

HD
9011.1
G7
1973

STACKS



MINISTRY OF
AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1973

Annual Report of the
National Food Survey Committee

UNIVERSITY OF CALIFORNIA
DAVIS
SEP 10 1975
GOVT. DOCS. - LIBRARY

LONDON
HER MAJESTY'S STATIONERY OFFICE

£2.33 net

Digitized by Google

Original from
UNIVERSITY OF CALIFORNIA

Generated on 2016-05-13 16:13 GMT / http://hdl.handle.net/2027/uc1.b3364790
Creative Commons Attribution / http://www.hathitrust.org/access_use#cc-by-4.0

MINISTRY OF AGRICULTURE, FISHERIES AND FOOD

Household Food Consumption and Expenditure: 1973

Annual Report of the
National Food Survey Committee

LONDON
HER MAJESTY'S STATIONERY OFFICE
1975

© *Crown copyright 1975*

ISBN 0 11 241049 9

Digitized by 

Original from
UNIVERSITY OF CALIFORNIA

THE NATIONAL FOOD SURVEY COMMITTEE

L NAPOLITAN, CB, MSc(Econ)
Ministry of Agriculture, Fisheries and Food, *Chairman*

M A ABRAMS, PhD(Econ)
Director, Survey Unit, Social Science Research Council

A W ASHBY, MS
Unilever Ltd

A H J BAINES, MA
Ministry of Agriculture, Fisheries and Food

C J BROWN, MA

PROFESSOR J A C BROWN, MA
University of Oxford

SYLVIA J DARKE, MSc, MB, ChB
Department of Health and Social Security

G A H ELTON, DSc, PhD, FRIC
Ministry of Agriculture, Fisheries and Food

J A HEADY, MA, PhD
Medical Research Council

DOROTHY F HOLLINGSWORTH, OBE, BSc, FRIC, FIBiol, FIFST, SRD
Director-General, The British Nutrition Foundation

PROFESSOR J H KIRK, CBE, MA
Emeritus Professor of Marketing, University of London

PROFESSOR W J THOMAS, MSc, MA(Econ)
Agricultural Economics Department, University of Manchester

ELSPETH M WARWICK, MB, ChB, DPH, MRCP(E), FFCM
Scottish Home and Health Department

Secretaries

D H BUSS, BSc, PhD
Ministry of Agriculture, Fisheries and Food

S CLAYTON
Ministry of Agriculture, Fisheries and Food

Preface

The National Food Survey Committee were disappointed that the Annual Report for 1972 was seriously delayed in printing and regret that the present Report has been held up by difficulties in processing the 1973 results. It nevertheless remains the Committee's aim to publish their findings on each calendar year's results as soon as possible during the immediately following year.

There is little delay in publishing the main Survey results quarter by quarter. These figures are given in the *Monthly Digest of Statistics*, with commentaries in *Trade and Industry*. Special analyses, however, usually involve data for a year or even longer, particularly when the samples concerned are small. This Report contains a section on households in possession of a deep freezer. It also contains the results of a study of the characteristics of the diet of farm households, many of which have a deep freezer. In general the Survey can examine consumption only at the level of the household, not the individual, but the special questions on the apportionment of milk consumption in certain potentially vulnerable household groups have been continued at the request of the Health Departments.

In retrospect, the twenty years which have elapsed since the end of rationing can be seen to have fallen into three contrasting periods. In the later fifties, the diet tended to revert to a traditional pattern, though without the pre-war disparities between income groups. In the sixties, that pattern gradually changed with the steady growth of demand for convenience foods and by the end of that decade a fairly stable pattern of food consumption had emerged. After 1970 the increase in consumers' purchasing power was concentrated in greater degree on durables, on motoring and on alcoholic beverages. However, the energy crisis at the end of 1973 had hardly any effect on the dietary habits of the nation during the year now under review.

The Committee wish to renew their thanks to the housewives who have participated in the Survey and recorded the details of their weekly food budgets; to the staffs of the Office of Population Censuses and Surveys, the British Market Research Bureau Ltd and the Ministry of Agriculture, Fisheries and Food; and particularly to their Secretaries for the manner in which they have implemented the Committee's wishes on the presentation of the results.

LEONARD NAPOLITAN

Chairman, National Food Survey Committee

December 1974

NOTE

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).

Contents

PART I Introduction and summary

PART II Survey results

PART III Main tables

PART IV Appendices

PART I: Introduction and summary

	<i>Paragraphs</i>
Chapter 1 Introduction and summary	
1.1 Introduction: personal income, expenditure and retail prices	1-3
1.2 Summary of survey results: 1973	4-12
Table in PART I	<i>Page</i>
Table 1 Changes in incomes, prices and consumers' expenditure, 1970-1973	4

PART II: Survey results

	<i>Paragraphs</i>
Chapter 2 Household food consumption and expenditure: national averages	
2.1 General levels of food consumption, expenditure and prices	
2.1.1 Introduction	13-14
2.1.2 Main results in 1973	15-18
2.2 Individual foods: consumption, expenditure, prices and demand	19-41
Chapter 3 Household food consumption and expenditure: geographical, income group and family composition differences	
3.1 Introduction	42
3.2 Geographical differences	
3.2.1 Classification used	43-44
3.2.2 Main results in 1973	45-50
3.3 Income group differences	
3.3.1 Classification used	51
3.3.2 Main results in 1973	52-57
3.4 Household composition differences	
3.4.1 Classification used	58
3.4.2 Main results in 1973	59-62
3.4.3 Household composition differences within income groups	63
3.4.4 Single-parent families	64

PART II (Cont'd)

	<i>Paragraphs</i>
Chapter 4 Nutritional value of household food	
4.1 Introduction	65-66
4.2 National averages, 1973	67-69
4.3 Foods not recorded by the Survey	70-76
4.4 Geographical differences, 1973	77-79
4.5 Income group differences, 1973	80-81
4.6 Household composition differences, 1973	82-85
4.7 Cost of nutrients, 1973	86-89
Chapter 5 Special analyses	
5.1 Household food consumption, expenditure and nutrition in households owning a deep-freezer or a refrigerator	90-97
5.2 Household food consumption, expenditure and nutrition in farm households	98-103
5.3 Household food consumption, expenditure and nutrition in pensioner households classified according to age of housewife	104-107
5.4 Consumption of milk by different categories of person	108-112
5.5 Meals eaten outside the home	113-116

	<i>Page</i>
Tables in PART II	
Table 2 Household food expenditure and total value of food obtained for consumption, 1973	10
Table 3 Percentage changes in average expenditure, food prices and real value of food purchased, quarters of 1973 compared with corresponding quarters of 1972	11
Table 4 Indices of expenditure, prices and real value of food purchased for household consumption, 1970-1973	12
Table 5 Average consumption and average prices paid by households for carcass meats, bacon and broiler chicken	14

PART III: Main tables

	<i>Page</i>
<i>Tables of average consumption, expenditure or prices relating to all households in the National Food Survey sample</i>	
Table 6 Indices of expenditure on main food groups, 1970-1973	49
Table 7 Indices of prices for main food groups, 1970-1973	50
Table 8 Indices of real value of purchases of main food groups, 1970-1973	51
Table 9 Household consumption of individual foods: quarterly and annual national averages, 1973	52
Table 10 Household expenditure on individual foods: quarterly and annual national averages, 1973	55
Table 11 Household food prices: quarterly and annual national averages, individual foods, 1973	59
Table 12 Percentages of all households purchasing seasonal types of food during survey week, 1973	62

PART III (Cont'd)

	<i>Page</i>
<i>Tables relating to geographical differences in average consumption, expenditure or prices</i>	
Table 13 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, 1973	65
Table 14 Geographical variations in household consumption of the main food groups, 1973	66
Table 15 Household food consumption according to region and type of area: annual averages for individual foods, 1973	70
 <i>Tables relating to income group differences in average consumption, expenditure or prices</i>	
Table 16 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, 1973	79
Table 17 Household food consumption according to income group: main food groups, annual averages, 1973	80
Table 18 Household food expenditure according to income group: main food groups, annual averages, 1973	83
 <i>Tables relating to household composition differences in average consumption, expenditure or prices</i>	
Table 19 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, 1973	89
Table 20 Household food consumption according to household composition: main food groups, annual averages, 1973	90
Table 21 Household food expenditure according to household composition: main food groups, annual averages, 1973	93
Table 22 Total household food expenditure by certain household composition groups within income groups, 1973	96
Table 23 Household consumption of main foods by certain household composition groups within income groups: annual averages, 1973	97
 <i>Tables of the average nutritional value of household food</i>	
Table 24 Nutritional value of household food: national averages, 1971-1973	103

PART III (Cont'd)

	<i>Page</i>
Table 25 Contributions made by groups of foods to the nutritional value of household food: national averages, 1973	105
Table 26 Geographical variations in nutritional value of household food, 1973	109
Table 27 Nutritional value of household food in different income groups, 1973	111
Table 28 Nutritional value of food in households of different composition, 1973	113
Table 29 Nutritional value of food in households of different composition within income groups, 1973	115
Table 30 Nutrients obtained for one new penny from selected foods, national averages, 1973	123
Table 31 Indices of nutritional value for money of selected foods, national averages, 1973	124

Tables relating to special analyses

Table 32 Summary characteristics of households owning a deep-freezer or a refrigerator, 1972 and 1973	127
Table 33 Food consumption in households owning a deep-freezer compared with consumption in other households: main food groups and selected food items, annual averages, 1972 and 1973	128
Table 34 Food expenditure in households owning a deep-freezer compared with expenditure in other households: main food groups and selected food items, annual averages, 1972 and 1973	132
Table 35 Nutritional value of food in households owning a deep-freezer or a refrigerator, 1972 and 1973	136
Table 36 Summary characteristics of farm and other households, 1972/1973	138
Table 37 Consumption of main foods in farm households, 1972/1973	139
Table 38 Nutritional value of food in farm households, 1972/1973	142
Table 39 Consumption of main foods in pensioner households classified according to age of housewife, 1972/1973	144
Table 40 Nutritional value of food in pensioner households classified according to age of housewife, 1972/1973	147
Table 41 Average quantities of milk consumed per week in the home by different categories of person, 1972 and 1973	149
Table 42 Meals eaten outside the home, 1973	151
Table 43 Average number of mid-day meals per week per child aged 5-14 years, 1973	152

PART IV: Appendices

APPENDIX A		<i>Page</i>
	Methodology of the National Food Survey, and composition of the sample of responding households in 1973	155

TABLES

Table 1	Constituencies surveyed in 1973	163
Table 2	Composition of the sample of responding households, 1973	164
Table 3	Composition of the sample of responding households: analysis by region and type of area, 1973	164
Table 4	Age and sex distributions of persons in the samples of responding households from each region and type of area, 1973	165
Table 5	Income group distributions of urban and rural samples of responding households, 1973	166
Table 6	Age and sex distributions of persons in the samples of responding households in different income groups, 1973	166
Table 7	Composition of the sample of responding households: analysis by income group and household composition, 1973.	167
Table 8	Average number of earners per household: analysis by income group and household composition, 1973	168
Table 9	Ownership of deep-freezers and refrigerators	169
Table 10	Recommended intakes of nutrients	170
Table 11	Survey classification of foods	171
Table 12	Foods included in the main food groups in Tables 6, 7 and 8 of Part III	177
Table 13	Foods included in the main food groups in Table 14 of Part III	180
Table 14	Foods included in the main food groups in Tables 17, 18, 20, 21 and 23 of Part III	182
Table 15	Estimates of the standard errors of the yearly national averages of expenditure, purchases and prices, 1973	185
Table 16	Estimates of the percentage standard errors of average per caput food consumption of households of different composition, 1973	189
Table 17	Estimates of the percentage standard errors of average per caput food expenditure of households of different composition, 1973	191

APPENDIX B		
	Demand analyses and estimates of demand parameters	193

TABLES

Table 1	Estimated income elasticity of household food expenditure, 1973	197
Table 2	Estimates of income elasticities of demand for individual foods, 1973	198
Table 3	Estimates of price elasticities of demand for certain foods, 1968-1973	202
Table 4	Annual indices of average deflated prices, purchases and demand, 1968-1973.	206

PART IV (Cont'd)

	<i>Page</i>
Table 5 Estimates of price and cross-price elasticities of demand for certain foods, 1966-1973	221
Table 6 Annual indices of average deflated prices, purchases and demand taking into account the effect of cross-price elasticities for related commodities, 1966-1973	222
Table 7 Estimates of price and cross-price elasticities of demand for broad food groups, 1966-1973	224
Table 8 Annual indices of average deflated prices, purchases and demand for broad food groups, 1966-1973	225
APPENDIX C	
Estimates of national supplies of food moving into consumption	227
GLOSSARY OF TERMS USED IN THE SURVEY	229
INDEX	235

PART I

Introduction and summary

Chapter 1

INTRODUCTION AND SUMMARY

1.1 Introduction: personal income, expenditure and retail prices

1. The statistical material gathered from the National Food Survey and presented in this Report describes the levels of food consumption, expenditure, prices and nutrition in private households in Great Britain during the first year of membership of the European Economic Community and makes some comparisons with corresponding levels in the previous year. As background to this information, however, it is relevant first of all to consider information from other sources about the broad pattern of changes since 1970 in overall incomes, prices and consumers' expenditure as shown by the indices given in Table 1. Average weekly earnings of manual workers in manufacturing industry rose by a further $15\frac{1}{2}$ per cent in 1973 while total personal disposable income averaged over the whole population rose by $14\frac{1}{2}$ per cent. When, in order to allow for pure inflation effects, the latter increase is deflated by a rise of $8\frac{1}{2}$ per cent in the consumers' expenditure deflator derived from the national accounts, the real increase in personal disposable income per head is seen to have been $5\frac{1}{2}$ per cent compared with 6 per cent in the previous year and 2 per cent in 1971. These increases may be compared with increases in real terms in total consumers' expenditure per head of $4\frac{1}{2}$ per cent in 1973, $5\frac{1}{2}$ per cent in the previous year and $2\frac{1}{2}$ per cent in 1971.

2. Food prices continued to rise much more sharply in 1973 than did prices generally, and this no doubt goes some way towards explaining why consumers' average expenditure on food¹ for the year rose in real terms by only $\frac{1}{2}$ per cent compared with the rise of $4\frac{1}{2}$ per cent in their real expenditure on all goods and services; moreover, the former was 1 per cent lower and the latter 13 per cent higher in 1973 than in 1970. This real growth in consumption of items other than food has been concentrated on alcoholic drink, durable goods (especially cars, with the associated petrol and oil, and colour television and other electrical goods), and women's clothing; it appears to have taken place partly at the expense of consumption of food (or, more hopefully, it might have been helped by less food being wasted at the higher real prices which have recently prevailed).

3. This fall in real expenditure on food has taken place in the household sector; in real terms, expenditure on food (generally at wholesale prices) by catering establishments in the widest sense has been fully maintained over the period 1970–73. This point is not fully brought out in the national accounts, because food expenditure in the non-household sector there includes public authorities' expenditure on welfare milk, welfare foods and school meals, which has been curtailed since 1970; hence the adjustments made and annotated in Table 1.

¹Including items not included in the National Food Survey such as soft drinks, sweets, the ingredient cost of food consumed in catering establishments, and other purchases of food not entering into the household larder.

TABLE I
Changes in incomes, prices and consumers' expenditure, 1970-1973

	1970	1971	1972	1973
Index of personal disposable income per head (a):				
In money terms	100	110·3	125·1	143·3
In real terms (b)	100	102·0	108·3	114·2
Index of average weekly earnings per head (a) (c)	100	111·4	128·6	148·6
General Index of Retail Prices (a):				
All items	100	109·4	117·2	128·0
Food	100	111·1	120·9	139·1
Consumers' expenditure per head (d):				
Household food expenditure (e)				
At current prices	100	109·0	115·8	131·7
At 1970 prices	100	99·6	98·6	99·2
Catering expenditure on food (f)				
At current prices	100	110·2	118·4	137·7
At 1970 prices	100	100·5	99·6	100·4
Total food expenditure (g)				
At current prices	100	108·8	115·6	131·7
At 1970 prices	100	99·4	98·2	98·8
Total consumers' expenditure				
At current prices	100	110·8	124·9	141·6
At 1970 prices	100	102·4	108·2	112·9
Total food expenditure as percentage of total consumers' expenditure on goods and services				
At current prices	23·5	23·1	21·7	21·8
At 1970 prices	23·5	22·8	21·3	20·6

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

(b) 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, 100·8, 106·8, and 112·0 respectively.

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

(d) Derived from data in *National Income and Expenditure 1963-1973*, HMSO, 1974.

(e) 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.

(f) Expenditure on food (generally at wholesale prices) by commercial and non-commercial catering establishments including institutions and public authorities, but excluding expenditure incurred by public authorities in providing welfare and school milk and welfare foods.

(g) Household food expenditure plus total catering expenditure on food, including expenditure incurred by public authorities in providing welfare and school milk and welfare foods.

1.2 Summary of Survey results: 1973

4. General situation. Average expenditure on food for consumption in the home by private households in Great Britain was £2·74 per person per week in 1973, 33p (13·8 per cent) more than in 1972. About half of this increase was in expenditure on meat, meat products and poultry. The general level of food prices actually paid by housewives, however, rose by 14·3 per cent, implying a fall of $\frac{1}{2}$ per cent in the real value of food purchased per head despite an increase of $5\frac{1}{2}$ per cent in real personal disposable incomes. The fall in real value was rather less than that in each of the two previous years, but would have been greater had it not been for an increase in consumption of convenience foods, especially canned foods and frozen foods (Chapter 2).

5. Geographical differences. The principal cause of geographical variation in average expenditure on food still appears to be variation in dietary patterns

and traditions, although these differences in expenditure are also partly due to geographical variations in food prices and to variation in amounts of food grown in the household's own garden, allotment or farm (Chapter 3, section 2).

6. Income group and household composition differences. Inequalities between income groups in their average expenditure on food, and in particular, inequalities in their average consumption of beef, poultry, cheese, eggs, processed fish, butter, other fats and bread, all increased in 1973. There appears to have been no similar increase, however, in inequalities in expenditure between families of different size and composition (Chapter 3, sections 3 and 4).

7. Nutrition. Decreases in protein, fat and carbohydrate resulted in a slight decline in the energy value of the average household diet, to 2,400 kcal per person per day – a value still 4 per cent in excess of physiological requirements, after the conventional deduction of 10 per cent of the edible food as an allowance for wastage in the home. This, together with foods not included in the Survey (which are considered in some detail), implies that on average food consumption is excessive, or wastage of edible food is greater than expected, or both. Intakes of all nutrients except vitamin D¹ continued well in excess of the recommended intakes, which themselves contain a generous safety margin, in almost every type of household. The cost of individual nutrients from a variety of staple foods was evaluated; the relative values were remarkably similar to those found in 1959 and in 1967, with milk, cheese, liver, potatoes, peas and beans, bread and fortified breakfast cereals being relatively cheap sources of the majority of nutrients, while meats, white fish and fruit remained relatively expensive sources (Chapter 4).

8. Food consumption in households owning a deep-freezer. The proportion of households possessing a deep-freezer increased from 7 per cent at the end of 1971 to 14 per cent at the end of 1973. The incidence of ownership varies widely between different social groups, being greatest in the highest income groups, large families and rural households. In households owning a freezer the average value of food obtained for consumption in the home was £2·81 in 1973, the same as in households owning only a refrigerator; this compares with £2·62 in all other households. Within this total, freezer-owning households obtained 16p worth of food per head per week from their own gardens, allotments, farms and other declared sources of self-supply compared with 5p worth in other households. Freezer-owning households appear to have achieved some small economies through buying in bulk, but in some instances this also entailed buying articles of different type and quality. In general, their diets were of a higher nutritional quality than the average in households not owning a freezer, but this can be partly explained by differences in income and family composition (Chapter 5, section 1).

9. Food consumption in farmers' and farm-workers' households. Averaged over the two years 1972 and 1973, farmers' households obtained self-supplied foods (mainly dairy products, meat, bacon, poultry and eggs) worth 59p per person per week (£2·19 per household) at retail prices compared with 22p worth per head (80p per household) in farm-workers' households; in all other households,

¹A dietary source of vitamin D is not necessary for most adults because they obtain all they need from the action of sunlight on the skin; furthermore the Survey does not record pharmaceutical sources of this or any other vitamin.

self-supplied food (mainly fruit and vegetables) averaged only 5p worth per person (15p per household) per week. More than half of the farmers in the sample owned a deep-freezer, compared with 15 per cent of the farm-workers' households and 9 per cent of other households. The energy value of the average diet in farmers' and farm-workers' households was greater than that in other households, partly because of their greater occupational activity, and a greater proportion of their energy was obtained from carbohydrate and smaller proportions from fat and from protein, especially animal protein (Chapter 5, section 2).

10. Food consumption in pensioner households. Although the diet was in general adequately nutritious for each group of pensioners evaluated, intake in relation to need was substantially greater for women pensioners living alone than for men in the same circumstances, and greater for both sexes up to the age of 75 than over that age (Chapter 5, section 3).

11. Special analyses of milk consumption by individual categories of person. Following the changes made in 1971 in the entitlement to welfare milk and free school milk, it had been found in 1972 that in the affected households the milk consumption by the children had been largely maintained (except in households affected by *both* changes), though that of the adult females had decreased. In 1973, generally speaking, the categories affected drank at least as much milk as in 1972 (Chapter 5, section 4).

12. Meals eaten outside the home. Averaged over all persons in the sample, some 2.69 meals (of which 1.66 were mid-day meals) per person per week were eaten away from home and not provided from the household food supply. Eating out was more prevalent in London than elsewhere, and was most frequent among younger childless couples and in the higher income groups; the two latter categories of household also did more entertaining of visitors to the home. There was no indication of any significant replacement of school dinners by packed lunches or vice versa in 1973 (Chapter 5, section 5).

PART II
Survey results

Chapter 2

HOUSEHOLD FOOD CONSUMPTION AND EXPENDITURE: NATIONAL AVERAGES

2.1 General levels of food consumption, expenditure and prices

2.1.1. INTRODUCTION

13. The estimates of food expenditure and consumption from the National Food Survey relate to food obtained for consumption in the home in *Great Britain*; they exclude meals and other food eaten outside the home, food obtained specifically for consumption by domestic animals, and such items as soft drinks, alcoholic drinks, and chocolate and sugar confectionery which are often purchased by members of the family without coming under the housewife's purview.¹ The fieldwork of the Survey does not extend over Christmas, and in 1973 records were obtained over the period from Monday 1st January to Friday 21st December. In order to correct for some over-representation of wholly rural districts and smaller provincial towns at the expense of semi-rural areas, London, and the provincial conurbations, the national averages have, as usual, been calculated as weighted averages of the results for each of the six main types of area,² the weights being proportionate to the respective populations. Further details of the methodology of the National Food Survey and of the composition of the sample in 1973 are given in Appendix A.

14. The changes in food expenditure, prices and consumption discussed in the following sections of the Report, took place during the first year of Britain's membership of the European Economic Community. These changes were however considerably affected by factors other than Community membership, particularly the sharp rise in world cereal prices. Indeed, it had been pointed out in the White Paper³ on the entry of the United Kingdom into the EEC: "There is, of course, no harmonisation of retail prices in the Community. The effect of entry on the retail prices of foodstuffs here will therefore depend on many factors, including the efficiency of our own system of processing and distribution. It will vary from commodity to commodity". The White Paper also drew attention to the fact that in the year and a half prior to its publication the gap between United Kingdom and Community food prices had narrowed considerably, partly because world prices had been rising faster than Community prices. This trend continued during the period under review.

2.1.2 MAIN RESULTS IN 1973

15. Average food expenditure in private households in Great Britain was estimated to be £2.74 per person per week in 1973 compared with £2.41 in 1972. The increase of 33p (13.8 per cent) was the largest annual increase ever recorded by the Survey, and almost half of it (16p) was due to increased expenditure on meat, meat products and poultry. Other changes were increases in expenditure

¹For further details see "General note" in the Glossary and paragraph 2 of Appendix A. Broad estimates of overall food supplies moving into consumption in the *United Kingdom*, as measured at a primary stage of distribution, are reproduced in Appendix C.

²See "Type of area" in the Glossary.

³*The United Kingdom and the European Communities*, Cmnd. 4715, HMSO, 1971.

on vegetables (4p), eggs (3p), fruit (3p), cereals (3p), milk and cream (2p), fish (1p) and cheese (1p), with a decrease of 1p in expenditure on butter. The value attributed to garden and allotment produce and other supplies obtained without specific payment averaged 6p as in the previous year. When this value is added to the amount spent on food, the total value of food obtained for consumption in the home averaged £2·80 per person per week, 13·6 per cent more than in 1972. The separate quarterly averages which are given in Table 2 suggest that there was some slowing down of the rate of increase in expenditure and value of consumption in the fourth quarter of 1973.

16. The changes in food expenditure shown in Table 2 can be explained partly by changes in food prices and partly by changes in the "quantity" (value at constant prices, not necessarily physical quantity) of food purchases. In Table 3, an attempt has been made to apportion the change in expenditure between these two factors; for this purpose an index of food prices paid by housewives has been compiled from the Survey data, and this index has been used to deflate the index of expenditure and thereby obtain a measure of the relative change in the overall quantity of food purchases.¹ In these comparisons it is necessary to exclude welfare and school milk and a few food items for which the expenditure but not the quantity and price is recorded in the Survey. Excluding these items, which together accounted for an expenditure of 1½p per person per week in 1973, average food expenditure was 13·7 per cent greater than in 1972 while the index of food prices paid by housewives rose by 14·3 per cent, implying a fall of

TABLE 2
Household food expenditure and total value of food obtained for consumption, 1973
(per person per week)

	Expenditure on food			Value of garden and allotment produce, etc(a)		Value of consumption (b)		
	1972	1973	Per-centage change	1972	1973	1972	1973	Per-centage change
	£	£		£	£	£	£	
1st quarter . . .	2·33	2·59	+10·9	·04	·04	2·38	2·63	+10·5
2nd quarter . . .	2·38	2·71	+13·9	·04	·04	2·42	2·75	+13·6
3rd quarter . . .	2·42	2·81	+16·3	·09	·09	2·50	2·90	+16·1
4th quarter . . .	2·50	2·85	+14·2	·06	·06	2·56	2·92	+14·1
Yearly average . .	2·41	2·74	+13·8	·06	·06	2·47	2·80	+13·6

(a) For definition, see Glossary.

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

¹Such an apportionment cannot, however, be precise owing to limitations in the price index which arise because the classification of food items in the Survey cannot be sufficiently detailed. The average price paid for each item is obtained by dividing the total expenditure on that item by the total quantity purchased; hence a shift in purchases from a cheaper to a dearer variety within the same food item (for example, from a lower to a higher grade of liquid milk, or from small to large eggs) is represented as an increase in the average price paid for that item and not as a rise in the real value of purchases. This type of limitation does not arise when there is a shift in purchases from one item in the classification to another.

0.5 per cent in the real value of food purchased. The change in real value was not uniform throughout the year, and compared with the corresponding quarters of the previous year there were increases of 0.2 per cent and 1.6 per cent in the first and third quarters respectively, which were more than offset by decreases of 1.3 per cent in the second quarter and of 3.4 per cent in the fourth. Taking the year as a whole, the fall in real value would have been about 1½ per cent had it not been for an increase in the real value of purchases of convenience foods, especially canned foods and frozen foods. Full details of average consumption, expenditure and prices paid for each item in the Survey classification of foods in each quarter of 1973, together with the annual averages, are given in Tables 9–11.

TABLE 3

Percentage changes in average expenditure, food prices and real value of food purchased: quarters of 1973 compared with corresponding quarters of 1972

	Quarter				1973 on 1972
	1	2	3	4	
<i>Expenditure</i>					
Seasonal foods (a)	+18.9	+25.3	+20.1	+25.4	+22.0
Convenience foods (a)	+13.0	+11.8	+19.8	+12.6	+14.0
All other foods (b)	+7.9	+11.6	+13.6	+12.2	+11.3
All foods (b)	+10.8	+14.0	+16.3	+14.2	+13.7
<i>Food prices</i>					
Seasonal foods (a)	+17.6	+28.7	+18.0	+31.1	+23.1
Convenience foods (a)	+6.4	+10.1	+11.9	+15.7	+10.5
All other foods (b)	+10.3	+13.9	+14.5	+16.1	+13.5
All foods (b)	+10.5	+15.5	+14.4	+18.2	+14.3
<i>Real value of food purchased</i>					
Seasonal foods (a)	+1.1	-2.6	+1.8	-4.3	-0.9
Convenience foods (a)	+6.2	+1.6	+7.1	-2.7	+3.1
All other foods (b)	-2.2	-2.1	-0.8	-3.4	-1.9
All foods (b)	+0.2	-1.3	+1.6	-3.4	-0.5

(a) For definition, see Glossary.

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

17. Changes in average expenditure, prices and real value of food purchased since 1970 are illustrated in Table 4 by annual index numbers. These indices show that the annual percentage increases in average food expenditure after 1970 were less than those in food prices, but that the implied fall in the real value of purchases in 1973 was rather less than that in each of the two previous years. Prior to 1971, the real value of food purchases per head had been rising at an average rate of about ½ per cent each year, mainly as a result of the growth in demand for convenience foods. The growth in average purchases of convenience foods had been temporarily reversed (except for frozen foods) in 1971 but by 1973 the upward trend had re-emerged, and contrasted with apparent downward trends in the real value of purchases of seasonal foods and of all other foods. The upward trend in purchases of frozen foods continued in 1973

at almost the same high rate as was recorded in 1972, while the price index for these foods again exhibited a smaller rise than that for any of the other broad categories of foods shown in Table 4.

TABLE 4

Indices of expenditure, prices and real value of food purchased for household consumption, 1970-1973

(1970 (a) = 100)

	1971 (a)	1972	1973
<i>Expenditure indices</i>			
Seasonal foods (b)	107·7	107·3	131·0
Convenience foods (b)			
Canned	98·8	110·9	128·8
Frozen	109·7	131·1	164·1
Other convenience foods	107·2	117·0	130·3
Total convenience foods	104·9	116·2	132·5
All other foods (c)	112·1	118·5	132·0
All foods (c)	109·6	116·0	131·9
<i>Indices of average prices</i>			
Seasonal foods (b)	106·3	112·7	138·8
Convenience foods (b)			
Canned	108·6	115·9	127·4
Frozen	107·0	109·2	120·0
Other convenience foods	110·7	118·1	131·7
Total convenience foods	109·8	116·7	129·3
All other foods (c)	112·4	122·3	139·4
All foods (c)	110·7	119·3	136·7
<i>Indices of real value of food purchased</i>			
Seasonal foods (b)	101·3	95·2	94·4
Convenience foods (b)			
Canned	91·0	95·7	101·1
Frozen	102·5	120·0	136·8
Other convenience foods	96·9	99·0	98·9
Total convenience foods	95·5	99·6	102·4
All other foods (c)	99·7	96·9	94·7
All foods (c)	99·0	97·3	96·5

(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 novel protein foods and a few miscellaneous items for which the expenditure but not the quantity was recorded.

18. Similar indices to those shown in Table 4, but giving details for each of the main food groups, are shown in Tables 6, 7 and 8. The price indices in Table 7 show that the greatest increases between 1970 and 1973 in the prices actually paid by housewives for food were mainly those for the principal animal protein foods other than liquid milk (ie those for meat, fish, cheese and eggs), while the smallest price increases tended to be those for starchy foods (potatoes, sugar and cereals), visible fats, liquid milk, green vegetables and various processed foods. The indices of the real value of food purchases per head which are given in Table 8 show substantial increases in 1973 compared with 1970 for liquid milk, cheese, pork, poultry, margarine, processed fruit and vegetables

and some miscellaneous processed foods, but decreases for nearly all other groups of foods.

2.2 Individual foods: consumption, expenditure, prices and demand

19. Changes in average household consumption of individual foods are summarized in paragraphs 20 to 41 below. Full details of average consumption and expenditure for each of the foods in the Survey classification in 1973 are given in Tables 9 and 10 respectively, and corresponding estimates of the average prices paid by housewives are given in Table 11. Results of various demand analyses which have been carried out on the Survey data for 1973 or on those for periods up to the end of 1973 are tabulated in Appendix B. These results include estimates of elasticities of demand and of changes in consumer demand which have not been attributed to changes in income or food prices. A new feature of these demand analyses is their extension to simultaneous treatment of the 15 major food groups of the Survey classification. The main value of the results lies in their demonstration of the lack of any significant price-substitution elasticities between major food groups.

Milk and cream

20. Expenditure on milk and cream continued to account for about 11 per cent of the household food budget in 1973, and the price of standard grade milk was held steady at 5½p per pint throughout the year. Consumption of liquid milk (including welfare and school milk) showed a small but statistically significant increase to 4·75 pints per person per week because of increased purchases, and thus more than made good the slight decrease which had taken place after the curtailment of the welfare and school milk schemes in April and September 1971. Estimates of consumption of milk by individual members of the household are given in Chapter 5, section 4.

Cheese

21. Household consumption of natural cheese resumed its upward trend, reaching an average of 3·41 oz per person per week, with Cheddar-type cheeses gaining some ground compared with other British varieties; there were also modest increases in consumption of soft cheeses and processed cheeses. Price increases were less than in the previous year, and averaged about 4 per cent compared with a rise of 9 per cent in the General Index of Retail Prices. The results of the demand analyses which are included in Appendix B suggest that about half of the increase in household purchases of cheese in 1973 can be attributed to increased demand arising from the rise in real incomes, and that very little of the remainder can be attributed to the change in the real price.

Meat and poultry

22. Average expenditure on meat of all kinds rose to 90p per person per week and accounted for almost a third of the household food budget. The expenditure of 90p was apportioned between red carcase meat and offal (44p), bacon and ham (16p), poultry (9½p) and meat products (20½p).

23. In view of the importance of meat in the household food budget and the size of its contribution to the nutritional value of the diet, the changes in average consumption and in the average prices paid by housewives for beef, lamb, pork, bacon and broiler chicken during the first year of Britain's membership of the

European Economic Community are compared in Table 5 with corresponding estimates for the period from October–December 1971 to October–December 1972. To facilitate comparisons between these series, they are also shown in index form (with October–December 1972 as the base period), the series for prices having first been deflated by the General Index of Retail Prices.

24. It had been expected¹ that beef prices were “likely to rise by significantly more than the average”, while imports of lamb would not be subjected to the first stage of the common external tariff until 1st January 1974. Indeed, the series for *beef* show that *in real terms* the average price was 17 per cent higher in the first three months of 1973 than in the last three months of 1972 and that consumption was 13 per cent lower. This compares with an increase of 7 per cent in the real price over the preceding twelve months and a decrease of 12 per cent in household purchases. Consumption fell seasonally in the spring and summer of 1973, but there was very little further change in the real price until the fourth quarter of the year when increased supplies caused it to fall by nearly 5 per cent and consumption to rise to a level about 2 per cent above that in the fourth quarter of 1972. Averaged over the whole of 1973, consumption was 6·31 oz per person per week compared with 6·90 oz in 1972.

TABLE 5

Average consumption and average prices paid by households for carcase meats, bacon and broiler chicken

	Beef	Lamb	Pork	Bacon	Broiler chicken
	oz	oz	oz	oz	oz
<i>Average consumption per head per week</i>					
Oct–Dec 1971	8·05	5·22	3·09	5·03	3·16
Jan–Mar 1972	7·59	4·87	3·21	4·96	3·64
Apr–June 1972	6·51	5·11	3·20	4·62	3·47
July–Sep 1972	6·31	4·67	2·83	4·54	3·96
Oct–Dec 1972	7·18	5·21	3·16	4·58	3·56
Jan–Mar 1973	6·26	4·98	3·29	4·66	4·42
Apr–June 1973	5·71	4·36	2·90	4·59	3·97
July–Sep 1973	5·92	4·41	2·96	4·30	3·72
Oct–Dec 1973	7·34	4·02	2·85	4·09	3·64
	pence	pence	pence	pence	pence
<i>Average prices paid (per lb)</i>					
Oct–Dec 1971	39·43	27·84	31·93	31·08	19·06
Jan–Mar 1972	39·91	28·19	32·38	30·79	18·07
Apr–June 1972	42·48	29·85	33·07	31·39	18·38
July–Sep 1972	44·42	33·48	33·88	34·06	19·44
Oct–Dec 1972	45·53	33·54	36·70	36·99	19·76
Jan–Mar 1973	54·18	36·14	41·28	39·73	21·62
Apr–June 1973	55·32	38·43	41·45	43·58	23·62
July–Sep 1973	57·28	42·73	43·21	47·64	25·51
Oct–Dec 1973	56·57	45·57	46·99	49·64	27·83

¹The United Kingdom and the European Communities, Cmnd. 4715, HMSO, 1971.

TABLE 5—continued

	Beef	Lamb	Pork	Bacon	Broiler chicken
<i>Indices of average consumption</i> (Oct-Dec 1972=100)					
Oct-Dec 1971	112	100	98	110	89
Jan-Mar 1972	106	93	102	108	102
Apr-June 1972	91	98	101	101	97
July-Sep 1972	88	90	90	99	111
Oct-Dec 1972	100	100	100	100	100
Jan-Mar 1973	87	96	104	102	124
Apr-June 1973	80	84	92	100	112
July-Sep 1973	82	85	94	94	104
Oct-Dec 1973	102	77	90	89	102
<i>Indices of deflated average prices (a)</i> (Oct-Dec 1972=100)					
Oct-Dec 1971	93	89	94	90	104
Jan-Mar 1972	93	89	94	88	97
Apr-June 1972	97	93	94	88	97
July-Sep 1972	100	102	95	94	101
Oct-Dec 1972	100	100	100	100	100
Jan-Mar 1973	117	106	111	106	108
Apr-June 1973	116	109	108	112	114
July-Sep 1973	118	119	110	121	121
Oct-Dec 1973	113	123	116	122	128

(a) Average prices paid deflated by the General Index of Retail Prices to show changes in real terms.

25. The average price paid by housewives for *lamb*¹ was 6 per cent greater in real terms in the first quarter of 1973 than in the previous quarter; after the middle of the year it rose more rapidly, and in the fourth quarter it was 23 per cent higher than in the corresponding period of 1972. Consumption continued to follow a downward trend, averaging 4.44 oz per person per week in 1973 compared with 4.96 oz in 1972. Very little of this downward trend can be explained by changes either in the price of lamb or in the prices of other meats.

26. Household consumption of *pork* had exhibited a rising trend between 1967 and 1972 while the average price (in real terms) had followed a generally downward trend during that period. The trends, however, were moving in the reverse direction in 1973. The real price, which had risen by 5 per cent in the fourth quarter of 1972, rose by 11 per cent in the first quarter of 1973 and by a further 5 per cent in the final quarter of the year when average consumption was 10 per cent lower than in the corresponding period of 1972. Averaged over the year as a whole, however, consumption was only 3 per cent lower than in 1972 at 3.00 oz per person per week.

27. The average real price paid for *bacon* began to move upwards around the

¹Only about 3 per cent of the sheepmeat purchased by housewives is described as mutton.

middle of 1972, rising by about 6 per cent each quarter until it steadied in the second half of 1973 at a level approximately 22 per cent higher than in the first quarter of 1972. Average consumption, which had been declining since 1970, was 4.41 oz per person per week in 1973, 6 per cent lower than in 1972.

28. The long-established downward trend in the real price of *broiler chicken* was reversed in the second half of 1972 and by the fourth quarter of 1973 the average was 28 per cent higher than it had been in the corresponding months of 1972. Consumption reached a record high level (4.42 oz per person per week) in the first quarter of 1973 but subsequently fell back and was only 3.64 oz in the final quarter of the year when, however, it was 2 per cent greater than in the corresponding period of 1972. Taking the year as a whole, consumption averaged 3.94 oz per person per week compared with 3.66 oz in 1972, while consumption of poultry of all kinds averaged 6.09 oz compared with 5.69 oz.

29. Apart from poultry meat, the only other increases in consumption within the meat group in 1973 were those for corned meat, frozen convenience meats, meat pies, and rabbit, which amounted in total to an increase of only $\frac{1}{4}$ oz per head per week; this was fully offset by decreases in purchases of cooked meats, canned meats and pork sausages.

Fish

30. Household consumption of fish continued its downward trend averaging 4.71 oz per person per week compared with 5.05 oz in the previous year and accounting for only 4.3 per cent of the household food budget. The decline in 1973 was due to decreased landings of white fish and appears to have affected household purchases of fried fish more than those of wet fish.

Eggs

31. Sharply increasing costs of poultry feeding stuffs throughout 1973 contributed to a decrease in egg production and a progressive rise in average prices paid by housewives for eggs from 22p per dozen in the fourth quarter of 1972 to 42p in the fourth quarter of 1973. Over the same period average consumption fell by only 6 per cent to 4.05 eggs per person per week but housewives' expenditure on eggs rose by 78 per cent in money terms (62 per cent in real terms), the price-elasticity of demand continuing to be very small and the price-flexibility very great.

Fats

32. Throughout 1973 the average price of butter continued to fall away from the exceptionally high level it had reached in the first quarter of 1972 when supplies had been at their lowest level for several years. Averaged over the whole of 1973 the price paid by housewives fell to 21.2p per lb, which, in real terms, was the lowest annual average price recorded since 1949. Although consumption increased to an average of 5.24 oz per person per week compared with 4.79 oz in the previous year, it remained below the levels recorded at higher real prices between 1957 and 1971. The results of the demand analyses which are tabulated in Appendix B suggest that the long-term decline in consumer demand for butter was given added momentum by the supply shortages and price increases which occurred in 1971 and early in 1972, and that the weakening continued even at the lower price levels recorded in 1973. This weakening in demand for butter was mirrored in a strengthening of potential demand (at constant prices and unchanged real income) for margarine, because

although consumption of margarine fell from 3.52 oz per person per week in 1972 to 3.03 oz in 1973, the shift in purchases from margarine to butter in 1973 was less than might have been expected from past experience to result from the changes in their relative prices and the growth in real incomes. The more detailed classification of fats which was attempted by the Survey in 1972 was again used in 1973, and showed that the increase in butter purchases was experienced by New Zealand butter and all other butters (including blended) except Danish and UK butters, while the decrease in margarine purchases was less for soft margarine than for other margarine. The only other significant changes in the visible fats group were an increase in purchases of vegetable cooking oils and a decrease in consumption of suet.

Sugar and preserves

33. Consumption of sugar continued its downward trend averaging 13.7 oz per person per week compared with 15.0 oz in 1972. There was also a significant decrease in household purchases of syrup and treacle but little or no further change in purchases of preserves and honey.

Vegetables

34. Expenditure on fresh vegetables averaged 20p per person per week in 1973 and that on processed vegetables 11p, together accounting for over 11 per cent of the household food budget.

35. Throughout the first nine months of the year average consumption of potatoes was at a rather lower level than in the corresponding period of the previous year, but this situation was reversed with the marketing of the new season's main crop at an average price which was little higher (and in real terms 4 per cent lower) than that in the fourth quarter of 1972.

36. Average consumption of fresh green vegetables fell from 13.3 oz per person per week in 1972 to 12.5 oz in 1973, but the decrease was offset by increases from 13.5 oz to 13.9 oz in consumption of other fresh vegetables and from 2.2 oz to 2.8 oz in purchases of frozen vegetables. Within the processed vegetable sector, purchases of cooked chips declined rather less than commensurately with the decline in purchases of fried fish, and the decline was offset by increased purchases of frozen chips, canned potato, instant potato, crisps and other potato products.

Fruit

37. Expenditure on fruit and fruit products continued to account for 6 per cent of household food expenditure in 1973, averaging 17p per person per week of which 11p was expenditure on fresh fruit. Consumption of fresh fruit increased from 17.5 oz per person per week in 1972 to 17.9 oz, principally because of increased imports of oranges and other fresh citrus fruits, while consumption of processed fruit and fruit products increased from 6.6 oz to 7.1 oz because of increased imports of canned fruit and fruit juices. Imports of dried fruit, however, were rather less than in the previous year and average consumption fell from 0.99 oz to 0.90 oz; the average price paid by housewives for dried fruit rose from 16p per lb in the first quarter of the year to 24p per lb in the fourth quarter.

Bread, flour confectionery and other cereal foods

38. Average expenditure on bread was 15½p per person per week in 1973 and accounted for nearly six per cent of the household food budget. A further 15½p was spent on flour and flour confectionery and 7½p on other cereal foods (mainly convenience foods).

39. The long-term downward trend in household consumption of bread continued with purchases averaging 33·4 oz per person per week compared with 34·4 oz in the previous year. The decrease was common to all kinds of large and small loaves but not to other bread. The removal of purchase tax from chocolate biscuits at the end of March 1973 stimulated a sharp increase in consumption from 1·03 oz per person per week in 1972 to 1·25 oz in 1973, while consumption of crispbread and other biscuits was almost unchanged. Purchases of flour, cakes and other flour confectionery continued their downward trends. There was some further transference of demand from oatmeal and oat products to "instant" and other ready-to-eat breakfast cereals, while purchases of puddings (especially milk puddings) and other convenience cereal foods also showed significant increases.

Beverages

40. Expenditure on beverages (excluding alcoholic and soft drinks) was almost unchanged at 9p per person per week, accounting for one-thirtieth of the household food budget. Consumption of tea continued its downward trend and so did its average price when expressed in real terms. In contrast, the price of coffee slightly increased in real terms, and although consumption of bean and ground coffee fell significantly, that of instant coffee was fully maintained.

Miscellaneous foods

41. Within this sector there were significant increases in consumption of canned soups, spreads and dressings, and jellies, together with a particularly marked increase in purchases of ice-cream to serve with a meal, following the removal of purchase tax on ice-cream at the end of March.

Chapter 3

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

3.1 Introduction

42. The National Food Survey provides estimates of *average* food consumption and expenditure for different household groups in addition to those for Great Britain as a whole. The estimates for the former are not in general as accurate as those for the whole community because they are each based on fewer household records, while the variation between households within each group is often quite large. Nevertheless, the pattern of differences between the various groups within a particular classification shows a broad consistency from year to year.

3.2 Geographical differences

3.2.1. CLASSIFICATION USED

43. 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, the second classifies them according to the degree of urbanization of the polling districts in which they are located.¹ The two classifications are made independently of each other and no cross-classification according to degree of urbanization within each region has been attempted.

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

3.2.2. MAIN RESULTS IN 1973

45. Table 13 gives estimates of average food expenditure per person per week in each region and type of area in 1973 and the value of food obtained for consumption in the home inclusive of the value of garden and allotment produce and other food obtained without direct payment. Because of the limitations of the data mentioned in paragraph 44 the regional averages are not discussed in the present Report. It is proposed to consider regional differences based on

¹Nine regions are distinguished, separate results being given for Wales, for Scotland and for each of the standard regions of England except that East Anglia is combined with the South East Region. Further details are given in Appendix A, Table I. The analysis according to degree of urbanization distinguishes six types of area which are defined under "Type of area" in the Glossary.

5-yearly averages in the Report for 1975. A review of the 5-year period from 1966 to 1970 was included in the Report for 1970 and 1971.¹

46. Differences in average expenditure between the types of area continued to be more pronounced than those between regions, the range being from £2.54 per person per week in rural areas (20p below the average for Great Britain) to £2.96 in Greater London (22p above the national average). The higher average for London occurred despite a lower than average level of spending on convenience foods (other than frozen convenience foods), while the lower average for rural areas is associated with relatively low spending on convenience foods and on seasonal foods. However, when the value of garden and allotment produce is taken into account the disparity between London and rural areas is nearly halved.

47. Indices which compare the levels of food prices paid by housewives in each region and type of area in 1973 with the national level are also given in Table 13. These indices have been constructed in a manner analogous to that used for the price indices in Tables 3 and 4 and are in fact each the geometric mean of two indices which respectively have weights appropriate to the region or type of area under consideration and to the whole of Great Britain. The indices of food prices showed much less variation between types of area in 1973 than did the corresponding indices of food expenditure, covering a range from 98.5 to 102.6 per cent of the national average compared with 92.6 to 108.0 per cent. However, the two indices are positively correlated, and other things remaining equal, the variation in food prices between types of area is a contributory factor to the variation in expenditure. A similar conclusion may be drawn regarding the variation in prices and in expenditure between regions.

48. Table 13 also gives indices of the "real" value of average purchases in each region and type of area. These indices were derived in a manner analogous to that described in paragraph 16 above by dividing the expenditure indices (shorn of the component due to the few items for which the expenditure but not the quantity and price was recorded in the Survey) by the corresponding price indices. The resulting indices represent the geographical differences in food expenditure adjusted to a common level of food prices, and thus reflect differences in the quantity and pattern of food *purchased*. The indices show a narrower range than those for expenditure, and support the conclusion in the previous paragraph that geographical variation in food prices is a contributory factor to variation in levels of food expenditure. The combined effect which geographical variation in food prices and in access to garden and allotment produce and other "free" food has on expenditure can be assessed by deflating the indices of value of consumption by the corresponding indices of food prices. The resulting series of indices for types of area are all within one per cent of the national average except those for London and the smaller towns (respectively 4½ per cent above and 3½ per cent below the national average).

49. Variation in dietary pattern, of course, remains an important – and in some areas possibly the most important – cause of geographical variation in food expenditure. Some indication of the importance of this factor is given by the

¹*Household Food Consumption and Expenditure: 1970 and 1971*, HMSO, 1973.

“price of energy” indices¹ in Table 13. These indices show that the average cost per calorie of the diet in Greater London was 12½ per cent above the average for Great Britain although food prices paid by housewives there were no more than 2½ per cent higher than the average for Great Britain. This relatively high expenditure per calorie was due to the pattern of the London diet, which included above-average amounts of carcass meat, poultry, fruit and green vegetables but relatively small amounts of bread, margarine, sugar and potatoes. In contrast, the average cost per calorie in rural areas was 8 per cent below the average for Great Britain owing to above-average consumption of some of the cheaper sources of energy such as flour, potatoes, margarine, cooking fat and sugar and relatively low consumption of fruit.

50. The main characteristics of the diet recorded in each region and type of area in 1973 are summarized in Table 14. In some instances these may not be typical of the whole region or type of area for the reasons given in paragraph 44. The broad characteristics are very similar to those found over the five-year period from 1966 to 1970, details of which were given in the Report for 1970 and 1971². Estimates of average consumption in 1973 of each of the items in the main Survey classification of foods are given for each region and type of area in Table 15.

3.3 Income group differences

3.3.1. CLASSIFICATION USED

51. Households participating in the National Food Survey are classified into income groups which are defined in terms of the gross weekly income (i.e. before deduction of direct taxes and analogous payments) of the head of the household, as stated by the housewife, or, if necessary, imputed from occupation or other information. In defining these groups, the aim is to maintain as far as possible a constant proportion of households in each group from year to year, and therefore, because of the continuing rise in money incomes, the income ranges for each group must be reviewed 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 the specified income ranges it falls, and such information is better for purposes of classification than estimates imputed from occupation or other factors. In descending order of income the groups are designated A1, A2, B, C and D, the latter group being sub-divided into three categories, namely: households containing at least one earner (group D1), those containing no earner (group D2), and pensioner households (abbreviated as OAP). In 1972 and 1973 the income ranges defining groups A1 to D1 were determined in such a way that the expected distribution of households within that cohort would be group A1 3 per cent, group A2 7 per cent, group B 40 per cent, group C 40 per cent and group D1 10 per cent. Once these ranges were determined, the same range was adopted for group D2 as had been determined

¹These “price of energy” indices showing relative differences in “cost per calorie” have been obtained by dividing the money value of food obtained for consumption (purchases plus supplies from gardens, 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.

²*Household Food Consumption and Expenditure: 1970 and 1971*, paragraphs 66 and 67 and Table 23, HMSO, 1973.

for group D1. Households were classified as pensioner households only if they contained one or more persons over the national insurance retirement age *and* if at least three-quarters of the total income of the household was derived from national insurance retirement or similar pensions and/or supplementary pensions or allowances paid in supplementation or instead of such pensions. The income ranges used in 1973 and the distribution of the households in the sample are as follows:

Income group	Gross weekly income of head of household (a)	Percentage of households	
		in groups A1 to D1	in whole sample
A: A1	£85 or over	4.5	3.6
A2	£60 but under £85	8.9	7.2
B	£34 " " £60	48.9	39.9
C (b)	£19.50 " " £34	32.1	26.2
D (b): D1	Under £19.50	5.7	4.7
D2	" "		6.2
OAP	" "		12.1

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

(b) households headed by adult male full-time agricultural workers earning under £19.50 a week were placed in group C.

Since the rise in money incomes proceeded during 1973 at a faster rate than had been expected at the time the income ranges were determined, more households have been classified in groups A and B than was intended. Further details of the composition of the sample of households in each group in 1973 are given in Tables 5 to 8 of Appendix A.

3.3.2. MAIN RESULTS IN 1973

52. Estimates of average expenditure on food in 1973 in each of the income groups are given in Table 16. Differences in average weekly expenditure per head between the various groups were rather wider than in the previous year and ranged from £3.42 in group A1 down to £2.54 in group D1, respectively 20 per cent above and 9 per cent below the national average. Expenditure by households in group D2 and by pensioner households was respectively 2 per cent and 4 per cent above the national average. These relativities are barely altered when the value of garden and allotment produce and other free supplies is taken into account. Average expenditure on seasonal foods varied directly with income, showing a particularly steep gradation from 62p per person per week in group A1 to 41p in group D1, rather more than half of this difference being in expenditure on fresh fruit. The corresponding gradation in expenditure on convenience foods was noticeably less steep between groups A1 and D1 (from 75p to 63p), while for group D2 and pensioner households the averages were respectively 58p and 57p. Within this group of convenience foods, however, there was a particularly steep gradation in expenditure on frozen foods from 11p in group A1 to 5p in group D1 and only 3p by pensioners, but for canned foods there was very little variation about the average expenditure of 20p. The group of foods other than seasonal foods and convenience foods accounted for 57 per cent of average household food expenditure and also showed a marked variation with income, ranging from £1.93 per person per

week in group A1 to £1.46 in group D1, about three-quarters of this difference between the two groups arising from a difference in expenditure on red carcase meat, bacon and poultry.

53. Table 16 also gives indices which compare the levels of food prices paid by housewives in each income group with the national level. The indices were derived by the method outlined in paragraphs 16 and 47 above. They show that the levels of prices paid for food varied directly with the income of the head of the household, with housewives in the highest income group paying prices which exceeded the average by about $7\frac{1}{2}$ per cent, and housewives in the lowest income groups paying prices about $1\frac{1}{2}$ to 2 per cent below the average. As an exception to this generalisation, the level of prices paid by households in group D2 was slightly above the national average. The different price levels presumably reflect differences in quality in the widest sense and include differences due to the type of shop patronised, the type of district in which it is located, and the type of service offered. These differences in "quality" can be eliminated from the expenditure indices by dividing the latter by the corresponding price indices as described in paragraphs 16 and 48 above. The resulting indices of food purchases, which are also given in Table 16, show a less steep gradation with income than the corresponding indices of expenditure, and provide a measure in economic terms of the variation in dietary pattern and level of food purchases between the income groups.

54. The "price of energy"¹ indices given in Table 16 take into account not only price variation but also differences between groups in dietary pattern. They continue to show a range of only six per cent in the average cost per calorie between income groups B and D1, but although the cost per calorie rises markedly in groups A1 and A2 (which spend relatively more on low-energy foods and less on high-energy foods) to 20 and 10 per cent above the national average respectively, this compares with 29 and 14 per cent above the average in 1972.

55. Tables 17 and 18 show details of average consumption of and expenditure on the main foods in each of the income groups in 1973. For most foods both average expenditure and consumption per head showed a steady downward gradient between income groups A1 and D1; the gradient was in the reverse direction, however, for condensed milk, processed meat, prepared fish, lard and compound cooking fat, sugar, potatoes, bread and tea.

56. Comparisons with the Survey results for 1972 are to some extent invalidated by the fact that the revised income ranges which were used in 1973 to define the various groups resulted in a greater number of households in the sample being *classified* in higher income groups than was intended at the time the income ranges were specified (see paragraph 51). The net effect of this would be expected to appear as an apparent narrowing of the differences in levels of consumption between groups A1 and D1. Such a narrowing was apparent for liquid milk, cream, lamb, pork, fresh fish, frozen fish, fresh fruit and margarine, where the averages for group A1 moved down closer to those for group D1, and for "other" meat and prepared fish, for which the averages tend to be negatively correlated with income, and where the averages for group A1 in-

¹See footnote to paragraph 49.

creased and those for group D1 decreased. In contrast, there was a widening of differences in consumption of beef, poultry, cheese, eggs, processed and shell fish, butter, lard, other fats and bread. This widening cannot logically be attributed to the classification problem, and (sampling fluctuations apart) is probably associated with the changed levels of prices and supplies of these and other foods in 1973. If this is in fact the case, it throws doubt on the narrowing of group differences for the foods mentioned above being *entirely* explained by the classification hiatus, but its apportionment between the various factors appears to be indeterminate.

57. Average expenditure per head by income group D2 on most of the important foods fell within the range spanned by groups A1 and D1. There are some exceptions to this generalisation, however, notably liquid and condensed milk, fresh fish, sugar, preserves, butter, margarine, flour, oatmeal, tea and branded food drinks, on which they spent more per head than was spent in any of the groups with earners, and processed cheese, processed meats, and processed vegetables, on which they spent less. Expenditure per head by pensioner households (which contain very few children) exceeded that by all other groups on liquid milk, bacon, fresh fish, butter, lard and compound cooking fat, sugar, preserves, bread, flour, tea and branded food drinks; however, they recorded the lowest averages for dried and other milk, breakfast cereals, some other cereal convenience foods, processed vegetables and cooking oils.

3.4 Household composition differences

3.4.1. CLASSIFICATION USED

58. Households participating in the National Food Survey are classified into ten main categories according to the number of adults and the number of children. Four of the ten categories consist of households containing two adults with various numbers of children, and in order to illustrate consumption and expenditure patterns at different stages of the family life-cycle these four categories have been sub-divided into ten groups according to the age of the housewife (or the person acting as housewife in households containing no female adult). The resulting sixteen groups together with the numbers of households and persons in the 1973 sample are as follows:

	No. of households	No. of persons
One adult	1,011	1,011
One adult, one or more children	144	442
Two adults, housewife under 35 years of age	356	712
Two adults, housewife aged between 35 and 54 years	475	950
Two adults, housewife 55 years of age or over	1,319	2,638
Two adults, one or two children, housewife under 25 years of age	251	855
Two adults, one or two children, housewife aged between 25 and 34 years	897	3,283
Two adults, one or two children, housewife 35 years of age or over	877	3,103
Two adults, three children, housewife under 35 years of age	236	1,180
Two adults, three children, housewife 35 years of age or over	241	1,205
Two adults, four or more children, housewife under 35 years of age	93	595
Two adults, four or more children, housewife 35 years of age or over	118	772
Three adults	583	1,749
Four or more adults	179	746
Three or more adults, one or two children	483	2,287
Three or more adults, three or more children	143	1,017
All households	7,406	22,545

For purposes of classification an adult is now defined as a person aged 18 or over, and a child as a person under 18, so as to conform with definitions used in the Family Expenditure Survey. The household composition groups in 1973 are therefore not exactly comparable with those used in 1972 when all persons aged 16 or over were classified as adults. Details of the sample in 1973 according to household composition and income group are given in Tables 7 and 8 of Appendix A.

3.4.2. MAIN RESULTS IN 1973

59. Table 19 gives estimates of the average weekly expenditure on food for consumption in the home in 1973 in each of the sixteen types of household. The averages ranged from £3.66 per head (£7.32 per household) in two-adult childless households where the housewife was aged between 35 and 54 to just under £2 per head (£12.7 per household) in each of the two categories of two-adult households with four or more children. This range of differences, when expressed in percentage terms, is not significantly different from that recorded in 1972. Generally, the level of expenditure per head depends more on the number of children in the family than on the number of adults or the age of the housewife, principally because the mean energy requirement from food is greater for adults than for children. With increasing numbers of children in the family, average expenditure per head decreases, but at a diminishing rate with each additional child. The pattern of differences between the groups is barely changed when the value of garden and allotment produce and other food obtained without direct payment is taken into account, because the average value of such food in these groups rarely accounts for more than 2 per cent of the total value of food obtained for consumption in the home. Expenditure per head on convenience foods, especially frozen foods, tended to be inversely related to the age of the housewife in childless households, but in all other households it was inversely related to the number of children in the family.

60. The price index¹ given in Table 19 shows that the average prices paid for food by two-adult households with four or more children in 1973 were, as in 1972, about 7 per cent lower than those paid by corresponding households without children, nearly half this difference being attributable to differences in prices paid for carcase meat, offal, bacon, poultry and wet fish and over a quarter to those paid for convenience foods. The level of prices paid is more strongly negatively correlated with the number of children in the family than with the number of adults, but it does not appear to vary in a regular or a pronounced manner according to the age of the housewife. The different price levels reflect differences in quality in the widest sense and include differences due to the type and location of shop patronised and the type of service offered. The contribution made by these differences in prices to the corresponding differences in average food expenditure can be eliminated from the expenditure indices by dividing the latter by the corresponding price indices. The resulting indices of food *purchases* per head, which are also given in Table 19, show a rather less steep downward gradient with increasing family size than is shown for average food expenditure. In principle, an even more useful measure in economic terms of the variation in dietary pattern and level of food *consumption* per head between the various family-size groups is obtained if the indices of value of consumption are divided by the respective price indices, thus taking

¹These indices were compiled by methods described in paragraphs 16 and 47 above.

into account differences in access to garden and allotment produce and other "free" food; the resulting indices, however, only narrow the difference per head between the smallest and largest households by a further one per cent.

61. The "price of energy" index¹ included in Table 19 shows that the average cost per calorie of the diet in two-adult households containing four or more children was about 27 per cent lower than that in corresponding childless two-adult households. Generally, as with the indices for average food expenditure and prices, the average cost per calorie depends more on the number of children in the family than the number of adults, and it shows no regular gradation with age of the housewife. The wide variation among the various groups in the average cost per calorie is caused more by variation in dietary pattern than by variation in food prices.

62. The differences in dietary pattern between the various family size groups are illustrated in Tables 20 and 21 which respectively give estimates of average consumption of and expenditure on the main foods or groups of foods. The relative differences in consumption per head between small and large families were much the same in 1973 as in 1972. In general, average consumption per head varied *inversely* with the number of children in the household. The main exceptions to this generalisation were ready-to-eat breakfast cereals (average consumption of which varied *directly* with the number of children in the family) and condensed milk, margarine, cooking fats, sugar, potatoes, bread and oat products (of which average consumption per head decreased with increasing size of family only until it contained three children, but then increased with the fourth child). Dietary patterns, as in the previous year, were much less affected by the age of the housewife than by the number of children in the family. In wholly-adult households average consumption per head of most foods decreased with increasing household size, though the reverse was the case for margarine (but not for butter), white bread (but not brown or whole-meal bread), bacon and, most of all, beef. Indeed the childless households² of four or more persons obtained twice as much beef per head as single-adult households, and their expenditure on beef accounted for 13 per cent of their food budget compared with 6 per cent, while their expenditure on meat of all kinds was 40 per cent of their food budget compared with 30 per cent.

3.4.3 HOUSEHOLD COMPOSITION DIFFERENCES WITHIN INCOME GROUPS

63. In order to examine the effect which the size of 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. Because they rarely contain children, pensioner households have been excluded from this analysis. The samples of households in income groups A1 and A2 are too small for separate analysis according to family composition and have therefore been combined, as have those for income groups D1 and D2. Similarly, the classification according to family composition has been compressed to eliminate the sub-classification according to age of housewife, and all wholly-adult households have been placed in a single category regardless of household size; in addition, households

¹See footnote 1 to paragraph 49.

²These households include some young adults with substantial incomes, substantial appetites and no dependants.

with three or more adults and one or more children have been placed in a single category. The analysis is therefore confined to twenty-four sub-groups of households as designated in Table 22. Details of the composition of the samples included in those groups in 1973 are given in Table 7 of Appendix A. Estimates of average weekly food expenditure per head and per household in twenty-three of the twenty-four sub-groups are given in Table 22 (the sample contained only one one-parent family in the highest income group and details of its expenditure cannot be divulged). Average weekly food expenditure *per head* ranged from £1.38 in families of two adults and four or more children in the lowest income group to £3.82 in wholly-adult households in the highest income group. However, average food expenditure *per household* ranged from £4.99 per week for wholly-adult households in the lowest income group to £14.34 for families of two-adults with four or more children in the highest of the income groups. In general, expenditure per head and per household varied more between families of different size within each income group than between income groups within each family size group. The changes adopted by the Survey in 1973 in the definitions of income groups, adults and children, together with fluctuations due to sampling, mask any changes between 1972 and 1973 in the relative positions of the various groups. Details of the food consumption patterns of each of the twenty-three sub-groups are given in Table 23.

3.4.4. SINGLE-PARENT FAMILIES

64. In view of the current concern with the problems of single-parent families, special interest attaches to the 144 households in the Survey sample which consist of one adult and one or more children, the average number of children being 2.07. In a few of these households, the child was aged 16 or 17 and may have been working. Table 7 of Appendix A shows that one-third of these families had no earner and that, of the remainder, one-third fell into income group D. Table 20 shows that, as expected, their consumption per head was well below the national average, but broadly in line with that for households with two adults and three or more children. They showed exceptionally large purchases of white bread and breakfast cereals, offset by low consumption of other cereal foods, there being no correspondingly low figure for other food groups, including meat.

Chapter 4

NUTRITIONAL VALUE OF HOUSEHOLD FOOD

4.1 Introduction

65. The nutritional value of the food itemised in Chapters 2 and 3 is estimated by using appropriate conversion factors. These factors allow for inedible material and for losses of thiamin and vitamin C which are likely to occur during cooking, and are revised annually to reflect changing knowledge of the composition of foods and the relative contributions of separate items to the composite food categories in the survey classification (Appendix A, paragraph 14).

