

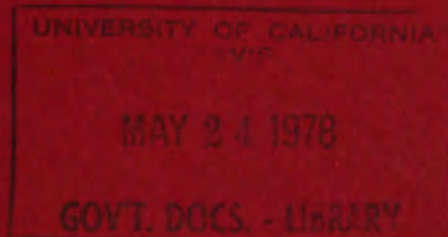


MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1975

with a review of the six years
1970 to 1975

Annual Report of the
National Food Survey Committee



LONDON
HER MAJESTY'S STATIONERY OFFICE
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National Food Survey Committee

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Preface

This Annual Report is the twenty-fifth in a series designed to present, in some detail, the results of the National Food Survey. On this occasion, the content has been expanded in response to a number of requests to give a recapitulation of the principal changes over the period from 1970 to 1975, and to present results in the form of time series. Some of the data cannot, however, be shown in this way because of breaks in series caused by changes in classifications and definitions which were introduced to meet the needs of users of the data.

The preparation of such a report is time-consuming. Completion of the present report has, however, been unavoidably delayed by numerous, more pressing demands on the services of the Committee's secretariat. The Committee recognise that such delay is undesirable. Although summary results are published quarterly, many of the standard tabulations require a full year's data. The report for 1976 is therefore being expedited and will, it is hoped, appear simultaneously with this volume or very shortly afterwards, with a severely curtailed text but with practically all the standard tables.

The Committee wish to renew their thanks to the Office of Population Censuses and Surveys, the British Market Research Bureau Ltd and the Ministry of Agriculture, Fisheries and Food. They also wish to thank, in particular, the housewives who have given freely of their time to provide the basic records of food expenditure and ancillary data from which the Survey tabulations are compiled.

LEONARD NAPOLITAN

Chairman, National Food Survey Committee

July 1977

NOTE

Summary results of the National Food Survey are published quarter by quarter in the *Monthly Digest of Statistics* and, with commentaries, in *Trade and Industry*. Applications for unpublished analyses should be made to the National Food Survey Branch of the Ministry of Agriculture, Fisheries and Food, Tolcarne Drive, Pinner, Middlesex, HA5 2DT (Telephone 01-868 7161, extension 43 or 44).

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PART I
Introduction and summary

Chapter 1

INTRODUCTION AND SUMMARY

1 Introduction: personal income, expenditure and retail prices

1 In 1970 the rate of inflation, as measured by the General Index of Retail Prices, was about 6 per cent per annum. By 1975 the annual rate had risen to around 24 per cent. This was the predominant economic phenomenon in the period covered by this report, during which money incomes more than doubled. Average weekly earnings in 1975 were 119 per cent greater than in 1970 and personal disposable income per head 110 per cent greater, compared with an increase of 35 per cent between 1965 and 1970. In real terms, personal disposable income per head was about 17 per cent¹ greater in 1975 than in 1970 (Table 1), a gain which was more than twice that recorded between 1965 and 1970. The biggest gains were made in the three-year period 1970–72, following a virtual standstill in 1969; the rise in real personal disposable incomes tailed off in 1973 and 1974, and in 1975 there was a fall, estimated as about 0·7 per cent.

2 Total consumers' expenditure per head did not keep pace with personal disposable incomes after 1971; the difference between them was increasing during 1972–75 in real as well as in money terms, the widening of the gap being particularly noticeable after 1973. Indeed, in real terms, consumers' average expenditure on all goods and services began to fall in 1974 and the decline continued in 1975, when, however, consumers' expenditure per head was still 11 per cent greater than in 1970. It has been estimated that in 1975 "people spent about 86 per cent of the personal incomes left to them after deductions of income tax and national insurance contributions; this proportion has fallen from more than 91 per cent in 1971. The rest they saved, often through contributions to pension funds, life insurance premiums and payments for house purchase".²

3 Consumers' real expenditure on food³ was still rising in the late 'sixties, but much more slowly than expenditure on all goods and services, even though food prices were then still rising more slowly than prices generally. In retrospect, 1970 represents a peak in food purchases per head which has not since been exceeded. After that year average expenditure on food in real terms came to a halt. The substantial increase in purchasing power was no longer being devoted to food, but to alcoholic drink, private motoring, electrical goods, housing, entertainment, recreational goods, chemists' goods and air travel. Thus the proportion of total consumers' expenditure which was assigned to food declined fairly steadily from 23·3 per cent in 1970 to 20·6 in 1973 (when revalued at 1970 prices). Thereafter it increased slightly, mainly because of the fall in real expenditure in the non-food sector; this fall affected cars, household goods, tobacco, travel, housing maintenance and improvements, newspapers and magazines.

¹14 per cent greater, if the General Index of Retail Prices is used as deflator in place of the Consumers' Expenditure Deflator derived from the National Accounts.

²*Economic Progress Report No 82*, H M Treasury, January 1977.

³Household food expenditure plus the ingredient cost of food consumed in catering establishments.

4 For comparison with data from the National Food Survey, the most relevant series is that for household food expenditure per head of the household population (which differs from the *de facto* population used as divisor for the various series of income and expenditure in Table 1). With this convention, household food expenditure revalued at 1970 prices shows a fall of 1.7 per cent between 1970 and 1975, the complete series being 100, 99.7, 97.9, 98.6, 98.3, 98.3.¹

TABLE 1
Changes in incomes, prices and consumers' expenditure, 1970-1975

	1970	1971	1972	1973	1974	1975
Index of personal disposable income per head (a) (b):						
In money terms	100	110.2	126.4	145.2	171.7	210.0
In real terms (c)	100	101.9	109.5	115.9	118.0	117.2
Index of average weekly earnings per head (d)	100	111.4	128.6	148.6	177.9	219.3
General Index of Retail Prices (a):						
All items	100	109.4	117.2	128.0	148.4	184.4
Food	100	111.1	120.9	139.1	164.1	206.2
Consumers' expenditure per head (e):						
Household food expenditure (f)						
At current prices	100	109.1	115.8	131.2	153.3	187.8
At 1970 prices	100	99.6	98.8	99.4	99.9	99.7
Catering expenditure on food (g)						
At current prices	100	110.4	117.7	138.1	159.3	198.2
At 1970 prices	100	101.1	100.1	102.5	102.9	104.9
Total food expenditure (h)						
At current prices	100	108.8	115.5	131.3	153.1	187.9
At 1970 prices	100	99.5	98.5	99.3	99.7	99.8
Total consumers' expenditure						
At current prices	100	110.8	124.7	141.0	162.2	198.3
At 1970 prices	100	102.4	108.0	112.5	111.4	110.7
Total food expenditure as percentage of total consumers' expenditure on goods and services:						
At current prices	23.3	22.9	21.6	21.7	22.0	22.1
At 1970 prices	23.3	22.7	21.3	20.6	20.9	21.0

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

(b) Includes all sources of personal income and takes into account deductions for income tax, national insurance contributions and net transfers abroad.

(c) Using the Consumers' Expenditure Deflator derived from the National Accounts to remove the effect of price changes. If the General Index of Retail Prices had been used as a deflator the indices would have been 100, 100.7, 107.8, 113.5, 115.7 and 113.9 respectively.

(d) Estimated average weekly earnings as measured by the Department of Employment's monthly enquiry into the total wage and salary bills of manufacturing and some other industries and services in Great Britain. This enquiry takes into account temporary reductions in earnings while three-day working and other restrictions were in operation during the first quarter of 1974. In previous Annual Reports an index restricted to earnings of manual workers in manufacturing and other industries in October each year has been cited.

(e) Derived from data in *National Income and Expenditure 1965-1975*, HMSO, 1976.

(f) Includes in addition to items included in the National Food Survey, soft drinks, sweets, casual and other purchases of food not entering the household food supply, but not the ingredient cost of food consumed in catering establishments.

(g) Expenditure on food (generally at wholesale prices) by commercial and non-commercial catering establishments including institutions and public authorities, but *not* including expenditure incurred by public authorities in providing welfare and school milk and welfare foods.

(h) Household food expenditure plus total catering expenditure on food as defined in (g) above, together with expenditure incurred by public authorities in providing welfare and school milk and welfare foods. The latter amounted to £60 million in 1970 but only £21 million in 1975.

¹See footnote 2 to paragraph 17 below for a comparison with the National Food Survey estimate of the change in real value over the period.

2 Summary of survey results

5 Average expenditure on food for consumption in the home by private households in Great Britain doubled between the first quarter of 1970 and the fourth quarter of 1975 when it amounted to £4.01 per person per week. The rate at which expenditure increased accelerated throughout the period, successive increments of 50p occurring after 3 years, 1½ years, 1 year, and 9 months respectively. (Chapter 2.)

6 Averaged over the whole of 1975 expenditure was £3.77 per person per week, 82 per cent more than the average for the year 1970, but the general level of food prices actually paid by housewives participating in the Survey was 90 per cent higher than in 1970 (compared with the rise of 106 per cent shown by the food component of the General Index of Retail Prices). This implies a fall of 4.6 per cent over the period in the real value of household food purchases per head. About a third of this overall decrease in real value was attributable to meat (principally bacon and lamb), a third to bread and cereal foods, and a third to sugar and potatoes. Smaller decreases for fish, eggs, fats, fresh fruit and fresh green vegetables were fully offset by increases for milk, cheese, processed vegetables, fruit juices, ice-cream, and frozen convenience foods. Although much of the overall fall in the real value was due to a significant fall in the physical quantities of food obtained (reflected in the reduction in energy intake from 2,560 to 2,290 kcal per person per day), part of it is attributable to a shift in purchasing patterns in favour of cheaper foods or those which suffered the least increase in price. Nevertheless, the changes in food prices and purchases between 1970 and 1975 had only a modest effect on the distribution of the average household food budget amongst the *broad* food categories. (Chapter 2.)

7 The introduction and extension of subsidies on milk, cheese, butter, bread, flour and tea in 1975 helped to keep down their proportionate shares in the household food budget, even though they stimulated some switch in purchases to the foods subsidised. The real value of household purchases of subsidised foods in 1975 was 4 per cent greater than that on the corresponding foods in 1970, while the real value of purchases of all other foods was 3.3 per cent lower. The price index for subsidised foods was 30 per cent higher in 1975 than in 1970, while that for other foods was 69 per cent higher. (Chapter 2.)

8 Household food expenditure in Scotland, the East Midlands and the South West, averaged over 1970 to 1975, was significantly lower than in Great Britain as a whole, and that in London and the South East significantly higher; elsewhere regional differences in food expenditure were negligible. Expenditure on frozen convenience foods was greatest in the South East and Wales, and fell off quite sharply with increasing remoteness from the southern part of the country, while expenditure on canned convenience foods followed a complementary pattern. *Changes* in food prices over the six years were not significantly different in each region from the *changes* shown nationally. (Chapter 3.)

9 In 1974 and 1975 differences in per caput food expenditure between earning households in different income groups narrowed, primarily because of some levelling down by the highest income group and levelling up by the lowest. Much of the remaining difference was due to differences in food prices paid by different groups (and therefore perhaps in quality). Pensioner households

and those in the lowest non-earning income group, which had increased their levels of food expenditure in 1974, maintained their new relative position in 1975. Expenditure on subsidised foods accounted for a smaller proportion of the food budget of higher-income families than of that of pensioners and lower income families. (Chapter 3.)

10 Differences in per caput food expenditure between families of different size and composition are associated mainly with differences in overall volume or quantities of food purchased, rather than in prices paid for food. Expenditure on subsidised foods occupied a greater share of the household food budget the greater the number of children in the family. (Chapter 3.)

11 The nutritional quality of the household diet improved slightly in 1975. Although the average energy intake decreased the amounts of protein and all the minerals and vitamins evaluated (except for vitamin D) were as high or higher than in 1974, and the *proportion* of energy derived from protein, especially animal protein, has never been higher. Since 1970, the nutrient intake of the higher income families has declined in relation to other income groups but there have otherwise been only minor changes in the relative positions of families of different composition and of different regions. (Chapter 4.)

12 By the end of 1975 ownership of a deep-freezer had spread to about 26 per cent of private households in Great Britain, while ownership of a refrigerator had become the rule rather than the exception even among pensioners and the least affluent, and in the smallest households. Possession of a deep-freezer had a greater effect on the *pattern* of food purchases than on the overall level, but the nutritional consequences were small. (Chapter 5.)

13 With few exceptions, there were no significant differences in average consumption of milk in the home by children aged 0–4 years or 7–9 years (the two age categories affected by the changes in welfare and school milk arrangements in 1971) from lower income families and those of like age from higher income families, or between those from small families and those from larger families. In households which were affected by the change in welfare milk arrangements the major difference between the larger and the smaller families related not to the children in the family but to the adults. When the household was affected by the change in entitlement to school milk, or in both schemes, the distinction was less clear. (Chapter 5.)

14 There was a further small increase in the number of meals obtained away from home in 1975, with a proportionately smaller increase for mid-day meals out than for other meals out. The average number of school meals recorded by children of 5–14 years of age was greater in 1975 than in any of the three previous years. (Chapter 5.)

PART II
Survey results 1970-1975

Chapter 2

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

1 General levels of food consumption, expenditure and prices

INTRODUCTION

15 The data from the National Food Survey relate to private households in Great Britain (ie England, Wales and Scotland). Only food which enters into the household food supply and which is intended for human consumption is covered and the Survey excludes such items as soft drinks,¹ alcoholic drinks and chocolate and sugar confectionery which are often purchased by members of the family without coming to the notice of the housewife who keeps the record. The fieldwork of the Survey is carried on continuously throughout the year except for breaks at Christmas and during general election campaigns. In 1975, fieldwork commenced on 2nd January and continued until 23rd December.

MAIN RESULTS 1970–1975

16 Table 2 shows that average expenditure on food for consumption in the home increased from just under £2 per person per week in the first quarter of 1970 to just over £4 in the last quarter of 1975. The average did not reach £2.50 until the fourth quarter of 1972; the three years 1970–72 were characterised by a rapid increase in purchasing power, which, however, was not devoted to food. In the next three years the rise in real incomes slowed to a halt, food prices rose relatively fast and household food expenditure accelerated with them. The average had passed £3 by the second quarter of 1974 and £3.50 less than a twelvemonth later.

17 Although these increases reflect the accelerating rise in the price of food, they did not fully keep pace with it. Tables 3 and 4 show that the growth in average food expenditure per head lagged behind that in average food prices paid by housewives, both being measured by index numbers constructed from the Survey data. In Table 4 the expenditure index thus obtained is divided by the corresponding price index to give an index of the real value of household food purchases per head of the household population. This index shows a slow decline during the period under review, amounting in all to 4.6 per cent between 1970 and 1975.² The decline has probably been continuous, since it is now fairly clear that the Survey underestimated average food expenditure in 1974 by between 1 and 2 per cent, partly because of the distortion due to the

¹Since the beginning of 1975 the Survey has obtained expenditure and quantity data in respect of soft drinks purchased to form part of the household supply, and details of such purchases are presented in Chapter 5, section 4, below. In order to preserve continuity of time-series, expenditure on these purchases and the contribution they make to nutrient intakes are excluded from all tables of Survey data presented elsewhere in this Report.

²This fall is greater than the fall in household food expenditure per head at 1970 prices shown by the National Accounts, but is reconcilable with it within the limits of normal sampling variation, when due allowance is made for differences in definition, coverage and the construction of the deflator. A full account is given at the end of this chapter.

TABLE 2
Household food expenditure and total value of food obtained for consumption, 1970-1975
(per person per week)

	1970	1971	1972	1973	1974	1975	Percentage change					
	£ (c)	£ (c)	£	£	£	£	1970 to 1971	1971 to 1972	1972 to 1973	1973 to 1974	1974 to 1975	
Expenditure on food:												
1st quarter	1.99	2.16	2.33	2.59	2.91	3.46	+ 8.4	+ 8.2	+ 10.9	+ 12.3	+ 18.9	
2nd quarter	2.10	2.28	2.38	2.71	3.07	3.75	+ 8.5	+ 4.4	+ 13.9	+ 13.1	+ 22.3	
3rd quarter	2.08	2.30	2.42	2.81	3.16	3.88	+ 10.8	+ 4.9	+ 16.3	+ 12.3	+ 22.9	
4th quarter	2.12	2.34	2.50	2.85	3.25	4.01	+ 10.0	+ 7.0	+ 14.2	+ 13.9	+ 23.2	
Yearly average	2.07	2.27	2.41	2.74	3.10	3.77	+ 9.4	+ 6.1	+ 13.8	+ 12.9	+ 21.9	
Value of garden and allotment produce etc (a)												
Yearly average	0.05	0.05	0.06	0.06	0.08	0.09	+ 0.8	+ 11.3	+ 3.3	+ 31.5	+ 22.0	
Value of food obtained for consumption (b)												
Yearly average	2.12	2.32	2.47	2.80	3.17	3.87	+ 9.2	+ 6.2	+ 13.6	+ 13.3	+ 21.9	

(a) Valued at average prices paid by housewives for comparable purchases.

(b) Expenditure on food purchased for consumption in the home, plus the value of garden and allotment produce etc.

(c) The estimates for 1970 and 1971 have been adjusted to conform to the revised definition of a person adopted in the Survey in 1972.

TABLE 3

Percentage changes in average expenditure, food prices and real value of food purchased: 1970(a) to 1975

	1971(a) on 1970(a)	1972 on 1971(a)	1973 on 1972	1974 on 1973	1975 on 1974	1974 1975 on Quarters				
						1	2	3	4	
<i>Expenditure</i>										
Seasonal foods (b)	+ 7.7	- 0.3	+ 22.0	+ 12.5	+ 22.7	+ 14.7	+ 20.3	+ 25.2	+ 30.7	
Convenience foods (b)	- 1.2	+ 12.3	+ 15.3	+ 12.9	+ 20.3	+ 19.6	+ 21.1	+ 23.1	+ 16.1	
Canned	+ 9.7	+ 19.5	+ 25.2	+ 12.1	+ 30.9	+ 9.9	+ 32.0	+ 48.9	+ 38.4	
Frozen	+ 7.2	+ 9.1	+ 11.7	+ 18.9	+ 21.4	+ 26.9	+ 21.1	+ 21.4	+ 14.1	
Other convenience foods	+ 4.9	+ 10.8	+ 14.0	+ 16.5	+ 22.0	+ 22.9	+ 22.2	+ 24.3	+ 16.6	
Total convenience foods	+ 12.1	+ 5.8	+ 11.3	+ 11.3	+ 21.9	+ 18.4	+ 22.8	+ 21.5	+ 24.1	
All other foods (c)	+ 9.6	+ 5.9	+ 13.7	+ 12.8	+ 22.0	+ 18.9	+ 22.2	+ 22.9	+ 23.2	
All foods (c)	+ 6.3	+ 6.2	+ 23.1	+ 17.1	+ 24.1	+ 9.6	+ 25.5	+ 35.6	+ 27.7	
<i>Food prices</i>										
Seasonal foods (b)	+ 8.6	+ 6.6	+ 9.9	+ 28.2	+ 16.2	+ 24.8	+ 17.7	+ 11.7	+ 8.6	
Convenience foods (b)	+ 7.0	+ 2.2	+ 7.9	+ 15.5	+ 11.5	+ 10.4	+ 7.9	+ 14.2	+ 13.6	
Canned	+ 10.7	+ 6.5	+ 11.2	+ 21.8	+ 23.5	+ 25.6	+ 24.2	+ 23.0	+ 20.0	
Frozen	+ 9.8	+ 6.2	+ 10.5	+ 22.6	+ 20.2	+ 23.7	+ 20.6	+ 18.9	+ 16.1	
Other convenience foods	+ 12.4	+ 8.9	+ 13.5	+ 11.6	+ 20.4	+ 13.2	+ 23.5	+ 23.4	+ 21.5	
Total convenience foods	+ 10.7	+ 7.8	+ 14.3	+ 15.2	+ 20.9	+ 15.1	+ 23.1	+ 24.3	+ 21.1	
All other foods (c)	+ 1.3	- 6.1	- 0.9	- 3.9	- 1.1	+ 4.6	- 4.1	- 6.6	+ 2.4	
All foods (c)	- 9.0	+ 5.4	+ 5.0	- 11.9	+ 3.5	- 4.1	+ 2.9	+ 10.2	+ 7.0	
<i>Real value of food purchased</i>										
Seasonal foods (b)	+ 2.5	+ 17.0	+ 16.0	- 3.0	+ 17.3	- 0.4	+ 22.3	+ 30.4	+ 21.9	
Convenience foods (b)	- 3.1	+ 2.4	+ 0.5	- 1.9	- 1.7	+ 1.0	- 2.5	- 1.3	- 5.0	
Canned	- 4.5	+ 4.4	+ 3.1	- 5.0	+ 1.5	- 0.6	+ 1.3	+ 4.6	+ 0.4	
Frozen	- 0.3	- 2.9	- 1.9	- 0.3	+ 1.3	+ 4.6	- 0.6	- 1.6	+ 2.2	
Other convenience foods	- 1.0	- 1.7	- 0.5	- 2.1	+ 0.9	+ 3.3	- 0.8	- 1.1	+ 1.8	
Total convenience foods	- 1.0	- 1.7	- 0.5	- 2.1	+ 0.9	+ 3.3	- 0.8	- 1.1	+ 1.8	
All other foods (c)	- 1.0	- 1.7	- 0.5	- 2.1	+ 0.9	+ 3.3	- 0.8	- 1.1	+ 1.8	

(a) The estimates for 1970 and 1971 have been adjusted to conform with the revised definitions of a person and of seasonal foods adopted by the Survey in 1972.

(b) See "Seasonal foods" and "Convenience foods" in Glossary.

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

National averages

TABLE 4

*Indices of expenditure, prices and real value of food purchased
for household consumption, 1970-1975*

(1970 (a)=100)

	1971(a)	1972	1973	1974	1975
<i>Expenditure indices</i>					
Seasonal foods (b)	107.7	107.3	131.0	147.4	180.8
Convenience foods (b)					
Canned	98.8	110.9	128.8	145.4	175.4
Frozen	109.7	131.1	164.1	184.0	240.9
Other convenience foods	107.2	117.0	130.3	154.8	187.9
Total convenience foods	104.9	116.2	132.5	154.3	188.3
All other foods (c)	112.1	118.5	132.0	146.9	179.0
All foods (c)	109.6	116.0	131.9	148.8	181.6
<i>Indices of average prices</i>					
Seasonal foods (b)	106.3	112.7	138.8	162.6	210.9
Convenience foods (b)					
Canned	108.6	115.9	127.4	163.3	188.7
Frozen	107.0	109.2	120.0	139.1	151.7
Other convenience foods	110.7	118.1	131.7	159.6	196.0
Total convenience foods	109.8	116.7	129.3	158.8	189.3
All other foods (c)	112.4	122.3	139.4	155.8	187.3
All foods (c)	110.7	119.3	136.7	157.7	190.3
<i>Indices of real value of food purchased</i>					
Seasonal foods (b)	101.3	95.2	94.4	90.7	89.6
Convenience foods (b)					
Canned	91.0	95.7	101.1	89.1	93.0
Frozen	102.5	120.0	136.8	132.4	158.8
Other convenience foods	96.9	99.0	98.9	97.0	95.9
Total convenience foods	95.5	99.6	102.4	97.2	99.5
All other foods (c)	99.7	96.9	94.7	94.3	95.5
All foods (c)	99.0	97.3	96.5	94.4	95.4

(a) The estimates for 1970 and 1971 have been adjusted to conform with the revised definitions of a person and of seasonal foods adopted by the Survey in 1972.

(b) Foods included in these categories are itemised in Appendix A, Table 12.

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

suspension of fieldwork for a total of six weeks during two general election campaigns. Thus the recorded rise of 0.9 per cent between 1974 and 1975 is almost certainly spurious.

18 Of the decrease of 4.6 per cent over the period in the real value of household food purchases per head, about a third was contributed by the meat group, (especially bacon and lamb), a third by bread and cereal foods, and a third by sugar and potatoes. Smaller decreases contributed by a number of other foods, including fish, eggs, fats and fresh fruit and fresh green vegetables were fully offset by increases for milk, cheese, processed vegetables, ice-cream and fruit juices (as distinct from soft drinks, which are not included in the Survey series, but which have also been gaining ground). Much of the reduction in the real value of food purchases over the period is attributable to a fall in the physical quantities of food obtained, as shown in Table 12 and reflected in the estimates of energy value in Table 29. A small part of this fall was due to a decrease in

the number of meals provided from the household food supply¹ and the related growth in the number obtained in catering establishments, but most of the fall is probably attributable to food prices having risen faster on average than other prices over the period, a wholly new situation which provided an incentive to waste less and also to alter purchasing patterns in favour of cheaper foods or those which suffered the least increase in price. As illustrations may be mentioned the shifts over much of the period away from lamb, bacon and fish and towards milk, cheese and poultry, and from fresh green vegetables and fresh fruit to processed vegetables, fruit juices and frozen convenience foods. Purchases of sugar and potatoes fell when they ceased to be very cheap sources of energy. (See Tables 4, 10 and 11.)

19 These shifts occur much more readily within broad categories of food than between them, and the changes in food prices and purchases between 1970 and 1975 had only a modest effect on the distribution of the average household food budget amongst these broad groupings. This is shown in Table 8, where comparison is also made with 1960 and 1965 so that longer-term trends can be seen. Some of the changes in apportionment in 1970–75 are in continuation of trends apparent in the previous decade, although in some instances at a different pace. These include the rise in the proportion of expenditure allocated to the meat group (and within it to beef, pork, poultry and processed meats, with a decline in the proportions for lamb and bacon) and the decreases in the proportions devoted to eggs, fish, fats and beverages. The increase in the proportion allocated to vegetables is in large measure due to the growth in demand for processed vegetables, especially frozen varieties, which have shown a relatively smaller increase in price and have gone far to reduce seasonality; to a limited extent they have even displaced some fresh vegetables during their traditional seasons. Exceptionally, the share in the food budget taken by potatoes rose from about 2½ per cent in 1972–74 to 3·6 per cent in 1975 (and 4·8 per cent in 1976) when the shortfall in supplies precipitated a more than proportionate increase in price.

20 The introduction and subsequent extension of consumer subsidies on milk, cheese, butter, bread, flour and tea in and after 1973 naturally helped to keep down their proportionate shares in the household food budget, even though (as is shown below) the subsidies also stimulated some switch in purchases to the foods subsidised. Collectively, the subsidised foods took up 23·0 per cent of the household food budget in 1970, 24·1 per cent in 1971 and 23·6 per cent in 1972, but 21·4 per cent in 1973, 20·3 per cent in 1974 and 20·4 per cent in 1975. Table 5 shows that food subsidy payments made by the Exchequer totalled £62·1 million in 1973 (only 2p per head per week), £406·1 million (14p per head per week) in 1974 and £651·8 million (22p) in 1975. These payments clearly helped to shift demand. Weekly household expenditure per head on the foods concerned amounted to 58·7p, 62·7p and 76·8p respectively. Between 1972 and 1975 expenditure on them rose by 34·8 per cent and their price by 29·6 per cent, so that the real value of average household purchases of these foods rose by 4·0 per cent; in contrast, average expenditure on all other (unsubsidised) foods rose by 63·3 per cent and their price index by 68·9 per cent, implying a fall in the real value of purchases of unsubsidised foods of 3·3 per cent. Corresponding indices for each year of the period are as follows:

¹Changes in Survey practice in 1972 and in 1975 prevent an exact measurement of the effect of the increase in eating-out on the index of the real value of food purchased for consumption in the home, but it is estimated to have contributed a decrease of between 0·9 and 1·4 per cent.

*Indices of expenditure, prices and real value of subsidised and other
foods purchased for household consumption, 1972-1975
(1972 = 100)*

	1973	1974	1975
<i>Expenditure indices</i>			
Subsidised foods (a)	103·2	110·3	134·8
Non-subsidised foods (b)	117·0	133·8	163·3
All foods (b)	113·7	128·2	156·5
<i>Indices of average prices</i>			
Subsidised foods (a)	101·2	107·0	129·6
Non-subsidised foods (b)	118·4	139·8	168·9
All foods (b)	114·3	131·8	159·3
<i>Indices of real value of food purchased</i>			
Subsidised foods (a)	102·0	103·0	104·0
Non-subsidised foods (b)	98·8	95·7	96·7
All foods (b)	99·5	97·3	98·2

(a) Foods included in this category are listed in Table 5.

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

21 About 40 per cent of the households participating in the Survey in 1975 recorded some food which was obtained without any specific direct monetary payment (for example food they grew or reared themselves in gardens or allotments or on their own farms, perquisites from an employer, free welfare milk or free school milk). Since each household taking part in the Survey does so for one week only, the percentage of households which at some time or other during the year obtain some "free" food is clearly much greater than 40 per cent. Averaged over the whole year's sample, the quantity of food obtained in this way was worth 9p per person per week at normal retail prices, equivalent to 2½ per cent of the average household food bill (Table 2). Over the period 1970-75 this proportionate contribution barely changed; the rise in absolute value from 5p to 9p was roughly in step with the rise in expenditure and food prices. Some further details of the average quantities of food obtained in this way are given in Tables 6 and 7. Table 6 shows some recovery after 1973 in the average quantity of fresh vegetables from gardens and allotments, associated with a slight increase in the proportion of householders obtaining such supplies.

2 Individual foods: consumption, expenditure, prices and demand

22 The main changes in household consumption of individual foods are summarised in paragraphs 23 to 44 below. Full details of average consumption and the average price paid for each food in the Survey classification are given for each year from 1970 to 1975 in Table 12. Corresponding averages for each quarter of 1975 are given in Tables 13 and 15, while Table 14 gives quarterly averages of expenditure in that year.¹ Also included in Table 13 are annual

¹For estimates of average expenditure in each quarter from 1970 to 1974 see *Household Food Consumption and Expenditure: 1970 and 1971*, HMSO, 1973; *ibid* 1972, HMSO, 1974; 1973, HMSO, 1975; 1974, HMSO, 1976.

National averages

TABLE 5
 Subsidised foods: average expenditure, purchases and prices, 1973-1975

	Total value of food subsidies (a)		Average quantity purchased (per person per week)				Average expenditure (per person per week)			Average price paid (per lb)				
	1973	1974	1973	1974	1975	1973	1974	1975	1973	1974	1975	1973	1974	1975
	£m	£m	oz	oz	oz	pence	pence	pence	pence	pence	pence	pence	pence	pence
Milk, liquid	50.5(b)	277.6(b)	4.56(c)	4.53(c)	4.57(c)	25.70	22.86	30.44	5.64(c)	5.08(c)	6.61(c)			
Cheese, natural	Nil	22.0	3.41	3.46	3.51	7.09	8.00	9.44	33.21	36.83	42.93			
Butter	11.6(d)	53.9(d)	5.23	5.61	5.63	6.92	7.78	9.95	21.20	22.14	28.21			
Bread														
White, large loaves, unsliced			6.19	6.05	5.99	2.48	3.11	3.59	6.41	8.20	9.58			
White, large loaves, sliced			17.55	18.85	18.12	6.80	9.23	10.03	6.19	7.83	8.84			
White, small loaves, unsliced			2.50	2.23	2.32	1.31	1.55	1.81	8.39	11.11	12.48			
White, small loaves, sliced			1.33	1.10	1.23	0.73	0.80	0.99	8.76	11.58	12.91			
Brown			2.22	2.08	2.61	1.19	1.43	1.97	8.54	10.96	12.07			
Wholewheat and wholemeal			0.54	0.56	0.69	0.27	0.35	0.51	7.95	9.95	11.63			
All above bread	Nil	41.1	30.33	30.87	30.96	12.78	16.47	18.90	6.73	8.52	9.76			
Flour	Nil	1.8	5.25	5.30	5.16	1.42	2.13	2.11	4.31	6.39	6.54			
Tea	Nil	9.7	2.16	2.24	2.18	4.79	5.49	6.00	35.53	38.97	43.98			
Total	62.1	406.1	n.a.	n.a.	n.a.	58.70	62.73	76.84	n.a.	n.a.	n.a.			n.a.

(a) Effective dates of subsidies:
 Milk, liquid — Increased 21st April 1974 and 3rd November 1974, decreased 1st April 1975.
 Cheese, natural — Introduced 6th May 1974, scope extended 19th August 1974, increased 11th November 1974.
 Butter — Introduced 14th May 1973, increased 1st April 1974, 7th October 1974 and 3rd March 1975.
 Social butter subsidy (tokens) introduced 1st July 1973, reduced 1st January 1974, increased 1st April 1974 and withdrawn 31st December 1974.
 Bread — Introduced 24th March 1974, increased and scope extended 12th May 1974, increased 13th August 1974 and 12th January 1975, decreased 17th February 1975 and 30th November 1975.
 Flour — Introduced 2nd September 1974.
 Tea — Introduced 2nd September 1974.
 (b) Including the general subsidy on full price milk, welfare milk and school milk, but excluding the additional payments made to re-imburse suppliers of free welfare and school milk.
 (c) Full-price milk: quantity in pints, price in pence per pint.
 (d) Includes EEC butter subsidy.

averages of purchases (ie excluding free supplies) in 1975. Results of various demand analyses which have been carried out on the Survey data for 1970-1975 (or, in some cases, for a slightly different span of years) are tabulated in Appendix B. These results include estimates of own-price elasticities of demand.

TABLE 6
*Garden, allotment and other non-commercial supplies of food,
annual national averages, 1970-1975*
(per person per week)

Commodity	1970	1971	1972	1973	1974	1975
Liquid milk:						
Welfare and school (pints)	0.16	0.12	0.10	0.08	0.09	0.08
Other (pints)	0.16	0.13	0.10	0.11	0.12	0.11
Eggs (no)	0.22	0.18	0.17	0.12	0.15	0.16
Carcase meat and poultry (oz)	0.20	0.13	0.15	0.11	0.11	0.14
Potatoes (oz)	3.55	3.47	3.94	2.67	4.08	2.82
Other fresh vegetables (oz)	4.06	4.41	4.33	3.89	5.17	4.92
Fresh fruit (oz)	1.99	1.68	1.44	1.60	1.70	1.46

TABLE 7
*Garden, allotment and other non-commercial supplies of food in
different types of area, six-year averages, 1970-1975*
(per person per week)

Commodity	All households	London conurbation	Provincial conurbations	Larger towns	Smaller towns	Rural areas
Liquid milk:						
Welfare and school (pints)	0.11	0.11	0.13	0.11	0.10	0.09
Other (pints)	0.12	...	0.02	0.02	0.02	0.50
Eggs (no)	0.17	0.02	0.03	0.04	0.08	0.62
Carcase meat and poultry (oz)	0.14	0.07	0.04	0.07	0.09	0.42
Potatoes (oz)	3.42	0.86	0.76	1.71	3.59	9.91
Other fresh vegetables (oz)	4.46	2.17	1.38	3.18	5.01	10.15
Fresh fruit (oz)	1.65	1.37	0.64	1.14	1.78	3.29

cross-price elasticities, income elasticities and of changes in demand apparently not attributable to changes in income or food prices. Throughout this Report, the *national* averages of consumption, purchases, expenditure and nutrient intake per head for 1970 and 1971 have been reduced by 1.6 per cent compared with those published in the Report for those years in order to bring them as

closely as possible into conformity with the averages for later years which were compiled on a different basis.¹

Milk and cream

23 Average consumption of liquid milk, which had been following a slightly downward trend throughout much of the nineteen-sixties, suffered a further, but temporary, set-back in 1971 and 1972 when the reduction in the provision of welfare and school milk² was not wholly offset³ by the increase in household purchases at the full retail price. By 1973, average household consumption (inclusive of school milk) had recovered to 4.75 pints per person per week, and it remained at that level in 1974 and 1975. The results of the demand analysis which are presented in Tables 3 and 4 of Appendix B, however, suggest that the maintenance of that level in those years was in some measure dependent on the fall which took place in real terms in the average price. Average consumption of condensed milk fell by a quarter between 1970 and 1975 to 0.15 pint (liquid equivalent) per person per week and that of dried milk for infant feeding fell by half to 0.06 pint. The so-called "instant" skimmed milk powder barely held its own after 1973 when it lost its price advantage compared with liquid milk, while demand for cream appears to have been rather weaker at the end of the six-year period than at the beginning. In contrast, consumption of yoghurt showed some growth between 1972 and 1974 but this was not sustained in 1975.

Cheese

24 Average consumption of cheese has followed a generally upward trend for over twenty years, with the growth in consumption of natural cheese outweighing by far the decline in purchases of processed cheese. The growth lost its momentum between 1970 and 1972 when the average price of cheese rose sharply (even in real terms), but regained it throughout 1973-1975 when the real price trend again followed a downward course, albeit with some assistance from subsidies from May 1974 onwards. In 1975, average consumption of

¹Some changes in the basic definitions and classification criteria of the *National Food Survey* were made in 1972 in order to make them more closely comparable with those used in the *Family Expenditure Survey*. Prior to that date an individual was classified as a "person" only if he or she obtained at least half of his or her meals at home during the week of participation in the Survey; all other individuals were classified as "visitors". From 1972 onwards, an individual was classified as a "person" if he or she during the week spent at least four nights and ate at least four meals in the household, or, irrespective of the number of nights' residence or meals, if he or she was the head of the household or the housewife. In 1972 the number of individuals classified as "persons" according to the new definition exceeded by 1.6 per cent the number who would have been classified as "persons" according to the former definition. Consequently, the national averages *per head* were all 1.6 per cent lower on the new definition than on the old, but average prices and nutrient percentages were (and are) not affected to any measurable extent. About a fifth of the difference was attributable to the inclusion in the Survey results of a small number of households which would previously have been disqualified for inclusion on the grounds that (on the old definition but not the new) they did not contain anyone qualifying for classification as a "person". The difference was not constant throughout the year and is subject to sampling as well as seasonal and longer-term variation. The retrospective adjustment to the averages for 1970 and 1971 is therefore an approximation based solely on 1972 experience.

²The supply of welfare milk at reduced price to young children and expectant mothers was discontinued in April 1971, but arrangements were made for families in need to obtain welfare milk free of charge. In September 1971, the supply of *free* milk in schools to most children over seven years of age was discontinued.

³The average consumption of full price milk recorded by the Survey in 1970 (Table 12) is almost certainly an under-statement due to sampling variation.

natural cheese was 10 per cent greater than in 1970 at 3.51 oz per person per week, while that of processed cheese was nearly 20 per cent lower than in 1970 at 0.28 oz. From 1972 onwards the Survey temporarily (and experimentally) subdivided its classification of natural cheese into four categories. The estimates of average consumption of each category (given on page 19) show that after entry into the EEC in 1973 consumption of Continental and soft cheeses showed a greater percentage increase than that of other cheeses, not all of which was due to their higher income elasticity, but by far the greatest absolute increase in 1973 was that for Cheddar type cheese, some of which originated in EEC countries. The *average* prices paid show remarkably little difference between the four categories, but there was considerable variation within categories.

Meat and poultry

25 Household consumption of carcase meat (bought in that form by housewives) averaged 15.6 oz per person per week over the three years preceding entry of the UK into the EEC compared with 14.6 oz over the succeeding three years, but within each of these periods there were fluctuations in the overall level and in its composition according to the availability of supplies and the interplay of price and demand relationships. In real terms, the average price paid for carcase meat (taking all kinds together) varied little in 1970 and 1971, but it rose sharply in 1972 and 1973, then fell back a little in the next two years, though not to the level at the beginning of the period. Average consumption broadly followed the converse pattern, but the demand analysis in Appendix B (Table 4) suggests that the strength of consumer demand at constant real prices was fully maintained over the period only because of the growth in real incomes.

26 Although beef continued to be the predominant carcase meat throughout the period, it was gradually losing some of its lead between 1970 and 1973 and regained it only in 1974 and 1975 with the increase in supplies, the building up of the EEC beef mountain, and the artificial stimulus to consumption given to retirement pensioners in late 1974 and early 1975 by the Social Beef Scheme.¹ Averaged over the whole of 1975, household beef consumption averaged 8.32 oz per person per week and accounted for 54 per cent of household consumption of carcase meat compared with 7.68 oz (49 per cent) in 1970 and 6.31 oz (46 per cent) in 1973. Consumption of lamb continued to follow a generally downward trend over the six-year period and at 4.25 oz per person per week in 1975 it was almost 18 per cent less than in 1970. In contrast, consumption of pork followed a generally upward trend over most of the period, and reached a record high level of 3.20 oz per person per week in 1974 before yielding some ground to beef in 1975.

27 Since 1972 the Survey has experimentally subdivided its classification of the three carcase meats into fourteen categories. Details are given on page 21.

¹This scheme was introduced on 2nd December 1974 and continued until early in April 1975. It enabled all retirement pensioners and certain other Social Security beneficiaries of retirement age to buy beef at reduced prices. Each beneficiary was given special tokens to the value of 20p per week for 18 weeks; these tokens could be used for purchases of beef and veal provided not less than a further 20p was spent on those meats. For details of purchases made under this scheme see *Household Food Consumption and Expenditure: 1974*, pp 15, 26 and 27, HMSO, 1976.

National averages

Type of cheese	Estimated consumption oz (a)				Average prices paid pence per lb				Income elasticity (b) in 1975 of	
	1972	1973	1974	1975	1972	1973	1974	1975	expenditure	quantity purchased
	Natural, hard, Cheddar and Cheddar type	2.22	2.41	2.42	2.37	31.82	32.89	36.91	42.68	0.21 (0.05)
Natural, hard, other UK varieties or foreign equivalents	0.73	0.67	0.70	0.77	32.00	34.23	36.42	42.75	0.25 (0.19)	0.22 (0.19)
Natural, hard, Edam and other continental	0.17	0.18	0.20	0.22	32.49	35.39	37.91	44.93	0.45 (0.19)	0.36 (0.17)
Natural, soft	0.11	0.15	0.14	0.15	31.74	31.15	35.92	44.86	1.06 (0.28)	1.06 (0.28)
Total natural cheese	3.23	3.41	3.47	3.51	31.90	33.21	36.83	42.93	0.26 (0.03)	0.26 (0.03)
Processed cheese	0.30	0.34	0.27	0.28	38.30	40.06	44.46	52.88	0.22 (0.10)	0.21 (0.09)

(a) Per person per week.

(b) Estimates of the standard errors of the elasticity coefficients are shown in brackets.

28 The various demand analyses for the three carcass meats (Appendix B, Tables 2-6) give slightly differing estimates of the main demand parameters according to whether each commodity is considered in isolation or in conjunction with each other and with poultry and bacon. However, there are some features common to all the analyses. Thus, household purchases of beef, despite the marked rise in real incomes, fell away more in 1972 and 1973 than can be explained by the rise in the average price and by the estimated price and cross-price elasticities, but the underlying strength of demand was again apparent in 1974 and 1975 when the real price was falling as a result of the increased level of supplies. The downward trend in consumption of lamb is only partly explained by the generally upward trend in its real price, and consumers appear to be finding it less and less acceptable in comparison with other alternatives. Pork is one such alternative, and the growth in household purchases has taken place despite some increase in its real price. Although part of this growth appears to be due to its gain in price advantage in comparison with beef during the upswing in the cycle of pig-meat production (the cross-elasticities between these two meats are at or close to the conventional 5 per cent significance level), much of the growth in demand for pork appears to be associated with the increase in home-freezer ownership (Tables 38 and 39). There are similarly significant cross-price elasticities between beef and bacon/ham (inclusive of bacon joints), which acted to divert some purchases from bacon to beef after 1973, thus reinforcing the effect that the sharp (and sustained) rise in the price of bacon in 1973 had on the quantity demanded. Nevertheless much of the decline in average purchases of bacon/ham from 5.24 oz per person per week in 1970 to 3.99 oz in 1975 does not appear to be due to price effects. It may well be associated with a trend towards more uncooked breakfasts in many homes since 1970; a high correlation has been noted between the declining consumption of bacon and that of eggs, and a high inverse correlation with the rising consumption of breakfast cereals. As with pork, though in an opposite sense, part of the decrease in bacon purchases may also be associated with the growth in freezer-ownership, since freezer-owners in general buy less bacon but more pork than other households.

29 Over the past twenty years poultry has become a much more commonly used alternative to carcass meat than formerly, largely owing to the growth of the broiler chicken industry and its attendant marketing facilities, and also, more recently, to intensive methods of rearing other larger kinds of poultry all of which have led to a reduction in the real price. There appears to be a slight substitution relationship between broiler chicken and beef in response to changes in their prices relative to each other, but a more marked one between broiler chicken and lamb; although these relationships do not always attain formal statistical significance in demand analyses, their presence in successive periods provides grounds for belief that they are real. Household consumption of poultry (including purchases of cooked poultry meat) increased tenfold between 1955 and 1970 to 4.98 oz per person per week and reached a record high level of 6.09 oz in 1973 when beef consumption was at an exceptionally low level; thereafter, poultry lost some ground when faced with increased supplies of beef, falling to 5.18 oz in 1974 and 5.73 oz in 1975. The advance in consumption between 1970 and 1975 was relatively less for broiler chicken under 4 lb in weight than for other kinds of poultry.

National averages

	Estimated consumption oz (a)					Average prices paid pence per lb				(b) In 1975 of	
										Income elasticity	quantity purchased
	1972	1973	1974	1975		1972	1973	1974	1975	expenditure	
Beef: joints (including sides)	0.59	0.44	0.42	1.01	35.30	43.13	43.68	46.10	-0.91	0.96	(0.78)
Beef: joints (boned)	1.91	1.94	2.38	2.59	47.30	60.29	63.33	72.39	0.41	0.14	(0.08)
Beef: steak (including stewing steak and kidney)	2.98	2.49	2.97	3.16	46.74	61.48	62.94	68.91	0.37	0.21	(0.10)
Beef: minced	1.36	1.38	1.52	1.46	32.11	43.81	44.39	44.60	0.13	0.05	(0.07)
Veal	0.02	0.03	0.07	0.05	38.93	52.96	50.55	71.52	2.24	1.92	(0.62)
All other beef	0.05	0.03	0.06	0.05	26.67	31.32	31.99	36.07	0.79	0.76	(0.71)
Total beef and veal	6.90	6.31	7.41	8.32	42.86	55.80	57.81	62.75	0.25	0.04	(0.07)
Mutton	0.16	0.13	0.15	0.14	26.64	37.54	38.72	36.81	-0.39	0.16	(0.88)
Lamb joints (including sides)	2.67	2.50	2.29	2.39	31.01	40.28	45.50	49.41	0.19	0.11	(0.18)
Lamb chops (including cutlets and fillets)	1.66	1.39	1.30	1.34	35.69	46.25	53.38	58.58	0.34	0.29	(0.05)
All other lamb	0.48	0.42	0.37	0.38	17.60	21.67	24.95	24.55	0.43	0.75	(0.50)
Total mutton and lamb	4.96	4.44	4.11	4.25	31.14	40.27	45.90	49.67	0.21	0.14	(0.09)
Pork joints (including sides)	1.39	1.34	1.52	1.33	32.03	40.69	39.86	51.30	0.40	0.44	(0.43)
Pork chops	1.06	1.11	1.10	0.95	38.94	49.03	54.95	66.26	0.35	0.33	(0.13)
Pork fillets and steaks	0.24	0.19	0.18	0.17	42.24	53.84	63.05	74.50	0.41	0.25	(0.37)
All other pork	0.40	0.37	0.39	0.30	21.51	28.27	30.75	38.37	-0.21	0.22	(0.38)
Total pork	3.10	3.00	3.20	2.73	33.89	43.06	45.32	56.50	0.39	0.34	(0.21)
Total carcass meat	14.96	13.75	14.72	15.30	37.12	47.99	51.78	58.00	0.26	0.12	(0.06)

(a) Per person per week.
 (b) Estimates of the standard errors of the elasticity coefficients are shown in brackets.

30 In the remainder of the meat group the most marked trend was the growth in consumption of frozen convenience meat products from 0.54 oz per person per week in 1970 to 0.89 oz in 1975. Over this period there were slight downward trends in purchases of sausages, offals and some cooked meats, while cooked poultry and some canned meats lost ground after 1973, but purchases of cooked and canned ham and other meat products were fully maintained throughout.

Fish

31 Overall consumption of fish continued to follow a generally downward trend throughout 1970–1974, mainly because of falling supplies and increasing prices, but in 1975 there was a slight recovery to an average of 4.46 oz per person per week, still some 15 per cent below the average recorded in 1970. Most of the decrease over the period was in consumption of fresh filleted white fish and in purchases of cooked fish, and there was also a smaller but significant decrease in consumption of white processed fish. There was also some displacement of canned salmon by other canned fish and of unfileted by filleted processed fat fish, but a comparable decrease in consumption of unfileted herrings was not replaced by an increase in consumption of filleted herrings. Consumption of fish products was maintained fairly steady throughout the period.

Eggs

32 Household consumption of eggs also continued its downward trend throughout 1970–1975. Demand remained quite inelastic to changes in income or in their real price so that, for example, even the exceptional and temporary near-doubling of the average price (equal to an increase of over 70 per cent in real terms) between the last quarter of 1972 and the corresponding period of 1973 was parried by a decrease of only 7 per cent in the average quantity purchased, while the 36 per cent fall in the real price over the following two years was met by an increase in consumption of only 2 per cent. Indeed, practically none of the decrease in average consumption from 4.59 eggs per person per week in 1970 to 4.14 in 1975 can be explained by changes in their real price or in incomes. As in the case of bacon, the fall may be associated with a decline in the proportion of cooked breakfasts.

Fats

33 Total consumption of visible fats declined from 11.76 oz per person per week in 1970 to 11.12 oz in 1972, but thereafter it practically levelled off. Both at the beginning and at the end of the period rather more than half of the total was butter and slightly less than a quarter was margarine. However, in 1971 and 1972, the deterioration in the butter supply situation (and the resulting higher prices) caused some switch of consumption from butter to margarine (and probably to soft margarine); in 1972 margarine accounted for 32 per cent of the total consumption of visible fats compared with 43 per cent contributed by butter. The subsequent recovery in consumption of butter in 1974 and 1975, to the detriment of that of margarine (especially soft margarine), was induced by an increase in supplies of butter in the EEC and a fall in its real price assisted by consumer subsidies. The demand analysis in Appendix B (Tables 5 and 6) suggests that after allowing for changes in real incomes and in the real prices of butter and margarine, consumer demand is following a trend away from butter and towards margarine. Of the remaining fats, lard and compound

National averages

	Estimated consumption (a)				Average prices paid (b)				Income elasticity (c) in 1975 of			
									expenditure	quantity purchased		
	1972	1973	1974	1975	1972	1973	1974	1975				
Butter—New Zealand	1.04	1.37	1.32	1.32	26.27	20.47	21.59	28.26	-0.14 (0.09)	-0.13 (0.09)		
Butter—Danish	1.00	0.98	1.09	1.10	27.15	22.94	23.64	29.74	0.14 (0.09)	0.13 (0.08)		
Butter—UK	0.86	0.67	0.63	0.33	25.88	22.18	23.01	29.88	0.78 (0.25)	0.73 (0.24)		
All other butter (including blended)	1.89	2.23	2.58	2.88	24.67	20.60	21.58	27.41	0.24 (0.07)	0.23 (0.07)		
Total butter	4.79	5.24	5.61	5.63	25.75	21.20	22.14	28.21	0.16 (0.04)	0.15 (0.04)		
Soft margarine	1.78	1.62	1.21	1.10	15.34	15.62	20.83	25.99	0.02 (0.07)	+0.00 (0.07)		
Other margarine	1.74	1.41	1.38	1.50	12.02	12.56	17.56	22.64	-0.37 (0.15)	-0.38 (0.15)		
Total margarine	3.52	3.03	2.60	2.60	13.70	14.19	19.09	24.06	-0.18 (0.08)	-0.20 (0.08)		
Lard and compound cooking fat	1.89	1.83	1.82	1.97	9.68	10.86	16.93	20.06	-0.26 (0.11)	-0.21 (0.07)		
Vegetable cooking oils	0.59	0.81	0.70	0.62	19.99	19.38	29.45	37.12	0.42 (0.34)	0.44 (0.35)		
Salad oils	0.01	0.01	0.01	0.01	49.13	73.32	85.98	90.05	0.05 (1.08)	-0.74 (1.17)		
Total vegetable and salad oils	0.60	0.82	0.71	0.64	20.42	20.08	30.34	37.91	0.43 (0.33)	0.43 (0.34)		
Suet	0.12	0.09	0.10	0.11	16.31	18.12	26.27	32.00	-0.12 (0.28)	-0.07 (0.30)		
Low fat spreads	0.05	0.05	0.05	0.05	17.84	19.09	25.69	31.70	0.66 (0.68)	0.59 (0.67)		
Dripping	0.13	0.11	0.12	0.12	9.84	11.00	16.84	18.86	-0.53 (0.30)	-0.42 (0.36)		
All fats not specified above (including cream substitutes)	0.03	0.05	0.05	0.04	53.54	47.43	59.64	78.08	1.01 (0.31)	1.14 (0.39)		
Total "other" fats	0.32	0.30	0.31	0.31	17.60	20.21	27.41	32.09	0.27 (0.18)	0.13 (0.18)		
Total fats	11.12	11.22	11.04	11.14	—	—	—	—	0.05 (0.04)	0.02 (0.04)		

(a) Oz per person per week (fl oz for oils).

(b) Pence per lb (per pint for oils).

(c) Estimates of the standard errors of the elasticity coefficients are shown in brackets.

cooking fat lost some ground over the six-year period, and immediately after entry into the EEC in 1973 this appeared to be to the advantage of cooking oils, but towards the end of the period the transfer lost its momentum. The results of an experimentally more detailed classification of fats by the Survey since 1972 are given in the table on page 23.

Sugar and preserves

34 The long-term downward drift in household consumption of sugar continued throughout most of 1970–1975, the average in the latter year being only about two-thirds of that in the former. The trend was accentuated in the second half of 1974 by distribution difficulties following reduced imports of unrefined sugar in the first half of the year, and the decline in consumption was further accentuated in the first half of 1975 when the prevailing average price soared to about 14½p per lb compared with 5½p a year earlier and household purchases fell to about 10 oz per person per week compared with about 14 oz. By the end of 1975 the average price eased to around 11½p per lb and average consumption partly recovered to near 13 oz.

35 Consumption of preserves has followed a generally downward trend for more than two decades but the rate of decline tended to slow down during 1970–1975 with consumption in the latter year at 2.43 oz per person per week being only 4 per cent less than in 1970. The cut-back in sugar consumption in late 1974 and early 1975 gave some temporary boost to purchases not only of jam and marmalade (possibly in expectation of impending price increases and also in lieu of home jam-making) but also of syrup and treacle (as alternative sweeteners to sugar).

Vegetables

36 Average consumption of potatoes followed a downward trend after 1970, but the decrease was at a diminishing annual rate until 1975 when the poor crop forced consumption further downwards and the average price of main-crop potatoes rose to about 6½p per lb in the fourth quarter of the year compared with 2¾p in the corresponding period of 1974. Averaged over the whole of 1975 consumption was 43.9 oz per person per week compared with 45.7 oz in 1974 and 51.0 oz in 1970.

37 Average consumption of fresh greens and of other fresh vegetables fluctuated within fairly narrow limits according to the level of supplies around totals for each group of about 13 oz and 14 oz respectively per person per week; exceptionally, in 1975, the average for fresh greens fell as low as 11.6 oz mainly because of fewer supplies of cauliflowers, brussels sprouts, peas and beans in the second half of the year. Within the two fresh vegetable groups there were marked downward trends over the six years in consumption of brussels sprouts and fresh peas, but upward trends for leafy salads, cucumbers, mushrooms and some of the less common vegetables.

38 Over the period there was some overall growth in consumption of processed vegetables, further stimulated in 1975 by the shortfall in potatoes and some fresh greens. The most marked growth was in purchases of frozen vegetables, which, at 3.26 oz per person per week in 1975 was nearly double the quantity recorded in 1970. Purchases of frozen peas increased at a faster rate than in the previous quinquennium, but nevertheless by 1975 their share (by weight

and by value) in household purchases of frozen vegetables had fallen to less than half because of the more rapid advance made by other varieties, notably frozen chips and frozen convenience potato products. There was little overall change in consumption of canned vegetables over the period; purchases of canned beans were maintained and a decrease for canned peas was offset by increases for canned tomatoes and other canned vegetables. Purchases of dried pulses continued their downward trend while those of air-dried vegetables were fully maintained. Purchases of cooked chips also continued to follow a downward trend but there was some growth in purchases of other potato products and a doubling of purchases of other vegetable products.

Fruit

39 Recorded average consumption of fresh fruit declined by 11 per cent in 1972 to 17.5 oz per person per week and thereafter it varied little. Although the fall to the new level coincided with a general hardening of prices in real as well as in money terms, the various demand analyses in Appendix B suggest that the downturn in consumption was greater than might have been expected from that cause. Indeed, the overall rise in prices of fresh fruit in 1972 was a reversion to a level no higher in real terms than it had been in 1969, but average purchases in 1972 were nearly 10 per cent lower than in 1969; moreover, the growth in real personal disposable incomes between 1969 and 1972 should have led to some growth in consumption.

40 The lower level of consumption of fresh fruit from 1972 onwards was not offset by any increase in purchases of canned fruit; indeed, purchases of the latter were fairly steady at around 4½ oz per head per week between 1970 and 1973 but fell to approximately 3¾ oz in 1974 and 1975, the fall being greater for canned peaches, pears and pineapples than for other canned fruit. However, over the whole six-year period purchases of fruit juices more than doubled, averaging 1.33 oz in 1975 compared with 0.59 oz in 1970.

Bread, flour confectionery and other cereal foods

41 The long-established downward trend in household purchases of bread continued until 1973 when the average fell to 33.4 oz per person per week compared with 37.5 oz in 1970. This trend was halted, and perhaps slightly (though temporarily) reversed¹ in 1974 and 1975. There was a particularly sharp increase in real terms in the average price of bread at the beginning of 1974, due largely to the rise in world prices for wheat, and in order to avert further increases in the price of bread a subsidy was introduced in March. This, together with other administrative measures and further injections of subsidy, kept bread prices stable throughout most of the remainder of the year, and thus, by the end of the year restored them *in real terms* to about the same level as at the end of 1973. Throughout 1975, bread prices fell further in real terms because of the easing in the real price of flour and despite the reduction in the rate of the subsidy on flour used for bread. This lower real price for bread appears to have helped to sustain household purchases of bread at over 33½ oz per person per week, but demand may possibly also have been boosted a little by the higher prices and lower consumption of potatoes and

¹The recorded increases in consumption in 1974 and 1975 were not large enough to attain statistical significance at the conventional 5 per cent level.

of sugar and some foods containing sugar. Over the whole period from 1970 to 1975 large white loaves increased their price advantage over small white loaves, and there was some transference of purchases from the latter to the former. Purchases of wholewheat and wholemeal bread followed a rising trend throughout most of the period, while a downward trend for brown bread between 1972 and 1974 appears to have turned sharply in the reverse direction in 1975.

42 Household purchases of flour continued to decline throughout the period and averaged 5.16 oz per person per week in 1975 compared with 5.59 oz in 1970. There was an even more marked decline in purchases of cakes and pastries (from 4.60 oz to 3.12 oz), but little overall change in consumption of biscuits. Purchases of convenience breakfast cereals continued to show an upward trend, but no longer to the detriment of oatmeal and oat products. Purchases of puddings lost ground to purchases of other types of cereal-based convenience foods. There was also some growth in demand for pasta products, while purchases of rice were noticeably above the level recorded in the previous quinquennium.

Beverages

43 Average purchases of tea fell from 2.55 oz per person per week in 1970 to 2.18 oz in 1975 while in contrast, purchases of instant coffee increased from 0.41 oz to 0.50 oz. For both commodities there was a decrease in the frequency of purchase but an increase in the amount purchased at each transaction perhaps because inflation gave some impetus to buying in bulk. Over the six years the average price of tea rose relatively less than that of instant coffee (albeit with some assistance from the subsidy in 1974 and 1975) and in real terms their average prices fell by 26 per cent and 22 per cent respectively. Demand for tea tends to decrease, and that for instant coffee to increase, with increasing real incomes, but the demand analyses in Appendix B indicate that price and income effects do not completely account for the drift in consumer choice away from tea to instant coffee. Demand for bean and ground coffee appeared to be growing until entry into the EEC in 1973 when a sharp dip was followed by a period of slow recovery in 1974 and 1975. Purchases of coffee essences and of cocoa, drinking chocolate and other branded food drinks all followed downward trends over the six years. In contrast, production of soft drinks increased rapidly throughout the period, but such drinks were excluded from the scope of the National Food Survey until 1975. Details of the quantities then recorded as purchased for consumption in the home are shown in Table 45.

Miscellaneous foods

44 The main feature in this residual group of miscellaneous foods was the growth in household purchases of ice-cream for consumption as part of a meal from 0.85 oz per person per week in 1970 to 1.53 oz in 1975. Purchases of powdered soups showed some growth over the period, but those of canned soups varied erratically and, together with foods canned specifically for babies, took a marked dip in 1975. Household purchases of accelerated freeze-dried foods and of novel protein foods were negligible throughout.

Note regarding changes in the real value of household food purchases per head between 1970 and 1975.

The apparent discrepancy between the fall of 4·6 per cent between 1970 and 1975 in the Survey index of real value of household food purchases per head of the *household population* as shown in Table 5 and the fall of 0·3 per cent in household food expenditure per head of the *de facto population* at 1970 prices as derived from the National Accounts and shown in Table 1 is mainly because the two series are measuring different things and using different methods of measurement. If the latter series is expressed per head of the household population this gives an estimated fall of 1·7 per cent instead of 0·3 per cent, but a general revision to be incorporated in the next edition of *National Income and Expenditure* (and which will also transfer cooked fish from the household sector to the catering sector) will reduce this to a fall of 1·3 per cent. Further adjustment of the series to exclude soft drinks, chocolate and sugar confectionery and some minor items not included in the Survey index results in an estimated decline of 3·3 per cent, most of this further adjustment being on account of the increase in consumption of soft drinks. But two adjustments are also needed to the Survey series to make them more directly comparable with this revised estimate. Exclusion of cooked fish from the Survey series reduces the fall of 4·6 per cent in that series to one of 4·3 per cent, while the use of a Paasche-type price index as deflator instead of a Fisher "Ideal" type price index would further reduce the estimate of the fall to 2·7 per cent. The difference between the two series when thus adjusted is reduced to 0·6 per cent and is well within the range of normal sampling variation.

Chapter 3

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

1 Introduction

45 The National Food Survey provides estimates of *average* food consumption, expenditure and nutrition for *different household groups* in addition to those for Great Britain as a whole. The estimates for the former are not in general as accurate as those for the whole community because they are each derived from fewer household records and the variation between households within each group is often quite large. Following the usual practice in these reports, the regional and type of area analyses are presented in a different format from that used for the analyses according to income group or family composition, and all are abbreviated in some respect or other compared with the tables of national averages discussed in the previous chapter.

2 Geographical differences

CLASSIFICATION USED

46 To reveal differences in food consumption patterns between households in different parts of the country, the Survey data are analysed in two separate ways. The first of these classifies households according to geographical region, while the second classifies them according to the degree of urbanisation of the polling districts in which they are located. The two classifications are made independently of each other and no cross-classification according to degree of urbanisation within each region has been attempted. Nine regions are distinguished, separate results being given for Wales, for Scotland and for each of the English standard regions (as constituted prior to 1st April 1974) except that East Anglia is combined with the South East Region. Further details are given in Appendix A, Table 1. The analysis according to degree of urbanisation distinguishes five types of area defined in terms of local authority areas as they existed prior to the re-organisation of local government in April 1974, viz:

London conurbation (coterminous with the Greater London Council area).

Provincial conurbations The largest areas of continuous urban development outside London, centred in Birmingham, Manchester, Liverpool, Leeds, Newcastle-upon-Tyne and Glasgow (as defined by the Registrars-General).

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

Smaller towns All other urban areas.

Rural areas All rural districts.¹

47 The Survey is designed to be representative of Great Britain as a whole, but practical considerations limit the number of localities (in effect, Parliamentary constituencies) which can be included from each region in any one year.

¹The former sub-division of this category into semi-rural and other rural areas was discontinued in 1975.

The localities selected in a single year from any one region may not therefore be fully representative of that region. For this reason, year-to-year regional comparisons of the Survey results cannot be made without reservation and are not attempted in this Report, although averages for a single year (1975) are presented in Tables 17 and 19 in deference to those who wish to consider them in conjunction with annual averages presented in earlier Reports. However, the localities included in the samples from each region are changed each year, so that if averages are struck over a period of years they give fuller coverage within each region and in most cases enable regional patterns of food consumption to be better identified and compared with each other. For this purpose, six-year regional averages for 1970–1975 are presented in Tables 17, 18 and 20. Averages for the five different types of area are included in the tables containing the regional averages. In compiling all the six-year averages for geographical sub-divisions of the country it was not practicable to bridge the break in series in 1972 by making retrospective adjustments to the component averages for 1970 and 1971 as was attempted for the national averages.¹

MAIN RESULTS

48 The six-yearly averages of household food expenditure per head in Table 17(i) show significantly lower levels of expenditure in Scotland, the East Midlands and the South West regions than in the country as a whole and a significantly higher level in the South East; elsewhere the regional differences are negligible. This broad pattern of regional variation persists even when the value of garden and allotment produce and other “free” supplies is taken into account, although the lower overall value of average food consumption in the East Midlands and, more particularly, the South West is then at a lower level of significance. Indeed, the value of self-supplied garden and allotment produce is greatest of all in the South West, and the value of such produce added to expenditure on *seasonal* foods is greater in that region than in any other except the South East and Wales. Average expenditure on *frozen* convenience foods is greatest in the two latter regions and falls off quite sharply with increasing remoteness from the southern part of the country, while expenditure on *canned* convenience foods (and, to a lesser extent, all other convenience foods) exhibits the reverse pattern except that expenditure is markedly greater in the Northern region of England than in Scotland.

49 In the analysis according to type of area the six-year averages of household food expenditure are positively correlated with degree of urbanisation and show a wider range of differences than between geographical regions. The differences in average expenditure are largely offset by differences in the value of garden, allotment and other “free” supplies, but even after taking into account such produce the average value of food obtained for consumption per head in London is well above that in any other type of area. This lead is not apparent for convenience foods (except frozen foods) but is quite marked for seasonal foods and, to a lesser extent, all other foods.

50 The main characteristics of the pattern of food consumption averaged over the period from 1970 to 1975 are presented in summary in Table 18 for each separate region and type of area in the form of percentage deviations from the national average. The more detailed averages from which they were compiled are given in Table 20.

¹See footnote 1 on page 17.

51 Table 17(ii) presents indices which compare levels of food expenditure, prices and overall purchases in each region and type of area with those for Great Britain as a whole in each year from 1970 to 1975. Corresponding indices of the value of consumption and of that value after removal of the effects of geographical variation in food prices are also shown, together with a "price of energy" index which gives the relative cost per calorie in the various regions and types of area. All three of the latter indices take into account not only expenditure on food but also the value (at retail prices) of garden and allotment produce and other "free" supplies. All the indices are subject to the limitations mentioned in paragraph 47 and attention therefore should not be focused on changes they show in a single year. To assist appraisal of the overall pattern analyses of variance have been carried out in each type of index to determine:—

- (1) is there statistically significant variation between regions or types of area?
- (2) if so, which individual regions or areas are significantly different from the mean?
- (3) if variation at (1) is significant, does it differ between the first and second three-year periods?
- (4) if so, in which individual regions or areas is the difference between the first and second three-year periods significant?
- (5) for those regions or areas identified at (4), is there a linear trend?

The result at (1) is that, for all the indices, the variation between regions and between types of area is highly significant. Results for (2) to (5) are summarised

		Expenditure	Value of consumption	Prices	Value of consumption deflated by price index	Food purchases	Price of energy (a)
Wales	A		+1.7				- 1.7
	B		-1.6				
Scotland	A	-3.0	-3.4	+2.9	-6.0	- 5.7	
	B	+1.5	+1.3		+1.1	+1.3	
North	A			-1.0		+1.4	-- 3.8
Yorks & Humberside	A			-1.7			- 3.8
North West (b)							
East Midlands	A	-4.0	-3.0		-2.4	-3.4	- 5.0
	B	-1.7	-1.6		-1.6	-1.5	
West Midlands	A						-- 3.3
South West	A	-3.5	-1.6	-1.5		- 2.1	-- 1.6
South East / East Anglia	A	+2.0	+2.2		+1.5	+1.4	+ 5.0
London conurbation	A	+9.3	+8.0	+2.0	+5.8	+6.9	+10.4
	B						+ 0.5
Provincial conurbations	A						- 1.7
	B	+0.9	+0.9		+1.1	+1.1	
Larger towns	A		1.6	0.8			1.4
Smaller towns	A	2.4	2.6		-2.4	- 2.0	- 1.5
Rural areas	A	3.9				4.1	2.1

A = mean percentage deviation (where significant) from the national average 1970-75.

B = mean annual percentage change in the deviation from the national average (where significant).

(a) Cost per food calorie; see Glossary.

(b) There were no significant changes for this region.

in the table opposite which shows on lines marked 'A' the mean percentage deviation from the national average over the six years in cases where it is statistically significant (question 1), and on lines marked 'B' the mean annual percentage change in cases where the change between the first and second three-year periods is significant (question 4); the latter is shown in italics in cases where there is a significant linear trend (question 5).

52 It appears from the above that only Scotland, the East Midlands and the provincial conurbations are changing significantly relative to the national average in respect of food expenditure, or food purchases or food consumption, and that none of the geographical units showed *changes* in food prices over the six years which were significantly different from the *changes* shown nationally.¹ Of the significant changes in expenditure and consumption, only those shown for the East Midlands conform to a regular (downward) trend. In the case of the price of energy indices for the five types of area, the results suggest (and more detailed analysis confirms) that the significance of the differences from the national average arises only because of the relatively high index for London.

3 *Income group differences*

CLASSIFICATION USED

53 Households participating in the National Food Survey are classified into eight income groups which, except for pensioner households, are defined in terms of the gross weekly income (ie before deduction of direct taxes and analogous payments) of the head of the household, as stated by the housewife, or, if necessary, imputed from occupation or other information. In defining the income ranges appropriate to five of the groups (groups A1, A2, B, C and D) the aim is to determine them in such a way that, of the effectively responding sample of households containing at least one earner, it may be expected that approximately 3 per cent will be in the range determined for group A1, 7 per cent in that for group A2, 40 per cent in each of groups B and C, and the remaining 10 per cent in group D. Households without an earner (other than pensioner households) are divided into two groups (E1 and E2) according to whether the income of the head was greater than (E1) or corresponding to (E2) that for group D. Because of changes in money incomes the income ranges are revised annually. Moreover, revisions must be made in advance of the fieldwork for any year, because those housewives who are unable or unwilling to state the exact income of the head of the household will often say in which of several specified income ranges it lies, and such information is better for purposes of classification than estimates imputed from occupation or other factors. Because the income ranges are thus determined before the income distribution is known, any unforeseen change during the year in the latter will of itself result in a drift of the sample distribution from the target irrespective of any differential rate of response to the Survey. The income ranges used in 1975 and the distribution of households in the effectively responding sample are as shown on page 32. Further details of the sample of households in each group in 1975 are given in Tables 5, 6, 8 and 9 of Appendix A.

¹Although the significance tests for the types of area did not establish any overall change over time in the price differences, the price index for London did in fact differ significantly between the first and second three-year periods. However, an average increase of 0.3 per cent per annum calculated for the London index compared with the national one was not itself significantly different from zero.

Income group	Gross weekly income of head of household (a)	Number of households	Percentage of households		
			in whole sample	in groups A1 to D	
				realised	target
<i>Households containing one or more earners:</i>					
A1	£110 or more	192	2.6	3.3	3
A2	£ 82 but less than £110	403	5.4	7.0	7
B	£ 49 but less than £ 82	2,786	37.6	48.3	40
C	£ 28 but less than £ 49	2,017	27.2	35.0	40
D	Less than £28	367	5.0	6.4	10
<i>Total</i>		<i>5,765</i>	<i>77.8</i>	<i>100</i>	<i>100</i>
<i>Households without an earner:</i>					
E1	£28 or more	212	2.9		
E2	Less than £28	445	6.0		
<i>Pensioner households (b)</i>	n.a.	984	13.3		
<i>Total</i>		<i>7,406</i>	<i>100</i>		

(a) Or of the principal earner if the income of the head of the household was below £28 (the upper limit for group D).

(b) Households are classified as pensioner households only if they contain one or more persons over the national insurance retirement age and if at least three-quarters of the total income of the household is derived from national insurance retirement or similar pensions and/or supplementary pensions, or allowances paid in supplementation or instead of such pensions; provided these conditions are met, a household is classified as a pensioner household even if a member of the household receives some earned income. Because of this restricted definition 42 per cent of pensioners in the households surveyed were not in households classified as pensioner households.

54 Apart from the annual revisions to the income ranges to allow for prospective inflation and changes in gross earnings during the following twelve months, and the varying degree of success in meeting the target percentages, changes were also made to the target percentages themselves in 1972 while a further change in 1974 restricted their coverage to earning households. Furthermore, a more restrictive definition of pensioner households was introduced in 1972 in order to conform to the definition used in the Family Expenditure Survey. Because of all these changes the Survey results for the various income groups make strict time-series analysis throughout 1970 to 1975 impracticable, and only scant reference will be made below to broad changes over that period.

MAIN RESULTS

55 Table 21 shows that in households containing at least one earner, estimated average expenditure on food for consumption in the home in 1975 ranged from £3.65 per person per week in income group C to £4.05 in group A1. Average expenditure per head recorded for the lowest income group (D) was greater than that in group C for the first time since 1968 because there are relatively fewer young children in the former group than in the latter and this difference in family composition was more pronounced in 1975 than in earlier years. It will be seen from Table 27 that in households of like composition the downward trend continued in general into the lowest income group. For pensioner households and the two categories of household with no earner the averages for food expenditure were within a range from £4.00 to £4.28, and were greater

than for earning households at comparable income levels because the pensioners and the non-earning groups, in contrast to those with earners, consist predominantly of wholly-adult households. Obviously, gross income of the head of the household is by no means the sole determining factor of the level of average expenditure per head on food for consumption in the home, and other factors, including family size and composition, disposable family income, occupational activity, education, meals out, and commitments outside the food budget all play their part. Moreover, other things remaining equal, the wealthiest are not always the highest spenders nor the least wealthy the least. Apart from income group D, average expenditure on canned convenience foods is inversely correlated with income, but expenditure on each of the other broad categories of food shown in Table 21(i) varies directly with income. The gradation is most pronounced for frozen convenience foods and least apparent for the residual category of "other" convenience foods. However, the latter category can be sub-divided into two components, one consisting of most convenience meat products, fried fish, fish products, cooked chips and other potato products, for all of which expenditure varies inversely with income, and the other, consisting of other vegetable products, cereal convenience foods, beverages, soup and ice-cream for which expenditure varies directly with income. The value of garden and allotment produce and other 'free' supplies also varies directly with income and shows a particularly marked gradation, being over twice as great per head in group A1 as in group D.

56 The various indices in Table 21(ii) which compare the relative levels of food expenditure, prices and quantity with the national average levels show that much of the difference in average expenditure between the various income groups *containing earners* is due to differences in the average food prices paid by the various groups. Indeed, the two "quantity" indices in the Table (ie the index of purchases and the index of value of consumption deflated by the index of food prices) show that overall average purchases and consumption per head are smaller by 2.9 and 4.3 per cent respectively in the highest income group than in the lowest. These differences, however, are not quite as great as the difference between the average per caput energy requirement to be met from the household supply of the two groups (5.2 per cent less in A1 than in D), and (as is seen in Table 33) they are appreciably less than the difference in the energy value of the food consumed¹ when expressed as a percentage of the requirement (8 per cent less in A1 than in D). One of the reasons for this is to be seen in the "price of energy" index,² which shows that group A1 incurred a cost per calorie which was 24 per cent higher than that incurred by group D, partly because of the higher level of food prices paid by group A1, but mainly because that group has a dietary pattern which is less dependent on low-cost high-energy foods. Although strict comparisons cannot be made over the period from 1970 to 1975 because of the changes made in the income groupings used in the Survey (paragraph 54), the series are sufficiently compatible to indicate that in 1974 and 1975 there was a narrowing of income group differences in food expenditure and particularly some levelling down of expenditure in group A1 and some levelling up of that in group D. This does not appear to have been a consequence of food subsidies. (See also paragraph 59 below.) The levelling down by group A1

¹Including wastage of food in the home. An independent survey conducted by the Ministry, but not yet reported, points to this being greater the higher the income.

²See Glossary.

partly took the form of a reduced level of food purchases (ie quantities) and partly of a shift in dietary pattern away from some expensive low-energy foods; it did *not* take the form of a shift down market in the level of food prices paid by the group. In contrast, group D paid lower prices relative to the national average than formerly and at the same time spent more on food, obtaining a greater quantity and also some shift in dietary pattern away from cheap high-energy foods.

