*	*11·62*	*0·15*	*11·77*
Total Fruit	*37·35*	*31·69*	*0·48*	*32·17*

TABLE 2—*continued*

(per person per week)

	Expenditure (pence)	*Purchases (oz.) (a)*	*Free supplies (oz.) (a)*	*Consumption (oz.) (a)*
CEREALS:				
Brown bread, unwrapped	1·17	1·96	—	1·96
Brown bread, wrapped	0·61	1·06	—	1·06
White bread, large loaves, unwrapped	4·68	11·03	—	11·03
White bread, large loaves, wrapped	11·94	26·49	—	26·49
White bread, small loaves, unwrapped	1·21	2·34	—	2·34
White bread, small loaves, wrapped	0·60	1·08	—	1·08
Wholewheat and wholemeal bread	0·44	0·74	—	0·74
Malt bread	0·17	0·22	—	0·22
Other bread	3·27	4·36	—	4·36
Total Bread	*24·08*	*49·28*	—	*49·28*
Self-raising flour	2·50	5·54	—	5·54
Other flour	0·54	1·13	—	1·13
Buns, scones and teacakes	1·39	1·10	—	1·10
Cakes and pastries	20·21	8.17	—	8.17
Chocolate biscuits	3·04	1·12	—	1·12
Other biscuits	9·84	5·24	—	5·24
Puddings	3·89	2·34	—	2·34
Ice-cream (served as part of a meal)	0·09	0·07	0·03	0·10
Oatmeal and oat products	0·99	1·12	—	1·12
Breakfast cereals	2·14	1·25	—	1·25
Rice	0·36	0·46	—	0·46
Cereals, flour base	0·64	0·54	—	0·54
Other cereals	0·87	0·53	—	0·53
Total Cereals	*70·58*	*77·89*	*0·03*	*77·92*
BEVERAGES:				
Tea	13·51	2·86	—	2·86
Coffee, bean and ground	0·44	0·08	—	0·08
Coffee, powders and crystals	1·44	0·10	—	0·10
Coffee, essences	0·51	0·15	—	0·15
Cocoa and drinking chocolate	0·58	0·18	—	0·18
Branded food drinks	0·89	0·20	—	0·20
Total Beverages	*17·37*	*3·57*	—	*3·57*

TABLE 2—*continued*

(per person per week)

	Expenditure (*pence*)	*Purchases* (*oz.*) (a)	*Free supplies* (*oz.*) (a)	*Consumption* (*oz.*) (a)
MISCELLANEOUS:				
Invalid and baby foods	0·55	0·38	—	0·38
Spreads and dressings	0·09	0·03	—	0·03
Soups, canned	2·64	2·63	—	2·63
Soups, dehydrated and powdered	0·46	0·09	—	0·09
Meat and vegetable extracts	1·19	0·12	—	0·12
Pickles and sauces	3·83	2·05	0·20	2·25
Table jellies, squares and crystals	1·08	0·12	—	0·12
Salt	0·39	1·07	—	1·07
Gravy salts and powders	0·42	0·22	—	0·22
Miscellaneous (expenditure only)	1·55	—	—	—
Total Miscellaneous Foods	12·20	—	—	—
Total Expenditure	*502·24* (41*s.* 10*d.*)	—	—	—

(a) Except pints of milk and cream, equivalent pints of condensed and dried milk, number of eggs, fluid ounces of fruit juices and coffee essences and pints of jelly made from squares and crystals.

APPENDIX F

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

(per head per day)