66. The results are presented in three main ways for each type of household:

- a. as averages per person, obtained by dividing the nutrient content of the food purchases by the number of people, in the same manner as for the estimates of food consumption and expenditure elsewhere in the Report;
- b. as proportions of the intakes recommended by DHSS,¹ taking into account nutritional needs assessed from the age, sex and occupational activity of the household members, and after allowance for meals eaten outside the home, for meals served from the household supply to visitors, and for wastage of 10 per cent of the *edible* portion of the food; and
- c. as nutrients per 1000 kcal which, together with the proportions of energy derived from protein, fat and carbohydrate and the proportion of protein from animal sources, provide further indications of the nutritional quality of the diet. These presentations are discussed in more detail in Appendix A, paragraph 16.

4.2 National averages, 1973

67. Seasonal and average values for the energy and nutrient content of household diets are shown in Table 24. The *energy* content declined for the third successive year, to 2400 kcal (10·0 MJ) per person per day; however, after deduction of 10 per cent for wastage of edible food, this still represented an intake 4 per cent greater than that recommended. The slight decline from 2430 kcal recorded in 1972 reflected the increasing proportion of energy requirements which were likely to be met, on average, from alcohol, confectionery, soft drinks and ice cream as well as meals eaten outside the home (Section 4.3). Household intakes of carbohydrate declined more than those of fat or protein, so that the long-term trend² towards replacement of carbohydrate by fat was resumed. The ratio of polyunsaturated to saturated fatty acids remained at 0·22:1. The proportion of energy derived from protein remained relatively high at 11·9 per cent, and the proportion of protein derived from animal

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.

²*Household Food Consumption and Expenditure: 1970 and 1971*, Chart, pages 46–48, HMSO, 1973

sources increased back to the level recorded in 1971. Thus, the inflation which occurred during 1973 appears to have had little nutritional effect on the average diet. The major changes recorded in intakes of *minerals* and *vitamins* between 1972 and 1973 were the decreases in iron and retinol (the latter more than off-setting increases in β -carotene), but both were largely the result of revising the conversion factors for eggs. Intakes of all nutrients except vitamin D¹ continued well above the recommended intakes.

68. The intake of energy and most nutrients was lowest in the second quarter and highest in the first or fourth. The only nutrient which showed a marked seasonal variation was, as in previous years, vitamin C; this was largely because of the variable amount in potatoes which in 1973 provided 24.1 per cent of the average intake, and the increased consumption of fresh green and salad vegetables and fruit (although not citrus fruit) in the third quarter of the year.

69. Table 25 details the contributions made by major foods to the average nutrient intake. Energy was largely provided by cereals (29.0 per cent), meat (16.3 per cent), "visible" fats (14.8 per cent), milk, cream and cheese (14.5 per cent together) and sugar (bought as such) and preserves (10.3 per cent together). The contributions from milk, cream and cheese were higher than in 1972, while that from sugar and preserves declined; there was also a slight rise in the contribution from visible fat, with increases in butter compensating for the decline in margarine, but a slight fall in the contribution from meat.

4.3 Foods not recorded by the Survey

70. Although the average energy content of the foods itemised by the Survey has declined since 1970, from 2560 kcal (adjusted for the redefinition of a person) to 2400 kcal per person per day, these foods do not account for the total consumption of all members of the household. Meals outside the home, other than sandwiches and picnic meals made from the household food supplies, are increasing in number and now represent about 10 per cent of all meals eaten:

Average net balance of meals eaten in the home (a)			
1962	0.94	1968	0.93
1963	0.94	1969	0.92
1964	0.94	1970	0.92
1965	0.93	1971	0.93
1966	0.93	1972 (b)	0.91
1967	0.93	1973	0.90

(a) For definition, see "Net balance" in Glossary.

(b) In 1972, the Survey definition of a "person" was changed.

Outside meals may therefore add about 260 kcal per person per day to the average intake, and corresponding amounts of other nutrients (the variation of the net balance with the type of household is shown in Table 42); allowance is, however, made for these meals (but not for minor snacks eaten outside the

¹A dietary source of vitamin D is not necessary for most adults because they obtain all they need from the action of sunlight on the skin. Furthermore, the Survey does not record pharmaceutical sources of this or any other nutrient.

home) when comparing nutrient intakes with recommended intakes (Appendix A, paragraph 17).

71. Foods not recorded by the Survey include alcoholic drink, confectionery, soft drinks, ice cream (other than that purchased for eating with a meal) and vitamin preparations; most of these foods add minerals and vitamins as well as energy to the diet. The total quantities of many of these items which are available for consumption in the United Kingdom are known (cf., Appendix C) and their nutritional value can be estimated as below. The results, however, represent the average supplies available per head, and because no allowance is made for losses occurring in distribution, they may not represent the amounts available at household level for the Survey sample. Furthermore, they cannot be apportioned between households of different types except perhaps on the basis of reported expenditure.¹

72. Alcoholic drink. The energy content of the supplies available in the United Kingdom in 1973 was equivalent to 154 kcal per person per day, which compares with 129 kcal in 1970 and 111 kcal in 1963. It is also equivalent to 214 kcal per person aged 18 years or more, and represents on average an extra 6 per cent over the energy content of the household food supplies. Although spirits contain essentially no other nutrients, wines contribute iron and beers contain substantial amounts of B-vitamins: indeed alcoholic drink would add about 9 per cent to the riboflavin and about 13 per cent to the nicotinic acid content of the household food supplies on average, and substantially more than this to the intakes of some people.

73. Confectionery. The energy content of the chocolate and sugar confectionery available in 1973 was 150 kcal per person per day, or, on average, an extra 6 per cent over the energy content of the household food supplies; this compares with 135 kcal in 1970. Chocolate also contains a number of nutrients.

74. Soft drinks. Total "consumption" of soft drinks in 1973 was 100·0 pints per person per year, compared with 90·8 pints in 1970 and 63·4 pints in 1963. This would provide on average between 30 and 40 kcal per person per day, almost entirely derived from the sugar present.

75. Ice cream. The total production of ice cream (excluding water ices) in the United Kingdom in 1973 was equivalent to 2·49 oz per person per week, compared with only 1·41 oz served as part of household meals. The ice cream not recorded in the Survey would on average provide an extra 8 kcal per person per day and small amounts of other nutrients in proportion to the milk solids present. The total production was about 12 per cent higher than in 1970 and nearly 60 per cent higher than in 1963.

76. The average energy value of the household food supplies in 1973, together with meals outside the home and other items eaten or drunk was thus substantially higher than that recorded in the Survey, and could have been as high as 3000 kcal per person per day. This is compatible with the view that excessive food consumption, in the broadest sense including wastage, is widespread, for

¹*Family Expenditure Survey, Report for 1973*, HMSO, 1974.

the weighted average energy *requirement* of the population is only 2300–2350 kcal per person per day.

4.4 Geographical differences, 1973

77. The nutritional value of the average household diet in each region and type of area is shown in Table 26. Although necessarily based on a limited selection of households, the geographical differences are broadly similar to those found for the period 1966–1970¹ and remain small compared with the differences in the amounts of food purchased (Tables 14 and 15).

78. The household diet in Greater London provided only 2280 kcal per person per day, but as the dietary requirements were low because of the number of infants, women and especially sedentary men in the metropolis (Appendix A, Table 4), this still represented 4 per cent more than recommended. A greater proportion of the energy was derived from protein, especially animal protein, and from fat, and a smaller proportion from carbohydrate than in any other type of area, and the quality of the diet was the highest in terms of most nutrients per 1000 kcal.

79. Towns outside the conurbations, particularly the smaller towns, in general recorded lower nutrient intakes than other areas, but the nutritional quality of their diets compared favourably with all such other areas except London. Rural diets were highest in energy value, with a comparatively high proportion derived from carbohydrate and the lowest proportion derived from protein. Although the extra food consumed by this active population contained more of most nutrients, the nutritional value expressed in terms of nutrients per 1000 kcal was comparatively low.

4.5 Income group² differences, 1973

80. Table 27 indicates the effect that the income of the head of the household has on the diet. Pensioner households again recorded the highest energy intake, even when considered in terms of their recommended intakes which allow for meals eaten out and for the low proportion of children. These households also recorded relatively high intakes of all other nutrients except vitamin C. A more detailed discussion of pensioner households is given in section 3 of Chapter 5. Although there was some gradation in the nutritional value of the diet from income group A1 down to group D1, the only nutrient for which this effect was marked was vitamin C, but in all groups the intakes were well in excess of those recommended.

81. Comparisons with previous years have limited validity for the reasons outlined in paragraph 51. A recovery in the nutrient intakes of group A1 (which contained more households than usual) and a decline in those recorded by group D1 (which contained fewer households, and these with proportionately lower incomes than usual) slightly increased the apparent differences between the income groups which had otherwise narrowed since 1970.

¹*Household Food Consumption and Expenditure: 1970 and 1971*, Table 46, HMSO, 1973.

²The income ranges for each group are defined in paragraph 51.

4.6 Household composition differences, 1973

82. Table 28 shows the nutritional value of the diet in the sixteen categories of household introduced in 1972. Average energy intakes ranged from 1990 kcal to 2900 kcal per person per day, and were highest in households without children even after taking into account their higher requirements *per person*. Households with three or more children obtained less than their recommended energy intakes, although this was after allowance had been made for wastage of 10 per cent of the edible portion of all their food; such an allowance may be unrealistically high for this group. These results are kept under review by the Department of Health and Social Security, but it must be remembered that other energy-rich foods such as sweets and soft drinks would also be consumed in many of these families. The diets of larger families were also lower than the average in most nutrients except carbohydrate, thiamin and riboflavin, but were still adequate when more realistically compared with the recommended intakes.

83. It has now become possible to consider separately the diets in the small and heterogeneous group of households with children and only one adult. Because these households contained on average 2.07 children (Appendix A, Table 7), the results are best compared with those in two-adult families containing one, two or three children. The intakes of many nutrients in one-adult families were broadly similar to those in such families when considered in terms of recommended intakes, but were lower for calcium and riboflavin (the nutrients of special importance in milk) and for iron and vitamin A. Their diets were also comparatively low in animal protein. In 1972, however, the differences had been less marked.

84. The nutritional value of the diets in households classified simultaneously according to composition and income is shown in Table 29; six family composition groups and four income groups are considered as in 1972. Nutrient intakes continued to be more affected by the number of children in the household than by income; for example, energy intakes ranged between 2640 kcal and 2800 kcal per person per day (111 to 112 per cent of requirements) in households with no children, regardless of income, and between 1980 kcal and 2120 kcal (89 to 100 per cent of requirements) in households with 3 or more children, regardless of income. In 1973 nutrient intakes were more strongly correlated with income than in previous years; this relationship was greatest for vitamin C. But the intakes of all minerals and vitamins continued above the recommended intakes in all types of household where the sample size was large enough for reliable estimates to be made, except for iron in a few types of household and vitamin D¹. The pattern of nutrient intake in households in lower income groups and with four or more children, like the dietary pattern, showed no evidence of reverting to a "poverty pattern".

85. Overall comparison of single-parent families with other households containing children is affected by the disparity in their income distribution; but the comparison (in Table 29) of types of household in income groups D1 & D2 confirms that at this income level the nutrition of single-parent families is, on average, no worse than that of large two-parent families.

¹See footnote 2 to paragraph 67.

4.7 Cost of nutrients, 1973

86. The nutrient content of a variety of staple foods has been divided by the average prices paid by housewives over the year to indicate which of these foods were cheap and which were expensive sources of each nutrient. Table 30 shows the amount of each nutrient which would be obtained for one new penny spent on each food and Table 31 expresses these values as indices with the diet as a whole set at 100. Low values arise either because a food contains relatively little of a nutrient (e.g. milk is poor in iron) or is relatively expensive (e.g. meat). Index numbers below 30 were in general obtained where the food would not normally be considered as an important source of a nutrient, so values corresponding to such indices have been deleted for clarity.

87. Milk, cheese, liver, potatoes, peas and beans, and the cereal products shown (especially bread and fortified breakfast cereals) were among the cheapest sources of most nutrients; in contrast, meats, white fish and fruit were relatively expensive sources (except for fruit as a source of vitamin C). Margarine and, to a lesser extent, butter were cheap sources of energy, fat, and vitamins A and D, and sugar was the cheapest source of energy and carbohydrate; these are essentially the only nutrients in these foods.

88. Table 30 can also be used to show that, compared with an average expenditure of 39p per person per day on food (Table 10), expenditure of say 10p on white bread alone would meet the recommended daily intake of many nutrients for most women: the amounts provided, with the recommended intakes (Appendix A, Table 10) in parenthesis, are: energy 1750 kcal (2200 kcal), protein 58g (55g), calcium 680 mg (500 mg), iron 11 mg (12 mg), thiamin 1.4 mg (0.9 mg), and nicotinic acid equivalent 16 mg (15 mg). Additional sources of riboflavin and vitamins A, C and D would, however, be needed in the foods which made up the remaining 450 kcal.

89. These presentations are not directly comparable with those for 1959¹ and 1967², when reciprocal indices of costs per nutrient were given for slightly different foods and with different cut-off criteria. It can be calculated, however, that the *relative* costs of most foods as sources of nutrients have changed little since the earlier reviews. The major changes were that milk, butter and sugar became relatively even cheaper sources of the nutrients which they contain (which for sugar means carbohydrate alone), while most meats and fat fish were more expensive than in 1967. White bread, always one of the cheapest sources of most nutrients, improved its position from 1967 but had been relatively cheaper still in 1959.

¹*Domestic Food Consumption and Expenditure: 1959*, Table 15 and paragraphs 42 to 45, HMSO, 1961.

²*Household Food Consumption and Expenditure: 1967*, Table 36 and paragraphs 107 to 109, HMSO, 1969.

Chapter 5

SPECIAL ANALYSES

5.1 Household food consumption, expenditure and nutrition in households owning a deep-freezer or a refrigerator

90. Introduction. Differences in food consumption and expenditure patterns associated with the possession of a *refrigerator* were studied in the Annual Report for 1962; in that year about 33 per cent of households enjoyed this facility compared with about 8 per cent in 1956. By the end of 1973 the proportion had risen to 83 per cent and the market for refrigerators was approaching saturation in London and the Home Counties, in the higher income groups and in the more mature families. As was mentioned in paragraph 2 the real growth in consumers' expenditure has latterly been concentrated on a limited range of items including household durables, and the recent growth in ownership of domestic deep-freezers and the related growth in the number of retail outlets specialising in the sale of frozen food make it opportune to compare the food consumption and expenditure patterns of households possessing a deep-freezer with those of other households. Such households have been distinguished in the Survey since the beginning of 1970, when nearly 3 per cent of households owned a deep-freezer suitable for freezing and long-term storage of food. The proportion had risen to 4 per cent by the end of that year, to 7 per cent by the end of 1971, 10 per cent by the end of 1972 and about 14 per cent at the end of 1973.

91. Households participating in the National Food Survey in 1972 and in 1973 have been classified into three groups, 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 (i.e. households owning neither a deep-freezer nor a refrigerator).

Comparisons between these groups must be mainly descriptive in character, since an analysis of the effects which freezer ownership per se may have on dietary and food purchasing patterns cannot be made without extensive cross-classifications which, at present, are not feasible owing to the large sampling variances in some of the sub-groups involved. In the year 1973, owners of freezers still constituted only an eighth of the population. The incidence of ownership varies widely between different social groups, being greatest in the highest income groups, in large families and in rural households (for which the incidence of refrigerators is comparatively low). Details of the number and percentage of households owning a deep-freezer and those owning a refrigerator (but not the numbers owning both appliances) in the samples from each region and type of area and in the samples from the various income and family composition groups are given in Table 9 of Appendix A.

92. The number of households in each of the three groupings specified in paragraph 91 above, together with summary particulars of their expenditure on food in 1972 and in 1973 are shown in Table 32. Because of the growth in the num-

ber of households owning a freezer from 8 per cent of the sample in 1972 to 12 per cent in 1973, summary totals of expenditure on seasonal foods and on each of the three main categories of convenience foods are shown only for the later year, when the analyses were also extended to provide indices of food expenditure, prices and purchases analogous to those shown in, for example, Table 13 and described in paragraphs 47–49. Averages of consumption and of expenditure in 1972 and 1973 for selected food items and for the main groups of foods are given in Tables 33 and 34, and nutritional data in Table 35. Generally speaking, it will be seen that the main dietary difference between freezer-owning households and other households is that the former have a more “advanced” dietary pattern, with somewhat greater contributions from fat and protein (indeed, from animal protein) and less from carbohydrate, with greater concentration of nearly all nutrients per 1000 kcal, but with a smaller excess of energy value above the recommended allowances – this could reflect reduced wastage. The comparison with nutritional requirements takes account of the somewhat greater propensity of freezer-owners to eat outside the home¹. Not all of these differences are directly connected with freezer ownership; but in a few years, if the number of freezer-owning households in the various sub-categories becomes sufficiently large, it may be possible to replace this descriptive account with a more analytical approach, involving re-weighting with a view to standardization of the groups compared.

93. Food consumption, expenditure and prices. Households owning a deep-freezer in 1972 contained on average 3·63 persons (of whom 1·47 were earners), compared with averages of 3·16 persons (1·39 earners) for households with only a refrigerator and of 2·62 persons (0·93 earners) for all other households. The rapid extension of freezer ownership which occurred in 1973 was mainly to families of more than three persons, so that the inequalities in average household size – and particularly in the average number of earners – between the three categories of households were increased (the 1973 averages were respectively 3·68, 3·08 and 2·48 persons, 1·55, 1·34 and 0·83 earners). This shift also had the effect of raising the average food expenditure per head recorded for the group of freezer-owners by a greater amount than the increase recorded for the two other categories, so that the averages in 1973 were £2·65 per head in freezer-owning households compared with £2·76 in those owning only a refrigerator and £2·57 in other households. About a third of the differences in expenditure between the groups was accounted for by seasonal foods which, however, account for only about a sixth of total food expenditure. The value of food obtained without specific payment from gardens, allotments and other sources of self-supply was more than three times greater in freezer-owning households than in the other two categories of household (16p per head compared with 5p), and when this is taken into account, the total value of food available for consumption was £2·81 per person per week in 1973 both in freezer-owning and refrigerator-owning households compared with £2·62 in other households². Expenditure on *frozen convenience foods* was 9p per person per week in freezer-owning households, 6p in those with only a refrigerator, and 4p in other house-

¹Persons in freezer-owning households in 1973 obtained on average 3·02 meals per week outside the home compared with 2·59 for all other persons in the sample.

²Food purchased for storage in a deep-freezer is recorded in the Survey at the time it is purchased: in contrast, quantities of garden, allotment and other free supplies which have been stored in the freezer are recorded at the time when they are removed from the freezer for consumption.

holds, while expenditure on canned convenience foods followed a compensatory pattern, averaging respectively 16p, 20p and 22p; there was very little difference between the three groups in their expenditure on other convenience foods.

94. The overall levels of food prices paid in 1973 by the three categories of household were remarkably close to each other, the levels for freezer-owning households and those owning neither a freezer nor a refrigerator being respectively 1.8 per cent and 1.5 per cent below that for households owning a refrigerator but no freezer. However, these general levels conceal a much wider range of differences in average prices paid for certain categories of food. These differences are due partly to economies which can be achieved by buying in bulk, and partly to differences in quality or the make-up of the items in the food category under consideration. Thus, the beef bought by freezer-owning households cost them 4p ($7\frac{1}{2}$ per cent) per pound less than that bought by other households, but this difference appears to be principally due to it being beef of different type, size and quality. In particular, the freezer-owning households bought over seven times as much beef on the bone as other households and paid on average 41p per pound for it compared with 42p by other households; of boned joints they bought much the same amount as other households, but made their purchases less frequently and bought joints averaging about 4 lb in weight at a price of 56p per pound compared with joints averaging $1\frac{1}{2}$ – $1\frac{3}{4}$ lb at upwards of 60p per pound. In contrast, however, they bought rather less steak than other households, but more at a time, and despite any economy of scale due to size of purchase, the steak they bought was of a type and quality which commanded an average price of 65p per pound compared with 61p for that bought by other households. The pattern was very similar for lamb and for pork, with the freezer-owning households making purchases less frequently than other households, but generally buying much greater quantities at a time; for these meats they effected some saving in terms of cost per pound weight because their purchases included a larger proportion of the cheaper cuts than was included in the purchases of other households who, by not buying whole sides, were able to be more selective.

95. The freezer-owning households also made much greater use of pre-packaged frozen convenience foods than other households, again buying these foods in greater quantities at a time but with less frequency. Often the economies which they effected in terms of cost per pound weight were greater than those for carcase meat, and, particularly for certain frozen vegetables, were perhaps due more to the lower prices associated with buying in bulk than with differences in variety or quality. Thus, the freezer-owning households paid on average 12p per pound for their frozen peas, compared with 15p to 16p paid by other households. For the more heterogeneous food categories in the Survey classification, the difference in average cost per pound weight purchased was often greater – for example 32p per pound for frozen convenience meat products bought by freezer-owning households against 41p per pound for those bought by other households – and in these cases the economies made are probably due partly to buying more cheaply in bulk and partly to choosing cheaper kinds and varieties of product.

96. Not all of the economies of bulk-purchasing achieved by freezer-owning households can, however, be directly associated with their possession of such

an appliance. Thus, their greater tendency to buy main-crop potatoes in bulk is due to other factors, such as their greater average household size and their greater concentration in rural districts. The same considerations also affect the use of a deep-freezer to store produce taken from the household's own garden, allotment or business. Of the 16p worth of such food used per person per week in freezer-owning households 9p worth consisted of milk, cream, potatoes, eggs and meat, very little of which would have been stored in the deep-freezer. The remaining 7p worth of fruit and vegetables, not all of which would have been stored in the freezer, compares with 3p worth in each of the other two categories of household.

97. Nutrition. Table 35 shows that the main nutritional consequences of these differences were that the residual group of households owning neither a deep-freezer nor a refrigerator obtained less than the average (but still adequate) amounts of riboflavin, nicotinic acid equivalent, vitamin C, and vitamin A (retinol and β -carotene), both absolutely and in terms of their recommended intakes. They obtained more energy, however, of which a greater proportion was derived from carbohydrate and less from protein (especially animal protein) and fat than the average. In contrast, the food purchases of households owning a deep-freezer tended to be of a higher nutritional quality. Although such households obtained less than the average of iron and vitamin A, they obtained more riboflavin and vitamin C; furthermore their energy intake was lower and was derived more from protein (especially animal protein) than the average. As with consumption patterns, these differences are partly explicable in terms of the income and family composition characteristics of the households (Appendix A, Table 9). It should be stressed that dietary differences which are considered desirable on grounds of palatability, convenience or prestige, are not necessarily associated with improved nutrition; the households without a deep-freezer or refrigerator are at no disadvantage on that account.

5.2 Household food consumption, expenditure and nutrition in farm households

98. Introduction. The food consumption patterns and levels of nutrition of farmers and farm workers are of special interest, since they are producers of food for their own households as well as for others, and have led the field in the acquisition of deep-freezers. A special analysis of the National Food Survey records completed by such persons has therefore been attempted for the years 1972 and 1973. These records have been classified according to three occupational categories of the head of the household, namely:

1. farmers and farm managers
2. farm workers
3. all other occupational groups (rural or urban), including retired persons, and each of these categories has been sub-divided to distinguish between households owning a deep-freezer and those without such an appliance, giving in all 6 groups of households. As the sub-samples of farm and farm-workers' households are inevitably very small, the analysis was carried out by pooling the samples obtained in the two years, but even with such pooling the sample of freezer-owning farm workers is really much too small to provide anything more than broad indications of their food consumption levels.

99. Details of the number of households in each group are given in Table 36 together with estimates of average weekly expenditure on food and of the value of self-supplied garden, allotment, and farm produce and any perquisites obtained for consumption. Just over half of the farmers' households owned a deep-freezer, compared with 15 per cent of the farm-workers' households and 9 per cent of other households. Within each occupation group the freezer-owning households were of greater average household size than other households, and the agricultural households were of greater average size than those in other occupational groups.

100. Food consumption and expenditure. Generally, average expenditure on food per person per week was least in freezer-owning households, and less in farmers' households than in farm-workers' households where, in turn, it was less than in all other households. When the value of self-supplied food is taken into account, the total value of food obtained for consumption was noticeably lower in freezer-owning farmers' households than in other farmers' households, but nevertheless greater than in all other categories of household. The averages for the latter four categories were not significantly different.

101. Differences in the levels of self-supplied produce are in themselves of considerable interest. Thus, each of the three groups of freezer-owning households recorded greater average amounts (in value terms) of self-supplied produce than were recorded by corresponding households without a freezer, presumably because possession of a freezer gave them the facility to store such perishable produce over a longer period of use. The differences between the averages for the freezer-owners and those for households without a freezer are, however, dwarfed when compared with the differences between the averages for the occupational groups. Thus, farmers obtained, on average, self-supplied produce to a value of 59p per person per week (£2.19 per household), compared with averages of 22p per person (80p per household) for farm-workers' households and 5p per person (15p per household) for all other households. The details presented in Table 36 show that most of the difference in value between farmers' and farm-workers' households was in respect of dairy products, meat, bacon and poultry and eggs, and that these foods accounted for much the greater part of the total value of self-supplied food in each of these two occupational groups. Differences between all six groups in the average value of self-supplied fruit, vegetables and other food were much less pronounced.

102. Overall patterns of food consumption in each of the six household groups are presented in Table 37 and are clearly influenced by the above differences in availability of self-supplied food as well as by occupational and freezer-owning status and – especially in the case of the small samples of freezer-owning farm-workers' households – by sampling variation.

103. Nutrition. Differences between the nutritional value of diets in farm households or in farm-worker households and the diets in other households are shown in Table 38. Farm households obtained substantially more energy than the corresponding non-farm households, largely because of their greater occupational activity; this was in general also associated with equal or greater intakes of most vitamins. However, farm households obtained much less than other households of their energy from protein, especially animal protein, as well as

less from fat and a rather greater proportion from carbohydrate, as would be expected for active people. Farm-worker households without deep-freezers obtained less energy and nutrients than the corresponding farm households. The smallness of the sample of farm-worker households with deep-freezers makes any corresponding comparison too hazardous in their case.

5.3 Household food consumption, expenditure and nutrition in pensioner households classified according to age of housewife

104. Introduction. The Survey estimates of food consumption, expenditure and nutrition of pensioner households given in Chapter 3 of the Report are averages obtained from a diversity of households with widely varying levels of consumption and need. In order to see how consumption patterns vary between pensioner households of different composition, and between younger and older pensioners, the relevant Survey samples obtained in 1972 and 1973 have been pooled and then re-arranged into eight groups. The definitions of the groups, the number of households in the samples from each group, and the average weekly expenditure on food for consumption in the home in 1972/1973 are as follows:

Type of pensioner household	Number of households in sample (a)	Average expenditure on food	Value of garden and allotment produce, etc.	Value of consumption
	No.	£ per person per week		
<i>Households containing only one pensioner</i>				
Females aged 60-74	623	2.97	0.04	3.01
Females aged 75 or over	285	2.61	0.03	2.64
Males aged 65-74	95	2.92	0.06	2.99
Males aged 75 or over	67	2.30	0.06	2.36
<i>Households containing one male and one female adult</i>				
Housewife aged 60-74	611	2.69	0.07	2.76
Housewife aged 75 or over	127	2.33	0.06	2.39
<i>Other pensioner households</i>				
Housewife a female aged 60-74 or a male aged 65-74	93	2.36	0.06	2.42
Housewife aged 75 or over	33	2.20	0.03	2.23

(a) excluding 62 pensioner households in which the *housewife* was not a pensioner.

105. Food consumption and expenditure. The above averages for the various groups show that weekly food expenditure per head in 1972/1973 by pensioner couples and by female pensioners living alone was some 36p less when the housewife was aged at least 75 than when she was under that age; the corresponding differences in expenditure between the two age categories were much greater (62p) for male pensioners living alone, but much smaller (16p) for the other pensioner households. The latter group has an average household size of 2.4 persons and consists mainly of households containing two people of the same sex, but also includes a number of households containing three or more people. It will be noted that while the younger male pensioners living alone spent almost as much as their female counterparts, the older males spent appreciably

less than the older females although they have slightly greater requirements of energy and some nutrients. It has been demonstrated, however, that elderly females living alone are inclined to purchase such storable foods as sugar and flour in amounts in excess of their normal needs while taking part in the Survey, thus leading to some over-estimation of their average food consumption and expenditure.

106. Average quantities of foods recorded as having been obtained for consumption in the home by the various groups are given in Table 39. In general, average consumption was greater in households where the housewife was under 75 than in similar-sized households where she was over that age. The fall off in consumption with increased age was particularly marked for natural cheese, meat, fish, vegetables, fruit and cocoa. Branded food drinks provided the only universal exception to the general pattern, the more elderly households consuming appreciably greater amounts than the younger pensioners. The greatest contrasts in consumption levels, however, were often not those between the two age groups, but those between male pensioners living alone and their female counterparts. The men bought smaller quantities of liquid milk, poultry, pork, wet fish, butter, margarine, cooking fats, preserves, vegetables, fresh fruit, flour, biscuits, cocoa and branded food drinks than were bought by the women, but larger quantities of condensed milk, beef, convenience meat products, bacon, eggs, convenience fish products, bread, oat products, some miscellaneous cereal products and tea. In general, they also had more meals away from home and entertained far fewer visitors.

107. Nutrition. Table 40 compares the nutritional value of the food obtained by different kinds of pensioner household, but, as above, interpretation may be confounded by the tendency of some pensioners to buy more food than they need during the Survey week (apparent intake averaged 113 per cent of their energy requirements in 1972 and 116 per cent in 1973). Almost without exception the nutrient intake was lower in households where the housewife was 75 years old or more, even when compared with the recommended intakes which allow for the reduced needs of such people; this was most marked for vitamin C in households of one man alone, in which, as a result of very low purchases of potatoes, the recorded intake of the older men dropped to little over half that of the younger men and reached only 80 per cent of their requirements. It may also be of importance that the dietary intake of vitamin D was lowest for women aged 75 and over. In each age group, men living alone tended to obtain less of most vitamins in relation to need than did women living alone.

5.4 Consumption of milk by different categories of person

108. Introduction. Since February 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, together with quantities used for cooking purposes and amounts served to visitors. This supplementary information (as distinct from the normal Survey records of quantities obtained for the family as a whole) is 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

during 1971.¹ For this purpose, three broad categories of households have been 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 excluding a number (though not all) of households containing a child which would have been eligible for free school milk² under the old regulations but not under the new regulations. Sacrificing strict accuracy to brevity, this group is referred to below as “households affected by the change in arrangements for welfare milk but not by that for school milk”.

Group II – households containing one or more children aged 7–9 years, but no expectant mother and no child aged 0–4 years. Virtually all the households in this group would contain at least one child whose entitlement to free school milk² was removed in September 1971, but virtually none of the households which were affected by the change in regulations for welfare milk. For convenience, this group is referred to below as “households affected by the change in 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. For convenience, this group is referred to below as “households affected by the changes in arrangements for both welfare milk and school milk”.²

The three broad categories of household were further sub-divided into families in the higher income groups (income groups A & B as defined in paragraph 51 above) and those in the lower income groups (income groups C & D). A further (alternative) sub-division distinguishes between families with only one or two children and those with three or more.

109. Quantities of milk consumed in the home by different categories of person. Details of average quantities of milk drunk in 1972 and 1973 by various categories of person in each of the three groups are given in Table 41. A comparison of the results in 1972 with those obtained from the very small samples of households in February/March 1971 (i.e. the period immediately *before* the implementation of the revised arrangements for welfare milk) was made in the Report for 1972³, and the main results are recalled below.

¹*The Welfare Food Order 1971*, SI No. 457, HMSO, 1971, terminated the arrangements for the supply of one pint of milk a day at reduced price to children under 5 years of age and to expectant mothers, but provided for free milk to be supplied on a wider scale to families in need.

The *Education (Milk) Act, 1971*, restricted the supply of free milk at school to certain classes of pupils in maintained schools while permitting the *sale* of milk in schools. With a number of exceptions, the general effect was that the supply of free milk was thereafter restricted to pupils up to the end of the summer term next following their seventh birthday.

²The system of coding and processing National Food Survey data which was in use in 1971 when these groups were defined did not make it possible to match them more closely with households which were affected by the changes in the regulations for school milk. The matching could only be attempted in terms of distinguishing households containing children in either the age range from 7 to 12 (i.e. under 13) years or that from 10 to 12 years or that from 7–9 years, the latter being the one which was adopted. Although a closer match would have been possible if the relevant computer tapes had carried the ages of children in single years instead of a range, an exact match would still not have been possible because, in fact, only about half of the children aged seven or eleven years would have been affected, as eligibility for school milk is for the whole academic year and does not terminate on a birthday.

³*Household Food Consumption and Expenditure: 1972*, paragraphs 93–95, HMSO, 1974.

110. The results for households affected by the change in arrangements for welfare milk but not by that for school milk suggest that consumption by the children under 5 was fully maintained during 1972 except in the lower income group, but that the adult women reduced their weekly consumption by about $\frac{1}{2}$ pint. The 1973 data show that such households as a whole drank at least as much milk in 1973 as in 1972, as did most categories of person within those households; the only exceptions were children under 5 years of age in the highest income groups and in the largest families, for whom very small decreases were recorded (but whose consumption continued to be at or above the levels recorded in February/March 1971), and the very much smaller samples of children aged 5-6 years where the equally small decreases were of doubtful significance.

111. In households affected by the change in arrangements for school milk but not that for welfare milk, consumption by the children of school age had in 1972 been equal to or greater than that before the change, except for those 7 or over in the lower income groups, but on average the adults had decreased their consumption in all the groups distinguished. In 1973 the average quantities drunk by all categories of person were equal to or greater than those recorded in 1972, and the average quantities obtained by those households continued not to be significantly different from those obtained in February/March 1971.

112. In the households affected by the changes in arrangements for both welfare milk and school milk the fall in consumption recorded in 1972 was not well determined; it appears to have occurred mainly among the adult females, the children between 7 and 10 and (more doubtfully) those under 5. The average quantities of milk obtained in 1973 showed no significant change from those recorded in 1972. Such redistribution as was recorded in 1973 between different categories of person within each of the family groups was small and in no case adverse to the levels of consumption by persons aged 0-4 years or 7-9 years whose entitlement to welfare or school milk had been affected by the changed arrangements of 1971.

5.5 Meals eaten outside the home

113. The Survey records of presence at meals were analysed in 1973 to show the average number of mid-day meals and the average number of meals of all kinds eaten outside the home by persons of all ages. The results are given in Table 42. Averaged over all persons in the sample, some 2.69 meals per person per week, of which 1.66 were mid-day meals, were eaten outside the home. The number of meals out varied directly with the income of the head of the household, and in households containing an earner ranged from 3.65 per person per week in group A1 to 2.08 in group D1; the averages were much lower for non-earning households (except pensioners living alone) and were particularly low for pensioner couples (0.77 meals out per week). The highest averages were for younger childless couples (5.44 meals out, half of which were mid-day meals); for older couples without children the average was only 1.59 meals out. The averages for London (3.30 meals out, of which 1.94 were mid-day meals) were appreciably greater than those for other regions or types of area. "Meals on wheels" supplied to pensioner households were separately recorded but

provided the equivalent of only one meal per 25 pensioners per week; in the case of single pensioners the average was one meal per 9 pensioners.

114. Table 42 also shows the average "net balance"¹ for persons in the Survey and for visitors. The net balance for persons is, in effect, a measure of the proportion of their meals which were provided from the household food supply when each meal is given a weight in proportion to its importance. Thus a value of 0.87 (the average value for all persons in the sample) means that 87 per cent of the week's meals, thus weighted, were provided from the household food supply and the remaining 13 per cent were obtained outside the home. The net balance for visitors, provides a measure of the number of meals (similarly weighted) served from the household food supply to visitors; for example, a net balance of 0.04 for visitors (the average for the whole sample) means that the number of meals served to visitors was equivalent to 4 per cent of the whole week's meals for all *members* of the household. The visitors' net balance does not vary much geographically, but it shows a frequency of entertaining in the highest income group which is nearly double that in the middle income groups, and a frequency in childless households which is more than three times as great as that in the largest families. In single-pensioner households, the frequency is almost double that in other pensioner households.

115. School meals. Because of the interest which is taken in the provision of mid-day meals to children at school the Survey records have been further analysed to show the number of mid-day meals eaten outside the home during 1973 by children of 5-14 years of age. These meals have been classified according to the number of school dinners in day schools, the number of packed lunches prepared from the household food supply, and the number of other mid-day meals eaten outside the home. Meals eaten when the child was away from home (e.g. on holiday or at boarding school) are excluded except in a very small minority of cases where the absence was of such short duration that the child qualified as a member of the household for purposes of the Survey². The results are shown in Table 43 as the average number of each type of mid-day meal per school child per week throughout the year (inclusive of such portion of the school holiday periods as was spent at home).

116. The averages for all households are very close indeed to those obtained in 1972³ and do not suggest any significant replacement of school dinners by packed lunches or vice versa. Some greater changes were recorded for various sub-groups of households, but they do not conform to any systematic pattern and appear to be due to sampling variation.

¹See "net balance" in Glossary.

²See definition of "person" in Glossary.

³*Household Food Consumption and Expenditure: 1972*, Table 8, HMSO, 1974.

PART III
Main tables

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

TABLE 6

Indices of expenditure on main food groups, 1970-1973

(1970 (a)=100)

	Indices of expenditure		
	1971 (a)	1972	1973
Liquid milk	122.1	126.1	134.1
Other milk and cream	115.1	134.5	143.6
Milk and cream	121.2	127.2	135.4
Cheese	122.5	156.1	172.4
Beef and veal	115.2	114.0	135.6
Mutton and lamb	114.4	122.1	141.5
Pork	112.7	129.8	161.0
Carcase meat	114.5	118.9	141.6
Bacon and ham, uncooked	102.2	108.2	137.5
Poultry, uncooked	107.6	123.5	170.2
Other meat and meat products	102.6	113.4	135.7
All meat	108.4	116.0	141.5
Fish, fresh and processed	111.4	117.9	145.3
Fish, convenience	105.4	123.8	127.1
Fish	108.2	121.1	135.5
Eggs	108.3	94.4	135.7
Butter	125.7	119.2	107.5
Margarine	126.9	148.0	131.3
Other fats	106.1	107.8	125.7
Fats	122.3	122.7	115.6
Sugar	100.7	111.1	104.2
Preserves	111.4	116.8	128.3
Potatoes (raw)	83.2	86.8	101.3
Fresh green vegetables	103.4	114.0	126.4
Other fresh vegetables	114.6	118.0	139.8
Other vegetables	104.7	120.0	134.6
Vegetables	101.2	109.6	125.7
Fresh fruit	121.8	122.5	142.2
Other fruit	111.3	116.6	142.3
Fruit	118.0	120.4	142.2
Bread	102.2	108.3	113.2
Cereals other than bread	109.1	116.8	127.5
Cereals	106.1	113.1	121.3
Beverages	102.4	101.4	103.3
Miscellaneous foods (b)	102.0	112.1	128.0
ALL FOODS (b)	109.6	116.0	131.9

(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 novel protein foods and 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 7

Indices of prices for main food groups, 1970-1973

(1970=100)

	Indices of prices		
	1971	1972	1973
Liquid milk	117.3	121.5	125.4
Other milk and cream	118.6	134.3	149.9
Milk and cream	117.4	123.1	128.7
Cheese	120.6	156.3	162.8
Beef and veal	113.0	126.7	164.8
Mutton and lamb	109.7	126.0	162.8
Pork	105.0	116.9	148.5
Carcase meat	110.7	124.6	161.2
Bacon and ham, uncooked	105.6	120.1	162.1
Poultry, uncooked	110.6	107.7	137.0
Other meat and meat products	109.4	117.8	141.7
All meat	109.6	120.3	152.7
Fish, fresh and processed	113.9	131.0	163.9
Fish, convenience	111.4	120.9	140.7
Fish	112.6	125.5	151.3
Eggs	110.2	97.3	144.5
Butter	135.4	146.6	120.8
Margarine	115.6	117.7	121.9
Other fats	111.9	115.0	124.6
Fats	126.9	134.0	121.∞
Sugar	108.1	123.1	126.6
Preserves	105.8	114.9	137.8
Potatoes (raw)	88.0	96.7	113.5
Fresh green vegetables	102.0	112.5	127.5
Other fresh vegetables	109.4	119.5	138.5
Other vegetables	109.6	113.7	123.1
Vegetables	102.6	110.6	125.2
Fresh fruit	114.2	128.7	148.7
Other fruit	103.2	106.8	121.8
Fruit	110.2	120.4	138.2
Bread	108.4	116.9	125.8
Cereals other than bread	110.7	121.0	128.3
Cereals	109.7	119.2	127.2
Beverages	107.7	107.1	112.5
Miscellaneous foods (a)	107.0	110.4	114.8
ALL FOODS (a)	110.7	119.3	136.7

(a) Excluding novel protein foods and 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 8

Indices of real value of purchases of main food groups, 1970-1973

(1970 (a)=100)

	Indices of real value of purchases		
	1971 (a)	1972	1973
Liquid milk	104.1	103.7	107.0
Other milk and cream	97.1	100.1	95.8
Milk and cream	103.3	103.3	105.1
Cheese	101.6	99.9	105.9
Beef and veal	102.0	90.0	82.3
Mutton and lamb	104.3	96.9	86.9
Pork	107.3	111.0	108.4
Carcass meat	103.5	95.4	87.9
Bacon and ham, uncooked	96.8	90.1	84.8
Poultry, uncooked	97.3	114.6	124.2
Other meat and meat products	93.8	96.3	95.8
All meat	99.0	96.4	92.7
Fish, fresh and processed	97.8	90.0	88.6
Fish, convenience	94.7	102.4	90.4
Fish	96.1	96.5	89.5
Eggs	98.3	97.0	93.9
Butter	92.8	81.3	89.0
Margarine	109.8	125.8	107.7
Other fats	94.8	93.7	100.9
Fats	96.3	91.5	94.9
Sugar	93.2	90.2	82.3
Preserves	105.3	101.7	93.1
Potatoes (raw)	94.5	89.7	89.2
Fresh green vegetables	101.4	101.3	99.1
Other fresh vegetables	104.8	98.7	100.9
Other vegetables	95.5	105.6	109.4
Vegetables	98.6	99.1	100.4
Fresh fruit	106.7	95.3	95.6
Other fruit	107.9	109.1	116.8
Fruit	107.1	100.0	102.9
Bread	94.3	92.7	90.0
Cereals other than bread	98.5	96.6	99.4
Cereals	96.7	94.9	95.4
Beverages	95.1	94.6	91.8
Miscellaneous foods (b)	95.3	101.5	111.5
ALL FOODS (b)	99.0	97.3	96.5

(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 novel protein foods and 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 9

Household consumption of individual foods (a): quarterly and annual national averages, 1973

(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)	4.73	4.64	4.59	4.73	4.67	4.56
Welfare (pt)	0.04	0.03	0.04	0.02	0.03	—
School (pt)	0.06	0.05	0.04	0.06	0.05	...
<i>Total liquid milk</i> (pt)	4.83	4.72	4.67	4.81	4.75	4.56
Condensed milk (eq pt)	0.15	0.17	0.18	0.19	0.17	0.17
Dried milk						
National (eq pt)	—	—	0.01	0.01	0.01	0.01
Branded (eq pt)	0.09	0.08	0.08	0.05	0.08	0.08
Instant milk (eq pt)	0.08	0.05	0.07	0.07	0.07	0.07
Yoghurt (pt)	0.03	0.05	0.05	0.04	0.04	0.04
Other milk (pt)	0.01	0.01	0.01	0.01	0.01	0.01
Cream (pt)	0.03	0.04	0.04	0.03	0.04	0.03
<i>Total milk and cream</i> (pt or eq pt)	5.22	5.12	5.11	5.21	5.17	4.97
CHEESE:						
Natural	3.33	3.41	3.51	3.40	3.41	3.41
Processed	0.30	0.38	0.33	0.33	0.34	0.34
<i>Total cheese</i>	3.63	3.79	3.84	3.73	3.75	3.75
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	6.26	5.71	5.92	7.34	6.31	6.28
Mutton and lamb	4.98	4.36	4.41	4.02	4.44	4.41
Pork	3.29	2.90	2.96	2.85	3.00	2.99
<i>Total carcase meat</i>	14.53	12.97	13.29	14.21	13.75	13.68
Other meat and meat products						
Liver	0.83	0.82	0.68	0.64	0.74	0.74
Offals, other than liver	0.52	0.37	0.37	0.47	0.43	0.43
Bacon and ham, uncooked	4.66	4.59	4.30	4.09	4.41	4.40
Bacon and ham, cooked, including canned	0.82	0.94	1.13	0.84	0.93	0.93
Cooked poultry, including canned	0.22	0.21	0.26	0.21	0.23	0.23
Corned meat	0.53	0.58	0.58	0.46	0.54	0.54
Other cooked meat, not purchased in cans	0.51	0.58	0.69	0.53	0.58	0.58
Other canned meat and canned meat products	1.97	1.94	1.96	1.77	1.91	1.91
Broiler chicken, uncooked, including frozen	4.42	3.97	3.72	3.64	3.94	3.94
Other poultry, uncooked, including frozen	1.54	2.48	2.00	1.64	1.92	1.89
Rabbit and other meat	0.15	0.08	0.08	0.15	0.12	0.11
Sausages, uncooked, pork	1.91	1.92	1.92	1.99	1.94	1.94
Sausages, uncooked, beef	1.46	1.46	1.39	1.58	1.47	1.47
Meat pies and sausage rolls, ready-to-eat	0.76	0.73	0.84	0.65	0.75	0.74
Frozen convenience meats or frozen convenience meat products	0.69	0.68	0.91	0.65	0.73	0.73
Other meat products	2.30	2.09	2.25	2.31	2.24	2.24
<i>Total other meat and meat products</i>	23.30	23.42	23.07	21.64	22.88	22.82
<i>Total meat and meat products</i>	37.83	36.39	36.36	35.85	36.63	36.50
FISH:						
White, filleted, fresh	0.83	0.79	0.68	0.74	0.76	0.76
White, unfileted, fresh	0.75	0.65	0.53	0.51	0.61	0.59
White, uncooked, frozen	0.39	0.42	0.25	0.35	0.35	0.35
Herring, filleted, fresh	0.01	0.02	0.01	0.01	0.01	0.01
Herring, unfileted, fresh	0.07	0.04	0.07	0.07	0.06	0.06
Fat, fresh, other than herring	0.16	0.10	0.10	0.11	0.12	0.12
White, processed	0.27	0.25	0.23	0.22	0.24	0.24
Fat, processed, filleted	0.11	0.11	0.09	0.11	0.11	0.11
Fat, processed, unfileted	0.13	0.07	0.08	0.15	0.11	0.11
Shell fish	0.06	0.06	0.07	0.04	0.06	0.06
Cooked fish	0.78	0.74	0.85	0.64	0.75	0.75
Canned salmon	0.28	0.38	0.33	0.17	0.29	0.29
Other canned or bottled fish	0.33	0.40	0.45	0.36	0.39	0.39
Fish products, not frozen	0.14	0.15	0.13	0.15	0.14	0.14
Frozen convenience fish products	0.70	0.72	0.76	0.66	0.71	0.71
<i>Total fish</i>	5.03	4.89	4.63	4.28	4.71	4.69
EGGS (no.)	4.34	4.27	4.27	4.05	4.23	4.11

TABLE 9—continued

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

	Consumption					Purchases
	Jan-March	April-June	July-Sept	Oct-Dec	Yearly average	Yearly average
FATS:						
Butter	5.12	5.07	5.17	5.58	5.24	5.23
Margarine	3.21	3.12	2.83	2.96	3.03	3.03
Lard and compound cooking fat	2.02	1.68	1.72	1.89	1.83	1.83
Vegetable and salad oils (fl oz)	1.08	0.62	0.64	0.95	0.82	0.82
All other fats	0.33	0.29	0.23	0.33	0.30	0.30
<i>Total fats</i>	11.77	10.77	10.59	11.70	11.22	11.21
SUGAR AND PRESERVES:						
Sugar	14.23	12.50	13.98	14.04	13.69	13.69
Jams, jellies and fruit curds	1.17	1.28	1.12	1.18	1.19	1.15
Marmalade	0.85	0.94	0.91	0.86	0.89	0.89
Syrup, treacle	0.31	0.19	0.15	0.26	0.23	0.23
Honey	0.26	0.20	0.19	0.15	0.20	0.20
<i>Total sugar and preserves</i>	16.82	15.11	16.37	16.48	16.20	16.16
VEGETABLES:						
Old potatoes						
January-August not prepacked	38.65	19.98	0.05	—	14.67	14.06
prepacked	10.13	7.83	0.01	—	4.49	4.48
New potatoes						
January-August not prepacked	0.58	12.02	21.79	—	8.60	7.81
prepacked	—	0.55	4.40	—	1.24	1.24
Potatoes						
September-December not prepacked	—	—	12.12	42.74	13.72	12.47
prepacked	—	—	2.99	9.86	3.21	3.21
<i>Total fresh potatoes</i>	49.36	40.38	41.36	52.61	45.93	43.27
Cabbages, fresh	4.30	4.45	4.70	4.65	4.53	3.85
Brussels sprouts, fresh	4.18	0.13	0.31	3.42	2.01	1.71
Cauliflowers, fresh	1.98	4.30	3.11	1.83	2.81	2.63
Leafy salads, fresh	0.69	1.91	2.28	0.60	1.37	1.14
Peas, fresh	0.04	0.12	1.34	0.09	0.40	0.21
Beans, fresh	0.09	0.22	3.85	0.36	1.13	0.46
Other fresh green vegetables	0.25	0.39	0.15	0.13	0.23	0.12
<i>Total fresh green vegetables</i>	11.53	11.52	15.74	11.08	12.48	10.12
Carrots, fresh	3.59	2.17	2.24	3.75	2.94	2.73
Turnips and swedes, fresh	1.82	0.56	0.44	1.93	1.19	1.05
Other root vegetables, fresh	0.98	0.43	0.78	1.01	0.80	0.62
Onions, shallots, leeks, fresh	3.06	2.36	2.67	3.17	2.82	2.58
Cucumbers, fresh	0.42	1.16	1.24	0.41	0.81	0.76
Mushrooms, fresh	0.53	0.49	0.45	0.42	0.47	0.46
Tomatoes, fresh	2.15	3.64	6.59	2.90	3.82	3.29
Miscellaneous fresh vegetables	0.80	0.42	1.85	1.25	1.08	0.88
<i>Total other fresh vegetables</i>	13.34	11.24	16.24	14.84	13.93	12.37
Tomatoes, canned or bottled	1.06	0.97	0.78	0.84	0.91	0.91
Canned peas	2.87	2.79	2.83	2.56	2.76	2.76
Canned beans	4.08	3.68	3.80	3.55	3.78	3.78
Canned vegetables, other than pulses, potatoes or tomatoes	1.37	1.45	1.44	1.20	1.37	1.37
Dried pulses, other than air-dried	0.41	0.25	0.28	0.48	0.36	0.36
Air-dried vegetables	0.05	0.06	0.04	0.04	0.05	0.05
Vegetable juices (fl oz)	0.12	0.12	0.21	0.08	0.13	0.13
Chips, excluding frozen	0.92	0.94	1.18	1.02	1.02	1.01
Instant potato	0.10	0.12	0.10	0.10	0.11	0.11
Canned potato	0.23	0.34	0.32	0.26	0.29	0.29
Crisps and other potato products not frozen	0.44	0.51	0.54	0.52	0.50	0.50
Other vegetable products	0.18	0.28	0.26	0.23	0.24	0.24
Frozen peas	1.29	1.36	1.34	1.37	1.34	1.34
Frozen beans	0.44	0.59	0.32	0.49	0.46	0.46
Frozen chips and other frozen convenience potato products	0.37	0.43	0.67	0.56	0.51	0.51
All frozen vegetables and frozen vegetable products not specified elsewhere	0.47	0.48	0.45	0.47	0.47	0.47
<i>Total processed vegetables</i>	14.39	14.37	14.58	13.76	14.30	14.29
<i>Total vegetables</i>	88.62	77.51	87.92	92.29	86.64	80.05

TABLE 9—*continued*
(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	5.10	4.41	2.76	1.77	3.51	3.51
Other citrus fruit	2.32	1.86	1.25	1.50	1.73	1.73
Apples	6.01	5.40	7.09	8.12	6.66	5.77
Pears	0.59	0.51	0.75	0.77	0.66	0.63
Stone fruit	0.05	0.15	1.73	0.08	0.50	0.48
Grapes	0.14	0.10	0.37	0.68	0.32	0.32
Soft fruit, other than grapes	0.03	0.44	1.78	0.08	0.58	0.36
Bananas	2.73	3.30	3.14	2.64	2.95	2.95
Rhubarb	0.35	1.44	0.61	0.03	0.61	0.19
Other fresh fruit	0.03	0.11	1.06	0.30	0.38	0.38
<i>Total fresh fruit</i>	17.35	17.71	20.54	15.97	17.90	16.32
Canned peaches, pears and pineapples	1.92	2.37	2.44	2.09	2.21	2.21
Other canned or bottled fruit	2.35	2.48	2.37	1.93	2.28	2.26
Dried fruit and dried fruit products	0.84	0.59	0.67	1.49	0.90	0.90
Frozen fruit and frozen fruit products	0.09	0.09	0.04	0.10	0.08	0.08
Nuts and nut products	0.21	0.23	0.23	0.48	0.29	0.29
Fruit juices (fl oz)	1.02	1.26	1.61	1.31	1.30	1.30
<i>Total other fruit and fruit products</i>	6.43	7.03	7.37	7.40	7.06	7.04
<i>Total fruit</i>	23.78	24.74	27.91	23.37	24.96	23.36
CEREALS:						
White bread, large loaves, unsliced	6.45	5.94	6.15	6.23	6.19	6.19
White bread, large loaves, sliced	16.27	17.84	18.18	17.96	17.56	17.55
White bread, small loaves, unsliced	2.72	2.54	2.24	2.51	2.50	2.50
White bread, small loaves, sliced	1.50	1.21	1.48	1.12	1.33	1.33
Brown bread	2.31	2.19	2.20	2.18	2.22	2.22
Wholewheat and wholemeal bread	0.54	0.47	0.52	0.61	0.54	0.54
Other bread	2.81	3.25	3.40	2.86	3.08	3.07
<i>Total bread</i>	32.60	33.44	34.17	33.48	33.42	33.40
Flour	6.28	4.50	4.71	5.50	5.25	5.25
Buns, scones and teacakes	1.17	1.11	0.84	1.17	1.07	1.07
Cakes and pastries	3.62	3.70	3.93	3.69	3.74	3.74
Crispbread	0.28	0.38	0.29	0.26	0.30	0.30
Biscuits, other than chocolate biscuits	4.10	4.44	4.28	4.26	4.27	4.27
Chocolate biscuits	1.10	1.41	1.28	1.22	1.25	1.25
Oatmeal and oat products	0.61	0.35	0.23	0.64	0.46	0.46
Breakfast cereals	2.69	3.03	3.19	2.90	2.95	2.95
Canned milk puddings	1.83	1.64	1.63	1.78	1.72	1.72
Other puddings	0.38	0.23	0.17	0.50	0.32	0.32
Rice	0.52	0.55	0.54	0.59	0.55	0.55
Cereal-based invalid foods (including "slimming" foods)	0.03	0.03	0.03	0.01	0.03	0.03
Infant cereal foods	0.12	0.10	0.10	0.08	0.10	0.10
Frozen convenience cereal foods	0.12	0.24	0.21	0.20	0.19	0.19
Cereal convenience foods, including canned, not specified elsewhere	2.06	1.92	2.19	2.18	2.09	2.09
Other cereal foods	0.32	0.24	0.28	0.28	0.28	0.28
<i>Total cereals</i>	57.84	57.31	58.10	58.75	57.99	57.97
BEVERAGES:						
Tea	2.15	2.14	2.15	2.19	2.16	2.16
Coffee, bean and ground	0.10	0.07	0.08	0.11	0.09	0.09
Coffee, instant	0.48	0.46	0.44	0.48	0.47	0.47
Coffee, essences (fl oz)	0.05	0.04	0.05	0.05	0.05	0.05
Cocoa and drinking chocolate	0.15	0.13	0.15	0.17	0.15	0.15
Branded food drinks	0.21	0.14	0.14	0.18	0.17	0.17
<i>Total beverages</i>	3.14	2.98	3.02	3.18	3.09	3.09
MISCELLANEOUS:						
Baby foods, canned or bottled	0.77	0.64	0.66	0.59	0.67	0.67
Soups, canned	3.96	3.14	2.76	4.44	3.58	3.58
Soups, dehydrated and powdered	0.16	0.09	0.09	0.14	0.12	0.12
Accelerated freeze-dried foods (excl. coffee)
Spreads and dressings	0.23	0.47	0.47	0.15	0.33	0.33
Pickles and sauces	1.43	1.65	1.55	1.64	1.57	1.56
Meat and yeast extracts	0.19	0.12	0.13	0.18	0.16	0.16
Table jelly, squares and crystals	0.36	0.44	0.46	0.40	0.42	0.42
Ice-cream (served as part of a meal), mousse	0.90	1.62	2.04	1.06	1.41	1.40
All frozen convenience foods not specified elsewhere	0.01	0.01	0.01	0.01
Salt	0.87	0.74	0.86	0.94	0.85	0.85
Novel protein foods	0.01

(a) See Appendix A, Table 11 for further details of the classification of foods.

TABLE 10

Household expenditure on individual foods (a): quarterly and annual national averages, 1973

(new 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	25·97	25·53	25·41	25·88	25·70	98
Welfare	0·01	0·01	0·03	0·02	0·02	1
School						
<i>Total liquid milk</i>	25·98	25·54	25·45	25·90	25·72	98
Condensed milk	0·80	0·91	0·97	1·02	0·93	22
Dried milk						
National	0·01	—	0·02	0·02	0·01	...
Branded	0·51	0·49	0·50	0·36	0·47	2
Instant milk	0·30	0·21	0·28	0·31	0·28	4
Yoghurt	0·67	1·05	0·97	0·85	0·89	14
Other milk	0·15	0·15	0·15	0·16	0·15	3
Cream	1·30	1·31	1·54	1·06	1·30	24
<i>Total milk and cream</i>	29·71	29·67	29·88	29·68	29·75	98
CHEESE:						
Natural	6·88	7·03	7·35	7·09	7·09	72
Processed	0·73	0·94	0·83	0·86	0·84	17
<i>Total cheese</i>	7·61	7·97	8·18	7·95	7·93	77
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	21·10	19·46	21·13	25·97	21·92	65
Mutton and lamb	11·15	10·29	11·74	11·42	11·15	44
Pork	8·45	7·46	7·97	8·37	8·06	35
<i>Total carcase meat</i>	40·71	37·22	40·83	45·76	41·13	85
Other meat and meat products						
Liver	1·81	1·89	1·71	1·73	1·79	23
Offals, other than liver	0·91	0·64	0·70	0·95	0·80	13
Bacon and ham, uncooked	11·54	12·47	12·69	12·68	12·35	74
Bacon and ham, cooked, including canned	2·99	3·76	4·85	4·05	3·91	36
Cooked poultry, including canned	0·49	0·51	0·67	0·63	0·58	4
Corned meat	1·61	1·82	2·04	1·71	1·80	20
Other cooked meat, not purchased in cans	1·55	1·82	2·35	1·85	1·89	25
Other canned meat and canned meat products	3·02	3·39	3·71	3·42	3·39	31
Broiler chicken, uncooked, including frozen	5·98	5·85	5·92	6·33	6·02	26
Other poultry, uncooked, including frozen	1·96	3·63	3·07	2·81	2·87	7
Rabbit and other meat	0·28	0·18	0·18	0·26	0·23	1
Sausages, uncooked, pork	3·03	3·17	3·33	3·66	3·30	37
Sausages, uncooked, beef	2·13	2·25	2·25	2·67	2·33	27
Meat pies and sausage rolls, ready-to-eat	1·17	1·20	1·45	1·13	1·24	18
Frozen convenience meats or frozen convenience meat products	1·51	1·64	2·22	1·71	1·77	15
Other meat products	4·35	4·27	4·65	4·99	4·57	45
<i>Total other meat and meat products</i>	44·32	48·48	51·81	50·57	48·84	97
<i>Total meat and meat products</i>	85·03	85·70	92·64	96·33	89·97	98
FISH:						
White, filleted, fresh	1·89	1·94	1·82	2·08	1·93	16
White, unfileted, fresh	1·52	1·50	1·20	1·22	1·36	11
White, uncooked, frozen	0·96	1·07	0·76	1·09	0·97	8
Herring, filleted, fresh	0·02	0·03	0·03	0·02	0·03	...
Herring, unfileted, fresh	0·08	0·05	0·10	0·09	0·08	1
Fat, fresh, other than herring	0·29	0·22	0·23	0·19	0·23	2
White, processed	0·62	0·57	0·59	0·64	0·61	6
Fat, processed, filleted	0·22	0·22	0·22	0·30	0·24	3
Fat, processed, unfileted	0·17	0·12	0·13	0·25	0·17	2
Shell fish	0·25	0·27	0·36	0·20	0·27	2
Cooked fish	1·83	1·88	2·25	1·90	1·97	17
Canned salmon	1·14	1·56	1·46	0·88	1·26	12

TABLE 10—continued

(new 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	
FISH—continued						
Other canned or bottled fish	0·64	0·84	0·81	0·72	0·75	13
Fish products, not frozen	0·35	0·43	0·37	0·44	0·40	9
Frozen convenience fish products	1·53	1·59	1·78	1·69	1·65	20
Total fish	11·52	12·29	12·12	11·72	11·92	73
EGGS						
	8·72	10·50	11·08	13·74	11·01	82
FATS:						
Butter	6·97	6·75	6·70	7·27	6·92	76
Margarine	2·72	2·65	2·56	2·84	2·69	47
Lard and compound cooking fat	1·18	1·02	1·21	1·58	1·25	38
Vegetable and salad oils	1·02	0·65	0·65	0·99	0·83	7
All other fats	0·35	0·35	0·31	0·49	0·38	9
Total fats	12·24	11·42	11·43	13·18	12·07	91
SUGAR AND PRESERVES:						
Sugar	4·02	3·70	4·46	4·56	4·19	70
Jams, jellies and fruit curds	0·90	1·03	0·88	1·00	0·95	20
Marmalade	0·62	0·68	0·68	0·69	0·67	15
Syrup, treacle	0·17	0·11	0·10	0·16	0·14	3
Honey	0·39	0·38	0·39	0·31	0·37	4
Total sugar and preserves	6·11	5·90	6·49	6·72	6·32	77
VEGETABLES:						
Old potatoes						
January–August						
not prepacked	4·18	2·67	0·01	—	1·72	} (b)
prepacked	1·50	1·30	...	—	0·70	
New potatoes						
January–August						
not prepacked	0·24	4·71	3·71	—	2·17	
prepacked	—	0·19	0·92	—	0·28	
Potatoes						
September–December						
not prepacked	—	—	1·39	4·47	1·47	
prepacked	—	—	0·45	1·48	0·48	
Total fresh potatoes	5·92	8·86	6·48	5·95	6·82	68
Cabbages, fresh	1·16	1·41	1·15	1·32	1·26	35
Brussels sprouts, fresh	1·22	0·05	0·16	1·50	0·73	21
Cauliflowers, fresh	0·91	1·62	1·04	0·81	1·10	24
Leafy salads, fresh	1·06	1·87	1·46	0·69	1·27	35
Peas, fresh	0·01	0·04	0·33	0·01	0·10	(b)
Beans, fresh	0·01	0·09	0·97	0·06	0·28	(b)
Other fresh green vegetables	0·08	0·11	0·03	0·05	0·07	2
Total fresh green vegetables	4·44	5·18	5·13	4·43	4·81	73
Carrots, fresh	0·92	0·82	0·69	0·98	0·85	35
Turnips and swedes, fresh	0·37	0·15	0·10	0·45	0·27	12
Other root vegetables, fresh	0·36	0·24	0·28	0·40	0·32	12
Onions, shallots, leeks, fresh	1·22	1·67	1·24	1·12	1·31	40
Cucumbers, fresh	0·50	1·14	0·99	0·42	0·76	22
Mushrooms, fresh	0·88	0·84	0·73	0·80	0·81	19
Tomatoes, fresh	2·89	5·45	4·63	2·79	3·94	54
Miscellaneous fresh vegetables	0·53	0·41	0·69	0·63	0·57	13
Total other fresh vegetables	7·68	10·72	9·33	7·58	8·83	82
Tomatoes, canned or bottled	0·55	0·57	0·52	0·63	0·57	16
Canned peas	1·28	1·25	1·26	1·24	1·26	35
Canned beans	1·94	1·80	1·82	1·82	1·85	45
Canned vegetables, other than pulses, potatoes or tomatoes	0·87	0·91	0·92	0·85	0·89	23
Dried pulses, other than air-dried	0·30	0·20	0·24	0·44	0·30	8
Air-dried vegetables	0·20	0·28	0·24	0·21	0·23	5
Vegetable juices	0·09	0·10	0·15	0·07	0·10	3
Chips, excluding frozen	0·95	0·96	1·28	1·09	1·07	20
Instant potato	0·20	0·22	0·22	0·24	0·22	4
Canned potato	0·14	0·21	0·18	0·16	0·17	3
Crisps and other potato products not frozen	1·09	1·11	1·21	1·19	1·15	25
Other vegetable products	0·23	0·37	0·40	0·35	0·34	8
Frozen peas	1·13	1·23	1·22	1·23	1·20	22

TABLE 10—continued

(new 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—continued						
Frozen beans	0·52	0·67	0·38	0·58	0·54	10
Frozen chips and other frozen convenience potato products	0·27	0·33	0·45	0·39	0·36	5
All frozen vegetables and frozen vegetable products, not specified elsewhere	0·53	0·61	0·55	0·57	0·57	8
<i>Total processed vegetables</i>	10·29	10·81	11·04	11·07	10·82	84
<i>Total vegetables</i>	28·33	35·57	31·98	29·03	31·28	97
FRUIT:						
Fresh						
Oranges	2·44	2·09	1·47	1·21	1·80	33
Other citrus fruit	1·44	0·97	0·82	1·18	1·10	20
Apples	4·23	4·35	4·09	3·64	4·08	53
Pears	0·44	0·40	0·50	0·47	0·45	9
Stone fruit	0·07	0·26	1·69	0·09	0·53	7
Grapes	0·21	0·19	0·41	0·63	0·36	6
Soft fruit, other than grapes	0·01	0·49	1·16	0·01	0·42	4
Bananas	1·54	2·04	2·12	1·74	1·86	37
Rhubarb	0·19	0·15	0·03	—	0·09	(b)
Other fresh fruit	0·03	0·10	0·57	0·22	0·23	3
<i>Total fresh fruit</i>	10·60	11·03	12·88	9·19	10·92	75
Canned peaches, pears and pineapples	1·21	1·57	1·75	1·60	1·53	29
Other canned or bottled fruit	1·74	1·96	1·97	1·68	1·84	30
Dried fruit and dried fruit products	0·85	0·68	0·93	2·23	1·17	15
Frozen fruit and frozen fruit products	0·16	0·15	0·07	0·19	0·14	1
Nuts and nut products	0·40	0·38	0·39	1·09	0·57	9
Fruit juices	0·88	0·89	1·11	1·02	0·98	12
<i>Total other fruit and fruit products</i>	5·22	5·63	6·24	7·82	6·23	59
<i>Total fruit</i>	15·82	16·66	19·12	17·01	17·15	85
CEREALS:						
White bread, large loaves, unsliced	2·48	2·30	2·47	2·68	2·48	29
White bread, large loaves, sliced	6·09	6·72	7·03	7·35	6·80	55
White bread, small loaves, unsliced	1·33	1·27	1·18	1·47	1·31	27
White bread, small loaves, sliced	0·78	0·64	0·82	0·68	0·73	16
Brown bread	1·16	1·15	1·19	1·25	1·19	25
Wholewheat and wholemeal bread	0·25	0·23	0·26	0·33	0·27	5
Other bread	2·40	2·90	3·22	2·79	2·83	42
<i>Total bread</i>	14·49	15·21	16·17	16·55	15·61	98
Flour	1·54	1·22	1·37	1·56	1·42	27
Buns, scones and teacakes	1·17	1·35	1·00	1·32	1·21	27
Cakes and pastries	5·41	5·66	6·20	6·50	5·94	58
Crispbread	0·35	0·51	0·39	0·38	0·41	11
Biscuits, other than chocolate biscuits	3·87	4·33	4·91	4·54	4·41	67
Chocolate biscuits	2·13	2·47	2·39	2·37	2·34	35
Oatmeal and oat products	0·33	0·21	0·15	0·42	0·28	6
Breakfast cereals	2·59	2·98	3·23	2·97	2·94	43
Canned milk puddings	0·81	0·73	0·73	0·85	0·78	20
Other puddings	0·43	0·27	0·23	0·62	0·39	8
Rice	0·31	0·36	0·38	0·50	0·39	7
Cereal-based, invalid foods (including "slimming" foods)	0·12	0·08	0·11	0·05	0·09	1
Infant cereal foods	0·22	0·18	0·20	0·17	0·19	3
Frozen convenience cereal foods	0·19	0·34	0·38	0·34	0·31	4
Cereal convenience foods, including canned, not specified elsewhere	1·84	1·89	2·10	2·03	1·97	38
Other cereal foods	0·22	0·18	0·21	0·23	0·21	6
<i>Total cereals</i>	36·02	37·96	40·14	41·39	38·89	100
BEVERAGES:						
Tea	4·78	4·73	4·79	4·86	4·79	65
Coffee, bean and ground	0·36	0·27	0·29	0·43	0·34	3
Coffee, instant	3·17	3·26	3·08	3·44	3·24	27
Coffee, essences	0·09	0·08	0·10	0·09	0·09	1
Cocoa and drinking chocolate	0·22	0·19	0·22	0·24	0·22	4
Branded food drinks	0·43	0·28	0·30	0·37	0·35	4
<i>Total beverages</i>	9·04	8·81	8·78	9·42	9·03	76

TABLE 10—continued

(new 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	
MISCELLANEOUS:						
Baby foods, canned or bottled	0.72	0.63	0.70	0.61	0.67	5
Soups, canned	2.09	1.73	1.52	2.54	1.97	34
Soups, dehydrated and powdered	0.45	0.29	0.29	0.44	0.37	9
Accelerated freeze-dried foods (excl. coffee)	0.01	0.01	0.01	0.01	0.01	...
Spreads and dressings	0.31	0.61	0.66	0.21	0.45	9
Pickles and sauces	1.35	1.53	1.52	1.65	1.51	28
Meat and yeast extracts	0.94	0.64	0.63	0.89	0.78	15
Table jelly, squares and crystals	0.41	0.50	0.55	0.47	0.48	15
Ice cream (served as part of a meal), mousse	0.83	1.56	1.83	0.96	1.30	17
All frozen convenience foods, not specified elsewhere	0.01	0.01	0.01	...	0.01	...
Salt	0.17	0.15	0.19	0.21	0.18	9
Artificial sweeteners (expenditure only)	0.04	0.02	0.03	0.03	0.03	...
Miscellaneous (expenditure only)	1.26	0.97	1.26	1.27	1.19	29
Novel protein foods	0.02	—	0.02	...	0.01	...
<i>Total miscellaneous</i>	8.62	8.68	9.22	9.32	8.96	77
<i>Total expenditure</i>	£2.59	£2.71	£2.81	£2.85	£2.74	100

(a) See Appendix A, Table 11 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 12 below.