57 Pensioner households and those in the lowest non-earning income group increased their levels of food expenditure in 1974 relatively more than the national average, and maintained that new relative position in 1975. Relative to the national average, neither group moved down market with respect to food prices in 1975, and the two groups not only increased their relative levels of food purchases but also their relative average cost per calorie.

58 Details of average consumption of the main foods in 1975 by households in each income group are given in Table 22, and details of average expenditure are shown in Table 23. It should be noted that the levels of consumption of beef by pensioner households and other households (principally in income groups D, E1 and E2) containing pensioners or Social Security beneficiaries of pension age were enhanced in the first quarter of 1975 by the operation of the Social Beef Scheme which allowed such persons to buy beef at reduced prices; consumption of some competing meats was also affected indirectly. Further details were included in the Annual Report for 1974.¹

59 Table 23 also shows the average expenditure by each income group on subsidised foods and that such expenditure accounts for a smaller proportion of the food budget of higher-income families than of that of the lower-income families and the pensioners. In absolute terms expenditure on the subsidised foods was appreciably greater in the non-earning groups and in pensioner households (both of which contain relatively few children) than in families with an earner, presumably because most of the foods subsidised feature more strongly in the consumption pattern of adults than in that of children.

4 *Household composition differences*

CLASSIFICATION USED

60 Households participating in the National Food Survey are now classified into eleven main categories according to the number of adults and the number of children under 18 years of age. Four of these categories are childless households containing respectively one, two, three, or four or more adults; these four categories taken together included 55 per cent of the households but 36 per cent of the persons in the sample in 1975. Households containing children are grouped into (a) those where there is also one adult (2 per cent of the overall sample of households but 3 per cent of the persons in the sample), (b) those with two adults, further sub-divided according to whether they have one child (11 per cent of households; 11 per cent of persons), two children (15 per cent; 20 per cent), three children (6 per cent; 10 per cent) or four or more children (3 per cent; 5 per cent), and (c) those with three or more adults, sub-divided into those with one or two children (7 per cent; 11 per cent) and those with three or

¹*Household Food Consumption and Expenditure: 1974*, paragraphs 52 and 53, HMSO, 1976.

more children (2 per cent; 4 per cent). Further details of the samples of households in each of these groups in 1975 are given in Tables 7, 8 and 9 of Appendix A.

61 The classification described above has evolved over several years in response to a variety of suggestions and needs, and piecemeal changes in it have resulted in a number of breaks in series which in effect preclude time-series analysis over the period from 1970 to 1975 and the presentation of averages for that period. The first of these occurred in 1972 when the basis of enumeration of persons was changed, the whole classification was completely recast, and all persons of 16 years of age (instead of 21 as formerly) or over were classified as adult so as to enable comparisons to be made with information obtained from the Family Expenditure Survey. At the same time the classification was extended to include a sub-classification according to the age of the housewife. In 1973 the delimitation between "adults" and "children" was changed to the eighteenth birthday to secure conformity with the revised legal age of majority. The sub-classification according to age of housewife was discontinued in 1974 in response to a number of requests for simplification, and in 1975 the group of households containing two adults and one child was separated in the classification from households containing two adults and two children. Suggestions for further changes in the near future are not being solicited.

MAIN RESULTS

62 Average weekly per caput expenditure on food for consumption in the home in 1975 is shown for each type of household in Table 24(i). In wholly-adult households the averages varied inversely with household size and ranged from £4.68 in one-person households to £3.88 per head in those containing four or more adults. The rate of fall-off in per caput expenditure increased with increasing household size; this is to some extent a reflection of economies of scale. In two-adult households there was an even greater fall-off in per caput expenditure with increasing numbers of children in the household. The averages here ranged from £4.57 per head in childless households to £2.85 per head in those with four or more children, the economies of scale in housekeeping being augmented by the fact that the larger the size of the family the greater the proportion of food requirements attributable to children rather than adults. However, the rate of fall-off in expenditure with increasing numbers of children diminished with increasing household size, because the average age of the children increases with size of family and so does net family income, though not net family income per head.

63 The pattern of relationships between average food expenditure per head and household size described in the previous paragraph for wholly-adult households and for households with two adults and various numbers of children also holds for average expenditure on seasonal foods, on convenience foods and on the group of all other foods, with only two exceptions. One exception is that for convenience foods as a whole, and for each of the three main categories (canned, frozen and all other) of convenience foods, average expenditure per head was greater in two-adult families with one child than in two-adult childless households. The other exception is that childless single-adult households spent less than was spent per head by childless two-adult households on frozen foods and on the group of foods other than seasonal or convenience foods.

64 Various indices are given in Table 24(ii) which, in addition to comparing levels of food expenditure by each type of household with the national average, make similar comparisons in respect of food prices and overall food quantities. These indices also are in conformity with the broad generalisations noted above, in that they vary inversely with household size, that the inverse relationship is less strongly apparent between wholly-adult households of different size than between families of two adults with various numbers of children, and that the rate at which the indices fall off *increases* with increasing household size in the case of wholly-adult households but *decreases* with increasing household size in the case of two-adult families with children. Again, there were only two exceptions in 1975, namely that single-adult households incurred a lower cost per calorie than two-adult childless households, and that the average level of food prices paid by families of two adults and three children was slightly lower (though not significantly so) than that recorded for families with four or more children.

65 The indices in Table 24(ii) above show that (in contrast to those shown in Table 21(ii) for households with earners at different income levels) differences in food prices paid by households of different size account for very little of the differences in per caput food expenditure. In other words, the differences in expenditure between families of different composition are largely due to differences in overall volume or quantities purchased. The differences in the "price of energy" indices (cost per calorie) arise mainly from differences in dietary patterns between the various groups. These differences in dietary pattern are illustrated in Tables 25 and 26, which show averages of per caput consumption and expenditure respectively for each of the main foods or groups of foods. At this degree of disaggregation in the food classification the effects of consumer choice between substitutable foods both within and between the broad food groups become apparent. In consequence there are a number of revealing departures from the broad pattern of inverse relationships between household size and average consumption per head described in paragraph 64. Thus, single adults living alone obtain less meat, poultry, bacon, fish, potatoes, fresh vegetables, processed vegetables (especially frozen vegetables) and margarine than are obtained *per person* in childless two-adult households, but appreciably more tea, coffee, milk, sugar, preserves, butter, cheese, biscuits, cakes, oatmeal, breakfast cereals and fresh fruit; however, they have more meals out (including midday meals) and entertain more visitors (not necessarily to main meals). Relatively more of the single adults are female pensioners, and fewer own refrigerators or freezers. In families with two adult members, per caput consumption of cheese, butter, preserves, meat, poultry, fresh fish, fresh vegetables, fresh fruit, cakes, tea and coffee fell off more rapidly with increasing numbers of children in the family than that of milk, eggs, frozen fish, sugar, and frozen vegetables, while per caput consumption of breakfast cereals actually increased with increasing family size, and that of bread, margarine, potatoes, other processed vegetables and biscuits increased when there were more than two children in the family.

66 It will be seen from Table 26 that although average expenditure per head on subsidised foods broadly conformed to the general pattern described in paragraph 64, decreasing with increasing size of family, its share in the household

food budget increased with increasing numbers of children in the family, but not with increasing numbers of adults except in the very largest wholly-adult households.

HOUSEHOLD COMPOSITION DIFFERENCES WITHIN INCOME GROUPS

67 In order to illustrate the effect which the size and composition of the family has upon food consumption and expenditure patterns at different income levels, and vice versa, the Survey data have been analysed according to family composition within each broad income group. Pensioner households have been excluded from this analysis because they rarely contain children, and non-earning households in income group E1 have been excluded because they are distributed over a wide income range and do not occur with sufficient frequency in the samples from those family groups which include children. The samples of households in income groups A1 and A2 are also too small for separate analysis according to family composition and have therefore been combined, as have those for income groups D and E2. Similarly, all wholly-adult households have been placed in a single category regardless of household size, and so have all households with children if they also contain three or more adults. The analysis is therefore confined to 28 sub-groups of households as shown in Table 27. Details of the composition of the samples included in those groups in 1975 are given in Table 8 of Appendix A. Estimates of average weekly food expenditure per head and per household in 27 of the 28 sub-groups are given in Table 27 (the sample contained only one one-parent family in the highest income group, and details of its expenditure cannot be divulged). With the income and family size groupings adopted in the table, the average food expenditure *per head* in two-adult families with children falls off less rapidly with diminishing income than the corresponding averages for each income group fall off with increasing numbers of children in the family. However, the *rate* at which average expenditure per head decreases with decreasing income is greater the more children there are in the family, and the rate at which it decreases with increasing size of family is greater the lower the income.

68 Details of the food consumption patterns of each of the 27 sub-groups are given in Table 28, together with estimates of their average expenditure on subsidised foods. Broadly, the relative importance of subsidised foods in the household food budget appears to vary directly with the number of children in the family but inversely with income.

Chapter 4

NUTRITIONAL VALUE OF HOUSEHOLD FOOD

1 Introduction

69 The nutritional value of the food itemised in Chapters 2 and 3 is estimated by means of appropriate conversion factors. These factors are revised every year; the changes are normally small, but in 1974 major revisions were made in those for meat as a result of the first comprehensive analyses of meat and meat products to be undertaken for many years. The factors automatically allow for the inedible material which is present in many foods as they are purchased, such as meat bones and the outer leaves and skins of vegetables, and for the losses of thiamin and vitamin C which are likely to occur during cooking. As in previous years the results are presented in three main ways for each category of household: (a) as average intakes per person; (b) as proportions of the intakes recommended by the Department of Health and Social Security¹ after making allowances for the age, sex and occupational activity of each member of the household, for meals eaten outside the home, and for an assumed wastage of 10 per cent of the edible portion of all foods;² and (c) as nutrients per 1,000 kcal.³ The methodology and advantages of each presentation are discussed in detail in the Annual Report for 1972.⁴

70 When allowance is made for meals which are eaten outside the home, each meal of the day is assigned a standard value according to its relative importance in the diet. These weightings were revised in 1975 to take account of the increased importance of the evening meal and decreased importance of lunch, as follows:

	1970-1974		1975	
	Per day	Per week	Per day	Per week
Breakfast	0.02	0.14	0.03	0.21
Dinner	0.06	0.42	0.04	0.29
Tea	0.02	0.14	0.02	0.16
Supper	0.04	0.28	0.05	0.34
	} (a)		} (a)	
<i>Total</i>	<i>0.14</i>	<i>0.98</i> (say 1.00)	<i>0.14</i>	<i>1.00</i>

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

¹Department of Health and Social Security. *Recommended Intakes of Nutrients for the United Kingdom*. Reports on Public Health and Medical Subjects No 120, HMSO, 1969. The recommended levels are under review.

²This standard deduction is somewhat arbitrary. The amount and type of food not eaten (because it is spoiled, wasted in the kitchen or on the plate, or fed to pets) is likely to vary considerably between families of different composition and income, and living in different regions, as well as with the season of the year and the relative cost and scarcity of food.

³To convert to nutrients per megajoule, divide by 4.184.

⁴*Household Food Consumption and Expenditure: 1972*, paragraph 100 and Appendix A paragraphs 17-22, HMSO, 1974.

On average, these changes resulted in an increase of 3 per cent in the estimate of nutrient requirements to be met from meals taken at home. Thus, all other things being equal, the same energy value and nutrient intake would have appeared to meet some 3 per cent less of the average household's requirement in 1975 than in previous years. The consequences for each sub-group of the population were not calculated, but are likely to be of similar magnitude.

2 National averages

71 The nutritional value of the average household diet in each year from 1970 to 1975 is summarised in Table 29. The energy content declined continuously throughout the period, from 2,560 kcal to 2,290 kcal per person per day, reflecting decreases in the amounts of food bought (paragraph 18). This decrease was partly the consequence of fewer meals being eaten at home,¹ but there may also have been a decline in the wastage of food, for instead of an 11 per cent excess of energy over requirements as recorded in 1970 there was a 4 per cent shortfall in 1975. This shortfall was, however, more than made good by the energy content of foods which are not and never have been recorded in the Survey, such as alcoholic drink and sweets (Appendix C), and by soft drinks which are shown for the first time in Table 45.

72 There was as much or more of almost every nutrient in the diet in 1975 as in 1974, but slightly less than in 1970 (Table 29(i)). The decline in iron was exceptional in that it arose after 1974 from the revision of the conversion factors used for meat. Coupled with the greater reductions in fat and carbohydrate (especially from sugar), this meant that the nutritional *quality* of the diet—measured either as nutrients per 1,000 kcal or as the proportion of protein—in general rose steadily throughout the six years.

73 The relative contributions made by different foods to the nutritional value of the household diet are shown in Table 30. The contributions made by the major groups of foods to the energy intake changed between 1970 and 1975. Greater contributions are now made by milk, cream and cheese together (from 13.2 per cent in 1970 to 15.2 per cent in 1975), and visible fats (from 14.6 to 15.1 per cent), while smaller contributions are made by meat (from 16.5 to 16.0 per cent, largely because of the change in nutrient conversion factors) and sugar and preserves (from 11.5 to 9.1 per cent). The contribution made by cereal products, particularly bread, declined during the first three years but has since recovered; a similar dip occurred in the contribution made by butter, especially in 1972, with the opposite trend being shown by margarine.

74 There were smaller changes in the sources of protein, although milk, cheese and carcase meat have tended to become relatively more important, and fish, vegetables and bread less so. Vegetables continued to provide a little over half of our vitamin C, although the contribution from potatoes declined from 28.2 per cent in 1970 to 22.8 per cent in 1975. The contribution from brassicas also fell in 1975 when they were in short supply, but vegetable products made up much of the decline. Fruit continued to provide about one-third of the vitamin C in the average diet.

¹See paragraph 95.

3 Geographical differences

75 The nutritional value of the diets recorded in 1975 for Wales, Scotland and seven standard regions of England are shown in Table 31, but, because of the limited number of constituencies selected in some of these regions (Appendix A, Table 1), geographical differences are better seen from Table 32 which provides averages for the whole period from 1970 to 1975.

76 Over these six years, as previously,¹ the regional differences in nutrient intake were much less than the regional differences in consumption of particular foods (Table 18) since foods of similar nutritional value (such as butter, margarine and other fats, or the various meats and meat products) tend to displace each other. In Scotland, however, consumption of all fruit and vegetables except potatoes remained lower than elsewhere, and vitamin C intakes were 13 per cent below the average for Great Britain, while the opposite was true in London where vitamin C intakes were 13 per cent above the average. The vitamin D content of the diet was also variable, with intakes about 10 per cent higher than average in northern England where margarine consumption was especially high. In contrast, total protein consumption varied little, although the proportion from vegetable sources (especially flour and other cereal products) was higher in Scotland and the north of England. There was very little difference in nutrient intake associated with the degree of urbanisation, except in London.

4 Income group differences

77 Table 33 shows the nutrient content of the diets obtained by households in different income groups in 1975. Comparison with earlier years is difficult, not only because of the changes which have taken place in Survey methodology (see, for example, paragraphs 69 and 70 as well as footnote 1 on page 17 (see earlier remarks)) but also because the proportions of households which fall within each income group vary from year to year (paragraphs 53 and 54). Only the major changes are therefore summarised below.

78 The energy content of household diets in the different income groups in the years immediately prior to 1970 was rarely below 2,450 kcal or above 2,650 kcal per person per day, except in pensioner households which frequently stock up on storable foods during the Survey week. Since 1970, however, the overall amount of food obtained has fallen steadily in all income groups (except group D, which since 1974 has been restricted to those in which the head of the household has a low *earned* income, and whose energy intake rose in 1975); in 1975 the diet provided between 2,080 kcal and 2,420 kcal per person per day except in pensioner households. In relation to recommended intakes,² the fall recorded was from between 106 and 113 per cent in 1970 to between 92 and 103 per cent in 1975. It is also noteworthy that the higher income groups which had the highest intakes both absolutely and in relation to need in 1970, now have the lowest intakes of most nutrients other than vitamin C. This is only in small part attributable to the greater proportion of meals eaten out by higher-income families; the taking up of any "slack" (including any reduction of food

¹For 1956–1960 and 1961–1965, see *Household Food Consumption and Expenditure: 1965*, Table 28, HMSO, 1967; and for 1966–1970, see *Household Food Consumption and Expenditure: 1970 and 1971*, Table 46, HMSO, 1973.

²See footnote 1 to paragraph 69.

wastage partly brought about by better storage facilities such as a deep-freezer) is likely to have been a reaction to the proportionately large reduction in their real disposable incomes during these years.

5 *Household composition differences*

79 Table 34 shows how the nutritional value of diets varied between households according to the numbers of adults and children present. The 11 categories into which the households were divided in 1975 were the same as in 1974 except that families with 1 and with 2 children have been separated as they were in 1970 and 1971. Other changes have been made in the classification since 1971, however, (see paragraph 61) and, together with other changes in Survey methodology, this means that time-trends cannot be determined with certainty. Similar restrictions apply to the simultaneous classification according to household composition and income group shown for 1975 in Table 35.

80 Because of the differing nutritional needs of children and adults (Appendix A, Table 11), family composition differences in diet are best evaluated in terms of the extent to which the recommended intakes of nutrients are met. Nutrient intakes were generally highest in relation to need in households with up to 3 adults but no children, especially in single-adult households which contained a large number of pensioners (Appendix A, Table 7) some of whom may have stocked up with food during the Survey week. In contrast, intakes were generally lowest in the two categories of family which contained six or more persons. The intake of every nutrient except energy, iron and vitamin D remained above the recommended intakes in 1975, and most of these recommendations contain a substantial margin of safety. Furthermore, energy intakes were supplemented by foods such as sweets and alcoholic drinks which are not recorded in the Survey, and vitamin D requirements are normally met in this country from the action of sunlight on the skin rather than from the diet. The decline in energy and iron intakes in large families since the early 1970s to below the recommended intakes has been considered by the Department of Health and Social Security. There are problems in setting recommended intakes for energy and nutrients and there is evidence from surveys that the present recommendation for energy may be set too high. The Committee on Medical Aspects of Food Policy advised that there was no cause for alarm and continues to scrutinise the quarterly results of the National Food Survey as these become available.

81 Table 35 shows that, as in previous years, the composition of the family is a much greater determinant of nutrient intake than is the income of the head of the household. Thus, households without children obtained from 2,480 kcal to 2,660 kcal per person per day regardless of income, while those with 2 adults and 4 or more children obtained from 1,940 kcal to 2,150 kcal. These differences were reduced, but still apparent, when expressed as proportions of the recommended intakes. The limited number of households in some of the groups, however, precludes a detailed analysis.

6 *Cost of nutrients*

82 Since 1973, the nutritional value for money provided by a variety of staple foods has been calculated by dividing the nutrient content of each food by the average price paid for it by housewives throughout the year. Table 36 shows

that, in 1975, one penny bought (on average) 41 kcal and 1·3 grams of protein—about 30 per cent less than in 1973. Milk, cheese, liver, potatoes, peas and beans, and cereal products remained good value for money (Table 37), although the relative position of the vegetables (especially potatoes) declined with the price increases which occurred in 1975. In contrast, the relative position of eggs improved.

Chapter 5

SPECIAL ANALYSES

1 Food consumption, expenditure and nutrition in households owning a deep-freezer or a refrigerator, 1972–1975

83 A question about possession of a deep-freezer suitable for long-term storage of food was introduced into the National Food Survey at the beginning of 1970, but as only 3 per cent of households at that time owned such an appliance no detailed tabulations of their food purchases were compiled until 1972 when ownership had expanded to include 8 per cent of the households in the sample for that year. By the end of 1975 ownership had extended further and was still growing, covering 23 per cent of the sample for the whole year but 26 per cent in the fourth quarter. A comparison of the incidence of ownership in 1972 and 1975 by households in different areas and of different composition and income is given in Table 10 of Appendix A. In 1975 freezer ownership continued to be more common in the southern part of the country than in the north, in rural than in urban areas, in higher than in lower income groups and in large rather than in small families, but relative differences in the incidence of ownership between the various groups had narrowed.

84 The annual rate of growth in ownership of deep-freezers between 1972 and 1975 is reminiscent of that for refrigerators at a comparable stage of expansion some sixteen or so years earlier. Thus, ownership of refrigerators expanded from 8 per cent of households in 1956¹ to 33 per cent by 1962 (the first year in which the incidence of ownership was measured by the Survey), and by 1975 it had risen to 88 per cent. Indeed, in each of the household classifications distinguished in Table 10 of Appendix A, ownership of a refrigerator had by 1975 become the rule rather than the exception, even among pensioners and the least affluent, and in the smallest households and the cooler parts of the country.

85 Practically all (98 per cent) of the households which own a deep-freezer also own a refrigerator, and as possession of the former has a much greater influence than that of the latter on food purchasing behaviour, the analyses which are presented in Tables 38–41 distinguish between three groups of households, namely:

1. Households owning a deep-freezer (irrespective of whether or not they also possessed a refrigerator);
2. Households owning a refrigerator but no deep-freezer;
3. All other households (ie households owning neither a deep-freezer nor a refrigerator).

86 It is axiomatic that ownership of a deep-freezer encourages bulk-buying of foods to store in it. Such bulk-buying results in greater week-to-week variation in purchases made by freezer-owning households. Moreover, because households

¹Information from Domestic Refrigeration Development Committee.

participating in the National Food Survey each only take part for a single week, this week-to-week variation is carried through and forms a hidden component of the apparent variation between households. As such it contributes to an appreciably greater sampling variation in the averages for freezer-owning households than in those for households owning a refrigerator but no deep-freezer, a difference which is at present further enhanced by there being fewer of the former households than of the latter. The estimates of percentage standard errors which are given in Table 13 of Appendix A indicate that for most food groups the sampling variation is about twice as great for freezer-owning households as it is for those owning a refrigerator but no deep-freezer, while for meat and fish the difference is appreciably greater.

87 Summary particulars of average food expenditure in each year from 1972 to 1975 by the three categories of household are given in Table 38, together with indices which express levels of food expenditure, purchases and prices in each of the groups as percentages of the averages for all households in the sample. Details of the average number of persons (and of earners) in each category of household are also shown, as those characteristics are more important determinants of the overall level of food consumption and expenditure than is possession of a refrigerator or a deep-freezer.

88 Throughout the four years the average size of freezer-owning households was greater than that of those owning simply a refrigerator, and the latter households were of greater average size than the group comprising all other households. However, as ownership of both kinds of appliance expanded over the period and widened to include more and more of the smaller households, the average size of household included in each category diminished; it did so even for the category of households owning neither appliance, since the shift from this category to the other two categories was principally a movement of the larger households from the group. These changes in composition of the three groups had greater effect on their average household size than had the general decline in household size of the sample as a whole from 3.06 persons in 1972 to 2.97 in 1975. The average number of earners per household also decreased over the period, except for the freezer-owning group, where the influx of new owners consisted of households of smaller average size but with more earners.

89 As a result of these and other changes in composition, between 1972 and 1975 the average food expenditure and the overall level of food purchases per head for each category of household moved closer to the national average; that is, there was some regression of the group averages towards the overall mean, although between-household variation appears to have increased both in the freezer-owning group and in the refrigerator-owning group. No similar convergence towards the mean was shown for the overall level of food prices paid by freezer-owning households, or for the average cost which they incurred per calorie of food purchased; indeed for both these variables their averages over the period moved slightly further below the general average. Freezer owners continued to spend more than other households on frozen convenience foods, but less on canned goods and other convenience foods. They also continued to have on average about twice as much garden, allotment and other self-supplied "free" produce. When these "free" supplies are taken into account, the per caput value of food obtained for consumption in the home by the three

groups of households in 1975 was remarkably uniform, averaging £3·81 in freezer-owning households, £3·89 in households with a refrigerator but no deep-freezer, and £3·90 in all other households.

90 This overall uniformity, however, conceals some quite marked differences in dietary pattern between the three categories of household. These are illustrated in Tables 39 and 40, which respectively show average consumption and expenditure by the three kinds of household on each of the main food groups and on some specific items in each year from 1972 to 1975. For some items the differences shown appear to be associated with possession or non-possession of a freezer or a refrigerator, while other differences appear to be more clearly associated with differences in income and family composition. Among the former was the overwhelmingly greater use of most frozen convenience foods by households owning a deep-freezer than by those owning a refrigerator but no deep-freezer, and the smaller difference in the usage of such foods between the latter group and the group of households not in possession of either appliance; this sequence in the magnitude of the differences, though not the ranking, was, however, reversed for the ubiquitous frozen peas and frozen beans. Other items for which per caput consumption in freezer-owning households exceeded that in refrigerator households by a margin greater than that by which consumption in the latter exceeded that in all other households included beef, lamb, pork, fresh green vegetables, cooking oils, wholemeal bread, coffee and cream. On the other hand, for liquid milk, butter, processed fish, processed fruit, fresh vegetables other than greens, and breakfast cereals, the amount by which consumption by freezer-owners exceeded that by refrigerator-owners was less than that by which consumption by the latter exceeded that by all other households. For all these items the level of consumption is perhaps more affected by income and family composition than by possession of one or other appliance. This is also the case for several other commodities, for which consumption by freezer-owners is less than that by refrigerator-owners, in most cases by a smaller amount than consumption by the latter is less than that in all other households; such commodities include condensed milk, processed cheese, fried fish, cooking fat, sugar, preserves, potatoes, white bread, cakes, oat products, some miscellaneous cereal products and tea.

91 The average nutritional value of the food in each of the three categories of household in the years 1972 to 1975 is shown in Table 41. Households owning neither a freezer nor a refrigerator obtained significantly more energy, protein, carbohydrate, iron, thiamin and nicotinic acid—nutrients of importance in bread—and vitamin D than did the families owning one or both of these appliances. In contrast, freezer-owning families obtained the most vitamin C. These differences were still apparent when expressed in relation to recommended intakes and, as in previous years, are largely explainable in terms of the income and family composition characteristics of the households rather than the ownership of either appliance *per se*.

2 Consumption of milk by different categories of person

92 Since 1971, households participating in the National Food Survey have been asked to keep a special record of the quantities of milk drunk or consumed in beverages by each member of the family separately, and also of the quantity

used for cooking purposes and the quantity served to visitors. This supplementary information (as distinct from the normal Survey records of quantities obtained for the family as a whole) was aimed primarily at keeping under review the levels of milk consumption by those classes of person whose entitlement to cheap welfare milk or to free school milk was terminated by the Welfare Food Order 1971¹ or the Education (Milk) Act, 1971. For this purpose, three broad categories of household were distinguished, namely:

Group I—households containing one or more children aged 0–4 years and/or an expectant mother, but no child aged 7–9 years. This group includes all households which would have been entitled to welfare milk under the regulations applicable before April 1971, but it excludes (as far as practicable) households containing a child which would have been eligible for free school milk under the old regulations but not under the new regulations.

Group II—households containing one or more children aged 7–9 years, but no expectant mother and no child aged 0–4 years. Broadly this group comprises households which were affected by the change in September 1971 in the arrangements for school milk but not by that for welfare milk.

Group III—households containing at least one child aged 0–4 years and/or an expectant mother, and at least one child aged 7–9 years. Broadly, this group comprises households affected by the changes in arrangements for both welfare milk and free school milk.

The three broad categories of household were further sub-divided into families in the higher income groups (income groups A and B—see paragraphs 53 and 54) and those in the lower income groups (groups C, D and E2). A further sub-division distinguished between families with only one or two children and those with three or more.

93 Table 42 shows average weekly quantities of milk drunk in 1975 by various categories of person in each of the three broad household groups and their (alternative) sub-divisions according to income or size of family. Averages over the whole period from 1972 to 1975 are also shown in the table, and in this case the samples are sufficiently large to warrant a cross-classification by size of family within each of the two income bands. None of the results for 1975 are significantly different from the averages for 1972–1975. Children aged 0–4 years in those lower income families in 1975 affected by the changes in the administrative arrangements for both welfare and school milk obtained on average significantly less milk in the home than was obtained by children of the same age in similar but higher income families, and averaged over 1972–1975 children of 7–9 years of age in large families affected by the changed arrangements for school milk (or for both school milk and welfare milk) obtained significantly less milk at home than those of the same age in small families of similar income, while those in low income families obtained less than those of higher income families of the same size; otherwise, for children of 0–4 years or 7–9 years there were no significant differences in average consumption between those from the lower income groups and those from the higher income groups, or those from large families and those from small families. In households

¹SI No 457, HMSO, 1971.

which were affected by the change in welfare milk arrangements the major differences between the larger and the smaller families related not to the children in the family but to the adults. When the household was affected by the change in entitlement to school milk, or in both schemes, the distinction was less clear. There were too few pregnant women in the samples for any conclusions to be drawn regarding their levels of milk consumption.

94 No nutritional interpretation can be placed on these data because nutritional status depends on the diet as a whole rather than on any single component.

3 Meals eaten outside the home, 1975

95 The Survey records of meals obtained away from home by members of private households and not provided from the household food supply were again analysed in 1975 to show the average number of such meals and the average number taken at midday. The results are given in Table 43, and again show an overall increase compared with a year earlier. They also again show a proportionately smaller increase for midday meals out than for other meals out. Comparison of the results for the various sub-divisions of the population with those for previous years should be made only with circumspection, in view of sampling variation (particularly in the geographical analyses) and the changes in definition of some of the groups.

96 Table 43 also shows the average "net balance" for persons in the Survey and for visitors. The net balance for a group of persons is, in effect, a measure of the proportion of their meals which were provided from the household food supply when each *type* of meal is given a weighting in proportion to its importance. The relative weightings were changed in 1975 and details of the changes are given in paragraph 70. A person eating all his meals at home is given a net balance of 1.00, but, when he eats meals away from home, deductions according to the scale in paragraph 70 are made from his net balance; conversely, but using the same process of weighting, a net balance is built up in respect of meals served to visitors. The average net balance of 0.88 given in the table for all persons in the sample thus means that 88 per cent of the week's meals, thus weighted, were provided from the household food supply and the remaining 12 per cent were obtained outside the home; similarly, the average net balance of 0.04 for visitors means that meals served to visitors were, on this scale, equivalent to 4 per cent of a whole week's meals for all *members* of the household. Because of the change made in 1975 to the relative weightings of meals, the estimates of net balance are not comparable with those for earlier years, and there was also an earlier break in series in 1972, details of which are given in footnote 1 on page 17 (see earlier remarks). Using what information is available about the effects of these changes, an attempt has been made to estimate what average net balance per head *plus* visitors' net balance would have been throughout 1970 to 1975 if it had been calculated on the same basis as in 1975; the resulting series is:

1970	1971	1972	1973	1974	1975
0.931	0.933	0.929	0.926	0.921	0.923

97 Because of the interest which is taken in the provision of midday meals to children at school the Survey records have been further analysed to show the number and kind of *midday* meals eaten outside the home by children of 5-14 years of age. These meals have been classified as school dinners in day schools, packed lunches prepared from the household food supply, and other midday meals eaten outside the home. Meals eaten when the child was away from home (eg on holiday or at boarding school) are excluded, except in a very few cases where the absence was of such short duration that the child qualified as a member of the household for purposes of the Survey because it spent at least four nights at home during the week and ate at least one meal a day from the household food supply on at least four days. The results are shown in Table 44 as the average number of each type of midday meal per school child per week throughout the year (inclusive of such portion of the school holiday periods as was spent at home). Overall, the average number of school meals recorded was greater in 1975 than in any of the three previous years and there was also an increase in the number of packed meals taken to school from home. The series from 1972 to 1975 is as follows:—

	1972	1973	1974	1975
<i>Midday meals not from the household supply:</i>				
School meals	2.52	2.54	2.42	2.80
Other meals out	0.11	0.13	0.12	0.10
<i>Midday meals from the household supply:</i>				
Packed meals	0.38	0.34	0.33	0.37
Meals at home	3.99	3.99	4.13	3.73
<i>Total no. of midday meals per child aged 5-14 per week</i>	<i>7.00</i>	<i>7.00</i>	<i>7.00</i>	<i>7.00</i>

Changes recorded between 1972 and 1975 for children in the various categories of household shown in Table 44 should be regarded with circumspection for reasons given in paragraph 95.

4 Household purchases of soft drinks, 1975

98 Throughout 1975 the National Food Survey has for the first time attempted, on an experimental basis, to obtain information about soft drinks purchased for *the household supply*. The average quantities recorded, the average expenditure thereon, and the average price paid are presented in Table 45 in respect of concentrated, unconcentrated and low-calorie soft drinks respectively. Totals (expressed in unconcentrated form, assuming 1 fl oz of concentrate = 5 fl oz unconcentrated) are also shown, together with the additional contribution they made to the energy value of the household food supply. These data are *excluded* from all other tables and estimates presented in this Report in order to preserve continuity of coverage with earlier data.

99 Expenditure on soft drinks forming part of the household supply averaged 8.7p per person per week in 1975, and provided 0.9 pt of unconcentrated beverage which contributed 17 kcal per person per *day* to energy intake. Per caput consumption in families with children, including single-parent families, far exceeded that in wholly-adult households, and in the highest income group it was almost twice as great as in the lowest.

PART III
Main tables

**Tables of average consumption, expenditure or prices relating
to all households in the National Food Survey sample**

TABLE 8
Average expenditure on groups of foods as percentages of
expenditure on all foods, 1960, 1965, 1970 and 1975

	1960	1965	1970	1975
Liquid milk	9.4	9.4	9.3	8.1
Other milk and cream	1.0	1.1	1.3	1.4
Milk and cream	10.4	10.6	10.6	9.4
Cheese	2.2	2.2	2.2	2.8
Beef and veal	7.6	7.8	7.8	8.6
Mutton and lamb	4.7	4.3	3.8	3.5
Pork	1.8	2.2	2.4	2.5
Carcass meat	14.1	14.3	14.0	14.6
Bacon and ham, uncooked	4.4	4.3	4.3	4.1
Poultry, uncooked	1.3	2.1	2.5	3.0
Other meat and meat products	8.5	8.7	9.8	9.5
All meat	28.3	29.3	30.9	31.3
Fish, fresh and processed	2.5	2.6	1.9	2.0
Fish, convenience	1.9	1.9	2.3	2.1
Fish	4.4	4.5	4.2	4.2
Eggs	5.2	4.3	3.9	3.3
Butter	4.0	4.1	3.1	2.6
Margarine	1.4	1.1	1.0	1.0
Other fats	0.9	0.9	0.9	1.1
Fats	6.4	6.1	5.0	4.8
Sugar	2.6	2.4	1.9	2.5
Preserves	1.0	1.0	0.8	0.9
Potatoes (raw)	3.0	2.9	3.2	3.6
Fresh green vegetables	1.8	1.7	1.8	1.7
Other fresh vegetables	3.0	3.1	3.0	3.1
Other vegetables	2.7	3.1	3.9	4.6
Vegetables	10.5	10.8	11.9	13.0
Fresh fruit	3.7	3.9	3.7	3.8
Other fruit	2.3	2.3	2.1	2.2
Fruit	6.0	6.2	5.8	6.0
Bread	6.2	6.2	6.6	6.0
Cereals other than bread	9.1	9.0	8.6	9.2
Cereals	15.3	15.2	15.2	15.2
Beverages	5.1	4.4	4.2	3.1
Miscellaneous foods	2.6	3.0	3.4	3.5
ALL FOODS	100.0	100.0	100.0	100.0
	£1.48	£1.72	£2.11	£3.77

TABLE 9
Indices of expenditure on main food groups, 1970-1975
(1970 (a) = 100)

	Food codes (1975)	Indices of expenditure				
		1971 (a)	1972	1973	1974	1975
Liquid milk	4, 5	122.1	126.1	134.1	119.9	157.7
Other milk and cream	9-17	115.1	134.5	143.6	156.3	188.6
Milk and cream	4-17	121.2	127.2	135.4	124.6	161.7
Cheese	22, 23	122.5	156.1	172.4	190.0	225.9
Beef and veal	31	115.2	114.0	135.6	164.2	200.9
Mutton and lamb	36	114.4	122.1	141.5	146.7	166.7
Pork	41	112.7	129.8	161.0	179.7	190.0
Carcase meat	31-41	114.5	118.9	141.6	162.2	189.7
Bacon and ham, uncooked	55	102.2	108.2	137.5	153.6	173.5
Poultry, uncooked	73-77	107.6	123.5	170.2	162.6	219.5
Other meat and meat products	46-51, 58-71, 78-94	102.6	113.4	135.7	153.4	175.9
All meat	31-94	108.4	116.0	141.5	158.2	185.5
Fish, fresh and processed	100-117	111.4	117.9	145.3	158.3	189.5
Fish, convenience	118-127	105.4	123.8	127.1	149.6	170.2
Fish	100-127	108.2	121.1	135.5	153.6	179.1
Eggs	129	108.3	94.4	135.7	154.7	155.9
Butter	135	125.7	119.2	107.5	120.1	154.1
Margarine	138	126.9	148.0	131.3	152.1	190.3
Other fats	139-148	106.1	107.8	125.7	182.1	218.9
Fats	135-148	122.3	122.7	115.6	138.0	173.3
Sugar	150	100.7	111.1	104.2	128.9	234.3
Preserves	151-154	111.4	116.8	128.3	152.7	217.4
Potatoes (raw)	156-161	83.2	86.8	101.3	118.3	201.7
Fresh green vegetables	162-171	103.4	114.0	126.4	147.4	166.9
Other fresh vegetables	172-183	114.6	118.0	139.8	154.5	188.9
Other vegetables	184-208	104.7	120.0	134.6	164.4	216.0
Vegetables	156-208	101.2	109.6	125.7	146.8	197.7
Fresh fruit	210-231	121.8	122.5	142.2	155.5	188.4
Other fruit	233-248	111.3	116.6	142.3	156.6	191.9
Fruit	210-248	118.0	120.4	142.2	155.9	189.7
Bread	251-263	102.2	108.3	113.2	142.5	164.0
Cereals other than bread	264-301	109.1	116.8	127.5	157.2	192.1
Cereals	251-301	106.1	113.1	121.3	150.8	179.9
Beverages	304-313	102.4	101.4	103.3	119.4	132.4
Miscellaneous foods (b)	315-334	102.0	112.1	128.0	148.1	184.0
ALL FOODS (b)	4-334	109.6	116.0	131.9	148.8	181.6

(a) The estimates for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972.

(b) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded and for which average prices therefore could not be calculated.

TABLE 10
 Indices of prices for main food groups, 1970-1975
 (1970 = 100)

	Food codes (1975)	Indices of prices				
		1971	1972	1973	1974	1975
Liquid milk	4, 5	117.3	121.5	125.4	113.0	147.1
Other milk and cream	9-17	118.6	134.3	149.9	162.7	198.5
Milk and cream	4-17	117.4	123.1	128.7	119.8	154.3
Cheese	22, 23	120.6	156.3	162.8	180.7	211.0
Beef and veal	31	113.0	126.7	164.8	170.9	185.5
Mutton and lamb	36	109.7	126.0	162.8	185.7	201.0
Pork	41	105.0	116.9	148.5	156.4	195.0
Carcass meat	31-41	110.7	124.6	161.2	171.8	191.0
Bacon and ham, uncooked	55	105.6	120.1	162.1	191.3	226.3
Poultry, uncooked	73-77	110.6	107.7	137.0	155.1	187.9
Other meat and meat products	46-51, 58-71, 78-94	109.4	117.8	141.7	167.9	185.9
All meat	31-94	109.6	120.3	152.7	171.7	193.6
Fish, fresh and processed	100-117	113.9	131.0	163.9	200.7	219.7
Fish, convenience	118-127	111.4	120.9	140.7	185.1	202.4
Fish	100-127	112.6	125.5	151.3	192.2	210.4
Eggs	129	110.2	97.3	144.3	171.4	171.8
Butter	135	135.4	146.6	120.8	126.1	160.7
Margarine	138	115.6	117.7	121.9	164.0	206.7
Other fats	139-148	111.9	115.0	124.6	189.1	227.3
Fats	135-148	126.9	134.0	121.8	145.3	182.1
Sugar	150	108.1	123.1	126.6	163.5	346.9
Preserves	151-154	105.8	114.9	137.8	167.1	223.9
Potatoes (raw)	156-161	88.0	96.7	113.5	136.1	242.5
Fresh green vegetables	162-171	102.0	112.5	127.5	161.2	196.4
Other fresh vegetables	172-183	109.4	119.5	138.5	158.2	191.7
Other vegetables	184-208	109.6	113.7	123.1	151.8	186.9
Vegetables	156-208	102.6	110.6	125.2	150.8	203.0
Fresh fruit	210-231	114.2	128.7	148.7	164.3	201.5
Other fruit	233-248	103.2	106.8	121.8	157.4	178.2
Fruit	210-248	110.2	120.4	138.2	161.7	192.5
Bread	251-263	108.4	116.9	125.8	161.0	182.7
Cereals other than bread	264-301	110.7	121.0	128.3	164.9	206.0
Cereals	251-301	109.7	119.2	127.2	163.3	196.1
Beverages	304-313	107.7	107.1	112.5	123.9	141.0
Miscellaneous foods (a)	315-334	107.0	110.4	114.8	133.9	175.4
ALL FOODS (a)	4-334	110.7	119.3	136.7	157.7	190.3

(a) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded and for which average prices therefore could not be calculated.

TABLE 11
Indices of real value of purchases of main food groups, 1970-1975
 (1970 (a) = 100)

	Food codes (1975)	Indices of real value of purchases				
		1971 (a)	1972	1973	1974	1975
Liquid milk	4, 5	104.1	103.7	107.0	106.1	107.2
Other milk and cream	9-17	97.1	100.1	95.8	96.1	95.0
Milk and cream	4-17	103.3	103.3	105.1	104.0	104.8
Cheese	22, 23	101.6	99.9	105.9	105.2	107.0
Beef and veal	31	102.0	90.0	82.3	96.1	108.3
Mutton and lamb	36	104.3	96.9	86.9	79.0	82.9
Pork	41	107.3	111.0	108.4	114.9	97.5
Carcase meat	31-41	103.5	95.4	87.9	94.4	99.4
Bacon and ham, uncooked	55	96.8	90.1	84.8	80.3	76.6
Poultry, uncooked	73-77	97.3	114.6	124.2	104.8	116.9
Other meat and meat products	46-51, 58-71, 78-94	93.8	96.3	95.8	91.3	94.6
All meat	31-94	99.0	96.4	92.7	92.2	95.8
Fish, fresh and processed	100-117	97.8	90.0	88.6	78.9	86.3
Fish, convenience	118-127	94.7	102.4	90.4	80.8	84.1
Fish	100-127	96.1	96.5	89.5	79.9	85.1
Eggs	129	98.3	97.0	94.1	90.3	90.7
Butter	135	92.8	81.3	89.0	95.2	95.9
Margarine	138	109.8	125.8	107.7	92.8	92.1
Other fats	139-148	94.8	93.7	100.9	96.3	96.3
Fats	135-148	96.3	91.5	94.9	94.9	95.2
Sugar	150	93.2	90.2	82.3	78.9	67.5
Preserves	151-154	105.3	101.7	93.1	91.4	97.1
Potatoes (raw)	156-161	94.5	89.7	89.2	86.9	83.2
Fresh green vegetables	162-171	101.4	101.3	99.1	91.4	85.0
Other fresh vegetables	172-183	104.8	98.7	100.9	97.6	98.5
Other vegetables	184-208	95.5	105.6	109.4	108.3	115.5
Vegetables	156-208	98.6	99.1	100.4	97.4	97.4
Fresh fruit	210-231	106.7	95.3	95.6	94.7	93.5
Other fruit	233-248	107.9	109.1	116.8	99.5	107.7
Fruit	210-248	107.1	100.0	102.9	96.4	98.5
Bread	251-263	94.3	92.7	90.0	88.5	89.7
Cereals other than bread	264-301	98.5	96.6	99.4	95.3	93.2
Cereals	251-301	96.7	94.9	95.4	92.4	91.8
Beverages	304-313	95.1	94.6	91.8	96.4	93.9
Miscellaneous foods (b)	315-334	95.3	101.5	111.5	110.6	104.9
ALL FOODS (b)	4-334	99.0	97.3	96.5	94.4	95.4

(a) The estimates for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972.

(b) Excluding a few miscellaneous items for which the expenditure but not the quantity was recorded and for which average prices therefore could not be calculated.

TABLE 12
Household food consumption and prices: annual national averages for individual foods, (a) 1970-1975

	Consumption (b)						Percentage of households purchasing each type of food during Survey week						Average price paid (c)						
	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975	
MILK AND CREAM:																			
Liquid milk	3.76	4.39	4.52	4.67	4.65	4.68	95	97	97	98	98	97	4.86	5.39	5.49	5.64	5.08	6.61	
Full price	0.68	0.20	0.05	0.03	0.03	0.02	22	n.a.	n.a.	n.a.	n.a.	n.a.	2.57	n.a.	n.a.	n.a.	n.a.	n.a.	
Welfare	0.12	0.08	0.05	0.05	0.06	0.06	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	
School																			
Total liquid milk	4.56	4.67	4.62	4.75	4.74	4.76	n.a.	n.a.	97	98	98	97	4.51	5.39	5.49	5.64	5.08	6.61	
Condensed milk	0.20	0.18	0.19	0.17	0.17	0.15	26	25	24	22	22	19	3.93	4.38	5.18	5.33	6.18	8.05	
Dried milk	0.01	0.01	0.08	0.01	0.01	0.01	3	2	2	2	2	1	2.46	3.13	4.26	2.91	3.04	2.93	
National	0.10	0.08	0.08	0.08	0.06	0.05	3	2	2	2	2	1	3.97	4.63	5.62	6.26	7.17	9.65	
Branded																			
Instant milk	0.10	0.11	0.04	0.04	0.05	0.07	13	15	11	14	15	14	6.40	8.45	3.91	4.13	5.30	6.50	
Yoghurt			0.01	0.01	0.01	0.01	25	25	23	24	23	21	30.44	34.97	19.59	20.04	22.07	28.16	
Other milk			0.03	0.04	0.03	0.03	25	25	23	24	23	21	30.44	34.97	19.59	20.04	22.07	28.16	
Cream			0.04	0.04	0.03	0.03	25	25	23	24	23	21	30.44	34.97	19.59	20.04	22.07	28.16	
Total milk and cream	5.00	5.08	5.05	5.17	5.13	5.12	n.a.	n.a.	99	99	98	99	20.10	24.61	31.90	33.21	36.83	42.93	
CHEESE:																			
Natural	3.20	3.20	3.23	3.41	3.47	3.51	73	72	71	72	71	70	20.10	24.61	31.90	33.21	36.83	42.93	
Processed	0.34	0.37	0.30	0.34	0.27	0.28	19	19	17	17	17	15	27.55	30.02	38.30	40.06	44.46	52.88	
Total cheese	3.53	3.57	3.53	3.75	3.74	3.79	n.a.	n.a.	76	77	77	74							
MEAT AND MEAT PRODUCTS:																			
Carcase meat	7.68	7.83	6.90	6.31	7.41	8.32	75	74	69	65	68	68	33.83	38.21	42.86	55.80	57.81	62.75	
Beef and veal	5.17	5.32	4.96	4.44	4.11	4.25	51	51	47	44	40	40	24.72	27.12	31.14	40.27	45.90	49.67	
Mutton and lamb	2.79	2.99	3.10	3.00	3.20	2.73	36	37	36	35	34	29	28.98	30.44	33.89	43.06	45.32	56.50	
Pork																			
Total carcase meat	15.63	16.15	14.96	13.75	14.72	15.30	n.a.	n.a.	88	85	85	84							
Other meat and meat products	0.80	0.79	0.81	0.74	0.68	0.76	25	24	24	23	23	20	27.85	29.98	30.46	38.31	47.23	50.22	
Liver	0.50	0.48	0.43	0.43	0.37	0.40	17	16	15	13	13	12	20.16	20.80	23.28	29.64	31.80	35.09	
Offals, other than liver	5.24	5.04	4.68	4.41	4.18	3.99	82	80	77	74	74	73	27.56	29.10	33.10	44.72	52.72	62.37	
Bacon and ham, uncooked	0.93	0.91	0.96	0.93	0.93	1.00	41	40	40	36	37	39	50.40	54.34	55.41	67.20	78.93	86.87	
Bacon and ham, cooked, including canned	0.22	0.21	0.23	0.23	0.19	0.18	4	4	4	4	4	4	30.57	33.04	36.60	40.73	55.21	67.97	
Cooked poultry, including canned	0.70	0.58	0.45	0.54	0.38	0.56	26	16	17	20	15	20	32.76	41.89	48.22	53.27	74.15	79.99	
Corned meat																			
Other cooked meat, not purchased in cans	0.66	0.67	0.63	0.58	0.62	0.59	30	30	28	25	27	26	38.45	39.56	44.14	52.40	62.94	71.07	
Other canned meat and canned meat products	1.95	1.82	1.95	1.91	1.72	1.65	33	31	32	31	28	28	20.03	21.68	23.23	27.80	33.60	35.99	
Broiler chicken, uncooked, including frozen	3.45	3.22	3.66	3.94	3.59	3.76	25	23	24	26	26	24	17.80	19.51	18.89	24.33	27.29	33.17	

Household Food Consumption and Expenditure: 1975

TABLE 12 (cont'd)

	Consumption (b)						Percentage of households purchasing each type of food during Survey week						Average price paid (c)									
	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975				
MEAT AND MEAT PRODUCTS: (cont'd)																						
Other poultry, uncooked, including frozen	1.31	1.42	1.80	1.92	1.40	1.79	5	5	7	7	5	6	17.54	19.81	19.58	24.20	28.08	33.62				
Rabbit and other meat	0.12	0.12	0.09	0.12	0.09	0.09	1	2	1	1	1	1	23.88	24.96	28.35	33.44	38.57	38.61				
Sausages, uncooked, pork	2.32	2.32	2.08	1.94	1.95	1.77	47	44	40	37	37	33	19.38	21.00	22.73	27.19	30.93	35.81				
Sausages, uncooked, beef	1.36	1.31	1.47	1.47	1.55	1.45	25	23	27	27	28	26	16.79	18.57	20.61	25.24	28.74	32.65				
Meat pies and sausage rolls, ready-to-eat	0.76	0.70	0.72	0.75	0.64	0.75	20	18	19	18	16	18	19.78	22.15	23.64	26.70	32.08	38.60				
Frozen convenience meats or frozen convenience meat products	0.54	0.54	0.64	0.73	0.73	0.89	14	13	14	15	15	15	29.28	31.68	33.14	38.65	44.01	45.20				
Other meat products	2.29	2.17	2.28	2.24	2.24	2.21	46	44	45	45	45	44	21.62	24.23	26.10	32.15	37.79	43.63				
Total other meat and meat products	23.14	22.09	22.88	22.88	21.23	21.82	n.a.	n.a.	97	97	96	96	96									
Total meat and meat products	38.77	38.24	37.84	36.63	35.95	37.12	n.a.	n.a.	99	98	98	98	98									
FISH:																						
White, filleted, fresh	1.05	1.08	0.97	0.76	0.69	0.68	21	21	19	16	14	13	23.86	27.08	32.17	40.68	49.87	54.10				
White, unfileted, fresh	0.67	0.70	0.54	0.61	0.58	0.62	11	12	10	11	10	11	22.55	25.29	29.56	36.64	44.67	48.76				
Herrings, filleted, frozen	0.32	0.26	0.32	0.35	0.28	0.38	9	7	7	8	7	7	17.35	33.87	36.11	43.65	57.23	57.12				
Herrings, unfileted, fresh	0.01	0.01	0.01	0.01	0.01	0.01	12.64	15.27	17.88	21.41	25.11	26.97				
Fat, fresh, other than herrings	0.11	0.12	0.09	0.06	0.07	0.05	2	2	1	1	1	1	20.51	23.06	29.33	32.12	41.42	42.32				
White, processed	0.30	0.28	0.23	0.24	0.20	0.22	7	6	5	6	5	5	22.80	25.33	30.81	39.90	48.11	55.94				
Fat, processed, filleted	0.07	0.06	0.08	0.11	0.09	0.08	2	2	2	3	3	3	21.50	30.68	27.00	36.59	43.46	55.93				
Shellfish	0.15	0.13	0.11	0.11	0.12	0.09	3	3	3	2	3	3	15.05	18.20	20.24	24.92	29.50	36.59				
Cooked fish	0.04	0.05	0.05	0.06	0.06	0.09	2	2	2	2	2	2	56.61	56.88	56.88	73.06	74.11	102.97				
Canned salmon	0.99	0.93	1.04	0.75	0.74	0.66	23	21	21	17	18	17	25.97	30.09	32.40	41.73	53.81	64.48				
Other canned or bottled fish	0.37	0.37	0.38	0.29	0.19	0.27	16	15	15	12	7	10	52.70	53.76	58.56	68.63	106.21	101.19				
Fish products, not frozen	0.31	0.25	0.29	0.39	0.42	0.40	13	11	12	13	14	13	31.39	32.85	32.06	31.29	39.30	45.03				
Frozen convenience fish products	0.14	0.13	0.14	0.14	0.12	0.14	10	8	9	9	9	9	31.03	35.81	41.03	45.43	60.22	67.83				
Total fish	5.27	5.07	5.05	4.71	4.33	4.46	n.a.	n.a.	75	73	70	69	26.15	29.75	33.07	37.12	44.68	46.98				
EGGS	4.59	4.48	4.41	4.23	4.09	4.14	86	85	85	82	81	80	1.83	2.02	1.78	2.65	3.14	3.15				
FATS:																						
Butter	5.90	5.44	4.79	5.24	5.61	5.63	84	79	72	76	77	75	17.56	23.78	25.75	21.20	22.14	28.21				
Margarine	2.82	3.10	3.52	3.03	2.60	2.60	48	50	55	47	42	41	11.64	13.45	13.70	14.19	19.09	24.06				
Lard and compound cooking fat	2.18	1.95	1.89	1.83	1.82	1.97	47	43	40	38	38	39	8.85	9.82	9.68	10.86	16.93	20.06				
Vegetable and salad oils	0.61	0.61	0.60	0.82	0.82	0.64	7	7	6	7	6	5	17.25	19.82	20.42	20.08	30.34	37.91				
All other fats	0.27	0.31	0.32	0.30	0.31	0.31	9	10	10	9	9	10	12.75	14.37	17.60	20.21	27.41	32.09				
Total fats	11.76	11.42	11.12	11.22	11.04	11.14	n.a.	n.a.	91	91	90	88	12.75	14.37	17.60	20.21	27.41	32.09				

TABLE 12 (cont'd)

	Consumption (b)						Percentage of households purchasing each type of food during Survey week						Average price paid (c)											
	1970		1971		1972		1973		1974		1975		1970		1971		1972		1973		1974		1975	
SUGAR AND PRESERVES:																								
Sugar	16.67	15.55	15.02	13.69	13.03	11.29	81	76	74	70	69	63	3.85	4.16	4.74	4.87	6.29	13.35						
Jams, jellies and fruit curds	1.28	1.26	1.22	1.19	1.15	1.20	22	21	20	20	18	19	11.06	11.67	12.39	13.26	16.31	23.61						
Marmalade	0.84	0.87	0.84	0.89	0.87	0.81	15	15	15	15	14	13	9.62	10.28	11.22	11.67	14.64	21.58						
Syrup, treacle	0.41	0.54	0.30	0.23	0.28	0.25	7	8	4	3	3	3	12.06	12.35	8.99	9.65	11.72	19.49						
Honey	0.41	0.54	0.30	0.23	0.28	0.25	7	8	4	3	3	3	12.06	12.35	22.66	29.25	36.81	41.83						
Total sugar and preserves	19.20	18.22	17.58	16.20	15.50	13.72	n.a.	n.a.	80	77	76	71												
VEGETABLES:																								
Old potatoes																								
January-August	16.01	16.29	15.88	14.67	14.43	16.05																		
not prepacked	5.12	4.08	4.10	4.49	4.74	3.90																		
prepacked																								
New potatoes																								
January-August	10.69	10.16	9.68	8.60	9.29	7.61																		
not prepacked	0.91	1.06	1.03	1.24	1.09	0.65																		
prepacked																								
Potatoes																								
September-December	15.32	13.22	13.29	13.72	13.66	13.28																		
not prepacked	2.97	3.60	2.72	3.21	2.46	2.42																		
prepacked																								
Total fresh potatoes	51.02	48.41	46.70	45.93	45.66	43.90	n.a.	n.a.	65	68	66	67												
Cabbages, fresh	4.43	4.61	4.71	4.53	4.37	4.62	35	35	33	35	32	34	4.02	4.22	4.55	5.21	7.05	8.14						
Brussels sprouts, fresh	2.43	2.59	2.24	2.01	1.88	1.54	24	24	21	21	17	14	4.96	4.65	5.49	6.77	8.44	9.77						
Cauliflowers, fresh	2.73	2.67	2.92	2.81	2.95	2.37	27	25	24	24	25	21	5.75	5.89	6.36	6.10	8.40	10.06						
Leafy salads, fresh	1.19	1.28	1.31	1.37	1.28	1.37	34	36	35	35	32	35	14.38	14.88	15.70	18.08	21.88	27.77						
Peas, fresh	0.65	0.52	0.67	0.40	0.55	0.38	(d)	(d)	(d)	(d)	(d)	(d)	5.82	5.00	5.84	7.17	10.19	12.08						
Beans, fresh	1.27	1.33	1.22	1.13	1.44	1.06	(d)	(d)	(d)	(d)	(d)	(d)	6.96	7.78	9.71	9.83	11.25	18.05						
Other fresh green vegetables	0.22	0.19	0.22	0.23	0.23	0.25	1	1	1	2	2	1	5.83	5.86	6.99	8.57	11.15	12.30						
Total fresh green vegetables	12.91	13.18	13.29	12.48	12.70	11.58	n.a.	n.a.	72	73	69	68												
Carrots, fresh	2.95	3.02	2.94	2.94	2.91	2.71	36	35	34	35	33	32	3.43	3.90	4.22	4.94	6.02	8.49						
Turnips and swedes, fresh	1.10	1.35	1.07	1.19	1.25	1.23	12	13	10	12	12	11	2.96	3.05	3.71	4.93	5.02	5.95						
Other root vegetables, fresh	0.90	0.93	0.84	0.80	0.86	0.70	12	12	12	12	12	11	6.10	6.17	7.05	8.23	9.17	12.56						
Onions, shallots, leeks, fresh	2.95	2.99	3.01	2.82	3.02	2.92	42	41	39	40	39	38	5.77	5.26	5.72	8.08	8.55	10.05						
Cucumbers, fresh	0.75	0.74	0.74	0.81	0.78	0.84	21	21	21	22	21	22	11.81	13.13	13.71	16.04	17.90	21.38						
Mushrooms, fresh	0.35	0.43	0.42	0.47	0.44	0.47	16	20	18	19	18	18	23.45	25.45	26.37	28.02	37.56	37.50						
Tomatoes, fresh	3.94	3.93	3.66	3.82	3.74	3.87	59	60	56	54	54	55	13.62	15.65	17.11	19.14	21.14	26.22						
Miscellaneous fresh vegetables	0.79	0.94	0.84	1.08	0.95	1.05	10	12	11	13	10	12	6.98	7.81	9.81	10.26	13.67	14.28						
Total other fresh vegetables	13.73	14.33	13.52	13.93	13.93	13.78	n.a.	n.a.	n.a.	82	81	81												

TABLE 12 (cont'd)

	Consumption (b)						Percentage of households purchasing each type of food during Survey week						Average price paid (c)					
	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975
VEGETABLES—(cont'd)																		
Tomatoes, canned or bottled	0.81	0.84	0.98	0.91	0.94	0.98	16	15	17	16	16	17	7.91	7.86	7.70	9.85	14.73	15.90
Canned peas	3.15	2.80	2.95	2.76	2.76	2.76	41	38	38	35	35	34	5.97	6.70	7.06	7.27	9.15	11.71
Canned beans	3.80	3.54	3.72	3.78	3.58	3.83	49	46	46	45	44	45	6.30	7.05	7.77	7.80	11.31	13.08
Canned vegetables, other than pulses, potatoes or tomatoes	1.14	1.04	1.20	1.37	1.27	1.27	21	19	20	23	21	20	8.11	9.13	9.42	10.39	11.92	15.28
Dried pulses, other than air-dried	0.39	0.39	0.40	0.36	0.32	0.31	10	10	10	8	8	8	10.90	11.14	11.84	13.34	21.46	23.33
Air-dried vegetables	0.04	0.02	0.04	0.05	0.04	0.04	4	3	4	5	4	4	64.10	73.95	66.39	79.29	78.05	117.52
Vegetable juices	n.a.	n.a.	0.10	0.13	0.13	0.11	n.a.	n.a.	2	3	2	2	n.a.	n.a.	14.23	15.45	18.04	29.48
Chips, excluding frozen	1.33	1.13	1.21	1.02	1.08	1.06	25	22	23	20	20	19	11.34	13.71	15.55	16.93	18.31	25.38
Instant potato	0.75	0.75	0.69	0.11	0.10	0.09	4	4	4	4	4	4	31.24	33.42	31.24	33.42	37.33	56.77
Crisps and other potato products, not frozen	0.75	0.75	0.22	0.29	0.22	0.24	29	28	3	3	3	3	25.11	27.78	9.10	9.60	11.56	15.10
Other vegetable products	0.13	0.14	0.44	0.50	0.56	0.52	5	5	24	25	26	26	14.54	16.87	38.32	36.75	42.44	63.04
Frozen peas	1.00	1.10	1.20	1.34	1.29	1.49	23	23	6	8	8	8	15.01	15.57	17.77	22.56	28.22	35.49
Frozen beans	0.31	0.31	0.40	0.46	0.44	0.50	9	9	9	10	9	9	18.85	19.27	14.45	14.39	16.39	20.03
Frozen chips and other frozen convenience potato products	0.40	0.41	0.28	0.51	0.48	0.65	9	8	4	5	5	6	16.17	16.11	17.82	18.70	20.76	23.96
All frozen vegetables and frozen vegetable products, not specified elsewhere			0.29	0.47	0.45	0.62			6	8	8	9			12.29	11.37	12.38	15.82
Total processed vegetables	13.25	12.47	13.70	14.30	13.91	14.72	n.a.	n.a.	n.a.	84	83	83			18.18	19.31	22.45	25.30
Total vegetables	90.91	88.39	87.21	86.64	86.20	83.98	n.a.	n.a.	97	97	97	97						
FRUIT:																		
Fresh																		
Oranges	3.63	3.64	3.33	3.51	3.21	3.43	33	33	31	33	31	31	5.95	6.88	7.63	8.20	10.14	11.51
Other citrus fruit	1.30	1.86	1.47	1.73	1.37	1.49	17	20	18	20	17	17	7.81	8.96	9.74	10.15	11.28	13.34
Pears	7.20	7.68	6.57	6.66	7.08	6.77	53	55	52	53	53	53	7.07	8.07	9.22	11.34	11.25	14.31
Stone fruit	0.94	0.89	0.76	0.66	0.76	0.73	11	11	9	9	9	9	6.88	8.16	9.36	11.56	11.85	14.88
Grapes	0.67	0.62	0.55	0.50	0.61	0.36	8	7	7	7	7	5	9.64	11.72	13.77	17.45	17.50	25.70
Soft fruit, other than grapes	0.87	0.59	0.74	0.32	0.33	0.33	7	6	5	6	6	6	11.75	12.32	17.00	18.12	21.12	24.18
Bananas	2.94	3.07	2.88	2.95	2.86	2.87	38	38	5	4	4	3	12.12	16.46	16.00	18.65	22.13	27.50
Rhubarb	0.45	0.53	0.56	0.61	0.52	0.51	3	3	3	3	3	3	7.43	8.01	8.96	10.06	12.17	14.61
Other fresh fruit	0.40	0.49	0.39	0.38	0.40	0.44	3	4	3	(d)	2	2	6.15	6.48	7.05	8.15	8.81	10.75
Total fresh fruit	18.84	19.75	17.54	17.90	17.79	17.51	n.a.	n.a.	74	75	74	73						

TABLE 12 (cont'd)

	Consumption (b)						Percentage of households purchasing each type of food during Survey week						Average price paid (c)												
	1970		1971		1972		1973		1974		1975		1970		1971		1972		1973		1974		1975		
FRUIT: (cont'd)																									
Canned peaches, pears and pineapples	2.28	2.22	2.14	2.21	1.74	1.74	1.74	1.74	1.74	1.74	1.74	1.74	30	30	28	29	29	29	29	29	29	29	29	23	
Other canned or bottled fruit	2.25	2.19	2.20	2.28	2.01	2.01	2.01	2.01	2.01	2.01	2.01	2.01	31	29	29	30	30	30	30	30	30	30	30	26	
Dried fruit and dried fruit products	0.94	1.00	0.99	0.90	0.99	0.99	0.99	0.99	0.99	0.99	0.99	0.99	16	17	16	15	14	14	14	14	14	14	14	15	
Frozen fruit and frozen fruit products	n.a.	n.a.	0.06	0.08	0.05	0.05	0.05	0.05	0.05	0.05	0.05	n.a.	n.a.	n.a.	1	1	1	1	1	1	1	1	1	1	
Nuts and nut products	0.22	0.26	0.27	0.29	0.26	0.26	0.26	0.26	0.26	0.26	0.26	8	8	8	9	8	9	8	8	8	8	8	9	9	
Fruit juices	0.59	0.89	0.93	1.30	1.07	1.07	1.07	1.07	1.07	1.07	1.07	9	10	9	12	11	11	11	11	11	11	11	12	12	
<i>Total other fruit and fruit products</i>	6.28	6.56	6.59	7.06	6.03	6.03	6.03	6.03	6.03	6.03	6.03	n.a.	n.a.	59	59	59	59	59	59	59	59	59	59	53	
<i>Total fruit</i>	25.12	26.31	24.13	24.96	23.82	23.82	23.82	23.82	23.82	23.82	23.82	n.a.	n.a.	85	85	85	85	85	85	85	85	85	85	84	
CEREALS:																									
White bread, large loaves, unsliced	6.74	6.04	6.21	6.19	6.05	6.05	6.05	6.05	6.05	6.05	6.05	28	27	28	29	28	28	28	28	28	28	28	28	28	28
White bread, large loaves, sliced	20.05	18.58	17.86	17.56	18.86	18.86	18.86	18.86	18.86	18.86	18.86	57	55	54	55	58	55	58	55	58	55	58	55	55	
White bread, small loaves, unsliced	2.84	2.74	2.97	2.50	2.23	2.23	2.23	2.23	2.23	2.23	2.23	27	27	28	27	28	27	28	27	28	27	28	27	23	
White bread, small loaves, sliced	2.09	2.04	1.60	1.33	1.10	1.10	1.10	1.10	1.10	1.10	1.10	22	22	18	16	14	14	14	14	14	14	14	14	14	
Brown bread	2.38	2.54	2.41	2.22	2.08	2.08	2.08	2.08	2.08	2.08	2.08	23	23	23	25	24	24	24	24	24	24	24	24	28	
Wholewheat and wholemeal bread	0.49	0.48	0.45	0.54	0.56	0.56	0.56	0.56	0.56	0.56	0.56	5	5	5	5	5	5	5	5	5	5	5	7		
Other bread	2.91	2.78	2.94	3.08	2.62	2.62	2.62	2.62	2.62	2.62	2.62	40	40	41	42	38	38	38	38	38	38	38	37	37	
<i>Total bread</i>	37.51	35.20	34.44	33.42	33.50	33.50	33.50	33.50	33.50	33.50	33.50	n.a.	n.a.	98	98	98	98	98	98	98	98	98	97	97	
Flour	5.59	5.77	5.42	5.25	5.30	5.30	5.30	5.30	5.30	5.30	5.30	35	33	31	27	28	27	27	27	27	27	27	28	28	
Buns, scones and teacakes	1.19	1.40	1.28	1.07	0.94	0.94	0.94	0.94	0.94	0.94	0.94	28	28	30	30	30	30	30	30	30	30	30	25	25	
Cakes and pastries	4.40	3.98	3.83	3.74	3.51	3.51	3.51	3.51	3.51	3.51	3.51	64	61	58	58	55	55	55	55	55	55	55	51	51	
Crispbread	4.70	4.72	4.28	4.27	4.21	4.21	4.21	4.21	4.21	4.21	4.21	73	72	67	67	65	65	65	65	65	65	65	66	66	
Biscuits, other than chocolate biscuits	0.97	0.98	1.03	1.25	1.12	1.12	1.12	1.12	1.12	1.12	1.12	31	30	31	35	33	33	33	33	33	33	33	29	29	
Chocolate biscuits	0.49	0.52	0.58	0.46	0.53	0.53	0.53	0.53	0.53	0.53	0.53	7	7	9	6	8	8	8	8	8	8	8	7	7	
Oatmeal and oat products	2.70	2.64	2.86	2.95	2.88	2.88	2.88	2.88	2.88	2.88	2.88	44	42	42	43	41	41	41	41	41	41	41	42	42	
Breakfast cereals	1.66	1.65	1.52	1.72	1.57	1.57	1.57	1.57	1.57	1.57	1.57	21	20	19	20	18	18	18	18	18	18	18	18	18	
Canned milk puddings	0.34	0.31	0.30	0.32	0.27	0.27	0.27	0.27	0.27	0.27	0.27	8	8	7	8	6	6	6	6	6	6	6	6	6	
Other puddings	0.57	0.48	0.51	0.55	0.58	0.58	0.58	0.58	0.58	0.58	0.58	8	8	8	7	7	7	7	7	7	7	7	7	7	
Rice	n.a.	n.a.	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	n.a.	n.a.	1	1	1	1	1	1	1	1	1	1	1	
Cereal-based invalid foods (including "stimming" foods)	0.14	0.11	0.11	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10	4	3	3	3	3	3	3	3	3	3	3	2	2	
Infant cereal foods	n.a.	n.a.	0.15	0.19	0.19	0.19	0.19	0.19	0.19	0.19	0.19	n.a.	n.a.	4	4	4	4	4	4	4	4	4	4	5	
Frozen convenience cereal foods	1.56	1.69	1.80	2.09	2.10	2.10	2.10	2.10	2.10	2.10	2.10	34	35	34	38	37	37	37	37	37	37	37	35	35	
Cereal convenience foods, including canned, not specified elsewhere	0.22	0.24	0.25	0.28	0.31	0.31	0.31	0.31	0.31	0.31	0.31	5	5	6	6	6	6	6	6	6	6	6	6	6	
Other cereal foods	n.a.	n.a.	58.70	57.99	57.39	57.39	57.39	57.39	57.39	57.39	57.39	n.a.	n.a.	100	100	100	100	100	100	100	100	100	100	100	
<i>Total cereals</i>	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	

TABLE 12 (cont'd)

	Consumption (b)						Percentage of households purchasing each type of food during Survey week						Average price paid (c)					
	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975	1970	1971	1972	1973	1974	1975
BEVERAGES:																		
Tea	2.55	2.35	2.24	2.16	2.24	2.18												
Coffee, bean and ground	0.09	0.10	0.12	0.09	0.10	0.11	79	73	70	65	64	60	32.41	34.37	34.48	35.53	38.97	43.98
Coffee, instant	0.41	0.43	0.46	0.47	0.51	0.50	3	3	3	3	3	3	48.78	52.01	52.23	59.92	67.61	76.44
Coffee, essences	0.06	0.06	0.06	0.05	0.05	0.04	30	29	28	27	26	26	94.14	104.99	100.91	111.33	121.20	135.82
Cocoa and drinking chocolate	0.20	0.16	0.16	0.15	0.17	0.14	2	2	2	1	2	1	32.10	34.46	37.48	36.85	41.97	59.31
Branded food drinks	0.25	0.21	0.20	0.17	0.16	0.16	7	5	5	4	4	4	23.12	24.47	23.42	23.26	28.78	39.66
Total beverages	3.55	3.31	3.24	3.09	3.22	3.11	n.a.	n.a.	79	76	74	70	29.55	30.91	33.73	32.69	36.54	42.60
MISCELLANEOUS:																		
Baby foods, canned or bottled	0.81	0.65	0.69	0.67	0.70	0.42	7	6	6	5	5	3	13.20	13.64	14.15	15.95	18.09	26.03
Soups, canned	3.48	3.04	3.23	3.58	3.46	2.98	35	32	33	34	34	29	7.12	7.69	8.14	8.79	10.35	14.06
Soups, dehydrated and powdered	0.11	0.10	0.12	0.12	0.13	0.13	8	8	8	9	8	8	42.91	47.90	45.98	50.11	57.05	70.96
Accelerated, freeze-dried foods (excluding coffee)	0.26	0.28	0.29	0.33	0.29	0.31	8	9	8	9	8	9	n.a.	76.71	89.60	53.50	—	n.a.
Spreads and dressings	1.53	1.49	1.57	1.57	1.55	1.71	30	28	28	28	28	28	18.32	20.26	20.91	21.57	26.04	37.66
Pickles and sauces	0.15	0.16	0.15	0.16	0.17	0.15	18	17	16	15	15	14	12.87	13.84	14.49	15.52	18.18	23.75
Meat and yeast extracts	0.44	0.47	0.38	0.42	0.41	0.37	15	16	15	15	15	14	78.14	79.31	81.94	79.52	88.66	106.27
Table jelly, squares and crystals	0.85	0.87	0.98	1.41	1.24	1.53	15	15	14	17	14	15	11.87	13.62	18.04	18.55	23.48	33.70
Ice-cream (served as part of a meal), mousse	0.85	0.87	0.98	1.41	1.24	1.53	15	15	14	17	14	15	14.74	15.40	15.77	14.62	16.50	20.03
All frozen convenience foods, not specified elsewhere	n.a.	n.a.	0.98	0.01	0.01	0.74	n.a.	n.a.	10	9	11	8	n.a.	n.a.	41.94	33.26	42.34	47.54
Salt	0.98	0.91	0.98	0.85	1.08	0.74	12	10	10	9	11	8	2.91	3.08	3.12	3.37	4.42	5.45
Novel protein foods	—	—	0.01	—	0.01	—	—	—	—	—	—	—	—	—	71.30	58.81	58.79	117.20
Artificial sweeteners (expenditure only recorded)	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Miscellaneous (expenditure only recorded)	—	—	—	—	—	—	29	28	28	29	29	29	—	—	—	—	—	—

(a) See Appendix A. Table 12 for further details of the classification of foods.
 (b) Ounces per person per week except: pints of milk, cream; equivalent pints of condensed and dried milk; fluid ounces of fruit juices, coffee essences, ice-cream, vegetable and salad oils; number of eggs. The estimates for 1970 and 1971 have been adjusted to conform with the revised definition of a person adopted in the Survey in 1972.
 (c) Per lb, except: per pint of milk, cream, fruit juices, coffee essences, vegetable and salad oils; per equivalent pint of condensed and dried milk, per one-tenth gallon of ice-cream, per egg.
 (d) These foods are not available during certain months of the year; the proportions of households purchasing such foods in each quarter were given in previous Annual Reports for 1970-1974, and for 1975 are given in Table 16.