Category		Calories	Protein	Calcium	Iron	Vitamin A	Thiamine	Riboflavin	Nicotinic acid	Vitamin C
			(g.)	(g.)	(mg.)	(i.u.)	(mg.)	(mg.)	(mg.)	(mg.)
Man:	Over 65 years	2,250	62	0·8	12	2,500	0·9	1·4	9	20
	Sedentary	2,500	69	0·8	12	2,500	1·0	1·5	10	20
	Moderately active	3,000	82	0·8	12	2,500	1·2	1·8	12	20
	Active	3,500	96	0·8	12	2,500	1·4	2·1	14	20
	Very active	4,250	117	0·8	12	2,500	1·7	2·6	17	20
Woman:	Over 60 years	2,000	55	0·8	12	2,500	0·8	1·2	8	20
	Sedentary	2,100	58	0·8	12	2,500	0·8	1·3	8	20
	Moderately active	2,500	69	0·8	12	2,500	1·0	1·5	10	20
	Active	3,000	82	0·8	12	2,500	1·2	1·8	12	20
	Pregnancy, latter part	2,750	96	1·5	15	3,000	1·1	1·6	11	40
Child:	Under 1 year	800	28	1·0	6	1,500	0·3	0·5	3	10
	1–3 years	1,300	46	1·0	7	1,500	0·5	0·8	5	15
	4–6 years	1,600	56	1·0	8	1,500	0·6	1·0	6	15
	7–9 years	1,950	68	1·0	10	1,500	0·8	1·2	8	20
	10–12 years	2,450	86	1·2	12	1,500	1·0	1·5	10	25
Boy:	13–15 years	3,150	110	1·4	15	1,500	1·3	1·9	13	30
	16–20 years	3,400	119	1·4	15	2,500	1·4	2·1	14	30
Girl:	13–15 years	2,750	96	1·3	15	1,500	1·1	1·6	11	30
	16–20 years	2,500	88	1·0	15	2,500	1·0	1·5	10	30

APPENDIX G

Income Elasticities of Demand

1. By income elasticity of demand is meant, very simply, the percentage change in demand for a commodity associated with a 1 per cent change in net income[1]. For this purpose demand may be expressed either in terms of consumer expenditure or of the quantity of the product or product group purchased (see also paragraph 4 below). Thus, an income elasticity of expenditure for cheese of 0·25 indicates that a rise of 1 per cent in income per head may generally be expected, *ceteris paribus*, to result in a quarter per cent increase in expenditure on cheese. Although elasticity of demand is not the same at all income levels, often declining as income increases, for most foods it is found that a logarithmic transformation of the original data results in a linear relationship, giving a constant elasticity value over the range of incomes considered. Furthermore, estimates calculated for household groups of different composition may usefully be combined (whether or not the values differ significantly) to give an average income elasticity for the population as a whole.

2. Estimates of the income elasticities of total food expenditure per head and of expenditure and purchases of the main foods have been obtained by cross-section methods for each of the eleven types of household shown in Table 1. These groups accounted in 1960 for 70 per cent of all households and 61 per cent of persons in the Survey sample, and are thus not fully representative, but there is evidence from an earlier and fuller analysis that the inclusion of the more complex household types would not materially alter the conclusions. In order to calculate the estimates, the households of each type were ranged in order of declared net family income, and the median and upper and lower quartiles were determined. The elasticities for each household type were estimated from the means of the four groups thus distinguished; overall averages were obtained by combining the values for each of the eleven household types. A minority of households for which no information on income was available had to be excluded from the analysis.

3. The estimates of the income elasticities of total domestic food expenditure of each household type in 1960 are shown in Table 1 together with corresponding estimates for 1955 and 1958. Because the tendency to understate incomes, common to all family budget surveys, is relatively greater among households with higher incomes, these estimates of income elasticity are possibly a little on the high side. The values obtained for the different household types show some variation, but this is partly attributable to differences in the incidence of meals taken outside the home and in that of meals served to visitors. If adjustments are made to the average household expenditure on food to compensate approximately for these effects, the estimates of income elasticity become more uniform. The adjustment increases the values for nearly all the selected household types, the increase being greatest for younger childless couples, for whom the association between income and the incidence of meals taken outside the home is most marked. Between 1955 and 1960, the values for most groups tended to become smaller, and the average for all household types fell

[1] A more detailed discussion of income elasticities, and of price elasticities of demand is given in Chapter IV of *Domestic Food Consumption and Expenditure:* 1958, H.M.S.O., 1960.

from 0·30 to 0·25; the corresponding fall in the estimate adjusted for meals out was from 0·35 to 0·31.