TABLE 11

Household food prices (a): quarterly and annual national averages,
individual foods (b), 1973

	Average prices paid in 1973				
	Jan- March	April- June	July- Sept	Oct- Dec	Yearly average
MILK AND CREAM:					
Liquid milk					
Full price	5.63	5.64	5.63	5.64	5.64
Welfare	n.a.	n.a.	n.a.	n.a.	n.a.
School	n.a.	n.a.	n.a.	n.a.	n.a.
<i>Total liquid milk purchased</i>	5.63	5.64	5.63	5.64	5.64
Condensed milk	5.27	5.26	5.31	5.47	5.33
Dried milk					
National	2.84	n.a.	2.99	2.85	2.91
Branded	6.06	5.96	6.46	6.81	6.26
Instant milk	3.92	4.65	4.05	4.16	4.13
Yoghurt	19.75	19.76	19.96	20.87	20.04
Other milk	22.25	21.57	22.73	19.13	21.34
Cream	39.72	39.08	39.03	39.60	39.34
CHEESE:					
Natural	33.09	32.97	33.47	33.33	33.21
Processed	38.28	39.79	40.48	41.95	40.06
MEAT AND MEAT PRODUCTS:					
Carcass meat					
Beef and veal	54.18	55.32	57.28	56.57	55.80
Mutton and lamb	36.14	38.43	42.73	45.57	40.27
Pork	41.28	41.45	43.21	46.99	43.06
Other meat and meat products					
Liver	35.04	36.93	40.41	42.82	38.31
Offals, other than liver	28.03	27.66	30.44	32.73	29.64
Bacon and ham, uncooked	39.73	43.58	47.64	49.64	44.72
Bacon and ham, cooked, including canned	58.68	64.94	68.96	77.14	67.20
Cooked poultry, including canned	35.66	38.87	41.58	47.85	40.73
Corned meat	48.17	50.38	56.59	59.72	53.27
Other cooked meat, not purchased in cans	48.50	50.55	54.57	55.99	52.40
Other canned meat and canned meat products	24.48	28.01	30.20	30.96	27.80
Broiler chicken, uncooked, including frozen	21.62	23.62	25.51	27.83	24.33
Other poultry, uncooked, including frozen	21.04	23.71	24.62	27.93	24.20
Rabbit and other meat	32.51	37.90	36.59	30.19	33.44
Sausages, uncooked, pork	25.39	26.41	27.81	29.39	27.19
Sausages, uncooked, beef	23.46	24.97	25.78	26.98	25.24
Meat pies and sausage rolls, ready-to-eat	24.84	26.81	27.52	28.08	26.70
Frozen convenience meats or frozen convenience meat products	35.19	38.75	39.18	42.20	38.65
Other meat products	30.32	32.70	33.02	34.54	32.15
FISH:					
White, filleted, fresh	36.85	39.25	42.83	45.28	40.68
White, unfileted, fresh	34.03	36.86	37.73	39.75	36.64
White, uncooked, frozen	39.28	41.04	48.05	49.26	43.65
Herring, filleted, fresh	23.14	26.77	33.78	28.24	27.79
Herring, unfileted, fresh	19.49	21.62	23.37	21.56	21.41
Fat, fresh, other than herring	28.12	35.55	37.56	31.09	32.12
White, processed	36.66	37.14	41.31	46.23	39.90
Fat, processed, filleted	30.76	32.63	39.95	45.07	36.59
Fat, processed, unfileted	21.12	27.01	25.72	27.57	24.92
Shell fish	64.88	68.01	85.84	73.70	73.08
Cooked fish	37.43	40.66	42.86	47.81	41.73
Canned salmon	64.36	65.05	70.34	81.58	68.63
Other canned or bottled fish	31.03	33.43	28.86	32.37	31.29
Fish products, not frozen	41.25	47.72	46.11	47.24	45.43
Frozen convenience fish products	35.12	35.33	37.59	41.06	37.12
EGGS					
	2.05	2.52	2.69	3.51	2.65
FATS:					
Butter	21.77	21.38	20.75	20.86	21.20
Margarine	13.56	13.63	14.45	15.37	14.19
Lard and compound cooking fat	9.35	9.72	11.31	13.40	10.86
Vegetable and salad oils	18.92	20.71	20.57	20.93	20.08
All other fats	17.13	19.71	20.96	23.77	20.21
SUGAR AND PRESERVES:					
Sugar	4.51	4.74	5.10	5.20	4.87
Jams, jellies and fruit curds	12.80	13.01	13.15	14.21	13.26
Marmalade	11.64	11.50	11.84	12.77	11.67
Syrup, treacle	9.08	9.62	10.29	10.10	9.65
Honey	24.94	29.93	32.40	32.93	29.25

TABLE 11—continued

	Average prices paid in 1973				
	Jan-March	April-June	July-Sept	Oct-Dec	Yearly average
VEGETABLES:					
Old potatoes					
January-August					
not prepacked	1·81	2·21	2·28	n.a.	1·93
prepacked	2·37	2·67	2·46	n.a.	2·49
New potatoes					
January-August					
not prepacked	6·84	6·36	3·16	n.a.	4·42
prepacked	n.a.	5·60	3·34	n.a.	3·58
Potatoes					
September-December					
not prepacked	n.a.	n.a.	2·13	1·82	1·88
prepacked	n.a.	n.a.	2·40	2·40	2·40
Cabbages, fresh	4·88	5·76	4·81	5·45	5·21
Brussels sprouts, fresh	5·75	8·25	8·38	7·94	6·77
Cauliflowers, fresh	7·70	6·38	5·84	7·63	6·70
Leafy salads, fresh	25·03	17·77	14·25	20·64	18·08
Peas, fresh	14·49	11·81	6·77	9·08	7·17
Beans, fresh	29·44	10·35	9·50	15·91	9·83
Other fresh green vegetables	7·58	8·74	8·97	10·61	8·57
Carrots, fresh	4·20	6·11	5·76	4·62	4·94
Turnips and swedes, fresh	3·67	4·29	4·57	4·25	4·03
Other root vegetables, fresh	6·93	9·76	9·34	8·47	8·23
Onions, shallots, leeks, fresh	6·95	12·10	8·22	6·23	8·08
Cucumbers, fresh	19·07	15·74	14·56	17·22	16·04
Mushrooms, fresh	26·59	27·43	27·76	31·22	28·02
Tomatoes, fresh	21·78	24·11	14·37	19·54	19·14
Miscellaneous fresh vegetables	11·09	18·06	8·25	9·49	10·26
Tomatoes, canned or bottled	8·30	9·39	10·51	12·11	9·85
Canned peas	7·13	7·18	7·10	7·77	7·27
Canned beans	7·60	7·82	7·68	8·20	7·80
Canned vegetables, other than pulses, potatoes or tomatoes	10·13	10·03	10·19	11·43	10·39
Dried pulses, other than air-dried	11·84	12·84	13·85	14·85	13·34
Air-dried vegetables	76·09	72·74	88·29	82·02	79·29
Vegetable juices	15·03	15·81	14·39	18·65	15·45
Chips, excluding frozen	16·49	16·41	17·51	17·22	16·93
Instant potato	32·81	29·71	34·53	37·41	33·42
Canned potato	9·65	9·75	9·21	9·84	9·60
Crisps and other potato products not frozen	39·54	34·73	35·72	36·99	36·75
Other vegetable products	20·21	21·31	24·02	24·53	22·56
Frozen peas	14·09	14·54	14·55	14·42	14·39
Frozen beans	19·06	18·34	18·86	18·61	18·70
Frozen chips and other frozen convenience potato products	11·72	12·09	10·80	11·26	11·37
All frozen vegetables and frozen vegetable products, not specified elsewhere	17·98	20·36	19·48	19·66	19·31
FRUIT:					
Fresh					
Oranges	7·67	7·59	8·55	10·95	8·20
Other citrus fruit	9·93	8·32	10·46	12·53	10·15
Apples	12·09	13·13	11·37	9·07	11·34
Pears	12·08	12·63	11·14	10·73	11·56
Stone fruit	27·41	28·58	16·19	19·56	17·45
Grapes	24·21	30·29	18·04	14·87	18·12
Soft fruit, other than grapes	42·22	24·10	16·96	43·20	18·65
Bananas	9·04	9·89	10·82	10·61	10·06
Rhubarb	9·39	6·93	7·50	n.a.	8·15
Other fresh fruit	14·68	14·16	8·67	11·76	9·80
Canned peaches, pears and pineapples	10·07	10·59	11·51	12·22	11·08
Other canned or bottled fruit	12·19	12·75	13·40	14·19	13·04
Dried fruit and dried fruit products	16·03	18·43	22·19	24·00	20·67
Frozen fruit and frozen fruit products	29·07	25·31	26·37	30·28	28·05
Nuts and nut products	29·78	26·55	27·04	36·96	31·44
Fruit juices	17·16	14·12	13·83	15·72	15·10
CEREALS:					
White bread, large loaves, unsliced	6·16	6·19	6·43	6·89	6·41
White bread, large loaves, sliced	5·99	6·03	6·19	6·56	6·19
White bread, small loaves, unsliced	7·85	8·08	8·43	9·38	8·39
White bread, small loaves, sliced	8·33	8·42	8·81	9·77	8·76
Brown bread	8·05	8·40	8·68	9·13	8·54
Wholewheat and wholemeal bread	7·49	7·80	7·97	8·61	7·95
Other bread	13·71	14·29	15·14	15·80	14·70
Flour	3·92	4·35	4·66	4·52	4·31
Buns, scones and teacakes	15·93	19·60	18·90	18·08	17·94
Cakes and pastries	23·88	24·44	25·26	28·20	25·37
Crispbread	20·34	21·27	21·82	23·10	21·53
Biscuits, other than chocolate biscuits	15·13	15·58	18·35	17·07	16·49
Chocolate biscuits	31·02	27·91	29·93	31·05	29·92

TABLE 11—*continued*

	Average prices paid in 1973				
	Jan- March	April- June	July- Sept	Oct- Dec	Yearly average
CEREALS—<i>continued</i>					
Oatmeal and oat products	8·66	9·52	10·35	10·51	9·63
Breakfast cereals	15·44	15·73	16·16	16·36	15·91
Canned milk puddings	7·08	7·10	7·14	7·59	7·22
Other puddings	18·11	18·88	21·47	19·77	19·28
Rice	9·49	10·63	11·21	13·57	11·20
Cereal-based invalid foods (including "slimming" foods)	64·13	51·41	56·00	60·11	57·99
Infant cereal foods	30·43	28·73	30·19	33·57	30·57
Frozen convenience cereal foods	24·83	23·36	28·63	27·93	26·21
Cereal convenience foods, including canned, not specified elsewhere	14·25	15·75	15·34	14·94	15·02
Other cereal foods	10·89	12·45	11·74	12·86	11·87
BEVERAGES:					
Tea	35·62	35·34	35·64	35·51	35·53
Coffee, bean and ground	59·34	59·20	57·35	63·06	59·92
Coffee, instant	105·18	114·09	112·34	115·19	111·33
Coffee, essences	37·21	34·98	37·16	37·77	36·85
Cocoa and drinking chocolate	22·99	23·50	23·86	22·80	23·26
Branded food drinks	32·61	32·97	33·75	31·76	32·69
MISCELLANEOUS:					
Baby foods, canned or bottled	15·02	15·71	16·77	16·74	15·95
Soups, canned	8·46	8·81	8·80	9·13	8·79
Soups, dehydrated and powdered	46·67	53·17	52·87	51·16	50·11
Accelerated freeze-dried foods (excl. coffee)	128·00	42·80	42·53	52·21	53·50
Spreads and dressings	21·16	20·76	22·20	22·82	21·57
Pickles and sauces	15·24	14·88	15·72	16·28	15·52
Meat and yeast extracts	77·62	84·79	78·99	78·85	79·52
Table jelly, squares and crystals	18·23	18·30	18·84	18·83	18·55
Ice-cream (served as part of a meal), mousse	14·75	15·43	14·36	14·48	14·62
All frozen convenience foods, not specified else- where	35·66	24·48	41·28	40·00	33·26
Salt	3·17	3·27	3·46	3·61	3·37
Novel protein foods	59·24	n.a.	89·26	31·27	58·81

(a) New 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 egg.

(b) See Appendix A, Table 11 for further details of the classification of foods.

TABLE 12

Percentages of all households purchasing seasonal types of food during survey week, 1973

	Jan- March	April- June	July- Sept	Oct- Dec
FISH:				
White, fresh, filleted	17	16	14	15
White, fresh, unfileted	12	11	9	10
Herring, fresh, filleted	1	...
Herring, fresh, unfileted	1	1	1	1
Fat, fresh, other than herring	3	2	2	2
White, processed	6	5	6	5
Fat, processed, filleted	3	3	3	4
Fat, processed, unfileted	3	2	2	3
Shell	2	2	2	2
EGGS	84	82	82	82
VEGETABLES:				
Old potatoes				
January-August, not prepacked	48	32	...(a)	—
" " prepacked	21	16	...(a)	—
New potatoes				
January-August, not prepacked	4	43	61(a)	—
" " prepacked	—	3	14(a)	—
Potatoes				
September-December, not prepacked	—	—	53(b)	49
" " prepacked	—	—	18(b)	18
Cabbages, fresh	35	39	32	34
Brussels sprouts, fresh	38	2	4	37
Cauliflowers, fresh	19	36	27	17
Leafy salads, fresh	28	51	42	19
Peas, fresh	1	8	...
Beans, fresh	1	19	1
Other fresh green vegetables	2	3	1	1
Carrots, fresh	42	30	27	41
Turnips and swedes, fresh	18	7	4	19
Other root vegetables, fresh	15	9	11	13
Onions, shallots, leeks, fresh	40	43	40	37
Cucumbers, fresh	15	33	29	12
Mushrooms, fresh	22	20	18	17
Tomatoes, fresh	43	65	68	43
Miscellaneous fresh vegetables	12	10	17	14
FRUIT:				
Oranges, fresh	42	38	29	21
Other citrus fruit, fresh	26	18	14	20
Apples, fresh	53	54	53	52
Pears, fresh	8	8	10	10
Stone fruit, fresh	1	3	23	1
Grapes, fresh	3	2	8	11
Soft fruit, fresh, other than grapes	6	11	...
Bananas, fresh	34	39	40	34
Rhubarb, fresh	4	5	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

TABLE 13
 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, 1973

	Region							Type of area							All households		
	Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b)/ East Anglia	Conurbations	Other urban areas		Semi-rural areas	Rural areas			
	£	£	£	£	£	£	£	£	£	London	Provincial	Larger towns	Smaller towns	£		£	
(i) Expenditure and value of garden and allotment produce, etc.																	
Expenditure on:																	
Seasonal foods	0.46	0.47	0.45	0.42	0.45	0.42	0.45	0.41	0.51	0.56	0.48	0.46	0.45	0.43	0.37	0.47	
Convenience foods																	
Canned	0.19	0.22	0.22	0.20	0.21	0.20	0.19	0.18	0.18	0.18	0.20	0.21	0.19	0.20	0.18	0.20	
Frozen	0.09	0.03	0.05	0.04	0.05	0.07	0.06	0.07	0.09	0.09	0.05	0.07	0.06	0.07	0.06	0.07	
Other convenience foods	0.40	0.44	0.44	0.44	0.42	0.40	0.37	0.41	0.40	0.40	0.41	0.43	0.42	0.40	0.36	0.41	
Total convenience foods	0.68	0.69	0.71	0.68	0.68	0.66	0.63	0.66	0.67	0.67	0.67	0.71	0.67	0.66	0.59	0.68	
All other foods	1.60	1.56	1.54	1.57	1.58	1.54	1.65	1.52	1.63	1.73	1.60	1.55	1.53	1.63	1.58	1.60	
Total expenditure	2.74	2.72	2.70	2.67	2.71	2.63	2.72	2.59	2.81	2.96	2.75	2.72	2.65	2.73	2.54	2.74	
Value of garden and allotment produce, etc.	0.13	0.03	0.09	0.08	0.03	0.08	0.08	0.13	0.06	0.04	0.02	0.04	0.05	0.11	0.24	0.06	
Value of consumption	2.87	2.74	2.79	2.75	2.74	2.71	2.80	2.72	2.87	3.00	2.78	2.75	2.70	2.83	2.77	2.80	
(ii) Indices (a) of expenditure, prices and purchases (all foods)	(all households = 100)																
Expenditure	100.0	99.2	98.6	97.3	98.9	95.8	99.3	94.5	102.6	108.0	100.5	99.1	96.7	99.4	92.6	100.0	
Value of consumption	102.6	98.0	99.7	98.2	98.0	96.7	100.0	97.2	102.5	107.3	99.2	98.3	96.4	101.1	99.1	100.0	
Prices	101.4	103.2	101.3	97.0	99.4	99.9	98.5	96.7	100.9	102.6	99.0	99.2	99.9	100.9	98.5	100.0	
Index of value of consumption deflated by index of food prices	101.2	95.0	98.4	101.2	98.6	96.8	101.5	100.5	101.6	104.6	100.2	99.1	96.5	100.2	100.6	100.0	
Food purchases	98.6	96.4	97.1	99.9	98.9	96.1	100.9	97.8	101.6	105.3	100.9	99.9	97.3	98.7	93.9	100.0	
"Price of energy"	99.8	99.8	97.0	93.8	97.4	93.7	94.3	95.9	106.5	112.5	97.0	98.9	98.0	99.2	92.3	100.0	

(a) For definition see "expenditure index", "price index", "index of real value of food purchased" and "price of energy indices" in Glossary.
 (b) Including London, for which separate results are shown in the analysis according to type of area.

TABLE 14

Geographical variations(a) in household consumption of the main food groups(b), 1973

(Expressed as percentage deviations from the national average)

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average	
REGION				
WALES				
Butter	+ 34	Liquid milk	Fish	- 8
Bacon and ham, uncooked	+ 25	Mutton and lamb	Beef and veal	- 9
Sugar	+ 17	Pork	Cheese	-12
"Other" vegetables (including frozen)	+ 8	Poultry, uncooked	Margarine	-13
Cooking fat	+ 6	"Other" meat	Potatoes	-14
		Eggs		
		"Other" fats		
		Preserves		
		Fresh green vegetables		
		Fresh fruit		
		"Other" fruit		
		Bread		
		Cakes and biscuits		
		"Other" cereals		
		Tea		
		Coffee		
		Flour		
SCOTLAND				
Beef and veal	+ 34	Fish	Liquid milk	- 6
Bread	+ 24	Margarine	Butter	- 7
"Other" meat	+ 23	Preserves	Sugar	-10
Potatoes	+ 11	Cakes and biscuits	"Other" fruit	-10
"Other" cereals	+ 10	"Other" fats	Tea	-10
Eggs	+ 6		Cheese	-11
			"Other" vegetables (including frozen)	-11
			Bacon and ham, uncooked	-17
			Fresh fruit	-20
			Cooking fat	-26
			Coffee	-31
			Poultry, uncooked	-33
			Mutton and lamb	-48
			Fresh green vegetables	-49
			Pork	-62
			Flour	-62
NORTH				
Flour	+ 50	Liquid milk	Coffee	- 7
Margarine	+ 45	Beef and veal	Butter	- 8
Bacon and ham, uncooked	+ 23	"Other" meat	Tea	- 9
Preserves	+ 20	Sugar	Mutton and lamb	-16
Cooking fat	+ 19	"Other" vegetables (including frozen)	Cheese	-17
Eggs	+ 12	"Other" fruit	Fresh green vegetables	-19
Potatoes	+ 11	Bread	Poultry, uncooked	-24
Fish	+ 8	Cakes and biscuits	Pork	-25
		"Other" cereals	"Other" fats	-47
		Fresh fruit		
YORKSHIRE AND HUMBERSIDE				
Cooking fat	+ 45	Liquid milk	"Other" fruit	- 8
Flour	+ 37	Beef and veal	Cheese	- 9
Margarine	+ 28	Pork	Butter	-10
Fish	+ 24	"Other" meat	Fresh fruit	-13
Bacon and ham, uncooked	+ 21	Eggs	Mutton and lamb	-16
Sugar	+ 15	Bread	Poultry, uncooked	-16
Potatoes	+ 11	Cakes and biscuits		
"Other" fats	+ 8	"Other" cereals		
Fresh green vegetables	+ 7			
"Other" vegetables (including frozen)	+ 7			
Tea	+ 7			
Coffee	+ 7			
Preserves	+ 6			
NORTH WEST				
Mutton and lamb	+ 30	Liquid milk	Fish	- 9
Margarine	+ 23	Cheese	Fresh fruit	-12
Bacon and ham, uncooked	+ 20	Poultry, uncooked	Beef and veal	-13
Bread	+ 12	"Other" meat	"Other" fruit	-16
Potatoes	+ 7	Eggs	Fresh green vegetables	-19
Tea	+ 7	Butter	Pork	-23
		Cooking fat	"Other" fats	-29
		Sugar	Flour	-32

TABLE 14—continued

More than 5 per cent above the national average	Between 95 and 105 per cent of the national average	More than 5 per cent below the national average
PROVINCIAL CONURBATIONS—continued		
"Other" cereals + 8	Eggs	Pork —12
Poultry, uncooked + 6	Butter	Fresh green vegetables —17
	Cooking fat	"Other" fruit —18
	"Other" fats	
	Sugar	
	Preserves	
	Potatoes	
	"Other" vegetables (including frozen)	
	Cakes and biscuits	
	Tea	
URBAN AREAS (LARGER TOWNS)		
Flour + 8	Liquid milk	Mutton and lamb — 6
Cakes and biscuits + 8	Cheese	Bacon and ham, uncooked — 7
Cooking fat + 6	Beef and veal	Poultry, uncooked — 7
	Pork	Margarine — 7
	"Other" meat	Fresh fruit —10
	Fish	
	Eggs	
	Butter	
	"Other" fats	
	Sugar	
	Preserves	
	Potatoes	
	Fresh green vegetables	
	"Other" vegetables (including frozen)	
	"Other" fruit	
	Bread	
	"Other" cereals	
	Tea	
	Coffee	
URBAN AREAS (SMALLER TOWNS)		
Margarine + 6	Liquid milk	Tea — 7
	Beef and veal	Cheese — 8
	Pork	Fresh fruit — 8
	"Other" meat	Bacon and ham, uncooked —10
	Fish	Flour —10
	Eggs	Poultry, uncooked —11
	Butter	Mutton and lamb —21
	Cooking fat	
	"Other" fats	
	Sugar	
	Preserves	
	Potatoes	
	Fresh green vegetables	
	"Other" vegetables (including frozen)	
	"Other" fruit	
	Bread	
	Cakes and biscuits	
	"Other" cereals	
	Coffee	
SEMI-RURAL AREAS		
Flour +18	Liquid milk	"Other" vegetables (including frozen) — 6
Cheese +14	Beef and veal	"Other" cereals —10
Fresh green vegetables +12	Pork	Mutton and lamb —11
Cooking fat +10	Poultry, uncooked	
Bacon and ham, uncooked + 9	"Other" meat	
Coffee + 7	Fish	
Fresh fruit + 6	Eggs	
	Butter	
	Margarine	
	"Other" fats	
	Sugar	
	Preserves	
	Potatoes	
	"Other" fruit	
	Bread	
	Cakes and biscuits	
	Tea	
RURAL AREAS		
Margarine + 44	Liquid milk	"Other" meat —11
Bacon and ham, uncooked + 38	Cheese	Cakes and biscuits —14
Sugar + 34	Mutton and lamb	Fish —21

TABLE 14—*continued*

More than 5 per cent above the national average		Between 95 and 105 per cent of the national average	More than 5 per cent below the national average		
<i>RURAL AREAS—continued</i>					
Flour	+26	Pork		Poultry, uncooked	—23
Preserves	+20	Eggs		"Other" fats	—29
Cooking fat	+15	Potatoes			
Butter	+11	"Other" vegetables (including frozen)			
Fresh green vegetables	+11	Fresh fruit			
Beef and veal	+7	"Other" fruit			
Bread	+7	"Other" cereals			
		Tea			
		Coffee			

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

(b) See Appendix A, Table 13 for further details of the food groups.

TABLE 15
Household food consumption according to region and type of area: annual averages for individual foods(a), 1973
(oz per person per week, except where otherwise stated)

	All households	Region										Type of area						
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas		
											London	Provincial	Larger towns	Smaller towns				
MILK AND CREAM:																		
Liquid milk	4.67 0.03 0.05	4.66 0.02 0.04	4.45 0.12 0.01	4.51 0.03 0.03	4.49 0.06 0.04	4.71 0.03 0.04	4.82 0.05 0.06	4.66 0.02 0.06	5.05 0.04 0.05	4.78 0.01 0.07	4.86 0.22 0.16	4.96 0.21 0.16	4.88 0.01 0.07	4.46 0.04 0.04	4.70 0.16 0.17	4.65 0.03 0.05	4.82 0.03 0.05	4.90 0.17 0.19
Full price	(pt)																	
Welfare	(pt)																	
School	(pt)																	
Total liquid milk	4.75	4.72	4.45	4.57	4.59	4.78	4.93	4.74	5.14	4.86	4.73	4.90	4.96	4.54	4.70	4.73	4.90	4.96
Condensed milk	0.17	0.12	0.01	0.15	0.17	0.16	0.14	0.19	0.18	0.22	0.16	0.16	0.21	0.16	0.16	0.17	0.17	0.19
Dried milk	0.01	0.01	0.01	0.01	0.06	0.08	0.07	0.09	0.01	0.06	0.06	0.01	0.10	0.09	0.01	0.01	0.05	0.04
National	(eq pt)																	
Branded	(eq pt)																	
Instant milk	0.07	0.04	0.06	0.07	0.07	0.05	0.11	0.04	0.09	0.07	0.06	0.04	0.06	0.05	0.08	0.04	0.12	0.06
Yoghurt	(eq pt)																	
Other milk	(pt)																	
Cream	(pt)																	
Total milk and cream	5.17	5.13	4.79	5.01	4.97	5.15	5.34	5.13	5.58	5.33	5.13	5.44	5.44	4.91	5.13	5.09	5.33	5.40
CHEESE:																		
Natural	3.41	3.02	2.92	2.79	3.06	3.22	3.82	3.46	3.62	3.76	3.22	3.82	3.74	3.18	3.25	3.15	3.90	3.49
Processed	0.34	0.27	0.40	0.33	0.36	0.36	0.35	0.35	0.26	0.30	0.36	0.35	0.30	0.36	0.34	0.29	0.39	0.29
Total cheese	3.75	3.29	3.32	3.12	3.42	3.58	4.17	3.81	3.88	4.06	3.58	4.17	4.04	3.54	3.59	3.44	4.29	3.78
MEAT AND MEAT PRODUCTS:																		
Carcass meat	6.31	5.75	8.48	6.50	6.59	5.49	5.29	6.17	7.03	6.06	6.06	6.79	6.79	6.03	6.17	6.42	6.26	6.76
Beef and veal	.	4.64	2.33	3.71	3.75	5.78	3.66	4.52	3.71	5.09	5.09	5.79	5.79	5.24	4.16	3.51	3.94	4.24
Mutton and lamb	.	2.95	1.13	2.26	2.90	2.30	3.60	4.52	2.84	3.59	3.59	3.72	3.72	2.64	2.96	3.00	2.89	3.11
Pork	.	13.34	11.94	12.47	13.24	13.57	12.55	15.21	13.58	14.74	14.74	16.30	16.30	13.91	13.29	12.93	13.09	14.11
Total carcass meat	13.75	13.34	11.94	12.47	13.24	13.57	12.55	15.21	13.58	14.74	14.74	16.30	16.30	13.91	13.29	12.93	13.09	14.11
Other meat and meat products	0.74	0.58	0.69	0.72	0.75	0.68	0.62	0.74	0.89	0.81	0.81	0.84	0.84	0.73	0.76	0.75	0.69	0.65
Liver	.	0.42	0.25	0.28	0.50	0.43	0.42	0.37	0.44	0.48	0.48	0.68	0.68	0.49	0.41	0.29	0.39	0.32
Offals, other than liver	.	5.53	3.64	5.42	5.34	5.29	4.50	5.23	3.54	3.75	3.75	3.75	3.75	4.96	4.12	3.99	4.80	6.07
Bacon and ham, uncooked	.	1.12	0.78	0.77	1.10	0.87	0.94	1.12	0.99	0.90	0.90	1.05	1.05	0.96	0.90	0.93	0.87	0.98
Bacon and ham, cooked, including canned	.																	

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

	Region										Type of area								
	All house-holds	Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East(6)/ East Anglia	Conurbations			Other urban areas		Semi-rural areas	Rural areas		
											London	Pro-vincial	Larger towns	Smaller towns					
MEAT AND MEAT PRODUCTS—continued																			
Cooked poultry, including canned	0.23 0.54	0.15 0.60	0.42 0.61	0.19 0.65	0.21 0.57	0.17 0.57	0.16 0.50	0.24 0.62	0.18 0.48	0.20 0.43	0.20 0.48	0.29 0.62	0.29 0.62	0.21 0.51	0.12 0.46	0.10 0.47			
Corned meat																			
Other cooked meat, not purchased in cans	0.58	0.57	1.03	0.52	0.65	0.73	0.44	0.44	0.42	0.42	0.40	0.72	0.72	0.59	0.54	0.32			
Other canned meat and canned meat products	1.91	2.40	1.93	2.58	2.08	2.56	2.24	1.75	2.00	1.31	1.31	2.16	2.16	1.71	1.93	1.98			
Broiler chicken, uncooked, including frozen	3.94	3.34	3.07	3.08	2.94	3.79	3.23	4.05	4.53	4.63	5.01	3.89	3.89	3.90	3.42	2.33			
Other poultry, uncooked, including frozen	1.92	2.79	0.85	1.37	1.96	1.90	1.54	2.50	1.91	2.06	2.59	2.32	2.32	1.29	2.23	2.20			
Rabbit and other meat	0.12	0.26	0.08	0.13	0.12	0.06	0.10	0.14	0.02	0.14	0.15	0.13	0.13	0.13	0.09	0.10			
Sausages, uncooked, pork	1.94	1.78	0.87	2.01	2.31	1.76	2.21	2.52	1.63	2.20	2.27	1.78	1.78	1.72	2.03	2.47			
Sausages, uncooked, beef	1.47	1.44	3.75	1.12	1.13	1.36	0.97	0.40	1.65	1.28	1.17	1.46	1.46	1.75	1.41	0.84			
Meat pies and sausage rolls, ready-to-eat	0.75	0.52	0.55	1.00	1.25	0.58	1.14	0.99	0.53	0.59	0.62	0.62	0.62	0.73	0.92	0.93			
Frozen convenience meat or frozen convenience meat products	0.73	1.24	0.35	0.57	0.35	0.63	0.82	0.72	0.95	0.90	0.79	0.63	0.63	0.69	0.83	0.63			
Other meat products	2.24	2.11	4.17	2.44	1.84	2.36	1.72	1.48	2.50	1.86	1.75	2.35	2.35	2.63	2.05	1.46			
Total other meat and meat products	22.88	24.85	23.04	22.85	23.10	23.74	21.55	23.31	22.66	21.96	23.06	24.11	24.11	22.08	22.78	21.85			
Total meat and meat products	36.63	38.19	34.98	35.32	36.34	37.31	34.10	38.52	36.24	36.70	39.36	38.02	38.02	35.01	35.87	35.96			
FISH:																			
White, filleted, fresh	0.76	0.52	2.18	0.82	0.59	0.47	0.51	0.75	0.47	0.57	0.72	0.95	0.95	0.93	0.59	0.63			
White, unfileted, fresh	0.61	0.54	0.28	0.42	1.09	0.83	0.41	0.50	0.38	0.61	0.60	0.76	0.76	0.56	0.51	0.21			
White, uncooked, frozen	0.35	0.35	0.07	0.31	0.21	0.27	0.58	0.42	0.38	0.43	0.38	0.29	0.29	0.22	0.55	0.33			
Herring, filleted, fresh	0.01	—	0.04	0.04	0.01	0.01	0.02	0.01	—	0.01	0.01	0.02	0.02	0.02	0.02	0.01			
Herring, unfileted, fresh	0.06	0.08	0.05	0.06	0.05	0.04	0.04	0.04	0.08	0.09	0.10	0.03	0.03	0.06	0.05	0.04			
Fat, fresh, other than herring	0.12	0.20	0.02	0.12	0.06	0.07	0.08	0.14	0.24	0.16	0.25	0.10	0.10	0.10	0.10	0.14			
Fat, processed	0.24	0.17	0.38	0.20	0.20	0.21	0.16	0.16	0.22	0.27	0.27	0.25	0.25	0.23	0.27	0.10			
White, processed	0.11	0.08	0.05	0.14	0.07	0.07	0.16	0.08	0.22	0.11	0.13	0.06	0.06	0.10	0.15	0.08			
Fat, processed, filleted	0.11	0.10	0.23	0.17	0.10	0.10	0.08	0.05	0.05	0.10	0.12	0.16	0.16	0.11	0.08	0.11			
Fat, processed, unfileted	0.06	0.09	0.02	0.02	0.08	0.04	0.05	0.02	0.06	0.10	0.09	0.03	0.03	0.05	0.06	0.01			
Shell fish	0.75	0.34	0.45	1.18	1.81	0.67	0.71	0.67	0.64	0.62	0.72	0.72	0.72	0.74	0.55	0.57			
Cooked fish	0.29	0.33	0.20	0.30	0.26	0.37	0.37	0.36	0.18	0.25	0.29	0.35	0.35	0.27	0.36	0.26			
Canned salmon	0.39	0.33	0.20	0.29	0.43	0.30	0.42	0.46	0.35	0.47	0.49	0.36	0.36	0.21	0.41	0.32			
Other canned or bottled fish	0.14	0.18	0.16	0.19	0.23	0.16	0.14	0.08	0.12	0.11	0.10	0.14	0.14	0.13	0.12	0.12			
Fish products, not frozen	0.71	1.07	0.45	0.82	0.67	0.69	0.85	0.62	0.77	0.77	0.72	0.61	0.61	0.71	0.74	0.80			
Frozen convenience fish products																			

Generated on 2016-05-13 16:13 GMT / http://hdl.handle.net/2027/uc1.b3364790
Creative Commons Attribution / http://www.hathitrust.org/access_use#cc-by-4.0

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

	All house-holds	Region										Type of area					
		Wales	Scotland	North	York-shire and Humber-side	North West	East Mid-lands	West Mid-lands	South West	South East(b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Pro-vincial	Larger towns	Smaller towns			
<i>FISH—continued</i>																	
Total fish	4.71	4.38	4.78	5.08	5.86	4.30	4.58	4.36	4.16	4.67	4.99	4.83	4.90	4.57	4.56	3.73	
EGGS (Eggs purchased)	4.23 4.11	4.15 3.73	4.48 4.46	4.75 4.40	4.25 3.87	4.19 4.10	4.01 3.86	3.95 3.70	4.14 3.93	4.24 4.18	4.37 4.36	4.23 4.22	4.12 4.07	4.18 4.11	4.32 4.02	4.40 3.44	
<i>FATS:</i>																	
Butter	5.24	7.04	4.88	4.80	4.73	5.07	4.77	5.46	5.69	5.48	5.40	5.33	5.13	5.07	5.20	5.80	
Margarine	3.03	2.64	3.09	4.39	3.88	3.74	3.23	3.70	2.51	2.31	1.92	3.64	2.81	3.22	3.11	4.37	
Lard and compound cooking fat	1.83	1.94	1.36	2.18	2.65	1.85	2.41	2.03	1.80	1.53	1.21	1.84	1.94	1.84	2.02	2.11	
Vegetable and salad oils (fl oz)	0.82	0.75	0.83	0.28	0.90	0.57	0.95	1.23	0.91	0.80	1.01	0.88	0.77	0.79	0.79	0.61	
All other fats	0.30	0.32	0.35	0.31	0.31	0.23	0.26	0.14	0.41	0.33	0.29	0.20	0.34	0.33	0.32	0.19	
Total fats	11.22	12.69	10.51	11.96	12.47	11.46	11.62	12.56	11.32	10.45	9.83	11.89	10.99	11.25	11.44	13.08	
<i>SUGAR AND PRESERVES:</i>																	
Sugar	13.69	16.05	12.33	13.57	15.68	13.93	14.93	16.29	14.73	12.56	11.75	14.02	13.60	13.33	14.28	18.41	
Jams, jellies and fruit curds	1.19	1.01	1.51	1.38	1.30	1.32	1.19	1.03	1.24	1.05	0.99	1.22	1.20	1.25	1.20	1.38	
Marmalade	0.89	1.07	0.73	0.93	0.87	0.81	0.85	0.87	0.89	1.03	1.06	0.85	0.82	0.94	0.88	0.95	
Syrup, treacle	0.23	0.14	0.20	0.51	0.39	0.17	0.39	0.17	0.20	0.19	0.18	0.16	0.21	0.20	0.32	0.48	
Honey	0.20	0.20	0.11	0.18	0.19	0.19	0.18	0.18	0.13	0.27	0.36	0.17	0.19	0.14	0.21	0.20	
Total sugar and preserves	16.20	18.47	14.88	16.57	18.34	16.42	17.54	18.54	17.19	15.10	14.34	16.42	16.02	15.86	16.89	21.42	
<i>VEGETABLES:</i>																	
Old potatoes																	
January-August not pre-packed	14.67	12.36	13.51	16.58	18.70	16.40	15.69	14.38	17.63	12.32	10.75	14.72	17.27	14.56	13.74	14.23	
pre-packed	4.49	4.63	8.05	3.93	2.94	4.45	3.30	3.54	1.35	4.67	5.59	4.70	3.92	5.08	4.25	2.46	
New potatoes																	
January-August not pre-packed	8.60	10.66	7.69	10.48	9.52	8.87	7.98	9.45	9.67	7.62	8.20	8.57	9.45	7.94	8.06	9.29	
pre-packed	1.24	1.52	4.08	0.53	0.67	0.88	0.83	0.59	1.43	0.66	0.60	1.24	0.93	1.41	2.19	0.52	
Potatoes																	
September-December not pre-packed	13.72	7.78	9.52	17.05	17.01	14.20	18.93	20.12	12.63	11.82	10.77	14.53	13.71	13.55	14.06	19.35	
pre-packed	3.21	2.40	8.23	2.27	2.29	4.48	2.95	1.67	0.74	2.24	2.47	4.51	2.85	3.29	3.38	1.03	
Total fresh potatoes	45.93	39.35	51.08	50.84	51.13	49.28	49.68	49.75	43.45	39.33	38.38	48.27	48.13	45.83	45.68	46.88	

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

	Region										Type of area					
	All household	Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East (b) East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro-vincial	Larger towns	Smaller towns		
VEGETABLES—continued																
Cabbages, fresh	4.53	4.73	2.89	3.71	3.75	3.76	3.89	4.52	5.03	5.67	6.80	4.05	4.31	3.96	4.20	4.36
Brussels sprouts, fresh	2.01	1.29	0.92	1.73	2.77	1.55	3.05	1.95	2.35	2.14	2.24	1.51	2.11	2.00	2.29	1.64
Cauliflower, fresh	2.81	3.19	1.66	2.73	3.71	2.83	3.64	3.30	3.00	2.61	2.33	2.64	2.91	2.81	3.10	3.14
Leafy salads, fresh	1.37	1.22	0.78	1.16	1.41	1.41	1.27	1.50	1.27	1.69	1.47	1.23	1.36	1.31	1.48	1.61
Peas, fresh	0.40	0.63	0.06	0.31	0.43	0.19	0.78	0.80	0.68	0.37	0.26	0.35	0.36	0.27	0.63	0.87
Beans, fresh	1.13	1.85	0.09	0.40	1.12	0.38	1.47	1.45	2.84	1.53	1.06	0.52	0.89	1.28	1.90	1.94
Other fresh green vegetables	0.23	0.03	0.02	0.07	0.16	0.05	0.33	0.25	0.39	0.41	0.35	0.11	0.17	0.19	0.37	0.31
Total fresh green vegetables	12.48	12.94	6.42	10.11	13.35	10.17	14.43	13.77	15.56	14.42	14.51	10.41	12.11	11.82	13.97	13.87
Carrots, fresh	2.94	2.68	2.81	2.96	4.09	4.12	2.15	3.31	2.94	2.59	2.46	3.36	2.87	2.70	2.79	4.87
Turnips and swedes, fresh	1.19	2.40	2.40	2.28	1.39	1.02	0.72	0.51	1.23	0.86	0.66	1.15	1.53	1.41	0.83	1.47
Other root vegetables, fresh	0.80	1.34	0.18	0.46	0.53	0.50	0.60	1.18	0.93	1.10	1.14	0.82	0.71	0.74	0.70	0.83
Onions, shallots, leeks, fresh	2.82	2.65	3.08	3.35	3.42	3.14	2.45	2.87	2.29	2.59	2.86	3.12	2.70	2.90	2.53	2.97
Cucumbers, fresh	0.81	0.87	0.25	0.39	0.85	0.39	0.74	0.91	0.83	1.23	1.27	0.62	0.74	0.77	0.82	0.72
Mushrooms, fresh	0.47	0.78	0.21	0.44	0.43	0.43	0.52	0.46	0.42	0.58	0.65	0.39	0.45	0.40	0.50	0.55
Tomatoes, fresh	3.82	4.00	3.05	3.61	3.67	3.61	3.41	3.90	3.48	4.42	4.81	3.65	3.55	3.73	3.67	4.18
Miscellaneous fresh vegetables	1.08	0.60	0.16	0.60	0.93	0.67	1.19	1.14	0.66	1.73	1.75	0.79	0.92	0.99	1.31	0.70
Total other fresh vegetables	13.93	15.32	12.14	14.09	15.31	13.88	11.78	14.28	12.78	15.10	15.60	13.90	13.47	13.64	13.15	16.29
Tomatoes, canned or bottled	0.91	0.86	0.31	0.77	1.29	0.66	1.66	1.24	0.57	0.89	0.95	0.71	1.08	0.71	1.07	0.75
Canned peas	2.76	3.09	3.02	3.52	3.22	3.43	2.49	2.65	2.96	2.19	1.69	3.30	3.32	2.88	2.06	2.73
Canned beans	3.78	3.70	4.20	4.03	4.14	3.81	3.71	3.89	3.63	3.55	3.01	3.75	4.13	3.83	3.75	3.96
Canned vegetables, other than pulses, potatoes or tomatoes	1.37	1.58	1.10	1.35	1.63	1.53	1.33	1.08	1.72	1.33	1.30	1.34	1.64	1.28	1.12	1.22
Dried pulses, other than air-dried	0.36	0.31	0.98	0.59	0.33	0.36	0.43	0.21	0.23	0.15	0.21	0.47	0.45	0.36	0.22	0.23
Air-dried vegetables	0.05	0.03	0.06	0.05	0.06	0.04	0.04	0.06	0.07	0.04	0.04	0.05	0.05	0.06	0.05	0.07
Vegetable juices (fl oz)	0.13	0.17	0.27	0.04	0.08	0.08	0.09	0.14	0.06	0.14	0.19	0.14	0.11	0.11	0.15	0.10
Chips, excluding frozen	1.02	0.83	0.69	1.74	1.78	1.03	1.07	1.08	0.89	0.70	0.72	1.22	1.27	0.98	0.72	0.69
Instant potato	0.11	0.13	0.10	0.10	0.09	0.13	0.14	0.08	0.14	0.09	0.06	0.11	0.11	0.12	0.12	0.05
Canned potato	0.29	0.27	0.10	0.19	0.27	0.36	0.31	0.33	0.16	0.33	0.41	0.35	0.26	0.23	0.24	0.23
Crisps and other potato products not frozen	0.50	0.41	0.59	0.48	0.38	0.44	0.59	0.51	0.68	0.49	0.38	0.47	0.48	0.60	0.60	0.42
Other vegetable products	0.24	0.21	0.18	0.35	0.13	0.18	0.17	0.10	0.20	0.35	0.42	0.16	0.27	0.22	0.19	0.13
Frozen peas	1.34	1.76	0.21	0.73	0.77	0.68	1.41	1.35	1.47	2.13	2.17	0.83	1.36	1.22	1.40	0.96
Frozen beans	0.46	0.60	0.10	0.17	0.28	0.32	0.35	0.50	0.48	0.72	0.91	0.39	0.39	0.38	0.40	0.39
Frozen chips and other frozen convenience potato products	0.51	0.45	0.62	0.29	0.38	0.37	0.34	0.61	0.35	0.65	0.38	0.48	0.44	0.48	0.79	0.40

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

	Region										Type of area							
	All house-holds	Wales	Scotland	North	York-shire and Hum-ber-side	North West	East Mid-lands	West Mid-lands	South West	South East/(b)/ East Anglia	London	Pro-vincial	Larger towns	Other urban areas	Smaller towns	Semi-rural areas	Rural areas	
VEGETABLES—continued																		
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.47	0.78	0.34	0.29	0.18	0.35	0.25	0.48	0.55	0.64	0.69	0.47	0.44	0.43	0.41	0.30		
<i>Total processed vegetables</i>	14.30	15.18	12.87	14.69	15.01	13.77	14.38	14.31	14.16	14.39	13.53	14.24	15.80	13.89	13.29	12.63		
<i>Total vegetables</i>	86.64	82.79	82.51	89.73	94.80	87.10	90.27	92.11	85.95	83.24	82.02	86.82	89.51	85.18	86.09	89.67		
FRUIT:																		
<i>Fresh</i>	3.51	3.08	3.66	3.24	2.93	2.89	3.27	3.58	2.51	4.08	4.66	3.77	3.09	3.17	3.47	2.93		
Oranges	1.73	1.33	1.35	1.35	1.58	1.85	1.47	1.35	1.51	2.13	2.53	1.54	1.44	1.52	2.08	1.31		
Other citrus fruit	6.66	7.31	4.75	6.05	5.98	6.09	6.40	6.57	6.98	7.76	8.48	6.01	6.25	6.24	6.96	6.71		
Apples	0.50	0.55	0.48	0.52	0.55	0.61	0.57	0.70	0.36	0.75	1.06	0.65	0.60	0.49	0.62	0.61		
Pears	0.50	0.50	0.19	0.29	0.40	0.45	0.49	0.45	0.34	0.71	0.73	0.33	0.46	0.37	0.67	0.61		
Stone fruit	0.32	0.51	0.27	0.29	0.30	0.21	0.22	0.30	0.23	0.42	0.58	0.24	0.33	0.26	0.27	0.21		
Grapes	9.58	0.60	0.15	0.86	0.84	0.27	0.83	1.22	1.22	0.60	0.49	0.51	0.46	0.48	0.67	2.22		
Soft fruit, other than grapes	2.95	2.35	2.57	2.70	2.23	2.68	2.85	2.67	2.92	3.59	3.89	2.75	2.85	2.85	3.10	2.39		
Bananas	0.61	0.88	0.51	0.69	0.56	0.38	0.51	0.68	0.87	0.72	0.61	0.49	0.50	0.64	0.76	1.03		
Rhubarb	0.38	0.25	0.34	0.41	0.27	0.33	0.38	0.23	0.22	0.51	0.55	0.26	0.36	0.37	0.41	0.30		
Other fresh fruit	17.90	17.36	14.27	17.02	15.64	15.76	16.99	17.75	17.17	21.27	23.58	16.55	16.17	16.39	19.01	18.42		
<i>Total fresh fruit</i>	2.21	2.02	2.40	2.21	2.09	2.07	1.49	1.86	2.40	2.54	2.59	2.06	2.20	2.23	2.08	2.21		
Canned peaches, pears and pine-apples	2.28	1.88	2.06	2.27	1.80	2.12	1.98	2.07	2.68	2.80	2.64	1.76	2.25	2.38	2.34	2.34		
Other canned or bottled fruit	0.90	1.22	0.44	0.99	1.07	0.66	0.85	1.01	1.18	1.08	1.02	0.64	0.87	0.81	1.08	1.50		
Dried fruit and dried fruit products	0.08	0.15	0.01	0.06	0.04	0.02	0.09	0.11	0.01	0.13	0.12	0.08	0.08	0.03	0.12	0.05		
Frozen fruit and frozen fruit products	0.29	0.41	0.12	0.26	0.24	0.17	0.26	0.24	0.22	0.43	0.45	0.17	0.30	0.25	0.33	0.20		
Nuts and nut products (fl oz)	1.30	1.08	1.30	1.01	1.29	0.90	1.03	1.21	1.08	1.63	2.08	1.06	1.22	1.02	1.41	1.11		
<i>Total other fruit and fruit products</i>	7.06	6.76	6.33	6.80	6.53	5.94	5.70	6.50	7.57	8.61	8.90	5.77	6.92	6.92	7.36	7.41		
<i>Total fruit</i>	24.96	24.12	20.60	23.82	22.17	21.70	22.69	24.25	24.74	29.88	32.48	22.32	23.09	23.31	26.37	25.83		
CEREALS:																		
White bread, large loaves, unsliced	6.19	11.31	5.46	2.24	6.81	6.02	4.66	7.96	8.86	6.95	6.86	4.74	5.80	6.13	6.54	12.54		
White bread, large loaves, sliced	17.56	14.34	26.56	18.88	14.79	21.13	19.67	20.95	14.09	11.87	11.11	23.97	15.81	17.93	18.72	14.74		
White bread, small loaves, unsliced	2.50	2.45	0.45	3.25	3.59	2.86	2.58	2.15	1.88	2.82	3.12	2.28	2.74	2.14	2.26	2.40		

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

	All household	Region								Type of area						
		Wales	Scotland	North	Yorkshire and Humber-side	North West	East Midlands	West Midlands	South West	South East(b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro-vincial	Larger towns	Smaller towns		
CEREALS—continued																
White bread, small loaves, sliced	1.33	0.59	0.67	2.42	1.86	1.95	1.10	1.03	0.96	1.14	1.59	1.54	1.03	1.22	0.99	
Brown bread	2.22	1.58	1.69	3.46	3.09	2.45	2.06	1.99	2.19	2.34	2.31	2.44	1.85	2.09	2.53	
Wholewheat and wholemeal bread	0.54	1.00	0.20	0.20	0.38	0.37	0.64	0.58	0.78	1.04	0.35	0.46	0.38	0.58	0.68	
Other bread	3.08	1.73	6.25	3.14	3.05	2.34	2.49	2.82	2.60	2.65	2.87	3.45	3.50	2.90	1.92	
<i>Total bread</i>	33.42	33.00	41.28	33.59	33.37	37.32	37.35	31.25	28.17	28.26	38.01	32.24	32.96	34.31	35.80	
Flour	5.25	5.27	1.98	7.86	7.18	3.59	6.46	6.44	4.76	4.19	4.70	5.65	4.75	6.18	6.63	
Buns, scones and teacakes	1.07	1.08	1.35	1.51	1.41	1.32	0.91	1.10	0.82	0.82	1.19	1.18	1.01	1.08	0.89	
Cakes and pastries	3.74	3.40	3.25	3.30	4.21	3.80	3.29	4.74	3.88	3.51	3.53	4.21	3.56	3.67	3.24	
Crispbread	0.30	0.25	0.21	0.30	0.32	0.25	0.27	0.33	0.36	0.40	0.25	0.33	0.25	0.29	0.32	
Biscuits, other than chocolate biscuits	4.27	4.21	4.33	4.10	4.06	4.02	3.84	4.77	4.51	4.23	4.07	4.42	4.51	4.20	3.63	
Chocolate biscuits	1.25	1.27	1.98	1.66	1.14	1.32	0.97	1.17	1.02	0.95	1.39	1.30	1.32	1.27	1.02	
Oatmeal and oat products	0.46	0.35	1.02	0.62	0.47	0.44	0.47	0.39	0.31	0.35	0.55	0.41	0.44	0.49	0.71	
Breakfast cereals	2.95	3.19	2.36	2.75	2.98	3.29	2.90	2.86	3.16	2.99	3.07	3.05	2.92	2.63	3.26	
Canned milk puddings	1.72	1.62	1.90	1.86	2.30	1.95	1.55	1.45	1.48	1.35	1.85	2.06	1.70	1.36	1.76	
Other puddings	0.32	0.38	0.48	0.40	0.33	0.25	0.34	0.22	0.25	0.28	0.26	0.37	0.37	0.33	0.29	
Rice	0.55	0.25	0.48	0.44	0.27	0.32	1.18	0.37	0.60	1.05	0.88	0.33	0.42	0.34	0.36	
Cereal-based invalid foods (including "slimming" foods)	0.03	0.02	0.07	0.03	0.07	0.03	0.04	0.03	0.02	0.01	0.03	0.02	0.03	0.03	0.06	
Infant cereal foods	0.10	0.08	0.07	0.06	0.12	0.16	0.11	0.09	0.10	0.13	0.12	0.09	0.10	0.07	0.13	
Frozen convenience cereal foods	0.19	0.30	0.17	0.20	0.06	0.12	0.12	0.19	0.29	0.25	0.15	0.15	0.22	0.28	0.09	
Cereal convenience foods, including canned, not specified elsewhere	2.09	2.11	2.50	1.78	1.58	2.08	1.79	2.11	2.16	2.13	2.22	2.12	2.06	2.02	1.54	
Other cereal foods	0.28	0.14	0.61	0.20	0.13	0.16	0.28	0.29	0.33	0.40	0.27	0.26	0.29	0.24	0.21	
<i>Total cereals</i>	57.99	56.92	63.97	60.66	60.20	60.42	61.62	57.80	52.22	51.30	62.54	58.17	56.91	58.79	59.94	
BEVERAGES:																
Tea	2.16	2.11	1.95	1.96	2.32	2.32	2.25	2.13	2.11	2.09	2.26	2.22	2.01	2.12	2.22	
Coffee, bean and ground	0.09	0.08	0.05	0.03	0.07	0.07	0.12	0.06	0.14	0.17	0.08	0.06	0.10	0.09	0.07	
Coffee, instant	0.47	0.48	0.35	0.50	0.47	0.49	0.46	0.46	0.50	0.48	0.43	0.47	0.43	0.51	0.48	
Coffee, essences (fl oz)	0.05	0.03	0.02	0.04	0.11	0.02	0.09	0.06	0.04	0.01	0.03	0.06	0.07	0.05	0.08	
Cocoa and drinking chocolate	0.15	0.13	0.07	0.16	0.22	0.16	0.13	0.15	0.17	0.14	0.13	0.16	0.17	0.15	0.18	
Blended food drinks	0.17	0.09	0.04	0.09	0.16	0.16	0.21	0.24	0.19	0.24	0.19	0.15	0.18	0.12	0.17	
<i>Total beverages</i>	3.09	2.92	2.48	2.78	3.35	3.22	3.31	3.10	3.15	3.13	3.12	3.12	2.96	3.04	3.20	

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

	All households	Region								Type of area							
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East(b)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas	
											London	Provincial	Larger towns	Smaller towns			
IS TELLANEOUS:																	
Baby foods, canned or bottled	0.67	0.70	0.60	0.72	0.81	0.45	0.64	0.41	0.68	0.96	0.70	0.66	0.62	0.53	0.37		
Soups, canned	3.58	7.89	4.52	3.16	3.74	3.08	2.60	2.35	2.75	2.39	3.93	3.67	4.37	3.39	2.84		
Soups, dehydrated and powdered	0.12	0.15	0.09	0.12	0.13	0.11	0.10	0.15	0.11	0.10	0.12	0.13	0.13	0.10	0.13		
Accelerated, freeze-dried foods (excl coffee)	0.33	0.28	0.25	0.32	0.01	0.31	0.01	0.33	0.44	0.01	0.01	0.34	0.33	0.01	0.38		
Spreads and dressings	1.57	1.75	1.49	1.35	1.12	1.69	1.48	1.70	1.66	1.69	1.37	1.66	1.61	1.59	1.20		
Pickles and sauces	0.16	0.12	0.09	0.12	0.12	0.12	0.14	0.16	0.22	0.22	0.13	0.16	0.14	0.16	0.12		
Starch and yeast extracts	0.42	0.42	0.46	0.39	0.42	0.33	0.36	0.45	0.47	0.47	0.40	0.41	0.45	0.36	0.44		
Jelly, squares and crystals	1.41	1.19	1.15	0.76	1.03	1.56	1.31	1.28	1.82	1.72	1.21	1.28	1.48	1.52	1.43		
Ice-cream (served as part of a meal), mousse	0.01	0.93	1.07	0.73	0.71	0.71	0.91	0.93	0.01	0.01	0.87	0.87	0.01	0.01	0.94		
All frozen convenience foods not specified elsewhere	0.85	0.01	—	0.01	0.01	—	0.01	—	—	—	—	—	—	—	—		
Salt		
Novel protein foods		

Note: Appendix A, Table 11 for details of the classification of foods.
(b) including London, for which separate results are given in the analysis according to type of area.

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

TABLE 16
 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, 1973

	Income group										All house-holds
	A			B		C		D			
	A1	A2	A1 & A2	£ (per person per week)		£ (per person per week)		With earners (D1)	Without earners (D2)	OAP	
(i) Expenditure and value of garden and allotment produce, etc	£	£	£	£ (per person per week)		£ (per person per week)		£	£	£	£
Expenditure on:											
Seasonal foods	0.62	0.53	0.56	0.45	0.44	0.41	0.52	0.49	0.47		
Convenience foods											
Canned	0.18	0.21	0.20	0.20	0.20	0.20	0.17	0.18	0.20		
Frozen	0.11	0.09	0.09	0.07	0.06	0.05	0.06	0.03	0.07		
Other convenience foods	0.46	0.42	0.43	0.42	0.41	0.38	0.35	0.35	0.41		
Total convenience foods	0.75	0.71	0.72	0.68	0.67	0.63	0.58	0.57	0.68		
All other foods	1.93	1.64	1.74	1.55	1.53	1.46	1.69	1.79	1.60		
Total expenditure	3.30	2.88	3.02	2.69	2.64	2.49	2.79	2.85	2.74		
Value of garden and allotment produce, etc	0.12	0.09	0.10	0.06	0.06	0.05	0.07	0.07	0.06		
Value of consumption	3.42	2.97	3.12	2.75	2.71	2.54	2.86	2.92	2.80		
(ii) Indices (a) of expenditure, prices and purchases (all foods)				(all households = 100)							
Expenditure	120.3	105.2	110.1	98.0	96.4	90.8	101.7	104.1	100.0		
Value of consumption	122.0	106.1	111.4	98.2	96.6	90.6	102.2	104.3	100.0		
Prices	107.7	102.8	104.5	99.7	98.5	98.1	100.4	98.6	100.0		
Index of value of consumption deflated by index of food prices	113.3	103.2	106.6	98.5	98.1	92.4	101.8	105.8	100.0		
Food purchases	111.3	102.6	105.6	98.5	97.7	91.6	101.6	105.7	100.0		
"Price of energy"	120.5	110.3	114.1	99.8	94.2	93.7	97.9	94.4	100.0		

(a) For definition see "expenditure index", "price index", "index of real value of food purchased" and "price of energy" indices in Glossary.