TABLE 13

*Household consumption of individual foods (a): quarterly
and annual national averages, 1975*

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
MILK AND CREAM:						
Liquid milk						
Full price (pt)	4-75	4-74	4-64	4-59	4-68	4-57
Welfare (pt)	0-02	0-01	0-02	0-02	0-02	—
School (pt)	0-06	0-07	0-04	0-08	0-06	...
<i>Total liquid milk</i> (pt)	<i>4-83</i>	<i>4-83</i>	<i>4-70</i>	<i>4-68</i>	<i>4-76</i>	<i>4-58</i>
Condensed milk (eq pt)	0-11	0-14	0-18	0-16	0-15	0-15
Dried milk						
National (eq pt)	0-01	0-01	0-02	0-01	0-01	0-01
Branded (eq pt)	0-05	0-05	0-05	0-05	0-05	0-05
Instant milk (eq pt)	0-05	0-05	0-08	0-08	0-07	0-07
Yoghurt (pt)	0-04	0-05	0-05	0-03	0-04	0-04
Other milk (pt)	0-01	0-01	0-01	0-02	0-01	0-01
Cream (pt)	0-03	0-03	0-03	0-02	0-03	0-03
<i>Total milk and cream</i> (pt or eq pt)	<i>5-14</i>	<i>5-17</i>	<i>5-12</i>	<i>5-04</i>	<i>5-12</i>	<i>4-94</i>
CHEESE:						
Natural	3-65	3-54	3-57	3-26	3-51	3-51
Processed	0-25	0-29	0-29	0-30	0-28	0-28
<i>Total cheese</i>	<i>3-90</i>	<i>3-84</i>	<i>3-86</i>	<i>3-56</i>	<i>3-79</i>	<i>3-79</i>
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	9-11	7-45	8-22	8-49	8-32	8-27
Mutton and lamb	4-18	4-24	4-43	4-14	4-25	4-22
Pork	2-77	2-37	2-71	3-08	2-73	2-71
<i>Total carcase meat</i>	<i>16-06</i>	<i>14-05</i>	<i>15-37</i>	<i>15-70</i>	<i>15-30</i>	<i>15-20</i>
Other meat and meat products						
Liver	0-78	0-73	0-66	0-86	0-76	0-75
Offals, other than liver	0-51	0-43	0-26	0-38	0-40	0-40
Bacon and ham, uncooked	3-95	3-96	3-95	4-10	3-99	3-99
Bacon and ham, cooked, including canned	0-96	1-01	1-13	0-90	1-00	1-00
Cooked poultry, including canned	0-20	0-15	0-17	0-19	0-18	0-18
Corned meat	0-44	0-52	0-67	0-60	0-56	0-56
Other cooked meat, not purchased in cans	0-50	0-72	0-66	0-48	0-59	0-59
Other canned meat and canned meat products	1-58	1-63	1-70	1-70	1-65	1-65
Broiler chicken, uncooked, including frozen	3-10	4-01	3-81	4-13	3-76	3-75
Other poultry, uncooked, including frozen	1-92	1-46	1-70	2-08	1-79	1-76
Rabbit and other meat	0-09	0-06	0-07	0-14	0-09	0-07
Sausages, uncooked, pork	1-73	1-70	1-71	1-92	1-77	1-76
Sausages, uncooked, beef	1-34	1-47	1-36	1-64	1-45	1-45
Meat pies and sausage rolls, ready-to-eat	0-77	0-88	0-69	0-65	0-75	0-75
Frozen convenience meats or frozen convenience meat products	0-84	0-88	0-97	0-88	0-89	0-89
Other meat products	2-21	2-21	2-19	2-21	2-21	2-20
<i>Total other meat and meat products</i>	<i>20-92</i>	<i>21-82</i>	<i>21-70</i>	<i>22-84</i>	<i>21-82</i>	<i>21-74</i>
<i>Total meat and meat products</i>	<i>36-98</i>	<i>35-87</i>	<i>37-07</i>	<i>38-54</i>	<i>37-12</i>	<i>36-94</i>
FISH:						
White, filleted, fresh	0-74	0-57	0-63	0-78	0-68	0-68
White, unfileted, fresh	0-75	0-67	0-57	0-50	0-62	0-62
White, uncooked, frozen	0-32	0-47	0-36	0-35	0-38	0-38
Herrings, filleted, fresh	0-02	0-01	0-01	0-01
Herrings, unfileted, fresh	0-07	0-04	0-03	0-04	0-05	0-05
Fat, fresh, other than herrings	0-13	0-09	0-16	0-13	0-13	0-11
White, processed	0-20	0-20	0-21	0-26	0-22	0-22
Fat, processed, filleted	0-12	0-07	0-07	0-07	0-08	0-08
Fat, processed, unfileted	0-08	0-06	0-08	0-13	0-09	0-09
Shellfish	0-09	0-08	0-07	0-10	0-09	0-09
Cooked fish	0-63	0-62	0-70	0-68	0-66	0-66
Canned salmon	0-23	0-32	0-31	0-21	0-27	0-27
Other canned or bottled fish	0-35	0-40	0-48	0-35	0-40	0-40
Fish products, not frozen	0-16	0-15	0-13	0-13	0-14	0-14
Frozen convenience fish products	0-69	0-71	0-68	0-61	0-67	0-67
<i>Total fish</i>	<i>4-55</i>	<i>4-45</i>	<i>4-50</i>	<i>4-34</i>	<i>4-46</i>	<i>4-43</i>

TABLE 13 (cont'd)

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
EGGS (no)	4.12	4.16	4.13	4.14	4.14	3.97
FATS:						
Butter	5.63	5.80	5.53	5.56	5.63	5.63
Margarine	2.63	2.47	2.40	2.90	2.60	2.60
Lard and compound cooking fat	1.92	1.95	1.81	2.20	1.97	1.97
Vegetable and salad oils (fl oz)	0.62	0.59	0.67	0.66	0.64	0.64
All other fats	0.33	0.25	0.24	0.40	0.31	0.31
<i>Total fats</i>	<i>11.13</i>	<i>11.05</i>	<i>10.65</i>	<i>11.72</i>	<i>11.14</i>	<i>11.13</i>
SUGAR AND PRESERVES:						
Sugar	10.08	10.09	12.23	12.75	11.29	11.29
Jams, jellies and fruit curds	1.33	1.22	1.18	1.06	1.20	1.17
Marmalade	0.92	0.72	0.84	0.76	0.81	0.81
Syrup, treacle	0.35	0.20	0.18	0.27	0.25	0.25
Honey	0.23	0.10	0.15	0.20	0.17	0.17
<i>Total sugar and preserves</i>	<i>12.91</i>	<i>12.33</i>	<i>14.60</i>	<i>15.05</i>	<i>13.72</i>	<i>13.69</i>
VEGETABLES:						
Old potatoes						
January–August not prepacked	40.31	23.69	0.18	—	16.05	15.04
prepacked	8.27	7.28	0.04	—	3.90	3.90
New potatoes						
January–August not prepacked	0.48	10.49	19.45	—	7.61	6.86
prepacked	—	0.41	2.19	—	0.65	0.65
Potatoes						
September–December not prepacked	—	—	11.74	41.39	13.28	12.21
prepacked	—	—	2.44	7.22	2.42	2.42
<i>Total fresh potatoes</i>	<i>49.07</i>	<i>41.87</i>	<i>36.04</i>	<i>48.61</i>	<i>43.90</i>	<i>41.08</i>
Other fresh green vegetables						
Cabbage, fresh	4.45	5.35	4.43	4.26	4.62	3.67
Brussels sprouts, fresh	3.10	0.05	0.14	2.85	1.54	1.20
Cauliflowers, fresh	2.30	2.59	2.17	2.43	2.37	2.12
Leafy salads, fresh	0.65	1.85	2.25	0.74	1.37	1.09
Peas, fresh	0.12	0.09	1.16	0.13	0.38	0.13
Beans, fresh	0.32	0.31	2.84	0.76	1.06	0.29
Other fresh green vegetables	0.37	0.41	0.14	0.07	0.25	0.09
<i>Total fresh green vegetables</i>	<i>11.30</i>	<i>10.65</i>	<i>13.12</i>	<i>11.24</i>	<i>11.58</i>	<i>8.57</i>
Other fresh vegetables						
Carrots, fresh	3.31	1.76	2.19	3.58	2.71	2.45
Turnips and swedes, fresh	2.00	0.77	0.51	1.65	1.23	1.04
Other root vegetables, fresh	0.87	0.31	0.71	0.90	0.70	0.49
Onions, shallots, leeks, fresh	3.48	2.62	2.55	3.03	2.92	2.59
Cucumbers, fresh	0.41	1.12	1.34	0.48	0.84	0.77
Mushrooms, fresh	0.50	0.47	0.47	0.45	0.47	0.46
Tomatoes, fresh	2.15	3.87	6.08	3.36	3.87	3.24
Miscellaneous fresh vegetables	0.87	0.60	1.58	1.15	1.05	0.84
<i>Total other fresh vegetables</i>	<i>13.59</i>	<i>11.50</i>	<i>15.44</i>	<i>14.59</i>	<i>13.78</i>	<i>11.87</i>
Processed vegetables						
Tomatoes, canned or bottled	1.11	1.06	0.81	0.93	0.98	0.98
Canned peas	2.69	3.00	2.64	2.69	2.76	2.76
Canned beans	3.48	3.90	3.63	4.32	3.83	3.83
Canned vegetables, other than pulses, potatoes or tomatoes	1.24	1.68	1.15	1.02	1.27	1.27
Dried pulses, other than air-dried	0.36	0.32	0.22	0.35	0.31	0.31
Air-dried vegetables	0.04	0.04	0.03	0.03	0.04	0.04
Vegetable juices (fl oz)	0.11	0.12	0.10	0.09	0.11	0.11
Chips, excluding frozen	1.11	1.21	1.05	0.88	1.06	1.06
Instant potato	0.07	0.08	0.11	0.11	0.09	0.09
Canned potato	0.17	0.27	0.28	0.22	0.24	0.24
Crisps and other potato products not frozen	0.50	0.49	0.54	0.55	0.52	0.52
Other vegetable products	0.23	0.31	0.30	0.23	0.27	0.27
Frozen peas	1.51	1.70	1.41	1.34	1.49	1.49
Frozen beans	0.54	0.67	0.47	0.31	0.50	0.50
Frozen chips and other frozen convenience potato products	0.40	0.76	1.04	0.41	0.65	0.65
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.46	0.80	0.75	0.48	0.62	0.62
<i>Total processed vegetables</i>	<i>14.01</i>	<i>16.39</i>	<i>14.53</i>	<i>13.95</i>	<i>14.72</i>	<i>14.72</i>
<i>Total vegetables</i>	<i>87.97</i>	<i>80.41</i>	<i>79.13</i>	<i>88.39</i>	<i>83.98</i>	<i>76.24</i>

TABLE 13 (cont'd)

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

	Consumption					Purchases
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	Yearly average
FRUIT:						
Fresh						
Oranges	5.07	3.88	2.66	2.09	3.43	3.43
Other citrus fruit	1.90	1.81	0.79	1.47	1.49	1.49
Apples	6.54	6.13	6.44	7.97	6.77	6.04
Pears	0.70	0.59	0.77	0.84	0.73	0.69
Stone fruit	0.10	0.17	1.13	0.03	0.36	0.33
Grapes	0.16	0.12	0.44	0.60	0.33	0.33
Soft fruit, other than grapes	0.09	0.30	1.89	0.09	0.59	0.29
Bananas	2.68	3.10	3.13	2.57	2.87	2.87
Rhubarb	0.43	1.10	0.47	0.04	0.51	0.16
Other fresh fruit	0.03	0.17	1.13	0.41	0.44	0.44
<i>Total fresh fruit</i>	<i>17.71</i>	<i>17.37</i>	<i>18.84</i>	<i>16.11</i>	<i>17.51</i>	<i>16.06</i>
Canned peaches, pears and pineapples	1.35	1.85	1.95	1.82	1.74	1.74
Other canned or bottled fruit	1.93	2.03	2.19	1.87	2.01	1.97
Dried fruit and dried fruit products	0.81	0.61	0.84	1.69	0.99	0.99
Frozen fruit and frozen fruit products	0.05	0.14	0.13	0.05	0.09	0.09
Nuts and nut products	0.21	0.22	0.21	0.48	0.28	0.28
Fruit juices (fl oz)	1.05	1.51	1.63	1.11	1.33	1.33
<i>Total other fruit and fruit products</i>	<i>5.40</i>	<i>6.36</i>	<i>6.95</i>	<i>7.02</i>	<i>6.43</i>	<i>6.40</i>
<i>Total fruit</i>	<i>23.11</i>	<i>23.73</i>	<i>25.79</i>	<i>23.13</i>	<i>23.94</i>	<i>22.46</i>
CEREALS:						
White bread, large loaves, unsliced	5.93	6.03	5.68	6.33	5.99	5.99
White bread, large loaves, sliced	17.38	18.19	18.77	18.21	18.14	18.12
White bread, small loaves, unsliced	2.34	2.38	2.27	2.28	2.32	2.32
White bread, small loaves, sliced	1.34	1.31	1.22	1.05	1.23	1.23
Brown bread	2.59	2.54	2.78	2.51	2.61	2.61
Wholeheat and wholemeal bread	0.53	0.80	0.64	0.80	0.69	0.69
Other bread	2.61	2.72	2.82	2.61	2.69	2.69
<i>Total bread</i>	<i>32.72</i>	<i>33.98</i>	<i>34.19</i>	<i>33.79</i>	<i>33.67</i>	<i>33.65</i>
Flour	5.75	4.38	5.12	5.37	5.16	5.16
Buns, scones and teacakes	1.36	0.98	0.90	1.25	1.12	1.12
Cakes and pastries	3.12	3.21	2.98	3.15	3.12	3.12
Crispbread	0.26	0.34	0.21	0.17	0.25	0.25
Biscuits, other than chocolate biscuits	4.10	4.42	4.49	4.57	4.40	4.40
Chocolate biscuits	0.95	0.90	0.91	1.02	0.95	0.95
Oatmeal and oat products	0.60	0.37	0.37	0.67	0.50	0.50
Breakfast cereals	2.93	3.08	3.31	2.89	3.05	3.05
Canned milk puddings	1.60	1.48	1.43	1.73	1.56	1.56
Other puddings	0.30	0.20	0.13	0.37	0.25	0.25
Rice	0.53	0.51	0.60	0.59	0.56	0.56
Cereal-based invalid foods (including "slimming" foods)	0.01	0.01	0.02	...	0.01	0.01
Infant cereal foods	0.10	0.09	0.06	0.08	0.08	0.08
Frozen convenience cereal foods	0.18	0.27	0.29	0.23	0.24	0.24
Cereal convenience foods, including canned, not specified elsewhere	1.92	1.94	1.90	2.03	1.95	1.95
Other cereal foods	0.31	0.26	0.30	0.41	0.32	0.32
<i>Total cereals</i>	<i>56.72</i>	<i>56.42</i>	<i>57.23</i>	<i>58.31</i>	<i>57.18</i>	<i>57.16</i>
BEVERAGES:						
Tea	2.22	2.13	2.12	2.24	2.18	2.18
Coffee, bean and ground	0.10	0.11	0.12	0.09	0.11	0.11
Coffee, instant	0.52	0.47	0.48	0.51	0.50	0.50
Coffee, essences (fl oz)	0.05	0.04	0.03	0.05	0.04	0.04
Cocoa and drinking chocolate	0.18	0.13	0.09	0.16	0.14	0.14
Branded food drinks	0.19	0.13	0.11	0.19	0.16	0.16
<i>Total beverages</i>	<i>3.26</i>	<i>3.01</i>	<i>2.95</i>	<i>3.23</i>	<i>3.11</i>	<i>3.11</i>
MISCELLANEOUS:						
Baby foods, canned or bottled	0.40	0.46	0.44	0.38	0.42	0.42
Soups, canned	3.80	2.44	2.35	3.31	2.98	2.98
Soups, dehydrated and powdered	0.15	0.11	0.10	0.14	0.13	0.13
Accelerated freeze-dried foods (excluding coffee)	—	—	—	—	—	—
Spreads and dressings	0.16	0.46	0.40	0.20	0.31	0.31
Pickles and sauces	1.60	1.82	1.58	1.84	1.71	1.69
Meat and yeast extracts	0.19	0.13	0.11	0.17	0.15	0.15
Table jelly, squares and crystals	0.30	0.39	0.40	0.37	0.37	0.37
Ice-cream (served as part of a meal), mousse (fl oz)	0.98	1.83	2.32	1.00	1.53	1.53
All frozen convenience foods, not specified elsewhere	...	0.01
Salt	0.67	0.66	0.81	0.80	0.74	0.74
Novel protein foods

(e) See Appendix A, Table 12 for further details of the classification of foods.

TABLE 14
Household expenditure on individual foods (a): quarterly and
annual national averages, 1975
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
MILK AND CREAM:						
Liquid milk						
Full price	25.78	28.94	31.01	36.04	30.44	97
Welfare	0.01	—	n.a.
School	0.02	0.02	...	0.04	0.02	n.a.
<i>Total liquid milk</i>	<i>25.80</i>	<i>28.96</i>	<i>31.02</i>	<i>36.08</i>	<i>30.47</i>	<i>97</i>
Condensed milk	0.86	1.04	1.47	1.32	1.17	19
Dried milk						
National	0.04	0.05	0.05	0.03	0.04	...
Branded	0.45	0.41	0.56	0.50	0.48	1
Instant milk	0.30	0.35	0.52	0.50	0.42	3
Yoghurt	0.94	1.41	1.53	0.87	1.19	14
Other milk	0.36	0.32	0.20	0.29	0.29	4
Cream	1.50	1.72	1.95	1.59	1.69	21
<i>Total milk and cream</i>	<i>30.24</i>	<i>34.26</i>	<i>37.30</i>	<i>41.18</i>	<i>35.75</i>	<i>97</i>
CHEESE:						
Natural	9.13	9.49	9.64	9.49	9.44	70
Processed	0.80	0.96	0.95	1.04	0.94	15
<i>Total cheese</i>	<i>9.93</i>	<i>10.45</i>	<i>10.59</i>	<i>10.53</i>	<i>10.38</i>	<i>74</i>
MEAT AND MEAT PRODUCTS:						
Carcass meat						
Beef and veal	32.98	29.36	32.34	35.37	32.51	68
Mutton and lamb	12.09	13.17	14.27	12.93	13.12	40
Pork	8.99	8.89	9.27	11.28	9.61	29
<i>Total carcass meat</i>	<i>54.05</i>	<i>51.42</i>	<i>55.89</i>	<i>59.58</i>	<i>55.24</i>	<i>83</i>
Other meat and meat products						
Liver	2.46	2.24	2.05	2.67	2.36	21
Offals, other than liver	1.07	0.95	0.60	0.83	0.86	10
Bacon and ham, uncooked	14.43	15.19	15.54	17.16	15.58	69
Bacon and ham, cooked, including canned	4.86	5.35	6.26	5.27	5.44	39
Cooked poultry, including canned	0.78	0.62	0.73	0.85	0.75	4
Corned meat	1.98	2.38	2.85	2.67	2.47	20
Other cooked meat, not purchased in cans	2.18	3.05	3.05	2.28	2.64	26
Other canned meat and canned meat products	3.55	3.59	3.82	3.89	3.71	28
Broiler chicken, uncooked, including frozen	6.09	8.39	8.19	8.48	7.79	24
Other poultry, uncooked, including frozen	3.74	2.99	3.57	4.54	3.71	6
Rabbit and other meat	0.21	0.14	0.12	0.23	0.18	1
Sausages, uncooked, pork	3.64	3.75	3.88	4.53	3.95	33
Sausages, uncooked, beef	2.60	2.91	2.86	3.49	2.97	26
Meat pies and sausage rolls, ready-to-eat	1.74	2.05	1.76	1.69	1.81	18
Frozen convenience meats or frozen convenience meat products	2.33	2.34	2.79	2.62	2.52	15
Other meat products	5.67	5.82	6.27	6.26	6.01	44
<i>Total other meat and meat products</i>	<i>57.31</i>	<i>61.76</i>	<i>64.33</i>	<i>67.45</i>	<i>62.71</i>	<i>96</i>
<i>Total meat and meat products</i>	<i>111.36</i>	<i>113.18</i>	<i>120.22</i>	<i>127.03</i>	<i>117.95</i>	<i>96</i>
FISH:						
White, filleted, fresh	2.38	1.93	2.07	2.83	2.30	13
White, unfileted, fresh	2.21	2.05	1.72	1.55	1.88	11
White, uncooked, frozen	1.12	1.63	1.30	1.29	1.34	7
Herrings, filleted, fresh	0.01	...	0.03	0.01	0.01	...
Herrings, unfileted, fresh	0.10	0.08	0.05	0.07	0.08	1
Fat, fresh, other than herrings	0.31	0.26	0.31	0.27	0.29	2
White, processed	0.65	0.70	0.69	0.99	0.76	5
Fat, processed, filleted	0.37	0.25	0.25	0.27	0.29	3
Fat, processed, unfileted	0.18	0.13	0.19	0.30	0.20	2
Shellfish	0.58	0.50	0.45	0.61	0.54	2
Cooked fish	2.30	2.51	2.90	2.86	2.64	17
Canned salmon	1.47	2.02	1.97	1.37	1.71	10
Other canned or bottled fish	1.01	1.10	1.34	1.01	1.12	13
Fish products, not frozen	0.64	0.62	0.55	0.59	0.60	9
Frozen convenience fish products	1.92	2.09	1.98	1.92	1.98	16
<i>Total fish</i>	<i>15.25</i>	<i>15.87</i>	<i>15.81</i>	<i>15.95</i>	<i>15.72</i>	<i>69</i>

TABLE 14 (cont'd)

(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
EGGS	12.02	12.93	11.81	13.41	12.54	80
FATS:						
Butter	9.27	9.97	9.83	10.73	9.95	75
Margarine	4.04	3.81	3.54	4.22	3.90	41
Lard and compound cooking fat	2.50	2.47	2.17	2.73	2.47	39
Vegetable and salad oils	1.22	1.17	1.22	1.17	1.20	5
All other fats	0.62	0.50	0.54	0.80	0.62	10
<i>Total fats</i>	<i>17.65</i>	<i>17.93</i>	<i>17.30</i>	<i>19.65</i>	<i>18.13</i>	<i>88</i>
SUGAR AND PRESERVES:						
Sugar	8.95	9.10	10.39	9.07	9.38	63
Jams, jellies and fruit curds	1.77	1.80	1.75	1.56	1.72	19
Marmalade	1.11	0.98	1.17	1.11	1.09	13
Syrup, treacle	0.40	0.25	0.23	0.35	0.31	3
Honey	0.56	0.26	0.41	0.54	0.44	3
<i>Total sugar and preserves</i>	<i>12.79</i>	<i>12.39</i>	<i>13.95</i>	<i>12.64</i>	<i>12.94</i>	<i>71</i>
VEGETABLES:						
Old potatoes						} (b)
January-August not prepacked	5.86	4.40	0.05	—	2.58	
prepacked	1.74	1.68	0.02	—	0.86	
New potatoes						
January-August not prepacked	0.30	6.45	9.59	—	4.09	
prepacked	—	0.25	1.18	—	0.36	
Potatoes						
September-December not prepacked	—	—	4.23	14.64	4.72	
prepacked	—	—	1.08	3.11	1.05	
<i>Total fresh potatoes</i>	<i>7.89</i>	<i>12.78</i>	<i>16.15</i>	<i>17.75</i>	<i>13.64</i>	
Cabbages, fresh	1.54	2.57	1.73	1.65	1.87	34
Brussels sprouts, fresh	1.07	0.01	0.14	1.77	0.75	14
Cauliflowers, fresh	1.30	1.42	1.25	1.34	1.33	21
Leafy salads, fresh	1.46	2.97	2.11	0.97	1.88	35
Peas, fresh	—	0.02	0.37	—	0.10	(b)
Beans, fresh	0.01	0.12	1.00	0.16	0.32	(b)
Other fresh green vegetables	0.09	0.09	0.05	0.04	0.07	1
<i>Total fresh green vegetables</i>	<i>5.48</i>	<i>7.22</i>	<i>6.65</i>	<i>5.92</i>	<i>6.32</i>	<i>68</i>
Carrots, fresh	1.45	1.36	0.98	1.41	1.30	32
Turnips and swedes, fresh	0.55	0.28	0.19	0.54	0.39	11
Other root vegetables, fresh	0.43	0.29	0.35	0.45	0.38	9
Onions, shallots, leeks, fresh	1.46	1.74	1.63	1.71	1.64	38
Cucumbers, fresh	0.74	1.57	1.18	0.60	1.02	22
Mushrooms, fresh	1.14	1.04	1.04	1.07	1.07	18
Tomatoes, fresh	3.98	8.09	5.63	3.54	5.31	55
Miscellaneous fresh vegetables	0.79	0.64	0.81	0.74	0.75	12
<i>Total other fresh vegetables</i>	<i>10.54</i>	<i>15.00</i>	<i>11.82</i>	<i>10.06</i>	<i>11.86</i>	<i>81</i>
Tomatoes, canned or bottled	1.11	1.06	0.80	0.91	0.97	17
Canned peas	1.88	2.16	1.95	2.11	2.03	34
Canned beans	2.83	3.20	2.99	3.52	3.14	45
Canned vegetables, other than pulses, potatoes or tomatoes	1.15	1.51	1.11	1.10	1.22	20
Dried pulses, other than air-dried	0.51	0.46	0.35	0.50	0.46	8
Air-dried vegetables	0.26	0.26	0.21	0.22	0.24	4
Vegetable juices	0.16	0.17	0.15	0.14	0.16	2
Chips, excluding frozen	1.33	1.54	2.01	1.94	1.71	19
Instant potato	0.21	0.26	0.40	0.39	0.32	4
Canned potato	0.14	0.24	0.26	0.24	0.22	3
Crisps and other potato products not frozen	1.85	1.93	2.16	2.27	2.05	26
Other vegetable products	0.48	0.66	0.71	0.51	0.59	8
Frozen peas	1.77	2.08	1.80	1.83	1.87	22
Frozen beans	0.77	0.98	0.71	0.54	0.75	9

TABLE 14 (cont'd)
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
VEGETABLES: (cont'd)						
Frozen chips and other frozen convenience potato products	0-38	0-67	1-00	0-54	0-65	6
All frozen vegetables and frozen vegetable products not specified elsewhere	0-70	1-16	1-25	0-81	0-98	9
<i>Total processed vegetables</i>	<i>15-53</i>	<i>18-34</i>	<i>17-85</i>	<i>17-56</i>	<i>17-32</i>	<i>83</i>
<i>Total vegetables</i>	<i>39-44</i>	<i>53-34</i>	<i>52-47</i>	<i>51-29</i>	<i>49-14</i>	<i>95</i>
FRUIT:						
Fresh						
Oranges	3-21	2-83	2-15	1-70	2-47	31
Other citrus fruit	1-41	1-30	0-79	1-50	1-25	17
Apples	5-08	6-00	5-35	5-09	5-38	53
Pears	0-56	0-56	0-76	0-70	0-65	9
Stone fruit	0-17	0-35	1-49	0-07	0-52	5
Grapes	0-28	0-30	0-64	0-73	0-49	6
Soft fruit, other than grapes	—	0-40	1-63	0-01	0-51	3
Bananas	2-29	2-87	2-99	2-34	2-62	35
Rhubarb	0-19	0-19	0-04	0-01	0-11	2
Other fresh fruit	0-06	0-40	0-92	0-42	0-45	3
<i>Total fresh fruit</i>	<i>13-25</i>	<i>15-19</i>	<i>16-77</i>	<i>12-57</i>	<i>14-45</i>	<i>73</i>
Canned peaches, pears and pineapples	1-54	2-06	2-20	2-12	1-98	23
Other canned or bottled fruit	2-23	2-43	2-68	2-38	2-43	26
Dried fruit and dried fruit products	1-47	1-13	1-44	2-75	1-70	15
Frozen fruit and frozen fruit products	0-11	0-30	0-25	0-11	0-19	1
Nuts and nut products	0-63	0-61	0-60	1-47	0-83	9
Fruit juices	0-98	1-41	1-48	1-20	1-27	12
<i>Total other fruit and fruit products</i>	<i>6-95</i>	<i>7-93</i>	<i>8-65</i>	<i>10-03</i>	<i>8-39</i>	<i>55</i>
<i>Total fruit</i>	<i>20-20</i>	<i>23-12</i>	<i>25-42</i>	<i>22-60</i>	<i>22-84</i>	<i>83</i>
CEREALS:						
White bread, large loaves, unsliced	3-28	3-57	3-71	3-81	3-59	28
White bread, large loaves, sliced	9-14	10-21	10-57	10-19	10-03	55
White bread, small loaves, unsliced	1-72	1-86	1-81	1-84	1-81	23
White bread, small loaves, sliced	1-02	1-05	1-02	0-88	0-99	14
Brown bread	1-83	1-94	2-14	1-96	1-97	28
Wholewheat and wholemeal bread	0-34	0-57	0-52	0-59	0-51	7
Other bread	3-35	3-76	3-75	3-76	3-66	37
<i>Total bread</i>	<i>20-70</i>	<i>22-96</i>	<i>23-53</i>	<i>23-03</i>	<i>22-56</i>	<i>97</i>
Flour	2-32	1-81	2-15	2-16	2-11	28
Buns, scones and teacakes	2-14	1-65	1-55	2-07	1-85	25
Cakes and pastries	7-16	7-96	7-41	8-41	7-74	51
Crispbread	0-45	0-62	0-39	0-34	0-45	9
Biscuits, other than chocolate biscuits	6-79	7-53	7-69	8-36	7-59	66
Chocolate biscuits	2-98	2-96	3-06	3-30	3-08	29
Oatmeal and oat products	0-59	0-37	0-40	0-65	0-50	7
Breakfast cereals	4-43	4-98	5-56	4-81	4-95	42
Canned milk puddings	1-06	1-06	1-06	1-31	1-12	18
Other puddings	0-51	0-35	0-27	0-77	0-48	6
Rice	0-62	0-60	0-68	0-67	0-64	7
Cereal-based invalid foods (including "slimming" foods)	0-04	0-05	0-08	0-01	0-05	...
Infant cereal foods	0-24	0-25	0-20	0-26	0-24	2
Frozen convenience cereal foods	0-40	0-72	0-76	0-55	0-61	5
Cereal convenience foods, including canned, not specified elsewhere	2-66	3-17	3-04	3-08	2-99	35
Other cereal foods	0-40	0-37	0-39	0-55	0-43	6
<i>Total cereals</i>	<i>53-48</i>	<i>57-39</i>	<i>58-24</i>	<i>60-31</i>	<i>57-37</i>	<i>98</i>

TABLE 14 (cont'd)
(pence per person per week)

	Expenditure					Percentage of all households purchasing each type of food during Survey week
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average	
BEVERAGES:						
Tea	5.76	5.85	5.90	6.48	6.00	60
Coffee, bean and ground	0.46	0.53	0.58	0.40	0.49	3
Coffee, instant	4.34	3.96	4.04	4.41	4.19	26
Coffee, essences	0.14	0.13	0.09	0.15	0.13	1
Cocoa and drinking chocolate	0.40	0.32	0.25	0.44	0.35	4
Branded food drinks	0.45	0.33	0.32	0.53	0.41	3
<i>Total beverages</i>	<i>11.54</i>	<i>11.12</i>	<i>11.19</i>	<i>12.42</i>	<i>11.57</i>	<i>70</i>
MISCELLANEOUS:						
Baby foods, canned or bottled	0.58	0.78	0.75	0.66	0.69	3
Soups, canned	3.13	2.15	2.16	3.04	2.62	29
Soups, dehydrated and powdered	0.62	0.45	0.48	0.68	0.56	8
Accelerated freeze-dried foods (excluding coffee)	—	—	—	—	—	—
Spreads and dressings	0.37	1.09	0.96	0.47	0.72	9
Pickles and sauces	2.18	2.60	2.50	2.80	2.52	28
Meat and yeast extracts	1.16	0.89	0.80	1.23	1.02	14
Table jelly, squares and crystals	0.57	0.82	0.87	0.82	0.77	14
Ice-cream (served as part of a meal), mousse	1.15	2.34	2.94	1.22	1.91	15
All frozen convenience foods, not specified elsewhere	0.01	0.03	0.02	0.01	0.02	...
Salt	0.21	0.23	0.27	0.30	0.25	8
Artificial sweeteners (expenditure only)	0.07	0.09	0.06	0.07	0.07	1
Miscellaneous (expenditure only)	1.85	1.66	1.77	2.28	1.89	29
Novel protein foods	0.01	...	0.01	0.01	...
<i>Total miscellaneous</i>	<i>11.91</i>	<i>13.12</i>	<i>13.58</i>	<i>13.59</i>	<i>13.05</i>	<i>73</i>
<i>Total expenditure</i>	<i>£3.46</i>	<i>£3.75</i>	<i>£3.88</i>	<i>£4.01</i>	<i>£3.77</i>	<i>100</i>

(a) See Appendix A, Table 12 for further details of the classification of foods.

(b) These foods were not available during certain months; the proportion of households purchasing such foods in each quarter is given in Table 16 below.

TABLE 15
Household food prices (a): quarterly and annual national averages, individual foods (b), 1975

	Average prices paid in 1975				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
MILK AND CREAM:					
Liquid milk, full price	5-58	6-22	6-79	8-09	6-61
Condensed milk	7-63	7-64	8-35	8-41	8-05
Dried milk					
National	2-86	3-13	2-86	2-86	2-93
Branded	8-52	8-90	10-39	11-03	9-65
Instant milk	6-44	6-57	6-65	6-34	6-50
Yoghurt	25-88	28-02	28-98	30-14	28-16
Other milk	26-67	24-76	37-24	27-83	27-71
Cream	50-49	57-77	57-63	64-16	56-98
CHEESE:					
Natural	39-99	42-84	43-21	46-58	42-93
Processed	51-72	52-52	51-75	55-67	52-88
MEAT AND MEAT PRODUCTS:					
Carcass meat					
Beef and veal	58-29	63-32	63-47	67-08	62-75
Mutton and lamb	46-52	49-88	52-11	50-29	49-67
Pork	52-25	60-20	55-16	59-27	56-50
Other meat and meat products					
Liver	50-45	49-74	50-53	50-13	50-22
Offals, other than liver	33-60	35-54	37-10	35-33	35-09
Bacon and ham, uncooked	58-53	61-45	62-95	67-12	62-37
Bacon and ham, cooked, including canned	81-06	84-56	88-87	94-23	86-87
Cooked poultry, including canned	63-97	68-07	69-29	71-45	67-97
Corned meat	72-05	72-63	68-50	71-66	70-99
Other cooked meat, not purchased in cans	69-42	67-38	73-40	75-48	71-07
Other canned meat and canned meat products	35-89	35-36	36-09	36-64	35-99
Broiler chicken, uncooked, including frozen	31-40	33-61	34-36	33-04	33-17
Other poultry, uncooked, including frozen	32-26	33-06	33-80	35-35	33-62
Rabbit and other meat	38-52	41-97	40-92	35-58	38-61
Sausages, uncooked, pork	33-82	35-39	36-35	37-78	35-81
Sausages, uncooked, beef	30-97	31-81	33-70	34-11	32-65
Meat pies and sausage rolls, ready-to-eat	36-03	37-34	40-68	41-58	38-60
Frozen convenience meats or frozen convenience meat products	44-49	42-79	45-85	47-81	45-20
Other meat products	41-20	42-20	45-92	45-50	43-63
FISH:					
White, filleted, fresh	51-66	54-26	52-83	57-83	54-10
White, unfilleted, fresh	47-00	50-03	49-17	49-57	48-76
White, uncooked, frozen	56-51	55-51	57-93	59-19	57-12
Herrings, filleted, fresh	48-73	31-27	33-73	37-76	36-49
Herrings, unfilleted, fresh	21-80	33-73	26-04	32-64	26-97
Fat, fresh, other than herrings	41-50	68-68	38-24	34-19	42-32
White, processed	52-89	56-11	53-57	60-67	55-94
Fat, processed, filleted	50-87	57-78	58-25	61-43	55-93
Fat, processed, unfilleted	35-90	33-49	37-04	38-40	36-59
Shellfish	108-03	105-01	105-81	94-28	102-97
Cooked fish	58-54	64-77	66-39	68-55	64-48
Canned salmon	102-07	100-16	100-49	102-93	101-19
Other canned or bottled fish	45-99	43-94	44-42	46-20	45-03
Fish products, not frozen	65-10	67-42	66-24	74-18	67-83
Frozen convenience fish products	44-94	46-86	46-73	50-12	46-98
EGGS					
	3-07	3-22	3-00	3-32	3-15
FATS:					
Butter	26-39	27-48	28-47	30-93	28-21
Margarine	24-60	24-71	23-61	23-28	24-06
Lard and compound cooking fat	20-86	20-34	19-13	19-84	20-06
Vegetable and salad oils	39-51	40-11	36-64	35-48	37-91
All other fats	29-44	32-27	36-26	31-81	32-09
SUGAR AND PRESERVES:					
Sugar	14-20	14-43	13-59	11-38	13-35
Jams, jellies and fruit curds	22-16	24-26	24-00	24-44	23-61
Marmalade	19-50	21-94	22-17	23-41	21-58
Syrup, treacle	18-38	19-91	20-05	20-38	19-49
Honey	40-34	40-46	43-92	42-81	41-83
VEGETABLES:					
Old potatoes					
January-August					
not prepacked	2-52	3-09	6-04	n.a.	2-73
prepacked	3-36	3-69	6-91	n.a.	3-51
New potatoes					
January-August					
not prepacked	9-79	9-96	9-25	n.a.	9-52
prepacked	n.a.	9-67	8-62	n.a.	8-78

TABLE 15 (cont'd)

	Average prices paid in 1975				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
VEGETABLES: (cont'd)					
Potatoes					
September-December					
not prepacked	n.a.	n.a.	6.48	6.10	6.19
prepacked	n.a.	n.a.	7.05	6.89	6.94
Cabbages, fresh	6.75	8.95	8.59	8.25	8.14
Brussels sprouts, fresh	7.55	11.92	16.07	11.84	9.77
Cauliflowers, fresh	9.98	10.06	10.09	10.12	10.06
Leafy salads, fresh	36.96	29.58	22.52	25.86	27.77
Peas, fresh	n.a.	12.93	12.02	n.a.	12.08
Beans, fresh	36.54	22.62	17.63	17.22	18.05
Other fresh green vegetables	10.28	11.30	18.90	17.16	12.30
Carrots, fresh	7.32	12.69	9.03	7.08	8.49
Turnips and swedes, fresh	5.13	6.12	7.36	6.64	5.95
Other root vegetables, fresh	9.80	17.86	17.01	11.22	12.56
Onions, shallots, leeks, fresh	7.54	11.52	11.92	10.31	10.05
Cucumbers, fresh	28.81	22.51	17.35	21.38	21.38
Mushrooms, fresh	37.04	36.45	36.67	40.33	37.50
Tomatoes, fresh	30.05	33.73	20.00	22.59	26.22
Miscellaneous fresh vegetables	15.13	21.17	12.08	12.43	14.28
Tomatoes, canned or bottled	16.07	16.00	15.82	15.62	15.90
Canned peas	11.18	11.50	11.84	12.55	11.73
Canned beans	13.03	13.14	13.15	13.02	13.08
Canned vegetables, other than pulses, potatoes or					
tomatoes	14.85	14.37	15.51	17.23	15.28
Dried pulses, other than air-dried	22.82	23.27	25.05	22.75	23.33
Air-dried vegetables	107.36	110.43	130.44	132.37	117.52
Vegetable juices	30.52	28.14	28.48	31.15	29.48
Chips, excluding frozen	19.02	20.43	30.56	35.25	25.38
Instant potato	48.33	55.86	60.50	59.97	56.77
Canned potato	13.88	14.28	14.70	17.92	15.10
Crisps and other potato products, not frozen	59.17	63.28	64.24	65.64	63.04
Other vegetable products	33.79	34.46	37.44	36.09	35.49
Frozen peas	18.80	19.55	20.44	21.84	20.03
Frozen beans	22.64	23.49	23.86	28.03	23.96
Frozen chips and other frozen convenience potato					
products	15.08	14.10	15.51	21.00	15.82
All frozen vegetables and frozen vegetable products,					
not specified elsewhere	24.49	23.35	26.70	27.27	25.30
FRUIT:					
Fresh					
Oranges	10.14	11.70	12.93	13.04	11.51
Other citrus fruit	11.90	11.47	16.06	16.38	13.34
Apples	13.62	16.02	15.96	11.94	14.31
Pears	12.94	15.18	16.63	14.83	14.88
Stone fruit	35.59	35.06	23.23	38.53	25.70
Grapes	27.75	40.98	24.05	19.61	24.18
Soft fruit, other than grapes	n.a.	48.21	25.04	20.00	27.50
Bananas	13.69	14.82	15.28	14.57	14.61
Rhubarb	11.38	10.23	10.26	10.78	10.75
Other fresh fruit	27.03	37.70	12.98	16.42	16.39
Canned peaches, pears and pineapples	18.30	17.85	18.10	18.71	18.22
Other canned or bottled fruit	18.98	19.75	19.77	20.52	19.72
Dried fruit and dried fruit products	28.84	29.33	27.37	26.06	27.49
Frozen fruit and frozen fruit products	33.35	33.89	30.68	37.37	33.05
Nuts and nut products	47.32	44.82	46.07	48.53	47.07
Fruit juices	18.66	18.61	18.17	21.58	19.05
CEREALS:					
White bread, large loaves, unsliced	8.86	9.46	10.45	9.63	9.58
White bread, large loaves, sliced	8.43	8.98	9.01	8.97	8.84
White bread, small loaves, unsliced	11.80	12.48	12.78	12.98	12.48
White bread, small loaves, sliced	12.22	12.80	13.39	13.47	12.91
Brown bread	11.30	12.25	12.33	12.50	12.07
Wholewheat and wholemeal bread	10.43	11.32	12.81	11.84	11.63
Other bread	20.58	22.08	21.29	23.08	21.69
Flour	6.44	6.61	6.71	6.42	6.54
Buns, scones and teacakes	25.27	26.92	27.48	26.42	26.37
Cakes and pastries	36.73	39.71	39.79	42.74	39.62
Crispbread	27.71	29.16	29.49	31.99	29.26
Biscuits, other than chocolate biscuits	26.51	27.25	27.40	29.31	27.59
Chocolate biscuits	50.09	52.72	54.03	51.63	52.06
Oatmeal and oat products	15.88	15.72	17.64	15.66	16.12
Breakfast cereals	24.20	25.87	26.85	26.64	25.88
Canned milk puddings	10.59	11.51	11.86	12.08	11.48
Other puddings	27.01	28.26	34.18	33.41	30.39
Rice	18.69	18.60	17.94	18.11	18.32
Cereal-based invalid foods (including "slimming"					
foods)	56.11	84.43	63.58	59.56	65.26
Infant cereal foods	40.56	42.68	50.32	51.38	45.44
Frozen convenience cereal foods	35.43	42.70	41.65	38.50	40.02

TABLE 15 (cont'd)

	Average prices paid in 1975				
	Jan/ March	April/ June	July/ Sept	Oct/ Dec	Yearly average
CEREALS: (cont'd)					
Cereal convenience foods, including canned, not specified elsewhere	22-22	26-18	25-57	24-30	24-53
Other cereal foods	20-68	22-54	20-89	21-41	21-33
BEVERAGES:					
Tea	41-53	43-87	44-62	46-27	43-98
Coffee, bean and ground	73-79	77-12	78-78	75-50	76-44
Coffee, instant	134-81	135-02	134-98	138-73	135-82
Coffee, essences	51-73	64-04	62-87	62-54	59-31
Cocoa and drinking chocolate	35-25	40-02	43-17	42-85	39-66
Branded food drinks	37-53	42-37	47-04	45-97	42-60
MISCELLANEOUS:					
Baby foods, canned or bottled	22-87	26-97	27-11	27-33	26-03
Soups, canned	13-19	14-13	14-71	14-67	14-06
Soups, dehydrated and powdered	64-52	67-57	78-96	75-63	70-96
Accelerated freeze-dried foods (excluding coffee)	n.a.	n.a.	n.a.	n.a.	n.a.
Spreads and dressings	36-61	37-55	37-96	38-25	37-66
Pickles and sauces	22-02	23-06	25-60	24-46	23-75
Meat and yeast extracts	97-27	106-29	113-05	121-99	106-27
Table jelly, squares and crystals	30-74	33-45	35-09	35-10	33-70
Ice-cream (served as part of a meal), mousse	18-77	20-64	20-31	19-55	20-03
All frozen convenience foods, not specified elsewhere	45-09	44-24	57-67	50-40	47-54
Salt	5-05	5-43	5-30	6-02	5-45
Novel protein foods	122-67	113-14	120-00	117-71	117-20

(a) Pence per lb, except per pint of milk, yoghurt, cream, vegetable and salad oils, vegetable juices, fruit juices, coffee essences; per equivalent pint of condensed, dried and instant milk; per one-tenth gallon of ice-cream; per egg.

(b) See Appendix A, Table 12 for further details of the classification of foods.

TABLE 16

Percentages of all households purchasing seasonal
types of food during Survey week, 1975

	Jan/ March	April/ June	July/ Sept	Oct/ Dec
FISH:				
White, fresh, filleted	13	12	12	14
White, fresh, unfileted	13	11	10	9
Herrings, fresh, filleted
Herrings, fresh, unfileted	1	1	1	1
Fat, fresh, other than herrings	2	1	2	2
White, processed	4	5	5	5
Fat, processed, filleted	3	2	2	3
Fat, processed, unfileted	2	1	2	2
Shell	2	3	2	3
EGGS	80	81	78	80
VEGETABLES:				
Old potatoes				
January–August, not prepacked	44	36	1(a)	—
January–August, prepacked	17	15	...(a)	—
New potatoes				
January–August, not prepacked	3	40	68(a)	—
January–August, prepacked	—	2	9(a)	—
Potatoes				
September–December, not prepacked	—	—	63(b)	57
September–December, prepacked	—	—	16(b)	16
Cabbages, fresh	34	42	29	29
Brussels sprouts, fresh	26	...	2	29
Cauliflowers, fresh	22	23	20	20
Leafy salads, fresh	30	48	39	21
Peas, fresh	—	...	4	—
Beans, fresh	1	12	2
Other fresh green vegetables	2	2	1	1
Carrots, fresh	40	26	24	38
Turnips and swedes, fresh	18	8	5	13
Other root vegetables, fresh	12	7	7	11
Onions, shallots, leeks, fresh	38	40	36	37
Cucumbers, fresh	15	32	28	13
Mushrooms, fresh	20	18	17	18
Tomatoes, fresh	44	67	64	44
Miscellaneous fresh vegetables	12	10	13	12
FRUIT:				
Oranges, fresh	40	35	27	21
Other citrus fruit, fresh	21	18	10	19
Apples, fresh	53	56	48	54
Pears, fresh	9	8	10	10
Stone fruit, fresh	1	3	16	...
Grapes, fresh	3	3	8	10
Soft fruit, fresh, other than grapes	—	3	11	...
Bananas, fresh	34	38	38	31
Rhubarb, fresh	4	4	1	...
Other fresh fruit	1	9	3

(a) Percentage of households purchasing during Survey week, July–August.

(b) Percentage of households purchasing during Survey week, September.

Tables relating to geographical differences in average
consumption, expenditure or prices

Household expenditure on seasonal, convenience and other foods according to region and type of area, together with comparative indices of food prices and the real value of food purchased, 1970-1975

	Region							Type of area					All household		
	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East/ East Anglia	Comurbations		Other urban areas		Rural areas	
										London	Provincial	Larger towns			Smaller towns
	£	£	£	£	£	£	£	£	£	£	£	£	£	£	£
(i) Expenditure and value of garden and allotment produce, etc (b)															
Expenditure on:															
Seasonal foods	0.63	0.63	0.65	0.59	0.68	0.56	0.64	0.59	0.69	0.82	0.68	0.64	0.61	0.57	0.65
Convenience foods															
Canned	0.29	0.29	0.31	0.29	0.27	0.28	0.28	0.25	0.24	0.26	0.31	0.27	0.26	0.25	0.27
Frozen	0.11	0.06	0.08	0.07	0.09	0.10	0.10	0.10	0.11	0.12	0.09	0.09	0.10	0.09	0.10
Other convenience foods	0.57	0.65	0.68	0.64	0.58	0.54	0.57	0.59	0.56	0.58	0.64	0.59	0.59	0.56	0.59
Total convenience foods	0.97	1.01	1.07	1.00	0.95	0.92	0.95	0.94	0.92	0.96	1.04	0.95	0.94	0.89	0.96
All other foods	2.14	2.13	2.08	2.17	2.20	1.97	2.29	2.17	2.20	2.37	2.22	2.08	2.09	2.18	2.17
Total expenditure	3.73	3.77	3.80	3.76	3.83	3.45	3.88	3.70	3.81	4.15	3.94	3.67	3.64	3.65	3.77
Value of garden and allotment produce, etc	0.05	0.07	0.09	0.10	0.05	0.16	0.08	0.18	0.10	0.04	0.04	0.07	0.09	0.20	0.09
Value of consumption	3.78	3.84	3.88	3.86	3.88	3.60	3.97	3.88	3.91	4.20	3.98	3.74	3.73	3.84	3.87
1970-1975															
Expenditure and value of garden and allotment produce, etc															
Expenditure on:															
Seasonal foods	0.47	0.44	0.45	0.44	0.47	0.41	0.45	0.42	0.49	0.58	0.48	0.46	0.44	0.40	0.46
Convenience foods															
Canned	0.22	0.21	0.23	0.21	0.21	0.20	0.19	0.18	0.18	0.18	0.21	0.20	0.19	0.18	0.19
Frozen	0.08	0.03	0.05	0.05	0.05	0.06	0.06	0.07	0.08	0.08	0.05	0.06	0.06	0.06	0.06
Other convenience foods	0.39	0.45	0.48	0.45	0.42	0.41	0.39	0.42	0.40	0.41	0.43	0.43	0.43	0.39	0.42
Total convenience foods	0.68	0.69	0.77	0.71	0.68	0.67	0.65	0.67	0.65	0.67	0.69	0.70	0.68	0.63	0.68
All other foods	1.58	1.53	1.52	1.57	1.59	1.53	1.63	1.55	1.63	1.74	1.59	1.55	1.54	1.59	1.59
Total expenditure	2.73	2.66	2.74	2.72	2.75	2.60	2.73	2.64	2.78	2.98	2.76	2.71	2.66	2.62	2.73
Value of garden and allotment produce, etc	0.09	0.05	0.05	0.06	0.04	0.09	0.06	0.12	0.07	0.03	0.02	0.04	0.06	0.16	0.07
Value of consumption	2.82	2.71	2.79	2.78	2.78	2.69	2.79	2.75	2.85	3.02	2.78	2.75	2.72	2.77	2.79

Household Food Consumption and Expenditure: 1975

TABLE 17 (cont'd)

	Region										Type of area				All house- holds	
	Wales	Scot- land	North	York- shire and Humber- side	North West	East Mid- lands	West Mid- lands	South West	South East(o)/ East Anglia	Conurbations			Other urban areas			Rural areas
										London	Provin- cial	Larger towns	Smaller towns			
<i>(1) Comparative indices (b) of expenditure, prices and purchases (all foods):</i>																
Expenditure	1970 1971 1972 1973 1974 1975	101.9 99.6 104.2 100.0 98.3 98.9	96.3 94.1 86.3 99.2 102.3 99.8	102.0 100.5 98.8 98.6 102.5 100.6	97.4 100.7 99.2 97.3 102.6 99.5	101.3 100.6 102.0 98.9 99.8 101.6	99.9 98.6 96.9 95.8 93.7 91.3	100.6 96.6 100.4 99.3 98.8 102.9	96.9 93.9 97.0 94.5 98.5 98.1	101.4 102.7 102.4 102.6 101.8 100.9	107.8 109.7 110.4 108.0 109.6 110.1	100.4 99.9 96.2 100.5 100.5 104.4	99.8 98.8 100.6 99.1 100.5 97.2	97.7 98.3 100.0 96.7 96.5 96.6	97.6 95.2 95.9 96.9 94.4 96.7	100
Value of consumption	1970 1971 1972 1973 1974 1975	104.7 103.6 104.3 102.6 97.1 97.8	95.3 94.5 91.2 98.0 101.3 99.2	101.0 99.7 98.0 99.7 101.3 100.3	96.5 100.5 99.1 98.2 101.7 99.8	99.9 99.7 101.2 98.0 98.6 100.4	100.7 99.6 97.4 96.7 94.7 93.1	101.2 96.4 100.1 100.0 98.5 102.5	99.3 96.5 98.6 97.2 98.6 100.3	101.2 102.8 102.8 102.5 102.4 101.1	106.1 108.5 109.2 107.3 108.2 108.6	98.8 98.4 94.9 99.2 100.9 102.8	98.6 97.9 99.7 98.3 99.5 96.7	96.9 98.0 99.9 96.4 96.9 96.5	101.1 99.6 98.9 100.4 99.2 99.4	100
Prices	1970 1971 1972 1973 1974 1975	102.4 100.4 102.5 101.4 99.7 97.4	104.7 100.9 101.5 103.2 102.6 104.6	99.1 100.8 98.5 101.3 97.8 96.6	97.2 100.2 99.1 97.0 97.8 98.8	101.2 102.2 101.4 99.4 100.0 98.9	98.8 100.0 98.8 99.9 98.5 100.1	99.1 99.1 99.5 98.5 99.9 100.0	99.4 97.8 100.3 96.7 97.0 99.7	100.2 100.1 101.4 102.6 101.2 101.0	101.7 101.0 101.4 102.6 102.7	100.4 100.6 98.7 99.0 100.6 99.2	99.6 99.4 99.2 99.3 99.0	99.2 100.1 100.4 99.4 99.4 99.8	100.2 100.4 100.8 100.0 99.3 100.6	100
Index of value of consumption deflated by index of food prices	1970 1971 1972 1973 1974 1975	102.3 103.5 101.9 101.2 97.4 100.5	91.2 94.1 89.9 95.1 99.0 94.9	102.0 99.2 99.6 98.5 103.7 104.0	99.2 100.5 100.1 101.3 104.0 101.0	98.8 97.8 100.0 98.7 98.6 101.6	101.8 99.7 98.5 96.7 96.0 93.0	102.1 97.4 100.6 101.6 98.6 102.5	99.9 98.8 100.3 100.5 101.5 100.4	100.9 103.0 102.6 101.5 101.1 100.1	104.2 107.5 104.5 105.3 105.7	98.5 98.1 96.3 100.2 100.5 103.7	99.1 99.1 100.4 99.1 100.2 97.6	97.6 98.0 99.4 96.6 97.5 96.6	100.9 99.4 98.1 100.4 97.8 98.7	100
Food purchases	1970 1971 1972 1973 1974 1975	99.8 99.1 102.0 98.6 99.3 101.0	92.1 93.0 89.1 96.4 99.3 95.6	103.0 99.9 100.2 97.1 104.4 103.9	100.1 100.9 100.3 98.9 103.5 100.4	100.0 98.6 100.6 98.9 99.2 103.1	100.9 98.5 98.2 96.1 95.2 103.9	101.2 97.4 101.1 100.9 99.1 102.7	97.3 95.8 97.0 97.8 101.1 98.2	101.1 108.1 102.2 101.6 100.7 100.2	106.0 108.1 108.7 108.3 106.5 107.0	100.1 99.5 97.6 100.9 102.2 105.3	100.1 99.8 101.2 99.9 101.3 98.3	98.7 98.2 99.6 97.3 97.2 96.8	97.3 94.7 95.3 97.0 95.2 96.1	100
Price of energy	1970 1971 1972 1973 1974 1975	97.8 97.9 101.2 98.8 98.9 94.0	101.3 96.1 95.3 99.8 101.7 100.7	97.7 98.9 93.9 97.0 96.4 93.7	93.1 98.6 98.8 93.8 96.6 96.2	98.9 100.2 99.8 97.4 97.4 101.1	97.1 95.5 95.7 93.7 92.2 95.9	97.4 96.7 96.1 94.3 97.1 98.8	100.0 96.7 101.7 95.9 97.8 98.1	104.9 105.3 104.2 106.5 104.9 104.4	110.4 107.3 109.5 112.5 111.6 110.8	99.0 98.8 95.6 97.0 100.1 99.5	98.9 98.9 99.3 98.9 98.2 97.4	97.9 98.7 100.8 98.0 97.9 97.9	98.1 99.0 97.7 96.6 97.0 99.1	100

TABLE 18

Geographical variations (a) in household consumption of the main food groups, 1970-1975

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average for the six-year period 1970-1975	Between 95 and 105 per cent of the national average for the six-year period 1970-1975	More than 5 per cent below the national average for the six-year period 1970-1975
REGION		
WALES		
Butter +31	Liquid milk	Cheese - 7
Cooking fat +21	Beef and veal	Fish - 7
Bacon and ham, uncooked +17	Eggs	"Other" cereals - 8
Sugar +10	"Other" fats	Preserves -13
Bread +10	"Other" fresh vegetables	Margarine -20
Mutton and lamb + 8	Fresh fruit	Coffee -27
Potatoes + 7	"Other" fruit	
Processed vegetables (including frozen) + 7	Flour	
Poultry, uncooked + 6	Cakes and biscuits	
"Other" meat + 6	Tea	
Fresh green vegetables + 6		
Pork + 6		
SCOTLAND		
Beef and veal +28	Liquid milk	Sugar - 7
Preserves +21	Fish	Tea -10
"Other" meat +18	Eggs	Butter -12
Cakes and biscuits +18	"Other" fats	Cheese -12
Bread +16		"Other" fruit -12
"Other" cereals +12		"Other" fresh vegetables -14
Margarine + 9		Processed vegetables (including frozen) -16
Potatoes + 6		Fresh fruit -19
		Bacon and ham, uncooked -21
		Coffee -29
		Poultry, uncooked -31
		Cooking fat -39
		Flour -47
		Fresh green vegetables -54
		Mutton and lamb -56
		Pork -57
NORTH		
Flour +50	Beef and veal	"Other" fats -10
"Other" meat +24	Butter	Coffee -10
Margarine +22	Sugar	Liquid milk -12
Fish +21	"Other" fresh vegetables	Pork -12
Processed vegetables (including frozen) +19	"Other" cereals	"Other" fruit -14
Bacon and ham, uncooked +18		Fresh fruit -18
Eggs +14		Poultry, uncooked -19
Cakes and biscuits +14		Fresh green vegetables -21
Potatoes +13		Cheese -22
Cooking fat +12		Mutton and lamb -23
Preserves +12		
Bread + 7		
Tea + 7		

TABLE 18 (cont'd)

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average for the six-year period 1970-1975	Between 95 and 105 per cent of the national average for the six-year period 1970-1975	More than 5 per cent below the national average for the six-year period 1970-1975
YORKSHIRE AND HUMBERSIDE		
Cooking fat +42	Beef and veal	Liquid milk - 6
Flour +42	"Other" meat	Butter - 7
Fish +28	Eggs	Cakes and biscuits - 9
Margarine +27	Potatoes	"Other" fruit -10
Preserves +15	Fresh green vegetables	Poultry, uncooked -11
Processed vegetables (including frozen) +13	"Other" fresh vegetables	Fresh fruit -11
Bacon and ham, uncooked +11	Bread	Cheese -14
Pork +10	"Other" cereals	"Other" fats -17
Sugar + 6	Tea	Mutton and lamb -19
	Coffee	
NORTH WEST		
Margarine +29	Liquid milk	"Other" fruit - 9
Mutton and lamb +21	Cheese	Fresh fruit - 9
Bacon and ham, uncooked +16	Beef and veal	"Other" fats -12
Potatoes + 9	Poultry, uncooked	Flour -16
Bread + 6	"Other" meat	Fresh green vegetables -26
Cakes and biscuits + 6	Fish	Pork -29
	Eggs	
	Butter	
	Cooking fat	
	Sugar	
	Preserves	
	"Other" fresh vegetables	
	Processed vegetables (including frozen)	
	"Other" cereals	
	Tea	
	Coffee	
EAST MIDLANDS		
Flour +38	Liquid milk	"Other" fruit - 7
Cooking fat +31	Pork	"Other" fresh vegetables - 9
Fresh green vegetables +18	Bacon and ham, uncooked	Cakes and biscuits - 9
Margarine +11	"Other" meat	Poultry, uncooked -12
Cheese +10	Fish	Beef and veal -15
Sugar +10	Eggs	Mutton and lamb -17
Processed vegetables (including frozen) + 7	Butter	
	"Other" fats	
	Preserves	
	Potatoes	
	Fresh fruit	
	Bread	
	"Other" cereals	
	Tea	
	Coffee	
WEST MIDLANDS		
Pork +31	Liquid milk	"Other" meat - 6
Bacon and ham, uncooked +21	Poultry, uncooked	Eggs - 6
Mutton and lamb +14	Butter	Flour - 7
Sugar +14	Other fresh vegetables	Fish - 7
Cooking fat +12	Processed vegetables (including frozen)	Beef and veal -10
Fresh green vegetables +12	Fresh fruit	Cakes and biscuits -11
Cheese +11	"Other" fruit	Preserves -15
Bread +11	"Other" cereals	"Other" fats -16
Margarine + 8	Tea	
Potatoes + 6	Coffee	

TABLE 18 (cont'd)

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average for the six-year period 1970-1975	Between 95 and 105 per cent of the national average for the six-year period 1970-1975	More than 5 per cent below the national average for the six-year period 1970-1975
SOUTH WEST		
Fresh green vegetables +23	Liquid milk	"Other" meat - 6
Pork +19	Beef and veal	Bread - 7
Flour +19	Eggs	Mutton and lamb - 7
Coffee +13	Cooking fat	Bacon and ham, uncooked -11
"Other" fruit +11	"Other" fats	Sugar -14
Butter + 9	Sugar	Margarine -14
Cakes and biscuits + 9	Preserves	Fish -14
Cheese + 9	Potatoes	
Poultry, uncooked + 9	"Other" fresh vegetables	
	Processed vegetables (including frozen)	
	Fresh fruit	
	"Other" cereals	
	Tea	
SOUTH EAST/ EAST ANGLIA		
Fresh green vegetables +21	Liquid milk	Cakes and biscuits - 6
"Other" fats +19	Beef and veal	"Other" meat - 8
Fresh fruit +19	Fish	Cooking fat -11
Mutton and lamb +19	Eggs	Bacon and ham, uncooked -11
"Other" fruit +17	Butter	Bread -12
Pork +17	Sugar	Potatoes -12
Poultry, uncooked +17	Preserves	Margarine -21
Coffee +11	Processed vegetables (including frozen)	
Cheese + 9	Flour	
"Other" fresh vegetables + 8	"Other" cereals	
	Tea	
TYPE OF AREA		
LONDON CONURBATION		
Mutton and lamb +47	Liquid milk	Preserves - 6
"Other" fats +39	Eggs	"Other" meat - 7
Poultry, uncooked +30	Potatoes	Cakes and biscuits - 8
Fresh fruit +30	Processed vegetables (including frozen)	Bacon and ham, uncooked -10
Pork +25	"Other" cereals	Sugar -10
Fresh green vegetables +19	Tea	Bread -10
"Other" fruit +19		Flour -15
"Other" fresh vegetables +12		Cooking fat -19
Coffee +11		Margarine -33
Beef and veal + 9		
Cheese + 8		
Butter + 7		
Fish + 7		
PROVINCIAL CONURBATIONS		
Margarine +13	Liquid milk	Pork - 9
Bread +12	Beef and veal	Cheese -11
"Other" meat + 8	Mutton and lamb	"Other" fats -11
Bacon and ham, uncooked + 8	Poultry, uncooked	Coffee -11
Potatoes + 7	Eggs	Fresh fruit -12
Tea + 7	Butter	"Other" fruit -17
Fish + 6	Cooking fat	Flour -17
Processed vegetables (including frozen) + 6	Sugar	Fresh green vegetables -21
	Preserves	
	"Other" fresh vegetables	
	Cakes and biscuits	
	"Other" cereals	

TABLE 18 (cont'd)

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average for the six-year period 1970-1975	Between 95 and 105 per cent of the national average for the six-year period 1970-1975	More than 5 per cent below the national average for the six-year period 1970-1975
URBAN AREAS (LARGER TOWNS)		
Processed vegetables (including frozen) + 8	Liquid milk	Pork - 6
Cakes and biscuits + 6	Cheese	Coffee - 6
	Beef and veal	Fresh fruit - 6
	Bacon and ham, uncooked	Mutton and lamb - 8
	Poultry, uncooked	
	"Other" meat	
	Fish	
	Eggs	
	Butter	
	Margarine	
	Cooking fat	
	"Other" fats	
	Sugar	
	Preserves	
	Potatoes	
	Fresh green vegetables	
	"Other" fresh vegetables	
	"Other" fruit	
	Bread	
	Flour	
	"Other" cereals	
	Tea	
URBAN AREAS (SMALLER TOWNS)		
	Liquid milk	Poultry, uncooked - 6
	Cheese	"Other" fats - 7
	Beef and veal	Bacon and ham, uncooked - 7
	Pork	Mutton and lamb -15
	"Other" meat	
	Fish	
	Eggs	
	Butter	
	Margarine	
	Cooking fat	
	Sugar	
	Preserves	
	Potatoes	
	Fresh green vegetables	
	"Other" fresh vegetables	
	Processed vegetables (including frozen)	
	Fresh fruit	
	"Other" fruit	
	Bread	
	Flour	
	Cakes and biscuits	
	"Other" cereals	
	Tea	
	Coffee	
RURAL AREAS		
Flour +24	Liquid milk	Potatoes - 6
Margarine +14	Beef and veal	Poultry, uncooked - 7
Fresh green vegetables +12	Pork	"Other" meat - 8
Coffee +10	Eggs	Fish - 8
Cheese +10	Butter	Mutton and lamb -10
Bacon and ham, uncooked + 9	"Other" fresh vegetables	"Other" fats -10
Preserves + 9	Fresh fruit	Processed vegetables (including frozen) -13
Sugar + 8	Bread	
"Other" fruit + 7	Cakes and biscuits	
Cooking fat + 6	"Other" cereals	
	Tea	

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

(b) The food groups in this table are similar to those in Tables 22, 26 and 28, except that (i) codes 9-17, 312 and 313 are excluded, (ii) "Other" cereals' includes oatmeal and breakfast

TABLE 19
 Household food consumption according to region and type of area: annual averages for individual foods (a), 1975
 (oz per person per week, except where otherwise stated)

	All household	Region										Type of area					
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Rural areas		
											London	Provincial	Larger towns	Smaller towns			
MILK AND CREAM:																	
Liquid milk	4.68	4.58	3.95	4.43	4.78	4.97	4.93	4.92	4.75	4.50	4.34	4.70	4.76	4.98			
Full price	0.02	0.02	0.03	0.04	0.03	0.01	0.05	0.04	0.01	0.01	0.03	0.02	0.02	0.01			
Welfare	0.06	0.07	0.04	0.06	0.07	0.05	0.05	0.05	0.08	0.10	0.07	0.07	0.05	0.05			
School																	
Total liquid milk	4.76	4.67	4.01	4.53	4.88	5.02	4.99	5.00	4.84	4.60	4.45	4.78	4.83	5.03			
Condensed milk	0.15	0.11	0.21	0.16	0.11	0.12	0.14	0.10	0.17	0.17	0.14	0.15	0.15	0.13			
Dried milk:																	
National	0.01	0.04	0.04	0.04	0.01	0.05	0.01	0.02	0.01	0.02	0.03	0.02	0.01	0.06			
Branded	0.05	0.07	0.02	0.11	0.07	0.08	0.03	0.04	0.03	0.04	0.06	0.04	0.03	0.08			
Instant milk	0.07	0.06	0.14	0.06	0.04	0.08	0.03	0.06	0.07	0.06	0.06	0.07	0.05	0.06			
Yoghurt	0.04	0.03	0.02	0.03	0.04	0.04	0.05	0.05	0.05	0.05	0.03	0.04	0.05	0.05			
Other milk	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01			
Cream	0.03	0.02	0.02	0.02	0.04	0.02	0.03	0.05	0.03	0.03	0.02	0.03	0.03	0.03			
Total milk and cream	5.12	4.99	4.80	4.92	5.21	5.34	5.31	5.33	5.22	5.00	4.80	5.14	5.16	5.40			
CHEESE:																	
Natural	3.51	3.30	2.67	2.77	3.23	3.82	4.18	3.95	3.71	3.74	3.12	3.41	3.61	3.73			
Processed	0.28	0.29	0.30	0.29	0.25	0.34	0.30	0.26	0.27	0.29	0.29	0.29	0.27	0.28			
Total cheese	3.79	3.59	2.98	3.06	3.48	4.15	4.48	4.20	3.98	4.03	3.41	3.70	3.88	4.01			
MEAT AND MEAT PRODUCTS:																	
Carcass meat	8.32	10.31	8.30	8.37	10.68	6.10	7.69	8.23	7.61	8.91	9.74	7.61	7.12	8.57			
Beef and veal	4.25	1.64	3.49	3.86	5.04	3.88	5.28	3.35	4.92	6.38	4.39	3.82	3.60	3.89			
Mutton and lamb	2.73	1.16	2.75	3.47	2.36	1.87	3.50	2.43	3.19	3.44	2.64	2.12	2.82	3.10			
Pork																	
Total carcase meat	15.30	13.11	14.54	15.70	18.09	11.85	16.47	14.01	15.73	18.72	16.77	13.55	13.54	15.58			
Other meat and meat products																	
Liver	0.76	0.67	0.74	0.82	0.72	0.58	0.79	0.83	0.80	0.93	0.79	0.72	0.76	0.67			
Offals, other than liver	0.40	0.20	0.41	0.39	0.45	0.17	0.37	0.44	0.49	0.59	0.39	0.41	0.33	0.31			
Bacon and ham, uncooked	3.99	3.24	4.46	4.59	4.52	4.43	4.78	3.49	3.53	3.46	4.49	3.91	3.75	4.16			
Bacon and ham, cooked, including canned	1.00	1.07	0.95	1.06	1.00	0.92	0.99	1.00	0.96	1.09	1.00	1.03	0.97	0.93			
Cooked poultry, including canned	0.18	0.16	0.30	0.15	0.31	0.12	0.14	0.16	0.14	0.12	0.27	0.20	0.14	0.13			

Household Food Consumption and Expenditure: 1975

TABLE 19 (cont'd)
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area			
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East Anglia	Conurbations London	Other urban areas		Rural areas	
												Larger towns	Smaller towns		
MEAT AND MEAT PRODUCTS: (cont'd)															
Corned meat	0.56	0.83	0.78	0.45	0.48	0.55	0.58	0.49	0.46	0.49	0.68	0.61	0.53	0.43	
Other cooked meat, not purchased in cans	0.59	0.99	0.78	0.67	0.62	0.52	0.60	0.44	0.44	0.47	0.75	0.66	0.55	0.49	
Other canned meat and canned meat products	1.65	2.46	2.58	2.12	1.98	1.78	1.58	1.82	1.10	1.04	2.13	1.81	1.54	1.48	
Broiler chicken, uncooked, including frozen	3.76	3.51	3.19	3.24	3.88	2.83	3.93	4.13	4.39	4.96	3.59	3.59	3.64	3.64	
Other poultry, uncooked, including frozen	1.79	2.18	1.17	1.92	1.80	1.06	1.51	2.14	2.18	2.86	1.59	1.51	1.74	1.69	
Rabbit and other meat	0.09	0.01	0.16	0.14	0.08	0.13	0.01	0.05	0.13	0.15	0.08	0.08	0.06	0.10	
Sausages, uncooked, pork	1.77	1.55	1.22	2.00	1.39	1.97	2.65	1.49	1.98	2.03	1.53	1.72	1.79	1.84	
Sausages, uncooked, beef	1.45	1.29	2.32	1.31	1.08	0.72	0.68	1.40	1.26	1.17	1.91	1.26	1.51	1.43	
Meat pies and sausage rolls, ready-to-eat	0.75	0.52	0.98	1.38	0.43	1.16	0.94	0.50	0.65	0.52	0.73	0.76	0.82	0.82	
Frozen convenience meats or frozen convenience meat products	0.89	0.50	0.73	0.69	0.96	0.98	0.91	0.84	1.03	1.21	0.99	0.77	0.90	0.76	
Other meat products	2.21	4.14	3.64	1.75	2.30	1.44	1.65	1.94	1.88	2.06	2.99	2.05	2.11	1.92	
Total other meat and meat products	21.82	22.31	24.43	22.69	21.99	19.36	22.10	21.25	21.42	23.16	23.91	21.09	20.99	20.81	
Total meat and meat products	37.12	35.33	38.97	38.39	40.08	31.21	38.57	35.26	37.15	41.88	40.68	34.64	34.53	36.39	
FISH:															
White, filleted, fresh	0.68	1.37	0.36	0.73	0.53	0.75	0.84	0.43	0.55	0.51	0.98	0.76	0.63	0.49	
White, unfileted, fresh	0.24	0.79	1.50	0.79	0.83	0.37	0.39	0.34	0.50	0.63	0.72	0.59	0.59	0.61	
White, uncooked, frozen	0.38	0.50	0.20	0.27	0.32	0.36	0.45	0.50	0.48	0.45	0.25	0.43	0.41	0.34	
Herrings, filleted, fresh	0.01	0.02	—	0.01	—	—	0.01	—	0.01	—	0.01	0.01	—	—	
Herrings, unfileted, fresh	0.05	0.06	0.08	—	—	—	0.04	0.01	0.08	0.06	0.03	0.05	0.05	0.05	
Fat, fresh, other than herrings	0.13	0.06	0.02	0.03	0.14	0.09	0.10	0.28	0.18	0.19	0.17	0.22	0.17	0.13	
Fat, processed	0.22	0.30	0.23	0.15	0.09	0.11	0.14	0.15	0.29	0.41	0.17	0.22	0.17	0.17	
Fat, processed, unfileted	0.08	0.11	0.04	0.07	0.08	0.07	0.10	0.11	0.10	0.10	0.07	0.08	0.10	0.07	
Shellfish	0.09	0.05	0.12	0.06	0.12	0.05	0.05	0.06	0.11	0.18	0.08	0.07	0.07	0.07	
Cooked fish	0.09	0.03	0.10	0.06	0.11	0.08	0.04	0.07	0.11	0.22	0.05	0.08	0.05	0.06	
Canned salmon	0.66	0.44	1.25	1.44	0.54	0.44	0.50	0.39	0.67	0.69	0.90	0.61	0.62	0.52	
Other canned or bottled fish	0.27	0.28	0.31	0.39	0.36	0.35	0.44	0.20	0.20	0.26	0.36	0.25	0.25	0.24	
Fish products, not frozen	0.40	0.36	0.29	0.39	0.36	0.42	0.52	0.41	0.46	0.48	0.40	0.36	0.36	0.41	
Frozen convenience fish products	0.14	0.17	0.10	0.29	0.08	0.13	0.13	0.08	0.11	0.11	0.21	0.10	0.10	0.13	
Frozen convenience fish products	0.67	0.42	0.73	0.79	0.61	0.68	0.69	0.68	0.73	0.65	0.70	0.62	0.73	0.69	
Total fish	4.46	3.97	5.50	5.34	4.20	3.94	4.43	3.70	4.58	4.93	5.02	4.36	4.27	3.98	
Eggs (Eggs purchased)	4.14	3.51	4.89	4.24	3.81	4.11	3.91	4.11	4.18	4.18	4.33	4.01	4.00	4.20	
	3.97	4.27	4.66	4.06	3.76	3.56	3.75	3.77	4.07	4.18	4.30	3.95	3.93	3.63	

TABLE 19 (cont'd)
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All household	Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Rural areas	
											London	Provincial	Larger towns	Smaller towns		
FATS:																
Butter	5.63	6.36	5.14	5.42	5.21	5.60	5.15	5.79	6.26	5.78	5.92	5.53	5.51	5.66	5.67	
Margarine	2.60	2.90	2.72	3.50	3.18	2.84	2.87	2.83	2.77	1.95	1.54	2.83	2.69	2.74	2.76	
Lard and compound cooking fat	1.97	2.45	1.20	2.06	2.92	1.49	2.32	2.25	2.02	1.84	1.76	1.83	2.04	2.03	2.06	
Vegetable and salad oils (ft oz)	0.64	0.72	0.58	0.51	0.19	0.76	0.44	0.71	0.52	0.78	1.00	0.66	0.59	0.61	0.46	
All other fats	0.31	0.14	0.36	0.57	0.24	0.24	0.22	0.21	0.47	0.32	0.27	0.32	0.29	0.31	0.34	
Total fats	11.14	12.17	10.00	12.06	11.75	10.93	11.00	11.78	12.03	10.67	10.49	11.17	11.13	11.36	11.30	
SUGAR AND PRESERVES:																
Sugar	11.29	12.77	10.72	12.12	12.55	11.01	10.93	11.98	11.60	10.66	10.13	11.79	11.54	10.93	11.47	
Jams, jellies and fruit curds	1.20	0.98	1.57	1.44	1.38	1.19	1.27	1.18	1.10	1.04	0.92	1.27	1.27	1.05	1.32	
Marmalade	0.81	0.82	0.71	1.21	0.84	0.81	0.74	0.63	0.96	0.83	0.72	0.85	0.78	0.89	0.82	
Syrup, treacle	0.25	0.27	0.30	0.26	0.48	0.16	0.20	0.23	0.23	0.23	0.23	0.18	0.24	0.30	0.30	
Honey	0.17	0.06	0.12	0.32	0.12	0.21	0.14	0.16	0.21	0.17	0.15	0.18	0.18	0.13	0.19	
Total sugar and preserves	13.72	14.90	13.42	15.35	15.36	13.38	13.29	14.18	14.11	12.92	12.14	14.27	14.01	13.30	14.09	
VEGETABLES:																
Old potatoes																
January-August	16.05	17.25	14.41	18.96	14.93	19.02	16.06	15.36	13.45	15.88	16.42	16.95	15.64	14.72	16.69	
not prepacked	3.90	8.45	4.64	3.45	3.99	2.85	3.39	3.38	5.47	3.48	3.98	4.77	4.04	3.97	2.94	
New potatoes																
January-August	7.61	8.78	8.24	8.62	7.74	7.63	7.07	7.09	6.85	7.34	8.46	8.20	8.14	6.59	6.64	
not prepacked	0.65	0.18	1.58	0.27	0.14	0.15	1.14	1.09	1.76	0.52	0.84	1.01	0.30	0.92	0.46	
prepacked																
Potatoes	13.28	19.93	12.31	15.31	16.28	14.50	12.35	9.93	11.93	12.62	14.29	13.21	14.11	12.13	12.64	
not prepacked	2.42	1.56	4.53	1.86	2.30	1.46	2.43	2.71	2.75	2.50	1.84	3.37	1.70	3.09	2.38	
prepacked																
Total fresh potatoes	43.90	56.15	45.71	48.46	45.39	45.61	41.43	39.55	42.22	42.34	45.82	47.52	43.92	41.43	41.76	
Cabbages, fresh	4.62	3.51	2.92	4.57	4.50	3.17	4.14	4.62	5.60	5.71	6.39	3.99	4.44	4.30	4.57	
Brussels sprouts, fresh	1.54	1.15	0.78	1.34	1.97	1.26	2.10	1.96	1.64	1.56	1.45	1.24	1.43	1.69	1.83	
Cauliflower, fresh	2.37	2.89	1.32	2.44	3.00	2.30	3.02	2.41	2.55	2.34	2.03	2.25	2.49	2.34	2.57	
Leafy salads, fresh	1.37	1.26	0.73	1.04	1.36	1.53	1.43	1.36	1.49	1.56	1.68	1.23	1.32	1.37	1.37	
Peas, fresh	0.38	0.37	0.05	0.14	0.70	0.33	0.64	0.30	0.42	0.41	0.35	0.20	0.32	0.41	0.56	
Beans, fresh	1.06	0.95	0.15	0.49	0.54	0.44	0.96	1.13	2.23	1.57	0.75	0.33	1.06	1.16	1.76	
Other fresh green vegetables	0.25	—	0.03	0.07	0.20	0.09	0.21	0.19	0.32	0.49	0.32	0.10	0.23	0.21	0.38	
Total fresh green vegetables	11.58	10.13	5.96	10.10	12.26	9.12	12.50	11.97	14.24	13.63	12.96	9.34	11.29	11.47	13.05	