4. The income elasticities found for separate foods or groups of foods in 1955, 1958 and 1960 by the method described above are shown in Table 2; so far as possible, comparative results for 1937–39[1] are also shown. Although a few of the post-war estimates shown in the table are subject to fairly large sampling fluctuations, the broad pattern shown by the results is one of decreasing income elasticity of demand for most foods. A minus sign attached to some of the estimates indicates that expenditure (or the quantity purchased) decreases with increasing income. For most foods, the elasticity is higher for expenditure than for quantity, the difference arising from the tendency for families in the upper income groups to pay higher prices for the commodity and service associated with it. Indeed, the difference between the elasticities of expenditure and quantity may be regarded as the income elasticity of "quality" in the broadest sense of the term. The price gradient may not always, however, correspond to a gradation either in service or in the quality of the food itself.

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[1] R. Stone: *The Measurement of Consumers' Expenditure and Behaviour in the United Kingdom, 1920–1938*, Vol. 1, Cambridge (1954), Table 106.

TABLE I

Estimated Income Elasticity of Household Food Expenditure

Type of household	*1955*	*1958*	*1960*	*Estimates adjusted for incidence of meals out and of meals served to visitors*		
				1955	*1958*	*1960*
One man and one woman and:						
no other (both under 55)	0·16	0·15	0·10	0·29	0·26	0·28
no other (one or both 55 or over)	0·36	0·33	0·35	0·38	0·37	0·36
1 child	0·24	0·28	0·24	0·31	0·32	0·32
2 children	0·28	0·30	0·22	0·36	0·36	0·28
3 children	0·29	0·19	0·21	0·35	0·24	0·26
1 adolescent	0·28	0·23	0·28	0·32	0·31	0·35
1 child and 1 adolescent	0·31	0·27	0·23	0·38	0·35	0·33
One woman only	0·32	0·29	0·28	0·33	0·27	0·28
Two women	0·34	0·30	0·23	0·37	0·32	0·27
One man, two women	0·32	0·32	0·23	0·37	0·39	0·29
Two men, one woman	0·38	0·30	0·29	0·46	0·33	0·39
All above households (weighted average)	*0·30*	*0·28*	*0·25*	*0·35*	*0·32*	*0·31*