TABLE 17
 Household food consumption according to income group: main food groups (a), annual averages, 1973
 (oz per person per week except where otherwise stated)

	Income group										All house- holds	
	A			B		C		D				
	A1	A2	A1 & A2					With earners (D1)	Without earners (D2)	OAP		
MILK AND CREAM:												
Liquid milk—full price	5.01	4.89	4.92	4.70	4.52	4.17	4.82	5.03	4.67			
welfare and school	0.07	0.08	0.07	0.09	0.09	0.18	0.23	0.01	0.08			
<i>Total liquid milk</i>	5.08	4.97	4.99	4.79	4.61	4.35	5.05	5.04	4.75			
Condensed milk	0.11	0.14	0.13	0.18	0.18	0.16	0.21	0.21	0.17			
Dried and other milk	0.25	0.24	0.25	0.21	0.20	0.20	0.20	0.13	0.21			
Cream	0.07	0.05	0.06	0.03	0.03	0.02	0.03	0.02	0.04			
<i>Total milk and cream</i>	5.51	5.40	5.43	5.21	5.02	4.73	5.49	5.40	5.17			
CHEESE:												
Natural	4.36	3.85	4.03	3.32	3.25	2.78	3.48	3.65	3.41			
Processed	0.43	0.36	0.38	0.32	0.31	0.34	0.25	0.39	0.34			
<i>Total cheese</i>	4.79	4.21	4.41	3.64	3.56	3.12	3.73	4.04	3.75			
MEAT:												
Beef and veal	8.28	6.55	7.09	6.71	5.65	5.65	5.52	6.16	6.31			
Mutton and lamb	5.61	4.65	4.99	4.11	3.91	4.68	5.55	5.98	4.44			
Pork	4.18	2.79	3.25	2.96	2.97	2.25	2.51	3.88	3.00			
<i>Total carcass meat</i>	18.07	13.99	15.33	13.78	12.53	12.58	13.58	16.02	13.75			
Bacon and ham, uncooked	4.89	4.36	4.53	4.32	4.53	3.93	4.41	5.65	4.41			
Poultry, uncooked	7.92	6.55	7.03	5.66	5.59	3.34	6.55	5.21	5.86			
Other meat	11.14	11.43	11.31	12.54	13.40	13.87	11.33	11.62	12.61			
<i>Total meat</i>	42.02	36.33	38.20	36.30	36.05	33.72	35.87	38.50	36.63			

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

	Income group							All house- holds	
	A			B	C	D			
	A1	A2	A1 & A2			With earners (D1)	Without earners (D2)		OAP
FISH:									
Fresh	1.76	1.61	1.66	1.41	1.34	1.69	2.49	2.59	1.56
Processed and shell	1.03	0.65	0.77	0.43	0.47	0.43	0.57	0.60	0.52
Prepared	1.25	1.54	1.43	1.52	1.62	1.80	1.43	1.73	1.57
Frozen	1.37	1.19	1.27	1.11	0.98	0.83	1.04	0.81	1.06
<i>Total fish</i>	5.41	4.99	5.13	4.47	4.41	4.75	5.53	5.73	4.71
EGGS									
(Eggs purchased)	4.88	4.22	4.43	4.17	4.17	3.91	4.55	4.56	4.23
	4.63	3.98	4.18	4.00	4.02	3.78	4.51	4.49	4.11
	(no.)								
	(no.)								
FATS:									
Butter	5.99	5.27	5.50	5.14	4.98	4.72	6.20	6.61	5.24
Margarine	2.44	2.40	2.40	2.96	3.49	3.31	3.52	3.55	3.03
Lard and compound cooking fat	0.88	1.34	1.19	1.79	2.11	2.19	1.78	2.35	1.83
All other fats	2.39	1.35	1.67	1.14	0.97	0.79	0.79	0.72	1.12
<i>Total fats</i>	11.70	10.36	10.76	11.03	11.55	11.01	12.29	13.23	11.22
SUGAR AND PRESERVES:									
Sugar	11.34	12.17	11.81	12.74	15.13	15.14	15.66	19.85	13.69
Honey, preserves, syrup and treacle	2.36	2.69	2.58	2.27	2.53	2.25	3.61	3.99	2.51
<i>Total sugar and preserves</i>	13.70	14.86	14.39	15.01	17.66	17.39	19.27	23.84	16.20
VEGETABLES:									
Potatoes	28.22	36.60	33.72	45.33	53.86	48.56	43.62	42.31	45.93
Fresh green	13.59	12.96	13.22	11.65	12.31	11.54	15.70	17.02	12.48
Frozen	5.53	4.26	4.75	2.85	2.09	1.66	1.89	1.32	2.78
Other	26.37	27.68	27.22	24.92	26.36	24.62	24.03	24.02	25.45
<i>Total vegetables</i>	73.71	81.50	78.91	84.75	94.62	86.38	85.24	84.67	86.64

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

	Income group										All house- holds	
	A			B		C		D				
	A1	A2	A1 & A2	B		C		With earners (D1)	Without earners (D2)	OAP		
FRUIT:												
Fresh	28.95	23.30	25.22	17.59	15.37	12.14	18.91	17.79	17.90			
Other	10.07	9.20	9.47	7.26	6.02	4.64	7.06	6.12	7.06			
<i>Total fruit</i>	39.02	32.50	34.69	24.85	21.39	16.78	25.97	23.91	24.96			
CEREALS:												
Brown bread	2.60	2.32	2.41	1.98	2.01	2.12	3.56	3.79	2.22			
White bread	18.03	21.68	20.41	27.36	31.06	33.22	26.95	27.41	27.58			
Wholewheat and wholemeal bread	0.97	0.74	0.81	0.45	0.47	0.30	0.72	0.94	0.54			
Other bread	2.99	2.70	2.80	2.85	3.21	3.24	3.92	3.78	3.08			
<i>Total bread</i>	24.59	27.44	26.43	32.64	36.75	38.88	35.15	35.92	33.42			
Flour	7.42	5.10	5.79	4.70	5.79	3.66	6.17	7.43	5.25			
Cakes	4.90	4.58	4.67	4.63	5.14	3.92	4.84	5.22	4.81			
Biscuits	5.54	5.68	5.63	5.93	5.54	5.17	6.39	6.51	5.82			
Oatmeal and oat products	0.33	0.47	0.42	0.39	0.47	0.49	0.96	0.91	0.46			
Breakfast cereals	2.87	3.00	2.94	3.23	2.90	2.30	2.56	2.25	2.95			
Other cereals	4.95	4.91	4.94	5.12	5.42	5.11	5.78	6.00	5.28			
<i>Total cereals</i>	50.60	51.18	50.82	56.64	62.01	59.53	61.85	64.24	57.99			
BEVERAGES:												
Tea	1.76	1.75	1.75	1.91	2.27	2.44	3.02	3.57	2.16			
Coffee	0.82	0.80	0.82	0.61	0.51	0.58	0.54	0.60	0.61			
Cocoa and drinking chocolate	0.19	0.17	0.17	0.12	0.17	0.10	0.31	0.24	0.15			
Branded food drinks	0.04	0.23	0.17	0.14	0.14	0.17	0.37	0.40	0.17			
<i>Total beverages</i>	2.81	2.95	2.91	2.78	3.09	3.29	4.24	4.81	3.09			

(a) See Appendix A, Table 14 for further details of the food groups.

TABLE 18
 Household food expenditure according to income group: main food groups (a), annual averages, 1973
 (new pence per person per week)

	Income group										All house- holds	
	A			B	C	D			OAP			
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)							
MILK AND CREAM:												
Liquid milk—full price welfare and school	27.28 0.05	26.40 0.01	26.67 0.02	25.42 0.02	24.45 0.03	23.45 0.04	27.49 —	28.03 —	25.70 0.02			
Total liquid milk	27.33	26.41	26.69	25.44	24.48	23.49	27.49	28.03	25.72			
Condensed milk	0.55	0.77	0.69	0.94	0.94	0.82	1.14	1.09	0.93			
Dried and other milk	2.34	2.58	2.52	1.85	1.57	1.39	1.32	0.87	1.80			
Cream	3.28	2.03	2.46	1.23	1.01	0.88	1.19	0.95	1.30			
Total milk and cream	33.50	31.79	32.36	29.46	28.00	26.58	31.14	30.94	29.75			
CHEESE:												
Natural	9.58	8.23	8.71	6.85	6.69	5.75	7.15	7.50	7.09			
Processed	1.17	0.96	1.02	0.80	0.77	0.85	0.65	0.92	0.84			
Total cheese	10.75	9.19	9.73	7.65	7.46	6.60	7.80	8.42	7.93			
MEAT:												
Beef and veal	32.52	23.18	26.12	22.82	19.45	18.72	18.87	20.57	21.92			
Mutton and lamb	15.13	11.26	12.60	10.16	9.89	11.96	13.96	14.69	11.15			
Pork	11.95	7.88	9.22	7.78	8.16	6.01	6.26	9.64	8.06			
Total carcass meat	59.60	42.32	47.94	40.76	37.50	36.69	39.09	44.90	41.13			
Bacon and ham, uncooked	14.53	12.65	13.27	12.15	12.26	10.96	12.20	14.59	12.35			
Poultry, uncooked	13.37	10.06	11.17	8.56	8.23	4.88	9.77	7.72	8.89			
Other meat	27.22	25.94	26.37	27.21	28.77	29.72	24.26	25.37	27.60			
Total meat	114.72	90.97	98.75	88.68	86.76	82.25	85.32	92.58	89.97			

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

	Income group							All house- holds
	A		B	C	D		OAP	
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)			
FISH:								
Fresh	4.65	4.05	4.25	3.22	2.98	3.74	5.85	3.63
Processed and shell	2.84	1.71	2.08	1.12	1.11	1.06	1.41	1.29
Prepared	3.83	4.41	4.19	4.22	4.44	4.76	4.10	4.38
Frozen	3.44	2.97	3.17	2.62	2.45	2.05	2.68	2.62
<i>Total fish</i>	14.76	13.14	13.69	11.18	10.98	11.61	14.04	11.92
EGGS	12.69	10.77	11.37	10.65	10.61	10.01	12.24	11.01
FATS:								
Butter	8.09	6.99	7.34	6.76	6.61	6.21	8.32	6.92
Margarine	2.17	2.11	2.12	2.63	3.08	2.93	3.26	2.69
Lard and compound cooking fat	0.72	0.95	0.88	1.20	1.46	1.47	1.25	1.25
Other fats	2.52	1.50	1.84	1.25	1.02	0.78	0.93	1.21
<i>Total fats</i>	13.50	11.55	12.18	11.84	12.17	11.39	13.76	12.07
SUGAR AND PRESERVES:								
Sugar	3.84	3.93	3.88	3.88	4.53	4.49	4.90	4.19
Honey, preserves, syrup and treacle	2.05	2.55	2.37	1.86	2.01	1.88	3.35	2.13
<i>Total sugar and preserves</i>	5.89	6.48	6.25	5.74	6.54	6.37	8.25	6.32
VEGETABLES:								
Potatoes	4.68	5.49	5.19	6.60	7.40	7.51	6.69	6.82
Fresh green	5.95	5.65	5.75	4.44	4.40	4.21	5.79	4.81
Frozen	4.92	3.96	4.32	2.72	2.08	1.55	2.06	2.67
Other	19.56	18.81	19.05	16.84	17.08	15.41	15.19	16.98
<i>Total vegetables</i>	35.11	33.91	34.31	30.60	30.96	28.68	29.73	31.28

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

	Income group										All house- holds	
	A			B		C		D				
	A1	A2	A1 & A2					With earners (D1)	Without earners (D2)	OAP		
FRUIT:												
Fresh	18.79	14.80	16.14	10.78	9.16	7.11	11.32	10.11	10.92			
Other	10.01	8.64	9.09	6.32	5.08	4.03	7.00	5.44	6.23			
<i>Total fruit</i>	28.80	23.44	25.23	17.10	14.24	11.14	18.32	15.55	17.15			
CEREALS:												
Brown bread	1.46	1.25	1.32	1.05	1.07	1.13	1.89	2.07	1.19			
White bread	7.61	9.12	8.59	11.13	12.61	13.53	11.39	12.26	11.32			
Wholewheat and wholemeal bread	0.48	0.38	0.41	0.23	0.23	0.15	0.38	0.45	0.27			
Other bread	2.87	2.55	2.66	2.63	2.89	3.06	3.47	3.43	2.83			
<i>Total bread</i>	12.42	13.30	12.98	15.04	16.80	17.87	17.13	18.21	15.61			
Flour	1.71	1.43	1.51	1.28	1.55	1.02	1.77	2.17	1.42			
Cakes	7.98	7.22	7.47	6.90	7.52	5.77	6.74	7.22	7.15			
Biscuits	7.40	7.13	7.21	7.55	6.56	5.87	6.98	6.93	7.16			
Oatmeal and oat products	0.23	0.30	0.27	0.23	0.27	0.26	0.59	0.55	0.28			
Breakfast cereals	3.10	3.08	3.08	3.19	2.82	2.42	2.50	2.34	2.94			
Other cereals	5.71	4.53	4.93	4.28	4.15	3.97	4.20	4.00	4.33			
<i>Total cereals</i>	38.55	36.99	37.45	38.47	39.67	37.18	39.91	41.42	38.89			
BEVERAGES:												
Tea	4.13	3.98	4.03	4.22	5.07	5.41	6.84	7.72	4.79			
Coffee	5.03	4.77	4.88	3.73	3.10	3.55	3.29	3.36	3.67			
Cocoa and drinking chocolate	0.29	0.24	0.26	0.18	0.24	0.14	0.43	0.35	0.22			
Branded food drinks	0.09	0.46	0.34	0.29	0.29	0.38	0.73	0.86	0.35			
<i>Total beverages</i>	9.54	9.45	9.51	8.42	8.70	9.48	11.29	12.29	9.03			

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

	Income group								All households
	A		B	C		D		OAP	
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)				
MISCELLANEOUS:									
Soups, canned, dehydrated and powdered	2.16	2.09	2.12	2.26	2.48	2.94	2.27	2.60	2.34
Other foods	9.96	8.74	9.11	6.82	5.83	4.66	4.96	4.55	6.62
Total miscellaneous	12.12	10.83	11.23	9.08	8.31	7.60	7.23	7.15	8.96
TOTAL EXPENDITURE	£3.30	£2.88	£3.02	£2.69	£2.64	£2.49	£2.79	£2.85	£2.74

(a) See Appendix A, Table 14 for further details of the food groups.

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

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, 1973

	Households with																All households	
	1		2						3		4 or more		3 or more					
	0	1 or more	0		1 or 2		3		4 or more		3 or more		3 or more					
	£	£	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	£	£	£	£	£			
(i) Expenditure and value of garden and allotment produce, etc																		
Expenditure on:																		
Seasonal foods	0.61	0.35	0.55	0.63	0.59	0.33	0.40	0.49	0.34	0.40	0.33	0.33	0.56	0.48	0.43	0.34	0.47	
Convenience foods																		
Canned	0.22	0.17	0.25	0.25	0.19	0.24	0.20	0.21	0.17	0.16	0.16	0.15	0.21	0.21	0.18	0.16	0.20	
Frozen	0.05	0.07	0.12	0.08	0.05	0.07	0.07	0.08	0.05	0.06	0.06	0.03	0.07	0.06	0.06	0.06	0.07	
Other convenience foods	0.47	0.42	0.48	0.52	0.39	0.40	0.40	0.45	0.37	0.42	0.33	0.34	0.41	0.39	0.42	0.33	0.41	
Total convenience foods	0.74	0.65	0.84	0.85	0.63	0.71	0.67	0.74	0.59	0.64	0.55	0.52	0.69	0.66	0.66	0.55	0.68	
All other foods	1.90	1.29	1.72	2.17	2.04	1.22	1.37	1.62	1.15	1.31	1.11	1.09	1.96	1.94	1.54	1.18	1.60	
Total expenditure	3.24	2.29	3.11	3.66	3.25	2.26	2.44	2.85	2.08	2.34	1.98	1.94	3.20	3.08	2.63	2.07	2.74	
Value of garden and allotment produce, etc	0.05	0.05	0.06	0.07	0.09	0.05	0.06	0.06	0.05	0.07	0.03	0.05	0.10	0.11	0.07	0.08	0.06	
Value of consumption	3.29	2.34	3.17	3.73	3.34	2.31	2.50	2.91	2.13	2.41	2.01	1.99	3.30	3.19	2.70	2.15	2.80	
(ii) Indices (a) of expenditure, prices and purchases (all foods)	(all households = 100)																	
Expenditure	118.3	83.6	113.5	133.5	118.7	82.4	89.2	104.0	75.7	85.5	72.2	70.8	116.8	112.4	96.0	75.4	100.0	
Value of consumption	117.5	83.7	113.3	133.3	119.2	82.4	89.4	104.0	75.9	86.1	71.7	71.1	117.9	113.8	96.5	76.7	100.0	
Prices	102.7	100.4	102.3	103.0	100.6	99.4	99.9	99.8	96.3	98.0	95.8	95.8	101.7	100.5	99.1	96.8	100.0	
Index of value of consumption deflated by index of food prices	114.4	83.4	110.8	129.4	118.5	82.9	89.5	104.2	78.8	87.9	74.8	74.2	115.9	113.2	97.4	79.2	100.0	
Food purchases	115.1	84.2	111.3	130.2	117.6	82.5	89.3	104.3	78.6	86.7	75.9	74.0	115.2	112.6	97.0	78.1	100.0	
"Price of energy"	103.1	91.6	112.5	110.1	102.4	95.1	99.8	100.2	90.2	93.6	86.1	81.7	104.6	106.8	96.9	86.2	100.0	

(a) For definition, see "expenditure index", "price index", "index of real value of food purchased" and "price of energy indices" in Glossary.

TABLE 20
Household food consumption according to household composition: main food groups (a), annual averages, 1973
(oz per person per week except where otherwise stated)

	Households with																				
	1			2						3											
	1 or more			0		55 or over		1 or 2		3		4 or more		3		4 or more					
No. of adults	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
No. of children	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
Age of housewife	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
MILK AND CREAM:	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
Liquid milk—	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
full price—	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
welfare and school	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
(pt)	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
(pt)	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
Total liquid milk	5.53	4.18	4.63	4.52	5.15	5.02	4.69	4.85	4.94	4.87	4.73	4.87	4.87	4.54	4.12	4.14	4.02	4.02	4.46	3.97	
Condensed milk	0.21	0.19	0.19	0.21	0.19	0.20	0.12	0.15	0.19	0.19	0.15	0.13	0.15	0.15	0.31	0.19	0.19	0.13	0.14	0.14	
Dried and other milk	0.21	0.11	0.11	0.14	0.21	0.14	0.59	0.32	0.15	0.29	0.24	0.25	0.25	0.29	0.13	0.13	0.13	0.13	0.13	0.21	
Cream	0.04	0.03	0.03	0.05	0.05	0.05	0.02	0.03	0.04	0.04	0.03	0.01	0.02	0.02	0.02	0.01	0.01	0.01	0.04	0.02	
Total milk and cream	6.00	4.96	4.96	4.95	5.60	5.41	5.42	5.35	5.32	5.02	5.02	5.07	4.74	4.47	4.88	4.82	4.82	4.82	4.82	4.46	
CHEESE:	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
Natural	4.61	2.52	2.52	4.36	4.83	4.13	2.73	2.99	3.52	2.41	2.74	2.74	1.91	2.27	3.94	3.28	3.94	3.94	3.28	2.68	
Processed	0.43	0.32	0.32	0.37	0.28	0.32	0.36	0.32	0.35	0.23	0.38	0.38	0.38	0.28	0.33	0.35	0.28	0.33	0.35	0.33	
Total cheese	5.04	2.84	2.84	4.73	5.11	4.45	3.09	3.31	3.87	2.64	3.12	3.12	2.29	2.55	4.27	3.60	4.27	4.27	3.60	3.01	
MEAT:	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
Beef and veal	5.73	3.93	3.93	6.55	9.32	8.32	4.10	5.18	6.38	4.41	4.69	4.69	4.02	3.11	9.36	12.15	9.36	12.15	6.29	4.02	
Mutton and lamb	5.83	3.81	3.81	4.63	5.94	7.07	2.00	3.31	4.69	2.99	2.99	2.39	2.90	1.89	5.85	5.05	5.85	5.05	3.95	2.30	
Pork	2.63	1.77	1.77	4.06	4.67	4.14	1.84	2.47	2.93	1.90	2.52	2.52	1.67	1.46	4.04	4.58	4.04	4.58	2.86	3.03	
Total carcass meat	14.19	9.51	9.51	15.24	19.93	19.53	7.94	11.16	14.00	9.30	9.60	9.60	8.59	6.46	19.25	21.78	19.25	21.78	13.10	9.35	
Bacon and ham, uncooked	5.29	3.28	3.28	4.27	6.32	6.16	28.7	3.49	4.50	3.12	3.51	3.51	2.95	3.02	5.90	6.01	5.90	6.01	4.76	3.26	
Poultry, uncooked	5.09	5.38	5.38	8.67	7.35	6.70	5.25	5.55	5.83	4.55	5.06	4.54	4.00	4.00	5.75	6.91	5.75	6.91	5.90	3.68	
Other meat	13.63	13.24	13.24	14.84	16.05	12.45	12.72	11.76	13.31	10.85	10.76	10.76	10.48	11.07	13.01	13.58	13.01	13.58	13.07	11.10	
Total meat	38.20	31.41	31.41	43.02	49.65	44.84	28.78	31.96	37.64	27.82	28.93	28.93	26.56	24.55	43.91	48.28	43.91	48.28	36.83	27.39	
FISH:	All ages			Under 35		35-54		55 or over		Under 25		25-34		35 or over		Under 35		35 or over		All ages	
Fresh	2.07	0.73	0.73	1.28	2.40	2.95	0.57	1.08	1.48	0.54	1.12	1.12	0.69	0.71	2.44	1.92	2.44	1.92	1.49	0.66	
Processed and shell	0.77	0.25	0.25	0.57	0.77	0.80	0.24	0.34	0.56	0.32	0.35	0.35	0.43	0.53	0.59	0.45	0.59	0.45	0.44	0.28	

TABLE 20—continued
 (oz per person per week except where otherwise stated)

	Households with											
	1			2			3			4 or more		
	No. of adults	No. of children	Age of housewife	0	1 or 2	3	4 or more	3	4 or more	3 or more	1 or 2	3 or more
<i>FISH—continued</i>												
Prepared				2.06	1.53	1.32	1.21	1.80	1.43	1.53	1.09	
Frozen				1.17	1.11	0.81	0.81	0.98	0.90	1.05	0.95	
Total fish				6.07	3.60	2.99	3.14	5.81	4.70	4.51	2.98	
<i>EGGS</i>												
(Eggs purchased)				5.16	3.50	3.74	3.24	4.73	4.66	4.03	3.36	
				5.11	3.30	3.69	3.22	4.41	4.35	3.85	3.23	
<i>FATS:</i>												
Butter				7.92	4.93	3.41	2.60	6.36	5.47	5.31	4.04	
Margarine				3.03	3.03	2.67	3.19	3.51	3.62	2.85	3.52	
Lard and compound cooking fat				1.60	1.76	1.72	1.44	2.10	1.63	1.87	1.32	
Other fats				0.77	1.44	0.57	0.79	1.31	0.76	1.57	1.09	
Total fats				13.32	9.69	8.37	8.17	13.28	11.48	11.60	9.97	
<i>SUGAR AND PRESERVES:</i>												
Sugar				18.03	11.38	11.09	11.58	16.48	15.08	13.21	13.82	
Honey, preserves, syrup and treacle				4.07	2.05	2.11	1.97	3.02	2.45	2.16	2.06	
Total sugar and preserves				22.10	14.96	13.20	13.55	19.50	17.53	15.37	15.88	
<i>VEGETABLES:</i>												
Potatoes				35.04	46.41	46.57	41.87	50.35	47.24	50.09	49.87	
Fresh green				16.47	12.46	7.88	6.07	17.14	15.23	11.84	7.91	
Frozen				1.52	1.76	1.57	2.77	3.48	2.90	3.07	2.53	
Other				26.28	33.89	22.95	22.23	27.84	26.19	24.93	21.79	
Total vegetables				79.31	97.57	78.97	72.94	98.81	91.56	89.93	83.10	
<i>FRUIT:</i>												
Fresh				24.61	21.89	11.98	10.59	20.98	17.80	16.52	11.58	
Other				7.15	9.95	4.66	3.64	8.64	9.23	6.07	4.74	
Total fruit				31.76	31.84	16.64	14.23	29.62	27.03	22.59	16.32	

TABLE 20—continued
(oz per person per week except where otherwise stated)

	Households with														
	1		2						3						
	0		1 or 2		3		4 or more		3		4 or more		3 or more		
	All ages	1 or more	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	0	1 or 2	3	4 or more	3 or more
CEREALS:															
Brown bread	4.41	1.82	2.06	3.55	3.95	0.71	1.35	2.11	1.77	1.38	1.09	3.52	2.55	1.91	0.91
White bread	27.30	31.11	26.33	30.17	26.76	28.17	24.30	27.64	26.92	27.05	32.74	28.28	29.35	29.73	29.96
Wholewheat and wholemeal bread	1.03	0.26	0.55	0.89	1.05	0.10	0.35	0.57	0.25	0.52	0.52	0.81	0.45	0.45	0.07
Other bread	5.20	2.10	3.64	5.53	3.88	1.88	2.07	3.06	2.55	1.06	1.99	3.97	4.42	3.14	2.18
Total bread	37.94	35.29	32.58	40.14	35.64	30.86	28.07	33.38	31.49	29.75	36.34	36.58	36.77	35.23	33.12
Flour	6.95	2.83	2.69	5.50	8.32	2.53	3.78	5.44	3.83	3.12	4.31	7.41	5.81	5.94	6.38
Cakes	6.48	3.52	4.74	7.34	5.55	3.99	4.35	5.11	4.07	3.76	3.22	5.62	5.04	4.69	3.34
Biscuits	7.22	5.57	6.02	6.68	6.38	5.31	5.51	6.48	6.68	4.82	4.97	5.60	5.16	5.22	4.39
Oatmeal and oat products	0.94	0.49	0.30	0.50	0.87	0.22	0.24	0.44	0.38	0.53	0.50	0.63	0.55	0.30	0.30
Breakfast cereals	2.74	3.41	2.57	2.36	2.25	3.14	3.24	3.22	4.11	3.72	3.84	2.22	1.99	2.61	3.29
Other cereals	5.70	6.26	5.74	5.25	5.59	6.52	5.15	5.00	4.60	5.70	4.01	5.23	4.66	4.93	4.47
Total cereals	67.97	57.37	54.64	67.77	64.60	52.57	50.34	59.07	55.16	51.24	56.65	63.29	59.98	58.92	55.29
BEVERAGES:															
Tea	3.62	1.49	1.63	3.34	3.33	1.41	1.36	2.14	1.77	1.31	1.40	2.87	2.43	2.13	1.64
Coffee	0.83	0.43	0.65	1.03	0.74	0.41	0.62	0.64	0.47	0.45	0.36	0.69	0.70	0.48	0.48
Cocoa and drinking chocolate	0.27	0.21	0.16	0.23	0.25	0.11	0.10	0.18	0.13	0.16	0.11	0.11	0.05	0.14	0.12
Branded food drinks	0.52	0.11	0.16	0.29	0.27	0.06	0.12	0.12	0.12	0.15	0.02	0.19	0.12	0.17	0.12
Total beverages	5.24	2.24	2.60	4.89	4.59	1.99	2.20	3.08	2.49	2.07	1.89	3.86	3.30	2.92	2.36

(a) See Appendix A, Table 14 for further details of the food groups.

TABLE 21
Household food expenditure according to household composition: main food groups (a), annual averages, 1973
 (new pence per person per week)

	Households with															
	1			2			3			4 or more						
	0	1 or more	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	35 or over	3	4 or more	3 or more	
No. of adults																
No. of children																
Age of housewife																
MILK AND CREAM:																
Liquid milk—																
full price	31.02	23.56	—	24.86	28.67	28.13	23.97	25.56	26.69	24.53	21.25	21.92	26.29	23.39	23.79	20.17
welfare and school	—	—	—	0.01	—	—	0.01	0.03	0.05	0.03	0.07	0.08	—	—	0.02	...
Total liquid milk	31.02	23.56	—	24.87	28.67	28.13	23.98	25.59	26.74	24.56	21.32	22.00	26.29	23.39	23.81	20.17
Condensed milk	1.17	1.04	—	1.18	0.99	1.09	0.64	0.78	1.00	0.67	1.65	0.93	1.15	0.76	0.70	0.69
Dried and other milk	1.56	1.07	—	1.82	2.21	1.25	3.92	2.62	1.65	1.85	2.28	1.31	1.39	1.16	1.20	1.27
Cream	1.86	0.87	—	1.69	2.29	1.80	0.64	1.10	1.51	0.40	0.53	0.46	1.74	1.78	1.22	0.56
Total milk and cream	35.61	26.54	—	29.56	34.16	32.27	29.18	30.09	30.90	26.45	25.78	24.70	30.57	27.09	26.93	22.69
CHEESE:																
Natural	9.76	5.35	—	8.95	10.38	8.59	5.59	6.14	7.39	4.79	3.97	4.50	8.34	8.18	6.73	5.35
Processed	1.09	0.82	—	0.94	0.70	0.80	0.87	0.78	0.90	0.57	0.94	0.67	0.86	0.87	0.80	0.82
Total cheese	10.85	6.17	—	9.89	11.08	9.39	6.46	6.92	8.29	5.36	4.91	5.17	9.20	9.05	7.53	6.17
MEAT:																
Beef and veal	20.24	12.82	—	23.78	35.20	29.27	14.03	17.63	21.11	14.09	13.08	10.27	33.16	40.15	21.51	13.78
Mutton and lamb	15.23	9.24	—	12.22	15.66	18.05	5.02	8.82	11.75	6.43	6.52	4.01	14.64	12.68	10.03	4.98
Pork	7.11	4.86	—	12.18	13.31	11.03	5.34	6.80	7.96	4.29	3.97	3.54	11.14	12.99	7.52	6.42
Total carcase meat	42.58	26.92	—	48.18	64.17	58.35	24.39	33.25	40.82	24.81	23.57	17.82	58.94	65.82	39.06	25.18
Bacon and ham, uncooked	14.89	8.83	—	12.38	18.22	16.85	8.42	9.84	12.80	7.84	7.43	7.70	16.81	16.62	13.25	8.24
Poultry, uncooked	8.17	8.50	—	12.71	11.38	10.07	7.32	8.48	8.71	6.33	6.00	5.33	9.56	10.70	8.82	5.51
Other meat	32.02	26.00	—	33.21	37.40	27.78	26.55	24.96	29.58	21.86	20.94	21.43	29.84	30.15	28.60	22.83
Total meat	97.66	70.25	—	106.48	131.17	113.05	66.68	76.53	91.91	60.84	57.94	52.28	115.15	123.29	89.73	61.76
FISH:																
Fresh	5.13	1.65	—	3.10	5.87	6.64	1.21	2.53	3.55	1.30	1.29	1.51	5.78	4.72	3.19	1.49
Processed and shell	1.71	0.65	—	1.58	2.01	1.95	0.63	0.91	1.39	0.70	1.41	1.07	1.42	0.87	1.13	0.68

TABLE 21—continued
(new pence per person per week)

	Households with															
	1			2						3			4 or more			
	0	1 or more	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	Under 35	35 or over	0	1 or 2	3 or more
No. of adults																
No. of children																
Age of housewife																
<i>FISH—continued</i>																
Prepared	5.70	4.00	5.03	3.97	3.48	4.55	3.60	3.57	2.91	3.82	5.37	4.15	4.22	3.03		
Frozen	3.16	2.72	2.14	2.65	2.71	3.25	1.87	2.56	1.82	1.65	2.54	2.14	2.53	2.16		
Total fish	15.70	9.02	15.76	8.46	9.63	12.74	7.47	9.24	7.43	8.05	15.11	11.88	11.07	7.36		
EGGS	13.91	8.77	13.56	8.62	9.49	10.85	9.61	10.31	8.31	9.01	12.04	11.75	10.23	8.71		
<i>FATS:</i>																
Butter	10.81	4.72	9.19	5.49	5.73	7.50	4.38	6.02	3.31	4.54	8.52	7.21	6.94	5.18		
Margarine	2.80	3.00	3.53	2.13	2.19	2.97	2.26	2.47	2.66	3.18	3.15	3.34	2.52	2.92		
Lard and compound cooking fat	1.19	1.18	1.64	1.46	1.12	1.18	1.10	0.99	1.06	1.27	1.47	1.05	1.28	0.88		
Other fats	0.96	0.69	1.29	0.69	1.21	1.15	0.66	1.32	0.80	0.79	1.54	0.77	1.57	1.18		
Total fats	15.76	9.59	15.65	9.77	10.25	12.80	8.40	10.80	7.83	9.78	14.68	12.37	12.31	10.16		
<i>SUGAR AND PRESERVES:</i>																
Sugar	5.63	3.79	5.82	3.16	3.39	4.30	3.32	3.88	3.55	3.65	4.98	4.59	3.94	4.22		
Honey, preserves, syrup and treacle	3.88	1.79	3.77	0.94	1.59	1.96	1.56	1.60	1.53	1.24	2.55	2.04	1.77	1.55		
Total sugar and preserves	9.51	5.58	9.59	4.10	4.98	6.26	4.88	5.48	5.08	4.89	7.53	6.63	5.71	5.77		
<i>VEGETABLES:</i>																
Potatoes	5.93	7.06	6.77	6.63	6.33	6.80	6.57	5.93	6.66	7.36	7.01	5.84	6.75	6.80		
Fresh green	7.11	3.03	6.81	3.05	3.79	4.94	3.04	3.66	2.53	2.25	6.26	5.02	4.19	3.12		
Frozen	1.80	1.84	2.34	1.93	2.70	3.02	1.50	2.01	2.30	1.17	3.28	2.69	2.86	2.25		
Other	18.50	17.01	16.30	16.29	16.28	18.22	14.76	15.10	14.56	14.49	17.74	16.75	16.02	14.10		
Total vegetables	33.34	28.94	32.22	27.90	29.10	32.98	25.87	26.70	26.05	25.27	34.29	30.30	29.82	26.27		
<i>FRUIT:</i>																
Fresh	15.99	7.29	13.40	6.60	9.81	12.24	7.24	10.19	6.45	6.03	12.91	10.60	9.84	6.86		
Other	6.51	4.65	7.51	5.33	5.56	7.21	4.21	6.44	3.54	3.58	7.45	7.48	5.19	4.04		
Total fruit	22.50	11.94	20.91	11.93	15.37	19.45	11.45	16.63	9.99	9.61	20.36	18.08	15.03	10.90		

TABLE 21—continued
 (new pence per person per week)

	Households with															
	1			2						3						
	1 or more			0		1 or 2		3		4 or more		3		4 or more		
	No. of adults	No. of children	Age of housewife	All ages	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	Under 35	35 or over	Under 35	35 or over
CEREALS:																
Brown bread	2.43			0.92	1.21	1.99	2.12	0.36	0.70	1.10	0.30	0.89	0.65	12.87	1.37	0.48
White bread	12.41			12.40	10.86	12.84	11.65	11.23	9.75	11.33	10.81	10.68	10.68	12.87	12.04	11.80
Wholewheat and wholemeal bread	0.54			0.14	0.29	0.46	0.51	0.05	0.17	0.30	0.10	0.14	—	0.23	0.23	0.03
Other bread	4.82			2.02	3.65	4.89	3.59	1.78	1.96	2.79	1.62	2.33	0.98	1.63	4.15	1.93
<i>Total bread</i>	20.20			15.48	16.01	20.18	17.87	13.42	12.58	15.52	12.83	14.04	12.31	15.36	17.65	14.24
Flour	1.88			0.76	0.73	1.52	2.40	0.78	0.98	1.46	0.85	1.06	1.16	1.03	1.64	1.57
Cakes	9.36			5.73	7.02	11.48	8.05	5.88	6.51	7.72	5.30	5.90	4.14	4.45	8.05	4.80
Biscuits	7.90			6.67	8.01	8.24	7.19	6.58	6.82	8.05	5.42	8.24	5.95	5.52	6.81	5.04
Oatmeal and oat products	0.57			0.29	0.17	0.32	0.55	0.14	0.14	0.26	0.23	0.24	0.29	0.25	0.38	0.16
Breakfast cereals	2.87			3.44	2.61	2.46	2.34	3.08	3.20	3.25	3.63	3.99	4.11	3.59	1.95	2.64
Other cereals	3.94			5.13	5.04	4.52	4.16	5.79	4.62	4.25	4.60	3.94	4.25	3.07	3.87	3.84
<i>Total cereals</i>	46.72			37.50	39.59	48.72	42.56	35.67	34.85	40.51	32.86	37.41	32.21	33.27	41.43	32.89
BEVERAGES:																
Tea	8.23			3.73	3.73	7.47	7.34	3.30	3.07	4.67	2.89	3.66	2.89	3.05	5.49	3.56
Coffee	5.15			2.89	4.44	6.42	4.08	2.73	3.79	3.79	2.70	2.81	1.78	2.24	4.07	2.95
Cocoa and drinking chocolate	0.39			0.25	0.24	0.31	0.36	0.17	0.16	0.26	0.22	0.20	0.08	0.14	0.09	0.19
Branded food drinks	1.12			0.27	0.37	0.59	0.53	0.11	0.23	0.26	0.28	0.22	0.35	0.05	0.31	0.23
<i>Total beverages</i>	14.89			7.14	8.78	14.79	12.31	6.31	7.25	8.98	6.09	6.89	5.10	5.48	9.96	6.93
MISCELLANEOUS:																
Soups, canned, dehydrated and powdered	3.09			2.86	2.74	2.47	2.31	2.45	2.29	2.38	2.36	1.83	1.82	2.07	2.67	1.94
Other foods	4.94			5.14	7.43	7.24	6.00	8.46	7.82	7.26	6.16	6.33	5.64	4.58	5.11	5.36
<i>Total miscellaneous</i>	8.03			8.00	10.17	9.71	8.31	10.91	10.11	9.64	8.52	8.16	7.46	6.65	7.78	7.30
<i>TOTAL EXPENDITURE</i>	£3.24			£2.29	£3.11	£3.66	£3.25	£2.26	£2.44	£2.85	£2.08	£2.34	£1.98	£1.94	£3.20	£2.07

(a) See Appendix A, Table 14 for further details of the food groups.

TABLE 22
Total household food expenditure by certain household composition groups within income groups, 1973
(per week)

	Income group				All household holds (a) Per head	Income group				All household holds (a) Per household	
	A	B	C	D1 & D2		A	B	C	D1 & D2		
	£	£	£	£		£	£	£	£		
Households with:											
adults only	3.82	3.41	3.24	3.03	3.33	7.84	7.12	4.99	7.13		
1 adult, 1 or more children	*	3.18	2.29	2.10	2.31	9.37	7.04	6.67	7.15		
2 adults, 1 or 2 children	2.93	2.57	2.45	2.41	2.59	9.28	8.62	8.22	9.27		
2 adults, 3 children	2.45	2.22	2.02	1.78	2.20	11.09	10.09	8.90	10.99		
2 adults, 4 or more children	2.32	2.00	1.90	(1.38)	1.96	12.93	12.57	(8.71)	12.70		
3 or more adults, 1 or more children	2.80	2.46	2.34	1.96	2.45	12.88	12.82	10.02	12.95		
All households (a)	3.02	2.69	2.64	2.61	2.74	9.43	8.51	5.70	8.33		

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

*Fewer than 3 households in the sample.

Figures in brackets are averages based on samples of more than 2 but fewer than 20 households; details of the number of households in each sub-group are shown in Table 7 of Appendix A.

TABLE 23—*CONTINUED*
(oz per person per week, except where otherwise stated)

	Income group C										Income groups D1 & D2					
	Households with					Households with					Households with					
	Adults only	1 adult, 1 or 2 children	2 adults, 1 or 2 children	2 adults, 3 children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
MILK AND CREAM:																
Liquid milk—full price	4.93	4.37	4.61	4.25	3.74	4.97	3.95	3.95	3.54	2.84	3.95	3.95	3.54	2.84	3.71	
—welfare and school	—	0.21	0.09	0.24	0.27	0.02	0.69	0.41	0.43	0.35	0.41	0.41	0.43	0.35	0.26	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
Total liquid milk	4.93	4.57	4.69	4.49	4.01	4.99	4.64	4.35	3.98	3.19	4.64	4.35	3.98	3.19	3.97	
Condensed milk	0.19	0.07	0.17	0.14	0.28	0.18	0.29	0.09	0.11	0.20	0.09	0.09	0.11	0.20	0.07	
Dried and other milk	0.15	0.10	0.27	0.25	0.19	0.16	0.08	0.39	0.31	0.14	0.08	0.39	0.31	0.14	0.07	
Cream	0.04	0.02	0.02	0.01	0.01	0.04	0.02	0.01	0.01	—	0.02	0.01	0.01	—	0.01	
	(pt or eq pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
Total milk and cream	5.31	4.76	5.15	4.89	4.50	5.38	5.03	4.84	4.41	3.52	5.03	4.84	4.41	3.52	4.12	
	(pt or eq pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
CHEESE:																
Natural	4.18	2.49	2.90	1.90	2.15	3.97	2.16	2.35	1.16	1.27	2.16	2.35	1.16	1.27	1.99	
Processed	0.33	0.40	0.33	0.25	0.23	0.35	0.28	0.27	0.19	0.12	0.28	0.27	0.19	0.12	0.11	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
Total cheese	4.51	2.89	3.23	2.15	2.38	4.32	2.44	2.62	1.35	1.39	2.44	2.62	1.35	1.39	2.10	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
MEAT:																
Beef and veal	7.90	3.84	4.68	3.62	3.53	6.91	2.79	4.96	3.58	1.88	2.79	4.96	3.58	1.88	5.07	
Mutton and lamb	5.72	3.82	3.47	1.89	2.25	6.50	2.11	4.78	1.99	1.51	2.11	4.78	1.99	1.51	3.91	
Pork	4.25	2.58	2.53	2.42	1.33	3.10	1.26	2.53	0.57	1.11	1.26	2.53	0.57	1.11	0.72	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
Total carcass meat	17.87	10.24	10.67	7.93	7.11	16.52	6.16	12.27	6.14	4.50	6.16	12.27	6.14	4.50	9.70	
Bacon and ham, uncooked	5.78	3.52	4.18	3.19	3.12	5.16	2.50	3.91	2.41	1.37	2.50	3.91	2.41	1.37	3.51	
Poultry, uncooked	6.90	5.34	5.52	4.99	4.28	5.65	5.00	5.31	4.12	1.12	5.00	5.31	4.12	1.12	0.69	
Other meat	14.72	12.64	13.29	11.52	10.61	12.77	12.76	13.12	14.71	10.78	12.76	13.12	14.71	10.78	11.09	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
Total meat	45.27	31.74	33.65	27.64	25.11	40.10	26.40	34.62	27.38	17.78	26.40	34.62	27.38	17.78	25.00	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
FISH:																
Fresh	2.01	0.40	1.08	0.87	0.90	2.98	0.80	0.88	0.57	0.17	0.80	0.88	0.57	0.17	0.99	
Processed and shell	0.63	0.39	0.39	0.35	0.22	0.66	0.19	0.36	0.06	0.20	0.19	0.36	0.06	0.20	0.33	
Prepared	1.91	1.58	1.62	1.25	1.27	1.65	1.60	1.96	1.33	1.07	1.60	1.96	1.33	1.07	1.87	
Frozen	1.08	0.76	1.09	0.62	0.63	0.96	1.24	0.73	0.76	0.43	1.24	0.73	0.76	0.43	0.99	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
Total fish	5.64	3.13	4.19	3.08	3.03	6.25	3.84	3.94	2.71	1.85	3.84	3.94	2.71	1.85	4.20	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
EGGS																
(Eggs purchased)	4.90	3.19	3.97	3.46	3.38	4.98	3.21	3.71	3.31	2.80	3.21	3.71	3.31	2.80	3.20	
	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	(no)	
FATS:																
Butter	6.19	4.21	4.73	3.60	3.02	6.80	3.36	3.71	2.44	1.95	3.36	3.71	2.44	1.95	4.49	
Margarine	3.76	2.90	3.28	2.86	4.10	3.50	3.56	4.50	2.59	2.24	3.56	4.50	2.59	2.24	2.54	
Lard and compound cooking fat	2.40	1.54	1.97	1.55	2.14	1.92	1.95	2.50	3.18	0.78	1.95	2.50	3.18	0.78	1.50	
All other fats	1.24	1.47	0.93	0.83	0.58	1.15	0.32	0.34	0.06	0.46	0.32	0.34	0.06	0.46	0.22	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	
Total fats	13.59	10.12	10.90	8.85	9.84	13.37	9.20	11.05	8.27	5.44	9.20	11.05	8.27	5.44	8.75	
	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	(pt)	

TABLE 23—continued
(oz per person per week, except where otherwise stated)

	Income group C									
	Households with					Households with				
	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	3 or more adults, 1 or more children	Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children
SUGAR AND PRESERVES:										
Sugar	18.13	31.50	13.75	11.87	12.46	14.66	13.04	14.60	12.34	13.91
Honey, preserves, syrup and treacle	3.56	1.68	2.04	1.93	1.81	1.94	2.48	1.37	1.92	1.75
<i>Total sugar and preserves</i>	21.69	13.17	15.79	13.81	14.27	16.60	15.53	15.96	14.27	15.01
VEGETABLES:										
Potatoes	52.52	42.22	54.69	52.19	54.65	55.69	44.64	55.19	54.55	49.35
Fresh green	17.21	8.79	10.48	8.11	5.77	10.22	8.05	11.63	6.51	2.05
Frozen	2.44	2.13	1.86	1.48	1.09	2.38	1.47	0.48	2.28	1.08
Other	28.43	21.85	26.05	24.30	22.21	25.61	21.72	26.30	22.90	19.51
<i>Total vegetables</i>	100.60	74.99	93.06	86.09	83.72	93.90	75.89	93.60	86.24	55.84
FRUIT:										
Fresh	21.14	14.53	12.95	10.25	8.62	13.03	8.79	10.76	5.08	3.63
Other	8.06	4.27	5.61	4.18	3.26	4.95	4.70	4.25	2.13	1.87
<i>Total fruit</i>	29.20	18.80	18.56	14.43	11.88	17.98	13.49	15.01	7.21	5.50
CEREALS:										
Brown bread	3.29	1.99	1.44	0.59	1.14	1.35	1.51	1.63	2.55	1.02
White bread	30.93	31.01	30.17	28.98	31.36	33.11	31.82	34.86	33.06	36.71
Wholewheat and wholemeal bread	0.73	—	0.44	0.03	0.29	0.26	0.42	0.47	—	—
Other bread	4.46	1.61	2.41	2.01	1.91	3.22	2.15	2.00	2.76	0.48
<i>Total bread</i>	39.40	34.60	34.46	31.60	34.71	37.93	35.90	38.96	38.38	37.47
Flour	6.77	1.90	5.23	3.71	5.71	6.87	2.69	3.77	3.50	0.70
Cakes	6.64	3.52	4.75	4.17	3.21	4.06	3.20	3.75	2.83	1.84
Biscuits	5.98	4.73	5.75	5.40	5.08	4.36	5.01	5.13	3.54	3.72
Oatmeal and oat products	0.62	0.53	0.39	0.36	0.72	0.30	0.50	0.35	0.57	0.29
Breakfast cereals	2.31	3.04	3.06	3.54	4.23	2.67	3.84	2.87	1.97	1.61
Other cereals	5.62	7.25	5.03	5.10	5.53	5.42	6.90	5.07	4.61	2.27
<i>Total cereals</i>	67.33	55.58	58.66	53.87	59.18	61.60	58.05	59.91	55.40	48.50
BEVERAGES:										
Tea	3.08	1.51	1.84	1.55	1.49	2.09	1.33	2.19	2.02	1.94
Coffee	0.66	0.21	0.50	0.31	0.30	0.41	0.37	0.47	0.32	0.58
Cocoa and drinking chocolate	0.19	0.21	0.17	0.12	0.11	0.13	0.17	0.12	0.04	—
Branded food drinks	0.23	0.12	0.08	0.12	0.05	0.13	0.12	0.08	—	—
<i>Total beverages</i>	4.16	2.44	2.59	2.11	1.94	2.75	1.99	2.86	2.38	1.44
EXPENDITURE—ALL FOODS	£3.24	£2.29	£2.45	£2.02	£1.90	£2.34	£2.10	£2.41	£1.78	£1.38
										£1.96

(a) See Appendix A, Table 14 for further details of the food groups.

(b) Averages are not shown for households of 1 adult and 1 or more children in income group A because there were fewer than 3 such households in the sample.

Tables of the average nutritional value
of household food

TABLE 24
 Nutritional value of household food: national averages, 1971-1973

	1971	1972	1973	1973			
				Jan/Mar	April/June	July/Sept	Oct/Dec
Energy	2,490	2,430	2,400	2,420	2,330	2,390	2,440
Total protein	10.4	10.2	10.0	10.1	9.7	10.0	10.2
Animal protein	72.4	72.5	71.4	72.4	70.5	71.5	71.4
Fat	45.1	44.7	44.5	45.3	44.5	44.4	43.9
Fatty acids:	117	112	111	113	109	109	113
saturated	n.a.	52.0	51.5	52.1	50.4	51.0	52.6
monounsaturated	n.a.	42.9	41.9	42.9	40.9	41.2	42.4
polyunsaturated	n.a.	11.5	11.5	12.0	11.1	11.1	11.6
Carbohydrate (b)	305	301	293	295	282	295	300
Calcium	1,020	1,010	1,020	1,030	1,010	1,020	1,030
Iron	13.3	13.2	12.7	12.8	12.3	12.7	12.8
Thiamin	1.18	1.26	1.22	1.23	1.20	1.24	1.22
Riboflavin	1.75	1.78	1.79	1.81	1.77	1.79	1.78
Nicotinic acid	16.2	16.6	16.6	16.7	16.2	16.6	16.7
Nicotinic acid equivalent	28.9	29.3	29.0	29.5	28.5	29.1	29.2
Vitamin C	53	52	53	46	50	66	49
Vitamin A: retinol	880	890	810	820	850	790	790
β-carotene	2,140	2,120	2,180	2,400	1,970	1,890	2,490
total (retinol equivalent)	1,340	1,340	1,270	1,310	1,270	1,210	1,310
Vitamin D (c)	2.78	2.91	2.89	2.90	2.96	2.96	2.74
Energy	107	105	104	105	102	103	107
Protein	124	125	124	126	123	123	125
(as a percentage of minimum requirement)	190	192	190	192	189	188	192
Calcium	193	189	193	193	193	191	195
Iron	122	123	118	119	116	117	121
Thiamin	124	137	134	134	131	134	135
Riboflavin	128	131	132	133	131	131	133
Nicotinic acid equivalent	190	194	193	195	190	191	196
Vitamin C	186	184	189	163	179	234	178
Vitamin A (retinol equivalent)	197	198	190	194	191	177	197
Vitamin D (c)	85	88	89	88	93	91	84
			(ii) As a percentage of recommended intake (d)				

TABLE 24—continued

	1971	1972	1973	1973			
				Jan/Mar	April/June	July/Sept	Oct/Dec
Protein	11.6	11.9	12.0	12.0	12.2	12.0	11.8
Fat	42.3	41.5	42.0	42.2	42.4	41.4	42.0
Carbohydrate	46.0	46.4	46.0	45.8	45.5	46.5	46.3
			(iii) Percentage of energy derived from protein, fat and carbohydrate				
	62.3	61.6	62.3	62.5	63.1	62.2	61.4
			(iv) Animal protein as a percentage of total protein				
Total protein	29.0	29.9	29.8	29.9	30.3	30.0	29.3
Animal protein	18.1	18.4	18.6	18.7	19.1	18.6	18.0
Fat	47	46	47	47	47	46	47
Fatty acids:							
saturated	n.a.	21.4	21.5	21.5	21.6	21.4	21.6
monounsaturated	n.a.	17.7	17.5	17.7	17.6	17.3	17.4
polyunsaturated	n.a.	4.7	4.8	5.0	4.8	4.6	4.8
Carbohydrate (b)	123	124	122	122	121	123	123
Calcium	411	415	427	424	436	429	421
Iron	5.3	5.4	5.3	5.3	5.3	5.3	5.3
Thiamin	0.47	0.52	0.51	0.51	0.51	0.52	0.50
Riboflavin	0.70	0.73	0.75	0.75	0.76	0.75	0.73
Nicotinic acid equivalent	11.6	12.0	12.1	12.2	12.2	12.2	12.0
Vitamin C	21	21	22	19	21	28	20
Vitamin A (retinol equivalent)	536	549	532	540	547	504	535
Vitamin D (c)	1.12	1.20	1.21	1.20	1.27	1.24	1.12
			(v) Consumption of nutrients per 1,000 kcal				

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

(b) As monosaccharide.

(c) 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.

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

TABLE 25
Contributions made by groups of foods to the nutritional value of household food: national averages, 1973
(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	Per cent of total						
Liquid milk	265	1.11	12.9	18.1	15.3	13.7	9.5	4.6	10.9	0.4	3.6	19	6.5	476	46.5	0.4	3.2
Dried milk	4	0.02	0.2	0.3	0.2	0.2	0.1	0.1	0.2	...	0.1	...	0.1	0.8	0.1	0.5	0.2
Other milk and cream	26	0.11	0.9	1.3	1.7	1.5	1.0	0.5	1.2	...	0.4	...	0.6	32	3.1	...	0.2
Cheese	53	0.22	3.8	5.3	4.3	3.8	2.6	1.3	3.1	0.1	0.9	116	11.4	0.1	0.6
<i>Total milk, cream and cheese</i>	349	1.46	17.9	25.0	21.5	19.3	13.3	6.5	15.3	0.6	4.9	21	7.2	632	61.7	0.6	4.6
Beef and veal	60	0.25	4.0	5.6	5.0	4.4	2.3	2.2	5.3	0.2	1.4	3	0.3	1.0	7.8
Mutton and lamb	48	0.20	2.3	3.2	4.2	3.8	2.1	1.7	4.1	0.2	1.9	2	0.2	0.3	2.5
Pork	42	0.18	1.3	1.8	4.1	3.7	1.7	2.0	4.7	0.3	2.8	1	0.1	0.1	0.9
Bacon and ham, uncooked	70	0.29	1.8	2.5	7.0	6.3	2.6	3.1	7.4	0.9	8.2	2	0.2	0.2	1.4
Liver	4	0.02	0.5	0.7	0.2	0.2	0.1	0.2	0.1	0.5
Poultry, uncooked	25	0.10	3.3	4.7	1.2	1.1	0.4	0.5	1.2	0.3	2.6
Sausages	45	0.19	1.4	2.0	3.4	3.1	1.5	1.6	3.8	0.2	1.9	2	0.7	3	0.3	0.3	2.2
Other meat	98	0.41	4.9	6.9	7.2	6.4	2.9	3.2	7.7	0.7	6.2	4	1.2	8	0.8	1.1	8.6
<i>Total meat</i>	391	1.64	19.5	27.3	32.4	29.0	13.5	14.4	34.4	2.9	25.6	6	2.0	22	2.1	3.6	28.1
Fat fish	7	0.03	0.8	1.1	0.5	0.4	0.1	0.2	0.4	0.1	1.1	9	0.8	0.1	0.7
Other fish	17	0.07	2.1	3.0	0.7	0.6	0.1	0.2	0.6	0.3	2.5	1	0.3	6	0.6	0.1	1.2
<i>Total fish</i>	25	0.10	2.9	4.1	1.1	1.0	0.3	0.4	1.0	0.4	3.6	1	0.3	15	1.5	0.2	1.9
Eggs	45	0.19	3.7	5.2	3.3	2.9	1.2	1.5	3.6	0.5	4.1	16	1.6	0.6	4.9
Butter	158	0.66	0.1	0.1	17.5	15.7	10.9	5.3	12.6	0.4	3.8	3	0.3	...	0.2
Margarine	94	0.39	10.5	9.4	3.2	3.8	9.0	2.0	17.1	0.3
Other fats	103	0.43	11.4	10.2	4.0	5.0	11.9	1.9	16.7	0.1
<i>Total fats</i>	355	1.49	0.1	0.2	39.4	35.3	18.0	14.0	33.5	4.3	37.6	3	0.3	0.1	0.6
Sugar and preserves	246	1.03	65	22.3	3	0.3	0.1	0.8
Potatoes	107	0.45	2.8	3.9	26	8.7	13	1.3	1.0	7.7
Cabbage, brussels sprouts and cauliflower	8	0.03	0.7	1.0	1	0.5	14	1.4	0.3	2.2
Leafy salads	1	...	0.1	0.1	2	0.2	...	0.3

TABLE 25—continued
(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	g	Per cent of total	mg	Per cent of total	mg	Per cent of total
Fresh legumes, including frozen	5	0.02	0.2	0.4	0.6	—	—	—	—	—	—	—	—	2	0.2	0.2	1.2
Other fresh green vegetables	..	0.01	0.1	0.2	0.2	—	—	—	—	—	—	—	—	..	0.1	0.1	0.1
Fresh tomatoes	2	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	2	0.2	0.5	0.5
Carrots	2	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	5	0.5	0.1	0.3
Other root vegetables	1	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	3	0.3	0.3	0.3
Other vegetables and vegetable products	57	0.24	2.4	2.4	3.3	1.5	0.2	0.5	1.3	0.6	5.4	9	3.1	22	2.1	0.9	7.0
<i>Total vegetables</i>	183	0.77	7.6	6.6	9.3	1.5	0.2	0.5	1.3	0.6	5.4	38	13.0	63	6.2	2.5	19.8
Oranges	4	0.01	0.2	0.1	0.1	—	—	—	—	—	—	—	—	5	0.4	..	0.2
Other citrus fruit	1	0.04	0.4	0.1	0.1	—	—	—	—	—	—	—	—	..	0.1	0.1	0.1
Apples and pears	9	0.01	0.1	0.1	0.1	—	—	—	—	—	—	—	—	..	0.1	0.1	0.5
Soft fruit	5	0.02	0.2	0.1	0.1	—	—	—	—	—	—	—	—	1	0.1	..	0.2
Bananas	1	0.15	1.5	0.3	0.4	0.6	0.2	0.5	0.1	1.2	2	0.2	..	0.2
Other fresh fruit	37	0.24	2.4	0.7	1.0	0.6	0.2	0.5	0.1	1.2	8	2.7	6	0.6	0.3	..	2.0
<i>Total fruit</i>	58	0.24	2.4	0.7	1.0	0.6	0.2	0.5	0.1	1.2	14	4.6	16	1.6	0.4	..	3.4
White bread	284	1.18	11.8	9.5	13.2	1.2	0.4	0.8	0.3	0.7	0.4	62	21.2	110	10.8	1.9	14.6
Other bread	56	0.24	2.4	2.1	2.9	0.4	0.1	0.3	0.1	0.2	1.1	12	4.1	21	2.0	0.5	3.7
Flour	74	0.31	3.1	2.2	3.0	0.2	0.1	0.2	0.1	0.1	0.7	17	5.8	32	3.1	0.4	3.5
Cakes and pastries	71	0.30	3.0	1.1	1.5	2.7	0.9	1.8	1.0	2.5	0.4	11	3.9	17	1.7	0.3	2.2
Biscuits	110	0.46	4.6	1.8	2.5	4.4	1.8	4.4	1.8	4.4	0.3	17	5.8	25	2.5	0.4	3.0
Other cereals	98	0.41	4.1	2.1	3.0	1.3	0.6	1.1	0.5	1.1	0.3	21	7.1	22	2.1	0.6	4.6
<i>Total cereals</i>	694	2.90	29.0	18.7	26.1	10.2	4.2	8.2	3.8	9.1	1.6	140	47.9	227	22.2	4.0	31.6
Tea	9	0.04	0.4	0.2	0.3	0.1	0.1	0.1	2	0.6	3	0.3
Other beverages	9	0.04	0.4	0.2	0.3	0.1	0.1	0.1	2	0.6	5	0.4
<i>Total beverages</i>	9	0.04	0.4	0.2	0.3	0.1	0.1	0.1	2	0.6	7	0.7
Other foods	42	0.18	1.8	1.0	1.4	1.6	1.1	0.6	1.4	0.6	0.4	6	2.1	19	1.9	0.4	3.1
TOTAL ALL FOODS	2400	10.0	100.0	71.4	100.0	111	51.5	100.0	41.9	100.0	11.5	293	100.0	1020	100.0	12.7	100.0

TABLE 25—continued
(per person per day)

	Thiamin (a)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (a)		Retinol		β-Carotene		Retinol equivalent		Vitamin D (b)	
	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	mg	Per cent of total	μg	Per cent of total	μg	Per cent of total	μg	Per cent of total	μg	Per cent of total
Liquid milk	0.16	13.3	0.60	33.4	0.3	2.1	185.3	20.2	3.4	11.7	4.1	7.7	124	15.2	76	3.5	159	12.5	0.10	3.5
Dried milk	...	0.2	0.01	0.5	...	0.1	3.2	0.4	0.1	0.3	0.3	0.6	7	0.9	2	0.1	8	0.6	0.08	2.7
Other milk and cream	0.01	0.7	0.04	2.2	...	0.2	12.4	1.4	0.2	0.8	0.2	0.4	14	1.7	7	0.3	18	1.4	0.17	5.9
Cheese	0.01	0.5	0.07	4.2	...	0.1	45.9	5.0	0.8	2.7	—	—	47	5.8	29	1.3	62	4.8	0.05	1.8
<i>Total milk, cream and cheese</i>	0.18	14.7	0.72	40.3	0.4	2.4	246.7	26.9	4.5	15.4	4.6	8.7	192	23.6	11*	5.2	247	19.4	0.40	14.0
Beef and veal	0.01	0.7	0.05	2.8	1.2	7.4	44.4	4.9	2.0	6.8	—	—	4	0.4	—	—	4	0.3	—	—
Mutton and lamb	0.01	1.1	0.04	2.2	0.8	4.7	28.9	3.2	1.3	4.4	—	—	3	0.3	—	—	3	0.2	—	—
Pork	0.06	5.0	0.02	1.2	0.5	3.2	17.5	1.9	0.8	2.8	—	—	—	—	—	—	—	—	—	—
Bacon and ham, uncooked	0.05	4.0	0.02	1.4	0.3	1.7	24.0	2.6	0.7	2.3	—	—	—	—	—	—	—	—	—	—
Liver	0.01	0.5	0.09	5.0	0.4	2.4	7.8	0.9	0.5	1.8	0.5	0.9	296	36.5	—	—	296	23.3	0.02	0.8
Poultry, uncooked	0.01	0.5	0.03	1.5	1.0	6.0	34.3	3.8	1.6	5.4	—	—	—	—	—	—	—	—	—	—
Sausages	—	—	0.01	0.6	0.3	1.6	17.4	1.9	0.5	1.8	0.2	0.3	1	0.1	—	—	1	—	—	—
Other meat	0.07	5.5	0.07	4.0	1.2	7.2	59.8	6.5	2.2	7.4	—	—	8	0.9	2	0.1	8	0.6	0.01	0.2
<i>Total meat</i>	0.21	17.5	0.33	18.7	5.7	34.2	234.1	25.6	9.5	32.7	0.6	1.2	311	38.3	2	0.1	311	24.4	0.03	0.9
Fat fish	...	0.1	0.01	0.4	0.2	1.3	8.8	1.0	0.4	1.3	—	—	3	0.3	—	—	3	0.2	0.49	16.8
Other fish	0.01	0.6	0.01	0.8	0.4	2.2	24.4	2.7	0.8	2.6	—	—	—	—	—	—	—	—	0.05	1.9
<i>Total fish</i>	0.01	0.7	0.02	1.2	0.6	3.5	33.2	3.6	1.1	3.9	—	—	3	0.4	—	—	3	0.2	0.54	18.7
Eggs	0.02	1.9	0.14	8.0	...	0.1	66.5	7.3	1.1	3.9	—	—	42	5.2	—	—	42	3.3	0.45	15.7
Butter	—	—	—	—	—	—	1.5	0.2	...	0.1	—	—	153	18.8	121	5.5	213	16.8	0.27	9.2
Margarine	—	—	—	—	—	—	0.3	—	—	88	10.9	59	2.7	118	9.3	0.97	33.7
Other fats	—	—	—	—	—	—	0.1	—	—	2	0.3	—	—	2	0.2	0.01	0.5
<i>Total fats</i>	—	—	—	—	—	—	2.0	0.2	...	0.1	—	—	243	30.0	180	8.2	333	26.2	1.25	43.4
Sugar and preserves	—	—	—	—	—	—	0.2	1.1	2.1	2	0.1
Potatoes	0.12	10.1	0.05	3.0	1.7	10.1	48.6	5.3	2.5	8.6	12.7	24.1	—	—	—	—	—	—	—	—
Cabbage, brussels sprouts and cauliflower	0.01	1.1	0.02	1.4	0.1	0.7	8.5	0.9	0.3	0.9	4.9	9.2	—	—	66	3.0	11	0.9	—	—
Leafy salads	...	0.3	...	0.2	...	0.1	0.6	0.1	...	0.1	0.9	1.7	—	—	58	2.6	10	0.8	—	—
Fresh legumes, including frozen	0.02	1.3	0.01	0.8	0.2	1.3	4.5	0.5	0.3	1.0	1.0	2.0	—	—	33	1.5	5	0.4	—	—
Other fresh green vegetables	0.2	0.3	—	—	27	1.2	4	0.3	—	—
Fresh tomatoes	0.01	0.8	0.01	0.3	0.1	0.6	1.2	0.1	0.1	0.4	3.1	5.9	—	—	108	4.9	18	1.4	—	—
Carrots	0.01	0.3	0.1	0.4	0.7	0.1	0.1	0.2	0.3	0.6	—	—	1083	49.5	181	14.2	—	—
Other root vegetables	...	0.2	0.01	0.2	0.1	0.2	0.1	0.1	0.1	0.2	0.5	1.0	—	—	332	15.2	56	4.4	—	0.1
Other vegetables and vegetable products	0.04	3.3	0.04	2.2	0.5	3.3	26.6	2.9	1.0	3.4	4.0	7.5	—	—	—	—	—	—	—	—
<i>Total vegetables</i>	0.21	17.4	0.15	8.4	2.8	16.6	91.4	10.0	4.3	14.7	27.6	52.3	1705	78.0	285	22.4	...	0.1

TABLE 25—continued
(per person per day)

	Thiamin (a)		Riboflavin		Total nicotinic acid		Tryptophan		Nicotinic acid equivalent		Vitamin C (a)		Vitamin A (b)				Vitamin D (b)			
	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		β-Carotene		Retinol equivalent			
													μg	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	10.2	6	0.3	1	0.1
Other citrus fruit	0.01	0.1	...	0.1	...	0.3	0.1	2.7
Apples and pears	0.01	0.8	0.01	0.3	...	0.6	0.1	...	0.1	1.4
Soft fruit	...	0.1	...	0.1	...	0.1	0.1	...	0.1	2.5
Bananas	...	0.2	0.01	0.3	...	0.9	0.1	...	0.2	1.4
Other fresh fruit	0.01	0.1	0.01	0.1	...	0.1	0.1	...	0.1	1.0
Other fruit	0.01	0.7	0.01	0.7	0.2	2.7	0.3	0.3	0.7	14.2
Total fruit	0.04	2.9	0.03	1.7	0.3	5.2	0.6	0.6	1.3	34.0
White bread	0.22	18.1	0.04	2.0	1.9	11.5	12.2	8.7	2.5
Other bread	0.05	4.1	0.02	0.9	0.6	3.3	2.7	1.9	0.5
Flour	0.02	3.9	0.01	0.5	0.4	2.4	2.8	2.0	0.6
Cakes and pastries	0.02	1.5	0.02	1.0	0.7	14.3	1.6	0.3	1.0	0.1
Biscuits	0.04	3.4	0.01	0.7	0.3	2.0	2.2	0.5	1.6
Other cereals	0.15	12.0	0.17	9.6	1.7	10.0	24.9	2.7	5.5	0.2
Total cereals	0.53	43.0	0.26	14.7	5.0	30.0	221.4	24.2	20.7	0.3
Tea	0.08	4.4	0.5	3.2	1.8
Other beverages	0.01	0.5	...	0.3	1.0	6.2	2.6	0.3	3.7
Total beverages	0.01	0.5	0.08	4.7	1.6	9.4	2.6	0.3	5.5
Other foods	0.02	1.5	0.04	2.4	0.3	2.1	12.6	1.4	1.8	0.8
TOTAL ALL FOODS	1.22	100.0	1.79	100.0	16.6	100.0	915.8	100.0	29.0	100.0	53	100.0	810	100.0	2180	100.0	1270	100.0	2.89	100.0

(a) 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.