TABLE 19 (cont'd)
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All household	Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East(b) East Anglia	Conurbations		Other urban areas		Rural areas	
											London	Provincial	Larger towns	Smaller towns		
VEGETABLES: (cont'd)																
Carrots, fresh	2.71	2.70	2.64	2.72	2.60	3.97	2.60	2.50	3.08	2.30	2.20	2.90	2.87	2.62	2.72	
Turnips and swedes, fresh	1.23	1.21	2.46	3.11	1.07	0.72	0.68	0.66	2.38	0.83	0.48	1.69	1.07	1.34	1.40	
Other root vegetables, fresh	0.70	0.54	0.24	0.40	0.63	0.47	0.72	0.78	1.07	0.92	0.98	0.39	0.64	0.81	0.77	
Onions, shallots, leeks, fresh	2.92	2.59	3.34	3.65	3.24	3.23	2.84	2.90	2.61	2.57	2.97	3.49	2.97	2.53	2.66	
Cucumbers, fresh	0.84	0.69	0.19	0.53	0.84	0.50	0.84	0.79	0.83	1.23	1.39	0.56	0.85	0.76	0.80	
Mushrooms, fresh	0.47	0.45	0.23	0.52	0.33	0.45	0.57	0.54	0.45	0.52	0.53	0.44	0.45	0.50	0.47	
Tomatoes, fresh	3.87	3.37	3.15	3.64	3.47	3.87	3.56	3.83	3.71	4.38	4.36	3.54	3.69	3.90	3.75	
Miscellaneous fresh vegetables	1.05	0.67	0.16	0.58	0.68	0.91	1.11	1.01	0.72	1.67	1.71	0.75	1.01	0.88	1.09	
Total other fresh vegetables	13.78	12.20	12.42	15.15	12.86	14.22	12.92	13.02	14.85	14.41	15.12	13.76	13.52	13.34	13.67	
Tomatoes, canned or bottled	0.98	1.63	0.19	1.10	1.40	0.66	1.80	1.38	0.64	0.85	0.88	0.91	1.22	0.79	0.93	
Canned peas	2.76	3.33	2.56	4.39	3.28	2.69	2.85	2.59	2.42	2.37	2.60	3.52	2.80	2.60	2.28	
Canned beans	3.83	4.08	4.43	3.93	4.13	3.23	4.44	4.08	3.30	3.63	3.70	4.33	3.81	3.75	3.60	
Canned vegetables, other than pulses, potatoes or tomatoes	1.27	1.48	0.88	1.57	1.52	1.38	1.42	1.13	1.43	1.21	1.30	1.34	1.30	1.31	1.13	
Dried pulses, other than air-dried	0.31	0.41	0.77	0.46	0.42	0.33	0.36	0.22	0.14	0.15	0.26	0.49	0.31	0.26	0.24	
Air-dried vegetables	0.04	0.02	0.04	0.03	0.04	0.03	0.04	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.04	
Vegetable juices	0.11	0.08	0.07	0.07	0.05	0.17	0.12	0.05	0.09	0.13	0.17	0.07	0.13	0.08	0.08	
Chips, excluding frozen	1.06	1.17	0.58	2.30	2.05	0.97	0.81	1.02	0.79	0.85	0.88	1.74	1.08	0.94	0.70	
Instant potato	0.09	0.13	0.07	0.08	0.09	0.06	0.11	0.15	0.10	0.08	0.06	0.10	0.09	0.09	0.09	
Canned potato	0.24	0.33	0.06	0.14	0.36	0.21	0.16	0.25	0.29	0.26	0.37	0.22	0.19	0.31	0.16	
Crisps and other potato products, not frozen	0.52	0.81	0.54	0.55	0.46	0.48	0.65	0.57	0.69	0.43	0.33	0.54	0.53	0.58	0.56	
Other vegetable products	0.27	0.33	0.17	0.57	0.20	0.29	0.16	0.22	0.12	0.30	0.39	0.34	0.23	0.20	0.20	
Frozen peas	1.49	1.46	0.28	0.68	1.02	1.16	1.54	2.08	2.00	1.98	2.13	1.02	1.41	1.62	1.53	
Frozen beans	0.50	0.79	0.11	0.22	0.26	0.49	0.51	0.50	0.43	0.70	0.89	0.28	0.55	0.45	0.42	
Frozen chips and other frozen convenience potato products	0.65	0.53	0.47	0.78	0.50	0.66	0.40	0.59	0.70	0.78	0.63	0.69	0.75	0.69	0.48	
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.62	0.64	0.41	0.43	0.34	0.91	0.45	0.58	0.56	0.76	0.89	0.64	0.60	0.53	0.53	
Total processed vegetables	14.72	17.22	11.64	17.33	16.12	13.71	15.84	15.43	13.72	14.51	15.50	16.26	15.04	14.28	12.98	
Total vegetables	83.98	95.70	75.73	91.04	86.63	82.66	82.69	79.97	85.03	84.89	89.40	86.88	83.77	80.52	81.46	
FRUIT:																
Fresh																
Oranges	3.43	3.02	3.73	2.96	2.37	3.37	3.30	3.25	3.64	3.77	4.64	3.33	3.46	2.88	3.16	
Other citrus fruit	1.49	0.99	1.35	1.17	1.07	2.11	0.91	1.30	1.74	1.70	1.87	1.43	1.43	1.35	1.54	
Apples	6.77	5.59	4.48	5.96	5.29	6.81	6.44	7.62	9.27	7.44	7.48	6.23	6.60	6.99	6.83	
Pears	0.73	0.42	0.57	0.60	0.58	0.77	0.47	0.72	0.79	0.88	1.11	0.62	0.73	0.69	0.61	
Stone fruit	0.36	0.33	0.15	0.30	0.25	0.26	0.18	0.33	0.29	0.54	0.68	0.27	0.36	0.25	0.32	

TABLE 19 (cont'd)
 (oz per person per week, except where otherwise stated)

	All households	Region										Type of area						
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East(b)/ East Anglia	Conurbations			Other urban areas		Rural areas		
											London	Provincial	Larger towns	Smaller towns				
FRUIT: (cont'd)																		
Grapes	0.33	0.22	0.22	0.21	0.25	0.13	0.34	0.34	0.48	0.56	0.26	0.33	0.31	0.26	0.31	0.26	0.26	0.26
Soft fruit, other than grapes	0.59	0.39	0.41	0.55	0.47	0.54	0.48	0.92	0.77	0.45	0.34	0.56	0.52	0.95	0.52	0.95	0.95	0.95
Bananas	2.87	2.87	2.65	2.31	2.89	2.53	2.59	2.79	3.26	3.45	2.61	2.80	2.90	2.79	2.80	2.90	2.79	2.79
Rhubarb	0.51	0.22	0.28	0.46	0.54	0.53	0.58	0.59	0.58	0.26	0.41	0.47	0.60	0.72	0.60	0.72	0.72	0.72
Other fresh fruit	0.44	0.34	0.29	0.26	0.46	0.21	0.39	0.20	0.58	0.93	0.35	0.40	0.34	0.34	0.40	0.34	0.34	0.34
Total fresh fruit	17.51	14.06	14.84	13.34	17.92	15.24	17.59	20.55	20.00	21.43	15.86	17.14	16.84	17.52	16.84	17.52	17.52	17.52
Canned peaches, pears and pineapples	1.74	1.79	1.44	1.62	1.71	1.51	1.68	1.96	1.74	1.67	1.52	1.93	1.80	1.67	1.93	1.80	1.67	1.67
Other canned or bottled fruit	2.01	1.93	1.77	1.72	2.12	1.87	2.33	2.10	2.12	2.18	1.80	1.97	2.12	2.02	1.97	2.12	2.02	2.02
Dried fruit and dried fruit products	0.99	0.72	0.90	0.84	0.86	0.87	1.19	1.63	1.02	0.77	0.76	0.95	1.24	1.16	0.95	1.24	1.16	1.16
Frozen fruit and frozen fruit products	0.09	0.09	0.08	0.08	0.06	0.18	0.04	0.08	0.13	0.18	0.06	0.07	0.10	0.08	0.07	0.10	0.08	0.08
Nuts and nut products	0.28	0.27	0.18	0.27	0.24	0.22	0.35	0.33	0.34	0.38	0.21	0.25	0.31	0.29	0.25	0.31	0.29	0.29
Fruit juices	1.33	0.69	1.05	0.92	1.50	0.74	1.32	1.32	1.67	2.03	1.20	1.14	1.27	1.30	1.14	1.27	1.30	1.30
Total other fruit and fruit products	6.43	5.49	5.42	5.42	6.49	5.39	6.91	7.42	7.02	7.21	5.54	6.32	6.84	6.53	6.32	6.84	6.53	6.53
Total fruit	23.94	19.55	20.26	18.76	24.41	20.63	24.50	27.97	27.02	28.64	21.40	23.46	23.68	24.04	23.46	23.68	24.04	24.04
CEREALS:																		
White bread, large loaves, unsliced	5.99	7.42	4.03	5.10	5.58	6.35	5.36	6.63	7.84	9.05	4.19	5.43	5.60	6.65	5.43	5.60	6.65	6.65
White bread, large loaves, sliced	18.14	22.07	18.57	18.31	15.09	20.28	22.03	15.38	14.70	13.72	20.17	19.24	17.92	17.87	19.24	17.92	17.87	17.87
White bread, small loaves, unsliced	2.32	1.58	3.74	3.34	3.89	2.22	2.43	1.76	1.99	1.97	3.55	2.20	2.13	1.80	2.20	2.13	1.80	1.80
White bread, small loaves, sliced	1.23	0.69	2.21	2.80	1.68	0.78	1.05	0.75	0.85	0.99	2.02	1.18	1.03	0.92	1.18	1.03	0.92	0.92
Brown bread	2.61	2.80	3.44	2.52	3.83	2.10	2.35	2.23	2.49	3.11	2.94	2.46	2.27	2.46	2.46	2.27	2.46	2.46
Wholewheat and wholemeal bread	0.69	0.82	0.24	0.34	0.75	0.45	0.73	1.13	0.89	0.87	0.49	0.70	0.69	0.75	0.70	0.69	0.75	0.75
Other bread	2.69	2.00	4.30	2.02	1.86	1.87	2.33	2.51	2.24	2.64	3.16	2.55	2.82	2.40	2.55	2.82	2.40	2.40
Total bread	33.67	37.08	36.54	34.43	32.68	34.05	36.28	30.38	31.00	32.35	36.52	33.76	32.45	32.86	33.76	32.45	32.86	32.86
Flour	5.16	4.07	9.27	6.25	4.53	6.42	5.05	7.40	4.51	3.49	5.26	4.74	5.50	6.23	4.74	5.50	6.23	6.23
Buns, scones and tencakes	1.12	1.07	1.70	2.14	2.21	0.68	0.61	0.68	0.75	0.74	2.13	1.10	0.83	0.76	1.10	0.83	0.76	0.76
Cakes and pastries	3.12	2.62	3.00	3.13	3.11	2.68	3.02	3.60	2.97	3.05	3.35	3.30	3.10	2.75	3.30	3.10	2.75	2.75
Crispbread	0.25	0.25	0.28	0.25	0.31	0.19	0.25	0.25	0.24	0.24	0.26	0.24	0.24	0.23	0.24	0.24	0.23	0.23
Biscuits, other than chocolate biscuits	4.40	4.86	4.27	4.34	3.81	3.89	4.12	5.59	4.27	4.17	4.20	4.70	4.35	4.29	4.70	4.35	4.29	4.29
Chocolate biscuits	0.95	1.01	1.20	1.12	1.04	0.88	0.75	0.77	0.69	0.69	1.16	0.93	0.92	0.95	0.93	0.92	0.95	0.95
Oatmeal and oat products	0.50	0.18	0.47	0.32	0.34	0.36	0.78	0.39	0.38	0.38	0.45	0.65	0.48	0.45	0.65	0.48	0.45	0.45
Breakfast cereals	3.05	3.36	3.20	3.16	3.33	2.94	3.20	3.32	2.97	2.66	2.74	3.19	3.09	3.32	3.19	3.09	3.32	3.32
Canned milk puddings	1.56	1.91	2.31	1.94	1.54	1.52	1.76	1.66	1.11	0.98	1.81	1.78	1.55	1.41	1.78	1.55	1.41	1.41
Other puddings	0.25	0.18	0.21	0.37	0.43	0.27	0.34	0.17	0.19	0.18	0.27	0.26	0.27	0.24	0.26	0.27	0.24	0.24
Rice	0.56	0.56	0.73	0.21	0.48	0.23	0.57	0.59	0.75	1.27	0.52	0.37	0.49	0.46	0.37	0.49	0.46	0.46

TABLE 19 (cont'd)
(oz per person per week, except where otherwise stated)

	All households	Region								Type of area						
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East(b)/ East Anglia	Conurbations		Other urban areas		Rural areas	
											London	Provincial	Larger towns	Smaller towns		
CEREALS: (cont'd)																
Cereal-based, invalid foods (including "slimming foods")	0.01	0.08	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01
Infant cereal foods	0.08	0.37	0.04	0.13	0.11	0.15	0.06	0.06	0.07	0.07	0.10	0.09	0.08	0.07	0.08	0.08
Frozen convenience cereal foods	0.24		0.10	0.16	0.28	0.23	0.23	0.26	0.26	0.26	0.25	0.20	0.22	0.30	0.26	0.26
Cereal convenience foods, including canned, not specified elsewhere	1.95	2.25	2.11	1.73	1.63	2.05	1.86	2.09	2.09	2.12	0.64	1.98	1.87	2.00	1.87	1.87
Other cereal foods	0.32	0.47	0.23	0.10	0.15	0.21	0.20	0.48	0.48	0.64	0.21	0.21	0.32	0.30	0.24	0.24
Total cereals	57.18	61.72	66.20	59.79	56.00	59.14	57.23	52.74	52.74	53.34	61.16	57.54	55.95	55.95	56.42	56.42
BEVERAGES:																
Tea	2.18	1.84	2.65	2.28	1.96	2.03	2.34	2.14	2.14	2.27	2.37	2.21	2.04	2.04	2.02	2.02
Coffee, bean and ground	0.11	0.04	0.05	0.03	0.14	0.03	0.10	0.16	0.16	0.20	0.07	0.08	0.09	0.09	0.11	0.11
Coffee, instant	0.50	0.29	0.55	0.50	0.59	0.49	0.53	0.55	0.55	0.49	0.51	0.48	0.51	0.51	0.48	0.48
Coffee, essences	0.04	0.02	0.01	0.03	0.01	0.05	0.07	0.11	0.05	0.02	0.01	0.06	0.06	0.06	0.05	0.05
Cocoa and drinking chocolate	0.14	0.17	0.15	0.08	0.13	0.14	0.23	0.17	0.17	0.14	0.13	0.13	0.17	0.17	0.15	0.15
Branded food drinks	0.16	0.10	0.09	0.20	0.17	0.13	0.18	0.18	0.18	0.12	0.18	0.16	0.14	0.14	0.15	0.15
Total beverages	3.11	2.49	3.50	3.12	2.99	2.86	3.28	3.54	3.16	3.24	3.28	3.12	3.02	3.02	2.96	2.96
MISCELLANEOUS																
Baby foods, canned or bottled	0.42	0.38	0.21	0.81	0.65	0.20	0.16	0.47	0.47	0.53	0.61	0.41	0.29	0.29	0.33	0.33
Soups, canned	2.98	5.89	3.92	3.46	2.74	2.80	2.53	2.10	2.34	2.72	3.82	2.65	2.86	2.86	2.91	2.91
Soups, dehydrated and powdered	0.13	0.15	0.09	0.12	0.10	0.18	0.13	0.13	0.11	0.10	0.10	0.13	0.16	0.16	0.12	0.12
Accelerated freeze-dried foods (excluding coffee)	0.31	0.40	0.24	0.39	0.27	0.29	0.34	0.26	0.31	0.22	0.23	0.36	0.34	0.34	0.33	0.33
Spreads and dressings	1.71	1.80	1.95	1.50	1.26	1.61	1.84	1.84	1.77	1.95	1.77	1.68	1.77	1.77	1.52	1.52
Pickles and sauces	0.15	0.09	0.14	0.14	0.10	0.13	0.18	0.22	0.19	0.20	0.15	0.15	0.16	0.16	0.14	0.14
Meat and yeast extracts	0.37	0.41	0.30	0.27	0.34	0.38	0.42	0.36	0.37	0.38	0.27	0.35	0.41	0.41	0.40	0.40
Ice-cream (served as part of a meal), mouse	1.53	1.23	0.86	1.18	1.55	1.27	1.47	1.43	1.86	2.18	1.29	1.66	1.39	1.39	1.29	1.29
All frozen convenience foods, not specified elsewhere	0.74	0.68	0.65	0.55	0.68	0.51	0.66	0.78	0.91	0.96	0.69	0.71	0.67	0.67	0.73	0.73
Salt
Novel protein foods

(a) See Appendix A Table 12 for details of the classification of foods.

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

TABLE 20
Household food consumption according to region and type of area: six-year averages for individual foods (a), 1970-1975
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All house-holds	Wales	Scot-land	North	York-shire & Humberside	North West	East Mid-lands	West Mid-lands	South West	South East(b) East Anglia	Conurbations		Other urban areas		Rural areas	
											London	Provin-cial	Larger towns	Smaller towns		
MILK AND CREAM:																
Liquid milk	4.45	4.30	4.25	3.89	4.16	4.43	4.66	4.57	4.70	4.66	4.59	4.19	4.40	4.48	4.70	(pt)
Full price	0.17	0.15	0.02	0.17	0.20	0.17	0.18	0.15	0.17	0.16	0.16	0.19	0.18	0.17	0.15	(pt)
Welfare	0.07	0.06	0.09	0.06	0.06	0.07	0.06	0.08	0.05	0.08	0.08	0.07	0.07	0.07	0.07	(pt)
School																(pt)
Total liquid milk	4.68	4.51	4.55	4.12	4.41	4.68	4.90	4.80	4.93	4.90	4.83	4.45	4.65	4.72	4.92	(eq pt)
Condensed milk	0.18	0.18	0.12	0.21	0.17	0.16	0.17	0.19	0.15	0.21	0.19	0.15	0.18	0.18	0.19	(eq pt)
Dried milk	0.01	0.01	0.02	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	(eq pt)
National	0.08	0.10	0.10	0.09	0.10	0.09	0.06	0.06	0.05	0.06	0.08	0.09	0.07	0.06	0.05	(eq pt)
Branded																(eq pt)
Instant milk (c)	0.12	0.11	0.10	0.14	0.13	0.10	0.11	0.10	0.12	0.13	0.13	0.10	0.12	0.11	0.13	(c)
Yoghurt (c)																(c)
Other milk (c)																(c)
Cream	0.04	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.04	0.04	0.04	0.02	0.03	0.04	0.04	(pt)
Total milk and cream	5.09	4.93	4.90	4.58	4.84	5.07	5.28	5.18	5.30	5.34	5.28	4.83	5.07	5.12	5.33	(pt or eq pt)
CHEESE:																
Natural	3.34	3.09	2.84	2.51	2.81	3.13	3.65	3.76	3.71	3.68	3.63	2.94	3.20	3.40	3.68	(pt)
Processed	0.32	0.32	0.36	0.33	0.33	0.33	0.35	0.30	0.27	0.31	0.32	0.32	0.32	0.32	0.32	(pt)
Total cheese	3.65	3.41	3.20	2.84	3.14	3.46	4.00	4.06	3.98	3.99	3.94	3.26	3.53	3.71	4.01	(pt)
MEAT AND MEAT PRODUCTS:																
Carcase meat	7.41	7.10	9.50	7.65	7.79	7.58	6.31	6.63	7.30	7.18	8.11	7.70	7.09	7.02	7.63	(pt)
Beef and veal	4.71	5.08	2.06	3.66	3.82	5.69	3.89	5.35	4.38	5.60	6.91	4.94	4.33	3.98	4.26	(pt)
Mutton and lamb	2.97	3.14	1.28	2.59	3.26	2.09	3.02	3.89	3.52	3.48	3.72	2.70	2.80	2.86	3.07	(pt)
Pork																(pt)
Total carcase meat	15.09	15.31	12.84	13.89	14.88	15.35	13.20	15.86	15.19	16.26	18.74	15.34	14.22	13.87	14.97	(pt)
Other meat and meat products																
Liver	0.76	0.58	0.62	0.68	0.85	0.70	0.74	0.81	0.84	0.84	0.90	0.71	0.77	0.77	0.72	(pt)
Offals, other than liver	0.44	0.35	0.24	0.38	0.48	0.51	0.37	0.38	0.44	0.51	0.61	0.45	0.43	0.36	0.38	(pt)
Bacon and ham, uncooked	4.59	5.35	3.61	5.42	5.08	5.30	4.68	5.56	4.08	4.07	4.12	4.95	4.52	4.27	5.02	(pt)
Bacon and ham, cooked, including canned	0.94	1.05	0.85	0.97	1.07	0.94	1.00	1.00	1.03	0.89	1.03	0.96	0.98	0.94	0.87	(pt)
Cooked poultry, including canned	0.21	0.20	0.28	0.28	0.25	0.33	0.17	0.15	0.13	0.15	0.18	0.29	0.23	0.19	0.15	(pt)
Corned meat	0.50	0.70	0.63	0.70	0.49	0.48	0.47	0.54	0.45	0.41	0.42	0.57	0.56	0.51	0.43	(pt)

TABLE 20 (cont'd)
(oz per person per week, except where otherwise stated)

	All household	Region										Type of area						
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	Conurbations			Other urban areas		Rural areas		
											London	Provincial	Larger towns	Smaller towns				
MEAT AND MEAT PRODUCTS: (cont'd)																		
Other cooked meat, not purchased in cans	0.63	1.04	0.70	0.66	0.75	0.61	0.58	0.54	0.46	0.49	0.76	0.70	0.64	0.51				
Other canned meat and canned meat products	1.83	1.69	3.13	2.33	2.20	1.91	1.73	1.81	1.27	1.10	2.14	2.11	1.80	1.75				
Broiler chicken, uncooked, including frozen	3.60	2.75	3.03	2.92	3.43	3.22	3.80	3.82	4.24	4.72	3.51	3.64	3.47	3.10				
Other poultry, uncooked, including frozen	1.61	0.83	1.21	1.72	1.65	1.37	1.54	1.85	1.86	2.07	1.50	1.44	1.45	1.76				
Rabbit and other meat	0.11	0.08	0.04	0.15	0.07	0.10	0.09	0.03	0.13	0.13	0.09	0.12	0.08	0.11				
Sausages, uncooked, pork	2.06	0.91	1.84	1.93	1.58	2.61	2.81	1.63	2.32	2.49	1.68	1.92	2.18	2.29				
Sausages, uncooked, beef	1.44	3.70	1.85	1.26	1.34	0.68	0.53	1.44	1.10	1.11	1.91	1.51	1.37	1.20				
Meat pies and sausage rolls, ready-to-eat	0.72	0.50	0.52	0.91	0.45	1.20	0.94	0.48	0.64	0.56	0.66	0.74	0.78	0.81				
Frozen convenience meats or frozen convenience meat products	0.68	1.05	0.33	0.49	0.59	0.71	0.79	0.84	0.81	0.77	0.63	0.69	0.72	0.63				
Other meat products	2.24	2.06	3.92	1.90	2.65	1.72	1.50	2.15	1.77	1.84	2.71	2.47	2.28	1.80				
Total other meat and meat products	22.34	24.22	25.23	22.85	22.96	21.59	22.73	21.57	21.68	22.54	23.53	22.81	21.79	21.51				
Total meat and meat products	37.43	34.79	39.12	37.73	38.31	34.79	38.59	36.76	37.94	41.28	38.87	37.03	35.66	36.48				
FISH:																		
White, filleted, fresh	0.87	1.97	0.95	0.81	0.73	0.84	0.84	0.48	0.67	0.78	1.08	0.93	0.87	0.73				
White, unfileted, fresh	0.62	0.52	0.71	1.09	0.96	0.37	0.41	0.62	0.53	0.61	0.79	0.64	0.53	0.54				
White, uncooked, frozen	0.32	0.42	0.26	0.24	0.28	0.32	0.41	0.37	0.41	0.39	0.24	0.31	0.31	0.36				
Herrings, filleted, fresh	0.01	0.05	0.01	0.01	0.01	0.01	0.01	—	0.01	—	0.02	0.01	0.01	0.01				
Herrings, unfileted, fresh	0.07	0.06	0.08	0.05	0.04	0.04	0.06	0.06	0.06	0.11	0.05	0.06	0.08	0.08				
Fat, fresh, other than herrings	0.11	0.15	0.08	0.04	0.09	0.07	0.12	0.19	0.15	0.16	0.09	0.09	0.11	0.12				
White, processed	0.25	0.16	0.22	0.17	0.18	0.17	0.15	0.18	0.28	0.35	0.22	0.24	0.24	0.22				
Fat, processed, filleted	0.08	0.09	0.13	0.07	0.08	0.07	0.09	0.10	0.09	0.11	0.07	0.08	0.08	0.08				
Fat, processed, unfileted	0.12	0.15	0.16	0.11	0.10	0.06	0.06	0.07	0.13	0.19	0.11	0.11	0.10	0.11				
Shellfish	0.06	0.04	0.02	0.04	0.04	0.06	0.03	0.05	0.09	0.14	0.04	0.05	0.05	0.04				
Canned salmon	0.85	0.43	1.49	1.95	0.72	0.92	0.75	0.62	0.76	0.81	1.01	0.90	0.88	0.69				
Other canned or bottled fish	0.31	0.44	0.37	0.32	0.39	0.41	0.43	0.21	0.25	0.28	0.38	0.33	0.28	0.30				
Fish products, not frozen	0.34	0.22	0.25	0.34	0.27	0.42	0.37	0.39	0.41	0.41	0.30	0.33	0.33	0.36				
Frozen convenience fish products	0.14	0.11	0.25	0.27	0.14	0.13	0.10	0.10	0.10	0.09	0.18	0.16	0.12	0.11				
Total fish	6.82	4.48	5.81	6.16	4.65	4.62	4.46	4.13	4.73	5.15	5.12	4.93	4.68	4.44				
Eggs (Eggs purchased)	4.32	4.52	4.94	4.45	4.17	4.24	4.07	4.34	4.33	4.41	4.30	4.30	4.25	4.49				
	4.16	4.37	4.79	4.23	4.05	3.94	3.87	4.03	4.21	4.40	4.28	4.25	4.17	3.87				

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Main tables

TABLE 20 (cont'd)
 (oz per person per week, except where otherwise stated)

	All households	Region										Type of area						
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	Conurbations			Other urban areas		Rural areas		
											London	Provincial	Larger towns	Smaller towns				
FATS:																		
Butter	5.44	4.79	5.26	5.03	5.22	5.19	5.51	5.94	5.73	5.83	5.34	5.46	5.35	5.51				
Margarine	2.95	3.20	3.59	3.76	3.79	3.26	3.19	2.54	2.32	1.98	3.32	2.87	3.02	3.37				
Lard and compound cooking fat	1.94	1.19	2.18	2.76	1.90	2.54	2.18	1.89	1.73	1.58	1.92	2.04	2.00	2.06				
Vegetable and salad oils	0.67	0.60	0.37	0.47	0.59	0.68	0.61	0.62	0.83	1.07	0.62	0.64	0.59	0.56				
All other fats	0.30	0.33	0.50	0.33	0.26	0.28	0.16	0.41	0.33	0.28	0.24	0.34	0.31	0.32				
Total fats	11.28	12.85	11.89	12.34	11.76	11.96	11.68	11.39	10.93	10.74	11.34	11.36	11.28	11.80				
SUGAR AND PRESERVES:																		
Sugar	14.21	15.66	13.81	15.02	14.80	15.62	16.13	14.08	13.46	12.76	14.60	14.09	14.24	15.37				
Jams, jellies and fruit curds	1.22	1.58	1.47	1.44	1.35	1.22	1.03	1.12	1.08	1.02	1.29	1.30	1.19	1.23				
Marmalade	0.85	0.81	0.86	0.87	0.88	0.82	0.76	0.87	0.92	0.93	0.83	0.82	0.88	0.86				
Syrup, treacle (c)	0.46	0.31	0.51	0.61	0.39	0.42	0.38	0.45	0.46	0.43	0.34	0.42	0.46	0.66				
Honey																		
Total sugar and preserves	16.74	17.85	16.64	17.93	17.42	18.08	18.30	16.32	15.93	15.13	17.07	16.62	16.77	18.12				
VEGETABLES:																		
Old potatoes																		
January–August	15.56	15.26	17.69	17.30	17.78	15.71	17.81	17.46	13.73	14.50	15.43	16.27	15.83	15.55				
not prepacked	4.41	5.07	5.06	3.41	4.01	3.73	3.33	3.41	3.89	4.73	5.70	4.58	4.60	2.74				
prepacked																		
New potatoes																		
January–August	9.34	11.69	10.56	9.57	10.80	8.90	9.72	9.46	8.34	9.36	10.01	9.84	8.98	8.61				
not prepacked	1.00	0.85	0.73	0.67	0.65	0.58	0.65	0.92	0.87	0.95	1.41	0.78	1.13	0.86				
prepacked																		
Potatoes																		
September–December	13.75	13.88	16.51	16.19	15.18	16.47	15.80	15.12	12.13	12.08	13.34	14.47	13.81	14.69				
not prepacked	2.90	3.31	2.57	2.12	2.80	2.55	2.32	1.54	2.28	2.85	4.51	2.95	2.67	1.64				
prepacked																		
Total fresh potatoes	46.94	50.05	53.11	49.27	51.21	47.93	49.62	47.90	41.24	44.47	50.40	48.86	47.02	44.09				
Cabbages, fresh	4.55	4.82	3.97	3.97	3.29	4.05	4.63	5.30	5.81	6.56	3.80	4.35	4.31	4.45				
Brussels sprouts, fresh	2.12	1.60	1.78	2.48	1.50	3.17	2.34	2.29	2.44	2.40	1.66	2.14	2.23	2.29				
Cauliflower, fresh	2.74	3.36	2.62	3.22	2.55	3.53	3.29	3.02	2.78	2.60	2.51	2.84	2.86	2.86				
Leafy salads, fresh	1.30	1.12	0.97	1.33	1.29	1.47	1.42	1.27	1.57	1.52	1.16	1.26	1.29	1.35				
Peas, fresh	0.53	0.65	0.28	0.69	0.33	0.80	0.82	0.66	0.56	0.50	0.40	0.41	0.50	0.87				
Beans, fresh	1.24	1.89	0.10	0.82	0.40	1.69	1.48	2.71	1.81	1.21	0.45	1.09	1.36	2.09				
Other fresh green vegetables	0.22	0.04	0.06	0.11	0.04	0.29	0.20	0.36	0.42	0.29	0.05	0.19	0.28	0.33				
Total fresh green vegetables	12.69	13.47	9.97	12.61	9.39	14.99	14.18	15.60	15.40	15.07	10.03	12.29	12.82	14.24				

TABLE 20 (cont'd)
(oz per person per week, except where otherwise stated)

	Region										Type of area					
	All households	Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	London	Provincial	Larger towns	Smaller towns	Rural areas	
VEGETABLES: (cont'd)																
Carrots, fresh	2.91	2.69	2.86	2.96	3.32	4.17	2.36	2.75	2.94	2.65	2.54	3.07	2.92	2.82	3.16	
Turnips and swedes, fresh	1.20	2.12	2.33	2.61	1.32	0.88	0.58	0.66	1.80	0.77	0.63	1.46	1.31	1.26	1.19	
Other root vegetables, fresh	0.84	1.25	0.21	0.42	0.60	0.47	0.79	1.01	1.09	1.20	1.31	0.54	0.73	0.83	0.96	
Onions, shallots, leeks, fresh	2.95	2.79	3.04	3.41	3.42	3.38	2.88	2.88	2.43	2.67	3.04	3.43	2.96	2.79	2.67	
Cucumbers, fresh	0.78	0.79	0.21	0.45	0.68	0.39	0.87	0.81	0.81	1.18	1.24	0.51	0.73	0.79	0.77	
Mushrooms, fresh	0.43	0.48	0.17	0.43	0.40	0.39	0.47	0.41	0.41	0.54	0.56	0.36	0.44	0.40	0.44	
Tomatoes, fresh	3.83	3.93	2.90	3.51	3.68	3.64	3.72	3.68	3.68	4.38	4.69	3.52	3.67	3.76	3.89	
Miscellaneous fresh vegetables	0.94	0.45	0.16	0.44	0.72	0.59	1.06	0.90	0.69	1.57	1.56	0.61	0.83	0.89	1.07	
Total other fresh vegetables	13.87	14.45	11.89	14.22	14.14	14.10	12.72	13.35	13.85	14.95	15.57	13.50	13.58	13.54	14.14	
Tomatoes, canned or bottled	0.91	1.18	0.19	1.00	1.26	0.66	1.83	1.29	0.60	0.83	0.88	0.80	1.10	0.88	0.82	
Canned peas	2.86	3.19	2.64	4.47	3.38	3.41	2.94	2.84	2.76	2.27	2.16	3.49	3.27	2.87	2.31	
Canned beans	3.71	3.94	4.12	4.07	3.95	3.57	3.82	3.68	3.56	3.51	3.37	4.00	3.89	3.79	3.46	
Canned vegetables, other than pulses, potatoes or tomatoes	1.22	1.21	0.84	1.55	1.59	1.42	1.22	1.08	1.26	1.16	1.19	1.25	1.37	1.19	1.04	
Dried pulses, other than air-dried	0.36	0.36	0.95	0.63	0.40	0.42	0.40	0.19	0.20	0.17	0.27	0.49	0.41	0.34	0.30	
Air-dried vegetables	0.04	0.02	0.04	0.03	0.06	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.04	0.04	
Vegetable juices	0.08	0.09	0.11	0.07	0.06	0.07	0.07	0.05	0.05	0.09	0.13	0.06	0.08	0.06	0.07	
Chips, excluding frozen	1.14	0.93	0.80	2.02	2.13	1.28	1.20	1.14	0.90	0.84	0.77	1.54	1.27	1.24	0.84	
Instant potato (c)	0.81	0.90	0.82	0.79	0.81	0.78	1.00	0.85	0.87	0.76	0.68	0.89	0.85	0.88	0.73	
Crisps and other potato products, not frozen (c)	0.20	0.14	0.15	0.48	0.11	0.17	0.11	0.11	0.13	0.28	0.35	0.18	0.21	0.16	0.16	
Other vegetable products	1.24	1.51	0.20	0.42	0.85	0.71	1.23	1.52	1.58	1.88	2.15	0.80	1.22	1.16	1.13	
Frozen peas	0.40	0.52	0.08	0.17	0.25	0.29	0.34	0.41	0.41	0.63	0.77	0.27	0.38	0.37	0.33	
Frozen beans																
Frozen chips and other frozen convenience potato products (c)	0.76	0.68	0.64	0.64	0.64	0.77	0.56	0.77	0.71	0.93	0.93	0.77	0.77	0.73	0.60	
All frozen vegetables and frozen vegetable products, not specified elsewhere (c)																
Total processed vegetables	13.73	14.71	11.57	16.31	15.46	13.57	14.75	13.94	13.04	13.38	13.67	14.56	14.84	13.70	11.87	
Total vegetables	86.76	92.68	78.87	93.61	91.48	88.27	90.39	91.09	90.39	84.97	88.78	88.49	89.57	87.08	84.34	
FRUIT:																
Fresh:																
Oranges	3.46	3.24	3.41	3.02	3.22	3.20	3.29	3.23	3.08	3.93	4.61	3.43	3.28	3.14	3.29	
Other citrus fruit	1.54	1.29	1.28	1.13	1.27	1.69	1.27	1.24	1.39	1.93	2.24	1.39	1.42	1.32	1.56	
Apples	6.99	7.21	4.77	5.67	6.14	6.33	7.13	7.11	8.02	8.27	8.68	6.01	6.63	6.92	7.46	
Pears	0.70	0.63	0.59	0.80	0.77	0.75	0.60	0.77	0.67	0.94	1.28	0.73	0.74	0.69	0.68	
Stone fruit	0.55	0.51	0.28	0.32	0.41	0.45	0.59	0.58	0.64	0.76	0.87	0.40	0.53	0.47	0.60	
Grapes	0.35	0.38	0.30	0.37	0.37	0.26	0.32	0.30	0.27	0.44	0.57	0.30	0.37	0.32	0.28	
Soft fruit, other than grapes	0.67	0.75	0.32	0.48	0.66	0.47	0.76	0.76	0.99	0.83	0.58	0.40	0.67	0.55	1.16	
Bananas	2.93	2.80	2.69	2.56	2.62	2.61	2.78	2.73	2.91	3.43	3.67	2.73	2.77	2.93	2.89	
Rhubarb	0.53	0.61	0.58	0.35	0.39	0.39	0.54	0.56	0.66	0.64	0.47	0.36	0.43	0.66	0.74	
Other fresh fruit	0.42	0.27	0.46	0.32	0.33	0.39	0.31	0.29	0.26	0.56	0.71	0.36	0.37	0.38	0.37	
Total fresh fruit	18.22	17.67	14.69	14.97	16.20	16.58	17.58	17.58	18.87	21.73	23.67	16.10	17.11	17.51	19.02	

TABLE 20 (cont'd)
 (oz per person per week, except where otherwise stated)

	All households	Region								Type of area								
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations		Other urban areas		Rural areas			
											London	Provincial	Larger towns	Smaller towns				
FRUIT: (cont'd)																		
Canned peaches, pears and pineapples	2.06	2.13	2.19	1.83	1.88	1.98	1.86	1.94	2.22	2.24	2.30	1.85	2.05	2.16	2.07			
Other canned or bottled fruit	2.15	1.87	1.75	1.96	1.81	2.04	2.20	2.18	2.37	2.53	2.39	1.78	2.14	2.34	2.23			
Dried fruit and dried fruit products	0.96	1.12	0.65	0.82	1.05	0.76	0.98	1.02	1.30	1.11	1.02	0.70	0.92	0.98	1.22			
Frozen fruit and frozen fruit products	0.05	0.07	0.02	0.05	0.04	0.02	0.05	0.03	0.03	0.07	0.08	0.03	0.05	0.03	0.04			
Nuts and nut products	0.26	0.21	0.13	0.21	0.24	0.20	0.24	0.22	0.29	0.37	0.40	0.17	0.25	0.26	0.28			
Fruit juices	1.02	0.92	0.95	0.73	0.79	0.94	0.71	0.93	0.97	1.32	1.53	0.84	0.95	0.90	1.06			
<i>Total other fruit and fruit products</i>	6.49	6.31	5.68	5.60	5.81	5.93	6.05	6.32	7.19	7.64	7.71	5.36	6.35	6.67	6.91			
<i>Total fruit</i>	24.71	23.98	20.37	20.57	22.01	22.51	23.63	23.90	26.06	29.37	31.38	21.46	23.46	24.18	25.93			
CEREALS:																		
White bread, large loaves, unsliced	6.20	11.89	3.92	2.16	4.42	5.04	6.15	6.87	8.67	7.58	7.46	4.15	5.42	6.00	8.63			
White bread, large loaves, sliced	18.51	17.23	26.35	21.15	16.87	19.55	20.74	23.18	15.14	13.96	13.51	23.86	18.66	18.57	17.18			
White bread, small loaves, unsliced	2.60	3.38	0.55	3.53	4.13	3.76	2.36	2.33	2.99	2.50	2.80	2.86	2.77	2.33	2.32			
White bread, small loaves, sliced	1.57	0.76	1.05	2.72	2.41	2.41	1.75	1.31	0.93	1.12	1.42	2.16	1.75	1.36	1.10			
Brown bread	2.37	2.38	1.82	3.69	2.86	3.14	1.91	1.91	1.94	2.31	2.49	2.42	2.51	2.12	2.37			
Wholewheat and wholemeal bread	0.34	0.61	0.17	0.17	0.77	0.41	0.44	0.57	0.72	0.79	0.85	0.32	0.48	0.53	0.59			
Other bread	2.84	1.80	6.12	3.66	2.77	2.36	2.31	2.25	2.59	2.25	2.47	3.14	3.01	3.02	2.53			
<i>Total bread</i>	34.62	38.05	39.98	37.12	34.11	36.66	35.65	38.41	32.27	30.50	31.00	38.92	34.60	33.92	34.72			
Flour	5.42	5.58	2.87	8.14	7.68	4.52	7.45	5.06	6.43	5.27	4.61	4.47	5.59	5.41	6.71			
Buns, scones and teacakes	1.17	0.95	1.69	1.69	2.09	1.78	0.82	0.73	0.97	1.22	0.76	1.65	1.22	1.09	1.04			
Cakes and pastries	3.76	3.75	3.89	3.92	3.69	3.90	3.65	3.64	4.44	3.67	3.52	3.80	4.00	3.97	3.53			
Crispbread (c)																		
Biscuits, other than chocolate biscuits (c)	4.62	4.45	5.09	4.96	4.68	4.24	4.31	4.27	5.22	4.71	4.69	4.30	4.87	4.71	4.64			
Chocolate biscuits	1.05	1.08	1.80	1.52	1.13	1.07	0.90	0.83	0.94	0.82	0.79	1.22	1.10	1.06	1.03			
Oatmeal and oat products	0.51	0.29	1.37	0.38	0.35	0.50	0.38	0.64	0.38	0.37	0.40	0.52	0.46	0.53	0.66			
Breakfast cereals	2.85	2.79	2.25	2.68	2.86	2.98	2.85	2.93	3.21	2.97	2.82	2.66	2.92	2.92	2.97			
Canned milk puddings	1.61	1.57	1.75	2.00	2.23	1.87	1.78	1.64	1.46	1.25	1.20	1.92	1.83	1.58	1.42			
Other puddings	0.30	0.28	0.32	0.34	0.36	0.39	0.35	0.32	0.21	0.34	0.25	0.33	0.34	0.30	0.24			
Rice	0.54	0.48	0.44	0.44	0.41	0.38	0.37	0.58	0.42	0.72	1.08	0.60	0.41	0.45	0.41			
Cereal-based invalid foods (including "slimming" foods)	0.06	0.06	0.05	0.05	0.12	0.06	0.05	0.05	0.06	0.07	0.06	0.06	0.05	0.07	0.08			
Infant cereal foods	0.11	0.12	0.10	0.08	0.10	0.16	0.09	0.12	0.08	0.10	0.12	0.13	0.10	0.10	0.10			
Frozen convenience cereal foods	0.13	0.12	0.15	0.09	0.09	0.10	0.08	0.11	0.15	0.16	0.17	0.11	0.12	0.14	0.13			
Cereal convenience foods, including canned, not specified elsewhere	1.87	1.59	2.21	1.78	1.60	1.60	1.74	1.72	1.84	2.06	2.08	1.83	1.89	1.91	1.72			
Other cereal foods	0.27	0.24	0.55	0.19	0.14	0.15	0.15	0.16	0.23	0.35	0.42	0.22	0.25	0.28	0.25			
<i>Total cereals</i>	58.88	61.41	64.51	65.36	61.63	60.36	60.61	61.21	58.32	54.01	53.96	61.86	59.72	58.42	59.64			
BEVERAGES:																		
Tea	2.29	2.41	2.06	2.46	2.41	2.38	2.35	2.37	2.29	2.22	2.32	2.44	2.35	2.20	2.19			
Coffee, bean and ground	0.10	0.06	0.07	0.04	0.08	0.10	0.06	0.07	0.12	0.15	0.17	0.08	0.08	0.09	0.11			

TABLE 20 (cont'd)
(oz per person per week, except where otherwise stated)

	All household	Region								Type of area						
		Wales	Scotland	North	Yorkshire & Humberside	North West	East Midlands	West Midlands	South West	South East(b)/ East Anglia	Conurbations		Other urban areas		Rural areas	
											London	Provincial	Larger towns	Smaller towns		
BEVERAGES: (cont'd)																
Coffee, instant (fl oz)	0.46	0.36	0.51	0.47	0.46	0.45	0.48	0.49	0.50	0.44	0.45	0.47	0.47	0.47	0.47	0.47
Coffee, essences	0.05	0.02	0.02	0.06	0.11	0.11	0.10	0.05	0.02	0.03	0.05	0.07	0.09	0.09	0.09	0.09
Cocoa, and drinking chocolate	0.16	0.12	0.14	0.15	0.15	0.17	0.20	0.19	0.16	0.14	0.16	0.18	0.18	0.18	0.20	0.20
Branded food drinks	0.19	0.06	0.19	0.19	0.24	0.25	0.25	0.22	0.19	0.16	0.19	0.22	0.22	0.22	0.20	0.20
Total beverages	3.25	2.67	3.34	3.36	3.37	3.41	3.44	3.33	3.37	3.28	3.28	3.23	3.23	3.23	3.26	3.26
MISCELLANEOUS:																
Baby foods, canned or bottled	0.66	0.61	0.86	0.69	0.46	0.60	0.35	0.73	0.90	0.72	0.61	0.62	0.62	0.62	0.55	0.55
Soups, canned	3.30	6.63	3.55	3.30	2.79	2.71	2.28	2.51	2.48	4.10	3.39	3.40	3.40	3.40	2.93	2.93
Soups, dehydrated and powdered	0.12	0.14	0.13	0.12	0.14	0.11	0.12	0.12	0.11	0.12	0.12	0.14	0.14	0.14	0.11	0.11
Accelerated freeze-dried foods (excluding coffee)	0.29	0.23	0.21	0.33	0.32	0.27	0.31	0.38	0.31	0.22	0.30	0.33	0.33	0.33	0.32	0.32
Spreads and dressings	1.57	1.65	1.20	1.45	1.30	1.58	1.57	1.66	1.81	1.54	1.59	1.59	1.59	1.59	1.42	1.42
Pickles and sauces	0.16	0.10	0.12	0.16	0.14	0.15	0.16	0.21	0.22	0.13	0.15	0.15	0.15	0.15	0.15	0.15
Meat and yeast extracts	0.42	0.39	0.38	0.35	0.42	0.40	0.43	0.46	0.45	0.35	0.41	0.44	0.44	0.44	0.42	0.42
Table jelly, squares and crystals	1.15	0.96	0.89	0.75	1.04	1.02	1.11	1.54	1.58	0.87	1.15	1.09	1.09	1.09	1.17	1.17
Ice-cream (served as part of a meal), mousse (fl oz)	0.06	0.06	0.04	0.05	0.05	0.05	0.05	0.08	0.10	0.05	0.05	0.06	0.06	0.06	0.05	0.05
All frozen convenience foods, not specified elsewhere	0.92	0.99	0.78	0.76	0.93	0.94	1.18	1.00	1.04	0.87	0.88	0.97	0.97	0.97	0.95	0.95
Salt	—	0.02	—	0.01	—	—	—	—	—	0.01	—	—	—	—	—	—
Novel protein foods	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

(a) See Appendix A Table 12 for details of the classification of foods.

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

(c) Foods are bracketed where there were no separate estimates prior to 1972.

**Tables relating to income group differences
in average consumption, expenditure or prices**

TABLE 21

Household expenditure on seasonal, convenience and other foods according to income group, together with comparative indices of food prices and the real value of food purchased, 1975

	Income group								OAP	All households
	Households with one or more earners						Households with no earner			
	Gross weekly income of head of household									
	£110 and over	£82 and under £110	£82 and over	£49 and under £82	£28 and under £49	Less than £28	£28 or more	Less than £28		
	A1	A2	All A	B	C	D	E1	E2		
(i) <i>Expenditure and value of garden and allotment produce, etc</i>	£	£	£	£	£	£	£	£	£	£
<i>Expenditure on:</i>	(per person per week)									
Seasonal foods	0.82	0.71	0.75	0.63	0.61	0.63	0.89	0.74	0.71	0.65
Convenience foods										
Canned	0.22	0.24	0.23	0.27	0.28	0.27	0.26	0.27	0.25	0.27
Frozen	0.12	0.11	0.11	0.11	0.09	0.07	0.07	0.08	0.05	0.10
Other convenience foods	0.61	0.55	0.56	0.61	0.60	0.59	0.55	0.60	0.52	0.59
<i>Total convenience foods</i>	0.95	0.90	0.91	0.99	0.96	0.94	0.88	0.96	0.83	0.96
All other foods	2.27	2.24	2.26	2.12	2.09	2.26	2.51	2.31	2.48	2.17
<i>Total expenditure</i>	4.05	3.85	3.92	3.73	3.65	3.83	4.28	4.00	4.02	3.77
Value of garden and allotment produce, etc	0.14	0.12	0.13	0.09	0.10	0.06	0.16	0.11	0.10	0.09
Value of consumption	4.19	3.97	4.06	3.82	3.75	3.88	4.44	4.11	4.12	3.87
(ii) <i>Comparative indices (a) of expenditure, prices and purchases (all foods)</i>	(all households = 100)									
Expenditure	107.4	102.0	104.0	99.0	96.8	101.4	113.5	106.1	106.5	100
Value of consumption	108.3	102.7	104.8	98.9	96.9	100.4	114.8	106.4	106.4	100
Prices	108.9	102.5	104.5	100.1	98.7	97.0	102.9	100.2	99.6	100
Index of value of consumption deflated by index of food prices	99.3	100.1	100.2	98.7	98.3	103.6	111.2	106.1	106.9	100
Food purchases	101.2	99.8	100.3	99.3	97.6	104.1	110.1	104.3	106.7	100
"Price of energy"	119.3	108.0	111.4	100.4	96.1	96.1	108.1	101.2	97.5	100

(a) See Glossary.

TABLE 22
 Household food consumption according to income group: main food groups, annual averages, 1975
 (oz per person per week, except where otherwise stated)

	Food codes	Income group												All household
		Households with one or more earners						Households with no earner						
		Gross weekly income of head of household												
		£110 and over	£82 and over	£49 and over	£28 and over	Less than £28	£28 or more	Less than £28	£28 or more	E1	E2	OAP		
		A1	A2	All A	B	C	D	E1	E2					
MILK AND CREAM:		4.72	4.78	4.76	4.64	4.58	4.52	4.70	5.01	5.26	4.68	0.08		
Liquid milk—full price	(pt)	0.08	0.11	0.09	0.09	0.09	0.08	0.08	0.14	...	0.08	0.08		
welfare and school	(pt)													
Total liquid milk	(pt)	4.79	4.88	4.85	4.72	4.67	4.60	4.78	5.15	5.26	4.76	0.15		
Condensed milk	(eq pt)	0.09	0.08	0.08	0.15	0.15	0.17	0.14	0.16	0.17	0.15	0.16		
Dried and other milk	(pt or eq pt)	0.32	0.15	0.21	0.19	0.18	0.23	0.24	0.14	0.12	0.18	0.18		
Cream	(pt)	0.07	0.05	0.06	0.03	0.02	0.02	0.07	0.03	0.02	0.03	0.03		
Total milk and cream	(pt or eq pt)	5.28	5.16	5.20	5.07	5.03	5.02	5.22	5.48	5.57	5.12	5.12		
CHEESE:		4.14	3.90	4.03	3.52	3.25	3.12	4.90	3.28	3.71	3.51	0.28		
Natural		0.34	0.28	0.30	0.27	0.30	0.28	0.18	0.30	0.25	0.28	0.30		
Processed														
Total cheese		4.47	4.18	4.34	3.79	3.55	3.40	5.08	3.58	3.96	3.79	3.58		
MEAT:		7.42	10.61	9.51	7.96	7.67	11.11	9.75	9.02	9.84	8.32	9.02		
Beef and veal		4.67	5.16	3.71	4.27	3.81	5.12	4.44	5.34	5.39	4.25	5.34		
Mutton and lamb		3.12	2.64	2.84	2.82	2.92	2.40	1.55	1.96	2.50	2.75	1.96		
Pork														
Total carcase meat		15.21	16.41	16.06	15.06	14.40	18.63	15.73	16.32	17.73	15.30	16.32		
Bacon and ham, uncooked		3.54	4.03	3.94	4.00	3.91	3.81	4.29	3.89	4.69	3.99	3.89		
Poultry, uncooked		7.24	5.93	6.40	5.49	5.45	5.47	6.21	5.16	4.78	5.55	5.16		
Other meat		8.86	10.67	10.05	12.44	13.16	13.74	11.68	11.96	10.89	12.30	11.96		
Total meat		34.85	37.04	36.44	36.98	36.90	41.64	37.89	37.32	38.10	37.12	37.32		

TABLE 22 (cont'd)
 (oz per person per week, except where otherwise stated)

	Food codes	Income group												All household
		Households with one or more earners						Households with no earner						
		Gross weekly income of head of household												
		£110 and over	£82 and over	£49 and under £82	£28 and under £49	Less than £28	£28 or more	£28 or more	Less than £28	E1	E2	OAP		
FISH:		A1	A2	All A	B	C	D	E1	E2					
Fresh	100, 105, 111-113, 114-117	1.82	1.82	1.91	1.27	1.33	1.55	2.56	2.13	2.39	1.49			
Prepared	118-123	0.59	0.50	0.53	0.45	0.37	0.51	1.30	0.50	0.46	0.48			
Frozen	110, 127	0.88	1.01	0.97	1.14	1.04	0.81	0.93	0.77	0.91	1.05			
Total fish	100-127	4.50	4.47	4.55	4.38	4.23	4.59	5.57	4.99	5.29	4.46			
EGGS:														
(Eggs purchased)	129	4.17	4.08	4.16	3.98	4.11	4.16	4.96	4.44	4.79	4.14			
	(no)	3.86	3.87	3.91	3.83	3.90	4.10	4.81	4.35	4.71	3.97			
FATS:														
Butter	135	5.27	5.49	5.47	5.58	5.29	5.40	7.09	6.31	7.05	5.63			
Margarine	138	1.78	2.12	2.00	2.48	2.77	3.19	3.60	2.64	2.99	2.60			
Lard and compound cooking fat	139	1.28	1.72	1.58	1.88	2.11	2.65	1.64	1.79	2.16	1.97			
All other fats	143, 148	2.16	1.07	1.44	0.84	0.92	0.70	1.43	0.73	0.85	0.95			
Total fats	135-148	10.49	10.39	10.48	10.79	11.09	11.94	13.76	11.46	13.06	11.14			
SUGAR AND PRESERVES:														
Sugar	150	6.38	9.24	8.38	10.55	12.14	12.09	10.66	13.23	15.21	11.29			
Honey, preserves, syrup and treacle	151-154	2.41	2.14	2.23	2.12	2.30	2.82	3.62	3.81	4.25	2.43			
Total sugar and preserves	150-154	8.80	11.38	10.62	12.68	14.42	14.91	14.28	17.04	19.46	13.72			
VEGETABLES:														
Potatoes	156-161	31.68	40.74	38.07	43.25	47.67	49.02	40.05	40.74	39.56	43.90			
Fresh green	162-171	11.80	10.89	11.23	11.19	10.43	11.48	16.46	12.91	16.73	11.58			
Other fresh	172-183	18.11	13.92	15.32	13.25	13.26	13.84	18.89	15.00	15.25	13.78			
Frozen	203-208	4.37	4.15	4.16	3.76	2.72	2.52	3.03	2.51	1.78	3.26			
Other processed	184-202	7.29	8.54	8.19	11.91	12.95	13.37	7.95	9.26	7.83	11.48			
Total vegetables	156-208	73.25	78.26	76.99	83.34	87.03	90.23	86.37	80.41	81.14	83.98			

TABLE 22 (cont'd)
(oz per person per week, except where otherwise stated)

	Food codes	Income group										All households
		Households with one or more earners					Households with no earner					
		Gross weekly income of head of household										
		£110 and over	£82 and under £110	£82 and over	£49 and under £82	£28 and under £49	Less than £28	£28 or more	Less than £28	E1	E2	
		A1	A2	All A	B	C	D	E1	E2			
FRUIT:												
Fresh	210-231	26.75	22.87	24.21	17.06	14.45	13.98	30.77	21.80	19.61	17.51	
Other	233-248	8.24	7.74	7.98	6.68	5.41	5.05	9.25	7.00	6.67	6.43	
Total fruit	210-248	34.99	30.61	32.19	23.74	19.86	19.03	40.02	28.80	26.28	23.94	
CEREALS:												
Brown bread	255	3.32	2.81	2.96	2.34	2.25	2.44	4.44	3.94	4.21	2.61	
White bread	251-254	17.72	21.67	20.45	27.77	30.68	30.14	22.93	25.39	25.40	27.68	
Wholemeal and wholemeal bread	256	1.66	1.28	1.40	0.55	0.51	0.35	1.70	1.44	0.95	0.69	
Other bread	263	3.73	2.18	2.68	2.50	2.61	3.32	3.11	3.01	3.61	2.69	
Total bread	251-263	26.42	27.92	27.49	33.17	36.05	36.45	32.18	33.78	34.17	33.67	
Flour	264	4.17	4.89	4.75	4.75	5.10	5.64	6.82	6.73	8.38	5.16	
Cakes	267, 270	3.82	3.89	3.82	4.14	4.15	4.35	3.95	5.76	5.05	4.24	
Biscuits	271-277	5.15	5.30	5.25	5.60	5.41	5.53	5.57	5.87	6.40	5.60	
Oatmeal and oat products	281	0.64	0.41	0.52	0.35	0.49	0.62	1.02	0.93	0.90	0.50	
Breakfast cereals	282	3.03	3.41	3.27	3.16	3.11	3.09	2.55	2.88	2.24	3.05	
Other cereals	285-301	4.69	4.46	4.52	4.77	5.23	4.61	5.50	5.95	5.04	4.97	
Total cereals	251-301	47.92	50.27	49.64	55.97	59.55	60.29	57.56	61.91	62.18	57.18	
BEVERAGES:												
Tea	304	1.17	1.55	1.43	2.00	2.15	2.54	2.52	3.21	3.66	2.18	
Coffee	307-309	0.96	0.70	0.77	0.62	0.56	0.55	1.27	0.83	0.67	0.65	
Cocoa and drinking chocolate	312	0.17	0.17	0.17	0.16	0.12	0.10	0.08	0.08	0.20	0.14	
Branded food drinks	313	0.11	0.17	0.15	0.10	0.14	0.25	0.11	0.48	0.33	0.16	
Total beverages	304-313	2.41	2.58	2.54	2.88	2.98	3.44	3.97	4.61	4.85	3.11	

TABLE 23
 Household food expenditure according to income group: main food groups, annual averages, 1975
 (pence per person per week)

	Food codes	Income group												All house-holds
		Households with one or more earners						Households with no earner						
		Gross weekly income of head of household												
		£110 and over	£82 and over	£49 and over	£28 and under	£28 or more	Less than £28	£28 or more	E1	E2	Less than £28	OAP		
A1	A2	All A	B	C	D	E1	E2							
MILK AND CREAM:														
Liquid milk—full price welfare and school	4	31.07	30.36	30.62	30.12	29.41	30.25	30.70	33.10	35.21	30.44			
	5, 6	0.07	0.03	0.05	0.02	0.02	—	—	0.01	—	0.02			
Total liquid milk	4-6	31.15	30.38	30.66	30.14	29.44	30.25	30.70	33.11	35.21	30.47			
Condensed milk	9	0.87	0.71	0.75	1.15	1.23	1.33	1.30	1.31	1.39	1.17			
Dried and other milk	10-14	4.96	2.71	3.49	2.44	2.16	2.41	2.82	2.00	1.52	2.42			
Cream	17	4.05	3.07	3.46	1.59	1.23	1.24	4.03	1.66	1.58	1.69			
Total milk and cream	4-17	41.02	36.86	38.36	35.33	34.07	35.23	38.84	38.08	39.70	35.75			
CHEESE:														
Natural	22	12.62	10.40	11.26	9.35	8.66	8.27	14.21	9.12	10.08	9.44			
Processed	23	1.26	0.98	1.08	0.89	0.98	0.95	0.61	0.98	0.85	0.94			
Total cheese	22, 23	13.88	11.37	12.34	10.24	9.64	9.22	14.82	10.10	10.93	10.38			
MEAT:														
Beef and veal	31	33.47	42.20	39.17	31.70	29.54	39.11	41.38	34.09	35.37	32.51			
Mutton and lamb	36	15.72	10.33	12.27	12.73	11.91	16.30	13.36	16.20	16.43	13.12			
Pork	41	11.46	9.80	10.48	9.94	9.89	8.49	5.68	6.84	8.72	9.61			
Total carcase meat	31-41	60.65	62.32	61.92	54.37	51.34	63.90	60.41	57.12	60.53	55.24			
Bacon and ham, uncooked	55	15.34	16.85	16.60	15.61	15.03	14.43	16.80	15.12	17.82	15.58			
Poultry, uncooked	73-77	17.42	12.90	14.50	11.25	10.89	10.77	13.79	11.02	10.07	11.50			
Other meat	46-51	28.99	31.02	30.05	36.18	37.52	37.18	34.85	35.05	32.81	35.67			
	58-71													
	78-94													
Total meat	31-94	122.39	123.09	123.09	117.41	114.77	126.28	125.85	118.32	121.23	117.95			

TABLE 23 (cont'd)
(pence per person per week)

	Food codes	Income group										All households
		Households with one or more earners					Households with no earner					
		Gross weekly income of head of household										
		£110 and over	£82 and over	£49 and under £82	£28 and under £49	Less than £28	£28 or more	E1	E2	OAP		
		A1	A2	All A	B	C	D	E1	E2			
FISH:												
Fresh	100, 105	5.95	5.99	6.23	3.93	4.03	5.04	8.40	6.59	7.06	4.56	
Processed and shell Prepared	111-113	2.95	1.93	2.37	1.70	1.34	1.68	5.54	1.61	1.56	1.79	
Frozen	114-117	4.80	4.96	4.83	6.42	6.02	6.80	3.95	5.70	6.29	6.07	
Total fish	110, 127	2.83	3.16	3.05	3.56	3.20	2.66	2.78	3.34	3.14	3.32	
EGGS	100-127	16.54	16.05	16.47	15.59	14.57	16.18	20.65	17.22	18.03	15.72	
FATS:	129	12.84	12.21	12.56	11.99	12.23	13.14	15.15	14.03	15.22	12.54	
Butter	135	9.37	9.74	9.72	9.81	9.31	9.58	12.60	11.34	12.76	9.95	
Margarine	138	2.95	3.20	3.09	3.68	4.17	4.83	5.64	4.10	4.54	3.90	
Lard and compound cooking fat	139	1.35	2.15	1.89	2.39	2.62	3.28	2.13	2.20	2.76	2.47	
Other fats	143, 148	4.20	2.15	2.87	1.63	1.75	1.20	3.11	1.40	1.67	1.82	
Total fats	135-148	17.87	17.24	17.58	17.51	17.84	18.89	23.48	19.05	21.73	18.13	
SUGAR AND PRESERVES:												
Sugar	150	5.54	7.93	7.23	8.59	10.04	9.93	9.00	10.91	13.55	9.38	
Honey, preserves, syrup and treacle	151-154	3.96	3.29	3.50	3.14	3.23	3.91	5.88	5.81	6.15	3.56	
Total sugar and preserves	150-154	9.50	11.23	10.75	11.73	13.26	13.83	14.87	16.72	19.69	12.94	
VEGETABLES:												
Potatoes	156-161	9.70	13.04	11.93	13.46	14.39	14.84	13.18	13.85	12.82	13.64	
Fresh green	162-171	7.86	6.37	6.84	6.20	5.56	6.16	8.11	7.45	7.81	6.32	
Other fresh	172-183	16.97	12.51	13.91	11.78	11.27	10.93	14.22	12.46	11.45	11.86	
Frozen	203-208	6.12	5.19	5.39	4.77	3.62	3.49	3.78	3.74	2.48	4.25	
Other processed	184-202	9.83	10.30	10.21	13.71	14.40	14.92	9.44	10.74	8.76	13.11	
Total vegetables	156-208	50.48	47.40	48.28	49.91	49.23	50.36	48.72	48.24	43.32	49.14	
FRUIT:												
Fresh	210-231	26.08	19.02	21.32	14.01	11.84	11.39	24.06	17.53	14.97	14.45	
Other	233-248	11.62	10.61	11.00	8.66	7.00	6.27	12.21	9.20	8.75	8.39	
Total fruit	210-248	37.70	29.63	32.32	22.67	18.84	17.66	36.27	26.73	23.72	22.84	

Main tables

TABLE 23 (cont'd)
 (pence per person per week)

Food codes	Income group													All households
	Households with one or more earners						Households with no earner							
	Gross weekly income of head of household						£28 or more	Less than £28	Households with no earner					
	£110 and over	£82 and over	£49 and under	£28 and under	£11	£8			£28 or more	Less than £28	E2	E1	E2	
	A1	A2	All A	B	C	D	E1	E2	OAP					
CEREALS:														
Brown bread	2-46	2-08	2-21	1-75	1-71	1-80	3-34	3-19	3-27					1-97
White bread	10-45	12-77	12-06	16-26	17-88	17-74	13-86	15-94	17-55					16-42
Wholemeal and wholemeal bread	1-30	0-97	1-08	0-40	0-34	0-24	1-25	1-05	0-70					0-51
Other bread	4-80	2-94	3-54	3-42	3-59	4-91	4-29	3-87	4-75					3-66
Total bread	19-01	18-77	18-88	21-81	23-53	24-70	22-74	24-05	26-29					22-56
Flour	1-80	1-99	1-96	1-90	2-07	2-39	3-07	2-91	3-53					2-11
Cakes	10-16	8-75	9-10	9-43	9-34	9-47	8-82	12-97	10-93					9-59
Biscuits	13-12	11-15	11-76	11-22	10-74	10-78	10-69	10-86	11-78					11-12
Oatmeal and oat products	0-65	0-43	0-51	0-36	0-49	0-59	0-90	0-87	0-97					0-50
Breakfast cereals	282	5-52	5-40	5-08	5-04	4-99	4-42	4-89	3-68					4-95
Other cereals	7-59	6-63	6-93	6-55	6-72	5-45	6-78	6-59	5-43					6-56
Total cereals	57-58	53-25	54-55	56-36	57-94	58-35	57-41	63-14	62-61					57-37
BEVERAGES:														
Tea	3-59	5-18	4-66	5-52	5-90	7-12	7-09	8-71	9-43					6-00
Coffee	7-19	5-00	5-71	4-69	4-29	4-34	9-29	6-30	4-72					4-81
Cocoa and drinking chocolate	0-44	0-45	0-45	0-38	0-29	0-23	0-24	0-21	0-54					0-35
Branded food drinks	0-41	0-46	0-46	0-28	0-38	0-66	0-30	1-12	0-86					0-41
Total beverages	11-63	11-08	11-28	10-86	10-87	12-35	16-92	16-33	15-55					11-57
MISCELLANEOUS:														
Soups, canned, dehydrated and powdered	2-65	3-10	2-93	3-23	3-15	3-06	3-95	4-00	3-06					3-18
Other foods	11-07	12-52	11-94	10-57	9-01	8-22	11-37	8-31	6-97					9-87
Total miscellaneous	13-72	15-63	14-87	13-80	12-15	11-28	15-31	12-31	10-03					13-05
TOTAL EXPENDITURE	£4-05	£3-85	£3-92	£3-73	£3-65	£3-83	£4-28	£4-00	£4-02					£3-77
Expenditure on subsidised foods (a)														
Pence per person per week	73	74	74	75	75	77	86	86	93					77
As a percentage of total food expenditure	18-0	19-1	18-8	20-1	20-6	20-2	20-1	21-3	23-0					20-4

(a) Liquid milk, natural cheese, butter, bread (except "other" bread), flour and tea.

Tables relating to household composition
differences in average consumption,
expenditure or prices

TABLE 24
 Household expenditure on seasonal, convenience and other foods according to household composition, together with comparative indices of food prices and the real value of food purchased, 1975

	Households with											All households	
	No of adults		1		2		3		3 or more		4 or more		
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more		
(I) Expenditure and value of garden and allotment produce, etc	£	£	£	£	£	£	£	£	£	£	£	£	
Expenditure on:													
Seasonal foods	0.89	0.61	0.82	0.65	0.53	0.50	0.46	0.78	0.62	0.49	0.69	0.65	
Convenience foods													
Canned	0.31	0.30	0.30	0.32	0.25	0.23	0.23	0.28	0.24	0.23	0.27	0.27	
Frozen	0.08	0.10	0.10	0.11	0.10	0.08	0.07	0.10	0.11	0.08	0.09	0.10	
Other convenience foods	0.70	0.67	0.62	0.64	0.57	0.55	0.50	0.62	0.58	0.49	0.59	0.59	
Total convenience foods	1.09	1.06	1.02	1.07	0.91	0.86	0.81	0.99	0.93	0.80	0.94	0.96	
All other foods	2.70	1.86	2.74	2.15	1.84	1.72	1.57	2.65	2.11	1.68	2.24	2.17	
Total expenditure	4.68	3.54	4.57	3.87	3.29	3.08	2.85	4.42	3.66	2.98	3.88	3.77	
Value of garden and allotment produce, etc	0.06	0.05	0.13	0.08	0.09	0.08	0.08	0.12	0.09	0.08	0.15	0.09	
Value of consumption	4.74	3.59	4.70	3.95	3.37	3.16	2.93	4.54	3.74	3.06	4.03	3.87	
(II) Comparative indices (a) of expenditure, prices and purchases (all foods)													
Expenditure	123.9	93.8	121.2	102.6	87.1	81.7	75.4	117.2	96.9	78.8	102.8	100	
Value of consumption	122.6	92.7	121.6	102.2	87.2	81.7	75.6	117.4	96.7	79.0	104.1	100	
Prices	102.3	100.6	102.1	100.8	99.1	96.2	96.6	101.4	99.0	98.3	100.1	100	
Index of value of consumption deflated by index of food prices	119.7	92.2	119.1	101.4	88.0	84.9	78.2	115.8	97.8	80.4	104.0	100	
Food purchases	121.1	93.1	118.6	101.7	87.8	84.8	78.1	114.9	98.1	80.8	103.2	100	
"Price of energy"	105.2	93.9	107.3	101.2	96.9	91.8	86.1	105.4	98.0	87.2	102.2	100	

(a) See Glossary.