TABLE 2

Estimates of Income Elasticities of Demand for Individual Foods

	Income elasticity of Expenditure				*Income elasticity of Quantity Purchased*		
	1937–39 (a)	*1955*	*1958*	*1960*	*1955*	*1958*	*1960*
MILK AND CREAM:							
Liquid milk							
Full price		0·31	0·33	0·26	0·28	0·31	0·24
Welfare		n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Total Liquid Milk	*0·50*	*0·29*	*0·27*	*0·22*	*0·20*	*0·21*	*0·16*
Condensed milk							
Skimmed, sweetened	−0·53	−0·31	−1·30	−0·34	−0·35	−1·35	−0·31
Whole, sweetened		−0·59	−0·17	−0·22	−0·61	−0·17	−0·22
Whole, unsweetened		0·51	0·14	0·18	0·50	0·11	0·19
Dried milk							
National		n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Branded		−0·28	−0·30	−0·47	−0·23	−0·49	−0·54
Other milk		3·34	1·62	2·24	1·97	0·70	0·69
Cream	1·71	1·33	1·09	1·38	1·35	0·99	1·38
Total Other Milk and Cream		*0·30*	*0·30*	*0·45*	*−0·04*	*0·27*	*−0·12*
CHEESE:							
Natural		0·15	0·28	0·25	0·09	0·24	0·21
Processed		0·36	0·11	0·13	0·26	0·03	0·13
Total Cheese	*0·21*	*0·19*	*0·24*	*0·23*	*0·11*	*0·21*	*0·20*
MEAT AND MEAT PRODUCTS:							
Carcase meat							
Beef and veal	0·34	0·18	0·06	0·16	0·08	−0·02	0·07
Mutton and lamb	0·70	0·48	0·47	0·38	0·35	0·34	0·29
Pork	0·58	0·38	0·62	0·46	0·30	0·53	0·43
Total Carcase Meat		*0·31*	*0·25*	*0·27*	*0·21*	*0·17*	*0·19*
Other meat							
Corned meat		0·13	−0·16	−0·20	0·16	−0·19	−0·22
Bones		−0·18	−0·48	−0·57	−0·36	−0·55	−0·76
Bacon and ham, uncooked	0·55	0·32	0·35	0·27	0·24	0·28	0·22
Bacon and ham, cooked (including canned)		0·63	0·37	0·32	0·58	0·36	0·29
Cooked chicken		0·58	0·25	1·32	0·38	0·15	1·19
Other cooked meat (not canned) (b)				−0·01			−0·10
Other canned meat (b)		0·22	0·11	0·07	0·10	0·03	−0·02
Liver		0·46	0·39	0·27	0·38	0·32	0·19
Offals (other than liver)		0·71	0·52	0·90	0·41	0·24	0·69
Poultry	1·17	1·70	1·51	1·37	1·61	1·40	1·34
Rabbit, game and other meat		1·66	0·99	0·78	1·32	0·66	0·93
Sausages, uncooked, pork	0·46	0·40	0·49	0·40	0·34	0·46	0·37
Sausages, uncooked, beef		−0·53	−0·72	−0·76	−0·55	−0·72	−0·79
Other meat products		−0·03	0·12	−0·06	−0·18	−0·01	−0·12
Total Other Meat and Meat Products		*0·36*	*0·33*	*0·29*	*0·20*	*0·19*	*0·18*
FISH:							
White, filleted, fresh	0·88	0·36	0·36	0·12	0·20	0·21	0·08
White, filleted, quick-frozen				0·60			0·60
White, other, fresh				0·63			0·47
Herrings, fresh		0·07	−0·24	0·02	0·03	−0·21	−0·17
Fat, fresh, other		0·99	0·34	1·62	0·55	−0·50	0·66
White, processed		0·64	0·73	0·47	0·62	0·66	0·45
Fat, processed		0·31	0·54	0·55	0·25	0·39	0·28
Shell		1·18	1·44	1·14	0·86	1·15	0·82
Cooked		−0·18	−0·04	−0·16	−0·19	−0·19	−0·19
Salmon, canned	0·76	0·63	0·63	0·46	0·60	0·43	0·41
Canned, other				0·50			0·24
Fish paste		0·40	0·17	0·64	0·14	−0·04	0·48
Fish cakes and other fish products				−0·34			−0·46
Total Fish		*0·38*	*0·41*	*0·37*	*0·23*	*0·20*	*0·21*
EGGS	0·54	0·39	0·37	0·26	0·34	0·33	0·23