(b) Welfare fish liver oil and vitamin A and D tablets excluded.

TABLE 26
 Geographical variations in nutritional value of household food, 1973

	All household	Region								Type of area						
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Provincial	Larger towns	Smaller towns		
Energy	2,400	2,460	2,360	2,510	2,410	2,470	2,540	2,430	2,300	2,280	2,450	2,380	2,360	2,440	2,570	
Total protein	10.0	10.3	9.8	10.5	10.1	10.3	10.6	10.1	9.6	9.5	10.2	10.0	9.8	10.2	10.7	
Animal protein	(g) 71.4	(g) 71.9	(g) 71.5	(g) 72.2	(g) 71.5	(g) 71.9	(g) 73.4	(g) 72.2	(g) 70.0	(g) 71.8	(g) 72.7	(g) 71.1	(g) 69.5	(g) 72.2	(g) 71.9	
Fat	(g) 44.5	(g) 43.3	(g) 42.4	(g) 44.0	(g) 44.2	(g) 43.5	(g) 44.8	(g) 43.5	(g) 45.4	(g) 47.5	(g) 44.4	(g) 43.9	(g) 42.9	(g) 44.9	(g) 44.0	
Fatty acids:	(g) 111	(g) 114	(g) 105	(g) 117	(g) 112	(g) 113	(g) 118	(g) 112	(g) 109	(g) 108	(g) 113	(g) 110	(g) 110	(g) 114	(g) 119	
saturated	(g) 51.5	(g) 51.8	(g) 48.6	(g) 52.5	(g) 51.8	(g) 51.7	(g) 53.5	(g) 52.5	(g) 51.4	(g) 51.2	(g) 52.0	(g) 50.9	(g) 50.7	(g) 52.6	(g) 54.9	
monounsaturated	(g) 41.9	(g) 43.2	(g) 39.2	(g) 44.6	(g) 42.2	(g) 42.7	(g) 44.6	(g) 41.7	(g) 40.8	(g) 40.5	(g) 42.7	(g) 41.3	(g) 41.3	(g) 42.7	(g) 44.9	
polyunsaturated	(g) 11.5	(g) 11.9	(g) 11.0	(g) 12.8	(g) 11.4	(g) 11.9	(g) 12.9	(g) 11.1	(g) 10.8	(g) 10.7	(g) 12.0	(g) 11.2	(g) 11.4	(g) 11.7	(g) 12.2	
Carbohydrate	(g) 293	(g) 305	(g) 298	(g) 309	(g) 295	(g) 308	(g) 313	(g) 300	(g) 275	(g) 270	(g) 302	(g) 294	(g) 288	(g) 299	(g) 320	
Calcium	(mg) 1,020	(mg) 1,010	(mg) 980	(mg) 1,010	(mg) 1,020	(mg) 1,070	(mg) 1,030	(mg) 1,070	(mg) 1,030	(mg) 1,040	(mg) 1,000	(mg) 1,010	(mg) 1,000	(mg) 1,060	(mg) 1,060	
Iron	(mg) 12.7	(mg) 13.1	(mg) 13.0	(mg) 13.0	(mg) 12.6	(mg) 12.6	(mg) 13.0	(mg) 12.9	(mg) 12.3	(mg) 12.6	(mg) 12.9	(mg) 12.7	(mg) 12.4	(mg) 12.6	(mg) 12.9	
Thiamin	(mg) 1.22	(mg) 1.24	(mg) 1.16	(mg) 1.26	(mg) 1.24	(mg) 1.27	(mg) 1.31	(mg) 1.21	(mg) 1.19	(mg) 1.22	(mg) 1.25	(mg) 1.22	(mg) 1.19	(mg) 1.23	(mg) 1.29	
Riboflavin	(mg) 1.79	(mg) 1.73	(mg) 1.66	(mg) 1.77	(mg) 1.78	(mg) 1.78	(mg) 1.85	(mg) 1.85	(mg) 1.84	(mg) 1.88	(mg) 1.76	(mg) 1.78	(mg) 1.74	(mg) 1.82	(mg) 1.82	
Nicotinic acid	(mg) 16.6	(mg) 16.4	(mg) 15.7	(mg) 16.8	(mg) 16.7	(mg) 16.3	(mg) 17.4	(mg) 16.5	(mg) 16.6	(mg) 17.0	(mg) 17.0	(mg) 16.6	(mg) 16.0	(mg) 16.4	(mg) 16.6	
Nicotinic acid equivalent	(mg) 29.0	(mg) 28.8	(mg) 28.0	(mg) 29.4	(mg) 29.1	(mg) 28.8	(mg) 30.0	(mg) 29.2	(mg) 28.9	(mg) 29.7	(mg) 29.5	(mg) 29.0	(mg) 28.1	(mg) 29.1	(mg) 29.0	
Vitamin C	(mg) 53	(mg) 51	(mg) 48	(mg) 53	(mg) 48	(mg) 53	(mg) 55	(mg) 52	(mg) 56	(mg) 60	(mg) 50	(mg) 51	(mg) 50	(mg) 54	(mg) 55	
Vitamin A: retinol	(µg) 810	(µg) 820	(µg) 770	(µg) 810	(µg) 800	(µg) 760	(µg) 830	(µg) 880	(µg) 830	(µg) 840	(µg) 820	(µg) 800	(µg) 810	(µg) 800	(µg) 830	
β-carotene	(µg) 2,180	(µg) 2,130	(µg) 2,000	(µg) 2,620	(µg) 2,580	(µg) 1,850	(µg) 2,310	(µg) 2,250	(µg) 2,140	(µg) 2,080	(µg) 2,290	(µg) 2,180	(µg) 2,060	(µg) 2,120	(µg) 2,940	
total (retinol equivalent)	(µg) 1,270	(µg) 1,280	(µg) 1,200	(µg) 1,350	(µg) 1,330	(µg) 1,160	(µg) 1,320	(µg) 1,360	(µg) 1,280	(µg) 1,280	(µg) 1,300	(µg) 1,260	(µg) 1,250	(µg) 1,250	(µg) 1,430	
Vitamin D (b)	(µg) 2.89	(µg) 3.34	(µg) 2.72	(µg) 3.07	(µg) 3.07	(µg) 2.95	(µg) 3.07	(µg) 2.81	(µg) 2.73	(µg) 2.75	(µg) 3.07	(µg) 2.79	(µg) 2.84	(µg) 2.92	(µg) 3.31	
Energy	104	106	101	106	105	106	108	103	104	104	107	103	101	105	107	
Protein	124	124	123	121	125	123	125	122	124	131	127	123	119	124	119	
(as a percentage of minimum requirement)	190	189	189	187	191	190	192	188	190	199	194	189	183	192	185	
Calcium	193	189	183	189	193	200	194	199	197	203	190	190	186	201	197	
Iron	118	121	120	120	118	117	119	117	117	122	120	118	114	118	117	
Thiamin	134	134	126	134	136	138	140	130	133	138	137	133	129	133	134	
Riboflavin	132	126	122	127	133	131	129	134	138	144	130	131	128	132	129	
Nicotinic acid equivalent	193	189	186	189	195	190	196	190	196	205	196	192	186	193	186	
Vitamin C	189	180	172	184	172	186	194	182	205	221	181	183	176	194	189	
Vitamin A (retinol equivalent)	190	187	179	194	200	172	193	198	194	196	194	187	185	187	205	
Vitamin D (b)	89	100	83	95	96	87	96	85	85	86	97	85	86	89	104	

TABLE 26—continued

	All households	Region							Type of area							
		Wales	Scotland	North	Yorkshire and Humberside	North West	East Midlands	West Midlands	South West	South East (a)/ East Anglia	Conurbations		Other urban areas			
											London	Provincial	Larger towns	Smaller towns	Semi-rural areas	Rural areas
Protein	12.0	11.5	12.2	11.7	11.6	11.9	11.7	11.6	12.0	12.2	11.9	12.0	11.8	11.8	11.8	11.2
Fat	42.0	43.1	40.1	41.7	42.1	42.0	41.3	42.0	41.6	42.8	41.8	41.6	42.1	42.0	41.9	41.9
Carbohydrate	46.0	45.3	47.7	46.6	46.4	46.1	47.0	46.4	46.4	45.0	46.3	46.4	46.1	46.1	46.9	46.9
	62.3	62.7	59.3	60.2	60.9	61.8	60.5	61.1	63.0	64.8	66.2	61.7	61.8	62.2	61.3	61.3
Total protein	29.8	28.7	30.4	29.2	28.8	29.7	29.1	28.9	29.7	30.4	31.5	29.8	29.5	29.6	28.0	28.0
Animal protein	18.6	18.0	18.0	17.6	17.5	18.3	17.6	17.7	18.7	19.7	20.8	18.4	18.2	18.4	17.1	17.1
Fat	47	48	44	46	47	47	46	47	46	47	48	46	47	47	46	46
Fatty acids:																
saturated	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)
monounsaturated	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)
polyunsaturated	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)	(8)
Carbohydrate	122	120	127	124	123	123	125	123	123	119	118	123	122	122	125	125
Calcium	427	408	417	410	404	421	434	407	440	446	454	425	424	436	413	413
Iron	5.3	5.1	5.5	5.3	5.2	5.2	5.1	5.1	5.3	5.3	5.5	5.4	5.3	5.2	5.0	5.0
Thiamin	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)
Riboflavin	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)
Nicotinic acid equivalent	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)	(mg)
Vitamin C	12.1	11.7	11.9	11.7	11.7	12.1	11.7	11.8	12.0	12.6	13.0	12.2	11.9	11.9	11.3	11.3
Vitamin A	22	20	20	21	21	20	21	22	21	25	26	22	21	22	21	21
Vitamin A (retinol equivalent)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)	(µg)
Vitamin D (b)	1.21	1.16	1.16	1.38	1.22	1.27	1.19	1.21	1.16	1.19	1.21	1.17	1.21	1.20	1.29	1.29

(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 41

Nutritional value of household food in different income groups, 1973

	Income group							All household	
	A		B	C	D		OAP		
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)				
	(i) Consumption per person per day								
Energy	2 420	2,300	2,340	2,360	2,460	2,320	2,500	2,650	2,400
Total protein	10.1	9.6	9.8	9.8	10.3	9.7	10.4	11.1	10.0
Animal protein	74.7	70.3	71.7	70.5	71.9	67.9	73.4	75.3	71.4
Fat	50.7	45.8	47.4	44.1	43.2	40.6	45.4	47.2	44.5
Fatty acids:	123	110	114	111	111	104	114	122	111
saturated	56.4	51.2	52.9	51.1	51.0	48.0	53.9	57.5	51.5
monounsaturated	45.7	40.8	42.4	41.5	42.0	39.4	42.5	46.0	41.9
polyunsaturated	13.8	11.4	12.1	11.4	11.5	10.6	11.1	11.4	11.5
Carbohydrate	269	274	271	285	310	293	311	330	293
Calcium	1,080	1,040	1,060	1,010	1,020	950	1,070	1,090	1,020
Iron	12.9	12.3	12.5	12.5	13.0	12.4	12.7	13.0	12.7
Thiamin	1.22	1.18	1.19	1.21	1.26	1.16	1.24	1.27	1.22
Riboflavin	1.93	1.82	1.86	1.77	1.76	1.65	1.86	1.90	1.79
Nicotinic acid	17.4	16.4	16.7	16.4	16.6	15.8	16.6	17.1	16.6
Nicotinic acid equivalent	30.7	28.9	29.5	28.8	29.1	27.5	29.3	30.2	29.0
Vitamin C	66	61	62	52	51	45	52	48	53
Vitamin A:									
retinol	860	790	820	800	820	820	840	890	810
β-carotene	2,670	2,680	2,670	2,100	2,190	1,960	2,370	2,340	2,180
total (retinol equivalent)	1,410	1,330	1,360	1,240	1,280	1,240	1,350	1,390	1,270
Vitamin D (α)	3.02	2.86	2.91	2.82	2.99	2.89	3.02	3.12	2.89
	(ii) As a percentage of recommended intake								
Energy	110	104	105	103	103	100	110	116	104
Protein	135	126	129	123	120	117	129	131	124
(as a percentage of minimum requirement)	204	192	196	190	187	176	189	189	190
Calcium	208	202	203	192	190	175	197	201	193
Iron	121	116	118	118	119	112	115	119	118

TABLE 27—continued

	Income group										All household
	A			B	C	D		OAP			
	A1	A2	A1 & A2	With earners (D1)	Without earners (D2)						
Thiamin	139	133	135	133	132	127	139	145	134		
Riboflavin	148	140	143	134	127	118	128	123	132		
Nicotinic acid equivalent	212	200	204	197	190	176	181	174	193		
Vitamin C	243	225	231	192	180	154	172	148	189		
Vitamin A (retinol equivalent)	220	207	211	191	188	176	181	172	190		
Vitamin D (a)	94	88	90	84	93	91	99	113	89		
Protein	12.3	12.2	12.3	12.0	11.8	11.8	11.8	11.4	12.0		
Fat	45.8	43.0	44.0	42.4	40.8	40.7	41.3	41.7	42.0		
Carbohydrate	41.8	44.7	43.7	45.6	47.4	47.6	46.9	46.9	46.0		
	67.9	65.2	(iii) Percentage of energy derived from protein, fat and carbohydrate	(iv) Animal protein as a percentage of total protein							
			66.2	62.5	60.1	59.7	61.9	62.7	62.3		
Total protein	30.8	30.5	30.7	29.9	29.3	29.3	29.4	28.4	29.8		
Animal protein	20.9	19.9	20.3	18.7	17.6	17.5	18.2	17.8	18.6		
Fat	51	48	49	47	45	45	46	46	47		
Fatty acids:											
saturated	23.3	22.2	22.6	21.7	20.7	20.7	21.6	21.7	21.5		
monounsaturated	18.9	17.7	18.1	17.6	17.1	17.0	17.0	17.4	17.5		
polyunsaturated	5.7	5.0	5.2	4.9	4.7	4.6	4.4	4.3	4.8		
Carbohydrate	111	119	116	121	126	126	125	125	122		
Calcium	447	454	452	430	413	410	430	413	427		
Iron	5.3	5.3	5.3	5.3	5.3	5.4	5.1	4.9	5.3		
Thiamin	0.50	0.51	0.51	0.51	0.51	0.50	0.49	0.48	0.51		
Riboflavin	0.80	0.79	0.80	0.75	0.71	0.71	0.74	0.72	0.75		
Nicotinic acid equivalent	12.7	12.5	12.6	12.2	11.8	11.9	11.7	11.4	12.1		
Vitamin C	27	26	27	22	21	19	21	18	22		
Vitamin A (retinol equivalent)	583	579	582	528	521	535	539	526	532		
Vitamin D (a)	1.25	1.24	1.25	1.20	1.22	1.25	1.21	1.18	1.21		

(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 28
 Nutritional value of food in households of different composition, 1973

	Households with															
	1		2				3				4 or more					
	No. of adults	No. of children	0	1 or more	Under 35	35-54	55 or over	Under 25	25-34	35 or over	Under 35	35 or over	3	4 or more	3 or more	
			All ages													
			Consumption per person per day													
Energy	(kcal)	2,730	2,410	2,900	2,790	2,080	2,150	2,490	2,020	2,200	1,990	2,080	2,700	2,550	2,390	2,130
Total protein	(MJ)	11.4	10.1	12.1	11.7	8.6	8.4	10.4	8.4	9.2	8.3	8.7	11.3	10.7	10.0	8.9
Animal protein	(g)	80.2	75.8	87.7	81.3	63.5	64.7	73.6	60.8	64.1	58.9	60.2	79.9	78.8	70.7	60.5
Fat	(g)	50.9	48.9	56.4	51.8	39.1	41.1	45.9	36.8	38.8	34.4	33.2	50.4	50.7	42.9	34.6
Fatty acids:	(g)	127	117	140	132	94	101	117	88	100	85	89	129	122	111	92
saturated	(g)	60.9	53.1	64.7	61.5	44.0	46.7	54.3	41.0	45.7	38.3	39.7	59.5	56.5	51.0	41.9
monounsaturated	(g)	46.8	36.7	53.1	50.0	35.3	37.7	43.7	33.2	37.1	32.1	33.3	48.7	46.6	41.9	34.6
polyunsaturated	(g)	11.8	12.7	13.9	12.9	9.6	10.5	11.9	9.1	10.9	9.6	10.3	13.0	11.7	11.9	10.3
Carbohydrate	(g)	336	280	341	337	257	259	303	258	278	262	276	324	302	292	280
Calcium	(mg)	1,210	1,030	1,190	1,130	980	980	1,050	920	960	870	870	1,100	1,030	990	890
Iron	(mg)	13.7	13.3	15.8	14.4	11.5	11.4	13.0	11.1	11.3	10.6	10.9	14.3	14.1	12.7	11.0
Thiamin	(mg)	1.33	1.25	1.45	1.35	1.09	1.11	1.26	1.09	1.17	1.10	1.13	1.33	1.27	1.22	1.13
Riboflavin	(mg)	2.07	1.83	2.15	2.02	1.63	1.69	1.84	1.60	1.67	1.53	1.50	1.87	1.84	1.71	1.48
Nicotinic acid	(mg)	18.1	17.8	21.0	18.9	14.0	14.9	17.1	14.0	14.9	13.8	14.0	18.7	18.5	16.4	14.2
Nicotinic acid equivalent	(mg)	31.9	31.3	36.5	33.2	25.2	26.3	29.9	24.6	25.9	23.7	24.1	32.7	32.4	28.6	24.5
Vitamin C	(mg)	56	69	70	60	44	49	56	39	48	38	39	61	57	50	41
Vitamin A:	(μg)	660	860	1,020	960	740	760	810	680	680	640	650	940	860	800	630
retinol	(μg)	1,010	2,840	3,000	2,810	1,730	2,150	2,300	1,890	1,820	1,630	1,480	2,570	2,170	2,070	1,720
β-carotene	(μg)	2,410	1,420	1,640	1,540	1,120	1,210	1,300	1,070	1,070	980	980	1,470	1,320	1,240	1,000
total (retinol equivalent)	(μg)	1,530	2,840	3,290	3,430	2,940	3,030	3,600	2,960	2,890	2,610	2,460	4,040	3,540	3,310	2,720
Vitamin D (a)	(μg)	3.33	2.84	3.29	3.43	2.94	2.64	3.03	2.62	2.50	2.66	2.82	3.22	3.04	2.58	2.59
			(ii) As a percentage of recommended intake													
Energy		125	106	113	114	100	101	105	97	96	95	93	107	104	99	93
Protein		146	133	136	133	123	122	124	117	112	111	111	127	128	117	106
(as a percentage of minimum requirement)																
Calcium		212	203	211	198	190	190	190	185	173	177	168	194	197	181	164
Iron		235	214	229	208	183	188	193	175	174	160	156	213	206	188	164
Thiamin		130	132	138	132	119	115	114	113	100	104	98	132	132	114	99
Riboflavin		157	136	140	142	130	132	132	129	129	132	128	133	130	127	124
Nicotinic acid equivalent		146	135	140	126	134	142	134	142	130	135	122	126	123	122	115
Vitamin C		200	210	215	188	194	199	197	185	181	187	175	192	198	185	170
Vitamin A (retinol equivalent)		184	243	226	186	167	188	205	158	185	159	157	197	189	178	156
Vitamin D (a)		200	212	211	191	190	210	192	172	172	182	165	191	177	178	158
		128	107	125	124	52	59	108	61	86	67	91	124	119	90	83

TABLE 29
Nutritional value of food in households of different composition within income groups, 1973

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Energy	(kcal)	2,650	*	2,240	2,120	2,010	2,390
		2,730	2,570	2,270	2,110	2,080	2,300
(MJ)	A B C D1 & D2	2,800	2,140	2,350	2,060	2,110	2,330
		2,640	2,110	2,330	1,980	(1,600)	1,980
Total protein	(g)	11.1	*	9.4	8.9	8.4	10.0
		11.4	10.7	9.5	8.8	8.7	9.6
Animal protein	(g)	11.7	8.9	9.8	8.6	8.8	9.7
		11.0	8.8	9.8	8.3	(6.7)	8.3
Fat	(g)	83.8	*	69.8	62.5	59.3	69.8
		83.1	80.1	67.7	62.8	61.3	67.6
Fatty acids:	(g)	82.2	62.9	69.3	60.9	60.3	67.5
		77.6	61.8	68.8	59.2	(46.4)	57.1
saturated	(g)	57.7	*	46.6	39.8	38.0	43.7
		53.3	51.6	42.7	38.3	34.7	41.1
unsaturated	(g)	51.5	37.8	41.6	35.5	33.0	38.6
		48.9	35.3	40.5	32.4	(24.1)	32.2
Total fat	(g)	135	*	108	97	94	115
		131	123	107	95	88	107
Fatty acids:	(g)	131	99	106	89	89	101
		124	89	104	81	(59)	84
saturated	(g)	62.5	*	51.1	45.3	42.2	52.4
		61.2	55.8	49.7	43.8	39.9	48.7
unsaturated	(g)	60.4	45.2	48.8	40.7	39.6	46.3
		58.1	40.5	47.2	36.6	(27.1)	39.8

TABLE 29—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
monounsaturated (g)	A	51.1	*	39.8	35.7	35.6	42.9
	B	49.6	47.3	40.1	35.8	33.1	40.1
	C	49.8	37.0	39.9	33.5	33.5	38.2
	D1 & D2	46.3	33.3	39.8	31.3	(22.2)	31.5
polyunsaturated (g)	A	13.8	*	10.8	11.1	11.5	13.9
	B	13.0	13.1	11.1	9.9	10.1	11.6
	C	13.2	10.9	11.0	9.5	10.2	10.6
	D1 & D2	12.1	9.6	11.0	8.5	(6.4)	8.0
Carbohydrate (g)	A	290	*	262	263	243	282
	B	321	301	274	265	274	282
	C	342	265	295	270	283	304
	D1 & D2	321	282	296	268	(233)	264
Calcium (mg)	A	1,130	*	1,060	1,000	900	1,040
	B	1,140	1,030	1,010	930	890	950
	C	1,130	920	1,000	900	870	950
	D1 & D2	1,100	920	960	830	(680)	820
Iron (mg)	A	14.9	*	11.9	10.8	10.2	12.4
	B	14.8	14.1	12.0	11.2	11.1	12.0
	C	14.6	11.1	12.5	11.0	11.0	12.4
	D1 & D2	13.6	10.7	12.7	11.7	(8.9)	10.3
Thiamin (mg)	A	1.32	*	1.15	1.10	1.06	1.20
	B	1.36	1.22	1.16	1.14	1.16	1.18
	C	1.38	1.10	1.21	1.13	1.14	1.21
	D1 & D2	1.28	1.12	1.20	1.04	(0.84)	1.00
Riboflavin (mg)	A	2.10	*	1.85	1.71	1.59	1.76
	B	2.03	1.79	1.74	1.65	1.57	1.64
	C	1.99	1.54	1.71	1.54	1.50	1.61
	D1 & D2	1.94	1.55	1.66	1.45	(1.09)	1.34

TABLE 29—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Nicotinic acid (mg)	A	20.6	*	15.9	14.1	13.3	16.2
	B	19.6	17.8	15.6	14.7	14.4	15.7
	C	19.1	14.7	15.9	13.9	14.2	15.5
	D1 & D2	17.7	14.0	16.2	13.7	(10.1)	13.1
Nicotinic acid equivalent (mg)	A	35.7	*	28.4	25.0	23.7	28.5
	B	34.2	31.9	27.5	25.5	24.8	27.4
	C	33.5	25.5	27.9	24.5	24.2	27.1
	D1 & D2	31.3	24.4	28.0	23.8	(17.7)	22.9
Vitamin C (mg)	A	79	*	60	52	44	58
	B	67	51	51	41	41	47
	C	61	42	47	41	37	45
	D1 & D2	54	44	44	33	(24)	38
Vitamin A: retinol (µg)	A	1,030	*	790	660	610	760
	B	940	590	770	710	660	760
	C	970	660	810	600	650	740
	D1 & D2	940	650	770	790	(460)	530
β-carotene (µg)	A	3,620	*	2,550	1,960	1,790	2,250
	B	2,560	1,660	2,070	1,780	1,590	1,780
	C	2,560	1,440	2,030	1,750	1,550	2,070
	D1 & D2	2,510	1,390	2,020	1,480	(980)	1,540
total (retinol equivalent) (µg)	A	1,750	*	1,310	1,080	990	1,240
	B	1,480	960	1,210	1,090	1,010	1,150
	C	1,510	990	1,250	980	990	1,180
	D1 & D2	1,480	960	1,210	1,100	(680)	870
Vitamin D (α) (µg)	A	3.20	*	2.94	2.51	3.33	2.67
	B	3.26	2.57	2.77	2.59	2.60	2.51
	C	3.38	2.59	2.94	2.56	2.85	2.70
	D1 & D2	3.19	2.51	3.29	2.41	(2.21)	2.11

TABLE 29—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Energy	A B C D1 & D2	112 111 111 111	* 109 104 98	104 103 102 103	100 97 94 89	94 95 96 (76)	106 97 95 91
Protein	A B C D1 & D2	142 135 130 130	* 135 121 114	129 123 120 121	117 115 110 107	111 112 109 (88)	124 114 110 104
(as a percentage of minimum requirements)	A B C D1 & D2	213 207 201 190	* 206 185 174	196 190 188 185	180 180 173 165	172 175 173 (139)	187 176 173 157
Calcium	A B C D1 & D2	225 224 216 203	* 183 176 163	201 189 185 176	190 174 165 153	167 160 158 (126)	201 179 176 160
Iron	A B C D1 & D2	141 139 134 122	* 116 103 94	114 114 116 116	102 107 104 105	97 102 103 (86)	114 108 110 96
Thiamin	A B C D1 & D2	141 139 137 138	* 130 134 130	134 132 131 134	129 132 129 118	125 134 131 (101)	134 125 124 116
Riboflavin	A B C D1 & D2	143 135 129 124	* 133 135 129	148 139 132 126	143 138 127 116	135 131 126 (95)	133 120 116 103

TABLE 29—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Nicotinic acid equivalent	A	221	*	204	187	180	193
	B	208	213	198	191	185	180
	C	197	198	193	180	181	176
	D1 & D2	180	180	190	170	(139)	158
Vitamin C	A	266	*	230	211	178	215
	B	220	191	192	164	168	170
	C	196	177	171	159	150	160
	D1 & D2	167	171	158	128	(99)	141
Vitamin A (retinol equivalent)	A	237	*	213	189	176	188
	B	198	147	198	190	176	171
	C	196	172	195	168	173	173
	D1 & D2	184	162	183	182	(127)	134
Vitamin D (a)	A	125	*	80	75	88	89
	B	125	92	70	72	77	87
	C	126	98	75	68	82	90
	D1 & D2	116	68	87	69	(58)	64
Protein	A	12.7	*	12.5	11.8	11.9	11.7
	B	12.2	12.5	12.0	12.0	11.8	11.8
	C	11.8	11.7	11.9	11.8	11.5	11.6
	D1 & D2	11.8	11.7	11.8	12.0	(11.7)	11.5
Fat	A	46.0	*	43.4	41.4	42.5	43.7
	B	43.4	43.4	42.5	40.7	38.5	41.9
	C	42.2	41.6	40.8	38.9	38.0	39.2
	D1 & D2	42.4	37.9	40.4	37.0	(33.5)	38.3
Carbohydrate	A	41.3	*	44.1	46.7	45.7	44.5
	B	44.3	44.1	45.4	47.4	49.7	46.3
	C	46.0	46.6	47.4	49.2	50.5	49.1
	D1 & D2	45.8	50.3	47.7	51.0	(54.9)	50.2

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

TABLE 29—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Total protein (g)	A B C D1 & D2	31.7 30.5 29.4 29.4	* 31.2 29.4 29.2	31.1 29.8 29.5 29.5	29.4 29.8 29.5 30.0	29.5 29.5 28.6 (29.0)	29.3 29.4 29.0 28.8
Animal protein (g)	A B C D1 & D2	21.8 19.6 18.4 18.6	* 20.1 17.7 16.7	20.8 18.8 17.7 17.3	18.7 18.1 17.2 16.4	18.9 16.7 15.7 (15.1)	18.3 17.9 16.6 16.2
Fat (g)	A B C D1 & D2	51 48 47 47	* 48 46 42	48 47 45 45	46 45 42 41	47 43 42 (37)	48 46 43 42
Fatty acids:							
saturated (g)	A B C D1 & D2	23.6 22.4 21.5 22.0	* 21.7 21.1 19.2	22.8 21.9 20.8 20.2	21.3 20.8 19.7 18.5	21.0 19.2 18.8 (16.9)	22.0 21.2 19.9 20.1
monounsaturated (g)	A B C D1 & D2	19.3 18.2 17.8 17.6	* 18.4 17.3 15.7	17.8 17.7 17.0 17.1	16.8 17.0 16.2 15.8	17.7 16.0 15.9 (13.9)	18.0 17.5 16.4 15.9
polyunsaturated (g)	A B C D1 & D2	5.2 4.8 4.7 4.6	* 5.1 5.1 4.5	4.8 4.9 4.7 4.7	5.2 4.7 4.6 4.3	5.7 4.8 4.8 (4.0)	5.8 5.0 4.6 4.0
Carbohydrate (g)	A B C D1 & D2	110 118 122 122	* 117 124 134	117 121 126 127	124 126 131 135	121 132 134 (146)	118 123 131 133

TABLE 29—continued

	Income group	Households with					3 or more adults, 1 or more children
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	
Calcium (mg)	A	426	*	473	471	450	434
	B	417	401	443	442	428	412
	C	402	428	426	435	412	409
	D1 & D2	418	434	410	420	(426)	412
Iron (mg)	A	5.6	*	5.3	5.1	5.1	5.2
	B	5.4	5.5	5.3	5.3	5.3	5.2
	C	5.2	5.2	5.3	5.3	5.2	5.3
	D1 & D2	5.2	5.1	5.4	5.9	(5.6)	5.2
Thiamin (mg)	A	0.50	*	0.51	0.52	0.53	0.50
	B	0.50	0.48	0.51	0.54	0.56	0.52
	C	0.49	0.51	0.52	0.55	0.54	0.52
	D1 & D2	0.49	0.53	0.52	0.52	(0.53)	0.51
Riboflavin (mg)	A	0.79	*	0.82	0.80	0.79	0.74
	B	0.74	0.70	0.77	0.78	0.75	0.72
	C	0.71	0.72	0.73	0.75	0.71	0.69
	D1 & D2	0.74	0.73	0.71	0.73	(0.68)	0.67
Nicotinic acid equivalent (mg)	A	13.5	*	12.7	11.8	11.8	11.9
	B	12.5	12.4	12.1	12.1	11.9	11.9
	C	12.0	11.9	11.9	11.9	11.5	11.7
	D1 & D2	11.9	11.5	12.0	12.0	(11.1)	11.5
Vitamin C (mg)	A	30	*	27	25	22	24
	B	24	20	22	19	20	20
	C	22	20	20	20	17	19
	D1 & D2	21	21	19	17	(15)	19
Vitamin A (retinol equivalent) (µg)	A	662	*	586	510	492	520
	B	544	374	534	517	487	503
	C	541	460	532	473	468	509
	D1 & D2	562	455	517	559	(426)	437

TABLE 29—continued

	Income group	Households with					
		Adults only	1 adult, 1 or more children	2 adults, 1 or 2 children	2 adults, 3 children	2 adults, 4 or more children	3 or more adults, 1 or more children
Vitamin D (a)	A	1.21	*	1.31	1.18	1.66	1.12
	B	1.20	1.00	1.22	1.23	1.25	1.09
	C	1.21	1.21	1.25	1.24	1.35	1.16
	D1 & D2	1.21	1.19	1.41	1.22	(1.38)	1.06
			(v) "Price of energy" index (b), all foods (All households = 100)				
	A	128	*	115	102	101	104
	B	110	107	99	92	84	94
	C	101	93	91	86	79	89
	D1 & D2	101	88	90	79	(76)	87
	All income groups (c)	105	92	99	92	84	94

* Fewer than three households in the sample.

Figures in brackets are based on a sample of only 13 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.

Nutrients obtained for one new penny from selected foods, national averages, 1973 (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	60	1.8	2.8	7.4	26	0.3	0.03	0.04	0.7	1	32	0.07
Liquid milk (b)	69	3.4	4.0	5.0	124	0.1	0.04	0.16	0.9	1	42	0.03
Cheese	47	3.4	3.8		103			0.07	0.7		54	0.05
Beef and veal	19	1.3	1.6			0.3		0.02	0.6			
Mutton and lamb	30	1.4	2.6			0.2		0.02	0.8			
Pork	36	1.1	3.6			0.1	0.05	0.02	0.7			
Liver	2.0	2.0	0.9			1.6	0.02	0.35	2.0	2	1,152	0.08
Bacon and ham, uncooked	39	1.0	3.9			0.1	0.03	0.01	0.4			
Bacon and ham, cooked	28	1.1	2.7			0.2	0.03	0.01	0.5			
Poultry, uncooked	19	2.6	1.0			0.2		0.02	1.2			
Sausages, uncooked	55	1.8	4.3	2.6		0.2		0.01	0.7			
Fat fish, including canned or bottled fish (b)	19	2.0	1.2		22	0.2		0.02	0.9			1.23
White fish, including frozen (b)	1.5	1.5							0.6			0.19
Frozen convenience fish products	24	1.7	1.0			0.2	0.01	0.02	0.6			0.28
Eggs (b)	28	2.3	2.0		10	0.4	0.01	0.09	0.7		26	0.27
Butter	160		17.7								215	0.27
Margarine	246		27.3			0.1					306	2.53
Sugar	366			97.4								
Potatoes, old (b)	123	3.1		29.3	16	1.2	0.14	0.06	2.9	11		
Potatoes, new (b)	71	1.9		16.5		0.6	0.08	0.03	1.6	14		
Fresh green vegetables (excluding peas and beans) (b)												
Carrots (b)	1.1	1.1		4.0	22	0.5	0.02	0.04	0.4	8	34	
Beans, canned	51	0.6		9.6	36	0.5	0.04	0.04	0.5	2	1,374	
Peas, frozen	20	3.3		3.4	31	1.4	0.03	0.02	0.9	2	27	
Tomatoes, including canned (b)		1.8				0.6	0.07	0.05	1.1	4	16	
Oranges (b)				3.5	18	0.1	0.04			21		
Fresh fruit, excluding citrus (b)				3.4		0.1	0.01			3		
Fruit juices	45			11.7		0.2	0.01			40		
Bread, white	175	5.8		38.5	68	1.1	0.14	0.02	1.6			
Bread, brown and wholemeal	122	4.7		25.6	41	1.3	0.13	0.04	1.2			
Biscuits	110	1.6	4.5	16.7	25	0.3	0.04	0.04	0.5			
Breakfast cereals	102	2.5		23.6		0.8	0.31	0.36	3.1			
Soups, canned	36	1.1	1.8	4.4	9	0.2	0.01	0.01	0.3	1	40	
Ice-cream	60	1.3	3.5	6.1	48		0.02	0.06	0.3			

(a) Values corresponding to indices below 30 have been omitted (See Table 31)
 (b) These foods show seasonal variations in nutritional value or price.

TABLE 31
Indices of nutritional value for money of selected foods, national averages 1973, (a)

	Energy	Protein	Fat	Carbo- hydrate	Calcium	Iron	Thiamin	Riboflavin	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)	115	188	143	67	483	33	139	347	121	80	130	37
Cheese	78	188	135		400			146	94		170	63
Beef and veal	32	70	56			98		35	86			
Mutton and lamb	49	79	95			62		55	108			
Pork	60	62	127			30	173	41	97			
Liver	113	113	34			508		780	277			
Bacon and ham, uncooked	66	55	141			31	91	31	53	134		116
Bacon and ham, cooked	47	61	95			53	109	30	66			
Poultry (uncooked)	32	146	34			70		47	168			
Sausages	92	98	153	35		70		32	90			
Fat fish, including canned or bottled fish (b)	31	114	42		84	71		42	127			1,698
White fish, including frozen (b)	82	82	37			49	34	42	78			265
Frozen convenience fish products	39	97							76			385
Eggs (b)	46	129	72		39	119	45	195	95		82	370
Butter	265		633			32					674	3,491
Margarine	408		975								958	
Sugar	609			1,323								
Potatoes, old (b)	204	175		398	61	361	459	140	394	863		
Potatoes, new (b)	119	104		224		200	268	76	221	1,049		
Fresh green vegetables												
(excluding peas and beans) (b)		59		54	86	141	73	91	55	610	107	
Carrots (b)	85	34		130	139	142	114	80	71	173	4,295	
Beans, canned	33	181		46	109	430	93	46	120	139	49	
Peas, frozen		101				189	234	104	150	304	83	
Tomatoes, including canned (b)						32	50			388	92	
Oranges (b)				48	68	37	132			1,576		
Fresh fruit, excluding citrus (b)				47		34	36			213		
Fruit juices	75			159		54	43			3,015		
Bread, white	291	326		523	265	359	443	49	214			
Bread, brown and wholemeal	203	262		348	160	415	436	98	165			
Biscuits	184	91	162	227	98	110	125	798	64			
Breakfast cereals	170	139		320		239	1,005		425			
Soups, canned	60	61	65	59	35	63	30	32	42	69	125	
Ice-cream	99	72	124	83	186		50	138	45			

(a) Values below 30 have been omitted. (See paragraph 86)

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

Tables relating to special analyses

TABLE 32

*Summary characteristics of households owning a deep-freezer or a refrigerator,
1972 and 1973*

	All households owning a deep-freezer	Households owning a refrigerator but not a deep-freezer	All other households	All households
<i>Summary characteristics of households in 1972</i>				
Number of households	613	5,065	1,909	7,587
Number of persons	2,226	16,018	4,993	23,237
Average number of persons per household	3.63	3.16	2.62	3.06
Average number of earners per household	1.47	1.39	0.93	1.28
	£	£	£	£
		(per person per week)		
Average expenditure on food	2.26	2.45	2.25	2.41
Value of garden and allotment produce, etc.	0.13	0.05	0.05	0.06
Value of consumption	2.39	2.50	2.30	2.47
<i>Summary characteristics of households in 1973</i>				
Number of households	922	5,093	1,391	7,406
Number of persons	3,393	15,698	3,454	22,545
Average number of persons per household	3.68	3.08	2.48	3.04
Average number of earners per household	1.55	1.34	0.83	1.27
	£	£	£	£
		(per person per week)		
<i>Expenditure and value of garden and allotment produce, etc.</i>				
Expenditure on:				
Seasonal foods	0.45	0.48	0.42	0.47
Convenience foods				
Canned	0.16	0.20	0.22	0.20
Frozen	0.09	0.06	0.04	0.07
Other convenience foods	0.39	0.41	0.39	0.41
Total convenience foods	0.64	0.68	0.65	0.68
All other foods	1.56	1.60	1.51	1.60
Total expenditure on food	2.65	2.76	2.57	2.74
Value of garden and allotment produce, etc.	0.16	0.05	0.05	0.06
Value of consumption	2.81	2.81	2.62	2.80
<i>Indices (a) of expenditure, prices and purchases (all foods)</i>				
		(all households = 100)		
Expenditure	96.6	100.7	93.8	100.0
Value of consumption	100.1	100.4	93.8	100.0
Prices	98.6	100.4	98.9	100.0
Index of value of consumption deflated by index of food prices	101.5	100.0	94.8	100.0
Food purchases	98.3	100.6	95.1	100.0
"Price of energy"	101.5	101.0	91.0	100.0

(a) For definition see "expenditure index", "price index", "index of real value of food purchased" and "price of energy indices" in Glossary.

TABLE 33
Food consumption in households owning a deep-freezer compared with consumption in other households: main food groups and selected food items, annual averages, 1972 and 1973
 (oz per person per week except where otherwise stated)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
MILK AND CREAM:								
Liquid milk—full price	4.77	4.91	4.61	4.71	4.07	4.34	4.52	4.67
welfare and school	0.08	0.09	0.08	0.07	0.18	0.14	0.10	0.08
<i>Total liquid milk</i>	4.85	5.00	4.69	4.78	4.25	4.49	4.62	4.75
Condensed milk	0.18	0.14	0.19	0.18	0.18	0.18	0.19	0.17
Dried and other milk	0.27	0.25	0.20	0.18	0.23	0.17	0.21	0.21
Cream	0.04	0.05	0.03	0.03	0.02	0.02	0.03	0.04
<i>Total milk and cream</i>	5.33	5.45	5.12	5.18	4.68	4.86	5.05	5.17
CHEESE:								
Natural	3.37	3.67	3.35	3.38	2.77	3.12	3.23	3.41
Processed	0.19	0.29	0.30	0.33	0.32	0.34	0.30	0.34
<i>Total cheese</i>	3.56	3.96	3.66	3.71	3.09	3.46	3.53	3.75
MEAT:								
Beef and veal	6.59	7.06	7.16	6.36	6.23	5.49	6.90	6.31
Mutton and lamb	4.98	4.39	4.96	4.48	4.37	3.90	4.96	4.44
Pork	4.07	3.71	3.16	3.04	2.36	2.23	3.10	3.00
<i>Total carcass meat</i>	15.63	15.17	15.27	13.88	12.97	11.62	14.96	13.75
Bacon and ham, uncooked	4.20	4.46	4.84	4.48	4.38	4.53	4.68	4.41
Poultry, uncooked	5.99	5.78	5.70	6.03	4.06	4.34	5.46	5.86
Frozen convenience meats or frozen convenience meat products	1.52	1.17	0.56	0.68	0.49	0.45	0.64	0.73
Other meat	8.67	9.73	12.12	11.99	13.45	13.25	12.10	11.88
<i>Total meat</i>	36.01	36.30	38.50	37.06	35.36	34.19	37.84	36.63

TABLE 33—continued
(oz per person per week except where otherwise stated)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
FISH:								
Fresh	1.42	1.33	1.70	1.60	1.80	1.58	1.69	1.56
Processed and shell	0.48	0.65	0.48	0.49	0.44	0.45	0.47	0.52
Prepared	1.29	1.31	1.77	1.53	2.22	1.91	1.85	1.57
Frozen	1.61	1.50	1.03	1.02	0.80	0.83	1.04	1.06
<i>Total fish</i>	4.80	4.77	4.98	4.61	5.26	4.74	5.05	4.71
EGGS:								
(Eggs purchased)	4.57	4.30	4.40	4.21	4.37	4.28	4.41	4.23
	3.93	3.76	4.26	4.14	4.19	4.11	4.24	4.11
FATS:								
Butter	4.75	5.17	4.84	5.26	4.34	5.21	4.79	5.24
Margarine	3.27	2.99	3.55	3.01	3.90	3.75	3.52	3.03
Lard and compound cooking fat	1.52	1.49	1.89	1.84	2.11	2.29	1.89	1.83
All other fats	1.26	1.42	0.93	1.06	0.68	0.96	0.92	1.12
<i>Total fats</i>	10.79	11.08	11.21	11.18	11.04	12.21	11.12	11.22
SUGAR AND PRESERVES:								
Sugar	13.54	12.55	14.97	13.63	16.49	16.80	15.02	13.69
Honey, preserves, syrup and treacle	2.44	2.41	2.55	2.56	2.71	2.50	2.56	2.51
<i>Total sugar and preserves</i>	15.99	14.96	17.53	16.18	19.20	19.31	17.58	16.20
VEGETABLES:								
Potatoes	39.56	38.91	45.86	46.16	52.81	53.57	46.70	45.93
Fresh green	14.66	12.54	13.57	12.61	11.32	11.65	13.29	12.48
Frozen peas	1.96	1.93	1.28	1.35	0.42	0.44	1.20	1.34
Frozen beans	0.70	0.81	0.42	0.43	0.14	0.13	0.40	0.46
Frozen chips and other frozen convenience potato products	0.88	1.28	0.24	0.37	0.11	0.26	0.28	0.51

TABLE 33—continued
(oz per person per week except where otherwise stated)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
All frozen vegetables and frozen vegetable products, not specified elsewhere	0.92	1.13	0.24	0.39	0.11	0.11	0.29	0.47
Other	21.90	24.19	25.00	25.82	25.84	25.49	25.05	25.45
<i>Total vegetables</i>	80.57	80.79	86.60	87.13	90.76	91.65	87.21	86.64
FRUIT:								
Fresh	21.12	20.47	18.21	18.04	12.72	13.58	17.54	17.90
Frozen fruit and frozen fruit products	0.19	0.25	0.05	0.05	0.02	0.01	0.06	0.08
Other	6.80	7.67	7.02	7.21	4.48	4.94	6.53	6.98
<i>Total fruit</i>	28.11	28.38	25.28	25.31	17.23	18.54	24.13	24.96
CEREALS:								
Brown bread	2.11	1.86	2.37	2.25	2.54	2.48	2.41	2.22
White bread	25.64	24.82	27.80	27.08	33.73	33.27	28.64	27.58
Wholewheat and wholemeal bread	0.84	0.61	0.44	0.52	0.28	0.49	0.45	0.54
Other bread	2.46	2.46	2.98	3.09	2.91	3.40	2.94	3.08
<i>Total bread</i>	31.06	29.76	33.59	32.94	39.47	39.65	34.44	33.42
Flour	5.56	5.42	5.26	4.88	6.05	7.46	5.42	5.25
Cakes	3.71	4.13	5.21	4.86	5.54	5.06	5.11	4.81
Biscuits	5.41	5.39	5.66	5.84	5.64	5.87	5.62	5.82
Oatmeal and oat products	0.59	0.44	0.56	0.44	0.81	0.67	0.58	0.46
Breakfast cereals	3.05	3.18	2.91	3.02	2.46	2.49	2.86	2.95
Frozen convenience cereal foods	0.47	0.50	0.13	0.15	0.05	0.05	0.15	0.19
Other cereals	3.72	3.84	4.53	5.28	4.61	5.27	4.52	5.09
<i>Total cereals</i>	53.59	52.67	57.85	57.39	64.63	66.52	58.70	57.99

TABLE 33—continued
 (oz per person per week except where otherwise stated)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
BEVERAGES:								
Tea	1.85	1.77	2.19	2.12	2.51	2.67	2.24	2.16
Coffee	0.73	0.68	0.66	0.62	0.46	0.45	0.64	0.61
Cocoa and drinking chocolate	0.18	0.13	0.17	0.16	0.16	0.13	0.16	0.15
Branded food drinks	0.15	0.17	0.19	0.17	0.23	0.17	0.20	0.17
<i>Total beverages</i>	2.91	2.75	3.22	3.07	3.36	3.41	3.24	3.09

TABLE 34
Food expenditure in households owning a deep-freezer compared with expenditure in other households: main food groups and selected food items, annual averages, 1972 and 1973

(new pence per person per week)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
MILK AND CREAM:								
Liquid milk—full price, welfare and school	23.97 0.03	24.16 0.02	24.82 0.02	26.13 0.02	21.54 0.01	23.67 0.02	24.19 0.01	25.70 0.02
<i>Total liquid milk</i>	23.99	24.18	24.84	26.15	21.55	23.69	24.20	25.72
Condensed milk	0.90	0.76	0.97	0.94	0.99	0.97	0.96	0.93
Dried and other milk	1.74	2.09	1.62	1.77	1.37	1.27	1.61	1.80
Cream	1.78	1.88	1.30	1.31	0.55	0.63	1.20	1.30
<i>Total milk and cream</i>	28.41	28.91	28.73	30.18	24.47	26.54	27.97	29.75
CHEESE:								
Natural	6.87	7.74	6.68	6.99	5.48	6.48	6.45	7.09
Processed	0.49	0.74	0.73	0.83	0.75	0.85	0.71	0.84
<i>Total cheese</i>	7.36	8.48	7.41	7.83	6.23	7.33	7.16	7.93
MEAT:								
Beef and veal	16.46	22.77	19.42	22.19	16.06	19.14	18.46	21.92
Mutton and lamb	8.79	9.57	9.79	11.42	8.35	9.79	9.66	11.15
Pork	7.05	8.59	6.85	8.38	5.08	6.15	6.55	8.06
<i>Total carcass meat</i>	32.30	40.92	36.06	41.98	29.49	35.08	34.67	41.13
Bacon and ham, uncooked	8.50	12.15	10.10	12.50	8.74	12.18	9.70	12.35
Poultry, uncooked	6.63	8.91	6.76	9.10	4.62	6.16	6.42	8.89
Frozen convenience meats or frozen convenience meat products	2.51	2.37	1.24	1.72	1.06	1.16	1.34	1.77

TABLE 34—continued
(new pence per person per week)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
Other meat	15.76	21.25	21.76	26.05	23.48	27.50	21.66	25.83
<i>Total meat</i>	65.70	85.59	75.92	91.35	67.38	82.05	73.79	89.97
FISH:								
Fresh	2.53	3.24	3.25	3.62	3.21	3.62	3.17	3.63
Processed and shell	0.89	1.65	0.90	1.21	0.72	0.98	0.87	1.29
Prepared	3.18	3.63	4.25	4.30	5.20	5.04	4.40	4.38
Frozen	3.22	3.40	2.20	2.54	1.70	1.96	2.20	2.62
<i>Total fish</i>	9.82	11.93	10.61	11.66	10.84	11.61	10.64	11.92
EGGS:	6.81	10.23	7.60	10.89	7.55	10.57	7.56	11.01
FATS:								
Butter	7.27	6.83	7.78	6.94	7.22	7.11	7.65	6.92
Margarine	2.70	2.61	3.06	2.67	3.34	3.34	3.01	2.69
Lard and compound cooking fat	0.92	1.03	1.14	1.25	1.30	1.49	1.14	1.25
Other fats	1.33	1.49	0.99	1.19	0.65	0.90	0.96	1.21
<i>Total fats</i>	12.22	11.97	12.95	12.05	12.51	12.84	12.76	12.07
SUGAR AND PRESERVES:								
Sugar	4.10	4.02	4.45	4.13	4.79	5.05	4.44	4.19
Honey, preserves, syrup and treacle	1.77	2.00	1.93	2.12	2.04	2.17	1.94	2.13
<i>Total sugar and preserves</i>	5.87	6.02	6.39	6.26	6.84	7.22	6.38	6.32

TABLE 34—continued
(new pence per person per week)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
VEGETABLES:								
Potatoes	3·87	4·63	5·68	6·85	6·52	7·39	5·79	6·82
Fresh green	3·67	3·96	4·44	4·98	3·63	3·95	4·32	4·81
Frozen peas	1·30	1·43	1·20	1·26	0·44	0·44	1·08	1·20
Frozen beans	0·49	0·73	0·50	0·55	0·17	0·18	0·44	0·54
Frozen chips and other frozen convenience potato products	0·47	0·69	0·20	0·31	0·11	0·22	0·22	0·36
All frozen vegetables and frozen vegetable products, not specified elsewhere	0·83	1·06	0·29	0·52	0·15	0·16	0·33	0·57
Other	13·04	15·83	14·97	17·12	15·17	16·25	14·98	16·98
<i>Total vegetables</i>	23·68	28·34	27·28	31·60	26·19	28·60	27·16	31·28
FRUIT:								
Fresh	11·02	12·14	9·76	11·12	6·88	7·98	9·46	10·92
Frozen fruit and frozen fruit products	0·30	0·40	0·08	0·10	0·02	0·02	0·10	0·14
Other	5·44	6·94	5·37	6·21	3·35	4·38	5·02	6·09
<i>Total fruit</i>	16·75	19·48	15·21	17·43	10·25	12·38	14·58	17·15
CEREALS:								
Brown bread	1·00	1·00	1·15	1·19	1·21	1·31	1·17	1·19
White bread	9·70	10·10	10·72	11·11	12·89	13·62	11·01	11·32
Wholewheat and wholemeal bread	0·37	0·30	0·20	0·26	0·13	0·24	0·21	0·27
Other bread	2·10	2·33	2·52	2·82	2·50	3·08	2·49	2·83
<i>Total bread</i>	13·18	13·74	14·59	15·39	16·74	18·25	14·88	15·61

TABLE 34—continued
(new pence per person per week)

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
CEREALS—continued								
Flour	1.36	1.46	1.29	1.35	1.50	1.89	1.33	1.42
Cakes	5.21	6.23	7.01	7.24	7.37	7.20	6.88	7.15
Biscuits	6.17	6.61	6.51	7.05	6.20	6.82	6.40	7.16
Oatmeal and oat products	0.35	0.25	0.32	0.27	0.45	0.41	0.34	0.28
Breakfast cereals	2.92	3.18	2.80	3.00	2.30	2.48	2.73	2.94
Frozen convenience cereal foods	0.72	0.80	0.20	0.24	0.07	0.07	0.23	0.31
Other cereals	2.79	3.38	3.32	4.12	3.13	3.89	3.28	4.02
<i>Total cereals</i>	32.68	35.64	36.04	38.64	37.75	41.03	36.07	38.89
BEVERAGES:								
Tea	4.03	3.94	4.73	4.72	5.43	5.89	4.81	4.79
Coffee	3.64	4.14	3.58	3.78	2.43	2.58	3.40	3.67
Cocoa and drinking chocolate	0.26	0.21	0.25	0.23	0.24	0.20	0.24	0.22
Branded food drinks	0.31	0.34	0.40	0.35	0.49	0.36	0.41	0.35
<i>Total beverages</i>	8.24	8.63	8.95	9.08	8.59	9.03	8.86	9.03
MISCELLANEOUS:								
Soups, canned, dehydrated and powdered	1.73	1.84	1.96	2.32	2.15	3.04	1.98	2.34
Other foods	6.62	7.71	6.03	6.64	4.72	4.79	5.89	6.62
<i>Total miscellaneous</i>	8.34	9.55	7.99	8.95	6.87	7.83	7.87	8.96
TOTAL EXPENDITURE	£2.26	£2.65	£2.45	£2.76	£2.25	£2.57	£2.41	£2.74*

TABLE 35
Nutritional value of food in households owning a deep-freezer or a refrigerator, 1972 and 1973

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
Energy	2,340	2,350	2,440	(1) 2,390	2,460	2,520	2,430	2,400
Total protein (MJ)	9.8	9.8	10.2	10.0	10.3	10.5	10.2	10.0
Animal protein (g)	70.5	70.7	72.7	71.3	72.2	72.2	72.5	71.4
Fat (g)	44.6	45.6	45.3	44.6	41.9	41.9	44.7	44.5
Fatty acids: (g)	111	113	114	111	108	111	112	111
saturated	51.4	52.3	52.7	51.6	49.4	50.9	52.0	51.5
monounsaturated (g)	41.9	42.5	43.4	41.8	41.5	42.0	42.9	41.9
polyunsaturated (g)	11.5	12.1	11.6	11.4	11.3	11.7	11.5	11.5
Carbohydrate (g)	282	278	299	291	319	325	301	293
Calcium (mg)	1,020	1,050	1,010	1,020	970	1,020	1,010	1,020
Iron (mg)	12.6	12.3	13.2	12.7	13.3	13.0	13.2	12.7
Thiamin (mg)	1.27	1.21	1.26	1.22	1.26	1.25	1.26	1.22
Riboflavin (mg)	1.80	1.82	1.80	1.80	1.67	1.71	1.78	1.79
Nicotinic acid (mg)	16.1	16.4	16.7	16.6	16.0	16.2	16.6	16.6
Nicotinic acid equivalent (mg)	28.6	29.0	29.4	29.1	28.4	28.5	29.3	29.0
Vitamin C (mg)	56	57	52	53	43	46	52	53
Vitamin A: (µg)	850	770	910	830	820	790	890	810
retinol	1,950	2,120	2,160	2,230	1,910	2,030	2,120	2,180
β-carotene (µg)	1,270	1,230	1,370	1,300	1,230	1,230	1,340	1,270
total (retinol equivalent) (µg)	2.80	2.91	2.92	2.89	3.02	3.02	2.91	2.89
Energy	101	102	105	(1) 104	106	107	105	104
Protein (its a percentage of minimum requirement)	121	123	125	124	124	123	125	124
Calcium	187	188	192	190	191	189	192	190
Iron	189	196	191	193	182	189	189	193
Thiamin	116	114	122	118	124	120	123	118
Riboflavin	138	132	136	133	137	135	137	134
Nicotinic acid equivalent	134	136	132	133	121	121	131	132
Vitamin C	192	195	195	194	186	183	194	193
Vitamin A (retinol equivalent)	201	206	206	189	187	159	184	189
Vitamin A (a) (retinol equivalent)	194	186	203	194	178	175	198	190
Vitamin D (a)	81	90	90	88	91	94	88	89

TABLE 35—continued

	All households owning a deep-freezer		Households owning a refrigerator but no deep-freezer		All other households		All households	
	1972	1973	1972	1973	1972	1973	1972	1973
Protein	12.1	12.1	11.9	12.0	11.8	11.5	11.9	12.0
Fat	42.6	43.5	42.0	42.1	39.6	39.9	41.5	42.0
Carbohydrate	45.3	44.4	46.0	46.0	48.7	48.6	46.4	46.0
	63.3	64.5	62.3	62.6	58.0	58.0	61.6	62.3
	(iv) Animal protein as a percentage of total protein							
Total protein	30.1	29.8	30.0	29.9	25.4	28.7	29.9	29.8
Animal protein	19.1	19.4	18.6	18.7	17.1	16.7	18.4	18.6
Fat	47	48	47	47	44	44	46	47
Fatty acids:								
saturated	22.0	22.2	21.6	21.6	20.1	20.2	21.4	21.5
monounsaturated	17.9	18.0	17.8	17.5	16.9	16.7	17.7	17.5
polyunsaturated	4.9	5.1	4.8	4.8	4.6	4.6	4.7	4.8
Carbohydrate	121	118	123	122	130	129	124	122
Calcium	435	444	416	427	397	404	415	427
Iron	5.4	5.2	5.4	5.3	5.4	5.1	5.4	5.3
Thiamin	0.54	0.52	0.52	0.51	0.51	0.50	0.52	0.51
Riboflavin	0.77	0.77	0.74	0.75	0.68	0.68	0.73	0.75
Nicotinic acid equivalent	12.2	12.3	12.1	12.2	11.6	11.3	12.0	12.1
Vitamin C	24	24	22	22	18	18	21	22
Vitamin A								
(retinol equivalent)	545	521	562	545	501	489	549	532
Vitamin D (a)	1.20	1.24	1.20	1.21	1.23	1.20	1.20	1.21

(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 36
Summary characteristics of farm and other households, 1972/1973

	Households owning a deep-freezer			Households without a deep-freezer		
	Farmers and farm managers	Farm workers	Other occupations	Farmers and farm managers	Farm workers	Other occupations
Number of households	132	34	1,369	121	189	13,148
Number of persons	537	133	4,949	402	675	39,086
Average number of persons per household	4.07	3.91	3.62	3.32	3.57	2.97
Average number of earners per household	1.70	1.59	1.50	1.50	1.79	1.24
	£	£	£	£	£	£
Average expenditure on food	2.09	2.16	2.50	2.43	2.41	2.57
Value of garden and allotment produce, etc (a):						
Milk, cheese, cream, butter	0.26	0.09	0.01	0.28	0.07	0.01
Meat, bacon, poultry	0.10	0.01	...	0.04
Eggs	0.08	0.03	...	0.07	0.03	...
Potatoes	0.04	0.02	...	0.05	0.03	...
All other vegetables	0.10	0.09	0.04	0.07	0.07	0.02
Fruit	0.04	0.03	0.02	0.03	0.02	0.01
All other foods
Total	0.62	0.26	0.09	0.54	0.21	0.04
Value of consumption	2.71	2.42	2.59	2.97	2.62	2.61
"Price of energy" index (b) (all households = 100)	90.5	81.9	103.5	92.3	86.2	99.1

(a) All food obtained without direct payment including food taken from own business.

(b) See "price of energy indices" in Glossary.