TABLE 25
 Household food consumption according to household composition: main food groups, annual averages, 1975
 (oz per person per week, except where otherwise stated)

	Food codes	Households with										
		0		1		2		3		4 or more		
		No of adults	No of children	0	1	2	3	4 or more	3	1 or 2	3 or more	4 or more
MILK AND CREAM:												
Liquid milk				5-70	4-52	4-84	4-34	4-15	4-82	4-50	4-02	4-44
Full price	(pt)			...	0-30	0-06	0-20	0-22	...	0-03	0-08	...
Welfare and school	(pt)											
Total liquid milk				5-71	4-82	4-90	4-54	4-36	4-82	4-53	4-10	4-44
Condensed milk	(eq pt)			0-19	0-24	0-14	0-10	0-12	0-19	0-13	0-13	0-09
Dried and other milk	(pt or eq pt)			0-22	0-12	0-36	0-16	0-16	0-11	0-17	0-19	0-11
Cream				0-03	0-02	0-03	0-02	0-01	0-04	0-03	0-01	0-04
Total milk and cream	(pt or eq pt)			6-16	5-20	5-43	4-81	4-66	5-16	4-85	4-44	4-67
CHEESE:												
Natural				4-94	2-64	3-40	2-55	2-42	4-31	3-56	2-27	3-89
Processed				0-37	0-42	0-31	0-19	0-21	0-28	0-29	0-30	0-39
Total cheese				5-31	3-06	3-71	2-74	2-63	4-59	3-85	2-57	4-28
MEAT:												
Beef and veal				9-23	5-54	7-72	8-37	4-33	11-09	7-82	5-74	8-98
Mutton and lamb				5-35	3-08	3-91	2-68	3-40	5-60	4-52	2-41	3-94
Pork				2-28	1-68	2-24	2-81	1-41	3-82	2-98	1-05	2-82
Total carcass meat				16-85	10-30	13-87	13-86	9-34	20-51	15-32	9-20	15-74
Bacon and ham, uncooked				4-74	3-03	3-81	2-67	2-65	5-61	3-93	3-01	5-42
Poultry, uncooked				5-89	5-50	6-00	3-85	3-78	5-93	5-89	3-95	4-84
Other meat				13-18	12-36	13-35	10-92	10-87	13-45	12-35	12-26	14-90
Total meat				40-66	31-20	37-02	31-50	26-65	45-49	37-48	28-42	40-90
FISH:												
Fresh				2-24	1-03	1-21	0-96	0-43	2-35	1-48	0-83	2-56
Processed and shell				0-49	0-19	0-46	0-21	0-25	0-67	0-37	0-25	0-46
Prepared				2-05	1-21	1-58	1-09	1-33	1-62	1-49	1-25	1-55
Frozen				0-84	1-04	1-11	1-01	0-86	0-88	1-26	1-06	0-66
Total fish				5-62	3-46	4-35	3-26	2-87	5-53	4-58	3-39	5-23
EGGS (Eggs purchased)	(no)			5-52	3-77	4-01	3-44	3-47	4-76	4-04	3-83	4-53
	(no)			5-47	3-77	3-89	3-31	3-27	4-57	3-79	3-57	4-02
FATS:												
Butter				7-71	4-55	5-71	4-19	4-25	6-74	5-24	4-21	5-99
Margarine				2-89	2-51	2-40	2-60	2-57	2-61	2-73	2-96	2-88

TABLE 23 (cont'd)
 (oz per person per week, except where otherwise stated)

Food codes	Households with											
	1		2		3		3 or more		4 or more			
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more	
FATS: (cont'd)												
Lard and compound cooking fat	139	2.17	2.21	2.08	1.71	1.76	1.38	2.28	1.90	2.18	2.59	
Other fats	143, 148	0.87	1.05	1.24	0.92	0.56	0.76	1.07	1.10	0.50	0.53	
Total fats	135-148	13.19	13.37	11.42	9.58	9.10	8.97	12.70	10.97	9.86	11.98	
SUGAR AND PRESERVES:												
Sugar	150	15.28	12.12	11.05	9.50	9.47	10.98	12.70	10.91	11.66	11.72	
Honey, preserves, syrup and treacle	151-154	4.89	3.14	2.18	1.98	1.90	1.85	2.72	2.07	2.12	2.06	
Total sugar and preserves	150-154	20.17	15.82	13.23	11.48	11.37	12.83	15.42	12.96	13.77	13.78	
VEGETABLES:												
Potatoes	156-161	39.65	42.77	42.62	39.18	44.26	50.13	47.91	47.68	51.80	45.00	
Fresh green	162-171	14.14	17.00	10.96	9.07	8.02	6.79	14.94	10.43	6.50	13.96	
Other fresh	172-183	18.23	18.58	13.96	11.19	10.41	8.83	17.19	12.25	8.46	17.02	
Frozen	203-208	2.41	3.15	3.45	3.10	2.37	2.39	3.78	4.15	1.83	3.58	
Other processed	184-202	9.97	10.27	13.39	11.42	11.60	12.39	10.44	11.81	13.12	10.41	
Total vegetables	156-208	84.39	92.29	84.39	73.96	76.65	80.51	94.25	86.31	81.70	89.96	
FRUIT:												
Fresh	210-231	27.57	22.45	17.40	14.63	13.87	10.86	21.16	15.79	10.11	17.37	
Other	233-248	7.97	8.43	7.01	5.56	4.71	4.12	8.10	5.77	3.44	6.31	
Total fruit	210-248	35.54	30.88	24.41	20.19	18.58	14.98	29.26	21.56	13.55	23.68	
CEREALS:												
Brown bread	255	6.14	4.13	1.98	1.50	1.61	1.14	4.02	2.45	1.00	2.21	
White bread	251-254	23.82	26.36	27.36	26.05	27.77	31.59	27.47	29.77	34.64	30.25	
Wholewheat and wholemeal bread	256	1.36	1.22	0.56	0.35	0.37	0.59	0.90	0.48	0.32	0.77	
Other bread	263	4.41	3.62	2.72	1.88	1.88	1.41	3.51	2.80	2.41	2.61	
Total bread	251-263	35.73	35.32	32.62	29.79	31.63	34.73	35.90	35.48	38.37	35.82	
Flour	264	5.63	7.40	5.07	4.23	4.00	3.44	6.94	5.07	3.81	4.75	
Cakes	267-270	6.36	5.07	4.29	3.69	3.20	2.67	5.23	4.26	2.95	4.77	
Biscuits	271-277	6.95	6.16	5.61	5.41	5.80	4.74	5.41	4.95	4.36	4.54	
Oatmeal and oat products	281	1.20	0.60	0.44	0.37	0.39	0.57	0.47	0.33	0.47	0.66	
Breakfast cereals	282	2.80	4.12	3.16	3.49	3.88	4.40	2.33	2.78	3.29	1.62	
Other cereals	285-301	5.66	5.35	5.49	5.16	4.42	4.68	4.94	4.02	4.07	3.94	
Total cereals	251-301	64.34	62.22	56.69	52.13	53.33	55.21	61.19	56.89	57.33	56.10	
BEVERAGES:												
Tea	304	3.66	3.05	1.93	1.41	1.44	1.38	2.81	2.23	1.83	2.64	
Coffee	307-309	1.13	0.82	0.57	0.60	0.47	0.45	0.65	0.50	0.48	0.76	
Cocoa and drinking chocolate	312	0.20	0.16	0.16	0.17	0.09	0.12	0.14	0.10	0.17	0.10	
Branded food drinks	313	0.44	0.26	0.10	0.09	0.06	0.11	0.26	0.06	0.11	0.04	
Total beverages	304-313	5.43	4.25	2.77	2.27	2.12	2.06	3.86	2.90	2.58	3.53	

TABLE 26
Household food expenditure according to household composition: main food groups, annual averages, 1975
(pence per person per week)

Food codes	Households with											
	1		2		3		3 or more		4 or more			
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more	
	No of adults											
	No of children											
MILK AND CREAM:												
Liquid milk	38.79	29.59	32.20	31.46	30.06	28.29	27.60	31.45	28.59	25.41	27.87	
Full price	—	0.01	—	0.05	0.03	0.04	0.04	—	0.01	0.02	—	
Welfare and school												
	4	5, 6										
Total liquid milk	38.79	29.61	32.20	31.51	30.09	28.33	27.63	31.45	28.60	25.43	27.87	
Condensed milk	1.61	2.05	1.35	1.10	1.15	0.73	0.94	1.55	0.95	1.08	0.71	
Dried and other milk	3.14	2.19	2.05	4.20	2.62	1.75	1.67	1.96	2.35	2.21	1.27	
Cream	2.02	0.99	2.77	1.66	1.29	1.04	0.60	2.24	1.55	0.69	2.31	
Total milk and cream	45.56	34.84	38.38	38.46	35.14	31.85	30.85	37.20	33.45	29.41	32.17	
CHEESE:												
Natural	13.39	7.08	12.29	9.20	7.81	6.82	6.25	11.68	9.44	6.00	10.67	
Processed	1.31	1.33	0.98	1.03	0.86	0.62	0.65	0.94	0.97	0.98	1.26	
Total cheese	14.71	8.41	13.26	10.23	8.68	7.44	6.90	12.62	10.42	6.98	11.94	
MEAT:												
Beef and veal	35.29	21.73	45.19	30.91	27.54	26.24	16.01	45.65	30.43	21.69	34.40	
Mutton and lamb	17.16	9.33	18.64	12.07	9.77	8.39	8.67	18.68	13.30	7.06	12.57	
Pork	8.71	6.50	13.76	8.56	7.71	8.85	4.68	14.17	10.25	3.52	9.95	
Total carcase meat	61.16	37.56	77.59	51.53	45.02	43.48	29.36	78.50	53.97	32.27	56.92	
Bacon and ham, uncooked	19.09	12.03	21.64	15.07	12.06	10.31	9.72	21.49	15.30	10.81	21.13	
Poultry, uncooked	12.71	11.44	14.89	12.25	10.24	7.55	7.76	12.71	11.90	8.33	9.54	
Other meat	41.95	34.60	40.95	39.20	30.22	29.69	27.72	40.27	35.96	32.21	42.16	
Total meat	134.92	95.63	155.07	118.05	97.56	91.03	74.55	152.97	117.14	83.61	129.75	
FISH:												
Fresh	6.86	2.97	7.60	3.72	2.38	2.59	1.38	7.28	4.51	2.57	8.19	
Processed and shell	1.81	0.72	2.98	1.65	1.20	0.97	0.90	2.44	1.33	0.89	1.97	
Prepared	8.39	5.25	7.37	6.37	5.27	4.46	4.86	7.01	5.92	4.95	6.75	
Frozen	3.04	3.51	3.60	3.55	3.32	2.95	2.45	2.91	3.88	3.27	2.12	
Total fish	20.11	12.45	21.54	15.29	12.17	10.97	9.59	19.64	15.63	11.68	19.02	

Main tables

TABLE 26 (cont'd)
 (pence per person per week)

	Food codes	Households with											
		1		2		3		3 or more		4 or more			
		0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more	
		No of adults		2		3		3 or more		4 or more		0	
		No of children		2		3		3 or more		4 or more		0	
EGGS	129	17-87	11-95	14-81	12-10	10-82	10-17	9-89	14-93	11-97	10-74	12-86	
FATS:													
Butter	135	14-13	8-04	12-57	10-00	8-49	7-35	7-47	11-97	9-12	7-50	10-63	
Margarine	138	4-50	3-81	4-85	3-55	3-01	3-77	3-69	4-06	3-99	4-42	4-37	
Lard and compound cooking fat	139	2-21	2-63	2-78	2-57	2-35	2-13	1-71	2-83	2-35	2-50	3-07	
Other fats	143, 148	1-86	2-04	2-06	2-37	1-69	1-13	1-34	1-97	2-12	0-96	1-10	
Total fats	135-148	22-70	16-51	22-25	18-48	15-55	14-37	14-21	20-83	17-57	15-39	19-16	
SUGAR AND PRESERVES:													
Sugar	150	12-71	9-87	10-95	9-08	7-74	7-66	9-23	10-57	8-98	9-57	9-52	
Honey, preserves, syrup and treacle	151-154	7-66	3-35	4-67	3-14	2-83	2-85	2-58	3-93	2-96	2-95	2-86	
Total sugar and preserves	150-154	20-37	13-22	15-60	12-21	10-56	10-51	11-80	14-50	11-95	12-51	12-38	
VEGETABLES:													
Potatoes	156-161	13-89	15-83	13-69	13-86	12-00	12-52	14-72	14-92	14-42	15-31	13-14	
Fresh green	162-171	9-34	5-15	8-90	6-34	5-06	4-20	3-71	7-77	5-40	3-24	6-34	
Other fresh	172-183	16-38	11-16	15-68	12-41	9-66	8-77	7-71	13-91	10-85	7-10	12-86	
Frozen	203-208	3-79	4-28	5-09	4-53	4-00	2-90	2-73	5-09	4-92	2-22	4-50	
Other processed	184-202	11-76	17-81	11-94	15-47	13-30	13-04	13-56	11-88	13-35	13-91	11-15	
Total vegetables	156-208	55-18	54-23	55-28	52-60	44-02	41-45	42-42	53-57	48-94	41-78	47-98	
FRUIT:													
Fresh	210-231	23-03	13-34	18-28	15-16	11-90	11-05	8-19	16-97	13-18	9-57	13-68	
Other	233-248	10-75	7-76	10-79	9-38	7-39	6-11	5-61	10-60	7-45	4-48	7-90	
Total fruit	210-248	33-78	21-10	29-07	24-54	19-29	17-16	13-80	27-57	20-63	14-05	21-58	

TABLE 26 (cont'd)
(pence per person per week)

	Food codes	Households with													
		1			2			3			3 or more				
		No of adults	No of children	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more			
(CEREALS:															
Brown bread	255	4.84	0.86	3.19	1.47	1.10	1.15	0.79	3.08	1.81	0.67	1.76			
White bread	251-254	15.85	19.30	16.69	16.10	14.98	15.71	17.91	16.70	17.21	19.44	17.79			
Wholewheat and wholemeal bread	256	1.03	0.32	0.90	0.42	0.23	0.24	0.40	0.67	0.38	0.27	0.50			
Other bread	263	5.70	2.94	4.85	3.85	2.56	2.66	1.99	4.58	3.84	3.04	3.73			
Total bread	251-263	27.42	23.42	25.63	21.84	18.88	19.76	21.08	25.03	23.23	23.42	23.78			
Flour	264	2.49	1.17	3.08	1.98	1.68	1.58	1.35	2.90	2.08	1.61	1.92			
Cakes	267-270	13.98	9.57	11.38	9.79	8.20	7.47	5.75	12.05	9.59	7.13	11.25			
Biscuits	271-277	13.20	11.42	11.96	11.87	11.36	11.01	8.96	11.18	10.30	7.90	9.06			
Oatmeal and oat products	281	1.19	0.54	0.62	0.41	0.36	0.39	0.60	0.48	0.34	0.43	0.70			
Breakfast cereals	282	4.74	6.75	3.85	5.08	5.71	6.13	6.89	3.70	4.51	5.09	2.80			
Other cereals	285-301	5.86	8.46	6.88	7.70	6.91	6.10	6.05	6.45	5.46	5.25	5.16			
Total cereals	251-301	68.88	61.34	63.41	58.68	53.09	52.45	50.68	61.79	55.49	50.86	54.66			
(BEVERAGES:															
Tea	304	9.84	5.56	8.57	5.39	3.90	3.96	3.70	7.70	6.13	5.00	7.34			
Coffee	307-309	8.34	5.30	5.91	4.57	4.49	3.49	3.34	4.96	3.97	3.85	5.32			
Cocoa and drinking chocolate	312	0.52	0.46	0.31	0.41	0.41	0.34	0.29	0.36	0.24	0.39	0.28			
Branded food drinks	313	1.21	0.68	0.67	0.27	0.24	0.18	0.29	0.66	0.17	0.40	0.12			
Total beverages	304-313	19.92	11.99	15.46	10.64	9.05	7.98	7.63	13.69	10.52	9.65	13.06			
(MISCELLANEOUS:															
Soups, canned, dehydrated and powdered	318, 319	4.42	3.76	3.06	3.30	3.13	3.17	3.34	2.84	2.90	3.44	3.57			
Other foods	315	9.30	8.55	10.08	12.46	9.54	9.65	8.87	10.12	8.92	7.44	9.62			
Total miscellaneous	320-339	13.69	12.31	13.13	15.76	12.67	12.81	12.21	12.97	11.82	10.87	13.20			
TOTAL EXPENDITURE		£4.68	£3.54	£4.57	£3.87	£3.29	£3.08	£2.85	£4.42	£3.66	£2.98	£3.88			
Expenditure on subsidised foods (a)		100	72	89	76	68	65	66	86	75	66	78			
Pence per person per week		21.5	20.3	19.6	19.7	20.8	21.1	23.0	19.5	20.5	22.2	20.2			
As a percentage of total food expenditure															

(a) Liquid milk, natural cheese, butter, bread (except "other" bread), flour and tea.

TABLE 27
 Total household food expenditure by certain household composition groups within income groups, 1975

	Income group				All house- holds	Income group				All house- holds
	Households with one or more earners		Households with or without earners			Households with one or more earners		Households with or without earners		
	Gross weekly income of head of household					Gross weekly income of head of household				
	£82 and over	£49 and under £82	£28 and under £49	Less than £28		£82 and over	£49 and under £82	£28 and under £49	Less than £28	
	All A	B	C	D & E2		All A	B	C	D & E2	
	per head	per head	per head	per head	per household	per household	per household	per household	per household	per household
	£	£	£	£	£	£	£	£	£	£
Households with: adults only	5.10	4.64	4.51	4.29	11.62	10.45	9.98	7.03	9.65	
1 adult, 1 or more children	*	(4.03)	3.71	3.35	*	(10.59)	11.06	9.17	10.09	
2 adults, 1 child	4.13	3.92	3.68	3.75	12.39	11.75	11.05	11.26	11.58	
2 adults, 2 children	3.52	3.29	3.17	2.96	14.07	13.15	12.70	11.83	13.10	
2 adults, 3 children	3.25	3.16	2.84	(2.97)	16.27	15.80	14.20	(14.84)	15.39	
2 adults, 4 or more children	3.20	2.98	2.64	*	20.14	19.16	17.18	*	18.35	
3 or more adults, 1 or more children	3.84	3.57	3.24	3.10	19.67	17.87	17.81	16.35	17.98	
All households (a)	3.92	3.73	3.65	3.86	13.97	12.81	12.06	8.10	11.21	

(a) Including household types not shown in this table.

* Fewer than 5 households in the sample.

Figures in brackets are averages based on samples of fewer than 20 households; details of the number of households in each sub-group are shown in Table 8 of Appendix A.

TABLE 28
Household consumption of main foods by certain household composition groups within income groups: annual averages, 1975
 (oz per person per week, except where otherwise stated)

	Food codes	Income group A						Income group B						
		Households (a) with						Households with						
		Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children
MILK AND CREAM:														
Liquid milk — full price	4	5.00	5.09	4.60	4.32	5.26	4.63	4.33	4.83	4.69	4.43	4.23	4.47	0.04
— welfare and school	5, 6	...	0.04	0.14	0.18	0.21	0.06	0.13	0.05	0.13	0.20	0.18	0.04	
Total liquid milk	4-6	5.00	5.12	4.75	4.50	5.47	4.69	4.47	4.89	4.82	4.63	4.41	4.51	
Condensed milk	9	0.11	0.07	0.10	0.03	0.06	0.08	0.73	0.16	0.17	0.11	0.07	0.14	
Dried and other milk	10-14	0.19	0.65	0.21	0.10	0.16	0.13	0.05	0.30	0.17	0.17	0.08	0.17	
Cream	17	0.11	0.07	0.04	0.03	0.04	0.04	0.01	0.03	0.02	0.02	0.01	0.03	
Total milk and cream	4-17	5.42	5.92	5.10	4.67	5.73	4.94	5.26	5.38	5.18	4.93	4.58	4.58	
CHEESE:														
Natural	22	5.59	4.14	3.42	2.53	3.90	4.19	2.55	3.34	2.98	2.78	2.66	3.25	
Processed	23	0.31	0.37	0.36	0.21	0.48	0.18	0.83	0.29	0.23	0.19	0.17	0.30	
Total Cheese	22, 23	5.91	4.50	3.78	2.74	4.38	4.37	3.38	3.63	3.22	2.97	2.84	3.55	
MEAT:														
Beef and veal	31	11.94	7.24	11.46	10.03	4.10	7.14	9.24	8.22	6.23	8.83	4.39	7.54	
Mutton and lamb	36	4.41	3.36	4.46	1.92	1.52	4.25	2.67	4.09	3.29	2.81	4.66	4.55	
Pork	41	4.81	1.80	1.54	3.84	1.47	2.47	3.52	2.30	2.48	3.26	1.77	2.71	
Total carcass meat	31-41	21.15	12.39	17.46	15.80	7.09	13.86	19.38	14.60	12.00	14.90	10.81	14.80	
Bacon and ham, uncooked	55	5.96	4.71	3.05	3.15	2.71	3.42	5.81	3.83	3.10	2.68	3.10	4.01	
Poultry, uncooked	73-77	9.05	7.94	4.89	4.08	3.75	7.42	6.96	5.43	5.09	4.11	4.11	5.45	
Other meat	46-51, 58-71, 78-94	10.49	10.94	9.16	9.51	11.41	10.65	14.64	13.65	10.50	11.05	11.12	12.37	
Total meat	31-94	46.64	35.99	34.58	32.53	24.96	35.37	46.80	37.50	30.69	32.73	29.16	36.62	

TABLE 28 (cont'd)
(oz per person per week, except where otherwise stated)

	Food codes	Income group A						Income group B						
		Households (a) with						Households with						
		Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children
FISH:														
Fresh	100, 105 111-113	3.53	1.50	0.69	2.37	0.33	1.70	0.38	1.12	0.77	0.87	0.48	1.36	
Processed and shell Prepared	114-117	0.88	0.67	0.35	0.44	0.11	0.54	0.31	0.45	0.34	0.14	0.16	0.41	
Frozen	118-123	1.10	1.11	1.15	1.30	1.10	1.12	1.90	1.74	1.36	0.97	1.42	1.52	
Total fish	110-127	0.57	2.08	0.77	1.05	1.18	0.91	1.06	1.07	1.19	1.08	0.89	1.34	
EGGS (Eggs purchased)	100-127	6.09	5.36	2.97	5.34	2.71	4.27	5.87	4.37	3.66	3.07	2.96	4.64	
	129	4.98	4.33	3.83	3.40	4.38	4.35	4.71	4.02	3.54	3.48	3.57	4.04	
		4.61	4.17	3.55	3.16	4.11	4.12	4.58	3.89	3.39	3.38	3.37	3.78	
FATS:														
Butter	135	6.92	5.87	4.69	4.65	5.14	5.24	7.08	5.58	5.01	4.43	4.72	5.26	
Margarine	138	2.74	1.43	1.58	1.42	3.30	2.18	2.61	2.62	2.00	2.53	2.56	2.80	
Lard and compound cooking fat	139	1.75	1.78	1.41	1.02	1.40	2.01	2.33	2.05	1.51	1.85	1.36	1.79	
All other fats	143, 148	1.64	0.91	1.71	0.91	0.96	1.85	0.98	1.00	0.74	0.52	0.80	0.93	
Total fats	135-148	13.05	9.98	9.39	8.00	10.80	11.27	13.00	11.25	9.26	9.33	9.44	10.78	
SUGAR AND PRESERVES:														
Sugar	150	10.33	7.85	7.35	7.99	8.34	8.44	11.74	11.19	9.49	9.12	11.15	11.11	
Honey, preserves, syrup and treacle	151-154	2.25	1.62	2.08	2.18	3.03	2.69	2.43	2.04	1.85	1.88	2.05	2.26	
Total sugar and preserves	150-154	12.58	9.47	9.43	10.17	11.37	11.12	14.17	13.24	11.35	11.00	13.19	13.37	
VEGETABLES:														
Potatoes	156-161	41.35	34.22	34.23	31.49	47.37	41.05	42.91	41.71	39.17	42.63	49.19	47.26	
Fresh green	162-171	14.91	12.98	10.61	5.95	8.29	12.12	16.29	11.13	9.49	8.12	7.27	9.98	
Other fresh	172-183	22.95	18.67	11.67	10.37	13.63	14.30	18.72	10.21	11.70	9.46	8.52	11.39	
Frozen	203-208	5.53	4.44	3.62	2.28	7.04	4.23	4.56	4.01	3.45	2.83	2.20	4.03	
Other processed	184-202	6.60	10.95	7.64	9.26	7.67	8.94	11.79	12.63	11.63	11.64	12.25	11.63	
Total vegetables	156-208	91.32	81.25	67.76	59.36	84.00	80.63	94.28	83.46	75.43	74.69	79.43	84.28	

TABLE 28 (cont'd)
(oz per person per week, except where otherwise stated)

Food codes	Income group A							Income group B					
	Households (a) with							Households with					
	Adults only	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children
FRUIT:													
Fresh	33.36	24.65	19.87	17.63	19.69	26.08	22.78	12.62	18.87	14.85	13.61	10.70	14.86
Other	11.12	7.56	6.78	5.94	6.96	8.98	9.25	4.55	7.62	5.79	4.86	3.82	5.73
Total fruit	44.48	32.21	26.65	23.57	26.65	35.06	32.03	17.17	26.49	20.64	18.47	14.52	20.59
CEREALS:													
Brown bread	5.73	3.56	1.53	1.38	2.45	2.81	3.89	—	1.79	1.69	1.79	1.03	2.27
White bread	17.32	23.72	20.25	21.07	19.45	23.29	27.16	38.99	26.52	26.11	28.79	30.80	30.39
Wholewheat and wholemeal bread	3.02	1.12	0.49	0.91	1.03	1.53	0.48	3.71	0.48	0.40	0.23	0.91	0.45
Other bread	4.32	1.97	2.05	1.77	1.89	2.93	3.27	1.38	2.82	1.79	2.20	1.56	2.73
Total bread	30.39	30.38	24.33	25.13	24.82	30.55	35.14	44.10	31.61	29.99	33.00	34.39	35.84
Flour	4.59	3.37	4.77	5.69	6.48	4.49	5.56	3.81	4.91	4.08	3.74	3.65	5.46
Cakes	4.02	4.38	3.44	3.79	2.97	3.92	5.39	2.31	4.39	3.69	3.22	3.08	3.79
Biscuits	5.33	5.28	5.25	5.40	6.84	4.57	6.03	6.67	5.85	5.54	5.92	4.26	5.00
Oatmeal and oat products	0.48	0.56	0.34	0.48	0.63	0.90	0.48	0.86	0.32	0.30	0.29	0.43	0.27
Breakfast cereals	2.41	3.32	3.73	3.50	5.76	2.58	2.22	6.21	2.90	3.46	3.87	4.37	3.33
Other cereals	4.99	5.03	4.33	4.69	4.15	4.06	5.01	9.55	5.10	5.11	4.37	4.43	3.94
Total cereals	52.21	52.33	46.20	48.68	51.66	51.07	59.84	73.51	55.10	52.18	54.40	54.59	57.64
BEVERAGES:													
Tea	1.91	1.40	1.16	1.10	1.37	1.64	2.90	0.57	1.80	1.36	1.46	1.52	2.34
Coffee	1.11	0.57	0.65	0.52	0.70	0.91	0.76	0.57	0.58	0.66	0.46	0.41	0.52
Cocoa and drinking chocolate	0.13	0.13	0.26	0.13	0.13	0.18	0.12	0.38	0.17	0.17	0.18	0.18	0.14
Branded food drinks	0.14	0.13	0.10	0.08	0.19	0.18	0.20	0.19	0.09	0.07	0.05	0.09	0.04
Total beverages	3.30	2.23	2.17	1.83	2.38	2.92	3.98	1.71	2.65	2.27	2.15	2.20	3.04
EXPENDITURE—ALL FOODS	£5.10	£4.13	£3.52	£3.25	£3.20	£3.84	£4.64	£4.03	£3.92	£3.29	£3.16	£2.98	£3.57
Expenditure on subsidised foods (b)													
Pence per person per week	90	79	65	62	71	74	88	74	75	69	67	68	74
As a percentage of total expenditure	17.7	19.1	18.5	19.0	22.2	19.3	19.0	18.4	19.1	21.0	21.2	22.8	20.7

TABLE 28 (cont'd)
 (oz per person per week, except where otherwise stated)

Food codes	Income group C										Income groups D & E2				
	Households with										Households (a) with				
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	3 or more adults, 1 or more children		
MILK AND CREAM:															
Liquid milk —full price	4-96	4-64	4-77	4-69	4-21	3-87	4-18	5-00	4-56	4-89	4-19	4-25	3-66		
—welfare and school	...	0-07	0-08	0-16	0-21	0-23	0-07	...	0-54	0-13	0-27	0-28	0-02		
Total liquid milk	4-96	4-71	4-85	4-85	4-42	4-10	4-24	5-00	5-10	5-03	4-45	4-53	3-68		
CONDENSED MILK:															
Condensed milk	0-18	0-17	0-13	0-11	0-13	0-17	0-13	0-15	0-23	0-17	0-23	0-07	0-09		
Dried and other milk	0-13	0-18	0-40	0-19	0-15	0-26	0-15	0-14	0-11	0-13	0-53	0-08	0-52		
Cream	0-04	0-04	0-02	0-02	0-01	...	0-02	0-03	0-02	0-01	0-01	...	0-01		
Total milk and cream	5-30	5-09	5-39	5-17	4-71	4-53	4-54	5-33	5-46	5-33	5-23	4-68	4-29		
CHEESE:															
Natural	4-39	3-25	3-27	2-85	2-17	1-86	2-89	3-86	2-24	2-57	1-98	2-36	2-14		
Processed	0-35	0-35	0-35	0-26	0-19	0-21	0-31	0-27	0-47	0-14	0-34	0-13	0-39		
Total cheese	4-74	3-60	3-63	3-11	2-35	2-07	3-20	4-14	2-71	2-71	2-32	2-49	2-54		
MEAT:															
Beef and veal	10-63	3-42	6-99	6-93	4-95	4-78	6-84	11-45	6-25	7-61	4-60	22-83	7-14		
Mutton and lamb	5-31	3-81	3-88	3-19	2-81	2-74	2-87	6-21	2-93	3-67	2-74	3-25	5-30		
Pork	4-88	2-35	2-29	1-89	1-56	1-11	2-18	2-81	1-18	2-60	2-41	0-20	1-74		
Total carcass meat	20-81	9-58	13-15	12-01	9-33	8-63	11-89	20-47	10-36	13-87	9-76	26-28	14-17		
Bacon and ham, uncooked	5-75	3-31	3-48	3-03	2-51	2-22	3-30	4-47	2-52	3-77	3-20	1-93	3-51		
Poultry, uncooked	6-43	6-51	6-45	5-04	3-31	3-65	4-77	5-98	5-20	4-50	5-23	2-37	2-80		
Other meat	15-26	11-69	13-58	11-56	10-95	10-33	12-71	12-79	12-17	14-35	12-27	12-61	12-97		
Total meat	48-25	32-09	36-67	31-64	26-07	24-84	32-69	43-71	30-26	36-51	30-45	43-19	33-45		
FISH:															
Fresh	2-25	0-83	1-24	0-78	0-69	0-44	1-05	2-39	1-35	1-43	0-85	0-21	1-58		
Processed and shell	0-53	0-31	0-42	0-29	0-22	0-40	0-14	0-67	0-08	0-40	0-76	—	0-36		
Prepared	1-88	1-12	1-49	1-30	1-04	1-28	1-31	1-58	1-27	1-90	1-12	1-76	2-07		
Frozen	1-01	0-82	0-89	1-19	0-95	0-78	1-14	0-81	1-36	1-10	0-73	0-13	1-07		
Total fish	5-67	3-08	4-05	3-58	2-91	2-91	3-67	5-45	4-07	4-82	3-45	2-11	5-08		

TABLE 28 (cont'd)
(oz per person per week, except where otherwise stated)

Food codes	Income group C										Income groups D & E2								
	Households with					Households (a) with					1 adult, 1 or more children			2 adults and			3 or more adults, 1 or more children		
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	1 adult, 1 or more children	2 adults and	3 adults, 1 or more children				
EGGS (Eggs purchased) (ao)	5.03 4.76	3.89 3.89	3.84 3.73	3.81 3.61	3.38 3.21	3.15 2.96	3.78 3.52	4.59 4.47	3.73 3.73	4.11 4.11	3.62 3.62	3.28 3.28	3.73 3.73	4.11 4.11	3.62 3.62	3.28 3.28	4.02 4.02		
FATS:																			
Butter	6.70	4.86	5.76	4.78	3.61	3.66	4.63	6.92	4.20	5.75	4.16	3.31	4.20	5.75	4.16	3.31	3.45		
Margarine	3.09	3.07	2.22	2.34	3.05	2.51	2.87	3.17	2.25	2.53	2.49	3.09	2.25	2.53	2.49	3.09	2.73		
Lard and compound cooking fat	2.25	1.86	2.12	2.14	1.89	1.36	2.18	2.22	2.17	2.74	2.27	1.71	2.17	2.74	2.27	1.71	2.30		
All other fats	0.90	1.80	1.90	0.92	0.48	0.67	0.68	0.71	0.69	1.14	0.54	0.40	0.69	1.14	0.54	0.40	0.89		
Total fats	12.94	11.58	11.99	10.17	9.04	8.20	10.36	13.02	9.31	12.16	9.46	8.51	9.31	12.16	9.46	8.51	9.38		
SUGAR AND PRESERVES:																			
Sugar	13.56	12.13	11.44	10.18	10.95	11.46	11.97	13.34	11.60	11.23	10.61	6.40	11.60	11.23	10.61	6.40	12.43		
Honey, preserves, syrup and treacle	2.95	2.10	2.50	2.34	1.57	1.45	1.65	4.07	2.60	3.49	1.59	2.17	2.60	3.49	1.59	2.17	1.60		
Total sugar and preserves	16.51	14.24	13.95	12.52	12.53	12.91	13.63	17.42	14.19	14.72	12.21	8.57	14.19	14.72	12.21	8.57	14.04		
VEGETABLES:																			
Potatoes	49.18	36.48	42.68	39.94	54.53	52.46	52.38	39.75	48.97	67.86	52.43	64.21	48.97	67.86	52.43	64.21	50.73		
Fresh green	15.03	7.98	10.13	7.72	8.48	6.17	8.07	15.37	7.41	8.92	6.48	8.29	7.41	8.92	6.48	8.29	6.23		
Other fresh	18.03	13.75	12.38	10.28	12.43	7.92	10.12	16.66	10.93	12.85	9.73	6.91	10.93	12.85	9.73	6.91	11.30		
Frozen	3.61	3.49	2.26	2.43	1.69	1.50	2.74	2.36	2.89	2.87	2.08	0.21	2.89	2.87	2.08	0.21	3.12		
Other processed	12.33	14.27	14.66	12.55	12.29	13.62	13.54	8.93	13.29	19.42	14.27	15.68	13.29	19.42	14.27	15.68	14.52		
Total vegetables	98.16	75.96	82.10	72.90	89.47	81.66	86.87	83.06	83.50	111.94	86.99	95.30	83.50	111.94	86.99	95.30	85.90		
FRUIT:																			
Fresh	19.33	17.86	13.77	12.45	13.39	8.51	10.59	23.00	13.39	9.79	8.32	10.09	13.39	9.79	8.32	10.09	6.77		
Other	7.03	6.38	6.10	4.79	4.00	3.72	3.56	7.32	3.87	4.70	3.51	2.87	3.87	4.70	3.51	2.87	1.98		
Total fruit	26.36	24.24	19.87	17.24	17.39	12.23	14.15	30.32	17.26	14.49	11.83	12.96	17.26	14.49	11.83	12.96	8.75		

TABLE 28 (cont'd)

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

Food codes	Income group C										Income groups D & E2				
	Households with										Households (a) with				
	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	1 child	2 children	3 children	2 adults and 1 or more children	3 or more adults, 1 or more children	
CEREALS:															
Brown bread	3.90	2.03	1.94	1.14	1.30	0.94	1.64	4.55	0.44	0.86	1.42	2.24	0.48		
White bread	30.44	29.57	28.27	28.31	28.70	34.68	34.39	25.26	32.72	36.11	26.11	30.98	33.41		
Wholewheat and wholemeal bread	0.87	0.45	0.62	0.20	0.47	0.22	0.13	1.33	0.11	0.11	—	—	0.11		
Other bread	3.65	2.41	2.72	2.00	1.47	1.15	2.55	4.07	1.82	2.17	2.32	0.76	2.33		
Total bread	38.87	34.64	33.55	31.65	31.94	36.99	38.70	35.20	34.97	39.13	29.84	33.99	36.33		
Flour	7.10	4.10	5.87	4.32	3.30	2.52	4.01	7.78	1.15	6.32	3.24	5.12	3.03		
Cakes	5.19	6.15	4.36	3.76	2.63	2.28	4.09	6.12	4.26	3.14	4.04	3.35	2.87		
Biscuits	5.93	5.44	5.23	5.29	5.79	4.69	4.58	5.79	6.39	5.81	5.13	4.68	3.92		
Oatmeal and oat products	0.57	0.22	0.58	0.45	0.38	0.74	0.30	0.82	0.53	0.42	0.59	1.39	0.73		
Breakfast cereals	2.42	3.96	3.62	3.49	3.81	4.16	2.56	2.48	3.78	3.09	3.76	7.17	2.38		
Other cereals	5.44	4.88	6.33	5.36	4.64	4.93	4.20	5.10	7.63	5.32	5.55	3.37	3.68		
Total cereals	65.53	59.20	59.55	54.34	52.48	56.32	58.44	63.30	58.72	63.24	52.14	59.07	52.95		
BEVERAGES:															
Tea	2.96	1.82	2.08	1.60	1.59	1.21	2.02	3.37	2.06	3.09	1.51	1.17	1.64		
Coltce	0.77	0.88	0.55	0.47	0.45	0.48	0.38	0.81	0.68	0.58	0.51	0.50	0.20		
Cocoa and drinking chocolate	0.12	—	0.17	0.13	0.15	0.06	0.09	0.09	0.18	0.04	—	0.21	—		
Branded food drinks	0.23	0.19	0.04	0.15	0.10	0.12	0.08	0.49	0.04	0.56	—	—	0.12		
Total beverages	4.08	2.90	2.85	2.36	2.29	1.87	2.57	4.77	2.97	4.26	2.03	1.89	1.95		
EXPENDITURE—ALL FOODS	£4.51	£3.71	£3.68	£3.17	£2.84	£2.64	£3.24	£4.29	£3.35	£3.75	£2.96	£2.97	£3.10		
Expenditure on subsidised foods (b)															
Pence per person per week	87	73	74	67	62	62	71	88	69	82	61	63	60		
As a percentage of total expenditure	19.3	19.7	20.2	21.1	21.8	23.5	21.9	20.6	20.6	22.0	20.6	21.2	19.4		

(a) Averages are not shown for households of 1 adult and 1 or more children in income group A or households with 2 adults and 4 or more children in income groups D and E2 because there were fewer than 5 such households in the samples.

(b) Liquid milk, natural cheese, butter, bread (except "other bread"), flour and tea.

Tables of the average nutritional value
of household food

Nutritional value of household food: national averages, 1970-1975

	1970 (a)		1971 (a)		1972		1973		1974 (b)		1975 (b)	
		2,560	2,490	2,430	2,400	2,360	2,320	2,290	2,320	2,290	2,320	2,290
	(kcal)	10.7	10.4	10.2	10.0	9.8	9.7	9.6	9.7	9.7	9.7	9.6
Total protein	(g)	73.7	72.4	72.5	71.4	70.4	70.9	71.9	70.9	70.9	70.9	71.9
Animal protein	(g)	45.5	45.1	44.7	44.5	43.6	44.8	45.8	44.8	44.8	44.8	45.8
Fat	(g)	119	117	112	111	110	106	107	106	106	106	107
Fatty acids:	(g)	n.a.	n.a.	52.0	51.5	51.4	50.7	51.7	50.7	50.7	50.7	51.7
saturated	(g)	n.a.	n.a.	42.9	41.9	41.2	39.8	39.8	39.8	39.8	39.8	39.8
monounsaturated	(g)	n.a.	n.a.	11.5	11.5	10.8	10.6	10.1	10.6	10.6	10.6	10.1
polyunsaturated	(g)	317	305	301	293	288	287	275	287	287	287	275
Carbohydrate (c)	(g)	1,030	1,020	1,010	1,020	1,010	1,010	1,010	1,010	1,010	1,010	1,010
Calcium	(mg)	13.4	13.3	13.2	12.7	12.5	11.6	11.6	11.6	11.6	11.6	11.6
Iron	(mg)	1.17	1.18	1.26	1.22	1.21	1.15	1.15	1.15	1.15	1.15	1.15
Thiamin	(mg)	1.77	1.75	1.78	1.79	1.76	1.74	1.77	1.74	1.74	1.74	1.77
Riboflavin	(mg)	16.1	16.2	16.6	16.6	16.5	15.7	16.0	15.7	15.7	15.7	16.0
Nicotinic acid	(mg)	29.4	28.9	29.3	29.0	28.7	28.5	28.9	28.5	28.5	28.5	28.9
Nicotinic acid equivalent	(mg)	52	53	52	53	51	50	51	50	50	50	51
Vitamin C	(µg)	890	880	890	810	780	770	930	770	770	770	930
Vitamin A: retinol	(µg)	2,120	2,140	2,120	2,180	2,140	2,150	2,050	2,150	2,150	2,150	2,050
β-carotene	(µg)	1,350	1,340	1,340	1,270	1,230	1,230	1,370	1,230	1,230	1,230	1,370
total (retinol equivalent)	(µg)	2.82	2.78	2.91	2.89	2.66	2.66	2.63	2.66	2.66	2.66	2.63
Vitamin D (d)	(µg)											

TABLE 29 (cont'd)

	1970 (a)	1971 (a)	1972	1973	1974 (b)	1975 (b)
	(ii) As a percentage of recommended intake (e)					
Energy	111	107	105	104	102	101
Protein	128	124	125	124	122	123
(as a percentage of minimum requirement)	195	190	192	190	187	189
Calcium	194	193	189	193	192	186
Iron	124	122	123	118	117	105
Thiamin	124	124	137	134	132	122
Riboflavin	130	128	131	132	130	126
Nicotinic acid equivalent	194	190	194	193	191	185
Vitamin C	184	186	184	189	181	177
Vitamin A (retinol equivalent)	200	197	198	190	183	198
Vitamin D (d)	84	85	88	89	83	82
	(iii) Percentage of energy derived from protein, fat and carbohydrate					
Protein	11.5	11.6	11.9	12.0	11.9	12.6
Fat	41.8	42.3	41.5	42.0	41.9	42.2
Carbohydrate	46.5	46.0	46.4	46.0	46.1	45.2
	(iv) Animal protein as a percentage of total protein					
	61.7	62.3	61.6	62.3	62.0	63.7

TABLE 29 (cont'd)

	1970 (a)	1971 (a)	1972	1973	1974 (b)	1975 (b)
Total protein	28.9	29.0	(v) 29.9	29.8	29.9	30.6
Animal protein	17.8	18.1	18.4	18.6	18.5	19.3
Fat	46	47	46	47	47	47
Fatty acids:						
saturated	n.a.	n.a.	21.4	21.5	21.8	22.6
monounsaturated	n.a.	n.a.	17.7	17.5	17.5	17.4
polyunsaturated	n.a.	n.a.	4.7	4.8	4.6	4.4
Carbohydrate (c)	124	123	124	122	122	120
Calcium	403	411	415	427	429	441
Iron	5.3	5.3	5.4	5.3	5.3	5.0
Thiamin	0.46	0.47	0.52	0.51	0.51	0.50
Riboflavin	0.69	0.70	0.73	0.75	0.75	0.77
Nicotinic acid equivalent	11.5	11.6	12.0	12.1	12.2	12.6
Vitamin C	20	21	21	22	21	22
Vitamin A (retinol equivalent)	528	536	549	532	522	599
Vitamin D (d)	1.10	1.12	1.20	1.21	1.13	1.15

(a) The estimates for 1970 and 1971 in Section (f) have been adjusted to conform with the revised definition of a person adopted by the Survey in 1972.

(b) The second of each pair of values for 1974 and those for 1975 are based on revised evaluations of the nutrient composition of foods.

(c) As monosaccharide.

(d) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

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

TABLE 30
 Contributions made by groups of foods to the nutritional value of household food (a): national averages, 1975
 (per person per day)

	Energy		Protein		Fat		Fatty acids				Carbo- hydrate		Calcium		Iron		
	kcal	MJ	Per cent of total	g	Per cent of total	g	Saturated	Mono-unsaturated		Poly-unsaturated	g	Per cent of total	mg	Per cent of total	mg	Per cent of total	
								Per cent of total	g								Per cent of total
Liquid milk	263	1.10	11.5	12.9	18.0	15.1	9.4	18.2	4.6	11.5	0.4	3.9	19	6.9	47.2	0.4	3.5
Dried milk	4	0.02	0.2	0.2	0.3	0.2	0.1	0.2	0.1	0.2	...	0.3	0.1	0.6	0.6	0.1	0.5
Other milk and cream	22	0.09	1.0	0.8	1.2	1.3	0.8	1.6	0.4	1.0	...	0.4	2	2.8	2.8	0.3	0.3
Cheese	58	0.24	2.5	3.7	5.1	4.8	3.0	5.7	1.4	3.6	0.1	1.2	11.1	0.1	0.7
<i>Total milk, cream and cheese</i>	<i>347</i>	<i>1.45</i>	<i>15.2</i>	<i>17.6</i>	<i>24.5</i>	<i>21.4</i>	<i>13.3</i>	<i>25.7</i>	<i>6.5</i>	<i>16.2</i>	<i>0.6</i>	<i>5.7</i>	<i>21</i>	<i>7.7</i>	<i>61.8</i>	<i>0.6</i>	<i>5.0</i>
Beef and veal	69	0.29	3.0	5.9	8.3	5.0	2.4	4.6	2.3	5.7	0.2	1.6	2	0.7	5.9
Mutton and lamb	47	0.20	2.0	2.1	3.0	4.2	2.1	4.1	1.7	4.4	0.2	2.2	1	0.1	1.5
Pork	29	0.12	1.3	1.6	2.2	2.5	1.3	2.4	1.0	2.6	0.1	1.3	1	0.1	0.7
Bacon and ham, uncooked	63	0.26	2.8	1.6	2.2	6.3	2.4	4.6	2.8	7.1	0.9	8.4	2	0.2	1.4
Liver	5	0.02	0.2	0.6	0.9	0.2	0.1	0.2	0.1	0.2	0.1	0.6	0.4	3.6
Poultry, uncooked	22	0.09	1.0	3.0	4.2	1.1	0.3	0.6	0.4	1.1	0.3	2.7	2	0.2	1.7
Sausages	44	0.18	1.9	1.3	1.9	3.7	1.6	3.1	1.7	4.3	0.2	2.2	1	0.5	6	0.6	1.4
Other meat	87	0.36	3.8	5.0	6.9	5.9	2.4	4.7	2.7	6.8	0.6	5.6	4	1.3	10	1.0	6.7
<i>Total meat</i>	<i>366</i>	<i>1.53</i>	<i>16.0</i>	<i>21.2</i>	<i>29.5</i>	<i>29.1</i>	<i>12.5</i>	<i>24.3</i>	<i>12.8</i>	<i>32.1</i>	<i>2.5</i>	<i>24.7</i>	<i>5</i>	<i>1.8</i>	<i>23</i>	<i>2.3</i>	<i>22.9</i>
Fat fish	7	0.03	0.3	0.8	1.0	0.4	0.1	0.3	0.2	0.4	0.1	1.1	8	0.8	0.7
Other fish	16	0.07	0.7	2.0	2.8	0.6	0.1	0.2	0.2	0.6	0.3	2.6	1	0.3	6	0.6	1.1
<i>Total fish</i>	<i>23</i>	<i>0.10</i>	<i>1.0</i>	<i>2.8</i>	<i>3.8</i>	<i>1.1</i>	<i>0.3</i>	<i>0.5</i>	<i>0.4</i>	<i>1.0</i>	<i>0.4</i>	<i>3.8</i>	<i>1</i>	<i>0.3</i>	<i>14</i>	<i>1.4</i>	<i>1.9</i>
Eggs	44	0.18	1.9	3.7	5.1	3.2	1.2	2.3	1.5	3.7	0.5	4.5	16	1.6	5.2
Butter	166	0.69	7.3	0.1	0.1	18.5	11.5	22.2	5.5	13.9	0.5	4.5	3	0.3	0.2
Margarine	77	0.32	3.4	...	0.1	8.6	3.1	5.9	3.4	8.6	1.7	16.5	0.3
Other fats	102	0.42	4.4	11.2	10.5	7.9	5.0	12.5	1.7	16.4	0.1
<i>Total fats</i>	<i>345</i>	<i>1.42</i>	<i>15.1</i>	<i>0.1</i>	<i>0.2</i>	<i>38.3</i>	<i>18.6</i>	<i>36.0</i>	<i>13.9</i>	<i>35.0</i>	<i>3.8</i>	<i>37.4</i>	<i>...</i>	<i>...</i>	<i>4</i>	<i>0.4</i>	<i>0.6</i>
Sugar and preserves	207	0.87	9.1	...	0.1	55	20.0	3	0.3	0.1
Potatoes	102	0.43	4.5	2.6	3.7	24	8.8	13	1.2	0.9
Cabbage, brussels sprouts and cauliflower	5	0.02	0.2	0.7	0.9	1	0.2	10	1.0	1.3
Leafy salads	0.1	1	0.1	0.4

TABLE 30 (cont'd)

(per person per day)

	Energy		Protein		Fat		Fatty acids				Carbo- hydrate		Calcium		Iron		
	kcal	MJ	g	Per cent of total	g	Per cent of total	Saturated	Mono-unsaturated		Poly-unsaturated	g	Per cent of total	mg	Per cent of total	mg	Per cent of total	
								g	Per cent of total								g
Fresh legumes, including frozen	4	0.02	0.4	0.5	—	—	—	—	—	—	—	1	0.2	3	0.3	0.1	1.0
Other fresh green vegetables	..	0.01	..	0.2	—	—	—	—	—	—	—	1	0.1
Fresh tomatoes	2	0.01	0.1	0.1	—	—	—	—	—	—	—	..	0.1	2	0.2	0.1	0.5
Carrots	1	0.01	0.1	0.1	—	—	—	—	—	—	—	..	0.2	4	0.4	0.1	0.5
Other root vegetables	1	0.01	0.1	0.1	—	—	—	—	—	—	—	..	0.1	3	0.3	..	0.3
Other vegetables and vegetable products	50	0.21	2.2	3.2	1.3	1.2	0.4	0.7	1.3	3.4	3.4	8	2.9	20	2.0	0.7	6.1
<i>Total vegetables</i>	166	0.70	6.3	8.7	1.3	1.2	0.4	0.7	1.3	3.4	3.4	35	12.6	57	5.6	2.1	18.2
Oranges	3	0.01	0.1	0.1	—	—	—	—	—	—	—	1	0.3	4	0.4	..	0.3
Other citrus fruit	1	—	—	—	—	—	—	—	1	0.1	..	0.1
Apples and pears	10	0.04	0.4	0.1	—	—	—	—	—	—	—	..	0.9	1	0.1	0.1	0.6
Soft fruit	1	0.01	0.1	0.1	—	—	—	—	—	—	—	..	0.1	1	0.1	..	0.2
Bananas	5	0.02	0.1	0.1	—	—	—	—	—	—	—	..	0.5	0.3
Other fresh fruit	1	—	—	—	—	—	—	—	..	0.1	0.2
Other fruit	35	0.15	0.3	0.4	0.5	0.5	0.2	0.4	0.5	1.3	1.3	8	2.8	6	0.6	0.2	2.0
<i>Total fruit</i>	56	0.24	0.7	0.9	0.5	0.5	0.2	0.4	0.5	1.3	1.3	13	4.8	16	1.5	0.4	3.5
White bread	285	1.21	9.5	13.2	1.2	1.1	0.5	0.9	0.7	0.4	3.9	62	22.6	115	11.4	1.9	16.3
Other bread	58	0.25	2.2	3.1	0.3	0.3	0.2	0.3	0.1	0.1	1.3	12	4.4	22	2.1	0.6	4.9
Flour	73	0.31	2.1	3.0	0.2	0.2	0.1	0.2	0.1	0.1	0.7	17	6.1	32	3.1	0.5	4.3
Cakes and pastries	62	0.26	2.7	1.0	2.3	2.1	0.8	1.6	0.9	2.3	0.4	10	3.7	16	1.6	0.2	2.1
Biscuits	111	0.47	4.8	2.0	5.0	4.7	2.7	5.3	1.6	4.1	2.9	16	5.9	24	2.3	0.5	4.0
Other cereals	98	0.41	2.1	3.0	1.3	1.2	0.5	1.1	0.5	1.2	0.3	21	7.6	20	2.0	0.6	5.0
<i>Total cereals</i>	686	2.90	18.4	25.6	10.3	9.6	4.8	9.3	3.4	8.7	15.4	138	50.2	227	22.5	4.3	36.6
Tea
Other beverages	9	0.04	0.2	0.3	0.1	0.1	0.1	0.1	2	0.6	3	0.3	..	1.5
<i>Total beverages</i>	9	0.04	0.2	0.3	0.1	0.1	0.1	0.1	2	0.6	7	0.7	0.2	1.5
Other foods	38	0.16	0.9	1.2	1.5	1.4	0.4	0.9	0.6	1.6	3.7	5	2.0	19	1.9	0.4	3.8
<i>TOTAL ALL FOODS</i>	2,287	9.37	71.9	100	106.8	100	51.7	100	39.8	100	10.1	275	100	1,009	100	11.6	100

TABLE 30 (cont'd)
(per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)			Vitamin A				Vitamin D (a)			
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	Retinol		Carotene		Retinol equivalent	µg	Per cent of total
															µg	Per cent of total	µg	Per cent of total			
Liquid milk	0.16	14.2	0.60	33.9	0.3	2.1	185.7	20.0	3.4	11.8	4.1	8.0	121	13.0	76	3.7	160	11.6	0.10	3.9	
Dried milk	...	0.3	0.01	0.4	...	0.1	2.6	0.3	0.1	0.2	0.4	0.9	5	0.6	1	0.1	6	0.4	0.07	2.8	
Other milk and cream	0.01	0.7	0.04	2.1	...	0.2	11.0	5.0	0.2	0.7	0.2	0.4	11	1.2	6	0.3	14	1.0	0.13	5.0	
Cheese	0.01	0.5	0.07	4.2	...	0.1	46.0	5.0	0.8	2.7	44	4.8	29	1.4	59	4.3	0.05	1.9	
<i>Total milk, cream and cheese</i>	<i>0.18</i>	<i>15.6</i>	<i>0.72</i>	<i>40.5</i>	<i>0.4</i>	<i>2.5</i>	<i>245.2</i>	<i>26.4</i>	<i>4.4</i>	<i>15.4</i>	<i>4.7</i>	<i>9.3</i>	<i>181</i>	<i>19.5</i>	<i>112</i>	<i>5.5</i>	<i>239</i>	<i>17.4</i>	<i>0.36</i>	<i>13.5</i>	
Beef and veal	0.01	0.8	0.07	4.2	1.3	8.4	76.4	8.2	2.6	9.0	5	0.5	5	0.4	
Mutton and lamb	0.01	0.7	0.02	1.4	0.5	3.3	26.8	2.9	1.0	3.4	2	0.3	2	0.2	
Pork	0.04	3.2	0.02	0.9	0.4	2.6	17.3	1.9	0.7	2.4	
Bacon and ham, uncooked	0.04	3.9	0.02	1.3	0.3	1.6	21.7	2.3	0.6	2.1	
Liver	0.01	0.5	0.09	5.3	0.4	2.7	8.2	0.9	0.6	2.0	0.3	0.6	427	46.1	14	0.7	434	31.6	0.02	0.8	
Poultry, uncooked	0.01	0.6	0.03	1.4	1.0	6.3	31.9	3.4	1.5	5.3	1	0.1	1	0.1	
Sausages	0.02	0.9	0.5	3.4	16.9	1.8	0.8	2.8	5	0.5	1	...	5	0.4	0.01	0.2	
Other meat	0.05	3.9	0.07	3.9	0.9	5.9	60.0	6.5	1.9	6.7	0.1	0.2	1	0.1	1	0.1	
<i>Total meat</i>	<i>0.16</i>	<i>13.5</i>	<i>0.34</i>	<i>19.3</i>	<i>5.4</i>	<i>34.1</i>	<i>259.2</i>	<i>27.9</i>	<i>9.7</i>	<i>33.7</i>	<i>0.4</i>	<i>0.8</i>	<i>440</i>	<i>47.4</i>	<i>14</i>	<i>0.7</i>	<i>447</i>	<i>32.6</i>	<i>0.03</i>	<i>1.1</i>	
Fat fish	...	0.1	0.01	0.4	0.2	1.3	8.3	0.9	0.3	1.2	2	0.3	2	0.2	0.43	16.4	
Other fish	0.01	0.6	0.01	0.8	0.3	2.0	23.0	2.5	0.7	2.4	0.05	2.0	...	
<i>Total fish</i>	<i>0.01</i>	<i>0.8</i>	<i>0.02</i>	<i>1.1</i>	<i>0.5</i>	<i>3.3</i>	<i>31.2</i>	<i>3.4</i>	<i>1.0</i>	<i>3.6</i>	<i>3</i>	<i>0.3</i>	<i>3</i>	<i>0.2</i>	<i>0.48</i>	<i>18.4</i>	
Eggs	0.02	2.0	0.14	7.9	...	0.1	65.0	7.0	1.1	3.8	41	4.5	41	3.0	0.44	16.9	
Butter	1.6	0.2	...	0.1	164	17.7	130	6.4	229	16.7	0.29	10.9	
Margarine	0.3	76	8.2	51	2.5	101	7.4	0.84	31.8	
Other fats	0.2	3	0.3	3	0.2	0.02	0.7	
<i>Total fats</i>	<i>2.1</i>	<i>0.2</i>	<i>242</i>	<i>26.1</i>	<i>181</i>	<i>8.8</i>	<i>333</i>	<i>24.2</i>	<i>1.14</i>	<i>43.3</i>	
Sugar and preserves	0.2	1.1	2.1	2	0.1	
Potatoes	0.12	10.2	0.05	2.9	1.6	10.0	46.2	5.0	2.4	8.2	11.6	22.8	
Cabbage, brussels sprouts and cauliflower	0.01	1.0	0.02	1.1	0.1	0.6	7.7	0.8	0.2	0.8	3.7	7.3	
Leafy salads	0.5	0.1	...	0.1	0.8	1.6	
Fresh legumes, including frozen	0.01	1.3	0.01	0.8	0.1	0.8	4.1	0.4	0.2	0.7	1.2	2.3	
Other fresh green vegetables	0.2	0.2	0.4	
Fresh tomatoes	0.01	0.8	0.01	0.3	0.1	0.6	1.4	0.2	0.1	0.4	3.1	6.2	
Carrots	0.4	0.1	0.1	0.2	0.3	0.6	
Other root vegetables	0.2	0.1	0.1	0.2	0.5	1.0	
Other vegetables and vegetable products	0.04	2.3	0.6	3.6	25.4	2.7	1.0	3.5	4.7	9.3	
<i>Total vegetables</i>	<i>0.20</i>	<i>17.7</i>	<i>0.14</i>	<i>8.0</i>	<i>2.6</i>	<i>16.3</i>	<i>86.7</i>	<i>9.3</i>	<i>4.1</i>	<i>14.1</i>	<i>26.0</i>	<i>51.3</i>	<i>1,604</i>	<i>78.3</i>	<i>268</i>	<i>19.5</i>	

TABLE 30 (cont'd)
(per person per day)

	Thiamin (b)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (b)		Vitamin A				Vitamin D (a)	
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	µg	Per cent of total	µg	Per cent of total	µg	Per cent of total
Oranges	0.01	0.9	...	0.2	...	0.4	...	0.1	10.3	5.2	10.3
Other citrus fruit	0.01	0.2	...	0.2	...	0.1	2.4	1.2	2.4
Apples and pears	0.01	0.8	0.01	0.3	...	0.6	0.1	...	2.2	1.1	2.2
Soft fruit	...	0.1	...	0.1	...	0.1	2.7	1.4	2.7
Bananas	...	0.3	...	0.3	...	1.0	0.1	...	1.4	0.7	1.4
Other fresh fruit	...	0.1	...	0.1	...	0.1	1.0	0.5	1.0
Other fruit	0.01	0.7	0.01	0.8	0.2	1.0	2.7	0.3	14.9	7.6	14.9
Total fruit	0.03	3.0	0.03	1.7	0.3	1.7	4.9	0.5	34.9	0.4	1.2	17.7	14	1.0
White bread	0.21	18.5	0.03	1.6	1.7	10.4	113.9	12.3	8.8	2.5	8.8
Other bread	0.06	4.9	0.01	0.7	0.6	3.8	26.6	2.9	1.9	0.6	1.9
Flour	0.05	4.2	0.01	0.4	0.4	2.3	25.6	2.8	2.0	0.6	2.0
Cakes and pastries	0.02	1.5	0.02	0.9	0.1	0.7	12.8	1.4	0.9	0.3	0.9
Biscuits	0.04	3.2	0.02	1.1	0.3	1.8	17.0	1.8	1.4	0.4	1.4
Other cereals	0.15	13.1	0.17	9.8	1.7	10.8	24.9	2.7	5.6	1.6	5.6
Total cereals	0.52	45.3	0.26	14.5	4.7	29.8	220.7	23.8	20.6	5.9	20.6	0.1	0.2	13	1.4	0.8	16	0.15
Tea	0.08	4.5	0.5	3.3	1.8	0.5	1.8
Other beverages	0.01	0.5	...	0.2	1.1	6.8	2.5	0.3	3.9	1.1	3.9
Total beverages	0.01	0.5	0.08	4.7	1.6	10.1	2.5	0.3	5.7	1.7	5.7
Other foods	0.02	1.6	0.04	2.3	0.3	2.1	11.5	1.2	1.7	0.5	1.7	0.7	1.4	7	0.7	40	1.9	0.01
TOTAL ALL FOODS	1.15	100	1.77	100	15.9	100	929.2	100	28.8	100	50.8	100	925	100	2,048	100	1,373	2.63

(a) Contributions from pharmaceutical sources are not recorded in the Survey.

(b) Cooking losses have been taken into account. Intake figures for thiamin allow for a loss of 50 per cent from beef and for smaller losses from other foods (equivalent on average to about 20 per cent loss overall); those for vitamin C from fresh green vegetables and other vegetables allow for losses of 75 and 50 per cent respectively.

TABLE 31
Geographical variations in nutritional value of household food, 1975

	Region										Type of area				
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/Anglia	London	Provincial	Larger towns	Smaller towns	Rural areas
Energy	2,290	2,380	2,250	2,450	2,370	2,270	2,270	2,370	2,340	2,220	2,240	2,360	2,270	2,250	2,300
Total protein	9.6	10.0	9.4	10.3	9.9	9.5	9.3	9.9	9.8	9.3	9.4	9.9	9.5	9.4	9.6
Animal protein	71.9	72.5	71.7	75.2	73.0	72.5	68.7	74.2	71.6	70.9	74.9	74.9	70.3	69.6	71.9
Fat	45.8	44.8	44.4	45.2	45.7	47.3	42.7	47.5	45.6	46.3	48.8	47.1	44.3	44.1	46.1
Fatty acids:															
saturated	51.7	53.3	48.9	52.0	52.7	51.7	50.0	54.4	53.9	51.0	51.6	52.1	50.8	51.3	52.6
monounsaturated	39.8	41.2	37.3	41.6	42.1	39.9	38.5	42.2	40.4	38.7	39.4	41.0	39.1	39.3	40.1
polyunsaturated	10.1	10.4	9.6	11.2	10.7	10.3	9.7	10.8	9.9	9.7	10.0	10.7	10.0	10.0	9.9
Carbohydrate	275	291	281	306	287	269	268	280	281	262	262	287	276	270	275
Calcium	1,010	980	1,000	980	990	1,000	1,040	1,050	1,050	1,010	990	990	1,010	1,010	1,040
Iron	11.6	11.9	11.9	12.8	12.0	11.6	11.0	11.7	11.7	11.3	11.8	12.4	11.4	11.2	11.4
Thiamin	1.15	1.20	1.10	1.22	1.19	1.16	1.13	1.19	1.17	1.12	1.14	1.18	1.15	1.13	1.16
Riboflavin	1.77	1.74	1.67	1.75	1.76	1.78	1.71	1.82	1.84	1.79	1.81	1.75	1.75	1.74	1.79
Nicotinic acid	16.0	16.4	14.9	17.0	16.3	16.5	14.5	16.3	16.2	15.9	16.9	16.7	15.5	15.4	15.8
Nicotinic acid equivalent	28.9	29.3	27.8	30.3	29.4	29.5	26.8	29.5	29.0	28.7	30.2	30.1	28.1	27.9	28.7
Vitamin C	51	48	47	48	47	51	47	49	53	55	59	49	50	49	51
Vitamin A:															
retinol	930	880	870	920	960	910	820	960	1,010	940	1,010	940	900	930	900
β-carotene	2,050	2,010	1,820	2,050	2,000	2,490	2,020	1,980	2,230	1,970	1,970	2,080	2,100	2,010	2,040
total (retinol equivalent)	1,370	1,320	1,270	1,360	1,400	1,430	1,260	1,400	1,490	1,370	1,430	1,360	1,360	1,370	1,350
Vitamin D (b)	2.63	2.54	2.50	2.98	2.83	2.69	2.63	2.74	2.67	2.47	2.44	2.78	2.61	2.62	2.64
Energy	96	99	95	100	99	97	92	98	98	94	97	100	95	94	96
Protein	120	121	120	123	122	124	113	122	119	120	128	126	117	116	119
(as a percentage of minimum requirement)	185	187	185	188	189	189	176	188	184	184	195	193	180	179	184
Calcium	186	177	183	178	183	186	191	193	194	187	186	183	185	184	192
Iron	105	107	107	113	110	106	99	104	106	103	109	112	102	101	103
Thiamin	122	126	116	126	125	124	118	124	123	120	124	125	120	118	122
Riboflavin	126	120	120	121	126	129	131	127	130	128	133	125	124	124	127
Nicotinic acid equivalent	185	190	180	189	191	192	171	186	183	185	200	194	180	178	183
Vitamin C	178	168	163	163	164	178	164	169	184	192	211	170	172	169	176
Vitamin A (retinol equivalent)	198	192	184	190	203	209	182	199	213	199	212	200	194	197	193
Vitamin D (b)	82	78	76	97	86	84	79	87	86	77	77	87	81	82	82

(i) As a percentage of recommended intake

Main tables

TABLE 31 (cont'd)

	Region										Type of area			
	All household	Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East (G)/ East Anglia	Conurbations	Other urban areas	Smaller towns	Rural areas
										London	Pro-vincial			
Protein	12.6	12.2	12.8	12.3	12.4	12.8	12.4	12.3	12.3	12.8	12.7	12.4	12.4	12.6
Fat	42.2	41.8	40.3	40.6	42.2	42.6	42.1	43.0	42.4	42.6	41.7	41.8	42.5	42.4
Carbohydrate	45.2	46.0	46.9	47.1	45.5	44.6	45.5	44.5	45.3	44.0	45.6	45.7	45.1	45.0
					(iii) Percentage of energy derived from protein, fat and carbohydrate									
	63.7	61.8	62.0	60.1	62.7	65.2	62.2	64.0	63.7	65.3	65.9	63.0	63.4	64.2
					(iv) Animal protein as a percentage of total protein									
Total protein	31.5	30.4	31.8	30.7	30.8	31.9	31.0	31.3	30.6	32.0	33.0	31.0	30.9	31.3
Animal protein	20.0	18.8	19.7	18.4	19.3	20.8	19.3	20.0	19.5	20.9	21.8	19.5	19.6	20.1
Fat	47	46	45	45	47	41	47	48	47	47	47	46	47	47
Fatty acids: saturated	22.6	22.4	21.7	21.2	21.2	22.8	22.5	22.9	23.1	23.0	23.0	22.4	22.8	22.9
monounsaturated	17.4	17.3	16.6	17.0	17.7	17.5	17.4	17.8	17.3	17.5	17.6	17.2	17.5	17.5
polyunsaturated	4.4	4.4	4.2	4.6	4.5	4.6	4.4	4.6	4.2	4.4	4.5	4.4	4.5	4.3
Carbohydrate	120	122	125	125	121	118	121	118	121	118	117	122	120	120
Calcium	441	410	443	399	417	440	468	444	448	455	443	443	446	453
Iron	5.0	5.0	5.3	5.2	5.1	5.1	5.0	4.9	5.0	5.1	5.3	5.0	5.0	5.0
Thiamin	0.50	0.50	0.49	0.45	0.50	0.51	0.51	0.50	0.50	0.51	0.51	0.51	0.50	0.51
Riboflavin	0.77	0.73	0.74	0.72	0.74	0.78	0.77	0.77	0.79	0.81	0.81	0.77	0.77	0.78
Nicotinic acid equivalent	12.6	12.3	12.4	12.4	12.4	13.0	12.1	12.4	12.4	13.0	13.5	12.4	12.4	12.5
Vitamin C	22	20	21	20	20	22	21	21	23	25	26	22	22	22
Vitamin A (retinol equivalent)	599	554	565	557	589	631	570	592	639	619	640	597	610	586
Vitamin D (b)	1.15	1.07	1.11	1.22	1.19	1.18	1.19	1.15	1.14	1.12	1.09	1.15	1.16	1.15

(i) Including London, for which separate results are given in the analysis according to type of area.
 (b) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 32
Geographical variations in nutritional value of household food, 1970-1975

	Region										Type of area				
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a) East Anglia	Conurbations			Rural areas	
											London	Provincial	Larger towns		Smaller towns
Energy	2,410	2,520	2,370	2,520	2,510	2,440	2,480	2,500	2,430	2,360	2,380	2,450	2,470	2,400	2,470
Total protein	10.1	10.5	9.9	10.6	10.5	10.2	10.4	10.5	10.2	9.9	9.9	10.3	10.2	10.0	10.3
Animal protein	(g)	73.4	71.6	74.9	73.4	72.5	73.8	73.8	72.2	71.6	71.6	73.4	72.2	71.0	72.6
Fat	45.1	45.2	42.9	44.7	45.0	45.1	44.1	45.7	45.4	46.4	48.4	44.9	44.7	44.1	45.4
Fatty acids:	(g)	112	104	115	117	113	114	116	113	112	113	112	112	111	115
saturated	(g)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
monounsaturated	(g)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
polyunsaturated	(g)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Carbohydrate	(g)	296	308	303	315	309	308	308	298	283	281	304	299	296	304
Calcium	(mg)	1,020	1,010	990	980	1,000	1,060	1,050	1,050	1,040	1,030	990	1,020	1,020	1,060
Iron	(mg)	12.6	12.9	12.8	13.6	13.1	12.7	12.7	12.7	12.4	12.8	12.9	12.7	12.5	12.6
Thiamin	(mg)	1.19	1.23	1.13	1.24	1.23	1.20	1.22	1.21	1.17	1.19	1.20	1.20	1.18	1.21
Riboflavin	(mg)	1.77	1.74	1.64	1.71	1.76	1.76	1.79	1.83	1.83	1.87	1.72	1.77	1.75	1.79
Nicotinic acid	(mg)	16.2	16.4	15.1	16.8	16.6	15.9	16.5	16.4	16.3	17.1	16.4	16.2	15.8	16.0
Nicotinic acid equivalent	(mg)	29.0	29.3	27.6	29.9	29.6	28.7	29.6	29.3	29.1	30.4	29.4	29.0	28.5	28.9
Vitamin C	(mg)	52	52	45	48	50	52	52	52	56	59	49	51	50	52
Vitamin A: retinol	(µg)	860	810	790	830	900	860	890	910	900	920	840	860	870	870
β-carotene	(µg)	2,150	2,040	1,920	2,130	2,290	1,950	2,070	2,160	2,120	2,090	2,230	2,150	2,090	2,210
total (retinol equivalent)	(µg)	1,320	1,260	1,200	1,290	1,380	1,280	1,340	1,370	1,350	1,370	1,290	1,320	1,310	1,340
Vitamin D (b)	(µg)	2.78	2.75	2.73	3.10	3.03	3.04	2.86	2.62	2.64	2.63	2.90	2.76	2.77	2.91
Energy	104	106	101	106	106	106	104	106	102	103	106	105	103	102	104
Protein	124	123	122	126	124	125	121	124	122	125	126	126	123	120	122
(as a percentage of minimum requirement)	190	190	187	194	192	192	187	194	187	190	193	193	188	184	189
Calcium	191	186	183	182	187	190	196	194	194	196	198	186	188	188	198
Iron	117	117	116	123	120	117	114	115	115	115	121	119	116	113	116
Thiamin	128	129	120	130	130	129	128	132	127	127	132	129	127	124	127
Riboflavin	129	125	120	129	127	129	129	129	131	135	140	126	128	126	129
Nicotinic acid equivalent	191	190	181	193	193	193	185	192	188	193	193	189	189	185	187
Vitamin C	183	182	161	177	177	176	180	182	182	200	205	174	179	176	183
Vitamin A (retinol equivalent)	195	183	177	186	202	205	186	194	198	200	206	191	193	191	195
Vitamin D (b)	85	83	82	94	92	93	85	88	80	81	82	89	83	83	89

TABLE 32 (cont'd)

	Region										Type of area									
	All households	Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)	East Anglia	Conurbations		Other urban areas		Rural areas				
												London	Provincial	Larger towns	Smaller towns					
Protein	12.0	11.7	12.1	11.9	11.7	11.9	11.7	11.8	11.9	12.2	12.5	12.0	11.9	11.9	11.8					
Fat	41.9	42.3	39.7	41.2	42.0	41.9	41.8	41.8	41.9	42.8	43.0	41.3	41.7	41.7	41.9					
Carbohydrate	46.1	46.0	48.1	46.9	46.3	46.2	46.7	46.4	46.1	45.0	44.5	46.7	46.3	46.4	46.3					
	62.5	61.5	59.9	59.7	61.3	62.2	61.1	62.0	62.8	64.7	65.4	61.2	61.9	62.1	62.5					
					(iii) Percentage of energy derived from protein, fat and carbohydrate															
Total protein	29.9	29.2	30.2	29.7	29.3	29.7	29.2	29.5	29.8	30.4	31.1	29.9	29.8	29.5	29.4					
Animal protein	18.7	17.9	18.1	17.7	18.0	18.5	17.8	18.3	18.7	19.6	20.4	18.3	18.5	18.4	18.4					
Fat	46	47	44	46	47	46	46	46	46	47	48	46	46	46	47					
Fatty acids:																				
saturated																				
monounsaturated																				
polyunsaturated																				
Carbohydrate																				
Calcium																				
Iron																				
Thiamin																				
Riboflavin																				
Nicotinic acid equivalent																				
Vitamin C																				
Vitamin A (retinol equivalent)																				
Vitamin D (b)																				
	1.15	1.09	1.15	1.23	1.21	1.25	1.15	1.14	1.08	1.12	1.11	1.18	1.14	1.15	1.18					

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

(b) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 33
 Nutritional value of household food in different income groups, 1975

	Income group										All households
	Households with one or more earners					Households with no earner					
	Gross weekly income of head of household										
	£110 and over	£82 and under £110	£82 and over	£49 and under £82	£28 and under £49	Less than £28	£28 or more	Less than £28	£28 or more	E2	
A1	A2	All A	B	C	D	E1	E1	E2	OAP		
Energy (kcal)	2,080	2,170	2,150	2,250	2,310	2,390	2,420	2,400	2,500	2,290	
Protein (MJ)	8.7	9.1	9.0	9.4	9.7	10.0	10.1	10.1	10.5	9.6	
Total protein (g)	67.6	70.0	69.5	71.2	71.9	75.6	76.7	74.6	76.5	71.9	
Animal protein (g)	45.6	46.5	46.4	45.4	44.8	48.0	49.1	47.7	49.3	45.8	
Fat (g)	104	104	105	106	106	111	118	109	116	107	
Fatty acids: saturated (g)	49.6	50.7	50.6	51.2	50.8	53.5	57.0	53.5	57.1	51.7	
mono-unsaturated (g)	38.1	38.7	38.7	39.4	39.5	42.1	43.3	40.3	42.9	39.8	
poly-unsaturated (g)	11.1	9.9	10.3	9.9	10.2	10.3	11.6	9.9	10.3	10.1	
Carbohydrate (g)	230	252	246	269	283	287	281	297	304	275	
Calcium (mg)	1,000	990	1,000	1,000	1,000	1,010	1,080	1,070	1,100	1,010	
Iron (mg)	10.6	11.2	11.1	11.5	11.7	12.3	12.3	12.0	12.1	11.6	
Thiamin (mg)	1.07	1.11	1.10	1.14	1.17	1.19	1.17	1.19	1.19	1.15	
Riboflavin (mg)	1.72	1.78	1.77	1.75	1.74	1.80	1.90	1.89	1.91	1.77	
Nicotinic acid (mg)	15.2	15.7	15.6	15.8	15.9	16.9	17.5	16.7	16.4	16.0	
Nicotinic acid equivalent (mg)	27.3	28.3	28.1	28.6	28.8	30.6	31.0	29.9	30.1	28.9	
Vitamin C (mg)	64	55	58	51	47	46	68	53	50	51	
Vitamin A: retinol (µg)	820	920	900	920	920	920	1,030	1,000	1,040	930	
β-carotene (µg)	2,280	2,100	2,170	2,020	1,970	2,060	2,330	2,240	2,220	2,050	
total (retinol equivalent) (µg)	1,300	1,370	1,360	1,350	1,350	1,370	1,550	1,490	1,530	1,370	
Vitamin D (a) (µg)	2.40	2.33	2.35	2.58	2.64	2.81	3.42	2.73	2.93	2.63	
Energy (kcal)	92	94	94	95	95	100	101	103	108	96	
Protein (MJ)	119	121	121	119	118	126	126	128	132	120	
(as a percentage of minimum requirement)	181	186	185	185	183	189	186	188	191	185	
Calcium (g)	189	185	187	186	183	183	193	195	201	186	
Iron (g)	97	103	101	104	105	108	108	108	110	105	
Thiamin (mg)	118	121	121	120	120	126	125	134	134	122	
Riboflavin (mg)	130	133	132	128	124	124	123	127	126	126	
Nicotinic acid equivalent (mg)	185	189	189	188	185	189	182	180	172	185	
Vitamin C (mg)	234	200	212	201	164	155	217	172	155	177	
Vitamin A (retinol equivalent) (µg)	197	196	207	201	196	187	201	195	188	198	
Vitamin D (a) (µg)	75	69	71	79	81	89	118	91	107	82	

TABLE 33 (cont'd)

	Income group											All households
	Households with one or more earners					Households with no earner					OAP	
	Gross weekly income of head of household											
	£110 and over	£82 and under £110	£82 and over	£49 and under £82	£28 and under £49	Less than £28	£28 or more	Less than £28	E2			
A1	A2	All A	B	C	D	E1	E2					
Protein	13.1	12.9	13.0	12.7	12.5	12.7	12.7	12.5			12.3	12.6
Fat	45.2	43.4	44.0	42.4	41.3	42.1	43.8	41.0			41.9	42.2
Carbohydrate	41.7	43.7	43.1	44.9	46.2	45.2	43.6	46.5			45.8	45.2
	67.4	66.4	66.7	63.8	62.3	63.5	64.1	63.9			64.4	63.7
Total protein	32.6	32.2	32.3	31.6	31.1	31.6	31.7	31.0			30.6	31.4
Animal protein	22.0	21.4	21.6	20.2	19.4	20.1	20.3	19.8			19.7	20.0
Fat	50	48	49	47	46	47	49	45			46	47
Fatty acids:												
saturated	23.9	23.3	23.5	22.8	22.0	22.4	23.5	22.3			22.8	22.6
monounsaturated	18.4	17.8	18.0	17.5	17.1	17.6	17.9	16.8			17.2	17.4
polyunsaturated	5.4	4.5	4.8	4.4	4.4	4.3	4.8	4.1			4.1	4.4
Carbohydrate	11.1	11.6	11.4	11.9	12.3	12.0	11.6	12.1			12.2	12.0
Calcium	48.3	45.7	46.4	44.4	43.2	43.1	44.6	44.5			44.0	44.1
Iron	5.1	5.2	5.2	5.1	5.1	5.1	5.1	5.0			4.9	5.0
Thiamin	0.51	0.51	0.51	0.51	0.51	0.50	0.48	0.49			0.48	0.50
Riboflavin	0.83	0.82	0.82	0.78	0.75	0.75	0.78	0.78			0.77	0.77
Nicotinic acid equivalent	13.2	13.0	13.1	12.7	12.5	12.8	12.8	12.5			12.1	12.6
Vitamin C	31	25	27	23	20	19	28	22			20	22
Vitamin A (retinol equivalent)	626	632	632	601	585	572	639	618			611	600
Vitamin D (α)	1.16	1.07	1.09	1.15	1.14	1.18	1.41	1.14			1.17	1.15
				(i)	(ii)	(iii)	(iv)	(v)				
				Consumption of nutrients per 1,000 kcal								