TABLE 2—*continued*

	Income elasticity of Expenditure				*Income elasticity of Quantity Purchased*		
	1937–39 (a)	*1955*	*1958*	*1960*	*1955*	*1958*	*1960*
FATS:							
Butter	0·37	0·37	0·30	0·24	0·37	0·30	0·24
Margarine	−0·16	−0·20	−0·27	−0·22	−0·24	−0·30	−0·28
Lard and compound cooking fat		0·03	0·02	0·03	0·02	−0·02	−0·05
Suet	0·23	−0·20	−0·21	0·01	−0·23	−0·30	−0·03
Dripping				−0·71			0·67
Other fats, oils and creams		1·29	1·77	1·08	0·84	1·69	1·13
Total Fats		*0·17*	*0·13*	*0·11*	*0·05*	*0·06*	*0·02*
SUGAR AND PRESERVES:							
Sugar	0·09	0·06	0·07	0·00	0·05	0·06	−0·01
Jams, jellies and fruit curds		−0·17	−0·08	−0·17	−0·25	−0·14	−0·24
Marmalade		0·38	0·42	0·13	0·34	0·42	0·10
Syrup, treacle and honey		0·05	0·16	0·66	−0·23	0·04	0·33
Total Sugar and Preserves		*0·06*	*0·08*	*0·03*	*0·03*	*0·06*	*−0·01*
VEGETABLES:							
Old potatoes (previous season's crop)	0·21	0·05	0·17	−0·10	−0·05	0·11	−0·24
Old potatoes (current season's crop)				0·19			0·06
New potatoes		0·40	0·02		0·38	−0·07	
Chips		−0·20	−0·19	−0·21	−0·08	−0·21	−0·22
Crisps		0·21	0·29	0·56	0·31	0·34	0·56
Total Potatoes		*0·13*	*0·10*	*0·07*	*0·03*	*0·07*	*−0·08*
Cabbages		0·15	0·15	0·05	0·16	0·08	0·02
Brussels sprouts		0·60	0·61	0·45	0·59	0·63	0·37
Cauliflower		0·83	0·78	0·45	0·77	0·72	0·40
Leafy salads		0·97	0·97	0·75	0·95	0·86	0·74
Peas, fresh		0·96	0·38	0·46	0·90	0·33	0·46
Beans, fresh				0·54			0·41
Peas, quick-frozen		1·72	1·82	1·53	1·73	1·79	1·54
Beans, quick-frozen				2·01			2·07
Other fresh green vegetables		0·68	0·87	0·63	0·27	0·32	0·16
Total Fresh Green Vegetables	*0·93*	*0·71*	*0·72*	*0·66*	*0·53*	*0·45*	*0·39*
Carrots		0·18	0·02	0·16	0·19	0·01	0·07
Other root vegetables		0·28	0·24	0·32	0·03	−0·03	0·07
Onions, shallots, etc.	0·22	0·04	0·21	0·14	0·02	0·16	0·08
Miscellaneous fresh vegetables		1·10	1·14	1·04	0·93	1·00	0·82
Dried pulses	0·18	−0·41	−0·61	−0·52	−0·39	−0·74	−0·58
Canned peas		0·29	0·08	0·01	0·18	−0·06	−0·12
Canned beans		0·00	0·01	0·03	−0·04	−0·03	0·03
Other canned vegetables		1·04	0·72	0·97	0·71	0·63	0·81
Vegetable products		−0·04	0·40	0·29	0·03	0·15	−0·02
Total Other Vegetables		*0·26*	*0·24*	*0·26*	*0·14*	*0·08*	*0·10*
FRUIT:							
Fresh							
Oranges	0·92	0·58	0·74	0·61	0·60	0·76	0·59
Other citrus fruit		1·20	1·26	1·07	1·23	1·24	1·04
Apples	1·33	0·72	0·77	0·60	0·57	0·64	0·48
Pears				0·70			0·78
Stone fruit		1·20	0·82	0·87	0·84	0·68	0·73
Soft fruit (including quick-frozen)		1·67	1·04	1·36	1·49	0·94	1·36
Bananas	0·95	0·78	0·66	0·61	0·77	0·66	0·60
Other fresh fruit		1·19	1·15	1·59	1·20	1·00	1·35
Tomatoes		0·55	0·46	0·44	0·53	0·45	0·43
Total Fresh Fruit		*0·75*	*0·70*	*0·64*	*0·68*	*0·67*	*0·61*
Other fruit							
Tomatoes, canned and bottled		0·16	0·27	0·00	0·15	0·24	−0·01
Canned peaches, pears and pineapples	1·34	0·81	0·72	0·44	0·79	0·72	0·45
Other canned and bottled fruit				0·67			0·65
Dried vine fruit	0·75	−0·03	0·10	0·13	−0·08	0·04	0·10
Other dried fruit		0·67	0·79	0·55	0·49	0·74	0·52
Nuts and fruit and nut products		0·71	0·64	1·08	0·56	0·49	0·96
Fruit juices		1·55	1·20	1·19	1·62	1·47	1·20
Welfare orange juice		n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Total Other Fruit and Fruit Products		*0·65*	*0·64*	*0·56*	*0·55*	*0·58*	*0·49*