TABLE 37
Consumption of main foods in farm households, 1972/1973
 (oz per person per week, except where otherwise stated)

	Households owning a deep-freezer			Households without a deep-freezer		
	Farmers and farm managers	Farm workers	Other occupations	Farmers and farm managers	Farm workers	Other occupations
MILK AND CREAM:						
Liquid milk—full price	6.36	4.71	4.69	6.71	4.40	4.54
—welfare and school	0.04	0.05	0.10	0.06	0.11	0.10
Total liquid milk	6.40	4.76	4.79	6.76	4.51	4.64
Condensed milk	0.06	0.16	0.18	0.17	0.32	0.18
Dried and other milk	0.24	0.16	0.27	0.17	0.32	0.20
Cream	0.05	0.03	0.05	0.05	0.02	0.03
Total milk and cream	6.75	5.11	5.29	7.15	5.17	5.05
CHEESE:						
Natural	3.40	3.58	3.53	3.83	3.96	3.26
Processed	0.27	0.26	0.24	0.15	0.35	0.32
Total cheese	3.67	3.84	3.77	3.98	4.31	3.58
MEAT:						
Beef and veal	5.27	5.25	7.11	9.05	6.71	6.54
Mutton and lamb	4.77	1.15	4.70	3.97	3.84	4.62
Pork	1.44	2.40	4.16	3.52	3.09	2.92
Total carcass meat	11.48	8.80	15.97	16.54	13.64	14.08
Bacon and ham, uncooked	7.63	4.97	3.97	7.22	5.72	4.57
Poultry, uncooked	4.64	1.32	6.07	5.22	4.65	5.54
Other meat	9.63	9.99	10.63	11.01	15.32	12.89
Total meat	33.38	25.08	36.64	39.99	39.52	37.08
FISH:						
Fresh	0.99	0.81	1.43	1.80	1.26	1.66
Processed and shell	0.35	0.53	0.58	1.09	0.41	0.47
Prepared	1.35	1.40	1.30	1.20	1.82	1.74
Frozen	0.97	0.33	1.64	0.98	1.26	0.97
Total fish	3.66	3.07	4.95	5.07	4.75	4.84

TABLE 37—continued
(oz per person per week, except where otherwise stated)

	Households owning a deep-freezer			Households without a deep-freezer		
	Farmers and farm managers	Farm workers	Other occupations	Farmers and farm managers	Farm workers	Other occupations
EGGS: (Eggs purchased)	6.06 1.89	4.68 3.33	4.26 4.05	5.52 1.96	4.71 3.58	4.29 4.22
FATS:						
Butter	5.48	6.00	4.91	6.61	4.54	4.97
Margarine	4.38	5.09	2.96	3.63	5.36	3.35
Lard and compound cooking fat	2.08	2.33	1.46	2.16	2.83	1.92
All other fats	1.53	0.33	1.25	0.73	0.70	0.97
Total fats	13.47	13.75	10.58	13.13	13.43	11.21
SUGAR AND PRESERVES:						
Sugar	18.50	23.59	12.04	21.27	22.34	14.58
Honey, preserves, syrup and treacle	4.08	3.77	2.19	3.85	2.88	2.56
Total sugar and preserves	22.58	27.36	14.24	25.12	25.22	17.14
VEGETABLES:						
Potatoes (Potatoes purchased)	47.13 15.35	46.09 32.74	38.41 33.07	65.00 31.14	50.73 32.45	47.27 44.57
Brassicas, fresh	9.77	8.64	8.01	10.33	11.46	9.68
Leafy salads, fresh	1.82	1.28	1.56	1.44	1.18	1.30
Peas and beans, fresh	5.05	2.66	3.28	1.76	1.94	1.50
All other fresh green vegetables	0.87	0.32	0.27	0.24	0.27	0.21
Root vegetables, fresh	5.92	5.12	4.29	8.28	6.38	5.00
Tomatoes, fresh	4.57	4.93	4.05	3.25	3.61	3.62
All other fresh vegetables	4.33	4.55	5.95	4.88	3.79	4.96
Processed and frozen	8.11	17.07	13.99	10.36	13.33	13.99
Total vegetables	87.57	90.66	79.81	105.54	92.69	87.53

TABLE 37—continued
 (oz per person per week, except where otherwise stated)

	Households owning a deep-freezer			Households without a deep-freezer		
	Farmers and farm managers	Farm workers	Other occupations	Farmers and farm managers	Farm workers	Other occupations
FRUIT:						
Citrus fruit, fresh	5.54	4.31	5.32	4.28	3.35	4.95
Bananas, fresh	2.91	1.91	3.20	2.60	1.93	2.84
Apples, fresh	7.91	8.28	7.40	7.09	5.40	6.44
Pears, fresh	1.08	1.22	0.81	0.80	0.36	0.68
Stone fruit, fresh	1.14	0.26	0.91	0.22	0.23	0.47
Soft fruit, fresh, other than grapes	1.45	8.21	1.38	1.22	1.36	0.58
All other fresh fruit	1.81	3.30	1.72	1.45	1.07	1.18
Other fruit	7.61	8.11	7.44	8.19	6.21	6.66
<i>Total fruit</i>	29.46	35.60	28.18	25.85	19.91	23.80
CEREALS:						
Brown bread	1.23	1.59	2.09	1.71	1.81	2.37
White bread	34.79	34.65	23.94	34.27	35.24	28.53
Wholewheat and wholemeal bread	0.66	0.62	0.73	1.24	0.19	0.45
Other bread	1.47	2.31	2.59	1.87	2.99	3.07
<i>Total bread</i>	38.15	39.17	29.35	39.09	40.23	34.42
Flour	11.32	7.95	4.81	8.45	7.21	5.33
Cakes	4.28	4.35	3.93	5.94	5.70	5.07
Biscuits	4.88	5.27	5.51	5.75	5.49	5.76
Oatmeal and oat products	1.11	0.70	0.45	1.99	1.46	0.52
Breakfast cereals	2.38	5.14	3.15	3.37	3.07	2.86
Other cereals	2.54	4.59	4.43	4.04	4.86	5.05
<i>Total cereals</i>	64.66	67.15	51.63	68.63	68.02	59.01
BEVERAGES:						
Tea	2.14	1.96	1.76	1.94	2.63	2.24
Coffee	0.76	0.43	0.71	0.65	0.64	0.60
Cocoa and drinking chocolate	0.18	0.14	0.16	0.15	0.30	0.16
Branded food drinks	0.05	0.88	0.15	0.29	0.25	0.19
<i>Total beverages</i>	3.13	3.41	2.78	3.03	3.82	3.19
EXPENDITURE — ALL FOODS	£2.09	£2.16	£2.50	£2.43	£2.41	£2.57

TABLE 38
Nutritional value of food in farm households, 1972/1973

	Households owning a deep-freezer			Households without a deep-freezer		
	Farmers and farm managers	Farm workers	Other occupations	Farmers and farm managers	Farm workers	Other occupations
	(i) Consumption per person per day	(i) Consumption per person per day	(i) Consumption per person per day	(i) Consumption per person per day	(i) Consumption per person per day	(i) Consumption per person per day
Energy	2,740	2,710	2,290	2,950	2,790	2,410
Total protein	11.5	11.3	9.6	12.3	11.7	10.1
Animal protein	77.3	70.4	69.9	84.7	77.5	71.8
Fat	46.9	37.9	45.1	52.6	46.2	44.2
Fatty acids:	126	114	111	133	125	111
saturated	58.3	52.8	51.3	62.9	56.2	51.5
monounsaturated	47.3	42.8	41.7	49.9	48.1	42.2
polyunsaturated	13.2	11.9	11.7	12.5	13.2	11.4
Carbohydrate	346	372	270	376	360	299
Calcium	1,230	1,090	1,010	1,280	1,080	1,010
Iron	13.2	13.7	12.3	14.7	14.0	13.0
Thiamin	1.36	1.45	1.23	1.50	1.35	1.24
Riboflavin	1.95	1.89	1.79	2.13	1.84	1.77
Nicotinic acid	15.8	16.6	16.3	18.1	17.2	16.5
Nicotinic acid equivalent	29.5	28.6	28.7	33.2	30.5	29.0
Vitamin C	54	70	56	58	48	51
Vitamin A: retinol	790	750	810	970	860	850
β-carotene	2,150	2,430	2,010	2,850	2,550	2,140
total (retinol equivalent)	1,270	1,270	1,250	1,570	1,400	1,310
Vitamin D (a)	3.20	3.24	2.80	3.55	3.59	2.91
Energy	109	103	101	115	105	105
Protein	122	107	122	132	117	124
(as a percentage of minimum requirement)	192	178	188	206	197	191
Calcium	223	198	189	230	199	190
Iron	116	121	114	128	126	120
Thiamin	134	139	135	146	129	135
Riboflavin	135	135	135	143	129	130
Nicotinic acid equivalent	185	184	195	202	194	192
Vitamin C	185	250	205	190	165	181
Vitamin A (retinol equivalent)	180	188	191	215	201	193
Vitamin D (a)	97	106	84	95	113	89

(i) Consumption per person per day

(ii) As a percentage of recommended intake

TABLE 38—continued

	Households owning a deep-freezer			Households without a deep-freezer		
	Farmers and farm managers	Farm workers	Other occupations	Farmers and farm managers	Farm workers	Other occupations
Protein	11.3	10.4	12.2	11.5	11.1	11.9
Fat	41.3	38.0	43.5	40.6	40.4	41.6
Carbohydrate	47.4	51.6	44.3	47.9	48.5	46.5
	60.7	(iii) Percentage of energy derived from protein, fat and carbohydrate		62.1		61.5
		(iv) Animal protein as a percentage of total protein		59.5		
Total protein	28.2	(v) Consumption of nutrients per 1,000 kcal		28.7		29.7
Animal protein	17.1	26.0	30.5	17.8	27.8	18.3
Fat	46	14.0	19.6	45	16.6	46
Fatty acids:		42	48		45	
saturated	21.2	19.5	22.3	21.3	20.1	21.3
monounsaturated	17.2	15.8	18.2	16.9	17.3	17.5
polyunsaturated	4.8	4.4	5.1	4.2	4.8	4.7
Carbohydrate	126	138	118	128	129	124
Calcium	450	401	440	436	389	418
Iron	4.8	5.1	5.4	5.0	5.0	5.4
Thiamin	0.49	0.53	0.53	0.51	0.48	0.51
Riboflavin	0.71	0.70	0.78	0.72	0.66	0.73
Nicotinic acid equivalent	10.8	10.5	12.5	11.2	11.0	12.0
Vitamin C	20	26	25	20	17	21
Vitamin A (retinol equivalent)	461	469	543	533	503	542
Vitamin D (a)	1.17	1.20	1.22	1.14	1.29	1.21

(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 39
Consumption of main foods in pensioner households classified according to age of housewife, 1972/1973
(oz per person per week, except where otherwise stated)

	Households containing one adult				Households containing one male and one female			Other households	
	Housewife:				Housewife:			Housewife:	
	Female, aged		Male, aged		Female, aged		Male, aged		Male or female aged
	60-74	75 and over	65-74	75 and over	60-74	75 and over	60-74	75 and over	75 and over
MILK AND CREAM:									
Liquid milk—full price	5·67	5·79	5·16	4·84	4·65	4·55	4·47	4·23	4·23
—welfare and school									
<i>Total liquid milk</i>	5·67	5·79	5·16	4·84	4·65	4·55	4·47	4·23	4·23
Condensed milk	0·21	0·15	0·27	0·41	0·20	0·22	0·09	0·17	0·17
Dried and other milk	0·17	0·11	0·13	0·16	0·11	0·11	0·04	0·11	0·11
Cream	0·03	0·03	0·02	0·01	0·02	0·02	0·03	0·03	0·03
<i>Total milk and cream</i>	6·07	6·08	5·57	5·41	4·97	4·90	4·61	4·52	4·52
CHEESE:									
Natural	4·31	3·03	4·28	3·71	3·74	2·62	2·96	2·43	2·43
Processed	0·37	0·38	0·26	0·56	0·34	0·34	0·29	0·48	0·48
<i>Total cheese</i>	4·68	3·40	4·54	4·26	4·08	2·96	3·25	2·90	2·90
MEAT:									
Beef and veal	6·58	5·47	8·46	6·72	7·78	6·42	6·95	6·34	6·34
Mutton and lamb	5·88	7·66	6·04	3·71	6·40	7·89	5·03	3·90	3·90
Pork	2·74	2·75	1·85	2·28	4·22	2·96	2·91	1·59	1·59
<i>Total carcass meat</i>	15·19	15·87	16·34	12·71	18·39	17·27	14·89	11·81	11·81
Bacon and ham, uncooked	5·24	4·24	6·53	6·17	6·40	5·08	5·64	5·64	5·64
Poultry, uncooked	4·88	3·76	0·78	3·39	4·96	3·41	6·12	5·30	5·30
Other meat	12·06	8·81	17·53	13·63	11·96	8·78	9·91	8·30	8·30
<i>Total meat</i>	37·36	32·68	41·18	35·87	41·69	34·53	36·57	31·04	31·04

TABLE 39—continued
(oz per person per week, except where otherwise stated)

	Households containing one adult				Households containing one male and one female		Other households	
	Housewife:				Housewife:		Housewife:	
	Female, aged		Male, aged		60-74	75 and over	Male, aged 65-74 or female aged 60-74	Male or female aged 75 and over
	60-74	75 and over	65-74	75 and over				
FISH:								
Fresh	2.54	2.31	2.28	1.42	2.80	2.48	3.45	2.51
Processed and shell	0.63	0.57	0.22	0.50	0.74	0.48	0.37	0.81
Prepared	2.03	1.51	2.64	2.10	1.72	1.15	1.04	1.02
Frozen	1.18	0.79	0.46	0.43	0.80	0.74	0.73	0.39
Total fish	6.39	5.16	5.59	4.44	6.06	4.83	5.59	4.73
EGGS:								
(Eggs purchased)	5.10	4.29	5.79	5.32	4.67	4.17	3.75	3.65
	5.06	4.26	5.63	5.20	4.55	4.10	3.57	3.48
FATS:								
Butter	7.66	6.98	6.86	5.75	5.90	5.83	4.61	3.92
Margarine	3.67	2.88	2.19	2.26	4.03	2.81	3.43	4.48
Lard and compound cooking fat	1.93	1.75	1.87	0.62	2.65	1.95	2.00	1.41
All other fats	0.85	0.42	1.02	0.35	0.66	0.90	0.66	0.57
Total fats	14.10	12.02	11.93	8.97	13.24	11.49	10.69	10.37
SUGAR AND PRESERVES:								
Sugar	19.79	19.65	25.37	19.28	19.76	20.16	15.41	12.78
Honey, preserves, syrup and treacle	4.82	4.17	4.16	3.28	3.87	3.58	4.25	3.16
Total sugar and preserves	24.61	23.81	29.54	22.56	23.63	23.74	19.66	15.94
VEGETABLES:								
Potatoes	36.96	32.58	60.92	19.93	49.46	36.35	34.85	19.46
Fresh green	16.88	16.64	8.74	7.12	17.13	15.91	15.43	9.51
Frozen	1.27	0.46	0.82	0.15	1.17	0.76	1.85	1.84

TABLE 39—continued
(oz per person per week, except where otherwise stated)

	Households containing one adult				Households containing one male and one female		Other households	
	Housewife:				Housewife:		Housewife:	
	Female, aged		Male, aged		Female, aged		Male, aged	
	60-74	75 and over	65-74	75 and over	60-74	75 and over	60-74	75 and over
VEGETABLES:—continued								
Other	26.83	17.72	25.15	15.96	25.00	19.38	21.27	19.08
<i>Total vegetables</i>	81.95	67.40	95.61	43.15	92.75	72.39	73.39	49.90
FRUIT:								
Fresh	22.57	19.38	14.76	8.28	16.63	13.94	16.99	9.45
Other	6.06	4.91	6.87	3.40	6.69	6.43	7.11	5.82
<i>Total fruit</i>	28.63	24.29	21.63	11.68	23.32	20.36	24.10	15.27
CEREALS:								
Brown bread	5.24	4.30	4.68	1.78	3.70	2.96	4.56	8.24
White bread	26.50	23.89	38.06	36.10	28.92	27.48	19.67	15.95
Wholewheat and wholemeal	0.99	0.75	0.49	0.62	0.67	0.53	1.95	1.56
Other bread	4.94	4.35	2.97	2.31	3.61	2.15	3.23	3.15
<i>Total bread</i>	37.66	33.28	46.19	40.79	36.89	33.12	29.40	28.88
Flour	7.25	6.86	4.85	2.15	9.22	7.75	7.64	7.40
Cakes	7.22	6.84	8.16	5.83	4.82	4.04	5.25	6.06
Biscuits	7.13	7.01	6.50	6.41	6.34	4.73	5.34	4.28
Oatmeal and oat products	1.18	0.88	2.50	1.11	0.91	0.87	0.74	1.14
Breakfast cereals	2.29	2.82	2.25	2.09	1.86	2.02	1.54	1.76
Other cereals	5.41	4.83	9.03	8.75	5.71	5.88	5.25	3.29
<i>Total cereals</i>	68.13	62.51	79.48	67.12	65.72	58.39	55.15	52.77
BEVERAGES:								
Tea	3.95	3.50	4.43	3.83	3.56	3.44	2.72	2.21
Coffee	0.76	0.51	0.92	0.48	0.51	0.63	0.48	0.41
Cocoa and drinking chocolate	0.17	0.13	0.13	—	0.27	0.18	0.09	—
Branded food drinks	0.56	0.75	0.36	0.73	0.28	0.42	0.33	0.77
<i>Total beverages</i>	5.43	4.88	5.82	5.03	4.61	4.66	3.62	3.38

TABLE 40
 Nutritional value of food in pensioner households classified according to age of housewife, 1972/1973

	Households containing one adult				Households containing one male and one female				Other households	
	Housewife:				Housewife:				Housewife:	
	Female, aged		Male, aged		Female, aged		Male, aged		Male, aged	Female, aged
	60-74	75 and over	65-74	75 and over	60-74	75 and over	60-74	75 and over	60-74	75 and over
Energy	2,770	2,520	2,970	2,360	2,700	2,380	2,270	2,050	9.5	8.6
Total protein	11.6	10.5	12.4	9.9	11.3	9.9	9.5	60.2	66.5	60.2
Animal protein	8.0	7.9	8.4	7.1	7.6	66.9	66.5	38.0	41.6	38.0
Fat	50.3	44.9	50.9	46.3	47.7	42.2	42.2	97	105	97
Fatty acids:										
saturated	61.3	55.7	60.1	50.7	58.1	51.0	48.8	44.4	48.8	44.4
monounsaturated	47.7	42.3	48.1	39.3	47.8	40.7	40.1	36.9	40.1	36.9
polyunsaturated	12.1	9.8	12.3	9.4	11.8	10.1	10.3	10.1	10.3	10.1
Carbohydrate	345	320	395	299	338	303	281	247	281	247
Calcium	1,200	1,110	1,200	1,070	1,070	970	930	870	930	870
Iron	13.9	11.9	15.2	11.4	13.9	11.7	11.8	10.5	11.8	10.5
Thiamin	1.34	1.24	1.44	1.15	1.31	1.14	1.11	1.02	1.11	1.02
Riboflavin	2.07	1.90	2.05	1.79	1.86	1.71	1.63	1.48	1.63	1.48
Nicotinic acid	17.8	15.6	19.1	14.3	17.4	15.5	14.8	13.2	14.8	13.2
Nicotinic acid equivalent	31.7	28.0	33.9	26.8	30.9	27.2	26.3	23.3	26.3	23.3
Vitamin C	52	44	44	24	48	41	48	29	48	29
Vitamin A:										
retinol	1,080	870	860	640	880	830	790	640	880	640
β-carotene	2,720	1,730	1,790	1,790	2,480	1,730	1,940	1,540	2,480	1,540
total (retinol equivalent)	1,670	1,280	1,270	1,040	1,400	1,220	1,210	990	1,400	990
Vitamin D (a)	3.37	2.64	2.87	2.75	3.15	2.67	2.66	2.84	3.15	2.84
Energy	127	121	124	112	112	105	100	92	100	92
Protein	147	134	141	135	128	117	117	107	117	107
(as a percentage of minimum requirement)	209	190	213	188	187	166	168	153	168	153
Calcium	227	204	235	215	192	174	172	157	172	157
Iron	130	108	149	114	125	105	106	93	106	93
Thiamin	156	160	157	145	140	125	125	122	125	122
Riboflavin	150	134	119	106	113	103	110	97	110	97
Nicotinic acid equivalent	199	171	185	150	170	149	157	136	170	136
Vitamin C	165	137	144	80	145	123	148	89	145	89
Vitamin A (retinol equivalent)	211	157	167	139	170	147	151	121	170	121
Vitamin D (a)	126	97	112	111	112	96	95	102	112	102

TABLE 40—continued

	Households containing one adult				Households containing one male and one female		Other households	
	Housewife:		Male, aged		Housewife:		Male, aged	
	75 and over		65-74		60-74		65-74 or female, aged 60-74	
	60-74	75 and over	65-74	75 and over	60-74	75 and over	65-74 or female, aged 60-74	Male or female aged 75 and over
Protein	11.5	11.3	11.4	12.1	11.5	11.2	11.7	11.8
Fat	41.7	40.9	38.6	40.2	41.5	40.8	41.7	42.8
Carbohydrate	46.7	47.8	50.0	47.7	47.0	47.9	46.5	45.4
	62.9	63.3	60.1	65.0	61.5	62.1	63.4	63.2
Total protein	28.8	28.2	28.5	30.2	28.7	28.1	29.3	29.4
Animal protein	18.1	17.8	17.1	19.7	17.6	17.5	18.6	18.6
Fat	46	45	43	45	46	45	46	47
Fatty acids:								
saturated	22.1	22.2	20.2	21.5	21.5	21.4	21.4	21.7
monounsaturated	17.2	16.8	16.2	16.6	17.7	17.7	17.7	18.0
polyunsaturated	4.3	3.9	4.2	4.0	4.4	4.2	4.5	4.9
Carbohydrate	124	127	133	127	125	128	124	121
Calcium	434	441	403	455	394	407	412	426
Iron	5.0	4.7	5.1	4.8	5.1	4.9	5.2	5.1
Thiamin	0.48	0.49	0.49	0.49	0.49	0.48	0.49	0.50
Riboflavin	0.75	0.75	0.69	0.76	0.69	0.72	0.72	0.72
Nicotinic acid equivalent	11.4	11.1	11.4	11.4	11.4	11.4	11.6	11.4
Vitamin C	19	18	15	10	18	17	21	14
Vitamin A (retinol equivalent)	600	507	428	439	519	515	531	484
Vitamin D (d)	1.21	1.05	0.97	1.17	1.16	1.12	1.17	1.39

(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 41—continued

	Income groups				Families with				All families	
	A & B		C & D		1 or 2 children		3 or more children		1972	1973
	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973
Households containing at least one child aged 0-4 years and/or an expectant mother, and at least one child aged 7-9 years	182	205	173	102	87	101	268	206	355	307
Number of households which supplied details of milk consumption										
Average quantities of milk consumed by:										
Persons aged 0-4 years	4.8	4.8	4.4	4.5	4.8	4.9	4.6	4.6	4.6	4.7
" " 5-6 "	4.2	4.3	3.6	3.5	4.0	4.0	4.0	4.1	4.0	4.1
" " 7-9 "	4.2	4.4	3.8	3.8	4.5	4.6	3.9	4.0	4.0	4.2
" " 10-17 "	4.2	4.1	3.4	3.2	4.0	(3.7)	3.7	3.7	3.8	3.6
Males aged 18 years or over	3.4	3.5	3.1	3.2	3.4	3.4	3.2	3.3	3.3	3.4
Females aged 18 years or over	3.3	3.3	2.8	3.0	3.4	3.2	2.8	3.1	3.0	3.2
All persons	4.0	4.0	3.5	3.5	4.0	4.0	3.8	3.8	3.8	3.9
Milk used in cooking or served to visitors	0.4	0.5	0.3	0.3	0.5	0.5	0.4	0.4	0.4	0.4
Total	4.5	4.5	3.9	3.8	4.6	4.5	4.2	4.2	4.2	4.2

The figure in brackets was derived from a sample of only 7 persons.

* fewer than 3 persons in the sample.

TABLE 42
Meals eaten outside the home, 1973
(per person per week)

	Meals not from the household supply		Net balance (a)			
	Mid-day meals	All meals out	Persons	Visitors		
All households	1.66	2.69	.87	.04		
<i>Analysis by region</i>						
Wales	1.47	2.54	.87	.05		
Scotland	1.62	2.65	.86	.04		
North	1.52	2.57	.87	.04		
Yorkshire and Humberside	1.39	2.17	.88	.04		
North West	1.78	2.66	.86	.03		
East Midlands	1.51	2.53	.87	.04		
West Midlands	1.51	2.38	.88	.03		
South West	1.51	2.44	.88	.04		
South East (b)/East Anglia	1.80	3.00	.85	.04		
<i>Analysis by type of area</i>						
London conurbation	1.94	3.30	.84	.04		
Provincial conurbations	1.72	2.55	.87	.03		
Larger towns	1.60	2.58	.87	.04		
Smaller towns	1.49	2.51	.87	.04		
Semi-rural areas	1.68	2.76	.86	.04		
Rural areas	1.43	2.37	.88	.05		
<i>Analysis by income group</i>						
A1	2.29	3.65	.81	.07		
A2	1.93	3.24	.83	.04		
B	1.78	2.84	.85	.03		
C	1.57	2.48	.87	.04		
D1	1.30	2.08	.89	.04		
D2	0.98	1.88	.91	.05		
OAP (households containing one adult)	0.98	2.28	.89	.05		
OAP (households containing one male and one female)	0.23	0.77	.97	.03		
OAP (other households)	0.36	1.02	.95	.03		
OAP (all)	0.51	1.34	.94	.04		
<i>Analysis by household composition</i>						
No. of adults	No. of children	Age of housewife				
1	0	all ages	1.46	3.19	.85	.07
1	1 or more	all ages	2.49	3.36	.82	.06
2	0	under 35	2.67	5.44	.76	.06
2	0	35-54	1.50	2.97	.87	.07
2	0	55 or over	0.71	1.59	.93	.05
2	1 or 2	under 25	1.16	2.25	.89	.03
2	1 or 2	25-34	1.69	2.74	.86	.04
2	1 or 2	35 or over	1.92	2.85	.85	.04
2	3	under 35	1.83	2.39	.86	.02
2	3	35 or over	2.03	2.73	.85	.03
2	4 or more	under 35	1.82	2.19	.87	.02
2	4 or more	35 or over	2.21	2.59	.85	.01
3	0	all ages	1.23	2.36	.89	.04
4 or more	0	all ages	1.49	2.77	.87	.03
3 or more	1 or 2	all ages	1.69	2.68	.86	.03
3 or more	3 or more	all ages	1.95	2.64	.86	.02

(a) For definition of "net balance", see Glossary.

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

TABLE 43

Average number of mid-day meals per week per child aged 5-14 years, 1973

	Meals not from the household supply		Meals from the household supply	
	School meals	Other meals out	Packed meals	Other
All households	2.54	0.13	0.34	3.99
<i>Analysis by region</i>				
Wales	1.86	0.22	0.56	4.36
Scotland	1.81	0.16	0.12	4.91
North	3.29	0.09	0.16	3.46
Yorkshire and Humberside	2.53	0.09	0.20	4.18
North West	2.87	0.10	0.52	3.51
East Midlands	2.51	0.15	0.23	4.11
West Midlands	2.58	0.13	0.34	3.95
South West	2.82	0.14	0.30	3.74
South East (a)/East Anglia	2.61	0.13	0.40	3.86
<i>Analysis by type of area</i>				
London conurbation	2.71	0.16	0.42	3.71
Provincial conurbations	2.60	0.10	0.43	3.87
Larger towns	2.33	0.14	0.29	4.24
Smaller towns	2.20	0.10	0.26	4.44
Semi-rural areas	2.92	0.17	0.38	3.53
Rural areas	3.10	0.17	0.28	3.45
<i>Analysis by income group</i>				
A1	3.05	0.12	0.57	3.26
A2	2.59	0.16	0.43	3.82
B	2.43	0.14	0.34	4.09
C	2.68	0.10	0.25	3.97
D1	2.42	0.12	0.36	4.10
D2	2.69	0.15	0.10	4.06
<i>Analysis by household composition</i>				
1 adult, 1 or more children	3.02	0.13	0.21	3.64
2 adults, 1 or 2 children:				
housewife under 25	2.05	0.14	0.14	4.67
housewife 25-34	2.41	0.14	0.22	4.23
housewife 35 or over	2.46	0.18	0.48	3.88
2 adults, 3 children:				
housewife under 35	2.65	0.08	0.12	4.15
housewife 35 or over	2.46	0.11	0.54	3.89
2 adults, 4 or more children:				
housewife under 35	2.47	0.06	0.21	4.26
housewife 35 or over	2.76	0.16	0.24	3.84
3 or more adults, 1 or 2 children	2.31	0.19	0.43	4.07
3 or more adults, 3 or more children	2.86	0.07	0.35	3.72

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

PART IV
Appendices

APPENDIX A

Methodology of the National Food Survey and composition of the sample of responding households in 1973

1. The National Food Survey is a continuous sampling inquiry into the domestic food consumption and expenditure of private households in Great Britain. The Survey was initiated in July 1940; no preliminary pilot inquiry was undertaken, but much use was made of the experience of the pre-war surveys carried out by Crawford and Broadley¹ and by the Carnegie United Kingdom Trust². Until January 1950, the main survey was confined to urban working-class households, but thereafter it was extended to all classes and to all parts of Great Britain.

2. Each household which participates in the Survey does so voluntarily, and without payment, for one week only. By completely changing the households surveyed each week, information is obtained continuously throughout the year except for a short break at Christmas. Since the Survey aims to determine what families, rather than individuals, consume, the informant is the housewife, who, as the family caterer, is responsible for buying food, or utilizing free supplies from, say, a garden or farm. Each household is visited by a fieldworker who seeks the housewife's co-operation in the Survey and asks her to provide particulars of the composition of the household. If the housewife agrees to co-operate, the fieldworker, at this first interview, supplies her with a specially designed log-book in which she is asked to keep a record of the description, quantity and cost of all food which enters the household on that and the next six days. The information which the housewife is asked to provide must be within her knowledge. Thus the Survey excludes those items which other members of the family often purchase for themselves, such as chocolates and sugar confectionery, mineral waters, squashes and alcoholic drinks, and also ice-cream and fish and chips if obtained to eat outside the home. It further excludes vitamin preparations, the consumption of which by one or more members of the family might distort the general impression of the nutritional value of the family's food. The housewife is asked to give particulars of the number and type of meals obtained and consumed outside the house by each member of the family, but not of the cost or composition of such meals; she is also asked to record the quantity of milk supplied to her children under the School Milk Scheme. At a second visit, the interviewer clears up any difficulties which may have arisen, and at the final visit, when the log-book is collected, she obtains if possible certain relevant supplementary data such as the income of the head of the household and of the family. In cases of difficulty the interviewer may pay more than three visits to a family. The information obtained from individual housewives is strictly confidential.

Selection of the sample

3. The National Food Survey sample is selected by means of a three-stage stratified random sampling scheme. The sampling frame covers the whole of

¹W Crawford and H Broadley, *The People's Food*, Heinemann, 1938.

²Rowett Research Institute, *The Family Diet and Health in Pre-War Britain*, Carnegie United Kingdom Trust, 1955. See also A H J Baines, D F Hollingsworth and I Leitch (1963), *Nutrition Abstracts and Reviews* 33, 653-668.

Great Britain. The first stage involves the selection of Parliamentary constituencies; the second, the selection of polling districts or combinations thereof within the selected constituencies; and the third or final stage, the selection of addresses within these polling districts.

4. *First stage.* The Parliamentary constituencies listed in the sampling frame are stratified by two factors. Firstly, according to the current standard regions and secondly, within each region the constituencies are divided into two groups – those which are wholly urban and those which are a mixture of urban and rural areas or are wholly rural constituencies. Prior to 1972 various measures had been used to provide a further stratification factor, but changes in circumstances have rendered these measures no longer valid, and the constituencies within each stratum formed by the two factors described above are now listed in alphabetical order of constituency name.

5. The sampling frame in 1973 was divided into 44 groups of constituencies by region. The electorates of the groups within a region are approximately equal, and one constituency is selected from each group with probability proportional to its electorate. If a constituency had already been included in either of the two preceding years' selections it is rejected and the process repeated.

6. *Second Stage.* The second-stage units are polling districts, or where the electorate is small, combinations of polling districts together giving a minimum electorate of 350. In selecting the second-stage units in each *wholly urban constituency* the polling districts are listed in the order in which they appear in the electoral register and are then divided into four groups of approximately equal electorate. Four polling districts are selected at a time from each constituency, one being selected from each of the four groups with probability of selection proportional to the size of the electorate. This operation is repeated several times in order to give coverage over the whole year (see paragraph 8 below). In each *mixed urban and rural constituency* the second-stage units are selected in a similar manner except that a slightly different procedure is followed in building up the four groups of polling districts from which the selection is made. This procedure entails listing the urban polling districts in the order in which they appear on the electoral register, and compiling a list, similarly ordered, of the rural polling districts (or combinations of contiguous polling districts together giving a minimum electorate of 350). The percentage of the constituency's electorate which is resident in rural polling districts is calculated, and then this percentage is used to determine how many of the four groups of polling districts are to be built up from the list of rural polling districts according to the following scheme:

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

In cases where the rural list is divided into two or more groups, the division is made in such a way that each of the groups is of approximately equal electorate.

and similarly when dividing the urban list into two or more groups. The sequence in which polling districts are used in the field is such that the distribution between urban and rural is as representative as possible.

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

8. The fieldwork is organised so as to give information throughout the year. For this purpose the year, excluding Christmas, is divided into 17 intervals, each of 21 days. For each interval, two of the selected polling districts are used; one is used in the first part of the interval and another for the same constituency for the second part. In the first polling district the interviewers endeavour to place log-books with the pre-selected 20 housewives during the three days Monday to Wednesday. The completed records are collected by the interviewers after a period of seven days. Fieldwork in the second polling district commences in the middle of the 21 days, and the interviewer begins to place log-books on Wednesday afternoon and continues during the three days Thursday to Saturday. She collects the completed records seven days later, that is, at the end of the interval. This cycle of operations is repeated throughout the year and in order to facilitate it the 44 constituencies are divided into two sets of 22, which are used alternately, so that in one interval, one set of 22 constituencies is used covering 44 polling districts. In the next interval the other set of 22 constituencies is used covering a further 44 polling districts. However, as there are only 17 such intervals in the year, the two sets of constituencies are not in complete balance, one set normally being used nine times and the other eight.

Composition of the sample

9. The 44 Parliamentary constituencies selected for survey in 1973 are listed in Table 1 of this Appendix. At the second stage of sampling, 867 polling districts were selected, and at the third stage, 14,960 addresses. When visited, a few of these addresses were found to be those of institutions or other establishments not eligible for inclusion in the Survey. At some other addresses which were visited it was impossible to obtain any interview at all within the limited time

available for making calls, and the number of households resident at some of these addresses has been estimated. Subject to this qualification, and after allowing for adjustments brought about by the presence of more than one household at an address, the effective number of households in the selected sample was 14,225. 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 households which answered a questionnaire¹ but declined to keep a log-book, while some housewives who undertook to keep a log-book did not in fact complete it; finally a few log-books were rejected at the editing stage leaving an effective sample of 7,404 households (52 per cent of the selected sample). Details are as follows:

	1973	
	Households	Per cent
Number of households at the addresses selected in the sample	14,225	100
Number visited, but no contact made	2,234	16
Housewife seen, but refused to give any information	1,779	13
Housewife answered a questionnaire ¹ but declined to keep a log-book	1,574	11
Housewife started to keep a log-book but did not complete it	1,211	9
Completed log-books rejected at editing stage	23	...
Effective sample of responding households ²	7,404	52

10. Because of the limited number of first-stage units, some imbalance between types of area can be expected to occur in any one year, and the national averages presented in this Report have been adjusted to correct the effects of this imbalance.

Information recorded by housewives

11. The log-book contains two pages for each day of the Survey week. On one page are entered the descriptions, quantity and cost of all items of food bought for the household supply; food obtained from an employer, free of payment, is recorded when it enters the household, but free food from a garden or allotment or from a farm or other business owned by a member of the household is recorded only at the time it is consumed. To avoid double counting, gifts of food received from another household in Great Britain are not recorded if they have been purchased by the donating household. On each facing page are

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

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

entered particulars of the persons present at each meal and of the foods served, so that it is possible over the week to make an approximate check between the food entering the house and the meals provided.

12. The Survey records the quantity of food entering the household, not the amount actually consumed. It cannot therefore provide frequency distributions of households classified according to levels of food consumption or nutrition. Averaged over a sufficiently large number of households, the average quantity obtained will, however, agree with the average quantity consumed (in the widest sense, including the quantity wasted or fed to pets) provided purchasing habits are not upset and that there is no general accumulation or depletion of larder stocks. Such a general change in larder stocks is possible in the short run, or seasonally, but over a longer period it is unlikely to distort the averages to a significant extent, even when the acquisition and initial stocking up of deep-freezers is proceeding at the rate current in 1973.

Main analyses of Survey data

13. The Survey data of food purchases, consumption, expenditure and prices are tabulated for each of about 150 categories of foods; details of the classification are given in Table 11 of this Appendix. Apart from the results of the sample as a whole (referred to in the Report as “national averages”, “overall averages”, or the results for “all households”) the regular analyses are four in number:

- (i) *By region.* Nine regions are distinguished, separate results being given for Wales, for Scotland and for each of the standard regions of England, except that East Anglia is not treated separately but is combined with the South East region.
- (ii) *By type of area.* Six types of area are distinguished according to degree of urbanization, viz. London conurbation (identified with Greater London), provincial conurbations, larger towns, smaller towns, semi-rural areas and rural areas.
- (iii) *By income group,* which for Survey purposes is defined in terms of the gross weekly income of the head of the household. Details are given in Chapter 3, paragraph 51.
- (iv) *By household composition.* The classification introduced in 1972 is described in Chapter 3, paragraph 58.

Details of the composition of these sub-samples, and of the whole sample in 1973 are given in Tables 2 to 9 of this Appendix.

Nutritional analysis of Survey results

14. The energy value and nutrient content of the quantities of food purchased are evaluated using tables of food composition which are specially compiled for application to the Survey. These nutrient conversion factors are mainly based on values given in *The Composition of Foods*¹ but are thoroughly reviewed each year for two reasons. Firstly, when new methods of processing and handling are known to have resulted in different nutrient values, or more complete information has become available, this is reflected in the representative value used; and secondly, because the Survey classification of foods is limited to some 150 categories, nutrient analyses for many of them must be weighted according to current information – for example, for the many products classified together as “breakfast cereals”. The factors used make allowance for inedible material

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

such as bones in meat and outer leaves or skins of vegetables, and for certain foods such as potatoes and carrots adjustments are made for seasonal changes in this wastage and/or the nutrient content. The factors also make allowance for the expected losses of thiamin and vitamin C during cooking: average thiamin retention factors are applied to appropriate items within each major food group and the weighted average loss over the *whole* diet has been calculated to be about 20 per cent, while the losses of vitamin C are set at 75 per cent for green vegetables and 50 per cent for other vegetables. No allowance is, however, made for wastage of *edible* food, except when the adequacy of the diet is assessed by comparisons with recommended intakes (paragraph 16); then, the assumption is made that in each type of household 10 per cent of all foods, and hence of all nutrients available for consumption, is not eaten but instead lost through wastage or spoilage in the kitchen or on the plate, or is fed to domestic pets¹.

15. The *energy* content of the food is calculated from the protein, fat, and available carbohydrate (expressed as monosaccharide) contents using the conversion factors 4, 9 and 3.75 kcal per gram respectively. It is expressed both in kilocalories and megajoules (1000 kcal=4.184 MJ). *Nicotinic acid* is expressed both as total nicotinic acid (bound and unbound) and as nicotinic acid equivalents, the latter being the sum of the available nicotinic acid and one-sixtieth of the tryptophan content of the protein in the food. *Vitamin A* activity is expressed as micrograms of retinol equivalent, i.e. the sum of the weights of retinol and one-sixth of the β -carotene (or one-half of the β -carotene in milk) which allows for the different biological activity and absorption of the forms; 1 i.u. of retinol is defined as 0.3 μ g, so that values in early Annual Reports may be compared with recent values after multiplication by 0.3. *Vitamin D* is also expressed in terms of weight: 1 i.u.=0.025 μ g ergocalciferol or cholecalciferol. *Fatty acids*, which, with glycerol, form the triglycerides of which dietary fat largely consists, are grouped according to the number of double bonds present, i.e. into saturated, monounsaturated and polyunsaturated fatty acids. For the diet as a whole, the total fatty acids constitute about 95 per cent of the weight of the fat; for individual foods this proportion varies slightly, being lower for dairy fats with their greater content of short chain acids, and higher for most other foods. Fuller discussions are given in the previous Annual Report².

16. The results are tabulated in three main ways for each category of household in the Survey:

(a) *Per person*. This presentation is directly comparable to the per person presentation in Chapters 2 and 3 of the amounts of food obtained, and can also be related to the nutritional value of the total food supplies in the United Kingdom (which are expressed per person in Appendix C), but it has some drawbacks. It does not show the actual nutrient intakes of the Survey populations because on the one hand it excludes meals outside the home and certain foods likely to be outside the housewives' purview (paragraph 2), and on the other makes no allowance for the wastage of *edible* food within the home. Furthermore, estimates of, for example, the average energy intake per person in households with several small children are invariably less than the

¹This estimate is still the best available, but wastage doubtless varies not only with household income and composition but also with the relative costs and scarcity of foods.

²*Household Food Consumption and Expenditure: 1972*, Appendix A, paragraphs 17 to 19, HMSO, 1974.

corresponding estimates for wholly adult households, but this does not of itself indicate that they are less well nourished, as the children have a smaller absolute need for energy.

(b) *As a proportion of intakes recommended by DHSS¹.* Some of these drawbacks are overcome in this presentation, in which intakes are compared with household needs after the age, sex, and occupational activity of each member have been taken into account. Allowance is also made for meals eaten outside the home and for the presence of visitors by redefining, in effect, the number of people consuming the household food (and not by adding or subtracting estimates of the nutrient content of the meals in question). Moreover, for these comparisons the estimated energy and nutrient content is reduced throughout by 10 per cent to allow for wastage of edible food. Details of the assumptions made by the Department of Health and Social Security in formulating its recommended intakes and of the limitations of using these recommendations in conjunction with surveys of food consumption for identifying potential problems were given in the Annual Report for 1969².

(c) *Per 1000 kcal.* This presentation gives an indication of the nutritional quality of the food obtained; so also, to some extent, do the tables of the proportions of energy derived from protein, fat and carbohydrate and of the proportion of total protein derived from animal sources.

17. The procedure adopted for comparing the nutritional value of the household food with estimates of nutritional need is as follows. The number of persons eating each meal is calculated assuming a four-meal pattern as in the Table:

	Per day	Per week
Breakfast02	.14
Dinner06	.42
Tea02 } (a)	.14 } (a)
Supper04 } (a)	.28 } (a)
Total14	.98 (say 1.00)

(a) These weights are interchangeable, the larger being applied to whichever of the later meals in each household is the larger. If only one evening meal is taken, the two weights are combined.

A person eating every meal at home (including packed meals such as sandwiches which are made from the household food supply) is said to have a *net balance* of 1.00. When meals are eaten away from home, deductions are made for each person, and additions for each visitor, using the scale in the Table. For each type of household, the total net balance for each category of person is multiplied by the appropriate recommended nutrient intake from Table 10, the products are summed over all categories, and then (in practice) divided by the total number of persons in that household type to give the average recommended intakes per person. The estimated nutritional value per person of the food obtained, less 10 per cent, is then expressed as a percentage of this recommended

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

²*Household Food Consumption and Expenditure: 1969*, paragraphs 85-87, HMSO, 1971.

intake. Thus it is assumed that a meal eaten outside the home is nutritionally equivalent to the corresponding meal eaten within the household, and it can be said that the nutritional value of food obtained from consumption at home is being related only to the needs of household members when they eat at home – the remainder of their needs is assumed to be met elsewhere.

Reliability of Survey results

18. The results obtained from the Survey are subject to chance variations, as are all estimates from sampling investigations, but this “sampling error” will not normally be more than two or three times the standard error. Estimates of the standard errors of the yearly *national* averages of expenditure, purchases and prices for each food in the Survey classification are given in Table 15 of this Appendix. Usually, the standard errors (and the percentage standard errors) of the *quarterly* averages will be approximately double those for the annual averages, but for some foods which have a marked seasonality the standard errors can also vary throughout the year. The estimates of the standard errors were obtained by applying the formula for a single-stage random sample and take no account of the complex nature of the sample which incorporates a multistage, stratified design. The reduction in sampling variance gained from stratification is almost certainly more than offset by the increase in variance caused by the use of several stages in the sample design, especially by the limited number of first-stage units; the estimated standard errors may therefore be understated in some cases.

19. Estimates of the percentage standard errors of the averages of consumption and expenditure for families of different composition applicable to the food groups shown in Tables 20 and 21 are given in Tables 16 and 17 of this Appendix.

TABLE I
Constituencies surveyed in 1973

Region (a)	Definition of region (a)	Parliamentary constituencies (b) selected in the sample for 1973
Wales	The whole of Wales and Monmouthshire	Cardiff North *Pembroke (Pembrokeshire)
Scotland	The whole of Scotland	Edinburgh East *Dunfermline Stirling, Falkirk and Grangemouth †*North Lanarkshire (Lanarkshire)
North	Cumberland; Durham; Northumberland; Westmorland, and the North Riding of Yorkshire	Consett (Durham) *Westmorland (Westmorland) Teesside, Thornaby
Yorkshire and Humberside	The East and West Ridings of Yorkshire (including the City of York), and Lincolnshire (Parts of Lindsey excluding Lincoln CB)	Doncaster *Horncastle (Lincolnshire) Pontefract and Castleford *Haltemprice (Yorkshire E.R.)
North West	Cheshire; Derbyshire (those areas not included in the East Midlands Region), and Lancashire	†Bebington, Ellesmere Port †Liverpool, West Derby *Knutsford (Cheshire) †Eccles †Wirral (Cheshire) †*Newton (Lancashire)
East Midlands	Derbyshire (all except Buxton MB, Glossop MB, New Mills UD, Whaley Bridge UD and Chapel-en-le-Firth RD, which are included in the North West Region); Leicestershire; Lincolnshire (Parts of Holland, Parts of Kesteven, and Lincoln CB); Northamptonshire; Nottinghamshire, and Rutland	Leicester East *North East Derbyshire (Derbyshire) *Daventry (Northamptonshire)
West Midlands	Herefordshire; Shropshire, Staffordshire; Warwickshire, and Worcestershire	†Wolverhampton South West *Oswestry (Shropshire) †Birmingham, Handsworth *Lichfield and Tamworth (Staffordshire)
South West	Cornwall (including the Isles of Scilly); Devonshire; Dorset (all except Poole MB); Gloucestershire; Somerset, and Wiltshire	*Taunton (Somerset) Plymouth, Devonport *Chippenham (Wiltshire)
South East	Bedfordshire; Berkshire; Buckinghamshire; Dorset (Poole MB only); Essex; Hampshire (including the Isle of Wight); Hertfordshire; Kent; London (Greater London Council area); Oxfordshire; Surrey, and Sussex	†Ealing North †Hounslow, Brentford and Isleworth †Waltham Forest, Chingford †Bexley, Sidcup †Haringey, Hornsey †Lambeth, Streatham Poole *Canterbury (Kent) *North West Surrey (Surrey) *Windsor and Maidenhead (Berkshire) Bournemouth West Southend West *Dorking (Surrey) *Harlow (Essex)
East Anglia	Cambridgeshire and Isle of Ely; Huntingdonshire and the Soke of Peterborough; Norfolk, and Suffolk	*Lowestoft (Suffolk)

(a) These are the standard regions as defined by the Registrars-General in mid-1965.

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

TABLE 2
Composition of the sample of responding households, 1973

	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
HOUSEHOLDS IN CONURBATIONS					
LONDON					
Households	254	202	193	221	870
Persons	714	595	532	643	2,484
Persons per household	2.81	2.95	2.76	2.91	2.86
PROVINCIAL					
Households	365	282	270	267	1,184
Persons	1,159	852	879	833	3,723
Persons per household	3.18	3.02	3.26	3.12	3.14
OTHER URBAN HOUSEHOLDS					
Households	1,005	815	889	852	3,561
Persons	2,959	2,544	2,751	2,603	10,857
Persons per household	2.94	3.12	3.09	3.06	3.05
LARGER TOWNS					
Households	611	476	521	468	2,076
Persons	1,829	1,466	1,598	1,403	6,296
Persons per household	2.99	3.08	3.07	3.00	3.03
SMALLER TOWNS					
Households	394	339	368	384	1,485
Persons	1,130	1,078	1,153	1,200	4,561
Persons per household	2.87	3.18	3.13	3.13	3.07
SEMI-RURAL HOUSEHOLDS					
Households	328	282	279	239	1,128
Persons	995	832	859	770	3,456
Persons per household	3.03	2.95	3.08	3.22	3.06
RURAL HOUSEHOLDS					
Households	193	156	158	156	663
Persons	582	470	504	469	2,025
Persons per household	3.02	3.01	3.19	3.01	3.05
ALL HOUSEHOLDS					
Households	2,145	1,737	1,789	1,735	7,406
Persons	6,409	5,293	5,525	5,318	22,545
Persons per household	2.99	3.05	3.09	3.07	3.04

TABLE 3
Composition of the sample of responding households:
analysis by region and type of area, 1973

	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-1972 estimates)
Wales	301	947	3.15	4.1	4.2	5.0
Scotland	796	2,553	3.21	10.7	11.3	9.6
North	515	1,560	3.03	7.0	6.9	6.1
Yorkshire and Humberside	652	1,968	3.02	8.8	8.7	8.9
North West	954	2,997	3.14	12.9	13.3	12.4
East Midlands	615	1,856	3.02	8.3	8.2	6.3
West Midlands	801	2,438	3.04	10.8	10.8	9.5
South West	509	1,500	2.95	6.9	6.7	7.1
South East (a)/East Anglia	2,263	6,726	2.97	30.6	29.8	35.1
<i>All households</i>	<i>7,406</i>	<i>22,545</i>	<i>3.04</i>	<i>100</i>	<i>100</i>	<i>100</i>
London conurbation	870	2,484	2.86	11.7	11.0	13.6
Provincial conurbations	1,184	3,723	3.14	16.0	16.5	18.9
Other urban areas:						
larger towns	2,076	6,296	3.03	28.0	27.9	28.3
smaller towns	1,485	4,561	3.07	20.1	20.2	17.0
Semi-rural areas	1,128	3,456	3.06	15.2	15.3	18.5
Rural areas	663	2,025	3.05	9.0	9.0	3.8
<i>All households</i>	<i>7,406</i>	<i>22,545</i>	<i>3.04</i>	<i>100</i>	<i>100</i>	<i>100</i>

(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, 1973
 (per cent)

	Region										Type of area					
	All households	Wales	Scotland	North	Yorks and Humberside	North West	East Midlands	West Midlands	South West	South East (G)/ East Anglia	Conurbations		Other urban areas		Semi-rural areas	Rural areas
											London	Pro-vincial	Larger towns	Smaller towns		
Infants (under 1 year)	1.5	1.9	1.6	1.9	1.4	1.3	1.5	1.5	1.1	1.5	2.1	1.4	1.6	1.5	1.2	1.0
Children, aged 1-4 years	7.4	6.4	7.8	8.3	7.0	7.5	8.6	8.0	8.0	7.3	6.9	6.7	7.6	8.0	8.1	6.5
Children, aged 5-8 years	7.6	8.0	8.2	5.1	7.0	7.8	7.3	8.2	7.1	7.8	7.9	8.2	7.1	7.5	7.8	7.1
Males, aged 9-14 years	5.2	6.3	6.0	4.9	4.7	5.5	5.0	5.3	5.3	4.9	3.8	5.5	5.5	5.4	4.9	5.5
Males, aged 15-17 years	2.2	3.1	2.5	2.2	2.0	2.7	1.7	2.1	2.3	1.9	1.4	2.7	2.0	2.3	2.2	2.6
Females, aged 9-14 years	5.3	5.5	5.9	5.0	5.0	5.9	5.1	5.2	5.8	5.0	4.1	5.8	5.4	5.5	5.4	5.0
Females, aged 15-17 years	2.1	1.9	2.5	1.9	2.4	2.2	1.9	2.3	2.3	1.9	1.6	2.5	2.4	2.1	1.9	1.9
Males, aged 18-34 years	5.2	5.2	5.1	5.4	4.4	5.0	6.3	4.1	5.1	5.7	7.3	4.8	5.1	4.9	5.8	3.5
Sedentary	4.4	4.3	4.3	4.2	5.0	4.1	4.5	4.7	4.9	4.3	3.8	3.8	4.7	5.1	4.2	4.5
Moderately active	1.1	0.5	1.4	1.1	1.6	1.3	1.1	1.0	1.5	0.7	0.4	1.0	1.0	0.8	1.4	2.0
Very active																
Males, aged 35-64 years	8.8	7.9	8.8	8.3	8.1	9.1	7.4	8.0	7.7	10.0	11.0	8.8	8.7	8.7	9.2	6.0
Sedentary	6.1	7.7	5.2	6.4	6.7	5.9	6.6	7.5	5.7	5.6	5.6	6.2	6.0	5.9	5.7	8.3
Moderately active	1.7	1.1	2.5	2.0	2.2	1.6	2.2	1.9	1.8	1.0	0.5	1.8	1.4	1.6	2.6	2.5
Very active																
Males, aged 65-74 years	3.7	3.0	2.9	4.2	4.3	3.4	3.3	3.8	3.9	3.8	3.7	3.5	3.8	3.2	3.2	5.1
Males, aged 75 years and over	1.3	1.0	0.5	1.4	1.7	1.4	1.5	1.6	1.1	1.5	1.2	1.5	1.4	1.0	1.5	1.4
Females, aged 18-54 years	24.2	26.2	25.0	24.8	23.3	24.3	23.7	24.2	23.6	24.2	25.1	23.1	24.0	25.3	24.2	23.6
Females, aged 55-74 years	10.0	8.1	8.8	10.7	10.3	9.4	10.0	9.8	10.6	10.6	11.4	10.3	10.0	9.2	9.1	11.0
Females, aged 75 years and over	2.1	1.9	1.0	2.1	2.8	1.9	2.3	2.5	2.1	2.3	2.0	2.3	2.5	1.8	1.7	2.4
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

TABLE 5
Income group distributions of
urban and rural samples of responding households, 1973
(per cent)

Income group	All households	Conurbations		Other urban areas		Semi-rural areas	Rural areas
		London	Provincial	Larger towns	Smaller towns		
		<i>Proportion of households</i>					
A1	3.6	3.4	3.2	2.7	3.4	6.6	3.2
A2	7.2	14.1	5.3	6.0	6.1	8.1	6.6
B	39.9	43.4	43.2	36.8	43.4	38.7	33.9
C	26.2	19.0	24.6	29.1	24.4	26.4	32.9
D1 (with earners)	4.7	2.6	4.4	5.6	4.6	5.5	3.8
D2 (without earners)	6.2	7.7	6.6	6.8	5.0	5.1	6.6
OAP	12.1	9.7	12.8	13.1	13.1	9.6	13.0
All	100	100	100	100	100	100	100
No. of households	7,406	870	1,184	2,076	1,485	1,128	663
		<i>Proportion of persons</i>					
A1	4.3	4.1	3.8	3.4	3.9	7.6	3.7
A2	8.2	16.4	5.9	7.0	6.8	9.4	7.3
B	46.0	49.7	49.9	42.7	49.8	44.0	39.5
C	27.7	18.3	26.4	30.9	26.1	27.2	35.8
D1 (with earners)	4.1	1.9	4.2	5.1	4.1	4.1	3.1
D2 (without earners)	3.7	4.3	3.8	4.3	3.0	3.1	3.8
OAP	6.0	5.2	6.0	6.6	6.2	4.5	6.9
All	100	100	100	100	100	100	100
No. of persons	22,545	2,484	3,723	6,296	4,561	3,456	2,025

TABLE 6
Age and sex distributions of persons in the samples of responding households
in different income groups, 1973

	All households	Income group						
		A1	A2	B	C	D1 (with earners)	D2 (without earners)	OAP
Infants (under 1 year)	1.5	1.2	2.3	1.8	1.4	1.1	0.4	—
Children aged 1-4 years	7.4	8.2	7.6	8.8	7.0	6.3	4.6	0.3
5-8 years	7.6	9.9	8.4	8.8	7.0	6.9	4.4	0.1
Males, aged 9-14 years	5.2	5.9	5.2	5.9	5.6	4.5	2.6	—
15-17 years	2.2	2.5	2.9	2.4	2.2	2.8	0.7	0.1
Females, aged 9-14 years	5.3	6.6	6.1	5.9	5.3	5.0	3.5	0.1
15-17 years	2.1	2.3	2.4	2.2	2.5	2.4	0.7	0.2
Males, aged 18-34 years								
Sedentary	5.2	5.1	7.2	6.2	4.7	4.6	1.8	—
Moderately active	4.4	1.7	3.6	5.4	5.5	1.5	—	—
Very active	1.1	—	0.2	0.9	2.2	0.4	—	—
Males, aged 35-64 years								
Sedentary	8.8	19.7	14.1	9.1	6.8	10.9	6.4	0.4
Moderately active	6.1	2.8	5.6	7.7	7.2	0.9	—	—
Very active	1.7	0.1	0.3	1.5	3.4	1.0	—	—
Males, aged 65-74 years	3.7	1.1	1.0	1.0	3.0	8.1	13.9	22.7
75 years and over	1.3	0.6	0.3	0.4	0.7	0.7	6.1	11.0
Females, aged 18-54 years	24.2	27.1	27.5	27.0	24.9	22.7	13.5	1.2
55-74 years	10.0	4.6	4.4	4.4	9.3	18.2	32.9	48.0
75 years and over	2.1	0.5	1.0	0.7	1.2	2.2	8.6	16.0
	100	100	100	100	100	100	100	100

TABLE 7
 Composition of the sample of responding households: analysis by income group and household composition, 1973
 (households)

No. of adults	No. of children	Age of housewife	Income group												All households			Average number of persons per household						
			A1		A2		B		C		D with earners (DI)		D without earners (D2)		OAP		Per cent	No.	Per cent	No.	Per cent	No.	Per cent	
			No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent								Adults
1	0	all ages	8	3.0	18	3.4	85	2.9	156	8.0	69	19.9	196	42.5	479	53.5	1,011	13.7	1	1.07	1	1.26	0.81	
2	1	under 35	3	1.1	34	6.3	20	0.7	44	2.3	27	7.8	48	10.4	4	0.4	144	1.9	2	2.07	2	2.26	0.81	
2	0	35-54	18	6.7	45	8.4	204	6.9	106	5.5	8	2.3	1	0.2	2	0.2	356	4.8	2	2.07	2	2.26	0.81	
2	0	55 or over	32	11.9	48	9.0	235	7.9	152	7.8	15	4.3	8	1.7	2	0.2	475	6.4	2	2.07	2	2.26	0.81	
2	1 or 2	under 25	4	1.5	11	2.1	259	8.8	320	16.5	104	30.0	174	37.7	382	42.6	1,319	17.8	2	2.07	2	2.26	0.81	
2	1 or 2	25-34	38	14.1	96	17.9	553	18.7	198	10.2	11	3.2	2	0.4	—	—	251	3.4	2	2.07	2	2.26	0.81	
2	1 or 2	35 or over	65	24.1	90	16.8	451	15.3	231	11.9	24	6.9	12	2.6	4	0.4	877	11.8	2	2.07	2	2.26	0.81	
2	3	under 35	12	4.4	19	3.5	142	4.8	54	2.8	8	2.3	1	0.2	—	—	236	3.2	2	2.07	2	2.26	0.81	
2	3	35 and over	22	8.1	33	6.2	127	4.3	46	2.4	12	3.5	1	0.2	—	—	241	3.3	2	2.07	2	2.26	0.81	
2	4 or more	under 35	3	1.1	8	1.5	38	1.3	34	1.8	8	2.3	2	0.4	—	—	93	1.3	2	2.07	2	2.26	0.81	
3	4 or more	35 and over	2	0.7	11	2.1	57	1.9	45	2.3	3	0.9	—	—	—	—	118	1.6	2	2.07	2	2.26	0.81	
3	0	all ages	16	5.9	52	9.7	247	8.4	210	10.8	26	7.5	11	2.4	21	2.3	583	7.9	3	3.07	3	3.36	1.22	
4	0	all ages	10	3.7	16	3.0	80	2.7	65	3.4	3	0.9	2	0.4	3	0.3	179	2.4	4	4.17	4	4.52	1.63	
3	or more	all ages	30	11.1	44	8.2	255	8.6	137	7.1	14	4.0	3	0.7	—	—	483	6.5	4	4.17	4	4.52	1.63	
3	or more	1 or 2	7	2.6	10	1.9	67	2.3	55	2.8	4	1.2	—	—	—	—	143	1.9	7	7.11	7	7.52	2.63	
3	or more	all ages	270	100	536	100	2,957	100	1,939	100	347	100	461	100	896	100	7,406	100	3	3.04	3	3.36	1.22	
Total all household types			270	100	536	100	2,957	100	1,939	100	347	100	461	100	896	100	7,406	100	3	3.04	3	3.36	1.22	
Average number of persons per household:			No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
adults			2.29	0.82	2.25	0.82	2.25	0.89	2.22	0.68	1.89	0.52	1.51	0.24	1.49	0.01	2.09	0.67	2.09	0.67	2.09	0.67	2.09	0.67
children under 12 years			0.95	0.37	0.82	0.38	0.89	0.36	0.82	0.32	0.52	0.15	0.24	0.07	0.01	0.01	0.67	0.29	0.67	0.29	0.67	0.29	0.67	0.29
children 12-17 years			0.37	0.14	0.38	0.14	0.36	0.13	0.32	0.11	0.24	0.07	0.07	0.02	0.01	0.01	0.29	0.08	0.29	0.08	0.29	0.08	0.29	0.08
Total			3.60	1.33	3.46	1.26	3.51	1.26	3.22	1.11	2.65	0.77	1.82	0.53	1.50	0.43	3.04	1.07	3.04	1.07	3.04	1.07	3.04	1.07

TABLE 8
Average number of earners per household: analysis by income group and household composition, 1973

No. of adults	Household composition: No. of children		Age of housewife	All households	Income group						
					A			B	C	D	
					A1	A2	A1 & A2	With earners (D1)	Without earners (D2)	OAP	
1	0	all ages	0.26	0.38	0.83	0.69	0.79	0.72	1.00	—	—
1	1 or more	all ages	0.64	N.A.	*	*	1.15	0.86	1.15	—	—
2	0	under 35	1.78	1.00	1.74	1.68	1.80	1.79	1.63	—	—
2	0	35-54	1.48	1.33	1.42	1.40	1.57	1.51	1.20	—	—
2	0	55 or over	0.64	0.88	1.08	1.00	1.18	1.03	1.17	—	0.01
2	1 or 2	under 25	1.13	1.00	1.09	1.07	1.15	1.13	1.18	—	—
2	1 or 2	25-34	1.25	1.26	1.14	1.17	1.26	1.28	1.00	—	—
2	1 or 2	35 or over	1.58	1.25	1.49	1.39	1.65	1.69	1.38	—	—
2	3	under 35	1.27	1.25	1.11	1.16	1.27	1.37	1.13	—	—
2	3	35 and over	1.60	1.23	1.48	1.38	1.62	1.74	2.00	—	—
2	4 or more	under 35	1.27	1.00	1.13	1.09	1.34	1.29	1.38	—	—
2	4 or more	35 and over	1.67	*	1.27	1.23	1.79	1.69	1.00	—	—
3	0	all ages	1.78	1.88	1.71	1.75	2.01	1.82	1.54	—	0.05
4	0	all ages	2.69	2.50	2.81	2.69	2.86	2.75	1.33	—	—
3	0	all ages	2.43	1.90	2.27	2.12	2.46	2.62	2.00	—	—
3	1 or 2	all ages	2.70	1.57	1.80	1.71	2.76	2.96	2.25	—	—
3	3 or more	all ages	2.70	1.57	1.80	1.71	2.76	2.96	2.25	—	—
All households			1.27	1.34	1.47	1.43	1.63	1.55	1.26	—	...

*Fewer than 3 households.

TABLE 9
Ownership of deep-freezers and refrigerators

	Total number of households in sample		Number and percentage of households in each group owning a									
	1972	1973	deep-freezer				refrigerator					
			no.	%	no.	%	no.	%	no.	%		
All households	7,587	7,406	613	8	922	12	5,631	74	5,963	81		
<i>Region</i>												
Wales	327	301	25	8	54	18	227	69	246	82		
Scotland	828	796	62	7	45	6	540	65	590	74		
North	502	515	14	3	63	12	300	60	374	73		
Yorkshire and Humberside	638	652	39	6	63	10	408	64	415	64		
North West	1,012	954	49	5	107	11	723	71	777	81		
East Midlands	584	615	43	7	80	13	413	71	473	77		
West Midlands	819	801	64	8	97	12	551	67	601	75		
South West	516	509	55	11	85	17	419	81	425	84		
South East (a)/East Anglia	2,361	2,263	262	11	328	14	2,050	87	2,062	91		
<i>Type of area</i>												
London conurbation	843	870	68	8	103	12	762	90	811	93		
Provincial conurbations	1,437	1,184	38	3	109	9	919	64	928	78		
<i>Other urban areas:</i>												
larger towns	1,980	2,076	119	6	182	9	1,513	76	1,580	76		
smaller towns	1,365	1,485	109	8	182	12	1,012	74	1,232	83		
Semi-rural areas	1,508	1,128	214	14	186	16	1,149	76	923	82		
Rural areas	454	663	65	14	160	24	276	61	489	74		
<i>Income group</i>												
A1	135	270	51	38	121	45	133	99	265	98		
A2	477	536	116	24	144	27	458	96	516	96		
B	2,604	2,957	280	11	464	16	2,280	88	2,641	89		
C	2,560	1,939	139	5	156	8	1,860	73	1,555	80		
D1 (with earners)	374	347	10	3	13	4	214	57	219	63		
D2 (without earners)	337	461	5	1	13	3	195	58	289	63		
OAP	1,100	896	12	1	11	1	491	45	478	53		
<i>Household composition (b)</i>												
No. of adults	No. of children	Age of housewife										
1	0	all ages	1,054	1,011	16	2	13	1	480	46	566	56
1	1 or more	all ages	83	144	3	4	8	6	48	58	102	71
2	0	under 35	362	356	28	8	52	15	294	81	314	88
2	0	35-54	560	475	69	12	64	13	476	85	416	88
2	0	55 or over	1,318	1,319	56	4	84	6	896	68	997	76
2	1 or 2	under 25	271	251	16	6	27	11	183	68	203	81
2	1 or 2	25-34	837	897	104	12	144	16	746	89	812	91
2	1 or 2	35 or over	670	877	83	12	165	19	584	87	791	90
2	3	under 35	262	236	30	11	41	17	196	75	204	86
2	3	35 and over	154	241	15	10	61	25	136	88	215	89
2	4 or more	under 35	120	93	11	9	15	16	82	68	76	82
2	4 or more	35 and over	94	118	15	16	29	25	60	64	101	86
3	0	all ages	718	583	52	7	78	13	567	79	471	81
4 or more	0	all ages	268	179	29	11	32	18	224	84	162	91
3 or more	1 or 2	all ages	626	483	61	10	78	16	511	82	417	86
3 or more	3 or more	all ages	190	143	25	13	31	22	148	78	116	81

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

(b) The effective definition of the household composition groups differed between 1972 and 1973 because in the latter year the lower age limit for an adult was raised from 16 to 18 years.