(g) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 34
Nutritional value of food in households of different composition, 1975

	Households with											
	No of adults		1		2		3		3 or more		4 or more	
	No of children	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	4 or more
Energy		2,660	2,260	2,590	2,310	2,060	2,040	2,010	2,550	2,260	2,070	2,330
Total protein	(kcal)	11.1	9.5	10.8	9.7	8.6	8.5	8.4	10.7	9.5	8.7	9.8
Animal protein	(g)	83.1	67.8	82.7	72.5	64.7	63.7	60.5	81.1	71.6	62.4	73.9
Fat	(g)	54.6	40.6	54.4	46.3	41.2	39.5	35.2	52.9	45.1	36.1	47.6
Fatty acids:	(g)	124	99	126	109	95	92	86	122	105	89	113
saturated	(g)	61.3	47.5	60.9	52.4	46.3	44.4	41.3	59.0	50.4	42.5	54.1
monounsaturated	(g)	45.5	37.1	46.9	40.4	35.2	34.3	31.7	45.7	39.3	33.6	42.7
polyunsaturated	(g)	11.2	9.9	11.6	10.6	9.0	8.6	8.6	11.3	10.1	9.0	10.4
Carbohydrate	(g)	321	290	299	275	249	253	263	298	271	269	270
Calcium	(mg)	1,220	990	1,110	1,040	950	910	880	1,080	980	870	990
Iron	(mg)	13.2	11.1	13.0	12.2	10.4	10.6	10.2	12.8	11.5	10.6	11.8
Thiamin	(mg)	1.29	1.17	1.25	1.16	1.06	1.08	1.10	1.25	1.14	1.07	1.11
Riboflavin	(mg)	2.13	1.69	1.97	1.81	1.64	1.61	1.54	1.93	1.71	1.51	1.71
Nicotinic acid	(mg)	18.4	15.4	18.3	15.9	14.2	14.3	14.0	17.8	15.8	14.1	16.0
Nicotinic acid equivalent	(mg)	33.3	27.3	33.2	29.0	25.9	25.6	24.6	32.5	28.7	25.1	29.5
Vitamin C	(mg)	61	46	62	54	43	41	39	59	50	38	53
Vitamin A:												
retinol	(µg)	1,170	720	1,090	990	800	780	750	1,040	930	800	930
β-carotene	(µg)	2,500	1,880	2,500	2,190	1,830	1,720	1,500	2,350	1,900	1,450	2,070
total (retinol equivalent)	(µg)	1,720	1,130	1,630	1,460	1,190	1,150	1,090	1,550	1,340	1,130	1,380
Vitamin D (a)	(µg)	3.14	2.26	3.07	2.81	2.32	2.27	2.23	2.87	2.54	2.40	2.58
Energy		119	100	104	98	91	89	88	99	91	87	89
Protein	(as a percentage of minimum requirement)	148	119	132	123	115	112	106	127	115	104	113
Calcium		215	182	199	189	179	175	166	194	178	162	174
Iron		233	176	206	190	177	163	155	206	182	157	188
Thiamin		123	94	117	110	98	95	91	116	100	92	105
Riboflavin		148	130	127	123	118	120	121	122	115	113	107
Nicotinic acid equivalent		146	135	125	133	130	128	124	123	119	112	108
Vitamin A (retinol equivalent)		203	192	191	182	184	183	177	188	179	168	170
Vitamin C (retinol equivalent)		197	178	183	190	165	156	154	189	171	141	169
Vitamin D (a)		221	180	206	214	196	191	183	198	188	171	177
Protein		119	74	112	73	62	64	65	108	89	78	97
Protein	(Percentage of energy derived from protein, fat and carbohydrate)	12.1	12.6	12.6	12.6	12.6	12.6	12.1	12.8	12.7	12.1	12.7
Fat		42.1	39.7	43.8	42.5	41.8	40.7	38.6	43.3	42.0	39.0	43.7
Carbohydrate		45.4	48.3	43.4	44.9	45.6	46.7	49.3	44.0	45.2	49.0	43.6

TABLE 34 (cont'd)

	Households with										
	No of adults		1		2		3		3 or more		4 or more
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	0
Total protein	65.8	59.9	65.8								64.5
Animal protein	31.2	30.0	31.9	31.4	31.5	31.3	30.2	31.9	31.7	30.1	31.7
Fat	20.5	18.0	21.0	20.1	20.0	19.4	17.6	20.8	20.0	17.4	20.4
Fatty acids:	47	44	49	47	46	45	43	48	47	43	48
saturated	23.0	21.0	23.5	22.7	22.5	21.8	20.6	23.2	22.3	20.5	23.2
monounsaturated	17.1	16.4	18.1	17.5	17.1	16.9	15.8	18.0	17.4	16.2	18.3
polyunsaturated	4.2	4.4	4.5	4.6	4.4	4.2	4.3	4.4	4.6	4.3	4.5
Carbohydrate	121	128	115	119	121	124	131	117	120	130	116
Calcium	457	438	427	451	464	447	430	425	434	421	424
Iron	5.0	4.9	5.0	5.3	5.1	5.2	5.1	5.0	5.1	5.1	5.1
Thiamin	0.48	0.52	0.48	0.50	0.52	0.53	0.55	0.49	0.51	0.52	0.48
Riboflavin	0.80	0.75	0.76	0.78	0.80	0.79	0.77	0.76	0.76	0.73	0.74
Nicotinic acid equivalent	12.5	12.1	12.8	12.6	12.6	12.6	12.2	12.8	12.7	12.1	12.7
Vitamin C	23	21	24	23	21	20	20	23	22	18	23
Vitamin A (retinol equivalent)	647	500	629	632	580	567	542	609	595	544	594
Vitamin D (a)	1.18	1.00	1.18	1.22	1.13	1.12	1.11	1.13	1.12	1.16	1.11

(a) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary Vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 35
Nutritional value of food in households of different composition within income groups, 1975

	Income group	Adults only	Households with					3 or more adults, 1 or more children
			1 adult, 1 or more children	1 child	2 children	2 adults and 3 children	4 or more children	
Energy	A B C D & E2	2,480 2,550 2,660 2,540	* (2,580) 2,270 2,160	2,200 2,300 2,340 2,450	1,980 2,050 2,110 2,040	1,950 2,070 1,990 (2,130)	2,150 2,050 1,940 *	2,170 2,260 2,160 2,070
	A B C D & E2	10.3 10.7 11.1 10.6	* (10.8) 9.5 9.0	9.2 9.6 9.8 10.2	8.3 8.6 8.8 8.5	8.1 8.7 8.3 (8.9)	9.0 9.4 8.1 *	9.0 9.0 8.7 *
Total protein	A B C D & E2	80.7 82.0 85.2 79.9	* (80.0) 66.5 66.3	73.5 72.1 72.3 75.9	64.8 64.4 65.4 62.7	62.6 65.6 59.4 (74.8)	64.4 61.8 58.6 *	68.8 71.1 66.6 64.6
Animal protein	A B C D & E2	55.7 54.1 55.3 52.1	* (46.1) 40.5 40.8	49.0 46.5 45.3 45.3	43.7 40.7 41.2 38.9	41.1 41.0 37.8 (46.6)	39.5 36.8 33.0 *	44.9 44.3 39.8 39.7
Fat	A B C D & E2	126 125 126 120	* (106) 105 94	106 108 109 109	96 94 97 92	90 94 86 (92)	100 90 79 *	104 104 96 93
Fatty acids: saturated	A B C D & E2	61.2 60.7 61.0 58.5	* (51.8) 49.3 45.7	52.3 52.4 52.0 53.0	46.5 46.0 46.7 44.1	43.6 45.9 41.5 (44.2)	48.4 43.5 37.8 *	49.4 49.8 45.8 43.5

TABLE 35 (cont'd)

	Income group	Adults only	Households with					3 or more adults, 1 or more children
			1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
Fatty acids: (cont'd) monounsaturated	A	46.8	*	39.1	35.7	33.4	36.5	38.8
	B	47.0	(39.6)	40.5	34.7	35.3	33.4	38.7
	C	47.5	39.1	40.5	36.1	32.3	29.2	36.0
	D & E2	44.8	35.1	40.8	34.5	(35.2)	*	35.8
polyunsaturated	A	12.1	*	10.1	9.6	8.6	10.2	11.2
	B	11.7	(10.1)	10.4	8.7	8.6	8.9	10.1
	C	11.7	11.6	11.4	9.3	8.3	8.0	9.3
	D & E2	10.8	8.8	9.9	9.0	(8.4)	*	9.8
Carbohydrate	A	269	*	249	227	235	264	251
	B	290	(344)	273	250	253	262	275
	C	312	281	282	258	258	264	273
	D & E2	302	276	308	254	(264)	*	258
Calcium	A	1,100	*	1,090	940	890	1,050	990
	B	1,100	(1,050)	1,030	960	930	890	970
	C	1,120	1,000	1,040	960	880	840	920
	D & E2	1,090	980	1,050	930	(900)	*	860
Iron	A	12.5	*	12.5	10.2	10.0	10.4	11.1
	B	13.0	(13.3)	12.0	10.4	10.8	10.4	11.4
	C	13.4	10.7	12.2	10.6	10.2	10.2	11.0
	D & E2	12.6	10.7	13.2	10.5	(13.1)	*	10.9
Thiamin	A	1.22	*	1.18	1.01	1.01	1.20	1.09
	B	1.24	(1.45)	1.14	1.07	1.10	1.10	1.16
	C	1.31	1.15	1.18	1.07	1.07	1.08	1.09
	D & E2	1.22	1.10	1.30	1.07	(1.27)	*	1.05

TABLE 35 (cont'd)

	Income group	Adults only	1 adult, 1 or more children	Households with					3 or more adults, 1 or more children
				1 child	2 children	3 children	4 or more children		
Riboflavin	A	2.00	*	1.93	1.67	1.52	1.80	1.75	
	B	1.95	(1.82)	1.79	1.63	1.65	1.58	1.72	
	C	1.99	1.67	1.79	1.64	1.53	1.46	1.56	
	D & E2	1.93	1.70	1.89	1.62	(1.95)	*	1.47	
Nicotinic acid	A	18.6	*	15.9	14.3	13.7	15.1	15.8	
	B	18.1	(19.1)	15.7	14.3	14.6	14.3	15.9	
	C	18.7	15.2	16.1	14.2	13.7	13.7	14.6	
	D & E2	17.7	14.9	17.8	14.2	(18.8)	*	13.8	
Nicotinic acid equivalent	A	33.0	*	29.0	26.1	24.8	26.4	28.1	
	B	33.0	(32.6)	28.8	25.8	26.3	25.1	28.6	
	C	34.1	26.9	28.9	25.9	24.1	23.8	26.5	
	D & E2	32.0	26.8	31.7	25.5	(32.0)	*	25.6	
Vitamin C	A	78	*	62	47	42	55	69	
	B	66	(53)	56	45	41	37	48	
	C	57	48	48	40	39	36	40	
	D & E2	55	42	49	38	(33)	*	35	
Vitamin A: retinol	A	1,090	*	1,200	740	550	620	1,100	
	B	1,100	(600)	1,000	790	810	820	880	
	C	1,100	710	920	820	750	730	870	
	D & E2	1,050	780	810	740	(1,200)	*	700	
β -carotene	A	2,730	*	2,440	1,880	1,570	1,960	2,320	
	B	2,450	(2,120)	2,250	1,860	1,680	1,500	1,820	
	C	2,460	1,950	2,080	1,700	1,890	1,380	1,610	
	D & E2	2,330	1,840	2,070	1,830	(1,750)	*	1,560	

TABLE 35 (cont'd)

	Income group	Adults only	Households with					3 or more adults, 1 or more children
			1 adult, 1 or more children	2 adults and		4 or more children		
				1 child	2 children		3 children	
Vitamin A: (cont'd) total (retinol equivalent) . (µg)	A B C D & E2	1,670 1,630 1,630 1,560	* (1,050) 1,130 1,170	1,720 1,480 1,370 1,260	1,150 1,190 1,200 1,130	890 1,180 1,150 (1,580)	1,060 1,160 1,040*	1,590 1,280 1,240 1,040
Vitamin D (a) (µg)	A B C D & E2	2.97 2.90 3.03 2.97	* (2.71) 2.40 2.13	2.74 2.87 2.74 2.54	1.97 2.30 2.44 3.01	1.99 2.25 2.38 (2.01)	2.32 2.25 2.24*	2.27 2.57 2.40 2.74
Energy	A B C D & E2	98 101 102 106	* (110) 100 97	99 97 100 97	91 91 92 93	90 91 85 (93)	97 89 86*	91 91 88 90
Protein	A B C D & E2	127 130 130 134	* (136) 117 119	132 122 123 120	118 114 114 114	116 115 102 (130)	115 106 103*	116 114 108 112
(as a percentage of minimum requirement)	A B C D & E2	192 199 202 195	* (213) 178 180	199 187 191 181	183 178 178 173	179 181 160 (199)	180 167 163*	175 177 168 169
Calcium	A B C D & E2	208 213 211 201	* (199) 180 173	200 188 192 179	179 179 176 172	162 168 155 (160)	192 154 148*	184 179 167 158

(ii) As a percentage of recommended intake

TABLE 35 (cont'd)

	Income group	Adults only	Households with						3 or more adults, 1 or more children
			1 adult, 1 or more children	2 adults and			4 or more children		
				1 child	2 children	3 children			
Iron	A	111	*	116	97	93	94	98	
	B	119	(117)	109	98	98	90	99	
	C	120	90	113	99	90	92	96	
	D & E2	114	92	107	98	(116)	*	98	
Thiamin	A	121	*	132	116	119	136	116	
	B	122	(156)	120	119	122	120	117	
	C	126	128	125	117	115	120	111	
	D & E2	131	125	130	122	(140)	*	116	
Riboflavin	A	128	*	147	135	126	147	126	
	B	128	(140)	131	130	132	125	120	
	C	126	132	134	128	119	119	111	
	D & E2	123	138	127	129	(151)	*	108	
Nicotinic acid equivalent	A	193	*	199	190	184	193	182	
	B	196	(225)	190	184	188	178	180	
	C	197	189	194	182	168	174	170	
	D & E2	184	191	191	183	(222)	*	169	
Vitamin C	A	248	*	219	185	166	221	245	
	B	214	(206)	198	169	159	143	167	
	C	179	186	169	150	147	143	141	
	D & E2	170	159	160	142	(126)	*	125	
Vitamin A (retinol equivalent)	A	215	*	261	192	152	182	230	
	B	214	(166)	218	196	197	191	181	
	C	207	179	203	194	187	177	179	
	D & E2	194	190	167	184	(257)	*	150	

TABLE 35 (cont'd)

	Income group	Adults only	Households with					3 or more adults, 1 or more children
			1 adult, 1 or more children	1 child	2 children	3 children	4 or more children	
Vitamin D (a)	A B C D & E2	109 110 111 108	* (109) 88 59	68 76 68 74	56 61 63 73	56 64 66 (57)	78 89 81 88	
Protein	A B C D & E2	13.1 12.9 12.9 12.6	* (12.5) 11.8 12.4	13.5 13.1 12.6 12.4 12.5	13.1 12.6 12.5 12.4	12.9 12.7 12.0 (14.1)	12.8 12.7 12.4 12.5	
Fat	A B C D & E2	46.0 44.4 42.9 42.6	* (37.3) 41.7 39.5	43.8 42.7 42.1 40.2	43.9 41.4 41.5 40.8	41.6 41.1 39.2 (39.1)	43.5 41.5 40.0 40.6	
Carbohydrate	A B C D & E2	40.9 42.8 44.2 44.8	* (50.3) 46.5 48.2	42.7 44.7 45.4 47.4	43.0 45.9 46.1 46.9	45.4 46.1 48.9 (46.7)	43.7 45.9 47.6 46.8	
	A B C D & E2	69.1 66.0 64.9 65.2	* (57.6) 61.0 61.5	66.7 64.5 62.9 59.8	67.4 63.2 62.9 62.1	65.7 62.5 58.6 (63.3)	65.3 62.3 59.7 61.4	

(iii) Percentage of energy derived from protein, fat and carbohydrate

(iv) Animal protein as a percentage of total protein

Table 35 (cont'd)

	Income group	Adults only	1 adult, 1 or more children	Households with					3 or more adults, 1 or more children
				1 child	2 children	3 children	4 or more children	3 or more adults, 1 or more children	
				(v) Consumption of nutrients per 1,000 kcal					
Total protein	(g)	32.6 32.1 32.1 31.4	* (31.0) 29.2 30.7	33.5 31.4 30.9 31.0	32.6 31.5 31.0 31.0	32.2 31.7 29.9 (35.2)	29.9 30.2 30.2 *	31.8 31.5 30.8 31.2	
Animal protein	(g)	22.5 21.2 20.8 20.5	* (17.9) 17.8 18.9	22.3 20.3 19.4 18.5	22.0 19.9 19.5 19.6	21.1 19.8 17.5 (21.9)	18.3 18.0 17.0 *	20.7 19.6 18.4 19.2	
Fat	(g)	51 49 47 47	* (41) 46 44	48 47 46 44	49 46 46 45	46 46 43 (43)	46 44 41 *	48 46 44 45	
Fatty acids: saturated	(g)	26.7 23.8 26.4 23.0	* (20.1) 21.7 21.2	23.8 22.8 22.2 21.7	23.4 22.5 22.2 21.7	22.4 22.2 20.9 (20.8)	22.5 21.2 19.5 *	22.8 22.1 21.2 21.0	
monounsaturated	(g)	18.8 18.4 17.9 17.6	* (15.4) 17.2 16.3	17.8 17.6 17.3 16.7	18.0 16.9 17.1 16.9	17.1 17.0 16.2 (16.6)	16.9 16.3 15.1 *	17.9 17.2 16.7 17.3	
polyunsaturated	(g)	4.9 4.6 4.4 4.3	* (3.9) 5.1 4.1	4.6 4.6 4.9 4.1	4.9 4.3 4.4 4.4	4.4 4.2 4.2 (4.0)	4.8 4.4 4.1 *	5.2 4.5 4.3 4.7	

TABLE 35 (cont'd)

	Income group	Households with							3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults and			4 or more children		
				1 child	2 children	3 children			
Carbohydrate (g)	A B C D & E2	109 114 117 119	* (134) 124 128	113 119 121 126	114 122 122 124	121 122 130 (124)	123 128 136 *	116 122 126 124	
Calcium (mg)	A B C D & E2	444 429 423 430	* (409) 440 455	497 448 444 430	473 469 453 455	455 451 442 (421)	487 432 435 *	455 431 423 413	
Iron (mg)	A B C D & E2	5.0 5.1 5.1 5.0	* (5.2) 4.7 4.9	5.7 5.2 5.2 5.4	5.1 5.1 5.1 5.2	5.1 5.2 5.1 (6.2)	4.8 5.1 5.2 *	5.1 5.1 5.1 5.3	
Thiamin (mg)	A B C D & E2	0.49 0.48 0.49 0.48	* (0.56) 0.51 0.51	0.54 0.50 0.50 0.53	0.51 0.52 0.51 0.53	0.52 0.53 0.54 (0.60)	0.56 0.54 0.56 *	0.51 0.51 0.51 0.51	
Riboflavin (mg)	A B C D & E2	0.81 0.76 0.75 0.76	* (0.71) 0.73 0.79	0.88 0.78 0.77 0.77	0.84 0.80 0.78 0.80	0.78 0.80 0.77 (0.92)	0.83 0.77 0.75 *	0.81 0.76 0.72 0.71	
Nicotinic acid equivalent (mg)	A B C D & E2	13.3 12.9 12.8 12.6	* (12.7) 11.8 12.4	13.2 12.5 12.4 13.0	13.2 12.6 12.3 12.5	12.7 12.7 12.1 (15.1)	12.3 12.3 12.3 *	7.3 12.7 12.3 12.4	

TABLE 35 (cont'd)

	Income group	Households with							3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	1 child	2 children	3 children	4 or more children		
Vitamin C (mg)	A	31	*	28	24	21	25	32	
	B	26	(21)	25	22	20	18	21	
	C	21	21	20	19	20	19	18	
	D & E2	22	20	20	18	(16)	*	17	
Vitamin A (retinol equivalent) (µg)	A	674	*	784	578	457	492	733	
	B	637	(408)	646	583	570	565	568	
	C	615	499	585	568	577	536	572	
	D & E2	615	545	515	556	(745)	*	500	
Vitamin D (a) (µg)	A	1.20	*	1.25	0.99	1.02	1.08	1.05	
	B	1.14	(1.05)	1.25	1.12	1.09	1.10	1.14	
	C	1.14	1.06	1.17	1.16	1.20	1.16	1.11	
	D & E2	1.17	0.99	1.04	1.48	(0.95)	*	1.32	
			(vi) "Price of energy" index (b), all foods (All households = 100)						
	A	126	*	115	108	101	90	109	
	B	110	(95)	103	97	92	88	96	
	C	103	97	95	91	88	83	91	
	D & E2	102	93	91	87	(84)	*	91	
	All income groups (c)	106	94	101	97	92	86	95	

*Fewer than five households in the sample.

Figures in brackets are based on samples of fewer than 20 households.

(a) The contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

(b) These indices, which show the relative differences in "cost per calorie", have been obtained by dividing the money value of food obtained for consumption in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households.

(c) Including households not shown elsewhere in this table.

TABLE 36
 Nutrients obtained for one penny from selected foods, national averages, 1975 (a)

	Energy kcal	Protein g	Fat g	Carbo- hydrate g	Calcium mg	Iron mg	Thiamin mg	Ribo- flavin mg	Nicotinic acid equivalent mg	Vitamin C mg	Retinol equivalent µg	Vitamin D µg
All foods	41	1.3	1.9	5.0	18	0.2	0.02	0.03	0.5	1	25	0.05
Liquid milk (b)	58	2.9	3.3	4.2	105	0.1	0.04	0.13	0.8	1	35	0.02
Cheese	39	2.5	3.2		76			0.05	0.5		40	0.03
Beef and veal	15	1.3	1.1			0.1		0.02	0.6			
Mutton and lamb	25	1.1	2.3			0.1		0.01	0.5			
Pork	21	1.1	1.8				0.03	0.01	0.5			
Liver	15	1.9	0.7			1.2	0.02	0.28	1.7	1	1,177	0.07
Bacon and ham, uncooked	28	0.7	2.8				0.02	0.01	0.3			
Bacon and ham, cooked	14	1.3	1.0				0.02	0.02	0.4			
Poultry, uncooked	15	1.8	0.7		6	0.1		0.02	0.9			
Sausages, uncooked	44	1.4	3.7			0.2		0.02	0.8			
Fat fish, including canned or bottled fish (b)	13	1.4	0.8		15	0.2		0.01	0.6			0.80
White fish, including frozen (b)	19	1.1	0.8				0.01	0.01	0.4			0.15
Frozen convenience fish products	23	2.0	1.7		9	0.1	0.01	0.07	0.6			0.24
Eggs (b)	117	13.0	13.0									0.20
Butter	139	15.4	15.4									1.50
Margarine	135			35.9								
Sugar	57	1.5		13.6								
Potatoes, old (b)	32	0.8		7.4								
Potatoes, new (b)					7	0.5	0.07	0.03	1.3	5		
Fresh green vegetables (excluding peas and beans) (b)					13	0.3	0.04	0.02	0.7	6		
Carrots (b)				2.3	21	0.2	0.02	0.03	0.3	5	26	
Beans, canned	20	1.7		3.3	15	0.5	0.02	0.02	0.5	1	812	
Peas, frozen		1.0			6	0.2	0.04	0.02	0.4	3	16	
Tomatoes, including canned (b)						0.1	0.01	0.02		4	11	
Oranges (b)	35			2.5	12	0.1	0.03			15		
Fresh fruit, excluding citrus (b)				2.5		0.1	0.01			2		
Fruit juices				9.2		0.2	0.01			31		
Bread, white	121	4.0		26.5	49	0.8	0.09	0.01	1.1			
Bread, brown and wholemeal	86	3.4		17.9	30	1.0	0.10	0.02	0.9			
Biscuits	71	0.9	3.2	10.1	15	0.3	0.02	0.01	0.2			
Breakfast cereals	63	1.5		14.5		0.5	0.19	0.22	1.9			
Soups, canned	17	0.6	0.9	1.8	8	0.1	0.01		0.2	1	17	
Ice-cream	43	1.0	2.5	4.7	34		0.01	0.05	0.2			

(a) Values corresponding to indices below .30 have been omitted (See Table 37).
 (b) These foods show seasonal variations in nutritional value or price.

TABLE 37
Indices of nutritional value for money of selected foods, national averages, 1975 (a)

	Energy	Protein	Fat	Carbo- hydrate	Calcium	Iron	Thiamin	Ribo- flavin	Nicotinic acid equivalent	Vitamin C	Retinol equivalent	Vitamin D
	100	100	100	100	100	100	100	100	100	100	100	100
All foods	100	100	100	100	100	100	100	100	100	100	100	100
Liquid milk (b)	140	219	173	84	576	43	173	413	144	98	142	48
Cheese	94	192	167		414			154	101		161	69
Beef and veal	36	98	55			70		50	107			
Mutton and lamb	60	87	116			44		40	99			
Pork	51	87	95				126	37	96			
Liver	35	144	38			590	85	866	323	104	5,139	137
Bacon and ham, uncooked	69	55	147			34	96	31	53			
Bacon and ham, cooked	34	99	51			32	110					
Poultry, uncooked	32	140	35		33	57		48	177			
Sausages, uncooked	107	104	194			77		52	158			
Fat fish, including canned or bottled fish (b)	31	108	41		83	75		40	123			1,682
White fish, including frozen (b)	87	87				58	41	45	79			319
Frozen convenience fish products	45	105	42	32			58		84			499
Eggs (b)	57	151	89		47	154	58	233	112		89	422
Butter	283		673								648	3,151
Margarine	335		797								730	
Sugar	326			721								
Potatoes, old (b)	138	112		273	40	253	315	91	256	560		
Potatoes, new (b)	78	65		150		137	179	48	139	681		
Fresh green vegetables, excluding peas and beans (b)		62			73	108	78	88	55	565	104	
Carrots (b)		131		47	116	128	101	66	59	148	3,268	
Beans, canned	47	74		66	80	221	118	57	98	133	64	
Peas, frozen					31	117	176	57	84	312	45	
Tomatoes, including canned (b)						46	54			414	86	
Oranges (b)				50	68	40	140			1,615		
Fresh fruit, excluding citrus (b)	86			51		37	40			231		
Fruit juices				185		88	50			3,417		
Bread, white	293	311		532	268	384	438	37	206			
Bread, brown and wholemeal	207	262		360	162	468	478	72	164			
Biscuits	171	69	168	203	83	134	110	37	47			
Breakfast cereals	152	118		291		223	913	688	365			
Soups, canned	41	44	47	37	44	65	32		33	62	69	
Ice-cream	105	74	129	93	184		55	143	46			

(a) Values below 30 have been omitted.

(b) These foods show seasonal variations in nutritional value or price.

Tables relating to special analyses, 1975

Main tables

TABLE 38

Household expenditure on seasonal, convenience and other foods according to ownership of deep-freezers and refrigerators, together with comparative indices of food prices and the real value of food purchased, 1972-1975

	All households owning a deep-freezer				Households owning a refrigerator but no deep-freezer (per person per week)				All other households			
	1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
(i) Expenditure and value of garden and allotment produce, etc												
Expenditure on:												
Seasonal foods	0.36	0.45	0.51	0.62	0.39	0.48	0.54	0.66	0.35	0.42	0.52	0.64
Convenience foods												
Canned	0.13	0.16	0.19	0.23	0.17	0.20	0.23	0.28	0.18	0.22	0.26	0.33
Frozen	0.08	0.09	0.09	0.12	0.05	0.06	0.07	0.09	0.03	0.04	0.04	0.05
Other convenience foods	0.32	0.39	0.47	0.55	0.37	0.41	0.50	0.60	0.37	0.39	0.48	0.62
Total convenience foods	0.53	0.64	0.75	0.90	0.60	0.68	0.81	0.97	0.58	0.65	0.78	0.99
All other foods	1.36	1.56	1.66	2.13	1.46	1.60	1.83	2.18	1.32	1.51	1.67	2.19
Total expenditure	2.26	2.65	2.92	3.65	2.45	2.76	3.18	3.82	2.25	2.57	2.97	3.82
Value of garden allotment produce, etc	0.13	0.16	0.12	0.16	0.05	0.05	0.06	0.07	0.05	0.05	0.04	0.08
Value of consumption	2.39	2.80	3.04	3.81	2.50	2.81	3.24	3.89	2.31	2.63	3.01	3.90
(ii) Comparative indices (a) of expenditure, prices and purchases (all foods)												
Expenditure	93.8	96.6	94.5	96.8	101.8	100.7	102.8	101.1	93.6	93.8	95.9	101.3
Value of consumption	96.9	100.1	96.1	98.5	101.6	100.4	102.2	100.5	93.6	93.8	94.8	100.9
Prices	98.1	98.6	97.7	97.9	100.5	100.4	100.6	101.0	99.3	98.9	99.6	100.6
Index of value of consumption deflated by index of food prices	98.9	101.6	98.4	100.1	101.0	100.0	101.6	99.6	94.3	94.8	95.2	100.2
Food purchases	95.8	98.3	96.8	99.1	101.4	100.6	102.0	100.2	94.5	95.1	96.1	100.5
"Price of energy".	100.8	101.5	99.0	99.6	101.3	101.0	101.0	100.8	92.7	91.0	94.3	94.5
Summary characteristics of households												
Number of households	613	922	1,139	1,720	5,065	5,093	5,080	4,807	1,909	1,391	1,175	879
Number of persons	2,226	3,393	4,061	6,058	16,018	15,698	15,285	13,980	4,993	3,454	2,754	1,936
Average number of persons per household	3.63	3.68	3.57	3.52	3.16	3.08	3.01	2.91	2.62	2.48	2.34	2.20
Average number of earners per household	1.47	1.55	1.57	1.64	1.39	1.34	1.32	1.29	0.93	0.83	0.75	0.72

(all households = 100)

(a) See Glossary.

TABLE 39
Food consumption in households owning a deep-freezer compared with consumption in other households: main food groups and selected food items, annual averages, 1972-1975
 (oz per person per week, except where otherwise stated)

	Food codes	All households owning a deep-freezer			Households owning a refrigerator but no deep-freezer			All other households					
		1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
MILK AND CREAM:													
Liquid milk—full price . . . (pt)	4	4.77	4.91	4.88	4.76	4.61	4.71	4.64	4.68	4.07	4.34	4.26	4.49
welfare and school (pt)	5, 6	0.08	0.09	0.08	0.09	0.08	0.07	0.09	0.08	0.18	0.14	0.11	0.09
Total liquid milk . . . (pt)	4-6	4.85	5.00	4.97	4.85	4.69	4.78	4.72	4.76	4.25	4.49	4.37	4.57
Condensed milk . . . (eq pt)	9	0.18	0.14	0.15	0.13	0.19	0.18	0.17	0.14	0.18	0.18	0.16	0.17
Dried and other milk . . . (pt or eq pt)	10-14	0.27	0.25	0.20	0.19	0.20	0.18	0.19	0.17	0.23	0.17	0.19	0.24
Cream . . . (pt)	17	0.04	0.05	0.04	0.04	0.03	0.03	0.03	0.03	0.02	0.02	0.01	0.02
Total milk and cream . . . (pt or eq pt)	4-17	5.33	5.45	5.36	5.21	5.12	5.18	5.11	5.11	4.68	4.86	4.73	5.00
CHEESE:													
Natural	22	3.37	3.67	3.95	3.66	3.35	3.38	3.41	3.44	2.77	3.12	2.88	3.45
Processed	23	0.19	0.29	0.26	0.26	0.30	0.33	0.27	0.28	0.32	0.34	0.30	0.35
Total cheese	22, 23	3.56	3.96	4.21	3.92	3.66	3.71	3.68	3.72	3.09	3.46	3.18	3.80
MEAT:													
Beef and veal	31	6.59	7.06	6.41	8.80	7.16	6.36	7.81	8.27	6.23	5.49	6.50	7.77
Mutton and lamb	36	4.98	4.39	3.59	4.53	4.96	4.48	4.23	4.13	4.37	3.90	4.08	4.06
Pork	41	4.07	3.71	3.96	3.81	3.16	3.04	3.13	2.41	2.36	2.23	2.40	1.79
Total carcass meat	31-41	15.63	15.17	13.96	17.14	15.27	13.88	15.17	14.81	12.97	11.62	12.98	13.62
Bacon and ham, uncooked	55	4.20	4.46	3.84	3.81	4.84	4.48	4.33	4.10	4.38	4.53	3.96	4.15
Poultry, uncooked	73-77	5.99	5.78	5.30	5.50	5.70	6.03	5.27	5.70	4.06	4.34	3.25	4.06
Frozen convenience meats or frozen convenience meat products	88	1.52	1.17	0.99	1.41	0.56	0.68	0.72	0.72	0.49	0.45	0.54	0.51
Other meat	46, 51, 58-71, 78-83, 94	8.67	9.73	9.37	9.70	12.12	11.99	11.82	11.83	13.45	13.25	12.88	14.02
Total meat	31-94	36.01	36.30	33.47	37.56	38.50	37.06	37.22	37.15	35.36	34.19	33.62	36.34

TABLE 39 (cont'd)
(oz per person per week, except where otherwise stated)

	Food codes	All households owning a deep-freezer				Households owning a refrigerator but no deep-freezer				All other households				
		1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975	
FISH:														
Fresh	100, 105 111-113	1.42	1.33	1.22	1.24	1.70	1.60	1.45	1.57	1.80	1.58	1.62	1.61	
Processed and shell	114-117	0.48	0.65	0.54	0.47	0.48	0.49	0.44	0.46	0.44	0.45	0.44	0.34	
Prepared	118-123	1.29	1.31	1.14	1.22	1.77	1.53	1.50	1.52	2.22	1.91	1.82	1.88	
Frozen	110-127	1.61	1.50	1.19	1.31	1.03	1.02	0.99	0.99	0.80	0.83	0.65	0.65	
Total fish.	100-127	4.80	4.77	4.08	4.25	4.98	4.61	4.38	4.55	5.26	4.74	4.52	4.47	
EGGS:	129	4.57	4.30	4.26	4.13	4.40	4.21	4.03	4.11	4.37	4.28	4.15	4.44	
(Eggs purchased)	(no)	3.93	3.76	3.93	3.76	4.26	4.14	3.94	4.02	4.19	4.11	4.11	4.30	
FATS:														
Butter	135	4.75	5.17	5.74	5.73	4.84	5.26	5.64	5.62	4.34	5.21	5.68	5.39	
Margarine	138	3.27	2.99	2.46	2.64	3.55	3.01	2.60	2.55	3.90	3.75	2.77	3.04	
Lard and compound cooking fat	139	1.52	1.49	1.48	1.87	1.89	1.84	1.92	1.96	2.11	2.29	1.92	2.31	
Other fats	143, 148	1.26	1.42	1.29	1.20	0.93	1.06	1.06	0.86	0.68	0.96	0.75	0.63	
Total fats	135-148	10.79	11.08	10.97	11.45	11.21	11.18	11.22	10.98	11.04	12.21	11.12	11.37	
SUGAR AND PRESERVES:														
Sugar	150	13.54	12.55	11.98	9.88	14.97	13.63	12.92	11.41	16.49	16.80	14.85	14.92	
Honey, preserves, syrup and treacle	151-154	2.44	2.41	2.24	2.28	2.55	2.56	2.51	2.43	2.71	2.50	2.87	2.96	
Total sugar and preserves	150-154	15.99	14.96	14.20	12.16	17.53	16.18	15.43	13.86	19.20	19.31	17.72	17.88	
VEGETABLES:														
Potatoes	156-161	39.56	38.91	38.48	40.79	45.86	46.16	47.11	44.28	52.81	53.57	50.37	50.60	
Fresh green	162-171	14.66	12.54	13.10	12.21	13.57	12.61	12.73	11.30	11.32	11.65	11.07	11.09	
Other fresh	172-183	13.94	14.79	14.11	14.41	13.71	14.17	13.95	13.67	12.17	12.36	13.68	12.47	
Frozen peas	203	1.96	1.93	1.67	1.94	1.28	1.35	1.37	1.43	0.42	0.44	0.38	0.39	
Frozen beans	204	0.70	0.81	0.74	0.65	0.42	0.43	0.43	0.46	0.14	0.13	0.14	0.18	
Frozen chips and other frozen con- venience potato products	205	0.88	1.28	1.27	1.28	0.24	0.37	0.35	0.44	0.11	0.26	0.24	0.22	
All frozen vegetables and frozen vegetable products, not specified elsewhere	208	0.92	1.13	0.91	1.17	0.24	0.39	0.38	0.45	0.11	0.11	0.14	0.15	
Other processed	184-202	7.96	9.40	9.22	9.57	11.29	11.65	11.73	11.96	13.67	13.13	13.18	14.13	
Total vegetables	156-208	80.57	80.79	79.53	82.03	86.60	87.13	88.06	83.97	90.76	91.65	89.20	89.24	

TABLE 39 (cont'd)
(oz per person per week, except where otherwise stated)

Food codes	All households owning a deep-freezer			Households owning a refrigerator but no deep-freezer			All other households					
	1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
FRUIT:												
210-231	21-12	20-47	20-77	19-44	18-21	18-04	17-61	16-93	12-72	13-58	13-45	14-39
Fresh	0-19	0-25	0-14	0-18	0-05	0-05	0-03	0-07	0-02	0-01	...	0-01
Frozen fruit and frozen fruit products	6-80	7-67	6-90	6-94	7-02	7-21	6-16	6-29	4-48	4-94	3-95	4-54
Other												
233-240												
245-248												
Total fruit	28-11	28-38	27-81	26-56	25-28	25-31	23-81	23-29	17-23	16-54	17-40	18-94
CEREALS:												
255	2-11	1-86	1-85	2-13	2-37	2-25	2-16	2-72	2-54	2-48	2-39	3-17
Brown bread	25-64	24-82	24-94	25-80	27-80	27-08	28-18	27-75	33-73	33-27	32-79	33-83
White bread	0-84	0-61	0-63	0-73	0-44	0-52	0-55	0-67	0-28	0-49	0-39	0-69
Wholewheat and wholemeal bread	2-46	2-46	2-09	2-39	2-98	3-09	2-64	2-77	2-91	3-40	2-83	3-14
Other bread												
251-263	31-06	29-76	29-51	31-06	33-59	32-94	33-53	33-91	39-47	39-65	38-39	40-83
Total bread	5-56	5-42	5-42	5-75	5-26	4-88	5-62	4-95	6-05	7-46	5-18	5-73
Flour	3-71	4-13	3-67	3-62	5-21	4-86	4-67	4-39	5-54	5-06	4-45	5-21
Cakes	5-41	5-39	5-24	5-43	0-56	0-44	0-47	0-48	0-81	0-87	0-73	0-77
Biscuits	0-59	0-44	0-47	0-43	0-56	0-44	0-47	0-48	0-81	0-87	0-73	0-77
Oatmeal and oat products	3-05	3-18	3-05	3-28	2-91	3-02	2-86	3-01	2-46	2-49	2-65	2-64
Breakfast cereals	0-47	0-50	0-41	0-40	0-13	0-15	0-15	0-20	0-05	0-05	0-08	0-07
Frozen convenience cereal foods	3-72	3-84	4-88	4-40	4-53	5-28	4-96	4-73	4-61	5-27	5-20	5-55
Other cereals												
285-291												
299-301												
Total cereals	53-59	52-67	52-65	54-17	57-85	57-39	58-03	57-38	64-63	66-52	62-19	66-30
BEVERAGES:												
304	1-85	1-77	1-81	1-77	2-19	2-12	2-25	2-24	2-51	2-67	2-81	2-98
Tea	0-73	0-68	0-81	0-71	0-66	0-62	0-63	0-61	0-46	0-45	0-51	0-61
Coffee	0-18	0-13	0-17	0-16	0-17	0-16	0-16	0-14	0-16	0-13	0-17	0-11
Cocoa and drinking chocolate	0-15	0-17	0-18	0-11	0-19	0-17	0-15	0-17	0-23	0-17	0-23	0-23
Branded food drinks												
313												
Total beverages	2-91	2-75	2-96	2-74	3-22	3-07	3-19	3-16	3-36	3-41	3-70	3-93

TABLE 40
Food expenditure in households owning a deep-freezer compared with expenditure in other households: main food groups and selected food items, annual averages, 1972-1975
 (pence per person per week)

	Food codes	All households owning a deep-freezer			Households owning a refrigerator but no deep-freezer			All other households					
		1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
MILK AND CREAM:													
Liquid milk—full price	4	23.97	24.16	22.97	30.05	24.82	26.13	23.13	30.78	21.54	23.67	21.99	28.97
welfare and school	5, 6	0.03	0.02	0.04	0.03	0.02	0.02	0.01	0.01	0.01	0.02	...	0.02
Total liquid milk	4-6	23.99	24.18	23.02	30.09	24.84	26.15	23.14	30.79	21.55	23.69	22.00	28.99
Condensed milk	9	0.90	0.76	0.92	1.09	0.97	0.94	1.06	1.15	0.99	0.97	1.00	1.45
Dried and other milk	10-14	1.74	2.09	2.27	2.51	1.62	1.77	2.04	2.38	1.37	1.27	1.58	2.23
Cream	17	1.78	1.88	1.83	2.26	1.30	1.31	1.39	1.56	0.55	0.63	0.59	0.94
Total milk and cream	4-17	28.41	28.91	28.05	35.95	28.73	30.18	27.62	35.89	24.47	26.54	25.16	33.60
CHEESE:													
Natural	22	6.87	7.74	9.16	9.85	6.68	6.99	7.84	9.24	5.48	6.48	6.77	9.45
Processed	23	0.49	0.74	0.71	0.85	0.73	0.83	0.76	0.94	0.75	0.85	0.87	1.16
Total cheese	22, 23	7.36	8.48	9.87	10.69	7.41	7.83	8.60	10.18	6.23	7.33	7.64	10.61
MEAT:													
Beef and veal	31	16.46	22.77	21.50	32.51	19.42	22.19	28.48	33.05	16.06	19.14	22.84	30.23
Mutton and lamb	36	8.79	9.57	9.41	11.98	9.79	11.42	12.23	13.50	8.35	9.79	11.59	12.86
Pork	41	7.05	8.59	8.67	11.82	6.85	8.38	9.42	9.04	5.08	6.15	7.07	6.60
Total carcass meat	31-41	32.30	40.92	39.58	56.31	36.06	41.98	50.14	55.59	29.49	35.08	41.50	49.69
Bacon and ham, uncooked	55	8.50	12.15	12.51	14.73	10.10	12.50	14.35	16.05	8.74	12.18	12.58	15.97
Poultry, uncooked	73-77	6.63	8.91	8.72	11.22	6.76	9.10	9.12	11.83	4.62	6.16	5.28	8.54
Frozen convenience meats or frozen convenience meat products	88	2.51	2.37	2.36	3.43	1.24	1.72	2.07	2.25	1.06	1.16	1.46	1.62
Other meat	46, 51, 58-71, 78-83, 94	15.76	21.25	24.39	27.73	21.76	26.05	30.35	34.71	23.48	27.50	32.16	39.41
Total meat	31-94	65.70	85.59	87.56	113.42	75.92	91.35	106.03	120.44	67.38	82.05	92.98	115.22

TABLE 40 (cont'd)
(pence per person per week)

	Food codes	All households owning a deep-freezer				Households owning a refrigerator but no deep-freezer				All other households			
		1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
FISH:													
Fresh	100, 105, 111-113	2.53	3.24	3.35	3.88	3.25	3.62	4.11	4.87	3.21	3.62	4.59	5.01
Processed and shell	114-117	0.89	1.65	1.50	2.05	0.90	1.21	1.28	1.67	0.72	0.98	1.18	1.13
Prepared	118-123	3.18	3.63	4.03	5.10	4.25	4.30	5.40	6.29	5.20	6.24	7.61	7.61
Frozen	110, 127	3.22	3.40	3.20	3.77	2.20	2.54	3.06	3.26	1.70	1.96	1.96	2.19
<i>Total fish</i>	100-127	9.82	11.93	12.06	14.81	10.61	11.66	13.86	16.07	10.84	11.61	13.96	15.94
EGGS	129	6.81	10.23	11.95	11.75	7.60	10.89	12.36	12.70	7.55	10.57	13.11	13.71
FATS:													
Butter	135	7.27	6.83	7.79	9.96	7.78	6.94	7.83	9.98	7.22	7.11	8.10	9.73
Margarine	138	2.70	2.61	2.89	3.85	3.06	2.67	3.16	3.86	3.34	3.30	3.30	4.70
Lard and compound cooking fat	139	0.92	1.03	1.58	2.24	1.14	1.25	2.04	2.50	1.30	1.49	2.08	2.91
Other fats	143, 148	1.33	1.49	2.03	2.27	0.99	1.19	1.70	1.68	0.65	0.90	1.14	1.24
<i>Total fats</i>	135-148	12.22	11.97	14.29	18.32	12.95	12.05	14.72	18.02	12.51	12.84	14.63	18.59
SUGAR AND PRESERVES:													
Sugar	150	4.10	4.02	4.95	8.26	4.45	4.13	5.15	9.36	4.79	5.05	5.81	13.09
Honey, preserves, syrup and treacle	151-154	1.77	2.00	2.19	3.32	1.93	2.12	2.61	3.58	2.04	2.17	2.98	4.40
<i>Total sugar and preserves</i>	150-154	5.87	6.02	7.13	11.58	6.39	6.26	7.77	12.94	6.84	7.22	8.79	17.49
VEGETABLES:													
Potatoes	156-161	3.87	4.63	6.15	11.50	5.68	6.85	8.41	14.23	6.52	7.39	9.20	15.70
Fresh green	162-171	3.67	3.96	5.03	5.67	4.44	4.98	5.90	6.58	3.63	3.95	5.08	5.81
Other fresh	172-183	7.56	8.95	9.83	11.73	7.54	8.97	9.87	12.05	6.43	7.11	9.46	10.49
Frozen peas	203	1.30	1.43	1.45	2.13	1.20	1.26	1.47	1.89	0.44	0.44	0.48	0.66
Frozen beans	204	0.49	0.73	0.78	0.80	0.50	0.55	0.60	0.75	0.17	0.18	0.20	0.36
Frozen chips and other frozen convenience potato products	205	0.47	0.69	0.76	1.10	0.20	0.31	0.31	0.50	0.11	0.22	0.28	0.33
All frozen vegetables and frozen vegetable products, not specified elsewhere	208	0.83	1.06	1.12	1.54	0.29	0.52	0.57	0.83	0.15	0.16	0.21	0.33
Other processed vegetables	184-202	5.48	6.88	8.78	11.12	7.43	8.15	10.68	13.63	8.72	9.14	11.62	15.82
<i>Total vegetables</i>	156-208	23.68	28.34	33.88	45.61	27.28	31.60	37.81	50.45	26.19	28.60	36.52	49.52

TABLE 40 (cont'd)
 (pence per person per week)

	Food codes	All households owning a deep-freezer			Households owning a refrigerator but no deep-freezer			All other households					
		1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
FRUIT:													
Fresh	210-231	11-02	12-14	13-59	15-78	9-76	11-12	12-10	14-02	6-88	7-98	9-26	11-99
Frozen fruit and frozen fruit products	241	0-30	0-40	0-26	0-34	0-08	0-10	0-07	0-15	0-02	0-02	0-01	0-02
Other	233-240 245-248	5-44	6-94	7-92	9-12	5-37	6-21	7-00	8-09	3-35	4-38	4-95	5-95
Total fruit	210-248	16-75	19-48	21-76	25-24	15-21	17-43	19-16	22-27	10-25	12-38	14-22	17-95
CEREALS:													
Brown bread	255	1-00	1-00	1-22	1-57	1-15	1-19	1-50	2-08	1-21	1-31	1-63	2-40
White bread	251-254	9-70	10-10	12-63	14-86	10-72	11-11	14-74	16-51	12-89	13-62	17-28	21-14
Wholewheat and wholemeal bread	256	0-37	0-30	0-37	0-54	0-20	0-26	0-35	0-48	0-13	0-24	0-26	0-48
Other bread	263	2-10	2-33	2-46	3-17	2-52	2-82	3-17	3-76	2-50	3-08	3-26	4-51
Total bread	251-263	13-18	13-74	16-69	20-14	14-59	15-39	19-76	22-83	16-74	18-25	22-43	28-54
Flour	264	1-36	1-46	2-14	2-30	1-29	1-35	2-24	2-03	1-50	1-89	2-13	2-50
Cakes	267, 270	5-21	6-23	7-07	8-27	7-01	7-24	8-69	9-95	7-37	7-20	8-15	11-17
Biscuits	271-277	6-17	6-61	8-43	10-61	6-51	7-05	8-99	11-35	6-20	6-82	8-16	10-64
Oatmeal and oat products	281	0-35	0-25	0-37	0-44	0-32	0-27	0-41	0-48	0-45	0-41	0-58	0-78
Breakfast cereals	282	2-92	3-18	3-90	5-24	2-80	3-00	3-47	4-91	2-30	2-48	3-40	4-30
Frozen convenience cereal foods	294	0-72	0-80	0-80	0-97	0-20	0-24	0-30	0-52	0-07	0-07	0-15	0-16
Other cereals	285-291 299-301	2-79	3-38	5-02	5-65	3-32	4-12	5-10	5-96	3-13	3-89	4-75	6-27
Total cereals	251-301	32-68	35-64	44-42	53-63	36-04	38-64	49-15	58-04	37-75	41-03	49-75	64-37
BEVERAGES:													
Tea	304	4-03	3-94	4-37	4-92	4-73	4-72	5-52	6-24	5-43	5-89	6-93	7-87
Coffee	307-309	3-64	4-14	5-29	5-20	3-58	3-78	4-27	4-66	2-43	2-58	3-17	4-61
Cocoa and drinking chocolate	312	0-26	0-21	0-30	0-40	0-25	0-23	0-28	0-34	0-24	0-20	0-30	0-29
Branded food drinks	313	0-31	0-34	0-39	0-29	0-40	0-35	0-36	0-44	0-49	0-36	0-53	0-65
Total beverages	304-313	8-24	8-63	10-34	10-80	8-95	9-08	10-43	11-69	8-59	9-03	10-93	13-42
MISCELLANEOUS:													
Soups, canned, dehydrated and powdered	318, 319	1-73	1-84	2-21	2-69	1-96	2-32	2-75	3-29	2-15	3-04	3-38	4-24
Other foods	320-339 315	6-62	7-71	8-90	10-86	6-03	6-64	7-84	9-69	4-72	4-79	5-66	7-51
Total miscellaneous	315-339	8-34	9-55	11-11	13-55	7-99	8-95	10-59	12-97	6-87	7-83	9-02	11-76
TOTAL EXPENDITURE		£2-26	£2-65	£2-92	£3-65	£2-45	£2-76	£3-18	£3-82	£2-25	£2-57	£2-97	£3-82

TABLE 41
 Nutritional value of food in households owning a deep-freezer or a refrigerator, 1972-1975

	All households owning a deep-freezer				Households owning a refrigerator but no deep-freezer				All other households			
	1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
	(i) Consumption per person per day											
Energy:	2,340	2,350	2,250	2,260	2,440	2,390	2,350	2,280	2,460	2,520	2,340	2,440
Total protein:	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)	(g)
Animal protein:	70.5	70.7	69.0	71.5	72.7	71.3	71.9	71.8	72.2	72.2	69.5	74.8
Fat:	44.6	43.6	44.7	46.3	45.3	44.6	45.5	45.7	41.9	41.9	41.8	45.3
Fatty acids:	111	113	106	109	114	111	108	106	108	111	102	107
Saturated:	51.4	52.3	50.8	52.5	52.7	51.6	51.4	51.4	49.4	50.9	48.7	51.6
Monounsaturated:	41.9	42.5	39.1	40.4	43.4	41.8	40.6	39.5	41.5	42.0	38.5	40.3
Polysaturated:	11.5	12.1	10.7	10.5	11.6	11.4	10.7	10.0	11.3	11.7	10.1	10.2
Carbohydrate:	282	278	271	264	299	291	289	275	319	325	302	311
Calcium:	1,020	1,050	1,010	1,010	1,010	1,020	1,010	1,010	970	1,020	970	1,040
Iron:	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)
Thiamin:	1.26	1.23	1.11	1.13	1.32	1.27	1.18	1.17	1.33	1.30	1.17	1.25
Riboflavin:	1.27	1.21	1.13	1.15	1.26	1.22	1.16	1.15	1.26	1.25	1.14	1.21
Nicotinic acid:	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)
Nicotinic acid equivalent:	16.1	16.4	15.3	15.9	16.7	16.6	15.9	15.9	16.0	16.2	15.2	16.4
Vitamin C:	28.6	29.0	27.8	28.8	29.4	29.1	28.9	28.8	28.4	28.5	27.6	29.6
Vitamin A:	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)
retinol:	850	770	760	870	910	830	790	950	820	790	740	970
β-carotene:	1,950	2,120	2,110	2,020	2,160	2,230	2,180	2,070	1,910	2,030	2,110	1,970
total (retinol equivalent):	1,270	1,230	1,210	1,310	1,370	1,300	1,250	1,400	1,230	1,230	1,180	1,400
Vitamin D (g):	2.80	2.91	2.70	2.59	2.92	2.89	2.65	2.62	3.02	3.02	2.71	2.86
Energy:	101	102	99	95	105	104	102	96	106	107	101	103
Protein:	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):	(as percentage of minimum requirement):
Calcium:	121	123	120	120	125	124	124	120	124	123	120	126
Iron:	187	188	185	185	192	190	191	185	191	189	183	192
Thiamin:	189	196	196	187	191	193	192	185	182	189	182	192
Riboflavin:	138	132	124	121	122	118	110	105	124	120	108	114
Nicotinic acid equivalent:	134	136	132	128	136	133	126	121	137	135	126	130
Vitamin C:	192	195	188	188	195	194	192	185	186	183	179	185
Vitamin A (retinol equivalent):	201	206	201	193	187	189	180	173	152	159	154	183
Vitamin D (g):	81	86	84	81	90	88	82	81	91	94	84	92

TABLE 41 (cont'd)

	All households owning a deep-freezer				Households owning a refrigerator but no deep-freezer				All other households			
	1972	1973	1974	1975	1972	1973	1974	1975	1972	1973	1974	1975
Protein	12.1	12.1	12.3	12.7	11.9	12.0	12.3	12.6	11.8	11.5	11.9	12.3
Fat	42.6	43.5	42.3	43.4	42.0	42.1	41.4	42.0	39.6	39.9	39.5	39.7
Carbohydrate	45.3	44.4	45.4	43.9	46.0	46.3	45.4	45.4	48.7	48.6	48.6	48.0
	(iii) Percentage of energy derived from protein, fat and carbohydrate											
	63.3	64.5	64.8	64.8	62.3	62.6	63.2	63.6	58.0	58.0	60.1	60.6
	(iv) Animal protein as a percentage of total protein											
	30.1	29.8	30.6	31.6	30.0	29.9	30.6	31.5	29.4	28.7	29.7	30.6
Animal protein	19.1	19.4	19.8	20.5	18.6	18.7	19.4	20.0	17.1	16.7	17.9	18.6
Fat	47	48	47	48	47	47	46	46	44	44	44	44
Fatty acids:												
saturated	22.0	22.2	22.6	23.2	21.6	21.6	21.9	22.5	20.1	20.2	20.9	21.1
monounsaturated	17.9	18.0	17.4	17.9	17.8	17.5	17.3	17.3	16.9	16.7	16.5	16.5
polyunsaturated	4.9	5.1	4.7	4.6	4.8	4.8	4.6	4.4	4.6	4.6	4.3	4.2
Carbohydrate	121	118	121	117	123	122	123	121	130	129	129	128
Calcium	435	444	459	448	416	437	431	441	397	404	416	425
Iron	5.4	5.2	4.9	5.0	5.4	5.3	5.0	5.1	5.4	5.1	5.0	5.1
Thiamin	0.54	0.52	0.50	0.51	0.52	0.51	0.49	0.50	0.51	0.50	0.49	0.49
Riboflavin	0.77	0.77	0.78	0.78	0.74	0.75	0.75	0.77	0.68	0.68	0.71	0.73
Nicotinic acid equivalent	12.2	12.3	12.3	12.7	12.1	12.2	12.3	12.6	11.6	11.3	11.8	12.1
Vitamin C	24	24	24	24	22	22	21	22	18	18	19	19
Vitamin A (retinol equivalent)	545	521	540	579	562	545	532	614	501	489	506	577
Vitamin D (d)	1.20	1.24	1.20	1.15	1.20	1.21	1.13	1.15	1.23	1.20	1.16	1.17

(a) Contributions from pharmaceutical sources of this (or any other) vitamin are not recorded by the Survey. Furthermore, most adults need no dietary vitamin D since they obtain all they need from the action of sunlight on the skin.

TABLE 42
Average quantities of milk consumed per week in the home by different categories of person, annual averages, 1975 and four-year averages, 1972-1975

	Annual averages, 1975						Averages, 1972-1975						
	Income groups		Families with		All		Income groups		Families with		All		
	A & B	C, D & E2	1 or 2 children	3 or more children			A & B	C, D & E2	All	Families with			
Group 1— Households containing one or more children aged 0-4 years and/or an expectant mother, but no child aged 7-9 years	624	367	878	113	991		2,270	319	2,589	1,348	203	1,551	4,140
Number of households which supplied details of milk consumption							4.8	4.7	4.8	4.7	4.7	4.7	4.7
Average quantities of milk consumed by:—							4.5	4.4	4.5	4.5	4.3	4.4	4.4
Persons aged 0-4 years (pt)	4.7	4.7	4.6	4.7	4.7		4.7	4.4	4.8	4.7	4.7	4.7	4.7
Persons aged 5-6 years (pt)	4.5	4.6	4.6	4.4	4.5		4.5	4.4	4.5	4.5	4.3	4.4	4.4
Persons aged 10-17 years (pt)	4.4	3.5	4.3	3.7	4.1		4.7	4.1	4.4	3.9	3.7	3.8	4.2
Males aged 18 years or over (pt)	3.8	4.1	4.0	3.2	3.9		3.9	3.4	3.8	3.8	3.3	3.7	3.8
Females aged 18 years or over (pt)	3.8	3.7	3.8	3.1	3.8		3.9	3.3	3.8	3.6	3.2	3.5	3.7
All persons (pt)	4.2	4.2	4.2	3.9	4.2		4.2	4.0	4.2	4.1	3.9	4.0	4.1
Milk used in cooking or served to visitors (pt)	0.6	0.5	0.6	0.4	0.6		0.6	0.5	0.6	0.5	0.4	0.5	0.6
Total (pt)	4.7	4.7	4.8	4.3	4.7		4.8	4.5	4.7	4.5	4.3	4.5	4.6

TABLE 42 (cont'd)

	Annual averages, 1975						Averages, 1972-1975						
	Income groups		Families with		All		A & B		Income groups		All		
	A & B	C, D & E2	1 or 2 children	3 or more children			Families with 1 or 2 children	All	Families with 1 or 2 children	3 or more children			
<i>Group II— Households containing one or more children aged 7-9 years but no expectant mother, and no child aged 0-4 years</i>													
Number of households which supplied details of milk consumption	423	221	484	160	644	1,200	400	1,600	624	257	881	2,481	
Average quantities of milk consumed by:—													
Persons aged 5-6 years	4.0	4.1	4.1	4.0	4.1	4.5	4.4	4.5	4.5	4.0	4.2	4.4	4.4
Persons aged 7-9 years	4.6	4.4	4.6	4.3	4.5	4.8	4.5	4.7	4.5	4.0	4.4	4.6	4.6
Persons aged 10-17	4.3	4.2	4.4	4.2	4.2	4.4	4.2	4.3	4.4	3.7	4.0	4.1	4.1
Males aged 18 years or over	3.6	3.7	3.7	3.4	3.6	3.6	3.4	3.5	3.6	3.0	3.4	3.5	3.5
Females aged 18 years or over	3.4	3.2	3.4	3.2	3.3	3.4	3.3	3.4	3.2	2.8	3.0	3.2	3.2
All persons	4.0	3.9	3.0	3.9	3.9	4.0	4.0	4.0	3.9	3.5	3.7	3.9	3.9
Milk used in cooking or served to visitors	0.5	0.5	0.6	0.4	0.5	0.5	0.5	0.5	0.5	0.4	0.5	0.5	0.5
Total	4.5	4.4	4.5	4.3	4.5	4.6	4.5	4.6	4.4	3.9	4.2	4.4	4.4

TABLE 42 (cont'd)

	Annual averages, 1975				Averages, 1972-1975							
	Income groups		Families with		All		Income groups		C, D & E2		All	
	A & B	C, D & E2	1 or 2 children	3 or more children	All	Families with 1 or 2 children	Families with 3 or more children	All	All			
Group III— Households containing at least one child aged 0-4 years and/or an expectant mother, and at least one child aged 7-9 years	170	110	90	190	280	227	518	745	133	374	507	1,252
Number of households which supplied details of milk consumption	4.9	4.2	4.6	4.7	4.7	4.7	4.8	4.8	4.8	4.5	4.5	4.7
Average quantities of milk consumed by:—	(pt)	(pt)	(pt)	(pt)	(pt)	(3.8)	4.3	4.3	•	3.9	3.8	4.1
Persons aged 0-4 years	4.3	4.0	4.4	4.2	4.2	4.6	4.3	4.3	4.4	3.8	3.9	4.2
Persons aged 5-6 years	4.4	4.1	(4.3)	4.2	4.2	(4.7)	4.1	4.2	(3.5)	3.7	3.6	3.9
Persons aged 7-9 years	4.3	3.7	3.7	3.5	3.6	3.6	3.4	3.5	3.5	3.3	3.4	3.5
Persons aged 10-17 years	3.5	3.3	3.8	3.4	3.5	3.7	3.3	3.5	3.3	3.0	3.0	3.3
Males aged 18 years or over	3.6	3.3	3.8	3.4	3.5	3.7	3.3	3.5	3.3	3.0	3.0	3.3
Females aged 18 years or over	(pt)	(pt)	4.1	4.1	4.1	4.1	4.0	4.0	4.0	3.7	3.7	4.0
All persons	4.2	3.9	4.1	4.1	4.1	4.1	4.0	4.0	4.0	3.7	3.7	4.0
Milk used in cooking or served to visitors	0.5	0.5	0.6	0.5	0.5	0.6	0.5	0.5	0.4	0.3	0.3	0.4
Total	4.7	4.3	4.7	4.5	4.5	4.7	4.5	4.6	4.4	4.0	4.1	4.3

• Fewer than 3 persons in the sample. Figures in brackets are derived from samples of more than 2 but fewer than 20 persons.

TABLE 43

Meals eaten outside the home, 1975

(per person per week)

	Meals not from the household supply		Net balance (a)		
	Midday meals	All meals out	Persons	Visitors	
All households	1.76	3.01	.88	.04	
<i>Analysis by region</i>					
Wales	1.85	2.96	.89	.03	
Scotland	1.63	3.04	.88	.04	
North	1.52	2.63	.90	.04	
Yorkshire and Humberside	1.69	2.97	.89	.03	
North West	2.06	3.15	.88	.04	
East Midlands	1.59	2.78	.89	.04	
West Midlands	1.66	2.68	.90	.03	
South West	1.64	2.89	.89	.03	
South East (b)/East Anglia	1.86	3.27	.88	.04	
<i>Analysis by type of area</i>					
London conurbation	2.06	3.51	.87	.04	
Provincial conurbations	1.84	3.05	.88	.04	
Larger towns	1.70	2.84	.89	.04	
Smaller towns	1.67	2.84	.89	.04	
Rural areas	1.69	3.04	.88	.04	
<i>Analysis by income group</i>					
A1	2.34	4.39	.84	.05	
A2	2.22	3.86	.85	.05	
B	1.95	3.29	.88	.03	
C	1.78	2.86	.89	.03	
D	1.50	2.60	.90	.04	
E1	1.11	2.00	.92	.05	
E2	1.03	2.17	.91	.05	
OAP (households containing one adult)	1.00	2.39	.90	.05	
OAP (households containing one male and one female)	0.28	0.85	.96	.03	
OAP ("other" households)	0.62	1.40	.94	.03	
OAP (all)	0.56	1.43	.94	.04	
<i>Analysis by household composition</i>					
No of adults	No of children				
1	0	1.48	3.34	.87	.07
1	1 or more	2.75	3.70	.85	.03
2	0	1.24	2.58	.90	.06
2	1	1.79	3.18	.88	.04
2	2	2.02	3.26	.87	.03
2	3	2.09	3.00	.88	.02
2	4 or more	2.08	2.92	.89	.01
3	0	1.43	2.73	.90	.04
3 or more	1 or 2	1.90	3.21	.88	.03
3 or more	3 or more	2.17	3.20	.88	.02
4 or more	0	1.43	2.71	.90	.04

(a) See Glossary.

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

TABLE 44

Average number of midday meals per week per child aged 5-14 years, 1975

	Meals not from the household supply		Meals from the household supply	
	School meals	Other meals out	Packed meals	Other
All households	2.80	0.10	0.37	3.73
<i>Analysis by region</i>				
Wales	2.68	0.13	0.77	3.42
Scotland	1.93	0.11	0.14	4.82
North	2.67	0.11	0.08	4.14
Yorkshire and Humberside	2.77	0.08	0.14	4.01
North West	3.20	0.12	0.57	3.11
East Midlands	2.80	0.04	0.31	3.85
West Midlands	2.65	0.08	0.40	3.87
South West	3.10	0.08	0.45	3.37
South East (a)/East Anglia	3.01	0.10	0.44	3.45
<i>Analysis by type of area</i>				
London conurbation	2.86	0.10	0.45	3.59
Provincial conurbations	2.68	0.12	0.27	3.93
Larger towns	2.78	0.07	0.35	3.80
Smaller towns	2.83	0.09	0.44	3.64
Rural areas	2.88	0.12	0.39	3.61
<i>Analysis by income group</i>				
A1	2.80	0.11	0.66	3.43
A2	2.89	0.11	0.68	3.32
B	2.70	0.11	0.39	3.80
C	2.88	0.09	0.27	3.76
D	2.93	0.11	0.19	3.77
E1	3.51	0.05	0.25	3.19
E2	3.36	0.03	0.07	3.54
<i>Analysis by household composition</i>				
1 adult, 1 or more children	3.49	0.11	0.23	3.17
2 adults, 1 child	2.95	0.14	0.35	3.56
2 adults, 2 children	2.84	0.12	0.41	3.63
2 adults, 3 children	2.73	0.08	0.34	3.85
2 adults, 4 or more children	2.64	0.06	0.30	4.00
3 or more adults, 1 or 2 children	2.61	0.11	0.47	3.81
3 or more adults, 3 or more children	2.78	0.06	0.36	3.80

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

TABLE 45
 Soft drinks: purchases, expenditure and prices, annual averages, 1975

	Concentrated						Unconcentrated						All soft drinks	
	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(a) Expenditure	Price per pint	Percentage of all households purchasing during Survey week	(a) Purchase quantity	(b) Energy
	fl oz	pence	pence	%	fl oz	pence	pence	%	fl oz	pence	pence	%	fl oz equivalent 17-94	kcal
All households	2-91	4-52	31-0	20	3-22	3-94	24-4	16	0-17	0-22	24-7	1	21-89	17
<i>Analysis by region</i>														
Wales	3-63	5-24	28-9	29	3-55	4-13	23-3	17	0-19	0-20	20-6	2	21-89	21
Scotland	3-11	3-11	30-2	13	6-66	7-22	21-6	23	0-19	0-34	34-8	1	17-10	18
North	1-90	2-96	31-1	15	2-90	3-58	24-5	15	0-03	0-05	32-7	...	12-43	12
Yorkshire and Humber-side	2-56	3-80	29-6	18	3-10	3-49	21-9	17	0-13	0-17	25-9	1	16-03	16
North West	2-75	4-34	31-5	20	2-17	2-75	25-4	12	0-17	0-20	24-3	1	16-09	15
East Midlands	2-64	4-13	31-2	20	3-20	4-00	24-8	16	0-17	0-10	19-1	1	16-50	16
West Midlands	3-65	5-53	30-2	23	4-19	4-66	22-2	18	0-16	0-18	22-7	1	22-60	22
South West	3-76	5-74	30-5	21	2-25	3-13	27-8	15	0-39	0-44	22-6	2	21-44	20
South East (c)														
East Anglia	3-11	4-98	32-0	22	2-40	3-37	28-1	13	0-17	0-21	24-1	1	18-12	17
<i>Analysis by type of area</i>														
London conurbation	3-22	5-33	33-1	23	2-73	4-07	29-7	14	0-19	0-26	26-6	1	19-02	18
Provincial conurbations	2-73	4-12	30-1	18	3-83	4-36	22-8	17	0-14	0-18	24-2	1	17-62	17
Larger towns	2-56	3-90	30-4	19	3-06	3-60	23-6	15	0-18	0-21	22-6	2	16-04	16
Smaller towns	3-37	5-07	30-2	22	3-14	3-80	24-1	17	0-21	0-23	21-0	2	20-20	19
Rural areas	2-98	4-75	31-8	21	3-19	3-95	24-7	15	0-14	0-22	31-4	1	18-23	18
<i>Analysis by income group</i>														
A1	3-80	6-30	33-1	34	5-12	6-67	26-1	23	0-48	0-94	38-9	3	24-60	24
A2	3-71	5-60	30-1	27	3-57	4-23	23-4	19	0-20	0-20	21-5	2	22-31	22
All A	3-81	5-93	31-2	29	4-18	5-13	24-7	21	0-29	0-45	31-4	2	23-52	23
B	3-33	5-05	30-4	26	3-34	4-11	24-7	19	0-21	0-24	22-3	2	20-20	20
C	2-69	4-23	31-3	21	3-30	3-97	23-3	17	0-16	0-21	26-1	1	16-91	16
D	2-20	3-25	29-4	14	2-13	2-72	25-1	10	—	—	—	—	13-13	13
E1	2-63	4-76	36-0	16	2-64	3-18	23-8	9	0-16	0-16	18-9	—	15-95	15
E2	2-14	3-45	32-0	10	2-54	3-35	26-2	9	0-03	0-04	23-1	—	13-27	13
OAP	1-11	1-95	35-0	5	1-40	1-87	26-9	5	0-02	0-03	39-2	—	6-87	7
<i>Analysis by household composition</i>														
No of adults	1-38	2-31	33-6	5	1-91	2-80	29-4	5	0-05	0-09	39-2	—	8-86	9
1	4-08	5-96	29-4	29	5-06	6-56	25-9	25	0-35	0-36	20-8	—	25-81	25
2	1-80	3-02	33-5	10	2-63	3-37	25-5	10	0-18	0-22	27-1	1	11-81	12
3	3-27	5-03	30-6	25	4-42	5-43	24-5	23	0-17	0-26	26-5	1	20-94	21
4	4-06	6-25	30-7	37	3-63	4-28	23-5	24	0-14	0-14	20-1	2	24-07	23
5	3-89	5-84	30-0	40	3-18	3-75	23-4	25	0-17	0-22	25-2	2	22-80	22
6	3-48	5-07	29-2	42	4-78	4-79	20-1	28	0-12	0-13	21-3	2	22-30	22
7	1-85	3-14	33-9	16	3-03	3-84	25-4	13	0-19	0-23	24-7	2	12-47	12
8	2-95	4-32	29-3	28	2-87	3-61	25-2	19	0-30	0-39	26-4	2	17-92	17
9	2-84	4-49	31-7	37	2-72	3-68	27-0	22	0-17	0-17	20-5	3	17-09	16
10	1-86	3-15	33-5	20	1-83	2-16	23-4	9	—	—	—	—	11-13	11

(a) per person per week.
 (b) per person per day.
 (c) including London, for which separate results are shown in the analysis according to type of area.

PART IV
Appendices

APPENDIX A

Structure of the Survey

1 The National Food Survey is a continuous sampling inquiry into the domestic food consumption and expenditure of private households in Great Britain. Each household which participates in the Survey does so voluntarily, and without payment, for one week only. By completely changing the households surveyed each week, information is obtained continuously throughout the year except for a short break at Christmas and during General Election periods. Each housewife provides a detailed record giving the description, quantity and cost of all food which enters the household during the week she participates in the Survey, except that the Survey excludes those items which other members of the family often purchase for themselves, such as chocolates and sugar confectionery, mineral waters, squashes and alcoholic drinks, and also ice-cream and fish and chips if obtained to eat outside the home. Exceptionally (and experimentally) in 1975 particulars were obtained of soft drinks bought for the household supply, and although details are given in section 4 of Chapter 5 and in Table 45 of the present Report, such soft drinks are excluded from all other tables and estimates throughout the Report. The housewife is asked to give particulars of the number and type of meals obtained and consumed outside the house by each member of the family, but not of the cost or composition of such meals; she is also asked to record the quantity of milk supplied to her children under the School Milk Scheme. Information about characteristics of the household and of its members is also obtained. The information obtained from individual housewives is strictly confidential.

The sample

2 The National Food Survey sample is selected by means of a three-stage stratified random sampling scheme, stratification being according to region and degree of urbanisation. The sampling frame covers the whole of Great Britain. The first stage involves the selection of 46 Parliamentary constituencies; the second, the selection of polling districts or combinations thereof within selected constituencies; and the third or final stage, the selection of addresses within these polling districts.

3 The 46 Parliamentary constituencies selected for survey in 1975 are listed in Table 1 of this Appendix. At the second stage of sampling, 782 polling districts were selected initially, and at the third stage, 14,858 addresses. For operational reasons it was necessary to delete 3 of the polling districts. Moreover, when visited, a few of the selected addresses were found to be those of institutions or other establishments not eligible for inclusion in the Survey, while some other addresses were each found to contain more than one household. After allowing for all these factors the estimated effective number of households in the selected sample was 14,247. When visited, it proved impossible within the time available to obtain any contact at all with a number of these households and in some others the housewife was seen but refused to give any information. Furthermore there were a number of housewives who answered a questionnaire¹ but declined to keep a week's record, while some housewives who undertook to keep a

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

record did not in fact complete it; finally a few records were rejected at the editing stage leaving an effective sample of 7,406 households (52 per cent of the selected sample but 62 per cent of the households contacted). Details are as follows:—

	Households	Per cent	
		households selected	households contacted
Number of households at the addresses selected in the sample	14,247	100	
Number visited, but no contact made	2,362	17	
(Number of households contacted)	(11,885)		(100)
Housewife seen, but refused to give any information	1,674	12	14
Housewife answered a questionnaire but declined to keep a week's record	1,559	11	13
Housewife started to keep a record but did not complete it	1,233	9	10
Completed records rejected at editing stage	13
Effective sample of responding households	7,406	52	62

4 In order to adjust for some over-representation of households in rural areas and in the provincial conurbations and consequent under-representation of households elsewhere, the national averages have, as hitherto, been calculated as weighted averages of the results for each of the main types of area shown in Table 2 of this Appendix, the weights being proportionate to the respective populations.

Reliability of survey results

5 The results obtained from the Survey are subject to chance variations as are all estimates from sampling investigations, but this "sampling error" will not normally be more than two or three times the standard error. Estimates of the percentage standard errors of the averages of consumption and expenditure for households owning deep-freezers or refrigerators as applicable to the food groups shown in Tables 39 and 40 are given in Table 13 of this Appendix. Estimates of the standard errors applicable to the averages for income groups in Tables 22 and 23 were given in Tables 15 and 16 of Appendix A in the annual report for 1974.¹ Corresponding estimates, applicable to certain of the averages in Tables 25 and 26 for a selection of families of different composition, and further estimates applicable to the yearly national averages in Tables 13, 14 and 15 were given in Tables 15, 16 and 17 of Appendix A in the annual report for 1973.²

6 Further details of the methodology of the Survey were given in Appendix A of the report for 1973.²

¹*Household Food Consumption and Expenditure: 1974*, HMSO, 1976.

²*Household Food Consumption and Expenditure: 1973*, HMSO, 1975.