TABLE 2—*continued*

	Income elasticity of Expenditure				*Income elasticity of Quantity Purchased*		
	1937–39 (a)	*1955*	*1958*	*1960*	*1955*	*1958*	*1960*
CEREALS:							
Brown bread, unwrapped (c)			0·20	0·38		0·19	0·35
Brown bread, wrapped (c)		0·18	0·44	0·32	0·18	0·45	0·24
White bread, large loaves, unwrapped			−0·40	−0·17		−0·39	−0·18
White bread, large loaves, wrapped		−0·18	−0·22	−0·43	−0·17	−0·21	−0·43
White bread, small loaves, unwrapped			0·16	0·19		0·15	0·18
White bread, small loaves, wrapped			0·08	−0·04		0·09	−0·04
Wholewheat and wholemeal bread (c)		0·68	0·54	0·36	0·69	0·53	0·32
Malt bread		0·24	0·48	0·59	0·09	0·39	0·55
Other bread		0·39	0·34	0·27	0·44	0·45	0·31
Total Bread	−0·05	−0·05	−0·05	−0·09	−0·09	−0·09	−0·15
Self-raising flour		−0·19	−0·17	−0·26	−0·19	−0·18	−0·26
Other flour		−0·22	−0·22	−0·06	−0·26	−0·23	−0·06
Total Flour	−0·15	−0·20	−0·18	−0·21	−0·20	−0·19	−0·21
Buns, scones and teacakes		−0·05	−0·33	−0·13	−0·08	−0·32	−0·16
Cakes and pastries		0·42	0·29	0·19	0·36	0·21	0·10
Chocolate biscuits		0·35	0·22	0·47	0·27	0·16	0·43
Other biscuits				0·15			0·08
Total Cakes and Biscuits	0·73	0·35	0·21	0·18	0·26	0·12	0·09
Puddings		0·99	0·57	0·06	0·99	0·51	0·03
Ice-cream (served as part of a meal)				0·83			0·83
Oatmeal and oat products		−0·17	−0·26	−0·33	−0·22	−0·34	−0·41
Breakfast cereals		0·46	0·34	0·45	0·46	0·33	0·43
Rice		−0·90	−0·41	−0·12	−0·10	−0·41	−0·19
Cereals, flour base		0·31	0·24	0·36	0·30	0·26	0·28
Other cereals		−0·02	−0·04	0·17	−0·19	−0·15	−0·04
Total Other Cereals	0·49	0·27	0·19	0·28	0·16	0·10	0·16
BEVERAGES:							
Tea	0·04	0·06	0·11	0·03	0·05	0·06	−0·02
Coffee, bean and ground		1·64	1·96	2·26	1·60	1·90	2·31
Coffee, powders and crystals	1·42	0·61	0·80	0·92	0·09	0·29	0·85
Coffee, essences				0·59			0·62
Cocoa and drinking chocolate	−0·10	−0·06	0·31	0·11	−0·03	0·26	0·16
Branded food drinks		n.a.	0·21	0·20	−0·10	0·24	0·19
Total Beverages		0·16	0·27	0·19	0·09	0·15	0·08
MISCELLANEOUS:							
Invalid and baby foods		n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Spreads and dressings		1·14	0·66	0·59	1·15	0·65	0·57
Soups, canned		0·24	0·33	0·22	0·26	0·34	0·18
Soups, dehydrated and powdered		0·94	0·89	0·74	0·62	0·59	0·58
Meat and vegetable extracts		−0·02	0·21	0·12	−0·15	0·26	0·13
Pickles and sauces		0·51	0·43	0·41	n.a.	0·35	0·31
Table jellies, squares and crystals		0·54	0·20	0·25	n.a.	0·16	0·24
Salt		0·34	0·13	0·06	n.a.	0·03	−0·04
Gravy salts and powders		n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Total Miscellaneous Foods		0·34	0·33	0·35	n.a.	0·25	0·22
ALL ABOVE FOODS	0·43	0·30	0·28	0·25			

(a) R. Stone: *The Measurement of Consumers' Expenditure and Behaviour in the United Kingdom 1920–1938*, Vol. I, Table 106. Cambridge 1954.
(b) In 1960, the definition of "other cooked meat (not canned)" was extended to include meats removed from cans by retailers and sold sliced (previously recorded under "other canned meat").
(c) Certain proprietary brown breads were classified as "wholewheat and wholemeal bread" in 1955 and 1958, but as "brown bread" in 1960.

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(Numbers refer to paragraphs; App.—Appendix)

Printed in Great Britain under the authority of Her Majesty's Stationery Office
by The North Western Printers Limited, Heaton Lane, Stockport.

(8888) Wt. 2544—4522 K.16. 7/62 G.326.

Published by
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