TABLE 10
Recommended intakes of nutrients (a)
(per person per day)

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

Survey classification of foods

Food code no. in 1973	Description	Seasonal food (S) or convenience food (C)	Notes
4	MILK AND CREAM: Liquid milk—full price		
5	Liquid milk—welfare		
6	Liquid milk—school		
9	Condensed 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 etc.
17	Cream		Fresh (or processed) bottled or canned (but excluding "imitation" cream—see code 148)
22	CHEESE: Natural		Includes all cheese, other than processed, e.g. 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		} Fresh, chilled or frozen (but <i>not</i> frozen convenience meats—see code 88), any cut
36	Mutton and lamb		
41	Pork		
46	Liver		
51	Offals, other than liver		e.g. kidney, tongue, heart, head, sweetbread, oxtail, trotters, tripe, pig's fry, sheep's fry
55	Bacon and ham, uncooked		
58	Bacon and ham, cooked, including canned	C	
59	Cooked poultry, including canned	C	Includes poultry removed from the can before sale by retailer
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—e.g. luncheon meat, pressed or cooked beef, veal, mutton, lamb, pork, veal and ham, tongue, brawn
71	Other canned meat and canned meat products	C	Purchased in a can—e.g. 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		Plucked roasting fowl under 4 lb each, parts of any uncooked chicken (including frozen, e.g. branded "cabinet trade" packs)
77	Other poultry, uncooked		Chicken of 4 lb or more dressed weight or any unplucked chicken or boiling fowl; duck, goose, turkey, partridge, pheasant, grouse, pigeon etc., (including frozen—e.g. branded "cabinet trade" packs)
78	Rabbit and other meat		e.g. rabbit, hare, horse, whale
79	Sausages, uncooked, pork		Includes pork sausage meat

TABLE 11—continued

Food code no. in 1973	Description	Seasonal food (S) or convenience food (C)	Notes
80	MEAT AND MEAT PRODUCTS (<i>contd.</i>) Sausages, uncooked, beef		Includes beef sausage meat and any mixture e.g. pork/beef sausages
83	Meat pies and sausage rolls, ready-to-eat	C	Sausage rolls, "cold" meat pies (e.g., pork pies, veal and ham pies etc.) complete or in portions (not steak pies—see code 94)
88	Frozen convenience meats (other than uncooked poultry) or frozen convenience meat products	C	e.g., beef slices, steak, chops, beefburgers, porkburgers, steakburgers, cheeseburgers, steaklets, ready-meals, sausages, meat pies, chicken pies etc.
94	Other meat products	C	Meat pies (except "cold" ready-to-eat varieties—see code 83) e.g., steak pies; pasties, puddings, pastes, spreads, liver sausage, cooked sausage, rissoles, haslet, black pudding, faggots, haggis, hog's pudding, polony, scotch eggs, ready-meals
	FISH:		
100	White, filleted, fresh	S	} e.g., cod, haddock, whiting; plaice, skate, sole and other flat fish, hake, conger eel, red mullet
105	White, unfileted, fresh	S	
110	White, uncooked, frozen		e.g., cod, haddock, hake, plaice, lemon sole, (including ready-breaded but not fish fingers etc.—see code 127)
111	Herrings, filleted, fresh	S	
112	Herrings, unfileted, fresh	S	
113	Fat, fresh, other than herrings	S	e.g., mackerel, sprats, salmon, trout, eel, roe
114	White, processed	S	i.e., smoked, dried or salted, e.g., haddock, cod
115	Fat, processed, filleted	S	} i.e., smoked, dried or salted, e.g., kippers, bloaters, soused or pickled herrings, smoked salmon, anchovies, smoked roe
116	Fat, processed, unfileted	S	
117	Shell	S	Fresh prepared (but not canned or bottled—see code 120)
118	Cooked	C	Fried fish, fried roe, scampi, cooked or jellied eels
119	Salmon, canned	C	
120	Other canned or bottled fish	C	e.g., sardines, pilchards, mackerel, herrings, brisling, shellfish, roes, anchovies
123	Fish products, not frozen	C	Fish cakes, fish pastes, ready-meals (but not "fish and chips"—see codes 118 and 197)
127	Frozen convenience fish products, and frozen fish not specified elsewhere	C	Herrings, kippers, shellfish, fish fingers etc., fish cakes, "fish and chips" etc.
129	EGGS:	S	
	FATS:		
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		Corn oil, groundnut oil, "cooking" oil, olive oil
148	All other fats		Suet, dripping, "imitation" cream, "substitute" cream, low-fat spreads, (but not "soft margarine"—see code 138)
	SUGAR AND PRESERVES:		
150	Sugar		Includes icing sugar (but not instant icing—see code 323)
151	Jams, jellies, fruit curds		
152	Marmalade		Includes jelly marmalade
153	Syrup, treacle		
154	Honey		Includes honey spreads

TABLE 11—continued

Food code no. in 1973	Description	Seasonal food (S) or convenience food (C)	Notes
	VEGETABLES:		
156	<i>Old Potatoes:</i> January–August, not pre-packed	S	} Includes all "old" potatoes purchased in the period January to August inclusive
157	January–August, pre-packed	S	
158	<i>New Potatoes:</i> January–August, not pre-packed	S	} Includes all "new" potatoes purchased in the period January to August inclusive
159	January–August, pre-packed	S	
160	<i>Potatoes:</i> September–December, not pre-packed	S	} Includes all potatoes purchased in the period September to December inclusive
161	September–December, pre-packed	S	
162	Cabbages, fresh	S	e.g., 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	e.g., lettuce, endive, watercress, mustard and cress, chicory
168	Peas, fresh	S	
169	Beans, fresh	S	
171	Other fresh green vegetables	S	e.g., spinach, spinach beet, sprouting broccoli, turnip tops
172	Carrots, fresh	S	
173	Turnips and swedes, fresh	S	
174	Other root vegetables, fresh	S	e.g., parsnips, beetroot, kohlrabi, artichokes, horse-radish
175	Onions, shallots, leeks, fresh	S	
176	Cucumbers, fresh	S	
177	Mushrooms, fresh	S	
178	Tomatoes, fresh	S	
183	Miscellaneous fresh vegetables	S	e.g., celery, radishes, marrow, asparagus, celeriac, 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 not runner beans or kidney beans—see code 191)
191	Canned vegetables, (other than pulses, potatoes or tomatoes)	C	e.g., carrots, beetroot (not 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		e.g., lentils, split peas, mixed barley, peas and lentils
195	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	

TABLE 11—continued

Food code no. in 1973	Description	Seasonal food (S) or convenience food (C)	Notes
200	VEGETABLES (<i>contd.</i>) Crisps and other potato products, not frozen	C	e.g., crisps, chipples, mini-chips, puffs, potato scones, pies and cakes, potato salad
202	Other vegetable products	C	e.g., vegetable salad, sauerkraut, pease meal, pease pudding, cheese and onion pie, ready-meals
203	Frozen peas	C	
204	Frozen beans	C	
205	Frozen chips and other frozen convenience potato products	C	Includes puffs
208	All frozen vegetables and frozen vegetable products, not specified elsewhere	C	e.g., asparagus, broccoli, brussels sprouts, cauliflower, mixed vegetables, spinach, corn-on-the-cob
210	FRUIT: Oranges, fresh	S	
214	Other citrus fruits,	S	e.g., lemons, grapefruits, tangerines, clementines, limes, ortaniques etc.
217	Apples	S	
218	Pears	S	
221	Stone fruit	S	e.g., plums, greengages, damsons, cherries, peaches, apricots, nectarines
222	Grapes	S	
227	Soft fruit, other than grapes	S	e.g., gooseberries, raspberries, strawberries, blackberries, loganberries, mulberries, bilberries, cranberries, blackcurrants, redcurrants
228	Bananas	S	
229	Rhubarb	S	
231	Other fresh fruit	S	e.g., melon, pineapples, fresh figs, pomegranates
233	OTHER FRUIT: Canned peaches, pears and pineapples	C	
236	Other canned or bottled fruit	C	e.g., fruit salad, fruit cocktail, grapefruit, mandarin oranges, prunes, gooseberries, rhubarb, strawberries, plums, cherries, apricots, blackcurrants, raspberries, blackberries, loganberries Includes pie fillings
240	Dried fruit and dried fruit products		e.g., currants, sultanas, raisins, packeted mixed fruit, prunes, apricots, dates, peaches, figs, apples, bananas, pineapple rings, mincemeat, glacé cherries, crystallised fruit
241	Frozen fruit and frozen fruit products	C	Includes frozen fruit juices
245	Nuts and nut products		Nuts shelled or unshelled, shredded or desiccated coconut, ground almonds, peanut butter, vegetarian nut products
248	Fruit juices	C	e.g., grapefruit, orange, pineapple, lemon, lime, blackcurrant, rose-hip syrup. (Baby foods, canned or bottled, are coded 315)
251	CEREALS: White bread, large unsliced		} Loaves of 28 ounces or more
252	White bread, large sliced		
253	White bread, small unsliced		} Loaves of 14 ounces
254	White bread, small sliced		
255	Brown bread		Excludes wholewheat and wholemeal bread
256	Wholewheat and wholemeal bread		

TABLE 11—continued

Food code no. in 1973	Description	Seasonal food (S) or convenience food (C)	Notes
263	CEREALS (<i>contd.</i>) 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	e.g., 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 not instant porridge—see code 282) oatcakes, oatmeal, oat flakes
282	Breakfast cereals	C	e.g., cornflakes, "instant" porridge oats
285	Canned milk puddings	C	e.g., creamed rice, sago, macaroni, tapioca, semolina, custard (made-up)
286	Other puddings	C	e.g., 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	e.g., sponges (including those with ice-cream), fruit-pies, eclairs, pastry
299	Cereal convenience foods (including canned) not specified elsewhere	C	e.g., cake and pudding mixes, custard powder, instant puddings, canned pasta, pastry, sauce mixes
301	Other cereal foods		e.g., pearl barley, semolina, macaroni, spaghetti, sago, tapioca
304	BEVERAGES: Tea		Includes tea bags but not 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		e.g., 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) (Note: dried milk is coded 10 and 11)
318	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)		Excludes any item part only of which is AFD
323	Spreads and dressings		e.g., 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		e.g., beef stock cubes, chicken stock cubes

TABLE 11—continued

Food code no. in 1973	Description	Seasonal food (S) or convenience food (C)	Notes
329	MISCELLANEOUS (<i>contd.</i>) 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	
334	Salt		
335	Artificial sweeteners (expenditure only)		e.g., saccharine
336	Miscellaneous (expenditure only)		e.g., 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		e.g., textured vegetable protein

TABLE 12

Foods included in the main food groups in Tables 6, 7 and 8 of Part III

Main food groups	Food codes 1973	Foods included
Liquid milk	4, 5	Full price; welfare
Other milk and cream	9-14, 17	Condensed; dried (National and branded); instant; yoghurt; other milk; cream
Milk and cream	4, 5, 9-14, 17	As above
Cheese	22, 23	Natural; processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Carcase meat	31, 36, 41	As above
Bacon and ham, uncooked	55	
Poultry, uncooked	73-77	Broiler chicken, uncooked; other uncooked poultry, (including frozen)
Other meat and meat products	46, 51, 58, 59, 62, 66, 71, 78-80, 83, 88, 94	Liver; offals (other than liver), bacon and ham, cooked (including canned); cooked poultry, (including canned); corned meat; other cooked meat, (not purchased in cans); other canned meat and canned meat products; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any frozen convenience meats (other than uncooked poultry); any frozen convenience meat products; other meat products
All meat	31, 36, 41, 55, 73-77, 46, 51, 58, 59, 62, 66, 71, 78-80, 83, 88, 94	
Fish, fresh and processed	100, 105, 110, 111-117	Fish, white, filleted and unfilleted, fresh; fish, white, uncooked, frozen; herrings, filleted and unfilleted, fresh; fish fat, fresh, other than herrings; fish, white, processed; fish, fat, processed, filleted and unfilleted; shellfish
Fish, convenience	118-120, 123, 127	Fish, cooked; salmon, canned; other canned or bottled fish; fish products, not frozen; frozen fish products; frozen fish, not specified elsewhere
Fish	100-127	As above
Eggs	129	
Butter	135	
Margarine	138	
Other fats	139, 143, 148	Lard and compound cooking fat; vegetable and salad oils; all other fats

TABLE 12—continued

Main food groups	Food codes 1973	Foods included
Fats	135, 138, 139, 143, 148	As above
Sugar	150	
Preserves, syrup and treacle, honey	151-154	Jams, jellies, fruit curds; marmalade; syrup, treacle; honey
Potatoes	156-161	Includes "old" and "new" potatoes, pre-packed and non-prepacked
Fresh green vegetables	162-164, 167-171	Cabbages; brussels sprouts; cauliflower; leafy salad; peas; beans; other fresh green vegetables
Other fresh	172-178, 183	Carrots; turnips and swedes; other root vegetables; onions, shallots, leeks; cucumbers; mushrooms; tomatoes; miscellaneous fresh vegetables
Other vegetables	184, 185, 188, 191, 192, 195-205, 208	Canned tomatoes; peas, canned; beans, canned; canned vegetables, other than pulses potatoes or tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding frozen; instant potato; canned potato; crisps and other potato products, not frozen; other vegetable products; frozen peas; frozen beans; frozen chips and other frozen potato products; all frozen vegetables and frozen vegetable products, not specified elsewhere
Vegetables	156-161, 162-164, 167-171, 172, 178, 183-185, 188, 191, 192, 195-205, 208	As above
Fresh fruit	210, 214, 217, 218, 221, 222, 227-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
Other fruit	233, 236, 240, 241, 245, 248, 249	Canned peaches, pears and pineapples; other canned or bottled fruit; dried fruit and dried fruit products; frozen fruit and frozen fruit products; nuts and nut products; fruit juices
Fruit	210, 214, 217, 218, 221, 222, 227-231, 233, 236, 240, 241, 245, 248, 249	As above
Bread	251-256, 263	White, large, sliced and unsliced; white, small, sliced and unsliced; brown; whole-wheat and wholemeal; other bread

TABLE 12—continued

Main food groups	Food codes 1973	Foods included
Cereals, other than bread	264, 267, 270, 271, 274, 277, 281, 282, 285–287, 290, 291, 294, 299–301	Flour; buns, scones and teacakes; cakes and pastries; crispbread; biscuits; biscuits, other than chocolate; biscuits, chocolate; oatmeal and oat products; breakfast cereals; canned milk puddings; other puddings; rice; cereal-based invalid foods, (including "slimming" foods); infant cereal foods; frozen cereal convenience foods; other cereal convenience foods (including canned); other cereal foods
Cereals	251–256, 263, 264, 267, 270, 271, 274, 277, 281, 282, 285–287, 290, 291, 294, 299–301	As above
Beverages	304, 307–309, 312	Tea; coffee, bean and ground; coffee instant (including accelerated freeze-dried); coffee essences; cocoa and drinking chocolate; branded food drinks
Miscellaneous foods	315, 318–320, 323, 327–329, 332–334	Baby foods, canned or bottled; soups, canned; soups, dehydrated and powdered; accelerated freeze-dried foods (excluding coffee); spreads and dressings; pickles and sauces; meat and yeast extracts; table jelly squares and crystals; ice-cream (served as part of a meal), all frozen convenience foods, not specified elsewhere; salt

TABLE 13

Foods included in the main food groups in Table 14 of Part III

Main food groups	Food codes 1973	Foods included
Milk	4, 5, 6	Liquid, full price; liquid, welfare; liquid, school
Cheese	22, 23	Natural and processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Bacon and ham, uncooked	55	
Poultry, uncooked	73, 77	Broiler chicken, uncooked; other poultry, uncooked (including frozen)
"Other" meat	46, 51, 58, 59, 62, 66, 71, 78, 79, 80, 83, 88, 94	Liver; offals, other than liver; bacon and ham cooked, including canned; cooked poultry, including canned; corned meat; other cooked meat (not purchased in cans); other canned meat and canned meat products; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any frozen convenience meats (other than uncooked poultry) or frozen convenience meat products; other meat products
Fish	100-127	Fish, white, filleted and unfileted, fresh; fish, white, uncooked, frozen; herrings, filleted and unfileted, fresh; fish, fat, fresh, other than herrings; fish, white, processed; fish, fat, processed, filleted and unfileted; shellfish; fish, cooked; salmon, canned; other canned or bottled fish; fish products not frozen; frozen convenience fish products and frozen convenience fish, not specified elsewhere.
Eggs	129	
Butter	135	
Margarine	138	
Cooking fat	139	Lard and compound cooking fat
"Other" fats	143, 148	Vegetable and salad oils; all other fats
Sugar	150	
Preserves	151-154	Jams, jellies, fruit curds; marmalade; syrup treacle; honey
Potatoes	156-161	Includes "old" and "new" potatoes pre-packed and not pre-packed
Fresh green vegetables	162-171	Cabbages; brussels sprouts; cauliflower; leafy salad; peas; beans; other fresh green vegetables

TABLE 13—continued

Main food groups	Food codes 1973	Foods included
"Other" vegetables	172-208	Carrots, fresh; turnips and swedes, fresh; other root vegetables, fresh; onions, shallots, leeks, fresh; cucumbers, fresh; mushrooms, fresh; tomatoes, fresh; miscellaneous fresh vegetables; tomatoes, canned or bottled; peas, canned; beans, canned; canned vegetables, other than pulses, potatoes or tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding frozen; instant potato; canned potato; crisps and other potato products, not frozen; other vegetable products; frozen peas; frozen beans; frozen chips and other frozen potato products; all frozen vegetables and frozen vegetable products, not specified elsewhere
Fresh fruit	210-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
"Other" fruit	233-248	Canned peaches, pears and pineapples; other canned and bottled fruit; dried fruit and dried fruit products; frozen fruit and frozen fruit products; nuts and nut products; fruit juices
Bread	251-263	White, large, sliced and unsliced; white, small, sliced and unsliced; brown; whole-wheat and wholemeal; other bread
Flour	264	
Cakes and biscuits	267-277	Buns, scones and tea cakes; cakes and pastries; crispbread; biscuits, other than chocolate; biscuits, chocolate
"Other" cereals	281-301	Oatmeal and oat products; breakfast cereals; canned milk puddings; other puddings; rice; cereal-based invalid foods (including "slimming" foods); infant cereal foods; frozen convenience cereal foods; other cereal convenience foods (including canned); other cereal foods
Tea	304	
Coffee	307-309	Coffee, bean and ground; coffee, instant (including accelerated freeze-dried); coffee essences

TABLE 14

Foods included in the main food groups in Tables 17, 18, 20, 21 and 23

Main food groups	Food codes 1973	Foods included
Liquid milk—full price welfare and school	4 5-6	
Condensed milk	9	
Dried and other milk	10-14	Dried (national and branded); instant; yoghurt; other milk
Cream	17	
Cheese	22, 23	Natural; processed
Beef and veal	31	
Mutton and lamb	36	
Pork	41	
Bacon and ham, uncooked	55	
Poultry, uncooked	73-77	Broiler chicken, uncooked; other uncooked poultry (including frozen)
Other meat	46, 51, 58, 59, 62, 66, 71, 78, 79, 80, 83, 88, 94	Liver; offals (other than liver); bacon and ham, cooked (including canned); cooked poultry (including canned); corned meat; other cooked meat (not purchased in cans); other canned meat and canned meat products; rabbit and other meat; pork sausages, uncooked; beef sausages, uncooked; meat pies and sausage rolls, ready-to-eat; any frozen convenience meats (other than uncooked poultry) or frozen convenience meat products; other meat products
Fish, fresh	100, 105, 111, 112, 113	Fish, white, filleted and unfilleted; herrings, filleted and unfilleted; fish, fat, other than herrings
Fish, processed and shell	114-117	Fish, white; fish, fat, filleted and unfilleted; shell fish (not bottled or canned)
Fish, prepared	118-120, 123	Fish, cooked; salmon, canned; other canned or bottled fish; fish products, not frozen
Fish, frozen	110, 127	Fish, white uncooked; fish products; frozen fish, not specified elsewhere
Eggs	129	
Butter	135	
Margarine	138	
Lard and compound cooking fat	139	
Other fats	143, 148	Vegetable and salad oils; all other fats
Sugar	150	
Honey, preserves, syrup and treacle	151-154	Jams, jellies, fruit curds; marmalade; syrup, treacle; honey

TABLE 14—continued

Main food groups	Food codes 1973	Foods included
Potatoes	156-161	Includes "old" and "new" potatoes, pre-packed and not-prepacked
Fresh green vegetables	162-171	Cabbages; brussels sprouts; cauliflowers; leafy salad; peas; beans; other fresh green vegetables
Frozen vegetables	203-205, 208	Peas; beans; chips and other frozen potato products; all other frozen vegetables
Other vegetables	172-202	Carrots; turnips and swedes; other root vegetables; onions, shallots, leeks; cucumbers; mushrooms; tomatoes; canned or bottled tomatoes; peas, canned; beans, canned; canned vegetables other than pulses, potatoes and tomatoes; dried pulses, other than air-dried; air-dried vegetables; vegetable juices; chips, excluding frozen; instant potato; canned potato; crisps and other potato products, not frozen; other vegetable products
Fresh fruit	210-231	Oranges; other citrus fruit; apples; pears; stone fruit; grapes; soft fruit; bananas; rhubarb; other fresh fruit
Other fruit	233-249	Canned peaches, pears and pineapples; other canned or bottled fruit; dried fruit and dried fruit products; frozen fruit and frozen fruit products; nuts and nut products; fruit juices
Brown bread	255	
White bread	251-254	Large loaves, sliced and unsliced; small loaves, sliced and unsliced
Wholewheat and whole-meal bread	256	
Other bread	263	
Flour	264	
Cakes	267, 270	Buns, scones and tea cakes; cakes and pastries
Biscuits	271, 274, 277	Crispbread; biscuits, other than chocolate; biscuits, chocolate
Oatmeal and oat products	281	
Breakfast cereals	282	
Other cereals	285-301	Canned milk puddings; other puddings; rice; cereal-based invalid foods (including "slimming" foods); infant cereal foods; frozen cereal convenience foods; other cereal convenience foods (including canned); other cereal foods
Tea	304	

TABLE 14—continued

Main food groups	Food codes 1973	Foods included
Coffee	307-309	Coffee, bean and ground; coffee, instant (including accelerated freeze-dried); coffee essences
Cocoa	312	
Branded food drinks	313	
Miscellaneous foods (a)	315, 318-320, 323, 327-329, 332-336, 339	Baby foods, canned or bottled; soups, canned; soups, dehydrated and powdered; accelerated freeze-dried foods (excluding coffee); spreads and dressings; pickles and sauces; meat and yeast extracts; table jelly squares and crystals; ice-cream (served as part of a meal); mousse; all frozen convenience foods not specified elsewhere; salt; artificial sweeteners; other miscellaneous foods (e.g. vinegar; pepper); novel protein foods

(a) Shown only in those summary tables which relate to expenditure

TABLE 15

Estimates of the standard errors of the yearly national averages of expenditure, purchases and prices, 1973

	Standard errors			Percentage standard errors		
	Expenditure	Purchases	Prices	Expenditure	Purchases	Prices
MILK AND CREAM:						
Liquid milk						
Full price	0.13	0.02	...	0.5	0.5	0.1
School	NA	NA	NA	NA	NA	NA
<i>Total liquid milk</i>	<i>0.13</i>	<i>0.02</i>		<i>0.5</i>	<i>0.5</i>	
Condensed milk	0.03	0.01	0.03	3.3	3.4	0.6
Dried milk						
National	0.06	39.0	39.7	2.1
Branded	0.04	0.01	0.11	9.1	8.8	1.7
Instant milk	0.02	0.01	0.13	7.7	9.0	3.1
Yoghurt	0.03	...	0.14	3.7	3.7	0.7
Other milk	0.01	...	1.56	9.4	12.2	7.3
Cream	0.03	...	0.44	2.7	2.7	1.1
<i>Total milk and cream</i>	<i>0.15</i>	<i>0.03</i>		<i>0.5</i>	<i>0.5</i>	
CHEESE:						
Natural	0.09	0.04	0.11	1.3	1.3	0.3
Processed	0.03	0.01	0.30	3.1	3.2	0.7
<i>Total cheese</i>	<i>0.09</i>	<i>0.04</i>		<i>1.2</i>	<i>1.2</i>	
MEAT AND MEAT PRODUCTS:						
Carcase meat						
Beef and veal	0.56	0.16	0.41	2.6	2.5	0.8
Mutton and lamb	0.22	0.11	0.23	2.0	2.6	0.7
Pork	0.21	0.11	0.22	2.6	3.6	0.5
<i>Total carcase meat</i>	<i>0.75</i>	<i>0.26</i>		<i>1.8</i>	<i>1.9</i>	
Other meat and meat products						
Liver	0.05	0.02	0.24	2.7	2.7	0.6
Offals, other than liver	0.04	0.02	0.64	4.8	5.1	2.1
Bacon and ham, uncooked	0.16	0.06	0.23	1.3	1.3	0.5
Bacon and ham, cooked, including canned	0.08	0.02	0.63	2.1	2.3	0.9
Cooked poultry, including canned	0.04	0.02	1.42	6.9	8.1	3.5
Corned meat	0.05	0.02	0.29	2.8	2.9	0.6
Other cooked meat, not purchased in cans	0.05	0.02	0.69	2.8	2.6	1.3
Other canned meat and canned meat products	0.08	0.04	0.24	2.3	2.3	0.9
Broiler chicken uncooked, including frozen	0.14	0.10	0.16	2.4	2.5	0.6
Other poultry, uncooked, including frozen	0.16	0.10	0.37	5.6	5.2	1.5
Rabbit and other meat	0.02	0.01	1.44	11.3	12.0	4.4
Sausages, uncooked, pork	0.06	0.04	0.12	1.9	2.0	0.4
Sausages, uncooked, beef	0.06	0.03	0.13	2.4	2.4	0.5
Meat pies and sausage rolls, ready-to-eat	0.04	0.02	0.32	3.0	3.2	1.2
Frozen convenience meats or frozen convenience meat products	0.07	0.03	0.56	4.2	4.4	1.4
Other meat products	0.10	0.05	0.35	2.1	2.1	1.1
<i>Total other meat and meat products</i>	<i>0.39</i>	<i>0.19</i>		<i>0.8</i>	<i>0.8</i>	
<i>Total meat and meat products</i>	<i>0.58</i>	<i>0.34</i>		<i>0.6</i>	<i>0.9</i>	
FISH:						
White, filleted, fresh	0.06	0.03	0.34	3.3	3.3	0.8
White, unfileted, fresh	0.06	0.03	0.46	4.8	4.6	1.3
White, uncooked, frozen	0.06	0.03	0.63	6.8	7.2	1.4
Herring, filleted, fresh	0.01	...	1.56	23.1	23.4	5.7
Herring, unfileted, fresh	0.01	0.01	0.55	11.9	11.9	2.6
Fat, fresh, other than herring	0.03	0.01	2.34	13.3	10.5	7.4
White, processed	0.04	0.01	0.61	5.9	6.0	1.5
Fat, processed, filleted	0.02	0.01	1.58	8.2	8.1	4.4
Fat, processed, unfileted	0.02	0.01	0.64	11.3	11.0	2.6
Shell fish	0.03	0.01	3.37	12.3	12.8	4.6
Cooked fish	0.06	0.02	0.37	3.1	3.1	0.9
Canned salmon	0.05	0.01	0.82	4.1	4.2	1.2
Other canned or bottled fish	0.03	0.02	0.67	3.7	3.9	2.1
Fish products, not frozen	0.02	0.01	1.37	5.4	5.6	3.0
Frozen convenience fish products	0.05	0.02	0.42	3.1	3.3	1.1
<i>Total fish</i>	<i>0.17</i>	<i>0.07</i>		<i>1.4</i>	<i>1.5</i>	

TABLE 15—continued

	Standard errors			Percentage standard errors		
	Expenditure	Purchases	Prices	Expenditure	Purchases	Prices
EGGS	0.10	0.04	0.01	0.9	0.9	0.4
FATS:						
Butter	0.08	0.06	0.05	1.2	1.2	0.2
Margarine	0.05	0.05	0.07	1.7	1.7	0.5
Lard and compound cooking fat	0.02	0.03	0.09	1.9	1.8	0.8
Vegetable and salad oils	0.05	0.06	0.45	6.5	7.1	2.2
All other fats	0.02	0.01	0.56	4.7	4.8	2.8
<i>Total fats</i>	<i>0.12</i>	<i>0.11</i>		<i>0.9</i>	<i>1.0</i>	
SUGAR AND PRESERVES:						
Sugar	0.05	0.18	0.02	1.3	1.3	0.4
Jams, jellies and fruit curds	0.03	0.03	0.11	2.7	2.6	0.8
Marmalade	0.02	0.03	0.09	3.1	3.2	0.8
Syrup, treacle	0.01	0.02	0.18	7.2	7.8	1.8
Honey	0.03	0.01	0.49	7.7	7.5	1.7
<i>Total sugar and preserves</i>	<i>0.08</i>	<i>0.19</i>		<i>1.2</i>	<i>1.2</i>	
VEGETABLES:						
Old potatoes						
January–August not prepacked	0.05	0.50	0.03	2.9	3.5	1.5
prepacked	0.03	0.19	0.03	4.2	4.2	1.1
New potatoes						
January–August not prepacked	0.06	0.24	0.07	2.9	3.1	1.7
prepacked	0.02	0.10	0.11	8.6	8.5	3.1
Potatoes						
September–December not prepacked	0.05	0.45	0.04	3.4	3.6	2.1
prepacked	0.03	0.19	0.05	5.7	6.2	2.1
<i>Total fresh potatoes</i>	<i>0.09</i>	<i>0.69</i>		<i>1.3</i>	<i>1.6</i>	
Cabbages, fresh	0.03	0.08	0.04	2.1	2.1	0.8
Brussels sprouts, fresh	0.02	0.04	0.06	2.6	2.6	0.9
Cauliflowers, fresh	0.03	0.06	0.06	2.3	2.4	0.9
Leafy salads, fresh	0.03	0.02	0.21	2.0	2.1	1.1
Peas, fresh	0.01	0.02	0.19	9.7	9.6	2.6
Beans, fresh	0.02	0.03	0.26	6.1	6.1	2.6
Other fresh green vegetables	0.01	0.01	0.31	11.1	11.1	3.6
<i>Total fresh green vegetables</i>	<i>0.06</i>	<i>0.13</i>		<i>1.3</i>	<i>1.3</i>	
Carrots, fresh	0.02	0.09	0.12	2.7	3.2	2.4
Turnips and swedes, fresh	0.01	0.04	0.07	3.7	3.8	1.8
Other root vegetables, fresh	0.02	0.03	0.21	5.1	4.1	2.5
Onions, shallots, leeks, fresh	0.03	0.07	0.14	2.0	2.8	1.7
Cucumbers, fresh	0.02	0.02	0.14	2.6	2.7	0.9
Mushrooms, fresh	0.02	0.01	0.21	2.9	2.9	0.7
Tomatoes, fresh	0.06	0.05	0.14	1.5	1.5	0.7
Miscellaneous fresh vegetables	0.02	0.04	0.28	4.2	4.3	2.8
<i>Total other fresh vegetables</i>	<i>NA</i>	<i>NA</i>		<i>NA</i>	<i>NA</i>	
Tomatoes, canned or bottled	0.02	0.03	0.09	3.4	3.3	0.9
Canned peas	0.03	0.06	0.05	2.0	2.2	0.7
Canned beans	0.03	0.07	0.04	1.7	1.7	0.5
Canned vegetables, other than pulses, potatoes or tomatoes	0.03	0.04	0.16	2.9	2.8	1.6
Dried pulses, other than air-dried	0.02	0.02	0.28	6.5	6.5	2.1
Air-dried vegetables	0.02	...	2.30	6.7	7.3	2.9
Vegetable juices	0.01	0.01	0.76	9.1	10.2	5.0
Chips, excluding frozen	0.03	0.03	0.10	3.2	3.2	0.6
Instant potato	0.02	0.01	1.24	7.1	8.5	3.7
Canned potato	0.01	0.02	0.13	7.3	7.5	1.4
Crisps and other potato products not frozen	0.03	0.02	0.43	2.9	3.0	1.2
Other vegetable products	0.02	0.01	0.65	5.7	5.3	2.9
Frozen peas	0.04	0.05	0.15	3.0	3.5	1.0
Frozen beans	0.03	0.03	0.36	4.8	5.9	1.9
Frozen chips and other frozen convenience potato products	0.02	0.04	0.28	6.5	7.7	2.4
All frozen vegetables and frozen vegetable products not specified elsewhere	0.03	0.03	0.40	5.5	6.4	2.1
<i>Total processed vegetables</i>	<i>NA</i>	<i>NA</i>		<i>NA</i>	<i>NA</i>	
<i>Total vegetables</i>	<i>0.22</i>	<i>0.78</i>		<i>0.7</i>	<i>1.0</i>	

TABLE 15—continued

	Standard errors			Percentage standard errors		
	Expendi- ture	Purchases	Prices	Expendi- ture	Purchases	Prices
FRUIT:						
Fresh						
Oranges	0.04	0.08	0.07	2.3	2.2	0.8
Other citrus fruit	0.03	0.06	0.14	3.1	3.5	1.3
Apples	0.07	0.09	0.09	1.7	1.6	0.8
Pears	0.02	0.03	0.14	4.2	4.3	1.2
Stone fruit	0.03	0.03	0.41	5.7	5.9	2.4
Grapes	0.02	0.02	0.41	6.1	5.8	2.3
Soft fruit, other than grapes	0.04	0.05	0.93	8.9	12.4	5.3
Bananas	0.04	0.06	0.05	1.9	1.9	0.5
Rhubarb	0.01	0.02	0.24	8.1	8.3	2.9
Other fresh fruit	0.02	0.03	0.34	8.0	7.5	3.5
<i>Total fresh fruit</i>	<i>0.15</i>	<i>0.21</i>		<i>1.3</i>	<i>1.3</i>	
Canned peaches, pears and pineapples						
Other canned or bottled fruit	0.04	0.05	0.07	2.4	2.5	0.6
Dried fruit and dried fruit products	0.04	0.05	0.08	2.3	2.4	0.6
Frozen fruit and frozen fruit products	0.07	0.04	0.39	5.4	4.5	1.9
Nut and nut products	0.02	0.01	1.12	15.6	16.0	4.0
Fruit juices	0.03	0.02	0.76	5.5	5.2	2.4
	0.04	0.06	0.32	4.1	4.4	2.1
<i>Total other fruit and fruit products</i>	<i>0.12</i>	<i>0.12</i>		<i>1.9</i>	<i>1.7</i>	
<i>Total fruit</i>	<i>0.19</i>	<i>0.26</i>		<i>1.1</i>	<i>1.1</i>	
CEREALS:						
White bread, large loaves, unsliced						
White bread, large loaves, sliced	0.06	0.16	0.02	2.4	2.4	0.2
White bread, small loaves, unsliced	0.09	0.24	0.01	1.4	1.4	0.2
White bread, small loaves, sliced	0.04	0.07	0.03	2.7	2.6	0.3
Brown bread	0.03	0.05	0.05	3.5	3.5	0.6
Wholewheat and wholemeal bread	0.03	0.06	0.06	2.7	2.7	0.7
Other bread	0.02	0.03	0.10	6.1	6.3	1.3
	0.06	0.07	0.10	2.1	2.2	0.7
<i>Total bread</i>	<i>0.11</i>	<i>0.22</i>		<i>0.7</i>	<i>0.7</i>	
Flour						
Buns, scones and teacakes	0.05	0.23	0.06	3.4	4.2	1.3
Cakes and pastries	0.03	0.03	0.14	2.5	2.5	0.8
Crispbread	0.09	0.06	0.15	1.6	1.5	0.6
Biscuits, other than chocolate biscuits	0.02	0.01	0.36	4.3	4.1	1.7
Chocolate biscuits	0.06	0.06	0.08	1.3	1.3	0.5
Oatmeal and oat products	0.05	0.03	0.19	2.1	2.0	0.6
Breakfast cereals	0.01	0.03	0.20	5.1	5.5	2.1
Canned milk puddings	0.05	0.05	0.08	1.7	1.7	0.5
Other puddings	0.02	0.05	0.04	2.9	2.8	0.6
Rice	0.02	0.02	0.31	5.0	5.0	1.6
Cereal-based invalid foods (including "slimming" foods)	0.02	0.04	0.30	6.7	6.8	2.6
Infant cereal foods	0.02	0.01	4.67	17.8	18.3	8.0
Frozen convenience cereal foods	0.02	0.01	1.00	8.8	8.0	3.3
Cereal convenience foods, including canned, not specified elsewhere	0.03	0.02	0.82	9.6	10.3	3.2
Other cereal foods	0.04	0.04	0.18	2.0	2.1	1.2
	0.01	0.02	0.25	6.3	5.9	2.1
<i>Total cereals</i>	<i>0.23</i>	<i>0.36</i>		<i>0.6</i>	<i>0.6</i>	
BEVERAGES:						
Tea						
Coffee, bean and ground	0.06	0.03	0.16	1.3	1.3	0.4
Coffee, instant	0.03	0.01	0.84	9.0	8.7	1.4
Coffee, essences	0.08	0.01	0.65	2.4	2.4	0.6
Cocoa and drinking chocolate	0.01	0.01	0.78	10.6	11.3	2.1
Branded food drinks	0.01	0.01	0.29	6.5	6.7	1.3
	0.02	0.01	0.42	6.6	6.9	1.3
<i>Total beverages</i>	<i>0.11</i>	<i>0.04</i>		<i>1.2</i>	<i>1.2</i>	

TABLE 15—continued

	Standard errors			Percentage standard errors		
	Expendi- ture	Purchases	Prices	Expendi- ture	Purchases	Prices
MISCELLANEOUS:						
Baby foods, canned or bottled	0.04	0.04	0.22	6.6	6.6	1.4
Soups, canned	0.04	0.07	0.05	2.2	2.2	0.6
Soups, dehydrated and powdered	0.02	0.01	1.02	5.0	4.9	2.0
Accelerated freeze-dried foods (excluding coffee)	8.22	42.2	50.7	14.9
Spreads and dressings	0.02	0.02	0.29	4.1	4.4	1.3
Pickles and sauces	0.04	0.04	0.13	2.4	2.4	0.8
Meat and yeast extracts	0.03	0.01	1.29	3.7	4.3	1.6
Table jelly, squares and crystals	0.02	0.02	0.18	3.5	3.5	1.0
Ice-cream (served as part of a meal), mousse	0.05	0.06	0.29	3.8	4.5	2.0
All frozen convenience foods not specified elsewhere	5.47	29.1	35.9	16.0
Salt	0.01	0.04	0.08	4.3	4.2	2.4
Artificial sweeteners (expenditure only)	0.01	—	—	40.7	—	—
Miscellaneous (expenditure only)	0.06	—	—	5.0	—	—
Novel protein foods	0.01	...	9.86	44.6	43.4	17.4
<i>Total miscellaneous</i>	<i>0.11</i>			<i>1.3</i>		
<i>Total expenditure</i>	<i>1.76</i>	<i>NA</i>		<i>0.65</i>	<i>NA</i>	

TABLE 16
 Estimates of the percentage standard errors of average per caput food consumption of households of different composition, 1973

	Households with																
	1		2						3								
	0		1 or 2		3		4 or more		3		4 or more		3 or more				
	all ages	1 or more	under 35	35-54	55 or over	under 25	25-34	35 or over	under 35	35 or over	0	1 or 2	3 or more	all ages			
MILK AND CREAM:																	
Total liquid milk:	1.5	3.0	2.6	2.1	1.1	2.6	1.1	1.2	2.1	2.1	2.2	3.2	2.8	1.7	2.8	1.6	2.9
Condensed milk	14.7	34.7	13.9	13.2	7.7	16.9	7.7	9.6	12.4	17.5	17.5	17.5	18.0	12.4	15.2	10.9	20.4
Dried and other milk	16.6	31.9	19.5	22.1	11.3	14.2	10.5	11.8	18.6	34.8	28.1	28.1	25.1	17.4	24.8	17.0	37.9
Cream	10.4	22.6	11.2	9.3	7.6	16.5	8.3	5.8	18.6	12.4	24.9	24.9	19.8	8.8	13.8	9.1	17.3
Total milk and cream	1.5	2.9	2.4	2.0	1.1	2.4	1.2	1.2	2.1	2.2	3.0	3.0	2.7	1.6	2.7	1.6	2.9
CHEESE:																	
Natural	4.0	9.8	5.2	4.2	2.8	10.0	3.2	3.3	7.3	6.6	10.0	10.0	8.2	4.1	7.6	4.8	8.7
Processed	11.5	19.1	16.3	16.7	8.8	15.0	8.8	7.6	14.4	13.5	19.3	19.3	19.2	11.5	16.1	11.0	19.1
Total cheese	3.7	8.8	4.9	4.1	2.6	8.9	3.0	3.1	6.9	6.2	8.8	8.8	7.2	3.8	6.9	4.5	7.8
MEAT:																	
Beef and veal	5.1	17.4	7.3	5.2	3.2	7.8	6.2	8.9	6.5	7.6	10.9	10.9	10.5	5.1	24.8	5.3	8.4
Mutton and lamb	8.3	29.6	20.4	7.4	4.3	12.5	6.9	8.0	15.7	12.0	20.5	20.5	15.0	7.2	9.1	9.8	17.0
Pork	8.3	16.9	9.1	7.8	8.3	12.8	11.8	9.7	16.3	23.1	17.8	17.8	19.6	6.8	19.2	13.2	35.8
Total carcass meat	3.4	18.4	7.5	3.7	2.6	6.5	5.6	7.4	8.4	7.3	9.6	9.6	7.6	3.4	16.0	5.6	11.9
Bacon and ham, uncooked	4.6	10.7	5.7	5.0	2.9	7.9	4.0	3.4	6.8	6.7	10.2	10.2	8.8	4.0	6.9	4.5	8.5
Poultry, uncooked	9.1	14.2	11.6	10.5	5.3	10.0	5.7	5.7	9.6	12.3	16.7	16.7	12.7	8.1	13.5	8.5	12.4
Other meat	3.6	5.8	4.5	3.6	2.2	4.1	2.4	2.3	4.2	4.0	7.7	7.7	5.9	2.9	4.7	3.0	5.7
Total meat	2.4	7.4	4.2	2.8	1.6	3.2	2.5	3.0	3.9	3.9	6.1	6.1	4.2	2.1	8.4	2.6	5.0
FISH:																	
Fresh	6.8	21.3	13.4	8.0	4.5	17.4	10.2	7.5	16.4	13.1	34.3	34.3	18.5	7.1	12.3	9.4	18.7
Processed and shell	10.7	30.7	20.9	13.6	8.5	26.2	12.1	15.5	22.5	20.9	53.8	53.8	39.9	13.5	21.9	13.4	27.8
Prepared	6.8	13.8	9.7	8.0	4.8	9.8	5.4	5.1	10.4	11.0	17.3	17.3	12.5	6.1	13.5	7.0	13.5
Frozen	9.4	15.2	12.9	9.9	7.6	12.2	7.8	11.1	12.8	19.4	17.5	17.5	19.0	13.4	15.1	10.4	13.2
Total fish	4.0	8.0	6.4	4.3	2.9	6.8	4.1	4.3	7.0	4.3	12.4	12.4	10.1	4.4	7.6	4.5	8.1
EGGS:																	
	3.1	7.2	4.5	3.7	2.0	5.1	2.3	2.3	4.2	4.3	6.5	6.5	5.5	2.7	4.7	3.2	4.8
FATS:																	
Butter	3.0	8.8	5.4	4.0	2.1	7.0	3.0	3.8	7.6	5.4	9.8	9.8	8.0	3.2	5.9	5.0	7.0
Margarine	6.6	9.3	8.9	7.3	3.6	9.4	4.4	4.4	7.2	7.0	9.6	9.6	9.9	7.0	12.2	5.7	11.6
Lard and compound cooking fat	7.8	12.6	11.4	7.1	4.3	7.9	4.4	4.7	7.8	9.1	12.6	12.6	10.7	6.0	10.6	6.1	10.2
Other fats	16.7	54.6	15.8	17.2	11.1	37.7	12.3	12.0	23.9	20.7	34.6	34.6	31.1	12.4	18.8	22.2	44.3
Total fats	2.7	6.8	4.5	3.4	1.9	6.0	2.4	2.5	4.5	4.2	5.7	5.7	5.9	2.9	5.2	4.4	7.3

TABLE 16—continued

	Households with												
	1			2			3			4 or more			
	0	1 or more	all ages	under 35	35-54	55 or over	under 25	25-34	35 or over	under 35	35 or over	under 35	35 or over
No. of adults													
No. of children													
Age of housewife													
SUGAR AND PRESERVES:													
Sugar	3.8	6.8	13.4	6.9	5.0	2.9	6.9	3.3	3.5	4.8	5.4	6.0	6.6
Honey, preserves, syrup and treacle	6.4	13.4	11.1	11.1	8.7	4.3	13.4	6.6	5.3	8.8	6.3	13.4	13.1
Total sugar and preserves	3.5	6.6	11.1	6.2	4.7	2.6	6.4	3.0	3.2	4.5	4.7	5.9	6.2
VEGETABLES:													
Potatoes	5.3	8.3	11.4	8.4	10.6	4.5	6.7	4.0	4.4	7.0	6.2	10.4	7.6
Fresh green	3.9	11.4	18.5	5.8	4.0	2.3	7.5	3.0	2.9	6.0	3.5	8.9	6.7
Frozen	9.8	18.5	10.1	10.1	14.2	6.7	14.1	7.7	8.0	15.1	10.3	18.2	16.1
Other	3.2	5.0	3.3	3.3	3.5	4.1	3.3	2.2	2.2	4.4	2.6	4.6	4.7
Total vegetables	3.1	5.1	4.3	4.3	5.8	2.9	4.4	2.4	2.6	4.5	3.4	7.1	4.9
FRUIT:													
Fresh	4.4	11.3	12.0	5.1	4.8	2.9	7.0	3.2	2.9	5.6	4.3	9.3	7.9
Other	5.8	12.0	8.3	5.8	5.8	4.5	9.4	3.8	4.4	7.1	5.0	11.8	4.5
Total fruit	3.9	9.0	4.6	4.0	4.0	2.7	6.2	2.7	2.6	5.0	3.7	7.7	6.7
CEREALS:													
Brown bread	7.0	26.0	14.3	8.8	8.8	5.3	26.6	9.3	7.3	20.1	8.3	26.3	19.4
White bread	3.0	5.9	4.1	3.4	3.4	2.1	3.6	1.9	2.0	3.5	3.0	6.0	5.2
Wholewheat and wholemeal bread	17.6	66.2	29.5	24.1	24.1	13.0	81.9	18.4	17.1	49.5	19.5	53.5	57.9
Other bread	6.3	19.7	8.5	8.6	8.6	5.1	14.0	5.9	5.5	11.0	6.4	21.4	13.5
Total bread	2.0	5.3	3.3	2.4	2.4	1.5	3.2	1.5	1.6	3.1	2.2	5.3	4.7
Flour	32.7	20.1	17.2	10.1	10.1	4.6	16.3	12.0	11.2	11.4	9.9	39.5	27.4
Cakes	4.7	10.3	7.7	5.2	5.2	3.7	7.8	3.7	3.5	6.0	4.7	11.4	8.8
Biscuits	3.7	7.8	6.2	5.5	5.5	2.9	5.5	2.5	2.6	5.3	3.8	7.2	6.3
Oatmeal and oat products	15.7	36.9	33.5	20.8	20.8	10.6	40.5	16.1	15.8	23.6	19.4	46.5	26.8
Breakfast cereals	7.5	10.5	8.6	5.4	5.4	3.8	7.3	3.8	4.8	5.6	8.0	10.6	8.9
Other cereals	6.1	11.0	7.7	7.3	7.3	4.1	8.2	3.8	4.5	6.6	6.5	11.6	9.1
Total cereals	3.7	4.1	2.9	2.2	2.2	1.3	2.8	1.4	1.6	2.3	2.0	3.0	3.9
BEVERAGES:													
Tea	3.5	9.0	8.4	5.3	5.3	2.5	7.4	3.9	3.3	6.1	3.7	7.4	4.8
Coffee	8.2	14.4	12.6	9.7	9.7	6.5	12.1	5.8	7.0	10.6	8.7	14.8	8.3
Cocoa and drinking chocolate	22.8	36.3	37.3	23.8	23.8	20.2	37.4	21.0	15.2	27.5	26.1	37.9	16.3
Branded food drinks	16.1	45.1	36.3	32.5	32.5	15.8	55.2	19.1	19.0	47.1	19.3	98.0	38.6
Total beverages	3.6	7.6	7.2	4.9	4.9	2.6	5.9	3.3	2.9	5.9	3.3	6.4	4.4

TABLE 17
Estimates of the percentage standard errors of average per caput food expenditure of households of different composition, 1973

	Households with														
	1		2				3				4 or more		3 or more		
	0	1 or more	0		1 or 2		3		4 or more		3	0	0	1 or 2	3 or more
	all ages	all ages	under 35	35-54	55 or over	under 25	25-34	35 or over	under 35	35 or over	under 35	35 or over	under 35	35 or over	all ages
MILK AND CREAM:															
Total liquid milk	1.6	3.8	2.6	2.2	1.1	2.8	1.2	1.3	2.4	2.2	3.3	3.4	1.8	3.2	1.8
Condensed milk	13.3	33.9	14.2	12.9	7.6	16.6	7.4	9.4	12.1	16.4	18.0	18.2	12.1	15.0	10.4
Dried and other milk	12.5	24.5	13.1	12.9	9.6	13.1	7.7	7.3	15.7	14.6	23.3	20.9	13.3	18.7	11.8
Cream	9.5	23.1	10.8	9.8	6.4	16.5	7.9	6.0	18.4	13.6	26.2	21.0	8.5	14.3	8.9
Total milk and cream	1.6	3.8	2.5	2.1	1.2	2.6	1.3	1.3	2.4	2.3	3.2	3.5	1.8	3.1	1.8
CHEESE:															
Natural	4.0	10.3	5.0	4.4	2.8	8.7	3.2	3.4	7.1	6.7	10.1	7.6	4.5	8.0	4.4
Processed	11.2	19.3	16.5	17.8	8.7	15.2	7.9	7.6	14.6	13.3	19.3	19.3	11.6	16.6	11.2
Total cheese	3.6	9.1	4.7	4.5	2.6	7.7	2.9	3.1	6.7	6.2	9.1	6.6	4.2	7.2	4.1
MEAT:															
Beef and veal	5.2	16.8	7.6	5.1	3.4	8.8	5.7	6.2	6.7	8.5	12.0	10.4	4.9	20.9	5.4
Mutton and lamb	6.1	26.8	16.6	7.5	4.3	12.2	6.4	7.7	13.2	12.1	18.5	16.2	6.5	9.4	8.8
Pork	8.0	16.2	8.8	7.6	6.7	13.6	9.0	7.8	12.9	19.2	17.2	19.2	6.6	18.3	10.9
Total carcass meat	3.4	16.5	6.5	3.8	2.4	7.1	4.7	5.5	5.8	6.6	9.1	7.7	3.2	15.4	4.7
Bacon and ham, uncooked	4.5	10.4	6.7	4.8	2.8	8.2	3.8	3.3	6.0	6.3	9.3	8.5	3.7	6.2	4.1
Poultry, uncooked	9.0	15.6	10.8	10.2	5.5	10.1	5.6	3.9	10.2	14.0	17.4	12.8	8.7	14.1	8.6
Other meat	3.4	5.3	4.5	3.5	2.2	4.1	2.2	2.4	4.2	3.7	7.4	5.9	2.8	4.3	3.2
Total meat	2.4	7.6	3.8	2.7	1.6	3.7	2.4	2.7	3.4	3.7	6.0	4.4	2.1	9.3	2.5
FISH:															
Fresh	7.2	21.0	14.3	8.1	4.5	19.0	11.3	8.0	17.8	13.2	30.4	18.0	7.4	13.1	9.0
Processed and shell	10.9	29.7	21.8	14.2	8.4	27.1	12.6	14.6	21.7	22.3	61.7	35.0	13.2	23.1	14.2
Prepared	6.6	13.4	9.3	7.6	4.9	9.9	5.2	5.4	11.6	10.3	18.0	13.0	6.2	12.7	7.0
Frozen	9.7	15.3	13.2	9.8	7.6	12.0	6.9	11.5	13.4	17.4	16.2	18.3	12.0	15.4	10.4
Total fish	4.0	8.0	6.7	4.3	2.9	7.0	4.0	4.4	8.0	7.2	14.0	9.4	4.2	7.9	4.3
EGGS:															
	3.2	7.9	4.8	3.8	2.2	5.8	2.6	2.4	4.4	4.5	7.1	5.9	3.0	5.2	3.6
FATS:															
Butter	3.1	8.7	5.5	4.2	2.2	7.1	3.0	3.6	7.1	6.4	9.9	8.1	3.2	5.9	5.1
Margarine	6.7	9.3	9.0	7.5	3.8	9.3	4.4	4.5	7.3	7.2	9.1	9.5	6.3	11.8	5.9
Lard and compound cooking fat	8.0	12.2	11.9	7.7	4.6	12.6	4.5	5.1	8.0	9.3	13.4	14.0	6.1	10.7	6.2
Other fats	16.1	38.2	15.4	15.0	10.2	32.6	10.6	10.9	21.4	21.0	30.9	26.4	13.5	18.5	18.0
Total fats	2.7	5.6	4.3	3.3	1.9	6.1	2.3	2.5	4.5	4.9	5.7	5.4	2.7	4.8	4.1

TABLE 17—continued

	Households with															
	1				2				3				4 or more		3 or more	
	0		1		0		1 or 2		3		4 or more		0		3	
	all ages	all ages	under 35	35-54 or over	under 25	25-34	35 or over	under 35	35 or over	under 35	35 or over	under 35	35 or over	0	1 or 2	3 or more
No. of adults																
No. of children																
Age of housewife																
SUGAR AND PRESERVES:																
Sugar	4.0	7.3	7.0	5.2	7.2	3.4	3.4	5.0	5.6	6.5	6.2	6.5	6.2	4.7	3.9	7.6
Honey, preserves, syrup and treacle	7.3	13.3	11.3	11.1	14.0	7.1	5.3	9.5	11.5	13.4	13.4	13.4	10.7	6.9	7.3	13.1
Total sugar and preserves	4.0	7.3	6.1	5.6	6.6	3.4	3.0	4.8	5.2	6.9	6.4	6.4	7.4	4.0	3.8	6.9
VEGETABLES:																
Potatoes	4.4	7.6	5.9	5.7	6.3	3.3	3.8	6.2	6.7	7.6	7.8	7.8	8.8	4.6	4.7	7.4
Fresh green	4.5	11.4	6.0	4.4	7.4	3.4	3.1	6.5	6.4	9.6	9.1	9.1	6.3	3.9	4.5	7.6
Frozen	9.4	18.3	9.1	10.9	14.3	6.5	6.7	13.5	13.0	38.1	17.8	17.8	13.3	8.9	11.0	15.6
Other	3.3	5.6	3.3	3.6	3.5	2.1	2.1	4.1	3.6	6.4	5.0	6.4	4.6	2.6	2.8	4.6
Total vegetables	2.7	4.6	2.8	3.0	3.5	1.7	1.8	3.1	3.2	5.6	4.4	4.4	3.8	2.3	2.5	3.6
FRUIT:																
Fresh	4.2	11.2	6.5	5.6	8.0	4.2	4.2	7.3	6.7	12.2	10.8	12.2	8.4	5.0	4.9	9.6
Other	5.8	12.0	7.4	6.4	8.6	4.4	4.4	8.0	7.6	13.4	11.8	13.4	9.7	5.4	5.8	10.3
Total fruit	4.1	8.9	5.3	4.6	6.4	3.3	3.3	5.9	5.5	9.8	8.7	9.8	7.0	4.0	4.2	7.6
CEREALS:																
Brown bread	7.0	25.0	16.6	8.8	25.2	8.8	7.2	19.4	14.6	27.1	23.0	27.1	13.3	7.9	8.9	19.7
White bread	2.8	5.9	4.0	3.3	3.5	1.8	2.0	3.4	3.7	6.1	4.1	6.1	5.1	2.8	2.6	5.1
Wholewheat and wholemeal bread	17.6	64.6	27.8	22.4	79.6	17.9	17.0	45.6	28.3	NA	53.6	20.2	28.7	19.0	19.9	57.6
Other bread	6.3	19.7	8.0	7.3	12.8	5.8	5.2	11.1	9.4	9.4	16.5	11.5	11.5	6.1	7.7	13.2
Total bread	1.9	5.6	3.1	2.3	3.2	1.5	1.5	3.1	3.0	5.3	3.7	5.3	3.9	2.0	2.2	4.5
Flour	24.8	20.2	16.8	9.7	19.2	9.8	9.8	11.6	9.9	36.6	11.5	36.6	13.7	9.0	12.8	23.5
Cakes	4.9	12.4	7.8	5.6	7.9	3.7	3.6	6.9	6.4	11.6	9.5	11.6	7.4	4.8	4.8	9.1
Biscuits	3.8	8.8	6.0	5.6	5.9	2.6	2.7	5.2	5.8	7.7	7.7	7.7	6.8	3.9	3.9	6.7
Oatmeal and oat products	15.9	36.4	33.7	19.9	43.3	16.3	13.6	22.6	25.2	41.2	35.7	41.2	17.8	18.7	18.7	27.2
Breakfast cereals	7.7	10.3	8.9	8.4	7.4	3.7	4.6	5.6	7.5	8.2	7.7	8.2	7.2	7.2	5.3	8.0
Other cereals	5.8	11.1	7.3	7.5	7.2	3.8	5.2	6.7	7.5	9.4	10.0	9.4	10.9	6.6	5.8	10.1
Total cereals	2.1	4.3	3.1	2.4	3.1	1.4	1.5	2.4	2.7	5.0	3.0	5.0	3.4	2.0	1.9	3.1
BEVERAGES:																
Tea	3.8	8.9	8.3	5.4	7.6	4.0	3.3	6.3	7.0	8.7	7.2	8.7	7.3	3.8	4.7	6.8
Coffee	8.0	14.2	11.7	10.0	11.8	5.4	6.1	10.4	9.9	16.4	13.0	16.4	7.9	7.9	7.8	13.9
Cocoa and drinking chocolate	21.4	35.4	36.5	23.2	38.9	19.8	14.8	26.6	27.5	48.8	36.4	48.8	25.1	49.7	19.5	38.6
Branded food drinks	15.6	44.6	35.5	30.3	53.0	18.8	18.8	46.9	45.0	47.3	98.0	47.3	18.8	18.8	24.1	40.0
Total beverages	3.8	7.9	7.4	5.3	6.1	3.4	3.1	6.3	6.0	7.9	6.8	7.9	6.2	3.7	4.1	7.4
MISCELLANEOUS:																
Soups, canned, dehydrated and powdered	7.2	11.5	8.6	8.6	9.4	5.8	5.0	8.5	9.1	11.6	11.1	11.6	7.8	7.8	7.6	13.0
Other foods	6.4	9.5	6.9	7.0	6.2	3.9	3.8	6.7	7.4	12.0	8.5	12.0	5.0	5.0	5.3	9.5
Total miscellaneous	4.9	7.3	5.6	5.9	5.0	3.5	3.2	5.3	6.2	9.4	7.0	9.4	4.3	4.3	4.4	7.6
Total expenditure	1.5	3.7	2.2	1.8	2.3	1.3	1.3	1.9	2.0	4.1	2.3	4.1	1.4	1.4	1.5	2.6

(a) See Appendix A, Table 14 for further details of the classification of foods.

APPENDIX B

Demand analyses and estimates of demand parameters

Introduction

1. The National Food Survey data for 1973 and some earlier years have been used to estimate sets of demand parameters (and their standard errors¹) at the household level. These include income elasticities of demand for both 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 prices². The income elasticities have been derived by cross-sectional analyses of the Survey data obtained in 1973, 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 1973. Both in the estimation of 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 1969³.

Income elasticities of total food expenditure

2. Estimates of the income elasticity of household food expenditure per head in 1973 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 4,999 households included in these twelve groups constituted 63 per cent of the total number of households which participated in the Survey and 93 per cent of those participating households which declared their income. The overall elasticity, obtained as a weighted average of the twelve individual elasticities, fell significantly from 0.23 in 1972 to 0.18 in 1973⁴. Previously, the elasticity had followed a downward trend between 1955 and 1967, falling from 0.30 to 0.20, but it remained at 0.20 for a further four years before increasing in 1972 to its 1966 value of 0.23.

Income elasticities of demand for individual foods.

3. Estimates of the income elasticities of expenditure on individual foods as classified in the Survey in 1973 are given in Table 2 of this Appendix, together with corresponding estimates of the income elasticities of quantity purchased. Most of the estimates given in Table 2 are still 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

¹See "Standard errors" in Glossary.

²See "Demand", "Elasticity of demand" and "Price flexibility" in Glossary.

³*Household Food Consumption and Expenditure: 1969*, Appendix B, HMSO, 1971.

⁴The elasticity of 0.18 may be interpreted in simplified terms and with some degree of approximation as a measure of the extent to which average food expenditure per head changes in percentage terms in response to a 1 per cent change in income, other things remaining equal.

sign. Compared with the estimates obtained in 1972, most of the individual foods are now less elastic with respect to income but only for a very few foods has the sign of the elasticity changed from positive to negative. Although there are a number of foods for which the estimates of elasticity have increased, only the increases in the quantity elasticity for beef and the expenditure and quantity elasticities for cooked poultry are statistically significant.

Price elasticities of demand and shifts in demand for certain foods

4. 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 1968 to 1973 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 estimates (shown in brackets in the table). 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.

5. 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 these 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

6. 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, the results being improved by the imposition of constraints on the parameters derived from micro-economic demand theory¹. In general, the own-price elas-

¹See "Elasticity of demand" in Glossary.

ticity 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 1966 to 1973 are given in Table 5 for five sets of commodities, namely:

1. Beef, lamb, pork and broiler chicken
2. Butter and margarine
3. Oranges, apples and pears
4. Tea and instant coffee
5. 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 0.22 per cent for each 1 per cent *increase* in the price of margarine; the value of 0.35 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, 35 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 0.70 per cent for each 1 per cent increase in the price of butter, but to *decrease* by only 0.02 per cent for each 1 per cent increase in its own price; in this case, 38 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.

7. In a manner analogous to that described in paragraph 5, 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, on the ground that in these instances substitution and/or complementarity between the commodities might reasonably be assumed a priori.

8. A further extension of the type of analysis described in paragraphs 6 and 7 to the 15 main food groups has been attempted for the period 1966–1973. 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 such that 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.

9. 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 .

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

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

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

η_k = the income elasticity of quantity for commodity k .

ε_{ijk} = an error term.

10. 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 in most cases being between 0.05 and 0.15. For this reason, *individual* estimates of the cross-elasticities are unreliable (even to the point of carrying the wrong sign in some cases) but, although their true value is in many cases likely to be effectively zero, it is expected that their use *collectively* in making demand projections will give better results than if they are wholly ignored. Perhaps the most important conclusion which can be drawn from these results is that there is very little evidence indeed of substitution between the main food groups on the basis of changes in their relative prices. This and other features of the results give pointers to further analyses; in particular, the large cross-elasticities found in respect of "other meat" possibly arise from the invocation of individual demand theory for macro-economic analysis. 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, 1973
(standard errors of the estimates are shown in brackets)

Type of household	
1 adult only (under 55)	0·10 (0·09)
1 adult only (55 and over)	0·25 (0·04)
2 adults only (housewife under 55)	0·09 (0·05)
2 adults only (housewife 55 or over)	0·15 (0·02)
2 adults, 1 child	0·17 (0·03)
2 adults, 2 children	0·16 (0·03)
2 adults, 3 children	0·26 (0·04)
2 adults, 4 children	0·35 (0·10)
3 adults	0·29 (0·05)
4 adults	0·12 (0·11)
3 adults, 1 child	0·03 (0·04)
4 adults, 1 child	0·27 (0·12)
All above households (weighted average)	0·18 (0·01)

TABLE 2

Estimates of income elasticities of demand for individual foods, 1973 (a)

	Income elasticities of expenditure	Income elasticities of quantity purchased
MILK AND CREAM:		
Liquid milk, full price	0.11 (0.02)	0.07 (0.01)
Condensed milk	0.02 (0.12)	0.00 (0.11)
Dried milk		
National	0.24 (0.59)	0.24 (0.59)
Branded	-1.18 (0.34)	-1.18 (0.33)
Instant milk	-0.19 (0.28)	-0.34 (0.35)
Yoghurt	0.97 (0.07)	0.93 (0.07)
Other milk	1.06 (0.23)	0.85 (0.65)
Cream	0.79 (0.10)	0.67 (0.08)
<i>Total milk and cream</i>	0.30 (0.09)	-0.13 (0.10)
CHEESE:		
Natural	0.37 (0.04)	0.33 (0.04)
Processed	0.06 (0.04)	0.02 (0.04)
<i>Total cheese</i>	0.34 (0.04)	0.30 (0.04)
MEAT AND MEAT PRODUCTS:		
Carcase meat		
Beef and veal	0.42 (0.03)	0.36 (0.02)
Mutton and lamb	0.24 (0.04)	0.21 (0.05)
Pork	0.32 (0.08)	0.29 (0.11)
<i>Total carcase meat</i>	0.35 (0.02)	0.29 (0.03)
Other meat and meat products		
Liver	0.14 (0.10)	0.09 (0.10)
Offals, other than liver	0.20 (0.22)	-0.08 (0.22)
Bacon and ham, uncooked	0.17 (0.05)	0.05 (0.06)
Bacon and ham, cooked, including canned	0.27 (0.08)	0.26 (0.08)
Cooked poultry, including canned	1.04 (0.12)	1.19 (0.16)
Corned meat	0.17 (0.09)	0.16 (0.10)
Other cooked meat, not purchased in cans Other canned meat and canned meat products	-0.01 (0.09)	-0.13 (0.07)
Broiler chicken, uncooked	-0.17 (0.06)	-0.24 (0.04)
Other poultry, uncooked	0.10 (0.07)	0.04 (0.07)
Rabbit and other meat	0.96 (0.17)	0.83 (0.16)
Sausages, uncooked, pork	0.92 (0.43)	1.10 (0.49)
Sausages, uncooked, beef	0.10 (0.09)	0.05 (0.08)
Meat pies and sausage rolls, ready-to-eat Frozen meat (other than uncooked poultry) and frozen meat products	-0.05 (0.12)	-0.07 (0.12)
Other meat products	0.16 (0.07)	0.14 (0.06)
Frozen meat (other than uncooked poultry) and frozen meat products	0.46 (0.12)	0.43 (0.17)
Other meat products	0.20 (0.06)	0.07 (0.05)
<i>Total other meat and meat products</i>	0.19 (0.03)	0.11 (0.02)
FISH:		
White, filleted, fresh	0.27 (0.14)	0.16 (0.14)
White, unfileted, fresh	0.12 (0.25)	0.09 (0.26)
White, uncooked, frozen	0.83 (0.11)	0.84 (0.13)
Herring, filleted, fresh	-0.67 (1.18)	-0.38 (1.34)
Herring, unfileted, fresh	0.49 (0.26)	0.41 (0.23)
Fat, fresh, other than herring	0.60 (0.30)	0.42 (0.26)
White, processed	0.35 (0.29)	0.34 (0.29)
Fat, processed, filleted	0.65 (0.40)	0.50 (0.46)
Fat, processed, unfileted	0.62 (0.25)	0.70 (0.24)
Shell fish	1.42 (0.65)	0.85 (0.67)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
FISH—contd.		
Cooked fish	—0·19 (0·13)	—0·22 (0·15)
Canned salmon	0·31 (0·13)	0·29 (0·10)
Other canned or bottled fish	0·47 (0·10)	0·37 (0·13)
Fish products, not frozen	0·12 (0·18)	—0·04 (0·20)
Frozen fish products and frozen fish not specified elsewhere	0·23 (0·09)	0·25 (0·07)
<i>Total fish</i>	0·28 (0·05)	0·23 (0·05)
EGGS		
	0·21 (0·05)	0·14 (0·04)
FATS:		
Butter	0·24 (0·04)	0·23 (0·04)
Margarine	—0·23 (0·08)	—0·27 (0·07)
Lard and compound cooking fat	—0·28 (0·05)	—0·34 (0·06)
Vegetable and salad oils	0·74 (0·10)	0·76 (0·10)
All other fats	0·13 (0·13)	—0·14 (0·22)
<i>Total fats</i>	0·11 (0·02)	0·03 (0·02)
SUGAR AND PRESERVES:		
Sugar	—0·13 (0·03)	—0·17 (0·03)
Jams, jellies and fruit curds	—0·08 (0·08)	—0·17 (0·06)
Marmalade	0·28 (0·09)	0·23 (0·09)
Syrup, treacle	—0·09 (0·08)	—0·23 (0·05)
Honey	0·55 (0·34)	0·54 (0·34)
<i>Total sugar and preserves</i>	—0·03 (0·04)	—0·14 (0·03)
VEGETABLES:		
Old potatoes		
January–August		
not prepacked	—0·48 (0·13)	—0·60 (0·13)
prepacked	—0·02 (0·11)	—0·10 (0·10)
New potatoes		
January–August		
not prepacked	0·16 (0·09)	—0·01 (0·10)
prepacked	0·01 (0·33)	0·03 (0·27)
Potatoes		
September–December		
not prepacked	0·13 (0·09)	0·05 (0·10)
prepacked	0·14 (0·24)	0·08 (0·30)
<i>Total fresh potatoes</i>	—0·04 (0·05)	—0·20 (0·07)
Cabbage, fresh	0·17 (0·08)	—0·05 (0·06)
Brussels sprouts, fresh	0·19 (0·11)	—0·00 (0·08)
Cauliflowers, fresh	0·33 (0·10)	0·19 (0·07)
Leafy salads, fresh	0·67 (0·06)	0·57 (0·08)
Peas, fresh	0·85 (0·28)	0·40 (0·19)
Beans, fresh	0·50 (0·25)	0·13 (0·21)
Other fresh green vegetables	0·71 (0·42)	0·81 (0·28)
<i>Total fresh green vegetables</i>	0·38 (0·06)	0·13 (0·05)
Carrots, fresh	0·22 (0·08)	0·15 (0·13)
Turnips and swedes, fresh	—0·03 (0·16)	—0·17 (0·16)
Other root vegetables, fresh	0·53 (0·16)	0·21 (0·09)
Onions, shallots, leeks, fresh	0·34 (0·05)	0·24 (0·05)
Cucumber, fresh	0·73 (0·17)	0·70 (0·17)
Mushrooms, fresh	0·71 (0·15)	0·66 (0·17)
Tomatoes, fresh	0·51 (0·05)	0·44 (0·05)
Miscellaneous fresh vegetables	0·88 (0·15)	0·63 (0·10)
<i>Total other fresh vegetables</i>	0·50 (0·05)	0·30 (0·06)

TABLE 2—continued

	Income elasticities of expenditure	Income elasticities of quantity purchased
VEGETABLES—contd.		
Tomatoes, canned or bottled	-0.01 (0.15)	0.00 (0.16)
Canned peas	-0.36 (0.05)	-0.44 (0.07)
Canned beans	-0.02 (0.06)	-0.05 (0.05)
Canned vegetables, other than pulses, pota- toes or tomatoes	0.10 (0.07)	-0.15 (0.09)
Dried pulses, other than air-dried	-0.04 (0.26)	0.04 (0.23)
Air-dried vegetables	-0.16 (0.21)	-0.20 (0.15)
Vegetable juices	0.70 (0.30)	0.81 (0.26)
Chips, excluding frozen	-0.13 (0.09)	-0.14 (0.10)
Instant potato	0.19 (0.14)	0.26 (0.21)
Canned potato	0.33 (0.32)	0.36 (0.32)
Crisps and other potato products, not frozen	0.21 (0.12)	0.21 (0.12)
Other vegetable products	0.89 (0.26)	0.68 (0.20)
Frozen peas	0.63 (0.12)	0.69 (0.13)
Frozen beans	0.68 (0.09)	0.81 (0.10)
Frozen chips and other frozen potato products	0.88 (0.17)	0.96 (0.18)
All frozen vegetables	0.93 (0.18)	0.95 (0.17)
<i>Total processed vegetables</i>	0.18 (0.04)	0.06 (0.04)
FRUIT:		
Fresh		
Oranges	0.69 (0.05)	0.68 (0.06)
Other citrus fruit	0.82 (0.14)	0.78 (0.16)
Apples	0.66 (0.08)	0.52 (0.07)
Pears	0.88 (0.18)	0.82 (0.17)
Stone fruit	0.69 (0.25)	0.49 (0.23)
Grapes	0.96 (0.22)	0.94 (0.23)
Soft fruit, other than grapes	1.11 (0.41)	0.55 (0.34)
Bananas	0.53 (0.06)	0.47 (0.06)
Rhubarb	0.49 (0.12)	0.17 (0.20)
Other fresh fruit	1.29 (0.36)	1.24 (0.35)
<i>Total fresh fruit</i>	0.70 (0.02)	0.59 (0.03)
Canned peaches, pears and pineapples	0.36 (0.04)	0.37 (0.04)
Other canned or bottled fruit	0.29 (0.09)	0.26 (0.09)
Dried fruit and dried fruit products	0.33 (0.17)	0.23 (0.11)
Frozen fruit and frozen fruit products	1.44 (0.63)	1.58 (0.80)
Nuts and nut products	1.12 (0.18)	1.12 (0.12)
Fruit juices	0.76 (0.16)	0.98 (0.21)
<i>Total other fruit and fruit products</i>	0.49 (0.03)	0.47 (0.03)
CEREALS:		
White bread, large loaves, unsliced	-0.08 (0.08)	-0.10 (0.08)
White bread, large loaves, sliced	-0.17 (0.05)	-0.19 (0.04)
White bread, small loaves, unsliced	0.08 (0.09)	0.08 (0.10)
White bread, small loaves, sliced	-0.26 (0.10)	-0.27 (0.10)
Brown bread	0.20 (0.08)	0.19 (0.09)
Wholewheat and wholemeal bread	0.40 (0.15)	0.35 (0.15)
Other bread	0.30 (0.07)	0.25 (0.08)
<i>Total bread</i>	-0.02 (0.02)	-0.08 (0.02)
Flour	-0.12 (0.15)	-0.14 (0.17)
Buns, scones and teacakes	-0.10 (0.07)	-0.10 (0.05)
Cakes and pastries	0.26 (0.06)	0.17 (0.05)
Crispbread	0.50 (0.16)	0.50 (0.15)
Biscuits, other than chocolate biscuits	0.09 (0.05)	0.03 (0.04)
Chocolate biscuits	0.36 (0.11)	0.31 (0.11)
<i>Total cakes and biscuits</i>	0.20 (0.04)	0.11 (0.03)

TABLE 2—*continued*

	Income elasticities of expenditure	Income elasticities of quantity purchased
CEREALS—<i>contd.</i>		
Oatmeal and oat products	—0·12 (0·14)	—0·19 (0·19)
Breakfast cereals	0·21 (0·05)	0·18 (0·04)
Canned milk puddings	—0·40 (0·09)	—0·39 (0·10)
Other puddings	0·32 (0·15)	0·26 (0·17)
Rice	0·65 (0·27)	0·51 (0·32)
Cereal-based invalid foods (including slimming foods)	0·90 (0·41)	0·85 (0·49)
Infant cereal foods	—0·80 (0·28)	—0·72 (0·31)
Frozen cereal foods	1·26 (0·22)	1·37 (0·20)
Cereal convenience foods, including canned, not specified elsewhere	0·13 (0·10)	0·08 (0·11)
Other cereal foods	0·49 (0·23)	0·39 (0·27)
<i>Total other cereals</i>	0·18 (0·02)	0·07 (0·03)
BEVERAGES:		
Tea	—0·05 (0·04)	—0·09 (0·04)
Coffee, bean and ground	1·58 (0·27)	1·61 (0·27)
Coffee, instant	0·34 (0·07)	0·30 (0·07)
Coffee, essences	—1·33 (0·45)	—1·38 (0·48)
Cocoa and drinking chocolate	—0·21 (0·18)	—0·22 (0·21)
Branded food drinks	—0·02 (0·17)	0·02 (0·19)
<i>Total beverages</i>	0·12 (0·03)	—0·01 (0·05)
MISCELLANEOUS:		
Baby foods, canned or bottled	—0·27 (0·22)	—0·30 (0·22)
Soups, canned	—0·07 (0·08)	—0·11 (0·08)
Soups, dehydrated and powdered	—0·04 (0·14)	—0·12 (0·14)
Spreads and dressings	0·43 (0·10)	0·49 (0·09)
Pickles and sauces	0·40 (0·06)	0·32 (0·08)
Meat and yeast extracts	0·23 (0·11)	0·23 (0·12)
Table jellies, squares and crystals	0·02 (0·10)	0·01 (0·11)
Ice-cream (served as part of a meal), mousse	0·96 (0·10)	0·98 (0·13)
All frozen convenience foods, not specified elsewhere	—1·93 (0·76)	—1·65 (1·06)
Salt	—0·16 (0·11)	—0·20 (0·08)
Novel protein foods	n.a.	n.a.
ALL ABOVE FOODS	0·18 (0·01)	n.a.