TABLE 1
Constituencies surveyed in 1975

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1975
Wales	The whole of Wales and Monmouthshire	Cardiff South-East *East Flint (Flintshire)
Scotland	The whole of Scotland	Aberdeen South *Clackmannan and East Stirlingshire (Stirlingshire and Clackmannan-shire) †Motherwell and Wishaw (Lanarkshire) *Perth and East Perthshire (Perthshire and Kinross-shire)
North	Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire	†Gateshead East *Scarborough (Yorkshire N.R.) †South Shields
Yorkshire and Humberside	The East and West Ridings of Yorkshire (including the City of York), and Lincolnshire (Parts of Lindsey excluding Lincoln CB)	†Brighouse and Spenborough *Rother Valley (Yorkshire W.R.) Rotherham *Gainsborough (Lincolnshire)
North West	Cheshire; Derbyshire (those areas not included in the East Midlands Region), and Lancashire	†Ashton-under-Lyne †Manchester, Blackley *Runcorn (Cheshire) †Hazel Grove Southport *Darwen (Lancashire)
East Midlands	Derbyshire (all except Buxton MB, Glossop MB, New Mills UD, Whaley Bridge UD and Chapel-en-le-Frith RD, which are included in the North West Region); Leicestershire; Lincolnshire (Parts of Holland, Parts of Kesteven, and Lincoln CB); Northamptonshire; Nottinghamshire, and Rutland	Mansfield (Nottinghamshire) *West Derbyshire (Derbyshire) *Blaby (Leicestershire)
West Midlands	Herefordshire; Shropshire; Staffordshire; Warwickshire, and Worcestershire	†Warley East *Warwick and Leamington (Warwickshire) †Birmingham, Hall Green Stoke-on-Trent Central *Burton (Staffordshire)
South West	Cornwall (including the Isles of Scilly); Devonshire, Dorset (all except Poole MB); Gloucestershire; Somerset, and Wiltshire	*Bodmin (Cornwall) Exeter *Westbury (Wiltshire)
South East	Bedfordshire; Berkshire; Buckinghamshire; Dorset (Poole MB only); Essex; Hampshire; Isle of Wight; Hertfordshire; Kent; London (Greater London Council area); Oxfordshire; Surrey, and Sussex	†Barnet, Hendon South †Havering, Romford †Newham, South †Enfield, North †City of Westminster, Paddington †Lambeth, Vauxhall †Southwark, Bermondsey Luton West *Beaconsfield (Buckinghamshire) *Harwich (Essex) *Welwyn and Hatfield (Hertfordshire) Brighton, Pavilion Thurrock *Eastleigh (Hampshire) *Mid-Oxon (Oxfordshire)
East Anglia	Cambridgeshire and Isle of Ely; Huntingdonshire and the Soke of Peterborough; Norfolk, and Suffolk	*Peterborough

(a) These are the standard regions as defined by the Registrars-General in mid-1965. Although the standard regions were revised from 1 April 1974 under the Local Government Act 1972, the regions as formerly constituted continued in use in the Survey throughout 1975.

(b) The Parliamentary constituencies are shown according to their regions (and counties) before 1 April 1974. County constituencies are followed by the name of the county in brackets; the rest are borough constituencies. Constituencies marked † are wholly or partly within conurbations (ie the largest areas of continuous urban development as defined by the Registrars-General). Those marked * contain rural districts.

TABLE 2

Composition of the sample of responding households, 1975

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
HOUSEHOLDS IN CONURBATIONS:					
<i>London</i>					
Households	232	222	222	170	846
Persons	688	664	640	523	2,515
Persons per household	2.97	2.99	2.88	3.08	2.97
<i>Provincial</i>					
Households	424	409	417	367	1,617
Persons	1,247	1,211	1,207	1,080	4,745
Persons per household	2.94	2.96	2.89	2.94	2.93
OTHER URBAN HOUSEHOLDS					
<i>Larger towns</i>					
Households	489	410	474	380	1,753
Persons	1,460	1,184	1,404	1,173	5,221
Persons per household	2.99	2.89	2.96	3.09	2.98
<i>Smaller towns</i>					
Households	369	341	332	330	1,372
Persons	1,076	1,032	983	966	4,057
Persons per household	2.92	3.03	2.96	2.93	2.96
RURAL AREAS					
Households	484	449	467	418	1,818
Persons	1,448	1,319	1,424	1,245	5,436
Persons per household	2.99	2.94	3.05	2.98	2.99
ALL HOUSEHOLDS					
Households	1,998	1,831	1,912	1,665	7,406
Persons	5,919	5,410	5,658	4,987	21,974
Persons per household	2.96	2.95	2.96	3.00	2.97

TABLE 3

Composition of the sample of responding households: analysis by region and type of area, 1975

	Number of households	Number of persons	Average number 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-1973 estimates)
Wales	289	921	3.19	3.9	4.2	5.1
Scotland	750	2,279	3.04	10.1	10.4	9.6
North	550	1,598	2.91	7.4	7.3	6.1
Yorkshire and Humberside	640	1,953	3.05	8.6	8.9	8.9
North West	905	2,667	2.95	12.2	12.1	12.4
East Midlands	505	1,530	3.03	6.8	7.0	6.3
West Midlands	912	2,655	2.91	12.3	12.1	9.5
South West	538	1,521	2.83	7.3	6.9	7.1
South East (a)/East Anglia	2,317	6,850	2.96	31.3	31.2	35.0
<i>All households</i>	7,406	21,974	2.97	100	100	100
London conurbation	846	2,515	2.97	11.4	11.4	13.4
Provincial conurbations	1,617	4,745	2.93	21.8	21.6	18.7
Other urban areas: larger towns	1,753	5,221	2.98	23.7	23.8	28.2
Other urban areas: smaller towns	1,372	4,057	2.96	18.5	18.5	17.1
Rural areas	1,818	5,436	2.99	24.5	24.7	22.5
<i>All households</i>	7,406	21,974	2.97	100	100	100

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

TABLE 4
 Age and sex distributions of persons in the samples of responding households from each region and type of area, 1975
 (per cent)

	All households	Region								Type of area					
		Wales	Scotland	North	Yorks and Humber-side	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	Conurbations		Other urban areas		Rural areas
											London	Provincial	Larger towns	Smaller towns	
Infants (under 1 year)	1.2	1.6	1.7	0.7	1.7	1.2	1.0	0.8	1.1	1.3	1.4	1.3	1.3	1.0	1.2
Children, aged	6.5	6.6	6.6	4.9	7.2	7.0	8.2	5.9	5.7	6.4	6.4	6.5	6.4	6.5	6.7
1-4 years	7.3	7.7	7.7	7.0	7.8	7.0	7.3	7.0	7.2	7.3	8.1	6.5	7.2	7.9	7.3
5-8 years	5.5	7.2	6.0	5.6	5.2	5.5	4.8	5.7	5.1	5.2	6.0	5.2	5.4	6.6	4.7
Males, aged	2.4	2.7	2.3	2.8	1.9	2.2	2.6	2.9	2.2	2.4	2.4	2.7	2.6	2.2	2.2
9-14 years	5.3	7.6	5.5	4.7	5.3	5.9	5.6	4.7	4.8	5.2	5.2	5.1	5.7	5.2	5.4
Females, aged	2.1	2.2	2.2	3.4	1.6	2.2	2.1	1.9	2.1	1.9	2.0	2.8	1.9	2.0	1.8
Males, aged	5.7	5.4	5.4	4.8	4.5	5.7	4.6	6.4	6.0	6.2	6.0	5.9	5.5	5.6	5.5
Sedentary	4.6	4.8	4.1	3.7	5.7	3.6	5.7	5.3	4.2	4.6	4.8	4.2	4.7	4.6	4.8
Moderately active	1.1	1.4	1.5	1.1	1.9	1.0	1.5	0.7	0.9	0.7	0.4	1.1	1.2	0.9	1.4
Very active	8.8	7.3	8.1	9.5	7.8	9.7	7.6	8.4	8.4	9.5	9.6	9.2	8.5	8.3	8.7
Males, aged 35-64 years	6.5	5.9	6.1	6.3	6.6	6.1	6.7	7.5	7.0	6.4	5.6	6.4	6.2	6.8	7.1
Sedentary	1.7	2.3	1.8	2.3	3.1	1.2	2.5	1.2	1.8	1.3	1.2	1.5	1.7	1.6	2.2
Moderately active	3.6	2.1	3.3	4.3	3.2	3.2	3.7	3.7	4.8	3.8	3.5	3.6	3.7	3.4	3.8
Very active	1.4	0.9	1.1	1.5	1.3	1.5	1.3	1.0	2.2	1.5	1.0	1.2	1.5	1.5	1.5
Males, aged 65-74 years	24.2	23.5	23.9	22.5	24.1	25.2	24.1	23.7	23.2	24.7	25.0	23.6	24.2	23.9	24.8
75 years and over	9.7	6.8	10.1	11.5	8.8	9.3	8.6	10.7	11.2	9.5	9.7	10.4	10.0	9.7	8.9
Females, aged 18-34 years	2.4	1.7	2.6	3.4	2.4	2.6	2.3	2.7	2.1	2.0	1.8	2.9	2.5	2.3	2.1
35-44 years	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
45-54 years	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
55-64 years	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
65-74 years	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
75 years and over	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

TABLE 5
Income group distributions of urban and rural samples of responding households, 1975
(per cent)

Income group	All households	Conurbations		Other urban areas		Rural areas	
		London	Provincial	Larger towns	Smaller towns		
		<i>Proportion of households</i>					
A1	2.6	4.8	2.1	1.5	1.3	4.0	
A2	5.4	7.1	5.1	5.1	4.8	5.8	
B	37.6	39.2	36.7	38.7	35.3	38.4	
C	27.2	24.9	25.4	25.9	31.0	28.3	
D	5.0	4.0	6.1	4.6	6.0	4.0	
E1	2.9	2.2	2.7	2.5	3.4	3.3	
E2	6.0	7.0	6.2	7.5	5.2	4.6	
OAP	13.3	10.6	15.8	14.3	12.9	11.6	
All	100	100	100	100	100	100	
No. of households	7,406	846	1,617	1,753	1,372	1,818	
		<i>Proportion of persons</i>					
A1	3.1	6.2	2.5	1.7	1.5	4.8	
A2	6.5	8.1	6.5	6.0	5.8	6.7	
B	43.4	44.2	43.5	44.4	41.7	43.4	
C	30.3	28.1	28.2	30.0	34.1	30.6	
D	4.2	2.7	5.8	4.0	4.9	3.3	
E1	2.0	1.5	2.1	2.2	2.0	2.1	
E2	3.5	4.0	3.7	4.3	3.2	2.8	
OAP	6.8	5.3	7.6	7.5	6.9	6.3	
All	100	100	100	100	100	100	
No. of persons	21,974	2,515	4,745	5,221	4,057	5,436	

TABLE 6
Age and sex distributions of persons in the samples of responding households in different income groups, 1975
(per cent)

	All households	Income group						OAP	
		Households with one or more earners				Households with no earner			
		Gross weekly income of head of household							
		£110 and over	£82 and under £110	£49 and under £82	£28 and under £49	Less than £28	£28 or more		Less than £28
		A1	A2	B	C	D	E1		E2
Infants (under 1 year)	1.2	1.0	1.6	1.5	1.4	0.9	0.4	—	
Children, aged 1-4 years	6.5	6.5	8.2	7.4	7.0	4.9	2.5	3.7	
5-8 years	7.3	8.3	9.0	8.4	7.7	4.7	5.8	3.8	
Males, aged 9-14 years	5.5	6.4	6.2	6.4	5.4	4.8	4.5	3.6	
15-17 years	2.4	2.6	2.8	2.6	2.8	2.8	2.0	0.6	
Females, aged 9-14 years	5.3	7.0	7.4	5.8	5.7	4.2	3.3	2.2	
15-17 years	2.1	2.9	2.2	2.4	2.2	2.2	0.7	0.5	
Males, aged 18-34 years									
Sedentary	5.7	6.8	7.6	6.3	5.9	6.8	2.5	2.9	
Moderately active	4.6	1.5	3.7	5.8	5.7	1.6	—	—	
Very active	1.1	0.3	0.8	1.0	1.9	0.3	—	—	
Males, aged 35-64 years									
Sedentary	8.8	19.3	14.4	9.5	7.1	10.6	9.8	7.8	
Moderately active	6.5	2.9	4.9	8.6	7.7	1.3	—	—	
Very active	1.7	0.3	0.4	1.4	3.4	0.9	—	—	
Males, aged 65-74 years	3.6	1.2	0.4	0.6	1.5	7.6	18.3	13.7	
75 years and over	1.4	0.3	0.1	0.2	0.5	1.7	5.3	5.9	
Females, aged 18-54 years	24.2	29.2	26.6	27.5	26.3	23.5	9.6	11.7	
55-74 years	9.7	3.1	3.6	4.0	7.2	19.6	29.4	32.6	
75 years and over	2.4	0.4	0.2	0.5	0.8	1.7	6.5	10.5	
Total	100	100	100	100	100	100	100	100	
Total number of persons	21,974	688	1,428	9,547	6,653	924	449	780	
								1,505	

TABLE 7
 Age and sex distributions of persons in the samples of responding households of different composition, 1975
 (per cent)

	Households with											All house- holds
	No of adults		1		2		3		3 or more		4 or more	
	0	1 or more	0	1	2	3	4 or more	0	1 or 2	3 or more	0	
Infants (under 1 year)	..	0.7	..	4.4	2.0	1.3	1.4	..	0.6	1.4	..	1.2
Children, aged	..	6.7	..	10.8	13.9	11.6	10.5	..	3.2	5.8	..	6.5
5-8 years	..	15.3	..	4.7	14.9	17.1	17.4	..	3.5	8.9	..	7.3
9-14 years	..	17.8	..	4.2	7.0	12.2	16.2	..	6.0	11.0	..	5.5
Males, aged	..	9.2	..	3.2	2.5	2.9	4.8	..	5.3	6.2	..	2.4
15-17 years	..	11.1	..	3.3	7.7	11.8	14.7	..	5.8	12.6	..	5.3
9-14 years	..	5.0	..	2.9	1.9	3.1	4.0	..	4.6	6.1	..	2.1
15-17 years
Males, aged	..	0.2	..	8.0	5.8	3.0	2.2	..	6.7	4.3	..	5.7
18-34 years
Sedentary	..	0.6	..	3.6	5.3	3.2	1.7	..	5.9	4.4	..	10.3
Moderately active	..	0.2	..	1.5	1.0	0.8	0.7	..	1.6	2.3	..	1.1
Very active
Males, aged	..	6.1	..	8.7	6.9	6.7	4.3	..	10.1	7.7	..	8.8
35-64 years	..	2.2	..	6.4	4.8	5.2	5.0	..	8.3	3.5	..	6.5
Sedentary	..	0.7	..	1.0	0.9	0.9	1.4	..	2.7	2.2	..	1.7
Moderately active	..	7.8	..	0.6	..	0.1	1.1	0.7	..	3.6
Very active	2.5	0.3	..	1.4
Males, aged	..	5.5	..	3.8	0.7
65-74 years
75 years and over	..	10.7	..	32.1	25.0	19.9	15.7	..	30.7	21.0	..	24.2
Females, aged	..	42.4	..	1.4	0.2	0.1	2.8	0.9	..	9.7
18-54 years	..	20.4	0.8	0.9	..	2.4
55-74 years
75 years and over
Total	100	100	100	100	100	100	100	100	100	100	100	100
Total number of persons	1,086	404	4,598	2,439	4,396	2,300	1,204	1,602	2,356	939	650	21,974

TABLE 8
Composition of the sample of responding households: analysis by income group and household composition, 1975 (households)

Household composition: No of adults No of children	Income group												All households			Average number of persons per household											
	Households with one or more earners						Households with no earner						OAP			All households											
	Gross weekly income of head of household						Less than £28						£28 or more			Per cent			No								
	£110 and over		£82 and under £110		£49 and under £82		£28 and under £49		Less than £28		£28 or more		Less than £28		£28 or more		Per cent			No							
A1		A2		B		C		D		E1		E2		Per cent			No			Per cent			No				
No		Per cent		No		Per cent		No		Per cent		No		Per cent		Per cent			No			Per cent			No		
1	3	1.6	9	2.2	99	3.6	134	6.6	73	19.9	62	29.2	205	46.1	50.9	1,086	14.7	1	1	0.99	1	2.93	1	0.99	1	0.93	
1 or more	47	24.5	97	24.1	16	0.6	42	2.1	23	6.3	9	4.2	43	9.7	0.4	138	1.9	1	1	0.99	2	2.93	1	0.99	1	0.93	
2	25	13.0	59	14.6	703	25.2	590	29.3	134	36.5	111	52.4	166	37.3	45.8	2,299	31.0	2	2	0.69	2	2.93	2	0.69	2	0.32	
2 or more	45	23.4	100	24.8	440	15.8	238	11.8	33	9.0	7	3.3	5	1.1	0.6	813	11.0	2	2	0.69	3	2.93	2	1.57	2	0.43	
3	17	8.9	46	11.4	590	21.2	322	16.0	31	8.4	4	1.9	6	1.3	0.1	1,099	14.8	2	2	0.69	4	2.93	2	1.57	2	0.43	
3 or more	6	3.1	14	3.5	248	8.9	125	6.2	12	3.3	6	2.8	3	0.7	0.3	460	6.2	2	2	0.69	5	2.93	2	1.57	2	0.43	
4 or more	15	7.8	29	7.2	81	2.9	78	3.9	4	1.1	4	1.9	3	0.7	1.6	187	2.5	2	2	0.69	6	2.93	2	1.57	2	0.43	
3 or more	23	12.0	34	8.4	272	9.8	207	10.3	33	9.0	5	2.4	13	2.9	1.6	534	7.2	3	3	0.69	6	2.93	3	1.57	3	0.81	
3 or more	5	2.6	7	1.7	50	1.8	68	3.4	5	1.4	2	0.9	1	0.2	—	499	6.7	3	3	0.69	6	2.93	3	1.57	3	0.81	
4 or more	6	3.1	7	1.7	71	2.5	64	3.2	2	0.5	2	0.9	1	0.2	0.2	155	2.1	4	4	0.69	6	2.93	4	1.57	4	0.81	
Total all household types	192	100	403	100	2,786	100	2,017	100	367	100	212	100	445	100	98.4	7,406	100	2,97	2,97	0.61	2,97	2.97	2,97	0.61	2,97	0.29	
Average number of persons per household:	No	2.34	No	2.22	No	2.24	No	2.24	No	1.90	No	1.72	No	1.49	No	1.51	No	2.07	No	2.07	0.61	2.07	0.61	2.07	0.61	2.07	0.29
adults	0.83	0.92	0.81	0.81	0.72	0.81	0.72	0.81	0.35	0.26	0.25	0.15	0.07	0.19	0.02	0.02	0.29	0.61	0.61	0.61	0.61	0.61	0.61	0.61	0.61	0.29	
children under 12 years	0.41	0.41	0.37	0.37	0.34	0.34	0.34	0.26	0.26	0.15	0.15	0.07	0.07	0.07	0.02	0.02	0.29	0.61	0.61	0.61	0.61	0.61	0.61	0.61	0.61	0.29	
children 12-17 years	3.58	3.54	3.43	3.43	3.30	3.30	3.30	2.52	2.52	2.12	2.12	1.75	1.75	1.75	1.53	2.97	2.97	2.97	2.97	0.61	2.97	0.61	2.97	0.61	2.97	0.29	

TABLE 9
Average number of earners per household: analysis by income group and household composition, 1975

Household composition: No of adults	No of children	All households	Income group										OAP				
			Households with one or more earners					Households with no earner									
			Gross weekly income of head of household														
			£110 and over A1	£82 and under £110 A2	£82 and over All A	£49 and under £82 B	£28 and under £49 C	Less than £28 D	£28 or more E1	Less than £28 E2							
1	0	0.29	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00	
1	1 or more	0.71	1.48	1.46	1.25	1.17	1.22	1.24	1.33	1.42	1.48	1.50	1.52	1.52	1.52	1.52	1.52
2	0	1.05	1.24	1.27	1.49	1.43	1.44	1.44	1.44	1.44	1.44	1.44	1.44	1.44	1.44	1.44	1.44
2	1	1.41	1.40	1.39	1.48	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45
2	2	1.44	1.29	1.30	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45
2	3	1.42	1.29	1.30	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45	1.45
2	4 or more	1.53	1.83	1.71	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75	1.75
3	0	1.97	2.00	2.07	2.20	2.12	2.12	2.12	2.12	2.12	2.12	2.12	2.12	2.12	2.12	2.12	2.12
3 or more	1 or 2	2.57	2.13	2.39	2.63	2.69	2.69	2.69	2.69	2.69	2.69	2.69	2.69	2.69	2.69	2.69	2.69
3 or more	3 or more	2.79	2.40	2.42	2.84	2.84	2.84	2.84	2.84	2.84	2.84	2.84	2.84	2.84	2.84	2.84	2.84
4 or more	0	2.75	3.00	3.00	2.92	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78	2.78
All households	.	1.30	1.59	1.58	1.73	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68	1.68

* Fewer than 3 households.

TABLE 10
Ownership of deep-freezers and refrigerators, 1972 and 1975

	Total number of households in sample		Number and percentage of households in each group owning a refrigerator							
			deep-freezer			refrigerator				
	1972	1975	No	%	No	%	No	%		
All households	7,587	7,406	613	8	1,720	23	5,631	74	6,485	88
<i>Region</i>										
Wales	327	289	25	8	68	24	227	69	252	87
Scotland	828	750	62	7	130	17	540	65	615	82
North	502	550	14	3	80	15	300	60	434	79
Yorkshire and Humberside	638	640	39	6	115	18	408	64	521	81
North West	1,012	905	49	5	183	20	723	71	799	88
East Midlands	584	505	43	7	107	21	413	71	446	88
West Midlands	819	912	64	8	167	18	551	67	759	83
South West	516	538	55	11	169	31	419	81	487	91
South East (a)/East Anglia	2,361	2,317	262	11	701	30	2,050	87	2,172	94
<i>Type of area</i>										
London conurbation	843	846	68	8	235	28	762	90	788	93
Provincial conurbations	1,437	1,617	38	3	224	14	919	64	1,299	80
Other urban areas:										
larger towns	1,980	1,753	119	6	368	21	1,513	76	1,530	87
smaller towns	1,365	1,372	109	8	315	23	1,012	74	1,235	90
Rural areas	1,962	1,818	279	14	578	32	1,425	73	1,635	90
<i>Income group (b)</i>										
A1	135	192	51	38	114	59	133	99	192	100
A2	477	403	116	24	168	42	458	96	396	98
B	2,604	2,786	280	11	850	31	2,280	88	2,637	95
C	2,560	2,017	139	5	432	21	1,860	73	1,792	89
D	374	367	10	3	40	11	214	57	276	76
E1	n.a.	212	n.a.	n.a.	53	25	n.a.	n.a.	192	91
E2	337	445	5	1	31	7	195	58	339	76
OAP	1,100	984	12	1	32	3	491	45	658	67
<i>Household composition</i>										
No of adults	1,054	1,086	16	2	46	4	480	46	748	69
No of children	83	138	3	4	13	9	48	58	111	80
1 or more	2,240	2,299	153	7	442	19	1,666	74	1,990	87
2	1,778	1,099	203	11	366	33	1,513	85	1,041	93
3	416	460	45	11	157	34	332	80	437	95
4 or more	214	187	26	12	65	35	142	66	167	89
3 or more	718	534	52	7	134	25	567	79	490	92
1 or 2	626	499	61	10	169	34	511	82	473	95
3 or more	190	136	25	13	43	32	148	78	119	88
4 or more	268	155	29	11	55	35	224	84	144	93

(a) Including London, for which separate details are shown in the analysis according to type of area.
 (b) Households shown in income group E1 are those households without earners, where the income of the head of the household is greater than the lower limit of group C; in 1972 these households were not separately identified and are included above in group A to C.

TABLE 11
Recommended intakes of nutrients (a)
 (per person per day)

	Energy		Protein		Calcium	Iron	Thiamin	Riboflavin	Nicotinic acid equivalent	Vitamin C	Vitamin A (retinol equivalent)	Vitamin D (cholecalciferol)
	MJ	kcal	(recommended intake)	(minimum requirement)								
Infants (under 1 year)	3.3	800	20	15	600	6	0.3	0.4	5	15	450	10
Children aged												
1 year	5.0	1,200	30	19	500	7	0.5	0.6	7	20	300	10
2 years	5.9	1,400	35	21	500	7	0.6	0.7	8	20	300	10
3-4 years	6.7	1,600	40	25	500	8	0.6	0.8	9	20	300	10
5-6 years	7.5	1,800	45	28	500	8	0.7	0.9	10	20	300	2.5
7-8 years	8.8	2,100	53	30	500	10	0.8	1.0	11	20	400	2.5
9-11 years	10.5	2,500	63	36	700	13	1.0	1.2	14	25	575	2.5
12-14 years	11.7	2,800	70	46	700	14	1.1	1.4	16	25	725	2.5
15-17 years	12.6	3,000	75	50	600	15	1.2	1.7	19	30	750	2.5
Females aged												
9-11 years	9.6	2,300	58	35	700	13	0.9	1.2	13	25	575	2.5
12-14 years	9.6	2,300	58	44	700	14	0.9	1.4	16	30	725	2.5
15-17 years	9.6	2,300	58	40	600	15	0.9	1.4	16	30	750	2.5
Males aged												
18-34 years, sedentary	11.3	2,700	68	45	500	10	1.1	1.7	18	30	750	2.5
18-34 years, moderately active	12.6	3,000	75	45	500	10	1.2	1.7	18	30	750	2.5
18-34 years, very active	15.1	3,600	90	45	500	10	1.4	1.7	18	30	750	2.5
35-64 years, sedentary	10.9	2,600	65	43	500	10	1.0	1.7	18	30	750	2.5
35-64 years, moderately active	12.1	2,900	73	43	500	10	1.2	1.7	18	30	750	2.5
35-64 years, very active	15.1	3,600	90	43	500	10	1.4	1.7	18	30	750	2.5
65-74 years (all)	9.8	2,350	59	39	500	10	0.9	1.7	18	30	750	2.5
75 years and over	8.8	2,100	53	38	500	10	0.8	1.7	18	30	750	2.5
Females aged												
18-54 years (all, except pregnant)	9.2	2,200	55	38	500	12	0.9	1.3	15	30	750	2.5
18-54 years, pregnant	10.0	2,400	60	44	1,200	15	1.0	1.6	18	60	750	10
55-74 years	8.6	2,050	51	36	500	10	0.8	1.3	15	30	750	2.5
75 years and over	8.0	1,900	48	34	500	10	0.7	1.3	15	30	750	2.5

(a) Based on: Department of Health and Social Security, *Recommended Intakes of Nutrients for the United Kingdom—Reports on Public Health and Medical Subjects No 120, HMSO, 1969.*

TABLE 12
Survey classification of foods

Food code No in 1975	Description	Seasonal food (S) or convenience food (C)	Notes
4	MILK AND CREAM: Liquid milk—full price		Includes long life
5	Liquid milk—welfare		
6	Liquid milk—school		
9	Condensed milk		Includes evaporated milk
10	Dried milk, National		
11	Dried milk, branded		Full-cream or half-cream dried milk
12	Instant milk		
13	Yoghurt		Includes fruit yoghurt and flavoured yoghurts
14	Other milk		Skimmed milk (other than instant milk), goats milk, sour milk, fresh cream desserts (including dairy desserts containing cream, milk or skimmed milk solids— <i>not</i> frozen)
17	Cream		Fresh (or processed) bottled or canned (but excluding "imitation" cream—see code 148)
22	CHEESE: Natural		Includes all cheese, other than processed, eg, Cheddar, Cheshire, Caerphilly, Lancashire, Dutch Edam, Danish Blue, cottage cheese, cream cheese
23	Processed		Includes processed cheeses, boxed or portions, lactic cheese, cheese products/spreads (including those with added ham, celery, lobster etc), cheese grills
31	MEAT AND MEAT PRODUCTS: Beef and veal		} Any cut; fresh, chilled or frozen (but <i>not</i> frozen convenience meats—see code 88)
36	Mutton and lamb		
41	Pork		
46	Liver		
51	Offals, other than liver		eg, kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry; fresh, chilled or frozen
55	Bacon and ham, uncooked		Fresh, chilled or frozen
58	Bacon and ham, cooked, including canned	C	<i>Not</i> frozen
59	Cooked poultry, including canned	C	Includes poultry removed from the can before sale by retailer (but <i>not</i> frozen)
62	Corned meat	C	Includes all corned meat, whether purchased in cans or sliced
66	Other cooked meat (not purchased in cans)	C	Includes meats removed from can by retailer before sale—eg, luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn; (but <i>not</i> frozen)
71	Other canned meat and canned meat products	C	Purchased in a can—eg, stewed steak, luncheon meat, minced meat, meat puddings and pies, pie fillings, meat with vegetables, ready-meals, sausages (Note: corned meats, canned, are coded 62, baby foods canned or bottled are coded 315)
73	Broiler chicken, uncooked, including frozen		Uncooked plucked roasting fowl under 4 lb each, parts of any uncooked chicken; fresh, chilled or frozen
77	Other poultry, uncooked, including frozen		Uncooked chicken of 4 lb or more dressed weight or any unplucked chicken or boiling fowl, any size (or parts) of duck, goose, turkey, partridge, pheasant, grouse, pigeon etc; fresh, chilled or frozen

TABLE 12 (cont'd)

Food code No in 1975	Description	Seasonal food (S) or convenience food (C)	Notes
78	MEAT AND MEAT PRODUCTS (cont'd) Rabbit and other meat		eg, rabbit, hare, horse, whale, goat, venison; fresh, chilled or frozen
79	Sausages, uncooked, pork		Includes pork sausage meat; fresh, chilled or frozen
80	Sausages, uncooked, beef		Includes beef sausage meat and any mixture, eg, pork/beef sausages; fresh, chilled or frozen
83	Meat pies and sausage rolls, ready-to-eat	C	Sausage rolls, "cold" meat pies (eg, pork pies, veal and ham pies etc) complete or in portions (but <i>not</i> steak pies—see code 94, and <i>not</i> frozen items—see code 88)
88	Frozen convenience meats or frozen convenience meat products	C	eg, frozen—braised/roast beef slices, roast pork, beefburgers, porkburgers, steakburgers, cheeseburgers, steaklets, ready-meals, sausage rolls, meat pies, chicken pies, cooked chicken breasts/legs, faggots (but <i>not</i> uncooked chops, steak etc)
94	Other meat products	C	Meat pies (except "cold" ready-to-eat varieties—see code 83), eg, steak pies, pasties, puddings, pastes, spreads, liver sausage, cooked sausage, rissoles, haslet, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs, ready-meals; (<i>not</i> frozen)
	FISH:		
100	White, filleted, fresh	S	eg, cod, haddock, whiting, plaice, skate, sole and other flat fish, hake, conger eel, red mullet
105	White, unfileted, fresh	S	
110	White, uncooked, frozen		eg, frozen—cod, haddock, hake, plaice, lemon sole (includes uncooked fish coated with bread-crumbs, but <i>not</i> fish fingers etc—see code 127)
111	Herrings, filleted, fresh	S	Includes frozen
112	Herrings, unfileted, fresh	S	Includes frozen
113	Fat, fresh, other than herrings	S	eg, mackerel, sprats, salmon, trout, eel, roe (includes frozen)
114	White, processed	S	ie, smoked, dried or salted, eg, haddock, cod, etc (includes frozen)
115	Fat, processed, filleted	S	ie, smoked, dried or salted, eg, kippers, bloaters, soured or pickled herrings, smoked salmon, anchovies, smoked roe; (includes frozen)
116	Fat, processed, unfileted	S	
117	Shell	S	Fresh, prepared or frozen (but <i>not</i> canned or bottled—see code 120)
118	Cooked	C	Fried fish, fried roe, scampi, cooked or jellied eels: (<i>not</i> frozen)
119	Salmon, canned	C	
120	Other canned or bottled fish	C	eg, sardines, pilchards, mackerel, herrings, brisling, shellfish, roe, anchovies
123	Fish products, not frozen	C	eg, fish cakes, fish pastes, ready-meals (but <i>not</i> "fish and chips" see codes 118 and 197)
127	Frozen convenience fish products	C	Frozen—fish fingers, fish cakes, cod fries, cod-in-sauce, "fish and chips" etc
129	EGGS	S	
	PATS:		
135	Butter		
138	Margarine		Includes "soft" margarine and margarine containing a proportion of butter
139	Lard and compound cooking fat		
143	Vegetable and salad oils		eg, corn oil, groundnut oil, "cooking" oil, olive oil
148	All other fats		eg, suet, dripping, "imitation" cream, "substitute" cream, low fat spreads (but <i>not</i> "soft" margarine—see code 138)

TABLE 12 (cont'd)

Food code No in 1975	Description	Seasonal food (S) or convenience food (C)	Notes
150	SUGAR AND PRESERVES: Sugar		Includes icing sugar (but <i>not</i> instant icing—see code 323)
151	Jams, jellies, fruit curds		
152	Marmalade		Includes jelly marmalade
153	Syrup, treacle		
154	Honey		Includes honey spreads
	VEGETABLES:		
	<i>Old potatoes:</i>		
156	January–August, not prepacked	S	} Includes all "old" potatoes purchased in the period January to August inclusive
157	January–August, prepacked	S	
	<i>New potatoes:</i>		
158	January–August, not prepacked	S	} Includes all "new" potatoes purchased in the period January to August inclusive
159	January–August, prepacked	S	
	<i>Potatoes:</i>		
160	September–December, not prepacked	S	} Includes all potatoes purchased in the period September to December inclusive
161	September–December, prepacked	S	
162	Cabbages, fresh	S	eg, red cabbage, savoy cabbage, spring cabbage, spring greens, brussels tops, kale, curly greens, savoy greens
163	Brussels sprouts, fresh	S	
164	Cauliflower, fresh	S	Includes heading broccoli
167	Leafy salads, fresh	S	eg, lettuce, endive, watercress, mustard and cress, chicory
168	Peas, fresh	S	
169	Beans, fresh	S	
171	Other fresh green vegetables	S	eg, spinach, spinach beet, sprouting broccoli, turnip tops
172	Carrots, fresh	S	
173	Turnips and swedes, fresh	S	
174	Other root vegetables, fresh	S	eg, parsnips, beetroot, kohlrabi, artichokes, horseradish, yam
175	Onions, shallots, leeks, fresh	S	
176	Cucumbers, fresh	S	
177	Mushrooms, fresh	S	
178	Tomatoes, fresh	S	
183	Miscellaneous fresh vegetables	S	eg, celery, radishes, marrow, asparagus, caleriac, sea kale, pimentoes, aubergines, corn-on-the-cob, salsify, pot herbs, pumpkin
184	Tomatoes, canned or bottled	C	
185	Peas, canned	C	Garden, processed, etc
188	Beans, canned	C	Includes baked beans, broad beans, butter beans, etc (but <i>not</i> runner beans or kidney beans—see code 191)
191	Canned vegetables (other than pulses, potatoes or tomatoes)	C	eg, carrots, beetroot (but <i>not</i> pickled beetroot—see code 327), celery, spinach, runner beans, kidney beans, mixed vegetables, sweet corn, mushrooms, asparagus tips (baby foods, canned or bottled, are coded 315)
192	Dried pulses, other than air-dried		eg, lentils, split peas, mixed barley, peas and lentils

TABLE 12 (cont'd)

Food code No in 1975	Description	Seasonal food (S) or convenience food (C)	Notes
195	VEGETABLES: (cont'd) Air-dried vegetables	C	Air-dried peas, beans, onion flakes, mixed vegetables, etc (AFD foods are coded 320)
196	Vegetable juices	C	Includes tomato juice and purée
197	Chips, excluding frozen	C	Includes chips purchased with fish
198	Instant potato	C	
199	Canned potato	C	
200	Crisps and other potato products, not frozen	C	eg, crisps, chipples, mini-chips, puffs, potato scones, pies and cakes, potato salad
202	Other vegetable products	C	eg, vegetable salad, sauerkraut, pease meal, pease pudding, cheese and onion pie, ready-meals
203	Frozen peas	C	
204	Frozen beans	C	All varieties
205	Frozen chips and other frozen convenience potato products	C	Includes puffs, fries, fritters, croquettes
208	All frozen vegetables and frozen vegetable products, not specified elsewhere	C	eg, asparagus, broccoli, carrots, brussels sprouts, cauliflower, mixed vegetables, spinach, corn-on-the-cob, sweet corn
	FRUIT:		
210	Oranges, fresh	S	
214	Other citrus fruits, fresh	S	eg, lemons, grapefruit, tangerines, clementines, limes, ortaniques, etc
217	Apples, fresh	S	
218	Pears, fresh	S	
221	Stone fruit, fresh	S	eg, plums, greengages, damsons, cherries, peaches, apricots, nectarines
222	Grapes, fresh	S	
227	Soft fruit, fresh, other than grapes	S	eg, gooseberries, raspberries, strawberries, blackberries, loganberries, mulberries, bilberries, cranberries, blackcurrants, redcurrants
228	Bananas, fresh	S	
229	Rhubarb, fresh	S	
231	Other fresh fruit	S	eg, melons, pineapples, fresh figs, pomegranates
233	Canned peaches, pears and pineapples	C	
236	Other canned or bottled fruit	C	eg, fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries; includes pie fillings
240	Dried fruit and dried fruit products		eg, currants, sultanas, raisins, packeted mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallised fruit, dried fruit juice concentrate
241	Frozen fruit and frozen fruit products	C	Includes frozen fruit juices (frozen fruit pies are coded 294)
245	Nuts and nut products		Nuts shelled or unshelled, shredded or desiccated coconut, ground almonds, peanut butter, vegetarian nut products
248	Fruit juices	C	eg, grapefruit, orange, pineapple, lemon, lime, blackcurrant, rose-hip syrup (baby foods, canned or bottled, are coded 315 and dried fruit juice concentrate is coded 240)

TABLE 12 (cont'd)

Food code ¹ No in 1975	Description	Seasonal food (S) or convenience food (C)	Notes
251	CEREALS: White bread, large loaves, unsliced		Loaves of 28 ounces or more
252	White bread, large loaves, sliced		
253	White bread, small loaves, unsliced		Loaves of 14 ounces
254	White bread, small loaves, sliced		
255	Brown bread		Excludes wholewheat and wholemeal bread
256	Wholewheat and wholemeal bread		
263	Other bread		Malt bread, fruit bread, French bread, Vienna bread, milk bread, "slimming" bread, white or brown rolls
264	Flour		
267	Buns, scones and teacakes		Includes crumpets, muffins, tea-bread
270	Cakes and pastries	C	eg, fruit cakes, fancy cakes, cream cakes, iced cakes, chocolate cakes, swiss rolls, sponge cakes, tarts, flans, shortbread, doughnuts, fruit pies
271	Crispbread	C	
274	Biscuits, other than chocolate biscuits	C	Includes cream-crackers, rusks, shortcake
277	Chocolate biscuits	C	Includes marshmallows and wafers
281	Oatmeal and oat products		Porridge oats (but <i>not</i> instant porridge—see code 282), oatcakes, oatmeal, oat flakes
282	Breakfast cereals	C	eg, cornflakes, "instant" porridge oats
285	Canned milk puddings	C	eg, creamed rice, sago, macaroni, tapioca, semolina, custard (made-up)
286	Other puddings	C	eg, Christmas pudding, fruit puddings, sponge puddings, syrup puddings
287	Rice		Includes ground rice, flaked rice
290	Cereal-based invalid foods (including "slimming" foods)	C	
291	Infant cereal foods	C	Includes infant rusk and cereal preparations and dried instant baby foods (baby foods, canned or bottled, are coded 315)
294	Frozen convenience cereal foods	C	eg, frozen sponges (including those with ice- cream), fruit pies, eclairs, pastry, pizza
299	Cereal convenience foods (including canned) not specified elsewhere	C	eg, cake and pudding mixes, custard powder, instant puddings, canned pasta, pastry, sauce mixes
301	Other cereal foods		eg, pearl barley, semolina, macaroni, spaghetti, sago, tapioca
304	BEVERAGES: Tea		Includes tea bags (but <i>not</i> instant tea—see code 336)
307	Coffee, bean and ground		Includes coffee bags and sachets
308	Coffee, instant	C	Includes accelerated freeze-dried instant coffee
309	Coffee, essences	C	
312	Cocoa and drinking chocolate		
313	Branded food drinks		eg, malted milk
315	MISCELLANEOUS: Baby foods, canned or bottled	C	Strained foods and junior meals in glass jars or cans (other infant foods are coded 291; dried milk is coded 10 and 11)

TABLE 12 (cont'd)

Food code No in 1975	Description	Seasonal food (S) or convenience food (C)	Notes
318	MISCELLANEOUS (cont'd) Canned soups	C	Includes broths and canned condensed soups (Note: baby food soups are coded 315)
319	Soups, dehydrated and powdered	C	
320	Accelerated freeze-dried foods (excluding coffee)		Includes AFD peas etc (but excludes AFD instant coffee—see code 308, and any item of which only part is AFD)
323	Spreads and dressings		eg, salad cream, cooking chocolate, sandwich spread, chocolate spread, instant icing
327	Pickles and sauces		Includes chutneys and continental sauces (but not sauce mixes—see code 299)
328	Meat and yeast extracts		eg, beef stock cubes, chicken stock cubes
329	Table jelly, squares and crystals		
332	Ice-cream (served as part of a meal), mousse	C	
333	All frozen convenience foods not specified elsewhere	C	Includes frozen dairy desserts
334	Salt		
335	Artificial sweeteners (expenditure only)		eg, saccharine
336	Miscellaneous (expenditure only)		eg, bones, gravy salts, vinegar, forcemeat, mustard, pepper, made-up jellies, flavourings and colourings, gelatine, yeast, herbs, curry powders, spices, instant tea
339	Novel protein foods		eg, textured vegetable protein

TABLE 13
Estimates of percentage standard errors of average per caput food consumption and expenditure for households owning deep-freezers or refrigerators, 1975

	Food codes	Expenditure				Consumption			
		All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
MILK AND CREAM:									
Liquid milk — full price	4	1.1	0.6	2.2	0.5	0.9	0.6	2.0	0.5
. welfare and school	5, 6	39.4	27.3	63.3	23.2	6.8	6.1	26.6	4.6
Total liquid milk	4-6	1.1	0.6	2.2	0.5	0.9	0.6	1.9	0.5
Condensed milk	9	8.5	4.4	10.4	3.7	8.2	4.4	10.4	3.7
Dried and other milk	10-14	7.6	4.1	13.2	3.6	10.9	5.9	15.2	5.1
Cream	17	5.6	3.5	19.1	3.1	5.8	3.5	11.7	3.0
Total milk and cream	4-17	1.2	0.7	2.2	0.6	0.9	0.6	1.8	0.5
CHEESE:									
Natural	22	2.8	1.4	3.9	1.2	2.9	1.4	3.7	1.2
Processed	23	7.7	4.1	9.6	3.4	8.1	4.1	10.0	3.5
Total cheese	22, 23	2.6	1.3	3.6	1.2	2.7	1.3	3.4	1.2
MEAT:									
Beef and veal	31	8.8	1.5	4.2	2.7	10.0	1.4	3.8	3.1
Mutton and lamb	36	7.3	2.2	6.1	2.4	8.6	2.3	6.1	2.9
Pork	41	11.0	2.8	8.3	4.3	13.4	2.9	8.3	5.6
Total carcass meat	31-41	6.5	1.1	3.4	2.0	7.2	1.1	3.2	2.4
Bacon and ham, uncooked	55	3.3	1.5	4.5	1.4	3.5	1.6	4.4	1.4
Poultry, uncooked	73-77	6.1	2.5	9.4	2.5	6.0	2.5	8.3	2.4
Other meat	46, 51, 58-71, 78-94	2.3	1.1	2.5	0.9	2.6	1.1	2.6	1.0
—of which: Frozen convenience meats or frozen convenience meat products	88	9.4	4.1	12.3	4.2	10.3	4.2	12.9	5.0
Total meat	31-94	3.6	0.8	2.2	1.1	3.8	0.8	2.0	1.2
FISH:									
Fresh	100, 105, 111-113	8.8	3.0	7.2	2.9	9.1	3.0	7.0	3.0
Processed and shell	114-117	10.5	4.8	17.7	4.6	9.7	4.9	16.2	4.3
Prepared	118-123	4.4	2.5	5.7	2.0	4.4	2.5	5.7	2.1
Frozen	110-127	8.8	2.9	8.7	3.3	9.2	2.9	8.7	3.6
Total fish	100-127	4.1	1.5	3.8	1.5	4.4	1.5	3.7	1.6

TABLE 13 (cont'd)

	Food codes	Expenditure			Consumption			
		All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	
EGGS: (eggs purchased)	129	2.2	1.1	3.0	2.0	1.1	3.0	0.9
FATS:								
Butter	135	2.8	1.2	3.4	2.9	1.2	3.4	1.1
Margarine	138	4.4	2.3	5.2	4.8	2.2	5.2	2.0
Lard and compound cooking fat	139	4.6	3.7	5.3	5.4	2.1	5.2	2.0
Other fats	143,148	11.5	4.9	18.5	12.3	4.7	19.0	5.2
<i>Total fats</i>	135-148	2.7	1.1	2.5	2.8	1.0	2.5	1.0
SUGAR AND PRESERVES:								
Sugar	150	3.0	1.4	7.1	2.9	1.4	3.2	1.2
Honey, preserves, syrup and treacle	151-154	5.1	2.7	6.2	4.9	2.7	6.3	2.2
<i>Total sugar and preserves</i>	150-154	2.7	1.3	5.7	2.7	1.3	3.0	1.1
VEGETABLES:								
Potatoes	156-161	3.4	1.6	4.2	3.7	1.9	4.5	1.6
Fresh green	162-171	3.0	1.5	4.5	2.5	1.4	4.1	1.2
Other fresh vegetables	172-183	2.5	1.4	3.7	2.7	1.3	3.8	1.2
Processed, including frozen	184-208	2.7	1.2	3.2	3.0	1.2	3.4	1.2
—of which:	203	6.4	3.1	13.7	6.8	3.2	13.7	3.2
Frozen beans	204	9.7	5.0	17.3	10.7	5.3	17.1	5.1
Frozen chips and other frozen convenience potato products	205	11.0	6.7	23.3	11.3	7.1	22.0	7.0
All frozen vegetables and frozen vegetable products not specified elsewhere	208	10.4	5.3	19.8	11.0	5.6	19.4	6.2
<i>Total vegetables</i>	156-208	1.8	0.8	2.2	2.1	1.1	2.8	1.0

Household Food Consumption and Expenditure: 1975

TABLE 13 (cont'd)

	Food codes	Expenditure				Consumption			
		All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households	All households owning a deep-freezer	Households owning a refrigerator but no deep-freezer	All other households	All households
FRUIT:									
Fresh	210-231	3.0	1.6	4.8	1.4	2.4	1.6	4.7	1.3
Other	233-248	4.0	2.2	5.8	1.9	4.2	2.2	5.9	1.9
— of which: Frozen fruit and frozen fruit products	241	21.3	14.8	73.1	12.6	20.6	14.9	78.0	12.9
Total fruit	210-248	2.7	1.5	4.2	1.3	2.3	1.4	4.2	1.2
CEREALS:									
Brown bread	255	5.4	3.0	8.1	2.5	5.5	3.0	8.3	2.5
White bread	251-254	1.7	0.9	4.6	0.9	1.8	1.0	2.5	0.8
Wholemeal bread	256	14.0	7.3	18.7	6.4	13.7	7.8	19.4	6.6
Other bread	263	5.0	2.7	7.6	2.3	5.7	2.8	7.1	2.4
Total bread	251-263	1.5	0.7	3.5	0.7	1.5	0.8	1.9	0.6
Flour	264	5.2	2.8	12.1	2.6	5.6	2.7	11.9	2.6
Cakes	267-270	3.7	2.0	4.9	1.6	3.4	1.9	4.8	1.6
Biscuits	271-277	3.1	1.5	3.8	1.3	2.4	1.8	3.7	1.4
Outmeal and oat products	281	11.2	5.8	12.7	4.8	11.8	6.2	12.9	5.1
Breakfast cereals	282	4.2	1.9	5.9	1.8	4.6	2.0	5.9	1.9
Other cereals	285-301	3.7	2.0	5.8	1.7	4.0	2.0	5.4	1.8
— of which: Frozen convenience cereal foods	294	11.8	7.2	27.2	6.5	11.8	7.0	26.8	6.5
Total cereals	251-301	1.4	0.7	2.2	0.6	1.3	0.6	1.8	0.6
BEVERAGES:									
Tea	304	3.8	2.3	3.5	1.8	3.9	1.9	3.9	1.6
Coffee	307-309	4.7	2.6	7.4	2.2	4.9	2.8	8.2	2.4
Cocoa and drinking chocolate	312	13.2	8.9	21.7	7.0	13.8	9.9	22.0	7.6
Branded food drinks	313	15.9	9.0	19.4	7.3	14.9	9.6	20.0	7.6
Total beverages	304-313	3.2	1.7	3.6	1.4	3.2	1.7	3.7	1.4
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	318, 319	4.7	2.5	5.9	2.1	n.a.	n.a.	n.a.	n.a.
Other foods	315, 320-339	3.3	1.8	4.9	1.5	n.a.	n.a.	n.a.	n.a.
Total miscellaneous	315-339	2.9	1.5	3.8	1.3	n.a.	n.a.	n.a.	n.a.
TOTAL EXPENDITURE		1.5	0.5	1.4	0.6	n.a.	n.a.	n.a.	n.a.

APPENDIX B

Demand analyses and estimates of demand parameters

Introduction

1 The National Food Survey data for 1975 and some earlier years have been used to estimate sets of demand parameters at the household level including income elasticities of demand both for food as a whole and for individual items, and price and cross-price elasticities for certain foods in the Survey classification, together with estimates of shifts in demand generated by seasonal considerations or by factors other than changes in incomes and food prices. The income elasticities have been derived by cross-sectional analyses of the Survey data obtained in each year, while the other demand parameters have been obtained from time-series analyses of the monthly averages of prices and purchases calculated from the Survey data over periods of six or eight years up to the end of 1975. In estimating the income elasticities and the price and cross-price elasticities a form of demand function has been fitted which assumes that the elasticity is constant at all points on the demand curve. Details of the methods used to estimate the elasticity coefficients and other demand parameters were published in the Annual Report for 1969.¹

Income elasticities of total food expenditure

2 Estimates of the income elasticity of household food expenditure per head in each year from 1972 to 1975 for each of twelve different types of household and for the twelve groups combined are given in Table 1 of this Appendix. The sample of 4,609 households included in these twelve groups in 1975 constituted 62 per cent of the total number of households which participated in the Survey and 93 per cent of the participating households which declared their income. The overall elasticity, obtained as a weighted average of the twelve individual elasticities, was estimated to be 0.15 in 1975. Previously, the elasticity had decreased between 1955 and 1967, falling from 0.30 to 0.20, and it remained at 0.20 until 1972, when it rose temporarily to 0.23; in 1973 and 1974 the estimates were respectively 0.18 and 0.21.

3 It will be noted from Table 1 that the estimates of the elasticity for two of the wholly-adult household groups in 1975 have a negative sign (though not significantly so), implying that as income rises in those groups expenditure on food for consumption in the home falls. An explanation for this phenomenon is seen if the income elasticity is resolved into two additive components as in the final two columns of Table 1. The first of these components relates to the *number* of meals provided from the household food supply,² which, in most cases *decreases* as real income increases because most families then have more meals out. The second component, which relates to food expenditure per meal provided from the household food supply, is invariably positive in sign, implying that it increases as income increases. For the twelve groups taken together, the overall income elasticity of 0.15, implying for each 1 per cent increase in real

¹*Household Food Consumption and Expenditure: 1969*, Appendix B, HMSO, 1971.

²As determined by the "net balance" (see paragraph 70 of Chapter 4) which gives each type of meal a relative weight proportionate to its importance.

income an increase of 0.15 per cent¹ in food expenditure in respect of meals eaten in the home, is thus resolved into a *decrease* of 0.05 per cent in the *number* of meals eaten at home, but an *increase* of 0.20 per cent in respect of expenditure on food for *each meal* taken at home.

Income elasticities of demand for individual foods

4 Estimates of the income elasticities of expenditure on individual foods as classified in the Survey in each year from 1972 to 1975 are given in Table 2 of this Appendix, together with corresponding estimates of the income elasticities of quantity purchased; some estimates for 1971 are also given, but in a few cases these are not strictly comparable with those for later years because of changes in the food classification used in the Survey. No attempt has been made to sub-divide the estimates into two components relating respectively to the average number of meals provided from the household food supply and to the average quantities (or expenditure) per meal eaten in the home. An indication of the degree of precision (or imprecision) of the elasticities is provided by the estimates of their standard errors in 1975 which are also given in Table 2; thus, it is to be expected that there is less than a 1 in 20 chance that the *estimated* value of the elasticity will differ from the *unknown true* value by more than twice its standard error. Most of the estimates of elasticity given in Table 2 are positive in sign and indicate that, other things being equal, the expenditure on food (or the quantity purchased) increases when real incomes rise; the negative signs indicate food items on which expenditure (or quantity purchased) decreases with increasing income. For most of the foods for which the income elasticity is positive, the elasticity of expenditure is greater than that for quantity, because as income rises not only is more food bought, but there is a tendency to buy varieties of better quality or at least higher price. Similarly, for certain items for which the elasticity of quantity is negative, the expenditure elasticity may be closer to zero or even positive in sign.

Price elasticities of demand and shifts in demand for certain foods

5 Estimates of the price elasticities of demand for most of the foods in the Survey classification have been derived from time-series analyses of the monthly Survey averages of purchases and *real* (deflated) prices over the period from 1970 to 1975 and are given in Table 3. These estimates represent approximately the percentage changes which would be expected to result, other things being equal, in average purchases of each food item for each 1 per cent change in its own *real* price; for nearly all foods, the degree of approximation is very close for small changes in price. The estimates are all negative in sign because the average quantity which is purchased decreases when the price is increased, and increases when the price is lowered. In making use of these elasticity coefficients to estimate the change in average quantity which might be expected to result from a change in the real price, due regard should be paid to the standard errors of the elasticities which are shown in brackets in the table and which may be interpreted as outlined in paragraph 4 above. These standard errors are often quite large in relation to the magnitude of the elasticity coefficients, in many cases because the variation in average *deflated* prices over the period of analysis has been too small for the relationship between price and quantity to be determined with precision.

¹This relationship is approximate and holds good only for small changes in income. The relationship is accurate however when applied to the *logarithms* of income and of expenditure.

6 The technique which is used to estimate the price elasticity of demand also enables any significant seasonal or annual shifts in the price/quantity demand curve (including shifts due to changes in income) to be detected. Indeed, the effects of such shifts are removed from the original data prior to the estimation of the selected price elasticity coefficient. At a further stage in the analysis, the price elasticity and the income elasticity derived from cross-section analysis in the middle year of the period are used to make estimates of the levels of purchases which might have been expected each year, other things being equal, given the changes in average price and in income which in fact occurred. The differences between those estimates of expected purchases and the levels of purchases actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. These shifts in demand from year to year are given in the form of indices in Table 4 together with corresponding annual series for prices and purchases.

Cross-price elasticities of demand and shifts in demand

7 For some commodities it is important to know not only how much the average quantity purchased changes in response to changes in its own price, but also how much it changes in response to changes in the prices of other foods. For this purpose, the type of analysis used to determine the own-price elasticities presented in Table 3 can be extended to produce sets of simultaneously-determined own-price and cross-price elasticities for a number of commodities. In general, the own-price elasticity estimates produced in this way will differ in magnitude from those given in Table 3, because some of the variation in purchases of each commodity is now related to variation in the prices of a number of commodities instead of as much of it as possible being related simply to changes in its own price. Some results obtained from analyses of the monthly Survey data over the eight-year period from 1968 to 1975 are given in Table 5 for seven sets of commodities, namely:

- 1 Beef, lamb, pork and broiler chicken
- 2 Beef, lamb, broiler chicken and uncooked bacon/ham
- 3 Butter and margarine
- 4 Oranges, apples and pears
- 5 Oatmeal and oat products and breakfast cereals
- 6 Tea and instant coffee
- 7 Brassicas and root vegetables, canned vegetables and frozen vegetables.

In general, the own-price elasticities will, for the reason given in paragraph 4, be negative in sign, but the cross-elasticities will be positive in sign (unless they are for foods which complement each other or, more usually in practice, the estimates are poorly determined). As an illustration of the interpretation which may be placed on the various coefficients, by referring to the set for butter and margarine and reading across the first row, it will be seen that average purchases of butter would be expected to *decrease* by 0.43 per cent for each 1 per cent *increase* in its average price but to *increase* by 0.27 per cent for each 1 per cent *increase* in the price of margarine; the value of 0.37 for R^2 in the final column indicates that after removal of the effects of any shifts in the demand curve for butter over the eight years, 37 per cent of the variation in the monthly

averages of butter purchases over the period has been explained by the two elasticity coefficients and the variation in the prices of butter and of margarine. Similarly, reading across the second row it will be seen that average purchases of margarine would be expected to *increase* by 0.77 per cent for each 1 per cent increase in the price of butter, but to *decrease* by 0.53 per cent for each 1 per cent increase in its own price; in this case also, 37 per cent of the variation in purchases (after removal of variation due to shifts in the demand curve) has been explained by the elasticity coefficients and the variation in butter and margarine prices. It will be noted that the standard error of 0.19 attached to the own-price elasticity of -0.53 for margarine implies that the latter value is now not much less well-determined than that for butter.

8 In a manner analogous to that described in paragraph 6, the sets of elasticity coefficients in Table 5 and the appropriate income elasticity coefficients have been used to make estimates of the levels of purchases of the several commodities which might have been expected each year, other things being equal, given the changes in their prices and in income which in fact occurred. The differences between these estimates of expected purchases and those actually recorded provide a measure of the shifts in demand (together with any residual error) which took place. These estimates of shifts from year to year are given in the form of indices in Table 6 together with corresponding annual series for prices and purchases. In general, they are, in the instances presented, to be preferred to the estimates obtained by taking into account only one commodity at a time as presented in Table 4.

9 A further extension of the type of analysis described in paragraphs 7 and 8 to the 15 main food groups has been attempted for the period 1968–1975. In order to extend the analysis in this way it is necessary to use income as an explanatory variable at an earlier stage in the analysis, average expenditure on some of the 15 groups being sufficiently large for a price increase to be equivalent in effect to a decrease in income of such magnitude that it cannot be ignored. The cross-section income elasticities determined in 1972 were specified in the demand equation in preference to conventional time-series estimates which have often proved unreliable.

10 The demand function to be estimated for this purpose is as follows:—

$$\log q_{ijk} = \mu_k + \alpha_{ik} + \beta_{jk} + \sum_{l=1}^{15} \gamma_{kl} \log p_{ijl} + \eta_k \log y_{ij} + \varepsilon_{ijk}$$

where q_{ijk} = quantity purchased of commodity k per head per week in month i of year j .

μ_k = a constant for commodity k .

α_{ik} = a measure of the seasonal shift in demand for commodity k in month i .

β_{jk} = a measure of the annual shift in demand for commodity k in year j .

γ_{kl} = the elasticity of demand for commodity k with respect to the price of commodity l .

p_{ijl} = the deflated price of commodity l in month i of year j .

η_k = the income elasticity of quantity for commodity k.

y_{ij} = real personal disposable income per head per week in month i of year j.

ε_{ijk} = an error term.

11 Results from the analysis are given in Tables 7 and 8 together with estimates of the standard errors of the own-price elasticities; in general, the estimates of the cross-elasticities were not statistically significant, the standard errors being of the order of 0.1 to 0.2. For this reason, *individual* estimates of the cross-elasticities are unreliable (even to the point of carrying the wrong sign in some cases), but it is expected that their use *collectively* in making demand projections will give better results than if they are ignored. Estimates of the proportion of variation in monthly average purchases which can be explained by

- (i) the own-price elasticity
- (ii) the own-price and cross-price elasticities
- (iii) the own-price and cross-price elasticities, the income elasticity, and any shifts in demand of a seasonal or annual nature

are also given in Table 7. The implied annual shifts in demand are given in index form in Table 8.

TABLE 1
Estimated income elasticity of household food expenditure, 1972-1975
 (standard errors of the estimates are shown in brackets)

Type of household	1972					1973		1974		1975		Number of household records from which the elasticity estimates have been compiled
									Income elasticity of			
									number of meals provided from the household food supply	food expenditure per meal provided from the household food supply		
1 adult only (under 55)	0.06	0.10	0.09	0.00 (0.12)	0.17 (0.06)	0.17 (0.12)	157					
1 adult only (55 and over)	0.35	0.25	0.30	0.24 (0.06)	0.04 (0.02)	0.28 (0.05)	735					
2 adults only (housewife under 55)	0.14	0.09	0.01	-0.04 (0.05)	-0.09 (0.02)	0.05 (0.05)	618					
2 adults only (housewife 55 or over)	0.23	0.15	0.25	0.27 (0.03)	0.02 (0.01)	0.30 (0.03)	910					
2 adults, 1 child	0.23	0.17	0.21	0.18 (0.05)	0.05 (0.02)	0.23 (0.04)	568					
2 adults, 2 children	0.15	0.16	0.18	0.12 (0.04)	0.07 (0.01)	0.18 (0.04)	790					
2 adults, 3 children	0.29	0.26	0.24	0.20 (0.05)	0.01 (0.02)	0.21 (0.05)	314					
2 adults, 4 children	0.21	0.35	0.33	0.17 (0.10)	-0.05 (0.04)	0.22 (0.09)	94					
3 adults	0.17	0.29	0.20	0.09 (0.07)	0.07 (0.02)	0.17 (0.07)	238					
4 adults	0.13	0.12	0.37	0.06 (0.09)	0.01 (0.02)	0.05 (0.09)	48					
3 adults, 1 child	0.16	0.03	0.24	0.10 (0.09)	0.02 (0.02)	0.12 (0.08)	118					
4 adults, 1 child	0.31	0.27	0.44	0.34 (0.29)	0.09 (0.13)	0.25 (0.29)	19					
All above households (weighted averages)	0.23	0.18	0.21	0.15 (0.02)	-0.05 (0.01)	0.20 (0.02)	4,609					

TABLE 2
Estimates of income elasticities of demand for individual foods, 1971-1975

	Income elasticities of expenditure					Income elasticities of quantity purchased				
	1971 (a)	1972	1973	1974	1975 (b)	1971 (a)	1972	1973	1974	1975 (b)
MILK AND CREAM:										
Liquid milk, full price	0-19	0-15	0-11	0-06	0-02	0-19	0-13	0-07	0-06	0-01
Condensed milk	-0-05	0-09	0-02	0-12	-0-19	-0-07	0-09	0-00	0-05	-0-24
Dried milk:										
Branded	-1-45	-1-64	-1-18	-1-31	-1-32	-1-52	-1-63	-1-18	-1-50	-1-37
Instant milk	0-81	0-05	0-19	0-01	0-09	0-13	0-03	0-34	0-12	0-08
Yoghurt	0-85	1-23	0-97	0-88	0-73	0-13	1-24	0-93	0-93	0-70
Other milk	0-85	1-06	0-79	0-23	0-60	0-84	0-70	0-85	0-01	0-32
Cream	0-85	1-03	0-79	0-81	0-77	0-84	0-90	0-67	0-75	0-81
Total milk and cream (c)	0-21	0-18	0-13	0-11	0-06	0-15	0-11	0-05	0-05	0-03
CHEESE:										
Natural	0-29	0-37	0-37	0-39	0-26	0-24	0-34	0-33	0-36	0-26
Processed	0-23	0-04	0-06	0-30	0-22	0-22	0-04	0-02	0-25	0-21
Total cheese	0-28	0-34	0-34	0-38	0-26	0-24	0-32	0-30	0-36	0-26
MEAT AND MEAT PRODUCTS:										
Carcass meat	0-35	0-39	0-42	0-40	0-25(d)	0-30	0-28	0-36	0-32	0-04(d)
Beef and veal	0-07	0-45	0-24	0-23	0-21	0-01	0-39	0-21	0-15	0-14
Mutton and lamb	0-32	0-39	0-32	0-38	0-39	0-31	0-44	0-29	0-23	0-34
Pork	0-27	0-41	0-35	0-35	0-26(d)	0-21	0-35	0-29	0-25	0-12(d)
Total carcass meat	0-18	0-06	0-14	0-14	0-28	0-14	0-01	0-09	0-09	0-17
Other meat and meat products	0-37	0-34	0-20	0-19	0-09	0-29	0-20	0-08	0-02	0-02
Liver	0-16	0-21	0-17	0-22	0-28	0-08	0-11	0-05	0-14	0-21
Offals, other than liver	0-12	0-31	0-27	0-18	0-30	0-10	0-27	0-26	0-10	0-28
Bacon and ham, uncooked	0-13	0-40	1-04	0-49	0-35	0-06	0-45	1-19	0-36	0-28
Bacon and ham, cooked, including canned	0-13	0-02	0-17	0-08	0-07	0-10	0-03	0-16	0-09	0-18
Cooked poultry, including canned	0-13	0-02	0-01	0-08	0-01	0-23	0-05	0-13	0-23	0-02
Corned meat	0-31	0-08	0-17	0-11	0-17	0-42	0-15	0-24	0-19	0-25
Other cooked meat, not purchased in cans	0-39	0-39	0-10	0-37	0-21	0-37	0-33	0-04	0-31	0-14
Other canned meat and canned meat products	0-84	0-75	0-96	0-57	0-59	0-83	0-60	0-83	0-46	0-59
Broiler chicken, uncooked, including frozen	n.a.	0-77	0-92	1-16	-0-02	n.a.	0-83	1-10	1-01	0-07
Rabbit and other meat	0-37	0-29	0-10	0-28	0-19	0-35	0-26	0-05	0-27	0-15
Sausages, uncooked, pork	-0-72	-0-30	-0-05	-0-38	-0-10	-0-73	-0-33	-0-07	-0-42	-0-13
Sausages, uncooked, beef	0-41	0-27	0-16	0-47	0-18	0-39	0-27	0-14	0-44	0-15
Meat pies and sausage rolls, ready-to-eat	0-08	0-45	0-46	0-30	0-25	0-03	0-53	0-43	0-29	0-31
Frozen convenience meats or frozen convenience meat products	-0-20	0-10	0-20	0-23	0-12	-0-38	-0-01	0-07	0-02	0-01
Other meat products	0-11	0-21	0-19	0-18	0-19	0-06	0-16	0-11	0-12	0-13
Total other meat and meat products	0-11	0-21	0-19	0-18	0-19	0-06	0-16	0-11	0-12	0-13

TABLE 2 (cont'd)

	Income elasticities of expenditure					Income elasticities of quantity purchased				
	1971 (a)	1972	1973	1974	1975 (b)	1971 (a)	1972	1973	1974	1975 (b)
FISH:										
White, filleted, fresh	0.27	0.16	0.27	0.34	0.47	0.12	0.05	0.16	0.25	0.40
White, unfilleted, fresh	0.03	0.05	0.12	-0.21	-0.06	-0.12	-0.02	0.09	-0.28	-0.13
White, uncooked, frozen	0.14	0.83	0.83	0.69	0.47	0.17	0.82	0.84	0.55	0.47
Herrings, filleted, fresh	n.a.	-0.06	-0.67	-1.93	-1.38	n.a.	-0.10	-0.38	-2.37	1.60
Herrings, unfilleted, fresh	n.a.	0.75	0.49	0.18	-0.36	n.a.	0.91	0.41	0.35	-0.55
Fat, fresh, other than herrings	n.a.	1.76	0.60	1.17	0.68	n.a.	1.01	0.42	0.75	0.29
Fat, processed	0.38	0.28	0.35	0.81	0.50	0.24	0.25	0.34	0.78	0.44
Fat, processed, filleted	n.a.	0.60	0.65	0.26	-0.07	0.24	0.53	0.50	0.21	-0.08
Fat, processed, unfilleted	n.a.	0.57	0.62	0.37	0.61	n.a.	0.36	0.70	0.33	0.70
Shellfish	0.88	2.40	1.42	1.19	1.53	0.38	1.86	0.85	0.71	1.40
Cooked fish	-0.16	0.04	-0.19	0.03	0.15	0.32	0.02	-0.22	-0.07	0.10
Canned salmon	0.28	0.43	0.31	0.63	0.27	0.32	0.41	0.29	0.69	0.26
Other canned or bottled fish	0.32	0.34	0.47	0.35	0.38	0.14	0.25	0.37	0.31	0.20
Fish products, not frozen	0.24	0.18	0.12	0.10	0.08	0.20	0.05	-0.04	-0.14	-0.04
Frozen convenience fish products	n.a.	0.42	0.23	0.09	0.04	n.a.	0.35	0.25	0.05	0.00
Total fish	0.17	0.31	0.28	0.27	0.27	0.04	0.23	0.23	0.16	0.18
EGGS	0.12	0.19	0.21	0.12	0.06	0.09	0.13	0.14	0.10	0.02
FATS:										
Butter	0.19	0.31	0.24	0.14	0.16	0.18	0.32	0.23	0.15	0.15
Margarine	-0.35	-0.27	-0.23	-0.23	-0.18	-0.36	-0.28	-0.27	-0.28	-0.20
Lard and compound cooking fat	-0.17	-0.20	-0.28	-0.17	-0.26	-0.21	-0.22	-0.34	-0.21	-0.21
Vegetable and salad oils	0.54	0.91	0.74	0.95	0.43	0.54	1.38	0.76	0.83	0.44
All other fats	-0.32	0.24	0.13	0.26	0.27	0.31	-0.13	-0.14	0.08	0.13
Total fats	0.05	0.16	0.11	0.09	0.05	-0.03	0.05	0.03	0.04	0.02
SUGAR AND PRESERVES:										
Sugar	-0.05	-0.10	-0.13	-0.13	-0.20	-0.09	-0.08	-0.17	-0.15	-0.19
Jams, jellies and fruit curds	-0.03	-0.11	-0.08	0.02	-0.17	-0.12	-0.12	-0.17	-0.02	-0.29
Marmalade	0.30	0.12	0.28	0.35	0.08	0.26	0.18	0.23	0.34	0.01
Syrup, treacle	0.11	-0.18	-0.09	0.32	-0.11	-0.09	-0.11	-0.23	0.34	-0.14
Honey		0.48	0.55	0.97	0.30		0.41	0.54	0.90	0.26
Total sugar and preserves	0.00	-0.05	-0.03	0.01	-0.15	-0.08	-0.06	-0.14	-0.09	-0.18
VEGETABLES:										
Old potatoes										
January-August	-0.03	-0.00	-0.48	-0.18	-0.09	-0.09	-0.11	-0.60	-0.20	-0.21
not prepacked	-0.38	-0.30	-0.02	-0.27	-0.23	-0.40	-0.42	-0.10	-0.31	-0.30
prepacked										

TABLE 2 (cont'd)

	Income elasticities of expenditure					Income elasticities of quantity purchased				
	1971 (a)	1972	1973	1974	1975 (b)	1971 (a)	1972	1973	1974	1975 (b)
VEGETABLES: (cont'd)										
New potatoes	-0.06	0.14	0.16	-0.05	-0.02	-0.15	-0.00	-0.01	-0.17	-0.06
January-August	-0.31	0.17	0.01	0.16	-0.26	-0.48	0.13	0.03	0.17	-0.35
not prepacked										
prepacked										
Potatoes										
September-December	-0.21	0.20	0.13	0.14	0.16	-0.34	0.11	0.05	0.18	0.20
not prepacked	0.30	-0.20	0.14	0.30	0.19	0.32	-0.30	0.08	0.23	0.18
prepacked										
Total fresh potatoes	-0.09	0.05	-0.04	-0.04	0.01	-0.17	-0.07	-0.20	-0.08	-0.06
Cabbage, fresh	0.17	0.23	0.17	0.19	0.20	0.17	0.10	0.05	0.02	-0.01
Brussels sprouts, fresh	0.30	0.40	0.19	0.29	0.30	0.31	0.19	-0.00	0.03	0.13
Cauliflowers, fresh	0.31	0.42	0.33	0.46	0.27	0.23	0.34	0.19	0.26	0.10
Leafy salads, fresh	0.60	0.57	0.67	0.59	0.64	0.53	0.50	0.57	0.46	0.56
Peas, fresh	-0.22	-0.05	0.85	0.39	0.45	-0.23	-0.20	0.40	0.37	0.01
Beans, fresh	0.30	0.98	0.50	0.52	0.05	0.22	0.22	0.13	0.11	0.24
Other fresh green vegetables	0.79	0.67	0.71	0.88	0.84	0.68	0.59	0.81	0.19	-0.10
Total fresh green vegetables	0.30	0.43	0.38	0.40	0.36	0.34	0.21	0.13	0.15	0.11
Carrots, fresh	0.16	0.19	0.22	0.11	0.13	0.16	0.11	0.15	-0.08	0.03
Turnips and swedes, fresh	-0.22	0.16	-0.03	-0.44	-0.18	-0.33	-0.13	-0.17	-0.57	-0.40
Other root vegetables, fresh	0.46	0.56	0.51	0.66	0.61	0.42	0.22	0.21	0.21	0.34
Onions, shallots, leeks, fresh	0.10	0.30	0.34	0.18	0.24	0.03	0.12	0.24	0.02	0.14
Cucumber, fresh	0.76	0.64	0.73	1.20	0.62	0.70	0.66	0.70	0.44	0.53
Mushrooms, fresh	0.92	0.75	0.71	1.20	0.66	0.93	0.73	0.66	0.77	0.68
Tomatoes, fresh	0.28	0.45	0.51	0.40	0.46	0.27	0.44	0.44	0.30	0.33
Miscellaneous fresh vegetables	1.02	0.93	0.88	1.10	0.90	0.95	0.80	0.63	0.72	0.68
Total other fresh vegetables	0.38	0.47	0.50	0.47	0.44	0.24	0.29	0.30	0.13	0.22
Tomatoes, canned or bottled	-0.12	-0.03	-0.01	0.05	-0.05	-0.08	-0.01	0.00	0.09	-0.01
Canned peas	-0.44	0.33	-0.36	-0.45	-0.34	-0.46	-0.33	-0.44	-0.47	-0.37
Canned beans	-0.06	-0.11	-0.02	0.01	-0.09	-0.05	-0.10	-0.05	-0.03	-0.05
Canned vegetables, other than pulses, potatoes or tomatoes	0.32	0.25	0.10	0.04	0.08	0.20	-0.20	-0.15	-0.16	-0.04
Dried pulses, other than air-dried	-0.30	-0.14	-0.04	-0.56	-0.32	-0.50	-0.36	-0.04	-0.59	-0.22
Air-dried vegetables	-0.18	0.18	-0.16	0.33	0.09	-0.31	-0.07	-0.20	-0.38	0.04
Vegetable juices	n.a.	1.14	0.70	1.27	1.17	n.a.	1.30	0.81	1.40	1.03
Chips, excluding frozen	-0.23	0.23	-0.13	-0.23	-0.01	-0.26	-0.12	-0.14	-0.27	-0.02
Instant potato		0.23	0.19	-0.24	-0.19		0.34	0.26	0.34	-0.02
Canned potato	0.11	0.55	0.33	0.43	0.25	0.21	0.56	0.36	0.37	0.31
Crisps and other potato products, not frozen	1.38	0.05	0.21	0.09	0.15	1.23	0.05	0.21	0.07	0.19
Other vegetable products	0.94	0.96	0.89	0.76	0.73	1.06	0.75	0.68	0.86	0.60
Frozen peas	1.00	0.93	0.63	0.74	0.43	1.06	1.08	0.69	0.80	0.44
Frozen beans		1.02	0.68	0.65	0.54	1.12	1.03	0.81	0.76	0.42
Frozen chips and other frozen convenience potato products		1.15	0.88	0.56	0.61	0.91	1.34	0.96	0.68	0.64
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.88	1.08	0.93	1.01	0.85	0.95	1.30	0.95	1.18	0.95
Total processed vegetables	0.15	0.20	0.18	0.14	0.11	0.03	0.12	0.06	0.06	0.04

TABLE 2 (cont'd)

	Income elasticities of expenditure					Income elasticities of quantity purchased				
	1971 (a)	1972	1973	1974	1975 (b)	1971 (a)	1972	1973	1974	1975 (b)
FRUIT:										
Fresh										
Oranges	0.50	0.68	0.69	0.54	0.40	0.49	0.72	0.68	0.53	0.38
Other citrus fruit	1.08	1.02	0.82	0.86	(0.08)	1.11	1.05	0.78	0.90	(0.10)
Apples	0.55	0.46	0.66	0.52	(0.18)	0.52	0.40	0.52	0.49	(0.06)
Pears	0.63	0.70	0.88	0.76	(0.09)	0.65	0.69	0.82	0.82	(0.10)
Stone fruit	0.69	1.18	0.69	0.47	(0.21)	0.72	1.02	0.49	0.79	(0.26)
Grapes	0.69	1.15	0.96	0.50	(0.32)	0.75	1.15	0.94	0.36	(0.30)
Soft fruit, other than grapes	1.05	1.00	1.11	0.92	(0.21)	1.15	0.78	0.55	0.62	(0.16)
Bananas	0.44	0.54	0.53	0.50	(0.08)	0.43	0.50	0.47	0.48	(0.07)
Rhubarb	1.39	0.26	0.49	0.95	(0.35)	1.28	0.02	0.17	0.24	(0.14)
Other fresh fruit	1.24	1.12	1.29	1.01	(0.28)	1.18	1.03	1.24	1.07	(0.35)
Total fresh fruit	0.64	0.67	0.70	0.58	(0.05)	0.61	0.59	0.59	0.55	(0.05)
Canned peaches, pears and pineapples	0.25	0.14	0.36	0.29	(0.09)	0.28	0.19	0.37	0.30	(0.10)
Other canned or bottled fruit	0.51	0.39	0.39	0.33	(0.11)	0.53	0.35	0.26	0.24	(0.11)
Dried fruit and dried fruit products	0.33	0.37	0.33	0.59	(0.21)	0.21	0.27	0.23	0.55	(0.21)
Frozen fruit and frozen fruit products	n.a.	2.71	1.44	1.46	(0.82)	n.a.	2.62	1.58	1.46	(1.03)
Nuts and nut products	1.05	1.33	1.12	0.89	(0.21)	0.96	1.22	1.12	0.97	(0.21)
Fruit juices	n.a.	0.97	0.76	0.93	(0.15)	n.a.	1.14	0.98	1.04	(0.14)
Total other fruit and fruit products	0.54	0.52	0.49	0.50	(0.04)	0.50	0.43	0.47	0.48	(0.03)
CEREALS:										
White bread, large loaves, unsliced	-0.11	0.01	-0.08	0.09	(0.14)	-0.13	0.00	-0.10	0.10	(0.06)
White bread, large loaves, sliced	-0.34	-0.23	-0.17	-0.30	(0.05)	-0.35	-0.24	-0.19	-0.29	(0.03)
White bread, small loaves, unsliced	0.05	0.05	0.08	0.13	(0.05)	0.03	0.05	0.08	0.14	(0.04)
White bread, small loaves, sliced	-0.30	-0.03	-0.26	-0.38	(0.17)	-0.30	-0.02	-0.27	-0.35	(0.17)
Brown bread	0.32	0.24	0.20	0.27	(0.08)	0.29	0.22	0.19	0.26	(0.08)
Wholewheat and wholemeal bread	0.45	0.82	0.40	0.81	(0.24)	0.43	0.79	0.35	0.78	(0.23)
Other bread	-0.03	0.15	0.30	0.17	(0.05)	-0.03	0.17	0.25	0.13	(0.05)
Total bread	-0.16	-0.03	-0.02	-0.06	(0.03)	-0.20	-0.07	-0.08	-0.10	(0.02)
Flour	-0.21	-0.30	-0.12	-0.12	(0.10)	-0.21	-0.30	-0.14	-0.08	(0.11)
Buns, scones and teacakes	-0.08	0.17	0.10	0.14	(0.09)	-0.05	0.19	0.10	0.09	(0.07)
Cakes and pastries	0.17	0.26	0.26	0.34	(0.06)	0.12	0.22	0.17	0.28	(0.07)
Crispbread	0.07	0.68	0.50	0.53	(0.12)	0.00	0.60	0.50	0.44	(0.09)
Biscuits, other than chocolate biscuits	0.07	0.03	0.09	0.05	(0.07)	0.00	-0.03	0.03	-0.00	(0.08)
Chocolate biscuits	0.28	0.40	0.36	0.34	(0.07)	0.25	0.31	0.31	0.37	(0.07)
Total cakes and biscuits	0.13	0.18	0.20	0.22	(0.04)	0.06	0.09	0.11	0.14	(0.05)
Oatmeal and oat products	-0.39	-0.18	-0.12	0.25	(0.24)	-0.58	-0.18	-0.19	0.29	(0.25)
Breakfast cereals	0.28	0.18	0.21	0.16	(0.10)	0.24	0.13	0.18	0.11	(0.09)

TABLE 2 (cont'd)

	Income elasticities of Expenditure					Income elasticities of quantity purchased				
	1971 (a)	1972	1973	1974	1975 (b)	1971 (a)	1972	1973	1974	1975 (b)
CEREALS: (cont'd)										
Canned milk puddings	-0.21	-0.39	-0.40	-0.37	-0.58	-0.21	-0.40	-0.39	-0.36	-0.57
Other puddings	0.18	-0.09	0.32	0.44	0.05	0.15	-0.18	0.26	0.45	0.08
Rice	0.24	0.50	0.65	0.31	0.09	0.25	0.45	0.51	0.10	0.10
Cereal-based invalid foods (including "slimming" foods)	-0.39	0.21	0.90	0.78	-1.14	-1.14	0.35	0.85	0.60	-1.63
Infant cereal foods	-0.40	-1.12	-0.80	-1.38	-0.72	0.43	0.98	0.72	-1.43	0.33
Frozen convenience cereal foods	n.a.	1.08	1.26	1.17	0.38	n.a.	1.12	1.37	1.15	0.32
Cereal convenience foods, including canned, not specified elsewhere	0.16	0.12	0.13	0.14	0.08	0.08	0.03	0.08	0.04	0.00
Other cereal foods	0.27	0.13	0.49	0.38	0.60	0.20	0.05	0.39	0.25	0.50
<i>Total other cereals</i>	0.12	0.07	0.18	0.16	0.03	0.02	0.02	0.07	0.06	0.06
BEVERAGES:										
Tea	-0.12	0.02	0.05	-0.03	-0.10	-0.12	-0.01	-0.09	-0.03	-0.06
Coffee, bean and ground	1.90	1.51	1.58	1.29	1.30	1.85	1.49	1.61	1.32	1.37
Coffee, instant	0.39	0.48	0.34	0.57	0.25	0.41	0.47	0.30	0.54	0.21
Coffee, essences	-1.53	-0.87	-1.33	-0.64	-1.00	-1.35	-0.81	-1.38	-0.58	-1.03
Cocoa and drinking chocolate	0.09	0.08	-0.21	0.27	0.02	0.03	0.13	-0.22	0.24	-0.00
Branded food drinks	-0.08	0.04	0.02	0.13	0.01	-0.10	0.09	0.02	0.17	0.08
<i>Total beverages</i>	0.10	0.21	0.12	0.24	0.07	-0.00	0.10	-0.01	0.12	-0.06
MISCELLANEOUS:										
Baby foods, canned or bottled	0.01	-0.78	-0.27	-0.91	-0.32	-0.00	-0.72	0.30	-0.98	0.45
Soups, canned	-0.37	0.20	0.07	-0.02	0.09	-0.09	0.02	-0.11	-0.08	0.03
Soups, dehydrated and powdered	0.67	0.74	0.04	0.25	-0.25	0.47	0.17	-0.12	0.19	-0.30
Spreads and dressings	0.39	0.40	0.43	0.53	0.52	0.64	0.77	0.49	0.54	0.50
Pickles and sauces	0.14	0.09	0.23	0.23	0.11	0.34	0.32	0.32	0.16	0.06
Meat and yeast extracts	0.08	0.11	0.02	-0.01	-0.11	0.19	0.14	0.23	0.18	-0.22
Table jellies, squares and crystals	0.08	0.11	0.02	-0.01	0.16	0.11	0.15	0.01	0.03	0.19
Ice-cream (served as part of a meal), mousse	0.69	0.78	0.96	0.67	0.87	0.74	1.02	0.98	0.68	1.08
All frozen convenience foods, not specified elsewhere	1.09	-1.50	-1.93	0.53	-0.47	0.96	-1.12	-1.65	0.25	0.63
Salt	0.02	0.17	-0.16	0.17	0.29	0.09	0.01	-0.20	0.08	0.23
<i>ALL ABOVE FOODS</i>	0.20	0.23	0.18	0.21	0.15					

(a) Estimates for a few foods in 1971 are strictly not comparable with those for later years because of minor changes in the food classification, but lack of comparability from this cause is usually less than the variability due to sampling variation.
 (b) Figures shown in brackets for 1975 are estimates of the standard errors of the elasticity coefficients in that year.
 (c) Excluding welfare milk and school milk.
 (d) These values are affected by the arrangements whereby pensioners were given the facilities under the Social Beef Scheme to buy beef at reduced prices for a period of eighteen weeks from 2 December 1974.