(a) Figures in brackets are the standard errors of the elasticity coefficients.

TABLE 3
Estimates of price elasticities of demand for certain foods, 1968-1973

	Food code in 1973 (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	Max	Mean	Range	Max
MILK AND CREAM:											
Liquid milk, full price and welfare	04, 05	-0.09 (0.10)	(S) & A	0.02	0.55	3.24	3.00	3.60	4.45	4.17	4.73
Condensed milk	09	-0.98 (0.45)	S & A	0.08	0.43	2.95	2.53	3.46	0.18	0.12	0.25
Cream	17	-0.61 (0.37)	S	0.04	0.52	22.91	18.82	26.47	0.03	0.02	0.06
CHEESE:											
Cheese, natural	22	-0.11 (0.15)	A	0.01	0.40	16.39	13.73	19.83	3.19	2.77	3.68
Cheese, processed	23	-0.63 (0.35)	S & A	0.06	0.64	20.97	17.63	24.98	0.34	0.25	0.53
MEAT:											
Beef and veal (g)	31	-1.57 (0.30)	S & A	0.34	0.85	25.95	23.67	32.83	7.26	5.38	9.34
Mutton and lamb (g)	36	-0.91 (0.23)	S & A	0.23	0.69	18.88	16.45	24.43	5.01	3.69	6.11
Pork (g)	41	-1.06 (0.32)	S & A	0.17	0.75	21.12	17.73	26.39	2.84	1.95	4.03
All carcass meat	31-41	-0.62 (0.06)	S	0.65	0.80	22.64	20.28	28.14	15.11	11.98	17.87
Liver	46	-0.83 (0.19)	S	0.25	0.42	19.84	17.97	24.84	0.79	0.55	0.93
Offals other than liver	51	-0.94 (0.20)	S & A	0.30	0.87	14.50	11.04	18.76	0.46	0.24	0.73
All offals including liver	46 & 51	-0.78 (0.25)	S & A	0.15	0.78	17.84	15.68	21.34	1.25	0.81	1.54
Bacon and ham, uncooked	55	-0.49 (0.07)	S	0.43	0.43	20.55	17.52	27.99	4.87	4.02	5.43
Bacon and ham, cooked including canned	58	-0.39 (0.18)	S	0.07	0.75	35.93	32.34	41.75	0.93	0.71	1.26
Poultry cooked	59	-1.08 (0.25)	S	0.25	0.50	22.57	16.70	28.97	0.21	0.11	0.36
Corned meat	62	-2.41 (0.33)	S & A	0.50	0.84	26.69	22.68	32.83	0.53	0.24	0.95
Other canned meat excluding corned meat	71	-1.04 (0.34)	S & A	0.15	0.40	14.77	12.64	17.05	1.87	1.48	2.34
Other cooked and canned meat	66 & 71	-0.60 (0.16)	S	0.19	0.46	18.08	16.00	20.69	2.52	2.13	2.93
Broiler chicken (g)	73	-0.88 (0.33)	S & A	0.12	0.57	12.87	11.14	15.19	3.36	2.12	4.52
Sausages, pork and/or beef, uncooked	79, 80	-0.48 (0.13)	S	0.19	0.45	13.48	12.89	15.32	3.57	3.14	4.26
Meat pies, sausage rolls, ready-to-eat	83	-0.54 (0.34)	S	0.04	0.32	14.28	13.26	15.69	0.75	0.55	0.92
Meat products other than uncooked sausages	83, 88, 94	-0.50 (0.31)	S & A	0.05	0.66	16.42	15.00	19.04	3.46	2.96	4.35
Frozen convenience meat and frozen convenience meat products	88	-1.58 (0.28)	S & A	0.37	0.79	21.17	16.05	24.44	0.56	0.33	1.07
Other meat products	94	-0.40 (0.33)	S & A	0.03	0.56	16.00	14.17	18.74	2.15	1.58	2.70
All meat and meat products	31-41, 46-94	-0.21 (0.16)	S & A	0.03	0.73	19.48	18.13	23.34	37.50	33.71	41.44

TABLE 3—continued

	Food code in 1973 (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 seasonal or annual shifts in demand	Deflated prices (e)			Purchases (f)					
						Mean	Min	Max	Mean	Min	Max			
FISH:														
Uncooked white fish including smoked and frozen	100, 105, 110, 114, 110	-0.20 (0.31) -1.50 (0.38)	S & A A	0.01 0.19	0.70 0.29	18.18 21.72	15.17 17.68	24.51 28.04	2.24 0.31	1.27 0.17	2.88 0.48			
Frozen white fish														
Fish products (including frozen) and cooked fish	118, 123, 127	-0.98 (0.24) -2.66 (0.42)	A S & A	0.21 0.42	0.39 0.83	19.69 35.95	15.09 31.34	24.12 44.34	1.72 0.40	1.38 0.12	2.31 0.77			
Canned salmon	119	-1.10 (0.23)	S & A	0.29	0.71	19.82	15.34	24.91	0.31	0.14	0.51			
Other canned or bottled fish	120	-1.24 (0.39)	S & A	0.16	0.73	28.58	24.27	31.90	0.71	0.42	1.17			
All canned and bottled fish	119, 120	-0.71 (0.30)	A	0.08	0.55	19.37	17.23	22.30	0.65	0.42	1.01			
Frozen convenience fish products	127													
All convenience fish	118, 119, 120, 123, 127	-0.93 (0.17) -0.09 (0.05)	S & A S & A	0.35 0.06	0.70 0.64	22.41 1.33	18.63 0.98	30.36 1.90	2.42 4.46	1.78 3.95	3.18 4.88			
EGGS	129													
FATS:														
Butter (g)	135	-0.40 (0.07)	A	0.33	0.80	13.71	11.01	18.82	5.57	4.25	6.98			
Margarine (g) (with respect to the price of butter)	138	+0.68 (0.11)	A	0.38	0.67	13.71	11.01	18.82	3.05	2.31	4.09			
Vegetable and salad oils	143	-0.48 (0.48)	(S) & A	0.02	0.48	12.53	10.31	16.44	0.59	0.28	1.28			
SUGAR AND PRESERVES:														
Jams, jellies and fruit curds	151	-0.64 (0.50)	S & A	0.03	0.52	7.92	7.09	9.03	1.20	0.90	1.48			
Marmalade	152	-1.48 (0.47)	(S) & A	0.15	0.42	6.87	6.41	7.49	0.88	0.57	1.08			
Syrup, treacle and honey	153, 154	-0.81 (0.26)	S & A	0.15	0.70	8.71	6.96	12.76	0.48	0.18	0.86			
All preserves	151, 152, 153, 154	-0.42 (0.44)	S & A	0.02	0.47	7.68	7.08	8.24	2.55	1.93	3.01			
VEGETABLES:														
Potatoes, excluding potato products	156-161	-0.12 (0.08)	S & A	0.04	0.85	1.45	0.97	2.69	44.63	32.80	56.55			
Cabbages	162	-0.35 (0.13)	S	0.12	0.61	2.83	1.94	5.67	3.63	2.33	5.12			
Brussels sprouts	163	-0.65 (0.15)	S	0.39	0.87	3.57	2.69	4.85	3.57	1.74	5.16			
Cauliflowers	164	-1.43 (0.22)	S	0.42	0.87	4.13	2.99	6.02	2.48	0.51	5.21			
Leafy salads	167	-0.68 (0.19)	S	0.18	0.96	11.66	6.18	19.09	1.02	0.24	2.22			
Fresh beans (h)	169	-1.30 (0.31)	S	0.42	0.90	5.29	3.58	8.52	1.19	0.14	2.43			
Brassicats	162, 163, 164, 171	-0.53 (0.08)	S	0.44	0.89	3.38	2.83	5.71	8.07	5.13	10.40			

TABLE 3—continued

	Food code in 1973 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Deflated prices (e)			Monthly averages		
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Mean	Range		Mean	Range	
							Min	Max		Min	Max
VEGETABLES—contd.											
Carrots	172	-0.43 (0.12)	S & A	0.19	0.94	2.76	1.99	4.73	2.67	1.45	4.32
All root vegetables excluding carrots	173, 174	-0.73 (0.18)	S	0.23	0.95	3.36	2.21	6.30	1.61	0.30	2.83
Onions, shallots, leeks, fresh	175	-0.35 (0.10)	S & A	0.18	0.77	3.86	2.73	7.63	2.66	1.95	3.63
Cucumbers	176	-0.84 (0.29)	S	0.13	0.94	9.41	6.88	13.14	0.69	0.15	1.50
Mushrooms	177	-0.23 (0.36)	S & A	0.01	0.67	16.62	14.67	18.81	0.40	0.24	0.55
Tomatoes, fresh	178	-0.28 (0.09)	S & A	0.14	0.97	10.56	6.02	17.23	3.48	1.67	6.08
Tomatoes, canned and bottled	184	-0.81 (0.19)	S	0.23	0.56	5.51	4.37	6.75	0.46	0.46	1.30
Canned peas	185	-1.59 (0.42)	S & A	0.21	0.59	4.30	3.78	4.57	2.96	2.21	3.70
Canned beans	188	-0.30 (0.29)	(S) & A	0.02	0.47	4.63	4.17	5.68	3.62	3.01	4.45
Canned vegetables other than pulses, potatoes or tomatoes	191	-0.46 (0.32)	S & A	0.04	0.67	5.92	5.24	7.41	1.14	0.55	1.71
Dried pulses other than air-dried	192	-1.30 (0.36)	S & A	0.20	0.69	7.82	6.15	9.92	0.39	0.17	0.84
Other potato products, not frozen, excluding chips	198, 199, 200	-0.90 (0.17)	S & A	0.33	0.72	17.56	13.32	21.52	0.77	0.55	1.12
Frozen peas	203	-0.70 (0.10)	S & A	0.47	0.58	10.10	7.49	12.08	1.10	0.76	1.65
Frozen peas and beans	203, 204	-0.88 (0.10)	S & A	0.57	0.71	10.72	7.96	12.90	1.43	0.88	2.09
FRUIT:											
Oranges (e)	210	-1.07 (0.21)	S	0.31	0.92	4.71	3.78	6.42	3.56	1.70	6.60
Other citrus fruit	214	-1.55 (0.23)	S & A	0.47	0.88	5.86	4.57	8.32	1.50	0.53	3.28
Apples (e)	217	-0.57 (0.06)	S & A	0.59	0.86	5.92	3.66	8.05	5.88	3.98	8.07
Pears (e)	218	-1.38 (0.16)	S	0.56	0.84	5.83	3.72	7.79	0.76	0.30	1.72
Stone fruit, fresh (h)	221	-1.04 (0.43)	S	0.20	0.89	7.96	3.96	14.86	1.34	0.04	3.40
Bananas	228	-1.41 (0.31)	S & A	0.27	0.67	5.41	4.67	6.39	3.05	1.84	4.23
Rhubarb (i)	229	-0.23 (0.45)	S	0.01	0.73	4.44	2.28	7.80	0.24	0.01	0.57
Canned peaches, pears and pineapples	233	-0.21 (0.38)	S & A	0.01	0.78	6.24	5.26	6.70	2.33	1.64	3.36
Other canned and bottled fruit	236	-0.28 (0.28)	S	0.02	0.30	7.41	6.61	8.26	2.20	1.57	3.10
All canned and bottled fruit	233, 236	-0.52 (0.45)	S & A	0.02	0.68	6.80	5.90	7.27	4.53	3.41	6.32
Dried fruit and dried fruit products	240	-0.42 (0.14)	S	0.13	0.92	9.47	7.52	13.85	0.98	0.41	2.31
Nuts and nut products	245	-0.37 (0.29)	S & A	0.03	0.89	18.18	13.25	27.74	0.26	0.10	1.10
CEREALS:											
Bread	251-263	-0.32 (0.23)	S & A	0.04	0.81	4.16	3.88	4.43	35.87	31.09	39.78
Flour	264	-1.14 (0.31)	S & A	0.20	0.65	2.47	2.11	2.76	5.53	3.82	8.75
Cakes, pastries, buns, scones & tescakes	267, 270	-0.56 (0.32)	S & A	0.05	0.77	12.66	11.73	14.71	5.47	4.31	6.65
Chocolate biscuits	277	-0.71 (0.23)	S & A	0.16	0.74	18.00	15.64	23.47	1.05	0.71	1.43

TABLE 3—continued

	Food code in 1973 (a)	Estimated price elasticity (b)	Significant seasonal and annual shifts in demand (c)	Proportion of variation in monthly average purchases explained		Deflated prices (e)			Monthly averages		
				by the price elasticity (d)	by the price elasticity and any significant seasonal or annual shifts in demand	Mean	Range		Mean	Range	
							Min	Max		Min	Max
CEREALS—contd.											
All biscuits	271, 274, 277	-0.18 (0.19)	S	0.02	0.67	10.98	10.46	13.01	5.74	4.27	6.44
Oatmeal and oat products	281	-1.16 (0.42)	S & A	0.12	0.82	5.54	4.48	6.53	0.55	0.14	1.02
Breakfast cereals	282	-1.09 (0.11)	S	0.62	0.75	9.73	8.72	10.91	2.69	2.12	3.55
Canned milk puddings and other puddings	285, 286	-0.10 (0.24)	S & A	0.003	0.70	5.18	4.39	6.47	1.93	1.31	2.48
Puddings other than canned milk puddings	286	-0.83 (0.54)	S & (A)	0.04	0.85	11.10	9.31	13.70	0.32	0.12	0.81
Rice	287	-0.76 (0.43)	(S) & (A)	0.06	0.30	5.77	4.72	7.83	0.50	0.30	1.31
BEVERAGES:											
Tea (g)	304	-0.34 (0.29)	(S) & A	0.02	0.78	22.40	18.59	25.06	2.38	1.96	2.75
Instant coffee (g)	308	-1.10 (0.39)	S & A	0.13	0.76	66.86	58.11	74.38	0.42	0.31	0.59
Coffee essences	309	-2.73 (0.84)	A	0.14	0.24	23.22	18.25	27.92	0.07	0.01	0.16
Cocoa and drinking chocolate	312	-1.35 (0.50)	S & A	0.12	0.59	15.30	11.86	19.24	0.18	0.09	0.35
MISCELLANEOUS:											
Baby foods, canned and bottled	315	-0.62 (0.66)	A	0.01	0.17	9.24	7.47	10.60	0.71	0.22	1.14
Canned soups	318	-0.86 (0.52)	S & A	0.05	0.89	5.14	4.65	6.03	3.26	1.75	5.02
Dehydrated and powdered soups	319	-0.95 (0.28)	S	0.16	0.73	31.07	24.68	38.47	0.11	0.03	0.22
Pickles and sauces	327	-1.23 (0.21)	S	0.37	0.78	9.16	8.06	10.42	1.48	1.12	2.53

(a) For further details of the items included in each category see Appendix A, Table 11.

(b) Calculated from monthly Survey data from 1968 to 1973 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 shifts in demand did not quite attain formal statistical significance at the customary 5 per cent level, but that they nevertheless appear 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. pint of condensed milk, and new pence per egg.

(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 ounce 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.

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

(g) Calculated from data for June to October, 1968 to 1973.

(h) Calculated from data for January to August, 1968 to 1973.

TABLE 4
Annual indices of average deflated prices(a), purchases and demand, 1968-1973
(Average for the whole period = 100)

	Food code in 1973 (b)	1968	1969	1970	1971	1972	1973
Liquid milk—full price and welfare	04, 05	Prices Purchases Demand (c) Demand (d)	99 100 100 101	98 97 96 97	106 100 100 100	102 100 100 99	96 102 102 100
Condensed milk	09	Prices Purchases Demand (c) Demand (d)	101 98 99 99	95 109 104 104	97 103 100 100	107 104 111 111	101 94 95 95
Cream	17	Prices Purchases Demand (c) Demand (d)	107 96 100 105	94 105 101 104	101 106 107 107	103 91 92 89	96 100 97 89
Cheese, natural	22	Prices Purchases Demand (c) Demand (d)	94 95 94 95	89 100 99 100	99 100 100 101	120 101 103 102	114 106 108 105
Cheese processed	23	Prices Purchases Demand (c) Demand (d)	101 97 97 99	94 104 100 100	93 112 107 107	112 89 95 94	107 99 104 101
Total cheese	22, 23	Prices Purchases Demand (c) Demand (d)	95 95 na na	89 101 na na	98 102 na na	119 100 na na	113 105 na na

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
Beef and veal (e)	31	Prices Purchases Demand (c) Demand (d)	95 105 96 98	95 104 97 98	94 105 96 96	97 107 101 101	102 95 97 96	120 87 115 112
Mutton and lamb (e)	36	Prices Purchases Demand (c) Demand (d)	95 110 105 105	97 105 102 102	95 99 95 95	94 105 99 99	101 97 98 98	120 86 102 102
Pork (e)	41	Prices Purchases Demand (c) Demand (d)	99 86 85 87	97 97 94 96	98 98 96 96	94 106 99 100	98 109 107 106	114 106 122 118
All carcass meat	31, 36, 41	Prices Purchases Demand (c) Demand (d)	95 103 100 101	96 103 100 102	95 102 99 99	96 106 103 103	101 98 98 97	119 90 100 98
Liver	46	Prices Purchases Demand (c) Demand (d)	100 105 105 106	99 99 99 99	100 101 101 101	99 101 100 100	94 102 97 96	109 92 99 98
Offals other than liver	51	Prices Purchases Demand (c) Demand (d)	96 109 104 106	96 104 101 102	100 107 108 108	95 103 98 98	99 90 89 88	116 89 102 99
All offals, including liver	46, 51	Prices Purchases Demand (c) Demand (d)	98 107 105 106	98 101 100 101	100 103 103 103	97 101 99 100	96 97 94 93	111 91 99 97

TABLE 4—continued

	Food code in 1973 (b)	1968	1969	1970	1971	1972	1973
Bacon and ham, uncooked	55	96 104 102 102	96 103 101 102	96 103 101 102	93 102 99 99	99 96 96 95	122 91 101 100
Bacon and ham, cooked (including canned)	58	102 100 100 101	102 98 99 99	100 101 101 101	98 99 99 99	94 102 100 99	104 100 102 100
Poultry, cooked	59	109 93 102 102	100 100 100 101	95 105 99 100	96 94 91 91	99 104 103 102	101 105 106 105
Corned meat	62	94 101 87 86	92 111 90 89	88 137 102 101	105 73 82 82	111 86 111 111	113 104 139 141
Other cooked meat, not canned	66	102 105 na na	101 102 na na	100 104 na na	94 104 na na	97 98 na na	105 88 na na
Other canned meat (excluding corned meat)	71	103 94 97 95	100 98 98 95	98 106 103 102	96 96 93 92	96 104 100 102	107 103 110 115
Other cooked and canned meat	66, 71	104 97 99 97	101 99 99 97	99 105 104 103	96 98 96 96	96 102 100 102	104 99 102 106

TABLE 4—continued

	Food code in 1973 (b)	1968	1969	1970	1971	1972	1973
Broiler chicken (e)	73	106 91 98 98	101 97 98 100	99 99 98 99	99 94 93 94	90 107 97 95	106 114 120 115
Sausages, pork and or beef, uncooked	79 & 80	99 101 101 101	97 101 99 99	98 103 102 102	98 100 99 99	99 99 99 99	109 96 100 100
Meat pies, sausage rolls, ready-to-eat	83	97 102 101 103	98 101 99 102	99 104 103 104	101 95 96 96	101 98 99 97	105 100 103 99
Frozen convenience meat and frozen convenience meat products	88	103 75 78 79	103 91 96 96	99 99 98 98	98 98 95 95	95 118 108 108	102 128 133 132
Other meat products	94	96 94 93 91	98 91 90 89	97 107 105 104	98 99 99 98	99 106 105 107	113 104 109 114
Meat products other than uncooked sausages	83, 88, 94	96 93 91 90	99 93 92 92	97 104 103 103	99 98 97 97	99 107 106 107	111 107 112 114
All meat and meat products	31-41, 46-94	98 99 99 100	98 100 100 101	97 103 102 102	97 101 101 101	98 100 99 99	113 97 99 98

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
Uncooked white fish including smoked and frozen	100, 105, 110, 114	Prices Purchases Demand (c) Demand (d)	93 114 113 113	91 109 107 107	90 103 101 101	98 101 100 100	108 92 93 93	124 84 88 87
Frozen white fish	110	Prices Purchases Demand (c) Demand (d)	97 96 92 93	94 101 92 93	93 105 94 95	102 86 89 89	101 104 106 105	115 110 134 132
Fat fish	111, 112, 113, 115, 116	Prices Purchases Demand (c) Demand (d)	99 101 na na	95 111 na na	87 101 na na	101 96 na na	103 92 na na	118 100 na na
Fish products (including frozen) and cooked fish	118, 123, 127	Prices Purchases Demand (c) Demand (d)	95 99 94 93	96 98 94 93	96 103 100 99	98 97 96 95	103 110 113 113	114 93 106 107
Canned salmon	119	Prices Purchases Demand (c) Demand (d)	93 136 111 113	96 113 102 103	105 98 112 113	98 96 92 92	100 96 96 95	109 71 90 87
Other canned or bottled fish	120	Prices Purchases Demand (c) Demand (d)	99 105 104 105	100 101 100 101	105 102 108 108	108 80 88 88	101 92 93 93	89 124 109 108
All canned and bottled fish	119, 120	Prices Purchases Demand (c) Demand (d)	98 121 118 117	98 109 107 109	105 98 105 105	104 88 92 92	102 93 95 94	93 94 86 84

TABLE 4—continued

	Food code in 1973 (b)	1968	1969	1970	1971	1972	1973
All convenience fish	118, 119, 120, 123, 127	97 105 102 102	97 101 98 98	98 103 101 101	102 93 95 95	100 105 105 105	106 94 98 98
Frozen convenience fish products	127	97 80 78 79	97 99 96 97	97 103 101 101	99 99 99 99	104 112 115 114	107 111 117 115
Eggs	129	104 102 103 103	105 101 102 102	100 102 102 103	100 100 100 101	83 99 97 97	111 95 96 95
Butter (e)	135	99 109 109 110	95 109 107 108	92 107 103 104	115 98 104 104	115 85 90 89	87 94 89 88
Margarine (e)	138	99 93 93 91	95 91 95 93	92 94 100 99	115 103 94 94	115 118 107 109	87 103 113 117
Lard and compound cooking fat	139	96 104 na na	94 102 na na	106 110 na na	107 98 na na	98 95 na na	101 93 na na
Vegetable and salad oils	143	107 81 84 87	101 88 88 91	99 101 100 102	104 105 107 107	99 100 100 97	91 132 126 119

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
Sugar	150	Prices Purchases Demand (c) Demand (d)	104 104 na na	103 103 na na	98 107 na na	97 100 na na	102 97 na na	97 90 na na
Jams, jellies and fruit curds	151	Prices Purchases Demand (c) Demand (d)	109 109 115 114	105 97 100 100	100 103 103 103	97 98 96 96	96 97 94 95	94 96 93 94
Marmalade	152	Prices Purchases Demand (c) Demand (d)	103 104 108 110	102 106 109 110	100 96 96 97	98 98 95 95	100 95 95 94	97 102 99 96
Syrup, treacle and honey	153, 154	Prices Purchases Demand (c) Demand (d)	94 110 105 104	98 91 89 88	98 87 86 85	93 118 111 111	99 107 106 107	122 90 106 107
All preserves	151, 152, 153, 154	Prices Purchases Demand (c) Demand (d)	104 107 109 109	102 99 100 100	100 97 97 97	96 102 100 100	98 98 97 97	100 97 97 97
Potatoes, excluding potato products	156-161	Prices Purchases Demand (c) Demand (d)	96 105 104 103	111 101 102 101	112 106 108 107	91 98 97 97	93 95 94 95	99 96 96 97
Cabbages	162	Prices Purchases Demand (c) Demand (d)	95 102 101 102	107 94 96 97	99 100 100 100	98 99 98 98	97 100 99 98	103 105 107 105

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
Brussels sprouts	163	Prices Purchases Demand (c) Demand (d)	108 94 99 100	110 95 101 102	98 109 108 109	85 116 104 105	94 99 94 93	108 90 95 92
Cauliflowers	164	Prices Purchases Demand (c) Demand (d)	102 93 96 97	106 95 104 105	102 105 108 109	98 99 97 97	97 108 103 101	95 101 94 92
Leafy salads	167	Prices Purchases Demand (c) Demand (d)	103 93 95 98	104 96 98 101	102 94 95 96	97 102 99 100	95 106 102 100	101 111 102 111 105
Fresh beans	169	Prices Purchases Demand (c) Demand (d)	86 114 93 94	107 113 124 126	91 115 102 103	102 87 90 90	109 94 105 104	107 82 90 88
Brassicas	162, 163, 164, 171	Prices Purchases Demand (c) Demand (d)	100 98 98 99	108 94 98 99	101 104 104 105	95 102 100 100	97 102 100 99	100 101 101 98
Carrots	172	Prices Purchases Demand (c) Demand (d)	100 104 104 105	104 99 100 101	93 99 96 96	99 98 98 98	98 99 98 98	106 101 104 102
All root vegetables (excluding carrots)	173, 174	Prices Purchases Demand (c) Demand (d)	93 101 96 96	106 96 101 100	98 102 100 100	92 112 105 105	104 95 98 98	108 95 101 102

TABLE 4—continued

	Food code in 1973 (b)	1968	1969	1970	1971	1972	1973
Onions, shallots, leeks, fresh	175	Prices 93 Purchases 100 Demand (c) 98 Demand (d) 98	96 103 101 102	109 102 105 105	92 99 96 96	93 101 98 98	120 95 102 101
Cucumbers	176	Prices 108 Purchases 86 Demand (c) 92 Demand (d) 96	103 94 96 100	97 98 96 98	98 104 102 103	94 107 102 98	100 113 113 105
Mushrooms	177	Prices 105 Purchases 98 Demand (c) 99 Demand (d) 105	103 93 94 99	100 89 89 92	101 104 104 105	96 103 102 97	95 114 112 102
Tomatoes, fresh	178	Prices 100 Purchases 104 Demand (c) 104 Demand (d) 106	98 105 104 105	95 100 99 99	100 104 104 104	103 94 95 93	106 94 95 92
Tomatoes, canned and bottled	184	Prices 107 Purchases 91 Demand (c) 96 Demand (d) 96	110 87 94 94	103 100 103 103	95 100 96 96	86 115 101 102	102 109 111 112
Canned peas	185	Prices 103 Purchases 102 Demand (c) 108 Demand (d) 105	101 104 105 103	99 108 107 105	102 93 96 95	100 99 100 102	94 95 87 91
Canned beans	188	Prices 106 Purchases 94 Demand (c) 95 Demand (d) 95	101 97 98 97	97 105 104 104	100 97 97 97	103 102 103 103	94 105 104 104

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
Canned vegetables other than pulses, potatoes or tomatoes	191	Prices Purchases Demand (c) Demand (d)	105 85 87 88	101 101 101 102	98 101 101 101	101 91 91 91	97 105 103 102	98 121 120 118
Dries pulses other than air-dried	192	Prices Purchases Demand (c) Demand (d)	100 109 109 106	113 92 109 106	102 105 109 107	95 104 97 97	94 101 93 95	96 90 86 90
Other potato products, not frozen, excluding chips	198, 199, 200	Prices Purchases Demand (c) Demand (d)	100 88 88 89	100 98 98 99	103 103 106 107	106 98 104 104	102 98 100 99	90 116 105 103
Frozen peas and beans	203, 204	Prices Purchases Demand (c) Demand (d)	114 87 97 104	115 95 108 115	107 91 96 99	110 98 99 100	87 110 97 92	82 123 103 92
Frozen peas	203	Prices Purchases Demand (c) Demand (d)	113 88 96 102	116 99 109 116	107 91 95 98	101 100 101 102	88 107 97 93	80 119 102 91
Oranges (e)	210	Prices Purchases Demand (c) Demand (d)	101 102 103 106	100 103 103 106	93 104 96 97	99 103 102 103	104 94 97 95	103 96 99 94
Other citrus fruit	214	Prices Purchases Demand (c) Demand (d)	93 94 84 90	102 85 87 93	97 91 86 89	107 121 134 135	104 98 104 98	99 117 114 102

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
Apples (e)	217	Prices Purchases Demand (c) Demand (d)	112 93 99 102	106 97 100 103	87 101 94 95	91 113 107 108	98 99 98 96	109 97 102 97
Pears (e)	218	Prices Purchases Demand (c) Demand (d)	103 102 106 110	97 110 106 110	91 105 92 94	97 107 102 103	101 95 96 93	113 83 98 92
Stone fruit, fresh	221	Prices Purchases Demand (c) Demand (d)	88 131 115 120	90 123 111 115	89 82 73 74	100 96 95 96	108 89 97 93	131 88 117 109
Bananas	228	Prices Purchases Demand (c) Demand (d)	101 105 107 110	98 110 107 109	98 96 94 95	97 102 98 98	101 93 94 92	104 95 101 97
Rhubarb	229	Prices Purchases Demand (c) Demand (d)	93 121 119 128	107 96 97 105	99 73 72 75	97 98 97 98	102 112 112 106	102 109 110 96
Canned peaches, pears and pineapples	233	Prices Purchases Demand (c) Demand (d)	102 111 111 113	101 104 104 106	102 100 101 102	100 97 97 97	95 93 92 91	99 95 95 92
Other canned and bottled fruit	236	Prices Purchases Demand (c) Demand (d)	108 94 96 99	102 107 108 111	101 100 100 102	97 98 97 98	94 97 96 93	99 103 103 97

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
All canned and bottled fruit	233, 236	Prices Purchases Demand (c) Demand (d)	104 103 105 107	102 105 106 109	101 100 101 102	99 97 97 97	95 95 93 91	100 99 99 95
Dried fruit and dried fruit products	240	Prices Purchases Demand (c) Demand (d)	102 98 99 100	101 101 101 103	99 95 95 96	92 106 102 103	90 105 100 99	118 95 102 100
Nuts and nut products	245	Prices Purchases Demand (c) Demand (d)	99 86 86 90	105 100 102 107	106 92 94 96	98 101 100 101	100 106 106 101	92 119 115 104
Bread	251-263	Prices Purchases Demand (c) Demand (d)	99 105 105 104	98 104 103 102	101 104 104 104	100 98 98 98	101 96 97 97	100 93 94 96
Flour	264	Prices Purchases Demand (c) Demand (d)	106 99 105 104	102 97 99 98	98 103 100 99	99 107 106 106	97 99 95 96	99 95 94 97
Cakes, pastries, buns, scones and teacakes	267, 270	Prices Purchases Demand (c) Demand (d)	98 110 108 109	97 105 104 104	97 104 102 102	99 100 100 100	104 95 97 96	105 88 90 89
Chocolate biscuits	277	Prices Purchases Demand (c) Demand (d)	99 97 97 98	100 97 97 99	102 95 96 97	102 94 96 96	103 99 102 100	93 119 113 110

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
All biscuits	271, 274, 277	Prices Purchases Demand (c) Demand (d)	101 100 100 101	100 100 100 100	99 100 100 100	100 100 100 100	101 99 99 99	99 101 101 100
Oatmeal and oat products	281	Prices Purchases Demand (c) Demand (d)	104 113 118 114	96 99 95 91	98 83 81 80	103 105 108 108	103 118 121 124	97 87 84 89
Breakfast cereals	282	Prices Purchases Demand (c) Demand (d)	109 90 99 100	106 96 102 103	100 101 101 102	99 98 98 98	96 106 101 100	91 110 100 98
Canned milk puddings, and other puddings	285, 286	Prices Purchases Demand (c) Demand (d)	100 101 101 100	102 94 94 94	100 107 107 106	97 99 99 99	103 94 94 95	98 106 106 108
Puddings, other than canned milk puddings	286	Prices Purchases Demand (c) Demand (d)	104 93 96 96	101 100 102 102	97 114 111 112	99 99 98 98	100 94 94 93	99 102 101 99
Rice	287	Prices Purchases Demand (c) Demand (d)	104 99 102 104	107 95 99 101	99 106 105 106	93 95 89 90	91 101 94 93	108 105 112 109
Tea (e)	304	Prices Purchases Demand (c) Demand (d)	110 107 110 110	105 104 105 105	104 107 109 108	101 99 99 99	94 94 92 92	89 91 87 88

TABLE 4—continued

	Food code in 1973 (b)		1968	1969	1970	1971	1972	1973
Coffee, bean and ground	307	Prices	102	98	104	102	96	99
		Purchases	88	115	90	103	118	90
		Demand (c) Demand (d)	na na	na na	na na	na na	na na	na na
Instant coffee (e)	308	Prices	107	105	101	102	92	93
		Purchases	85	91	101	104	110	112
		Demand (c) Demand (d)	92 94	96 99	101 103	107 107	100 98	104 100
Coffee essences	309	Prices	109	106	99	98	100	89
		Purchases	128	105	96	110	92	77
		Demand (c) Demand (d)	163 151	122 112	92 89	105 104	92 99	56 65
Cocoa and drinking chocolate	312	Prices	103	108	107	105	94	85
		Purchases	102	113	115	91	95	87
		Demand (c) Demand (d)	106 106	125 125	127 127	97 97	87 87	70 70
Baby foods, canned and bottled	315	Prices	106	105	102	98	94	96
		Purchases	103	107	119	90	96	88
		Demand (c) Demand (d)	na na	na na	na na	na na	na na	na na
Canned soups	318	Prices	107	104	99	98	97	95
		Purchases	92	96	110	91	101	112
		Demand (c) Demand (d)	98 98	100 99	109 109	90 90	98 98	107 108
Dehydrated and powdered soups	319	Prices	112	102	101	102	92	92
		Purchases	82	103	101	98	108	112
		Demand (c) Demand (d)	91 94	105 108	102 103	100 100	99 97	103 98

TABLE 4—continued

	Food code in 1973 (b)	1968	1969	1970	1971	1972	1973
Pickles and sauces	327	107 89 97 99	104 96 100 102	100 105 105 106	99 100 98 99	97 106 101 100	94 106 98 95
		Prices					
		Purchases					
		Demand (c)					
		Demand (d)					

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

(b) For further details of the items included in each category see Appendix A, Table 11. 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, 1966-1973

	Elasticity with respect to the price of				r ²
	Beef & veal	Mutton & lamb	Pork	Broiler chicken	
Beef and veal	-1.56(.22)	0.32(.11)	0.26(.09)	0.07(.09)	0.40
Mutton and lamb	0.62(.21)	-1.19(.20)	0.16(.13)	0.32(.13)	0.29
Pork	0.85(.30)	0.26(.21)	-1.29(.25)	-0.08(.18)	0.30
Broiler chicken	0.29(.39)	0.71(.29)	-0.11(.24)	-1.21(.34)	0.14

	Elasticity with respect to the price of		r ²
	Butter	Margarine	
Butter	-0.43(.07)	0.22(.03)	0.35
Margarine	0.70(.10)	-0.02(.32)	0.38

	Elasticity with respect to the price of			r ²
	Oranges	Apples	Pears	
Oranges	-1.13(.19)	0.23(.10)	-0.04(.07)	0.37
Apples	0.11(.05)	-0.58(.06)	0.03(.02)	0.53
Pears	-0.14(.26)	0.28(.19)	-1.68(.21)	0.53

	Elasticity with respect to the price of		r ²
	Tea	Instant coffee	
Tea	-0.72(.25)	0.53(.15)	0.15
Instant coffee	1.12(.32)	-1.35(.38)	0.14

	Elasticity with respect to the price of			r ²
	Brassicas and root vegetables	Canned vegetables	Frozen vegetables	
Brassicas and root vegetables	-0.45(.08)	0.18(.08)	0.14(.07)	0.28
Canned vegetables	0.20(.08)	-1.48(.31)	0.21(.14)	0.25
Frozen vegetables	0.27(.14)	0.38(.27)	-1.64(.30)	0.35

(a) Calculated from monthly Survey data from 1966 to 1973. 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

(average for the whole period = 100)

		1966	1967	1968	1969	1970	1971	1972	1973
Beef and veal	Prices (a)	94	92	97	98	96	99	104	123
	Purchases (b)	108	112	101	101	102	103	92	84
	Demand (c)	99	100	98	98	98	105	98	104
	Demand (d)	101	102	99	99	98	105	96	101
Mutton and lamb	Prices (a)	97	94	97	99	96	95	103	122
	Purchases (b)	115	112	105	101	95	100	93	83
	Demand (c)	111	106	102	102	95	98	98	90
	Demand (d)	112	107	103	102	95	98	97	88
Pork	Prices (a)	97	101	99	98	98	95	99	115
	Purchases (b)	96	82	90	101	102	110	114	110
	Demand (c)	99	91	92	100	103	104	106	105
	Demand (d)	100	93	93	101	104	104	104	102
Broiler chicken	Prices (a)	116	108	102	98	95	95	86	102
	Purchases (b)	80	89	96	103	105	100	113	121
	Demand (c)	99	104	102	101	103	97	92	103
	Demand (d)	100	105	103	102	103	97	90	100
Butter	Prices (a)	108	105	97	93	90	112	112	85
	Purchases (b)	105	108	106	107	105	96	83	92
	Demand (c)	107	110	106	105	100	100	87	87
	Demand (d)	108	111	107	105	100	99	87	86
Margarine	Prices (a)	107	100	96	95	101	106	100	96
	Purchases (b)	94	100	94	92	95	104	119	104
	Demand (c)	89	97	96	97	102	96	110	116
	Demand (d)	87	95	94	96	102	97	112	121
Brassicas and root vegetables	Prices (a)	106	98	98	106	99	95	98	101
	Purchases (b)	97	101	100	96	102	103	100	101
	Demand (c)	96	97	98	97	103	102	102	106
	Demand (d)	97	98	98	98	103	101	100	104
Canned vegetables	Prices (a)	108	106	102	98	96	98	99	94
	Purchases (b)	91	95	98	103	108	97	104	106
	Demand (c)	97	101	99	97	101	96	107	102
	Demand (d)	95	99	98	96	101	96	109	106
Frozen vegetables	Prices (a)	117	114	110	111	101	95	83	77
	Purchases (b)	75	72	88	100	101	106	125	159
	Demand (c)	92	88	103	118	105	100	92	106
	Demand (d)	97	91	107	122	106	99	88	96
Oranges	Prices (a)	105	103	100	99	92	98	102	102
	Purchases (b)	99	102	102	103	104	103	93	96
	Demand (c)	105	102	100	100	97	103	97	96
	Demand (d)	108	104	101	102	98	103	94	91
Apples	Prices (a)	96	116	110	104	86	89	97	107
	Purchases (b)	108	94	93	96	101	113	99	97
	Demand (c)	105	101	98	99	94	106	97	100
	Demand (d)	108	105	101	101	94	106	93	93
Pears	Prices (a)	98	119	101	94	88	94	99	110
	Purchases (b)	122	82	102	111	105	107	95	83
	Demand (c)	120	106	100	99	88	100	94	96
	Demand (d)	125	109	103	102	89	99	89	88

TABLE 6—*continued*

		1966	1967	1968	1969	1970	1971	1972	1973
Tea	Prices (a) . . .	114	111	105	101	100	97	90	85
	Purchases (b) . . .	106	109	104	101	105	96	91	89
	Demand (c) . . .	108	112	107	101	106	95	91	84
	Demand (d) . . .	107	111	106	101	106	95	92	85
Instant coffee	Prices (a) . . .	115	112	103	101	97	98	88	90
	Purchases (b) . . .	76	78	93	100	110	113	120	122
	Demand (c) . . .	79	80	91	100	105	115	113	126
	Demand (d) . . .	76	77	88	97	105	116	119	138

(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, 1966-1973

	Elasticity with respect to the price of:													Standard error of own-price elasticities (c)	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	III
Milk and cream	.06																.07	.01	.09
Cheese	.30	.07															.22	.05	.17
Carcass meat	.01	.25	.01	.02	.10	.03	.07	.16	.00	.08	.07	.13	.07	.09	.00		.12	.01	.09
Other meat	.01	.06	.38	.60	.07	.02	.29	.15	.03	.00	.07	.15	.03	.00	.14		.19	.05	.11
Fish	.24	.04	.34	.80	.13	.03	.07	.11	.04	.12	.03	.12	.02	.02	.01		.22	.12	.34
Eggs	.09	.01	.07	.14	.04	.00	.00	.11	.09	.06	.15	.06	.06	.18	.27		.27	.04	.24
Fats	.16	.13	.06	.20	.00	.06	.04	.17	.08	.11	.02	.06	.06	.14	.12		.08	.03	.07
Sugar and preserves	.64	.12	.23	.66	.17	.17	.33	.21	.02	.05	.11	.15	.07	.22	.20		.14	.02	.13
Potatoes	.01	.03	.19	.22	.13	.03	.15	.02	.17	.01	.04	.01	.01	.05	.09		.15	.01	.31
Other vegetables	.10	.00	.01	.22	.13	.05	.03	.01	.00	.34	.08	.05	.08	.00	.01		.08	.05	.03
Other fruit	.19	.04	.05	.11	.15	.02	.15	.07	.03	.17	.17	.09	.08	.00	.01		.10	.11	.16
Bread	.13	.02	.04	.09	.16	.10	.19	.07	.01	.18	.17	.09	.02	.08	.07		.14	.19	.21
Other cereals	.11	.00	.03	.17	.09	.02	.02	.03	.01	.10	.01	.03	.08	.08	.11		.26	.01	.23
Beverages	.01	.08	.01	.28	.29	.11	.26	.06	.06	.02	.07	.10	.18	.71	.10		.22	.40	.09
Average deflated price (c)	3.40	16.69	22.13	17.54	19.84	1.34	10.78	3.57	1.46	5.84	5.71	8.03	4.10	8.53	28.24		.15	.29	.24
Average purchases (d)	4.88	3.47	15.58	22.19	5.27	4.34	11.65	18.70	45.16	35.12	16.71	6.59	36.93	24.99	3.42			.22	.33

(a) Standard errors of the cross-price elasticities are not shown in the table but in most cases they are of the order of .05 to .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 income effects) which can be explained by the own-price variation in a single-equation model.
 Column III 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 variation in all prices in the multivariate model. For technical reasons, some of the proportions given in this column are 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, 1966-1973

(average for the whole period=100)

		1966	1967	1968	1969	1970	1971	1972	1973
Milk and cream	Prices . . .	98	98	99	99	98	106	104	98
	Purchases . . .	101	100	100	102	98	100	99	101
	Demand . . .	100	100	100	102	99	102	100	98
Cheese	Prices . . .	100	99	95	90	89	99	119	113
	Purchases . . .	90	96	98	101	104	105	101	107
	Demand . . .	86	91	98	102	104	102	107	113
Carcase meat	Prices . . .	96	93	97	98	97	98	103	121
	Purchases . . .	108	107	101	101	100	104	95	87
	Demand . . .	109	105	101	102	99	104	95	87
Other meat	Prices . . .	103	103	99	98	97	96	96	109
	Purchases . . .	94	96	100	101	106	100	102	102
	Demand . . .	98	99	101	102	108	99	94	99
Fish	Prices . . .	98	98	96	94	97	100	105	115
	Purchases . . .	107	108	107	103	100	95	95	87
	Demand . . .	106	107	104	102	103	96	96	86
Eggs	Prices . . .	107	102	102	103	98	98	81	110
	Purchases . . .	103	103	101	101	102	100	97	94
	Demand . . .	104	103	101	100	101	99	97	96
Fats	Prices . . .	110	105	98	94	94	108	103	89
	Purchases . . .	100	103	101	101	103	100	95	97
	Demand . . .	101	104	102	104	104	101	92	93
Sugar and preserves	Prices . . .	107	105	102	100	95	95	99	97
	Purchases . . .	106	108	103	101	103	99	94	88
	Demand . . .	102	104	103	101	101	99	97	93
Potatoes	Prices . . .	113	115	92	106	108	87	89	94
	Purchases . . .	102	105	104	100	105	98	93	94
	Demand . . .	102	105	101	99	106	97	94	95
Other vegetables	Prices . . .	102	99	100	102	99	98	99	101
	Purchases . . .	95	98	99	100	103	101	101	103
	Demand . . .	96	97	100	102	104	102	100	101
Fresh fruit	Prices . . .	101	109	103	100	90	94	100	104
	Purchases . . .	103	95	100	103	102	109	94	96
	Demand . . .	109	103	104	105	97	106	91	88
Other fruit	Prices . . .	106	104	102	101	100	96	94	98
	Purchases . . .	99	100	98	101	96	100	99	106
	Demand . . .	102	101	102	107	103	98	96	92
Bread	Prices . . .	95	97	100	100	102	102	103	102
	Purchases . . .	104	109	104	102	103	96	93	91
	Demand . . .	101	106	102	101	103	97	96	94
Other cereals	Prices . . .	102	103	102	100	98	97	100	99
	Purchases . . .	102	101	100	100	101	101	97	98
	Demand . . .	105	104	102	100	100	100	98	92
Beverages	Prices . . .	107	105	102	100	99	100	94	92
	Purchases . . .	102	104	104	103	106	98	94	90
	Demand . . .	112	112	107	104	102	99	89	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 chain¹. 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 1970 to 1973 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, 1970-1973

(lb per head per year)

	1970	1971	1972	1973
Dairy products, excluding butter (as milk solids)	56.1	56.1	56.6	56.7
Cheese (also included in dairy products)	11.8	12.5	12.0	12.7
Meat (edible weight)	115.0	117.2	115.3	107.9
Poultry, game and rabbits (edible weight)	17.0	17.0	19.2	18.5
Fish (edible weight)	19.6	18.4	18.3	18.1
Eggs	35.1	35.1	34.9	33.5
Butter	19.4	18.0	15.9	16.7
Margarine (a)	11.9	12.7	14.0	12.8
Lard and compound cooking fats	12.1	11.2	12.4	12.0
Other edible oils and fats	13.9	13.5	12.3	14.2
Total fats (fat content)	51.3	49.7	48.8	50.1
Sugar and syrups (b)	114.5	112.8	115.2	114.0
Sugar (c)	102.0	99.9	101.4	99.2
Fruit (fresh equivalent)	124.7	129.2	124.0	125.7
Pulses, nuts, etc.	12.5	11.7	12.7	13.5
Potatoes	228.2	221.4	215.4	216.5
Other vegetables	138.8	134.0	139.2	147.5
Grain products	162.9	160.6	158.7	160.2
Tea	8.6	8.2	8.0	7.5
Coffee	4.4	4.7	4.4	5.9
Chocolate confectionery (d)	12.7	13.0	14.1	15.1
Sugar confectionery (d)	11.6	12.0	12.0	12.2
		per head per day		
Energy	3,110	3,080	3,070	3,050
Protein: animal	52.5	52.7	52.8	51.3
vegetable	33.7	32.3	32.6	33.3
total	86.2	85.0	85.4	84.6
Fat	145	144	143	141
Carbohydrate	390	385	386	386
Calcium	1,120	1,120	1,110	1,120
Iron	15.1	14.9	15.0	14.8
Vitamin A, retinol equivalent (e)	1,320	1,320	1,370	1,300
Thiamin (f)	1.89	1.89	1.90	1.89
Riboflavin	1.90	1.89	1.96	1.97
Nicotinic acid (g)	20.2	20.4	20.3	20.8
Nicotinic acid equivalent (h)	35.4	35.1	35.7	35.9
Vitamin C (f)	101	100	99	99
Vitamin D	2.94	2.98	3.15	3.23
Energy: alcoholic drink (i)	129	136	142	154

N.B. More detailed estimates for the years 1970-1973 were published in *Trade and Industry* Vol. 16, No. 10, pages 512-518, 5th September 1974.

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

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

(g) Total nicotinic acid.

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

(i) Not included in total energy shown above.

GLOSSARY OF TERMS USED IN THE SURVEY

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

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 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 (e.g. the elasticity for beef with respect to the price of pork should be in the same ratio to the coefficient for pork with respect to the price of beef as expenditure on pork is to expenditure on beef).

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

Foods, Survey classification of – See Appendix A, Table 10, which lists the 154 categories into which the Survey normally classifies food purchases.

Food obtained for consumption. Food purchases 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 seven income groups (A1, A2, B, C, D1, D2 and OAP) according to the ascertained or estimated gross income of the head of the household, or of the principal earner in the household if the weekly income of the head is less than the amount defining the upper limit to income group D. 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 D1 as closely as possible the same over time.

Index of real value of food purchased (index of food purchases). 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 17 of Appendix A).

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

Protein (animal and total), fat (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. (See paragraph 14 of Appendix A).

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 (e.g. 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. (See paragraph 16 of Appendix A).

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

Rural areas. See “Type of area”.

Seasonal foods. Those foods which regularly exhibit a marked seasonal variation in price or in consumption; these are (for the purposes of the Survey) eggs, fresh and processed fish, shell fish, potatoes, fresh vegetables and fresh fruit. (See also Table 11 in Appendix A).

Semi-rural areas. See “Type of area”.

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 paras. 18 and 19, and Tables 14–16 of Appendix A for an important selection of the Survey results. Conventionally, 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 equations.

Type of area. The following are distinguished:

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

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

Larger towns. Other boroughs and urban districts with a population of 100,000 or more, urban areas adjoining such boroughs and urban districts

(or a conurbation), and other contiguous urban areas with an aggregate population of 100,000 or more.

Smaller towns. All other boroughs and urban districts.

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

Rural areas. All other rural districts.

Value of garden and allotment produce, etc. The value imputed to such supplies received by a group of households is derived from the average prices currently paid by the group for corresponding purchases. This appears to be the only practicable method of valuing these supplies, though if the households concerned had not had access to them, they would probably not have replaced them fully by purchases at retail prices, and would therefore have spent less than the estimated value of their consumption. 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.

Index

(Numbers refer to paragraphs: App = Appendix)

- Alcoholic drinks 2, 13, 67, 71, 72
- Bacon 9, 22, 23, 27, 52, 57, 60, 62, 101, 106
- Beans 7, 87
- Beef and veal 6, 23, 24, 56, 62, 94, 106
- Beverages 40, 57, 106 (*see also* individual foods)
- Biscuits 39
- Bread 6, 7, 38, 39, 49, 55–57, 62, 64, 87–89, 106
- Breakfast cereals 7, 39, 57, 62, 64, 87
- Broiler chicken (*see* Poultry)
- Bulk buying 8, 94–96
- Butter 6, 15, 32, 56, 57, 62, 69, 87, 89, 106
- Cakes 39
- Calcium 83, 88
- Calories (*see* Energy value)
- Canned foods 4, 16, 36, 37, 41, 52, 93 (*see also* individual foods)
- Canned meats 29
- Carbohydrates 7, 9, 66, 67, 78, 79, 82, 87, 89, 92, 97, 103
- Carcase meat 22, 49, 52, 60, 95
- Carotene (*see* Vitamin A)
- Catering expenditure 2, 3
- Cereal foods 15, 18, 38, 57, 64, 69, 87, 106
- Cheese 6, 7, 15, 18, 21, 56, 57, 69, 87, 106
- Chicken (*see* Poultry)
- Chocolate and sugar confectionery 13, 67, 71, 73, 82
- Citrus fruit 37, 68
- Cocoa 106
- Coffee 40
- Consumers' expenditure 1–3, 90
- Consumers' Expenditure Deflator 1
- Consumption patterns—
family type within income groups 63
farm households 9, 98–102
household type 42, 62
households with freezer or refrigerator 8, 90–97
income group 55–57
national averages 13, 19–41
national food supplies App. C
pensioner households 10, 104–106
regions 43, 44, 50
type of area 43, 49, 50
- Convenience foods 4, 16, 17, 38, 39, 46, 52, 57, 59, 60, 92, 93, 95, 106 (*see also* individual foods)
- Cooked meats 29
- Cooking fats 32, 49, 55, 57, 62, 106
- Cooking losses (*see* Wastage)
- Cream 15, 20, 56, 69, 96
- Crispbread 39
- Dairy products 9, 101 (*see also* individual foods)
- Deep-freezer 8, 9, 90–103
- Earnings, Index of 1
- Eggs 6, 9, 15, 18, 31, 56, 67, 96, 101, 106
- Elasticities of demand (*see* Income elasticities and Price elasticities)
- Energy value—
general 7, 66, 76
average requirement of the population 7, 76
family type within income groups 84, 85
farm households 9, 103
foods not recorded by the Survey 70–76
household type 61, 82, 83
households with freezer or refrigerator 8, 92, 97
income group 54, 80, 81
national averages 7, 67–69
national food supplies App. C
pensioner households 107
regions 77
type of area 49, 77–79
- Errors, standard (*see* Standard errors)
- European Economic Community 1, 14, 23, 24
- Expenditure on Food—
family type within income groups 63
farm households 99, 100
household type 6, 42, 59
households with freezer or refrigerator 8, 90–97
income group 6, 52
national averages 4, 13, 15, 16, 19–41
pensioner households 104, 105
regions 5, 45–49
type of area 5, 45–49
- Family Expenditure Survey 58
- Farmers and farm workers 9, 98–103
- Fat (content of the diet) 7, 9, 66, 67, 78, 87, 92, 97, 103
- Fats 6, 18, 32, 55, 56, 69 (*see also* individual foods)
- Fatty acids 67, App. A 15
- Fieldwork of the Survey 13, 51, App. A 2, 8
- Fish 6, 7, 15, 18, 30, 36, 55, 56, 57, 60, 87, 89, 106
- Flour 38, 49, 57, 105, 106
- Food, classification used in the Survey App. A Table 11
- Food consumption levels App. C
- Free food (*see* Garden and allotment supplies)
- Frozen foods 4, 16, 17, 29, 36, 52, 56, 59, 90, 93, 95 (*see also* individual foods)
- Fruit 7, 9, 15, 18, 37, 49, 52, 56, 87, 96, 101, 106 (*see also* individual foods)
dried 37
juices 37
- Garden and allotment supplies 5, 8, 9, 15, 45–49, 52, 59, 60, 68, 93, 96, 99–104
- Geographical differences 5, 43–50, 77–79
- Ham (*see* Bacon)
- Health and Social Security, Department of—
recommended intakes 7, 66, 67, 70, 78, 80–84, 88, 92, 97, 107, App. A 16
- Honey 33
- Household composition differences 6, 8, 58–64, 82–85, 93, 96, 99, 104, 108–116

- Ice-cream 41, 67, 71, 75
- Income—
 elasticities 19, App. B 1-3
 group definitions 51, 56, 63
 group differences 6, 8, 51-57, 80, 81, 84, 85, 113, 114
 head of household 51, 80, 113
 personal disposable 1, 4
- Indices—
 cost of nutrients 7, 86-89
 earnings 1
 food expenditure 16-18, 47, 53, 60, 92
 food prices 16-18, 47, 53, 60, 92
 food purchases (real value) 16-18, 48, 53, 60, 92
 personal income 1, 4
 price of energy 47, 49, 54, 61
 retail prices 21, 23
- Iron 67, 72, 83, 84, 88, 97
- Jellies 41
- Lamb 23-25, 56, 94
- Lard 55-57
- Liver 7, 87
- Margarine 18, 32, 49, 56, 57, 62, 69, 87, 106
- Meals on wheels 113
- Meals taken outside the home 12, 13, 67, 70, 76, 80, 92, 106, 113-116
- Meals, weighting of 114, App. A 17
- Meat, including meat products 4, 7, 9, 15, 18, 22, 23, 29, 55-57, 60, 62, 64, 69, 87, 89, 94-96, 101, 106 (*see also* individual foods)
- Meat pies 29
- Meat products 4, 15, 22, 29, 56, 57, 106
- Methodology 13, App. A
- Milk 7, 11, 15, 18, 20, 55-57, 62, 69, 87, 89, 96, 106, 108-112
- Mutton and lamb (*see* Lamb)
- Nicotinic acid 72, 88, 97
- Nutrient content of the diet—
 general 7, 23, 65-89
 family type within income groups 84, 85
 farm households 98, 103
 foods not included in the Survey 70-76
 household type 8, 66, 82, 83
 households with freezer or refrigerator 8, 92, 97
 income group differences 8, 10, 80, 81
 national averages 7, 67-69
 national food supplies 71, App. C
 pensioner households 10, 104, 107
 regions 77
 seasonal variation 67, 68
 type of area 77-79
- Nutrients, cost of 7, 86-89
- Nutritional analysis of Survey results App. A 14-17
- Oatmeal and oat products 39, 57, 62, 106
- OAPs (*see* Pensioner households)
- Offal 22, 60
- Oranges 37
- Oils, vegetable and salad 32, 57
- Peas 7, 87, 95
- Pensioner households 10, 51, 52, 57, 63, 80, 104-107, 113
- Personal disposable income (*see* Income)
- Pork 18, 23, 26, 56, 94, 106
- Potatoes, including products 7, 18, 35, 36, 49, 55, 62, 68, 87, 96, 107
- Poultry 4, 6, 9, 15, 18, 22, 23, 28, 49, 52, 56, 60, 101, 106
- Preserves 33, 57, 69 (*see also* individual foods)
- Price elasticities 19, 21, 31, 32, App. B 1, 4-10
- Price of energy indices—
 household type 61
 income groups 54
 regions 49
 type of area 49
- Protein 7, 9, 18, 66, 67, 78, 79, 83, 88, 92, 97, 103
- Puddings (milk) 39
- Rabbit 29
- Real value of food purchases—
 general 2-4, 16, 17
 household type 60
 income groups 53
 regions 48
 type of area 48
- Recommended allowances (*see* Health and Social Security, Department of)
- Response rate App. A 9
- Retail Prices, General Index of 21, 23 (*see also* Indices)
- Retinol equivalent (*see* Vitamin A)
- Riboflavin 72, 82, 83, 88, 97
- Refrigerator 8, 90-97
- Sample—
 composition of 51, 63, App. A 9-12
 selection of App. A 3-7
- Sampling variation 63, 91, 102, 116, App. A 18 (*see also* Standard errors)
- Sausages 29
- Schoolchildren 108, 111-116
- School meals 3, 12, 115, 116
- School milk 11, 16, 20, 108, 110-112 (*see also* Milk)
- Seasonal foods 16, 17, 46, 52, 92, 93
- Single-parent families 63, 64, 83, 85
- Soft drinks 2, 13, 67, 71, 74, 82
- Soups 41
- Spreads and dressings 41
- Standard errors App. A 18, 19, App. B 1-10
- Suct 32
- Sugar 18, 33, 49, 55, 57, 62, 69, 87, 89, 105
- Sweets (*see* Chocolate and sugar confectionery)
- Syrup and Treacle 33
- Tea 40, 55, 57, 106
- Thiamin 65, 72, 82, 88
- Veal (*see* Beef and veal)
- Vegetables, including processed 9, 15, 18, 34-36, 49, 57, 68, 95, 96, 101, 106 (*see also* individual foods)
 canned 36
 fresh 18, 34, 36, 49, 68, 101, 106
 frozen 36, 95
- Vegetable and salad oils (*see* Oils)
- Vitamin A 67, 83, 87, 88, 97
- Vitamin B (*see* Thiamin, Riboflavin, Nicotinic acid)
- Vitamin C 65, 68, 80, 84, 87, 88, 97, 107
- Vitamin D 7, 67, 84, 87, 88, 107
- Vitamin preparations 71
- Wastage 7, 65-67, 71, 76, 82, 92, App. A 16
- Welfare milk 3, 11, 16, 20, 108-112 (*see* Milk)