TABLE 3
Estimates of price elasticities of demand for certain foods, 1970-1975

	Food code in 1975 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages				
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)		
						Mean	Range	Mean	Range	
MILK AND CREAM:										
Liquid milk, full price and welfare	04, 05	-0.15 (0.04)	S and A	0.20	0.64	3.00	2.15	4.48	4.17	4.78
Condensed milk	09	-0.76 (0.41)	S and A	0.06	0.60	2.98	2.68	0.18	0.09	0.25
Cream	17	-0.80 (0.36)	S	0.08	0.48	22.35	18.82	0.03	0.01	0.05
CHEESE:										
Cheese, processed	23	-1.00 (0.33)	A	0.12	0.54	21.16	17.63	0.32	0.21	0.53
MEAT:										
Beef and veal (g)	31	-0.83 (0.19)	S and A	0.27	0.83	26.44	22.91	7.36	5.38	9.34
Mutton and lamb (g)	36	-0.87 (0.18)	S and A	0.30	0.72	19.75	16.45	4.60	3.05	5.95
Pork (g)	41	-1.31 (0.21)	S and A	0.43	0.62	21.59	15.96	2.96	1.95	4.33
All carcass meat	31, 36, 41	-0.62 (0.07)	S	0.58	0.71	23.33	20.28	14.91	11.98	17.87
Liver	46	-0.86 (0.14)	S	0.38	0.50	20.30	17.94	0.76	0.55	0.95
Offals, other than liver	51	-0.76 (0.24)	S and A	0.16	0.75	14.73	11.04	0.43	0.24	0.62
All offals, including liver	46, 51	-0.79 (0.23)	S and A	0.18	0.73	18.29	15.68	1.18	0.81	1.47
Bacon and ham, uncooked (g)	55	-0.72 (0.15)	S and A	0.30	0.84	22.25	17.52	4.59	3.72	6.08
Bacon and ham, cooked, including canned	58	-0.41 (0.19)	S and A	0.09	0.73	35.65	32.34	0.95	0.64	1.29
Poultry, cooked	59	-1.19 (0.24)	S	0.26	0.26	23.82	16.70	0.20	0.04	0.36
Corned meat	62	-1.72 (0.25)	S and A	0.46	0.85	29.04	22.68	0.50	0.24	0.95
Other cooked meat, not canned	66	-0.06 (0.34)	S and A	0.06	0.65	27.99	23.80	0.62	0.40	0.96
Other canned meat, excluding corned meat	71	-0.51 (0.26)	A	0.06	0.30	14.83	12.64	1.85	1.25	2.34
Other cooked and canned meat	66, 71	-0.39 (0.24)	S and A	0.05	0.54	18.14	15.94	2.48	1.65	2.92
Broiler chicken, uncooked, including frozen (g)	73	-1.06 (0.27)	S and A	0.22	0.59	12.77	11.14	3.53	2.12	4.52
Sausages, uncooked, pork	79	-0.63 (0.44)	S and A	0.04	0.74	14.26	13.26	2.06	1.46	2.70
Sausages, uncooked, beef	80	-0.67 (0.53)	[S] and A	0.03	0.49	12.89	11.72	1.42	0.84	1.85
Sausages, pork and beef, uncooked	79, 80	-0.38 (0.32)	S and A	0.02	0.55	13.71	12.86	3.48	2.81	4.26
Meat pies, sausage rolls, ready-to-eat	83	-1.15 (0.34)	[S]	0.16	0.31	14.74	13.26	0.73	0.52	1.00
Frozen convenience meats and frozen convenience meat products	88	-1.23 (0.30)	[S] and A	0.24	0.72	20.37	16.05	0.68	0.41	1.07
Other meat products	94	-0.17 (0.27)	S and [A]	0.01	0.34	16.72	14.67	2.24	1.82	2.70
Meat products (other than uncooked sausages)	83, 88, 94	-0.31 (0.24)	A	0.03	0.31	16.95	15.39	3.64	3.06	4.35
All meat and meat products	31-41, 46-94	-0.38 (0.05)	S	0.46	0.59	20.01	18.13	37.19	33.67	41.44

TABLE 3 (cont'd)

	Food code in 1975 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages							
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)					
						Mean	Range	Mean	Range				
rest:													
Uncooked white fish, including smoked and frozen	100, 105, 110, 114	-0.78 (0.09) -1.25 (0.41)	S and A [S] and A	0.56 0.15	0.67 0.40	19.99 23.16	15.17 17.68	26.05 30.35	2.01 0.32	1.19 0.17	2.80 0.59		
Fresh and processed white fish and fish products not frozen	100, 105, 114, 123	-0.96 (0.09)	S	0.64	0.74	20.04	16.25	25.13	1.83	1.13	2.55		
Fish products (including frozen) and cooked fish	118, 123, 127	-0.69 (0.30) -1.93 (0.41)	S and A S and A	0.09 0.30	0.59 0.74	21.19 22.06	15.09 17.84	25.52 27.20	1.66 0.85	1.06 0.53	2.31 1.45		
Canned salmon	119	-1.68 (0.44)	S and A	0.21	0.76	39.66	34.12	61.40	0.31	0.12	0.59		
Other canned or bottled fish	120	-0.68 (0.24)	S and A	0.13	0.76	19.43	15.34	24.91	0.34	0.16	0.59		
Frozen white fish and frozen convenience fish products	110, 127	-0.43 (0.37) -0.28 (0.37)	A S and [A]	0.02 0.01	0.18 0.30	20.76 19.82	17.99 16.68	24.93 23.46	1.00 0.69	0.59 0.42	1.28 1.01		
Frozen convenience fish products	127	-0.68 (0.19)	S and A	0.19	0.67	23.36	18.63	30.36	2.31	1.57	3.02		
All convenience fish	118, 119, 120, 123, 127	-0.09 (0.04)	S and A	0.07	0.76	1.32	0.98	1.98	4.31	3.62	4.83		
EGGS	129	-0.39 (0.07)	A	0.30	0.71	12.90	10.19	18.82	5.44	4.25	6.98		
FATS:													
Butter (g) (with respect to the price of butter)	135	+0.68 (0.12) -0.09 (0.12)	[S] and A S and A	0.37 0.01	0.75 0.66	12.92 6.78	10.30 5.39	18.82 9.16	2.99 1.95	1.91 1.54	4.09 2.63		
Lard and compound cooking fat	139	-0.66 (0.42)	S and [A]	0.04	0.32	13.10	10.31	18.55	0.65	0.38	1.28		
Vegetable and salad oils	143	-0.47 (0.07) -0.25 (0.42) -0.97 (0.46)	S and A S and [A] [S] and [A]	0.45 0.01 0.07	0.87 0.33 0.33	3.24 7.93 7.09	2.54 7.09 6.41	6.32 9.71 8.98	14.29 1.17 0.85	9.29 0.91 0.57	17.96 1.48 1.14		
SUGAR AND PRESERVES:													
Sugar	150	-0.14 (0.05) -0.29 (0.13)	S and A S	0.13 0.08	0.84 0.59	1.55 2.94	0.97 1.94	3.95 4.79	43.32 3.62	28.86 2.33	53.29 5.12		
Jams, jellies and fruit curds	151	-0.19 (0.36) -2.02 (0.24)	S and A S and A	0.01 0.56	0.85 0.86	3.59 4.02	2.69 2.99	5.10 5.26	3.32 2.50	0.69 0.51	5.16 5.21		
Marmalade	152	-0.48 (0.17) -1.53 (0.28)	S and A S	0.12 0.56	0.96 0.91	11.52 5.38	6.18 3.58	18.18 8.32	1.03 1.05	0.26 0.14	2.22 2.43		
Potatoes, excluding potato products	156-161	-0.53 (0.10) -0.43 (0.08)	S and A S	0.34 0.32	0.93 0.92	3.42 2.93	2.83 1.99	4.47 6.73	7.96 2.62	4.48 0.94	10.40 4.32		
Cabbages	162												
Brussels sprouts (b)	163												
Cauliflowers	164												
Leafy salads	167												
Fresh beans	169												
Brassicac	162, 163, 164, 171												
Carrots	172												

TABLE 3 (cont'd)

	Food code in 1975 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages			Purchases (£)		
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Mean	Deflated prices (e)		Mean	Range	
							Min	Max		Min	Max
VEGETABLES: (cont'd)											
All root vegetables, excluding carrots	173, 174	0.82 (0.19)	S	0.24	0.95	3.43	2.29	6.52	1.61	0.29	2.84
Onions, shallots, leeks, fresh	175	-0.47 (0.08)	S and A	0.37	0.82	4.03	2.73	7.63	2.64	1.86	3.64
Cucumbers	176	-0.22 (0.28)	S and A	0.01	0.95	9.13	6.30	13.14	0.72	0.18	1.50
Mushrooms	177	0.43 (0.34)	S and A	0.03	0.60	15.91	12.44	17.77	0.42	0.29	0.59
Tomatoes, fresh	178	-0.28 (0.11)	S and A	0.11	0.96	10.62	6.02	17.23	3.34	1.67	6.08
Tomatoes, canned and bottled	184	-0.35 (0.29)	S and A	0.50	0.50	4.37	4.37	7.47	0.91	0.49	1.30
Canned peas	185	-0.90 (0.26)	S and A	0.17	0.68	3.75	3.78	4.88	2.88	2.21	3.61
Canned beans	188	-0.62 (0.19)	A	0.15	0.29	4.80	4.17	5.85	3.70	3.09	4.45
Canned vegetables other than pulses, potatoes or tomatoes	191	0.81 (0.35)	S and A	0.09	0.68	5.86	5.18	6.65	1.22	0.81	1.89
Dried pulses, other than air-dried	192	-1.44 (0.31)	S and A	0.28	0.74	8.31	6.15	11.38	0.36	0.16	0.84
Other potato products, not frozen, excluding chips	198, 199, 200	-1.10 (0.11)	S and A	0.64	0.85	17.72	13.32	22.17	0.82	0.55	1.17
Frozen peas	203	-0.99 (0.30)	S and A	0.17	0.77	8.89	7.21	11.20	1.23	0.79	1.80
Frozen peas and beans	203, 204	1.19 (0.09)	S	0.73	0.80	9.43	7.67	11.84	1.62	0.94	2.63
All frozen vegetables	203, 204, 205, 208	1.92 (0.26)	S and A	0.51	0.90	9.42	7.37	11.78	2.37	1.34	4.35
FRUIT:											
Oranges (g)	210	0.95 (0.20)	S	0.28	0.92	4.75	3.78	6.42	3.45	1.70	6.26
Other citrus fruit	214	-1.04 (0.24)	S and A	0.26	0.91	5.81	4.23	8.32	1.55	0.52	3.28
Apples (g)	217	-0.57 (0.07)	S and A	0.49	0.84	5.63	3.66	7.67	6.05	4.36	8.07
Pears (g)	218	1.47 (0.18)	S	0.33	0.84	5.81	3.72	7.79	0.72	0.21	1.72
Stone fruit, fresh (i)	221	-0.71 (0.50)	S	0.08	0.87	8.65	4.28	14.86	1.18	0.04	3.40
Bananas	228	0.87 (0.21)	S	0.22	0.57	4.40	2.39	6.39	2.90	1.84	3.60
Rhubarb (j)	229	-0.32 (0.47)	S and A	0.01	0.77	4.40	2.39	7.99	0.23	0.01	0.57
Canned peaches, pears and pineapples	233	-0.81 (0.25)	S and A	0.16	0.83	6.53	5.26	8.15	2.08	1.25	3.36
Other canned and bottled fruit	236	-0.23 (0.38)	S and A	0.01	0.42	7.42	6.61	8.68	2.11	1.57	3.10
All canned and bottled fruit	236, 236	0.55 (0.27)	S and A	0.07	0.75	6.98	5.90	8.39	4.19	3.00	6.32
Dried fruit and dried fruit products	240	-0.28 (0.11)	S	0.10	0.89	10.29	7.52	14.12	0.98	0.45	2.18
Nuts and nut products	245	0.51 (0.29)	S and A	0.05	0.88	18.06	13.25	27.74	0.27	0.10	1.10
CREAKS:											
Bread, standard white, brown, wholemeal and wholewheat loaves	251-256	-0.19 (0.17)	S and A	0.02	0.77	3.88	3.55	4.46	31.81	27.88	36.68
All bread	251-256, 263	-0.19 (0.16)	S and A	0.03	0.77	4.23	3.92	4.82	34.62	31.09	39.78
Flour	264	-0.76 (0.28)	S and A	0.12	0.56	2.55	2.11	3.36	5.49	3.82	8.75
Cakes, pastries, buns, scones and teacakes	267, 270	-0.06 (0.32)	S and A	0.81	0.81	13.26	11.73	15.10	4.97	3.28	6.65
Chocolate biscuits	277	-0.69 (0.18)	S and A	0.22	0.76	18.58	15.64	23.47	1.06	0.71	1.43
All biscuits	271, 274, 277	-0.18 (0.09)	S	0.06	0.63	11.37	10.46	13.99	5.69	4.27	6.61

TABLE 3 (cont'd)

	Food code in 1975 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Monthly averages				
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Deflated prices (e)		Purchases (f)		
						Mean	Range	Mean	Range	
					Min	Max	Min	Max		
CEREALS: (cont'd)										
Oatmeal and oat products (g)	281	-1.25 (0.45)	S and A	0.13	0.78	4.48	7.85	0.52	0.14	1.02
Breakfast cereals (g)	282	-0.51 (0.29)	S and A	0.05	0.63	8.72	10.78	2.85	2.26	3.56
Canned milk puddings and other puddings	285, 286	-0.13 (0.26)	S and A	..	0.39	4.39	7.04	1.93	1.26	2.48
Puddings, other than canned milk puddings	286	-0.97 (0.39)	S and A	0.10	0.84	8.90	14.21	0.31	0.10	0.81
All cereals	251-301	-0.18 (0.12)	S and A	0.04	0.77	5.62	6.77	58.96	52.88	64.34
BEVERAGES:										
Tea (g)	304	-0.15 (0.24)	A	0.01	0.49	16.00	23.80	2.28	1.94	2.70
Instant coffee (g)	308	-0.67 (0.11)	S	0.37	0.55	49.89	72.17	0.46	0.35	0.62
Coffee essences	309	-2.85 (0.76)	A	0.18	0.31	18.25	28.71	0.06	0.01	0.11
Cocoa and drinking chocolate	312	-0.93 (0.58)	S and A	0.05	0.48	11.86	19.24	0.17	0.07	0.35
MISCELLANEOUS:										
Baby foods, canned and bottled	315	-1.23 (0.64)	A	0.05	0.40	7.47	10.93	0.65	0.22	1.13
Canned soups	318	-0.93 (0.32)	S and A	0.13	0.89	4.65	5.71	3.31	1.97	5.02
Dehydrated and powdered soups	319	-0.88 (0.30)	S	0.13	0.76	24.68	37.06	0.12	0.03	0.22
Pickles and sauces	327	-1.03 (0.34)	S and A	0.14	0.79	8.06	9.70	1.57	1.18	2.53

(a) For further details of the items included in each category see Appendix A, Table 12.

(b) Calculated from monthly Survey data from 1970 to 1975 except where otherwise stated. The figures in brackets are estimates of the standard errors.

(c) Where S or A is shown in brackets this indicates that the shift in demand did not quite attain formal statistical significance at the customary 5 per cent level, but that it nevertheless appears to be real.

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

(e) New pence per lb deflated to January 1962 general price level, except for new pence per pint of milk and cream, vegetable and salad oils and coffee essences, new pence per equivalent pint of condensed milk, and new pence per egg.

(f) Ounces per person per week except for pints of milk and cream, fluid ounces of vegetable and salad oils and of coffee essences, equivalent pints of condensed milk and number of eggs.

(g) Own-price elasticities for these commodities estimated in conjunction with cross-price elasticities for related commodities are given in Table 5 of this Appendix.

(h) Calculated from data for January to June, 1970 to 1975.

(i) Calculated from data for June to October, 1970 to 1975.

(j) Calculated from data for January to August, 1970 to 1975.

TABLE 4
Annual indices of average deflated prices (a), purchases and demand, 1970-1975
(average for the whole period = 100)

		Food code in 1975 (b)		1970	1971	1972	1973	1974	1975
Liquid milk—full price and welfare	04, 05	Prices	107	115	111	105	81	86
			Purchases	96	99	99	101	102	102
			Demand (c)	97	101	101	102	99	100
			Demand (d)	98	102	101	102	98	100
Condensed milk	09	Prices	94	96	106	100	100	105
			Purchases	114	107	108	99	94	81
			Demand (c)	109	104	114	98	94	84
			Demand (d)	109	104	114	98	94	84
Cream	17	Prices	97	103	106	99	96	100
			Purchases	104	106	98	105	100	89
			Demand (c)	101	109	102	104	96	89
			Demand (d)	108	114	103	100	93	85
Cheese, natural	22	Prices	84	94	114	108	104	99
			Purchases	96	96	97	102	103	106
			Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
			Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Cheese, processed	23	Prices	93	92	111	106	102	97
			Purchases	110	119	94	105	86	89
			Demand (c)	102	109	104	112	88	87
			Demand (d)	102	110	104	111	88	87
Total cheese	22, 23	Prices	85	94	113	108	103	98
			Purchases	97	98	97	102	102	104
			Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
			Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Beef and veal (e)	31	Prices	92	95	100	118	105	93
			Purchases	104	105	93	86	100	114
			Demand (c)	97	101	93	98	104	107
			Demand (d)	101	104	93	96	102	104

TABLE 4 (cont'd)
 (average for the whole period = 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Mutton and lamb (e)	36	91 109 100 102	90 115 104 106	97 106 103 103	115 94 107 106	112 87 97 95	98 92 90 89
Pork (e)	41	96 94 89 91	92 101 91 93	96 105 100 100	112 101 118 116	102 107 110 108	102 93 95 93
All carcass meat	31, 36, 41	93 103 98 101	93 107 102 105	98 99 98 98	115 91 100 98	107 97 101 100	97 103 101 99
Liver	46	98 105 103 104	97 105 102 102	92 106 99 99	107 96 102 101	112 90 100 99	96 99 95 95
Offals, other than liver	51	99 116 115 114	93 111 106 105	98 98 96 96	114 96 106 107	104 90 92 93	94 91 87 87
All offals, including liver	46, 51	98 109 107 107	95 107 103 103	94 102 97 97	109 97 103 103	110 90 97 97	96 96 93 93
Bacon and ham, uncooked (e)	55	89 114 105 105	86 109 98 98	91 103 96 96	113 97 106 106	115 91 101 100	110 88 94 94

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)		1970	1971	1972	1973	1974	1975
Bacon and ham, cooked, including canned	58	Prices Purchases Demand (c) Demand (d)	101 99 99 102	99 98 97 99	95 101 98 98	105 98 100 99	106 100 103 101	95 105 102 101
Poultry, cooked	59	Prices Purchases Demand (c) Demand (d)	90 111 99 110	92 100 90 98	94 109 102 103	96 111 106 99	118 84 102 94	113 89 103 96
Corned meat	62	Prices Purchases Demand (c) Demand (d)	82 145 102 103	97 78 73 74	102 91 95 95	104 110 118 117	124 77 111 110	96 114 107 106
Other cooked meat, not canned	66	Prices Purchases Demand (c) Demand (d)	99 108 108 106	93 107 107 106	96 102 101 101	104 91 91 92	109 98 98 99	100 96 95 96
Other canned meat, excluding corned meat	71	Prices Purchases Demand (c) Demand (d)	98 107 106 103	96 98 96 94	96 106 104 103	107 104 107 109	110 96 101 102	95 91 88 89
Other cooked and canned meat	66, 71	Prices Purchases Demand (c) Demand (d)	98 107 106 104	96 100 99 97	96 104 103 102	104 101 103 104	110 96 100 101	97 92 91 92
Broiler chicken, uncooked, including frozen (e)	73	Prices Purchases Demand (c) Demand (d)	100 95 94 95	99 90 89 90	90 102 91 91	107 108 117 116	104 102 106 105	100 105 105 105

TABLE 4 (cont'd)
(average for the whole period ... 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Other poultry, uncooked, including frozen	77	Prices	100	93	105	106	101
		Purchases	87	113	118	92	113
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.
		Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.
Sausages, uncooked, pork	79	Prices	97	97	106	105	97
		Purchases	113	101	96	94	86
		Demand (c)	111	99	100	96	85
		Demand (d)	111	99	99	96	84
Sausages, uncooked, beef	80	Prices	95	98	109	107	98
		Purchases	87	103	103	109	104
		Demand (c)	84	102	109	114	103
		Demand (d)	83	102	109	115	103
Sausages, pork and/or beef, uncooked	79, 80	Prices	97	98	107	105	97
		Purchases	106	102	98	100	93
		Demand (c)	105	101	101	102	92
		Demand (d)	104	101	101	102	92
Meat pies, sausage rolls, ready-to-eat	83	Prices	98	98	102	105	102
		Purchases	98	101	103	90	103
		Demand (c)	95	98	105	96	105
		Demand (d)	96	98	105	95	104
Frozen convenience meat and frozen convenience meat products	88	Prices	102	99	106	105	86
		Purchases	80	97	106	111	134
		Demand (c)	82	95	114	118	112
		Demand (d)	85	96	111	115	109
Other meat products	94	Prices	94	95	109	110	101
		Purchases	95	101	100	102	99
		Demand (c)	94	100	101	103	100
		Demand (d)	95	100	101	103	99

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Meat products (other than uncooked sausages)	83, 88, 94	94 99 97 99	96 93 92 93	96 100 99 99	107 101 104 103	109 101 104 103	99 106 106 105
All meat and meat products	31-41, 46-94	94 104 101 103	94 102 100 101	96 101 99 99	110 98 101 100	108 96 99 98	99 100 99 98
Uncooked white fish, including smoked and frozen	100, 105, 110, 114	82 115 98 101	89 112 103 105	98 103 101 101	113 94 104 102	117 85 96 95	105 94 98 96
Frozen white fish	110	88 102 87 94	96 85 80 85	95 102 95 96	108 107 118 113	120 90 113 107	97 117 113 113
Fat fish	111, 112, 113, 115, 116	80 108 n.a. n.a.	93 102 n.a. n.a.	95 98 n.a. n.a.	110 107 n.a. n.a.	114 101 n.a. n.a.	111 86 n.a. n.a.
Cooked fish	118	85 118 86 84	90 109 89 88	90 123 101 100	108 89 103 104	119 90 125 126	114 79 101 103
Canned salmon	119	96 127 119 121	90 124 103 106	91 125 107 107	100 92 91 90	128 61 93 91	100 90 91 89

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Fish products (including frozen) and cooked fish	118, 123, 127	90 107 99 99	92 101 95 95	96 114 110 110	106 97 101 101	115 94 104 104	105 89 92 92
Prices							
Purchases							
Demand (c)							
Demand (d)							
All convenience fish	118, 119, 120, 123, 127	94 108 104 105	98 98 96 97	96 110 108 108	101 98 99 99	110 94 100 99	101 93 94 93
Prices							
Purchases							
Demand (c)							
Demand (d)							
Other canned or bottled fish	120	107 94 99 102	110 74 79 82	103 85 87 87	91 115 107 105	99 121 120 118	91 121 114 111
Prices							
Purchases							
Demand (c)							
Demand (d)							
All canned and bottled fish	119, 120	105 107 109 113	104 95 97 99	102 101 102 102	94 102 100 98	103 91 92 90	93 104 101 99
Prices							
Purchases							
Demand (c)							
Demand (d)							
Uncooked white fish and fish products, not frozen	100, 105, 114, 123	85 116 100 102	88 116 102 104	98 103 100 101	112 93 103 102	115 86 99 98	105 91 95 94
Prices							
Purchases							
Demand (c)							
Demand (d)							
All convenience fish	118, 119, 120, 123, 127	94 108 104 105	98 98 96 97	96 110 108 108	101 98 99 99	110 94 100 99	101 93 94 93
Prices							
Purchases							
Demand (c)							
Demand (d)							
Frozen white fish and frozen convenience fish products	110, 127	92 99 95 100	97 90 89 92	100 105 104 105	106 106 109 106	112 96 101 98	95 105 103 100
Prices							
Purchases							
Demand (c)							
Demand (d)							

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)		1970	1971	1972	1973	1974	1975
Frozen convenience fish products	127		94 96 95 97	97 93 92 94	102 105 105 105	104 104 106 104	110 104 107 105	93 98 96 95
		Prices	100	100	83	112	115	93
Eggs	129	Purchases	106	104	102	98	94	96
		Demand (c)	106	104	100	99	95	96
		Demand (d)	107	105	100	98	95	95
Butter (e)	135	Prices	99	123	123	93	83	86
		Purchases	109	109	87	97	104	104
		Demand (c)	109	109	94	94	97	98
		Demand (d)	111	111	95	93	95	97
Margarine (e)	138	Prices (Butter)	99	123	123	93	84	86
		Purchases	97	106	121	105	87	89
		Demand (c)	98	92	105	111	98	98
		Demand (d)	95	90	105	112	99	100
Lard and compound cooking fat	139	Prices	94	96	88	90	122	116
		Purchases	112	101	97	95	94	101
		Demand (c)	112	100	96	94	96	103
		Demand (d)	108	98	96	96	98	105
Vegetable and salad oils	143	Prices	95	100	95	87	113	112
		Purchases	91	95	91	119	110	97
		Demand (c)	88	95	88	109	119	105
		Demand (d)	95	100	88	105	113	100
Sugar	150	Prices	88	87	92	87	98	165
		Purchases	117	110	107	99	92	80
		Demand (c)	110	104	103	92	91	101
		Demand (d)	109	102	103	93	92	102

TABLE 4 (cont'd)
(average for the whole period - 100)

		1970	1971	1972	1973	1974	1975
Jams, jellies and fruit curds	Prices	100	97	96	94	100	116
	Purchases	105	100	99	98	97	100
	Demand (c)	105	99	98	97	97	104
	Demand (d)	103	98	98	98	98	105
Marmalade	Prices	97	95	97	95	99	118
	Purchases	99	101	98	106	101	96
	Demand (c)	96	96	95	100	100	113
	Demand (d)	98	98	95	99	99	112
Syrup, treacle and honey	Prices	90	86	91	112	107	118
	Purchases	91	122	111	94	97	89
	Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
	Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
All preserves	Prices	97	94	96	97	101	117
	Purchases	100	105	101	100	98	97
	Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
	Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Potatoes, excluding potato products	Prices	107	87	88	94	98	134
	Purchases	109	101	98	99	99	94
	Demand (c)	110	99	96	98	98	98
	Demand (d)	108	98	96	99	100	100
Cabbages	Prices	95	94	93	99	113	106
	Purchases	100	99	100	106	97	98
	Demand (c)	99	97	98	105	100	100
	Demand (d)	98	97	98	106	101	100
Brussels sprouts	Prices	98	85	93	107	114	107
	Purchases	121	128	109	100	86	69
	Demand (c)	121	124	108	101	88	69
	Demand (d)	121	124	108	101	88	69

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Cauliflowers	164	Prices	100	99	97	101	99
		Purchases	104	97	105	112	112
		Demand (c)	103	97	102	93	114
		Demand (d)	111	99	102	92	113
Leafy salads	167	Prices	102	97	95	103	102
		Purchases	90	98	102	106	98
		Demand (c)	91	96	99	107	100
		Demand (d)	96	100	100	104	96
Fresh beans	169	Prices	87	97	103	95	119
		Purchases	130	99	106	93	116
		Demand (c)	104	94	112	96	107
		Demand (d)	106	95	112	95	107
Brassicas	162, 163, 164, 171	Prices	99	94	96	110	103
		Purchases	106	104	103	102	99
		Demand (c)	105	101	101	101	104
		Demand (d)	106	101	101	101	103
Carrots	172	Prices	88	94	92	106	123
		Purchases	101	101	102	104	91
		Demand (c)	96	98	99	104	104
		Demand (d)	97	99	99	103	103
All root vegetables, excluding carrots	173, 174	Prices	96	90	102	105	105
		Purchases	102	111	94	95	103
		Demand (c)	98	101	96	99	106
		Demand (d)	98	101	96	99	106
Onions, shallots and leeks, fresh	175	Prices	105	88	89	115	101
		Purchases	103	100	102	96	103
		Demand (c)	105	94	96	103	105
		Demand (d)	108	96	96	102	103

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)		1970	1971	1972	1973	1974	1975
Cucumbers	176	Prices	101	101	97	103	100	97
		Purchases	91	97	99	105	100	104
		Demand (c)	91	97	98	105	105	104
		Demand (d)	97	102	99	102	101	99
Mushrooms	177	Prices	105	105	101	99	99	92
		Purchases	85	99	98	108	104	108
		Demand (c)	87	101	98	108	104	104
		Demand (d)	92	106	98	104	100	100
Tomatoes, fresh	178	Prices	95	100	103	106	100	97
		Purchases	104	108	98	97	96	97
		Demand (c)	103	108	98	99	96	96
		Demand (d)	107	112	99	97	94	94
Tomatoes, canned and bottled	184	Prices	99	91	82	98	126	108
		Purchases	92	92	105	100	108	106
		Demand (c)	91	89	98	99	117	109
		Demand (d)	91	89	98	99	117	109
Canned peas	185	Prices	99	101	99	94	102	105
		Purchases	111	95	102	98	98	96
		Demand (c)	110	96	102	92	100	101
		Demand (d)	106	93	101	94	103	104
Canned beans	188	Prices	94	96	100	91	114	106
		Purchases	102	95	100	103	97	103
		Demand (c)	99	93	100	97	105	107
		Demand (d)	98	92	100	98	106	107
Canned vegetables, other than pulses, potatoes or tomatoes	191	Prices	99	102	98	99	99	103
		Purchases	95	85	98	114	108	103
		Demand (c)	94	86	97	112	107	106
		Demand (d)	93	85	96	113	108	107

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Dried pulses other than air-dried	192	Prices 97 Purchases 113 Demand (c) 108 Demand (d) 109	90 112 96 96	89 108 92 92	91 96 84 84	126 88 123 123	112 87 102 101
Other potato products, not frozen, excluding chips	198, 199, 200	Prices 102 Purchases 96 Demand (c) 99 Demand (d) 101	106 91 97 99	102 92 93 93	89 108 95 94	94 110 102 101	109 104 115 113
Frozen peas	203	Prices 121 Purchases 82 Demand (c) 99 Demand (d) 106	115 90 104 109	99 96 96 96	91 107 97 94	89 108 97 81	88 122 108 103
Frozen peas and beans	203, 204	Prices 121 Purchases 81 Demand (c) 101 Demand (d) 108	114 87 102 107	99 97 96 96	93 108 99 96	90 110 98 94	87 123 105 100
All frozen vegetables	203, 204, 205, 208	Prices 122 Purchases 74 Demand (c) 108 Demand (d) 116	114 78 100 106	99 92 90 91	92 117 100 96	90 117 96 91	87 138 107 102
Oranges (e)	210	Prices 92 Purchases 107 Demand (c) 99 Demand (d) 106	99 106 105 110	103 96 99 99	102 99 101 97	107 94 100 96	98 99 97 93
Other citrus fruit	214	Prices 98 Purchases 88 Demand (c) 86 Demand (d) 93	108 118 127 135	105 96 100 101	99 114 113 109	98 92 90 86	93 96 89 85

TABLE 4 (cont'd)
(average for the whole period = 100)

		1970	1971	1972	1973	1974	1975
Apples (e)	Food code in 1975 (b)	91 99 94 98	95 110 107 111	103 96 98 98	114 94 102 99	98 102 101 98	100 99 99 96
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					
Pears (e)	218	90 110 95 102	96 112 106 113	101 99 100 101	112 87 103 99	101 98 99 94	101 96 97 92
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					
Stone fruit, fresh	221	81 94 81 85	91 109 102 106	98 102 100 101	119 101 114 111	97 160 157 152	120 60 68 66
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					
Bananas	228	96 101 98 102	95 107 102 106	99 97 97 97	102 100 102 99	105 98 102 99	102 97 100 97
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					
Rhubarb	229	98 77 77 78	96 103 102 103	101 118 119 119	101 116 116 115	103 86 86 85	102 107 108 107
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					
Canned peaches, pears and pineapples	233	98 113 111 115	96 110 106 109	91 105 98 98	95 107 103 101	112 85 94 91	109 84 90 88
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					
Other canned and bottled fruit	236	101 104 104 107	97 102 101 103	94 101 100 100	99 107 107 106	107 91 93 91	103 94 95 94
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)		1970	1971	1972	1973	1974	1975
All canned and bottled fruit	233, 236	Prices Purchases Demand (c) Demand (d)	99 108 108 111	96 106 104 106	93 103 99 99	97 107 106 104	110 88 93 91	106 89 92 90
Dried fruit and dried fruit products	240	Prices Purchases Demand (c) Demand (d)	92 96 94 96	85 107 102 104	83 105 100 100	109 96 98 97	130 95 102 101	107 102 104 103
Nuts and nut products	245	Prices Purchases Demand (c) Demand (d)	107 86 89 99	99 95 94 102	101 99 100 100	92 111 107 106	101 101 101 95	101 110 111 103
Bread, standard white, brown, wholemeal and wholewheat loaves	251-256	Prices Purchases Demand (c) Demand (d)	100 108 108 107	100 101 101 101	99 99 99 99	97 96 95 96	107 98 99 100	98 98 97 98
All bread	251-256, 263	Prices Purchases Demand (c) Demand (d)	99 108 108 108	99 101 101 101	100 100 99 99	98 97 97 96	107 97 99 99	98 97 97 97
Flour	264	Prices Purchases Demand (c) Demand (d)	95 104 100 98	96 108 105 104	94 100 95 95	96 96 94 94	122 96 112 113	100 96 96 97
Cakes, pastries, buns, scones and teacakes	267, 270	Prices Purchases Demand (c) Demand (d)	92 115 114 116	95 110 110 111	99 105 105 105	100 97 97 96	108 90 90 90	106 86 87 86

TABLE 4 (cont'd)
(average for the whole period = 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Crispbread and plain biscuits	271, 274	Prices	96	97	97	104	111
		Purchases	102	103	100	97	99
		Demand (c)	n.a.	n.a.	n.a.	n.a.	n.a.
Chocolate biscuits	277	Demand (d)	n.a.	n.a.	n.a.	n.a.	n.a.
		Prices	99	99	100	102	109
		Purchases	94	94	99	107	91
All biscuits	271, 274, 277	Demand (c)	94	93	99	108	97
		Demand (d)	97	96	99	106	95
		Prices	96	96	98	96	105
Oatmeal and oat products (e)	281	Purchases	101	101	99	99	98
		Demand (c)	100	101	99	100	99
		Demand (d)	101	101	99	99	99
Breakfast cereals (e)	282	Prices	93	98	98	111	109
		Purchases	87	110	123	99	95
		Demand (c)	80	107	119	83	113
Canned milk puddings and other puddings	285, 286	Demand (d)	79	105	119	83	105
		Prices	101	101	97	93	103
		Purchases	96	93	100	104	101
Puddings, other than canned milk puddings	286	Demand (c)	96	99	99	102	107
		Demand (d)	104	97	94	108	95
		Prices	99	97	102	97	101
		Purchases	107	100	94	98	105
		Demand (c)	107	99	95	107	94
		Demand (d)	104	97	94	108	100
		Prices	96	97	99	98	107
		Purchases	120	104	98	107	82
		Demand (c)	115	101	97	104	97
Demand (d)	118	103	97	103	95	88	
							86

TABLE 4 (cont'd)
(average for the whole period = 100)

			1970	1971	1972	1973	1974	1975
Rice		Food code in 1975 (b)						
		287	90	84	83	98	146	112
			102	91	97	101	105	105
			n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
			n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
All cereals		251-301	97	97	99	99	107	103
			106	102	100	98	97	97
			105	101	100	98	98	98
			105	101	100	98	99	98
Tea (e)		304	114	111	104	98	93	84
			112	103	98	95	98	96
			114	105	98	94	97	93
			113	104	98	95	97	94
Coffee, bean and ground		307	106	104	99	101	100	91
			90	103	117	89	96	108
			n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
			n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
Instant coffee (e)		308	109	111	100	101	95	86
			91	93	99	101	109	109
			96	100	99	102	105	98
			99	102	99	100	103	96
Coffee essences		309	103	102	104	93	92	107
			115	132	110	92	88	73
			124	141	124	75	70	88
			109	128	123	80	76	96
Cocoa and drinking chocolate		312	111	108	96	88	94	106
			125	99	102	94	99	85
			137	106	99	83	93	90
			134	104	99	84	94	91

TABLE 4 (cont'd)
 (average for the whole period = 100)

	Food code in 1975 (b)	1970	1971	1972	1973	1974	1975
Baby foods, canned and bottled	315	103 133 137 133	99 100 99 96	95 108 101 101	97 98 94 96	97 106 102 104	110 67 76 77
Canned soups	318	100 107 108 107	99 89 89 88	98 99 96 96	96 109 106 106	99 106 104 105	108 92 99 99
Dehydrated and powdered soups	319	107 93 98 97	108 90 96 96	97 99 97 97	97 103 100 101	96 109 106 106	96 108 104 104
Pickles and sauces	327	103 99 101 105	101 94 95 97	99 99 98 98	97 99 96 94	98 101 98 96	103 109 112 110

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

(b) For further details of the items included in each category see Appendix A, Table 12. In a number of cases estimates of demand parameters have been given for aggregations of two or more closely related individual food items in the Survey classification as well as for each of the constituent items. Such aggregations, however, may give rise to a series of annual demand constants which are not compatible with the corresponding constants for the constituent items; for example, those for carcass meat as a whole, where the relative contributions of beef, lamb and pork to the aggregation changed over the period covered by the analysis.

(c) Including changes in demand due to changes in real personal disposable incomes.

(d) After removal of the effects due to changes in real personal disposable incomes.

(e) For these foods indices which take into account the effects of cross-price elasticities for related commodities are given in Table 6 of this Appendix.

TABLE 5

Estimates of price and cross-price elasticities of demand (a) for certain foods, 1968-1975

	Elasticity with respect to the price of				R ²
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	
Beef and veal	-0.99 (.18)	0.15 (.10)	0.15 (.07)	0.04 (.07)	0.25
Mutton and lamb	0.33 (.21)	-1.17 (.20)	0.13 (.11)	0.19 (.13)	0.30
Pork	0.46 (.23)	0.20 (.16)	-1.44 (.18)	-0.06 (.13)	0.49
Broiler chicken	0.18 (.31)	0.39 (.27)	-0.09 (.18)	-1.28 (.31)	0.19

	Elasticity with respect to the price of					R ²
	Beef and veal	Mutton and lamb	Pork	Broiler chicken	Bacon and ham uncooked	
Beef and veal	-1.01 (.18)	0.14 (.10)	0.12 (.07)	0.04 (.07)	0.18 (.08)	0.29
Mutton and lamb	0.29 (.21)	-1.16 (.20)	0.12 (.11)	0.22 (.13)	-0.00 (.14)	0.31
Pork	0.39 (.23)	0.18 (.17)	-1.47 (.19)	-0.02 (.13)	0.11 (.15)	0.48
Broiler chicken	0.16 (.31)	0.45 (.27)	-0.03 (.18)	-1.12 (.32)	-0.48 (.26)	0.21
Bacon and ham, uncooked	0.34 (.15)	-0.00 (.12)	0.07 (.09)	-0.21 (.11)	-0.57 (.17)	0.24

	Elasticity with respect to the price of		R ²
	Butter	Margarine	
Butter	-0.43 (.07)	0.27 (.04)	0.37
Margarine	0.77 (.11)	-0.53 (.19)	0.37

	Elasticity with respect to the price of			R ²
	Oranges	Apples	Pears	
Oranges	-1.07 (.22)	0.34 (.11)	-0.10 (.08)	0.32
Apples	0.16 (.05)	-0.59 (.07)	0.02 (.02)	0.49
Pears	-0.39 (.30)	0.19 (.20)	-1.53 (.23)	0.47

	Elasticity with respect to the price of		R ²
	Oatmeal and oat products	Breakfast cereals	
Oatmeal and oat products	-1.22 (.36)	1.28 (.65)	0.14
Breakfast cereals	0.14 (.07)	-0.50 (.26)	0.06

Appendix B

TABLE 5 (cont'd)

	Elasticity with respect to the price of		R ²
	Tea	Instant coffee	
Tea	0.45 (.25)	0.45 (.15)	0.07
Instant coffee	0.77 (.26)	0.55 (.30)	0.06

	Elasticity with respect to the price of			R ²
	Brassicas and root vegetables	Canned vegetables	Frozen vegetables	
Brassicas and root vegetables	-0.40 (.09)	0.17 (.08)	0.16 (.07)	0.21
Canned vegetables	0.18 (.09)	-1.05 (.21)	0.09 (.11)	0.26
Frozen vegetables	0.29 (.13)	0.16 (.19)	-1.85 (.23)	0.50

(a) Calculated from monthly Survey data from 1968 to 1975. The figures in brackets are estimates of the standard errors.

TABLE 6

Annual indices of average deflated prices, purchases and demand taking into account the effect of cross-price elasticities for related commodities, 1968-1975

(average for the whole period = 100)

		1968	1969	1970	1971	1972	1973	1974	1975
Beef and veal	Prices (a)	95	95	94	97	102	120	107	94
	Purchases (b)	103	102	103	104	93	85	99	113
	Demand (c)	98	99	99	103	95	97	103	106
	Demand (d)	102	102	101	105	94	94	100	102
Mutton and lamb	Prices (a)	93	95	93	92	99	118	114	100
	Purchases (b)	115	110	104	110	102	91	84	88
	Demand (c)	107	106	98	102	103	100	95	90
	Demand (d)	109	108	99	103	102	99	94	88
Pork	Prices (a)	98	96	97	93	97	113	103	103
	Purchases (b)	85	96	97	105	108	105	111	96
	Demand (c)	86	94	97	98	103	112	110	103
	Demand (d)	89	97	99	99	102	109	107	100
Broiler chicken	Prices (a)	106	101	98	98	89	106	103	99
	Purchases (b)	89	95	98	92	105	111	105	108
	Demand (c)	99	99	99	94	91	110	102	108
	Demand (d)	100	99	100	94	91	110	101	108
Beef and veal	Prices (a)	95	95	94	97	102	120	107	94
	Purchases (b)	103	102	103	104	93	85	99	113
	Demand (c)	100	100	100	105	96	95	100	104
	Demand (d)	103	103	102	107	95	93	97	100
Mutton and lamb	Prices (a)	93	95	93	92	99	118	114	100
	Purchases (b)	115	110	104	110	102	91	84	88
	Demand (c)	106	105	98	102	103	101	96	90
	Demand (d)	109	108	99	103	102	99	94	88
Pork	Prices (a)	98	96	97	93	97	113	103	103
	Purchases (b)	85	96	97	105	108	105	111	96
	Demand (c)	87	95	97	99	104	112	109	101
	Demand (d)	89	97	99	100	103	109	106	98
Broiler chicken	Prices (a)	106	101	98	98	89	106	103	99
	Purchases (b)	89	95	98	92	105	111	105	108
	Demand (c)	95	95	96	89	90	116	109	114
	Demand (d)	95	95	96	90	90	116	108	114
Bacon and ham, uncooked	Prices (a)	91	92	92	89	94	117	118	113
	Purchases (b)	108	107	111	106	102	95	89	86
	Demand (c)	106	104	108	100	96	98	96	93
	Demand (d)	107	105	108	101	95	97	95	93
Butter	Prices (a)	105	100	98	122	121	92	83	85
	Purchases (b)	108	109	106	98	85	94	101	101
	Demand (c)	113	111	106	105	93	92	91	92
	Demand (d)	115	114	107	106	92	91	89	90
Margarine	Prices (a)	94	93	99	104	98	94	110	110
	Purchases (b)	97	95	98	107	122	107	88	90
	Demand (c)	90	91	99	94	105	110	107	107
	Demand (d)	87	89	97	93	105	113	110	110

(TABLE 6 cont'd)

		1968	1969	1970	1971	1972	1973	1974	1975
Brassicas and root vegetables	Prices (a)	96	105	98	94	94	95	98	108
	Purchases (b)	102	97	104	104	101	103	100	90
	Demand (c)	97	96	102	101	101	106	105	94
	Demand (d)	97	96	102	101	101	105	104	94
Canned vegetables	Prices (a)	102	99	96	98	99	94	108	105
	Purchases (b)	95	100	105	94	101	103	100	102
	Demand (c)	96	96	100	93	102	98	108	108
	Demand (d)	94	94	98	92	102	100	110	110
Frozen vegetables	Prices (a)	123	124	113	106	92	86	84	81
	Purchases (b)	71	81	81	86	101	128	129	152
	Demand (c)	105	119	103	98	88	98	90	101
	Demand (d)	114	129	109	101	87	92	83	94
Oranges	Prices (a)	101	99	92	99	103	102	107	98
	Purchases (b)	103	105	106	105	95	97	93	97
	Demand (c)	100	101	100	106	98	97	102	96
	Demand (d)	107	108	105	109	96	92	95	90
Apples	Prices (a)	113	107	88	92	100	110	95	97
	Purchases (b)	92	96	101	112	98	96	105	101
	Demand (c)	99	100	95	107	98	101	100	100
	Demand (d)	105	105	98	110	96	97	95	95
Pears	Prices (a)	103	97	90	96	101	113	101	101
	Purchases (b)	104	113	107	109	97	85	96	93
	Demand (c)	106	105	91	104	99	101	101	94
	Demand (d)	115	114	96	108	97	94	93	87
Oatmeal and oat products	Prices (a)	100	93	95	99	99	94	113	110
	Purchases (b)	115	101	85	107	120	88	96	92
	Demand (c)	104	86	80	107	126	92	111	100
	Demand (d)	102	85	79	106	127	94	113	102
Breakfast cereals	Prices (a)	108	105	99	99	95	91	101	103
	Purchases (b)	88	93	99	96	103	108	104	111
	Demand (c)	91	97	99	96	101	104	103	110
	Demand (d)	93	98	101	96	101	102	101	109
Tea	Prices (a)	116	111	110	106	99	94	89	81
	Purchases (b)	109	106	109	101	95	92	96	94
	Demand (c)	110	106	111	100	97	91	95	93
	Demand (d)	109	105	111	100	97	91	95	94
Instant coffee	Prices (a)	112	110	106	107	96	98	91	83
	Purchases (b)	81	87	96	99	105	107	116	115
	Demand (c)	77	85	92	98	103	111	121	122
	Demand (d)	80	87	94	99	102	108	117	119

(a) Deflated to allow for changes in the General Index of Retail Prices.

(b) Per person.

(c) Per person. Including changes in demand attributable to changes in real personal disposable income.

(d) Per person. After removal of the effects attributable to changes in real personal disposable income.

TABLE 7
Estimates of price and cross-price elasticities of demand for broad food groups, 1968-1975

	Elasticity with respect to the price of:													Standard error of own-price elasticities (g)	Proportion of variation explained by demand parameters (b)			
	Milk & cream	Cheese	Carcass meat	Other meat	Fish	Eggs	Fats	Sugar & preserves	Potatoes	Other vegetables	Fresh fruit	Other fruit	Bread		Other cereals	Beverages	I	II
Milk and cream	-.13	-.02	-.01	-.06	-.01	.03	.00	-.01	-.01	-.09	.04	-.05	-.17	-.11	-.02	.29	.15	.09
Cheese	.10	-.45	-.07	-.35	-.16	-.16	.35	-.10	-.03	-.03	.10	-.29	-.06	-.24	-.07	.51	.24	.24
Carcass meat	.01	-.01	-.88	-.44	-.04	-.02	-.01	-.01	-.01	-.03	-.08	-.00	-.20	-.16	-.05	.68	.25	.25
Other meat	-.04	-.05	-.39	-1.06	.16	-.00	-.05	.00	.00	-.08	-.02	-.10	-.09	-.09	-.06	.51	.25	.39
Fish	-.02	-.03	.15	-.61	-.84	-.06	.24	-.12	-.07	-.07	.15	-.22	-.14	.27	-.28	.80	.04	.23
Eggs	-.08	-.11	-.09	-.03	-.07	-.09	-.06	-.03	-.06	-.04	-.04	-.05	-.08	-.03	-.12	.71	.03	.13
Fats	.01	-.18	-.03	-.18	-.20	-.05	-.13	-.03	-.04	-.03	-.07	-.04	-.06	-.05	-.11	.63	.42	.02
Sugar and preserves	-.03	-.09	-.06	-.02	-.19	-.04	-.05	-.47	.00	-.01	-.14	-.03	-.17	.10	-.14	.84	.42	.43
Potatoes	-.05	-.03	-.07	-.03	-.05	-.01	-.07	.00	.13	-.20	-.10	-.04	-.02	-.03	-.06	.83	.11	.14
Other vegetables	.11	-.01	-.04	.15	-.03	-.03	-.02	.00	.43	.13	.13	.10	-.08	-.02	-.04	.48	.10	.28
Fresh fruit	.10	-.06	-.28	-.07	-.17	-.03	-.08	-.10	-.07	-.28	-.50	-.07	-.08	-.20	-.06	.63	.14	.25
Other fruit	-.22	-.33	-.03	-.78	-.42	-.09	-.10	-.03	-.39	.12	-.09	-.50	-.27	-.03	-.24	.76	.05	.28
Bread	-.29	-.07	-.46	-.73	-.13	-.05	-.05	-.07	.01	-.11	-.05	-.10	-.20	-.17	-.08	.77	.12	.28
Other cereals	-.13	-.07	-.26	-.17	-.13	-.01	-.03	-.03	-.01	-.02	-.09	-.01	-.12	-.55	-.01	.70	.12	.36
Beverages	-.07	-.04	-.19	-.28	-.32	-.12	-.14	-.10	-.03	-.09	-.07	-.14	-.14	-.03	-.57	.74	.10	.25
Average deflated price (c)	3.23	16.90	22.83	17.66	20.72	1.33	10.42	3.78	1.46	5.91	5.68	8.03	4.20	8.63	26.73			
Average purchases (d)	4.88	3.60	15.12	22.33	4.93	4.21	11.48	17.27	43.84	35.51	16.57	6.48	35.44	24.64	3.33			

(a) Standard errors of the cross-price elasticities are not shown in the table, but in most cases they are between .05 and .15.
 (b) Column I shows the proportion of the total variation in average purchases which can be explained by seasonal and annual shifts in demand and by changes in income in a single-equation model. Column II shows the proportion of the residual variation in average purchases (after removal of seasonal and annual shifts and income effects) which can be explained by the own-price variation in a single-equation model.
 Column III shows the proportion of residual variation in average purchases (after removal of seasonal and annual shifts and income effects) which can be explained by variation in all prices in the multivariate model. For technical reasons, some of the proportions given in this column may be slightly smaller than those given in column II for the single-equation model.
 (c) New pence per lb deflated to January 1962 general price level, except for new pence per pint of milk and cream, and new pence per egg.
 (d) Ounces per person per week, except for pints of milk and cream and number of eggs.

TABLE 8

Annual indices of average deflated prices, purchases and demand (a) for broad food groups, 1968-1975

(average for the whole period = 100)

		1968	1969	1970	1971	1972	1973	1974	1975
Milk and cream	Prices . . .	105	104	103	111	109	103	83	86
	Purchases . . .	100	102	97	100	99	101	101	101
	Demand . . .	99	101	98	101	101	100	99	101
Cheese	Prices . . .	94	89	88	97	117	112	107	100
	Purchases . . .	94	97	100	101	98	103	103	105
	Demand . . .	92	96	98	98	100	108	102	106
Carcase meat	Prices . . .	94	95	94	95	99	117	109	99
	Purchases . . .	104	104	103	107	97	90	96	101
	Demand . . .	104	104	100	104	99	97	95	97
Other meat	Prices . . .	98	97	96	95	95	108	110	101
	Purchases . . .	99	100	105	100	101	101	96	98
	Demand . . .	103	103	107	100	96	100	97	95
Fish	Prices . . .	92	90	93	95	100	110	117	106
	Purchases . . .	114	110	107	102	101	93	87	90
	Demand . . .	107	104	105	97	99	93	95	101
Eggs	Prices . . .	103	104	99	99	82	111	113	92
	Purchases . . .	104	104	105	103	100	96	94	94
	Demand . . .	106	105	104	103	99	96	95	94
Fats	Prices . . .	101	98	98	112	107	92	97	97
	Purchases . . .	103	103	104	101	97	98	97	97
	Demand . . .	107	109	108	104	93	95	93	94
Sugar and preserves	Prices . . .	96	94	90	90	94	92	102	156
	Purchases . . .	111	109	112	107	102	95	90	79
	Demand . . .	105	101	102	99	100	97	96	100
Potatoes	Prices . . .	92	106	107	87	88	94	99	135
	Purchases . . .	107	103	109	101	96	97	97	92
	Demand . . .	105	103	107	99	95	96	97	97
Other vegetables	Prices . . .	98	101	97	97	97	100	104	105
	Purchases . . .	98	99	102	100	100	102	101	98
	Demand . . .	98	101	104	99	97	98	101	102
Fresh fruit	Prices . . .	105	101	92	96	101	106	101	99
	Purchases . . .	100	104	103	110	95	96	97	96
	Demand . . .	108	110	102	108	92	96	93	94
Other fruit	Prices . . .	102	101	100	96	94	98	110	101
	Purchases . . .	99	103	98	102	100	108	92	98
	Demand . . .	102	105	105	103	96	96	95	99
Bread	Prices . . .	98	97	100	99	100	99	107	99
	Purchases . . .	108	106	107	100	97	94	93	95
	Demand . . .	109	106	107	102	99	92	90	97
Other cereals	Prices . . .	101	99	96	96	99	98	106	106
	Purchases . . .	102	101	103	102	99	99	98	96
	Demand . . .	103	103	103	103	99	99	96	94
Beverages	Prices . . .	108	106	105	106	100	98	94	86
	Purchases . . .	107	106	108	101	97	92	96	94
	Demand . . .	117	116	116	110	96	89	87	79

(a) After removal of effects of price changes and income changes.

APPENDIX C

Estimates of national supplies of food moving into consumption

The National Food Survey estimates of average consumption per head presented in this Report relate only to food consumed in private households in Great Britain. For some purposes, however, it is useful to have estimates of the total quantities of food obtained for consumption in the whole of the United Kingdom, including food used in the manufacture of soft drinks and sweets, food consumed in catering establishments or in institutions such as hospitals, boarding schools and prisons, food consumed by HM Forces and food which, though purchased by individuals living in private households, is not taken home to form part of the household supply. In practice it is necessary to obtain such overall estimates not by measuring the quantities consumed by each of the various categories of final user but by making measurements at an earlier stage in the distributive chain.¹ Estimates (expressed as averages per head per year) of national supplies of the main foods moving into consumption in the United Kingdom for each of the years from 1970 to 1975 are given on the next page.

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

National supplies of principal foods moving into consumption in the United Kingdom, 1970-1975

	1970	1971	1972	1973	1974	1975	
lb per head per year							
Dairy products, excluding butter (as milk solids)	56.1	56.1	56.5	56.7	57.1	58.2	
Cheese (also included in dairy products)	11.8	12.4	11.9	12.8	13.0	13.8	
Meat (edible weight)	115.0	117.1	114.5	106.6	107.2(j)	107.6(j)	
Poultry, game and rabbits (edible weight)	17.0	17.0	19.0	18.6	18.4	17.8	
Fish (edible weight)	19.6	18.4	18.3	18.1	17.5	18.3	
Eggs	35.1	35.0	34.9	33.6	32.8	31.5	
Butter	19.4	18.0	15.9	16.8	18.7	18.1	
Margarine (a)	11.9	12.7	14.0	12.8	10.9	11.1	
Lard and compound cooking fat	12.1	11.2	12.4	12.0	13.4	13.1	
Other edible oils and fats	13.9	13.5	12.3	14.2	13.2	12.0	
Total fats (fat content)	51.3	49.7	48.8	50.1	50.1	47.7	
Sugar and syrups (b)	114.5	112.8	115.1	114.0	116.6	107.6	
Sugar (c)	102.0	99.8	101.3	99.2	100.8	89.5	
Potatoes (raw equivalent)	228.2	221.2	215.2	218.4	219.1	218.7	
Other vegetables (fresh equivalent)	138.8	133.9	139.0	146.2	147.5	133.8	
Fruit (fresh equivalent)	124.7	129.1	123.9	125.6	123.1	118.0	
Pulses, nuts, etc	12.5	11.7	12.7	13.5	11.2	11.6	
Grain products	162.9	159.7	157.5	158.8	154.2	159.0	
Tea	8.6	8.2	8.0	7.5	7.8	7.7	
Coffee	4.4	4.7	4.4	5.9	4.5	4.7	
Chocolate confectionery (d)	12.7	13.0	14.1	15.5	14.8	13.0	
Sugar confectionery (d)	11.6	12.0	12.0	12.4	12.2	11.1	
per head per day							
<i>Nutritional value</i>							
Energy	kcal	3,110	3,070	3,060	3,040	2,960	2,910
Protein: animal	g	52.5	52.4	52.6	51.1	52.3	52.8
vegetable	g	33.7	32.4	32.5	33.1	31.1	31.2
total	g	86.2	84.8	85.1	84.2	83.4	84.0
Fat: animal	g	117	116	114	110	106	104
vegetable	g	28	28	28	31	27	26
total	g	145	144	142	141	133	130
Carbohydrate: animal	g	24	23	24	24	23	24
vegetable	g	366	361	361	360	359	351
total	g	390	384	385	384	382	375
Calcium	mg	1,120	1,110	1,110	1,120	1,110	1,150
Iron	mg	15.1	14.8	14.9	14.7	13.0	13.1
Thiamin (e)	mg	1.89	1.88	1.89	1.88	1.70	1.66
Riboflavin	mg	1.90	1.89	1.96	1.97	1.94	1.93
Nicotinic acid (f)	mg	20.2	20.3	20.2	20.7	19.3	19.6
Nicotinic acid equivalent (g)	mg	35.4	35.0	35.5	35.7	34.3	34.5
Vitamin C (e)	mg	101	100	99	99	100	94
Vitamin A: retinol equivalent (h)	µg	1,320	1,320	1,370	1,290	1,280	1,310
Vitamin D	µg	2.94	2.98	3.15	3.23	2.82	2.81
Energy: alcoholic drink (i)	kcal	129	136	142	153	159	160

NB: More detailed estimates for the years 1972-1975 were published in *Trade and Industry*, vol. 24, No. 9, pages 596-600, 27th August 1976.

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

(b) Refined sugar, including the sugar content of imported manufactured foods and of honey and glucose but excluding that used in the manufacture of alcoholic drinks.

(c) As in (b), less honey and glucose.

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

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

(f) Total nicotinic acid.

(g) Available nicotinic acid plus the contribution from tryptophan.

(h) Retinol activity and carotene are added together to obtain the total vitamin A or retinol equivalent.

(i) Not included in total energy shown above.

(j) Using revised factors to express supplies of meat in terms of edible equivalent.

(k) Using revised nutrient and energy conversion factors based on new analytical information for meat. The effects have been to reduce the totals for fat, iron and thiamin in 1974 by 6, 11 and 9 per cent respectively. Using the old factors the figures for 1974 would have been 141, 14.4 and 1.87. The total energy value for 1974, using 1973 factors, would have been 3,030 kcal per head per day.

GLOSSARY OF TERMS USED IN THE SURVEY

General note. The Survey records household food purchases and food obtained without payment during one week. It does not include the following: food eaten outside the home (except packed meals prepared at home); chocolate and sugar confectionery; mineral waters, squashes and alcoholic drinks;¹ vitamin preparations; food obtained specifically for consumption by domestic animals.

Adult. A person of 18 years of age or over.

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

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

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

Child. A person under 18 years of age.

Consumption. See "Food obtained for consumption".

Conurbation. See "Type of area".

Convenience foods. Those processed foods for which the degree of preparation has been carried to an advanced stage by the manufacturer and which may be used as labour-saving alternatives to less highly processed products. The convenience foods distinguished by the Survey are cooked and canned meats, meat products (other than sausages), cooked and canned fish, fish products, canned vegetables, vegetable products, canned fruit, fruit juices, cakes and pastries, biscuits, breakfast cereals, puddings (including canned milk puddings), cereal products, instant coffee and coffee essences, baby foods, canned soups, dehydrated soups, ice-cream bought to serve with a meal, and all frozen foods which fulfil the requirements of the previous sentence.

Deflated price. See "Real price".

Demand. This term is popularly, and mistakenly, confused with "consumption" or "sales". The economic concept of demand is best visualized as a demand schedule or demand curve which represents the whole series of quantities which would be demanded by consumers at different prices, other things being equal. Thus, a change in demand signifies a shift in the entire demand schedule or curve and is generally associated with such major factors as a change in incomes, tastes or marketing policies.

Elasticity of demand. A measure for evaluating the influence of variations in prices (or in incomes) on purchases. With some approximation it can be said that the elasticity indicates by how much in percentage terms the amount

¹Exceptionally and experimentally, soft drinks bought for the *household supply* were recorded in 1975 and tabulated separately (see Chapter 5, section 4), but they were excluded from the main tabulations of Survey results.

bought (in quantity or value as appropriate) will change if the price (or income) increases by one per cent; a minus sign attached to the elasticity coefficient indicates that purchases will *decrease* if the price (or income) rises. The elasticity of demand for a commodity with respect to changes in its own price is usually called the *price elasticity of demand*, but may be described as the *own-price elasticity* where it is necessary to avoid confusion with *cross elasticities of demand* or *cross-price elasticities* which are the terms used to describe the elasticity of the demand for one commodity with respect to changes in the prices of other commodities. The elasticity of demand for a commodity with respect to changes in real income is called the *income elasticity of demand*; if the change in purchases of the commodity is measured in terms of the percentage change in the physical amount of the commodity, the elasticity may be referred to as an *income elasticity of quantity*, but if the change is measured in terms of the percentage change in expenditure, the elasticity is referred to as an *income elasticity of expenditure*. More formally, if the relationship between the quantity (Q) of a commodity and the level of income (Y), the price of the commodity (P) and the prices of other commodities $P_1, P_2, \dots, P_i, \dots, P_n$ is known, then the own-price elasticity is given by $\frac{P}{Q} \cdot \frac{\delta Q}{\delta P}$, the cross-price elasticities by $\frac{P_i}{Q} \cdot \frac{\delta Q}{\delta P_i}$, and the income elasticity of quantity by $\frac{Y}{Q} \cdot \frac{\delta Q}{\delta Y}$. When determining a set of own-price and cross-price elasticities of demand for a group of commodities, constraints are imposed to ensure that each pair of cross-elasticities complies with the theoretical relationships which should exist between them (eg the elasticity for beef with respect to the price of pork should be in the same ratio to the coefficient for pork with respect to the price of beef as expenditure on pork is to expenditure on beef).

Expenditure index. The average expenditure at one period in time expressed as a percentage of the corresponding average at another period. It is also used to make comparisons at one point of time between different household groups.

*Foods, Survey classification of—*See Appendix A, Table 12, which lists the 154 categories into which the Survey normally classifies food purchases.

Food obtained for consumption. Food purchases from all sources (inclusive of bulk buying) plus garden and allotment produce, etc (q.v.). Neither "consumption" nor "intake" need be identical with ingestion.

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

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

Income group. Households are grouped into eight income groups (A1, A2, B, C, D, E1, E2 and OAP) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of the head is less than the amount defining the upper limit to income group D. All households whose heads are adult male full-time

agricultural workers earning less than the lower limit for income group C are nevertheless placed in that group so as to keep the occupational composition of income groups C and D as closely as possible the same over time.

Index of food purchases. See "Index of real value of food purchased".

Index of real value of food purchased. The expenditure index (q.v.) divided by the food price index (q.v.); it is thus, in effect, an index of the value of food purchases at constant prices. It is identical with an index of quantities derived as the geometric mean of two separate quantity indices formed as weighted averages of quantity relatives, the weights in the one case being equal to expenditure in the base period, and in the other case the weights are equal to the current cost of the base-period quantities.

Larger towns. See "Type of area".

Intake. See "Food obtained for consumption".

Net balance. The net balance of an individual (a member of the household or a visitor) is a measure of the number of meals eaten in the home by that individual during the Survey week, each meal being given a weight in proportion to its importance. The net balance is used when relating nutrient intake to need. (See paragraph 70 of Chapter 4 and paragraph 96 of Chapter 5.)

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

Protein (animal and total), fat (including the component saturated, monounsaturated and polyunsaturated fatty acids), carbohydrate, calcium, iron, vitamin A (retinol, β -carotene, retinol equivalent), thiamin, riboflavin, nicotinic acid (total, tryptophan, nicotinic acid equivalent), vitamins C and D.

Separate figures for animal and total protein are included; as a generalization, foods of animal origin are of greater value than those of vegetable origin, because of a greater content of some B vitamins and trace elements, so that the proportion of animal protein is to some extent an indication of the nutritive value of the diet.

Nutrient conversion factors. Quantities of nutrients available per unit weight of each of the categories into which foods are classified for Survey purposes.

Old age pensioner households (OAP). Households in which at least three-quarters of total income is derived from National Insurance retirement or similar pensions and/or supplementary pensions or allowances paid in supplementation or instead of such pensions. Such households will include at least one person over the national insurance retirement age.

Person. An individual of any age who during the week of the Survey spends at least four nights in the household ("at home"), and has at least one meal a day from the household food supply on at least four days, except that if he/she is the head of the household, or the housewife, he or she is regarded as a person in all cases.

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

Price flexibility. A measure of the extent to which the price of a commodity is affected by a change in the level of supply, other things remaining equal.

In simplified terms and with some degree of approximation, it may be regarded as the percentage change in price associated with a 1 per cent change in the level of supply. If only a single commodity is under consideration, the price flexibility may be regarded as the reciprocal of the price elasticity. (See "Elasticity of demand"). If, however, the relationship between demand and prices of a number of related commodities is being considered, the matrix of price flexibilities and cross-price flexibilities is the inverse of the corresponding matrix of own-price and cross-price elasticities, and in general, the individual flexibilities will *not* be identical with the reciprocals of the corresponding elasticities.

Price index. A price index of Fisher "Ideal" type is used; this index is the geometric mean of two indices with weights appropriate to the earlier and later periods respectively, or in the case of non-temporal comparisons (eg regional, type of area, income group and household composition), with weights appropriate to the group under consideration and the national average respectively.

"Price of energy" indices. These indices show relative differences in the "cost per calorie". They have been obtained by dividing the money value of food obtained for consumption (purchases plus supplies from garden and allotments etc) in each group of households by its energy value and expressing the result as a percentage of the corresponding quotient for all households. These indices take into account variations in consumers' choice of food as well as variations in prices paid.

Provincial conurbation. See "Type of area".

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

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

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

Rural areas. See "Type of area".

Seasonal foods. Those foods which regularly exhibit a marked seasonal variation in price or in consumption; these are (for the purposes of the Survey) eggs, fresh and processed fish, shell fish, potatoes, fresh vegetables and fresh fruit. (See also Table 12 in Appendix A).

Smaller towns. See "Type of area".

Standard errors. Like all estimates based on samples, the results of the Survey are subject to chance variations. The magnitude of the possible inaccuracy from this cause is indicated by the standard error of the estimate, examples of which are given in Appendix A, paragraph 5 and Table 13. Conceptually, the

extent of this inaccuracy (above or below the estimate presented) is expected rarely to exceed twice the standard error. Standard errors of certain derived statistics (for example, some of the demand parameters given in Appendix B) may be interpreted in the same way even though, in this case, the chance variation is not wholly a result of sampling procedure, but is augmented by the attempt to fit smooth demand curves.

Type of area. The following are distinguished:—

Conurbations. As defined by the Registrars-General. These are the largest contiguous urban areas in the country, which are, to a greater or lesser extent, focal points of economic and social activity. The London conurbation is the area administered by the Greater London Council.

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

Larger towns. Other boroughs and urban districts¹ with a population of 100,000 or more, urban areas¹ adjoining such boroughs and urban districts (or a conurbation), and other contiguous urban areas with an aggregate population of 100,000 or more.

Smaller towns. All other urban areas¹.

Rural areas. All rural districts¹.

Value of consumption. Expenditure plus value of garden and allotment produce etc (q.v.).

Value of garden and allotment produce, etc. The value imputed to such supplies received by a group of households is derived from the average prices currently paid by the group for corresponding purchases. This appears to be the only practicable method of valuing these supplies, though if the households concerned had not had access to them, they would probably not have replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. Free school milk and free welfare milk are valued at the average price paid by the group for full price milk. (*See also* "Garden and allotment produce, etc.").

Symbols and conventions used

Symbols. The following are used throughout:—

— = nil

... = less than half the final digit shown

n.a. = not available or not applicable

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

¹As defined prior to April 1974.

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